

MINUTES OF THE EMERGENCY MEETING (23rd MEETING) OF THE SCHOOL BOARD OF THE SCHOOL OF MANAGEMENT STUDIES (SOMS) HELD ON 5TH AUGUST, 2008 AT 10.30 A.M. IN THE CONFERENCE ROOM, BLOCK-8, IGNOU CAMPUS, MAIDANGARHI, NEW DELHI.

The following members were present:

Prof. N.V. Narasimham, Director, SOMS, IGNOU
Prof. L. Venugopal Reddy, Former V.C., Andhra University
Prof. Badar Alam Iqbal, Dean, Dept. of Commerce, AMU
Prof. B.S. Hansara, SOA, IGNOU
Dr. Jagpal Singh, SOSS, IGNOU
Dr. Sutapa Bose, SOE, IGNOU
Dr. Santosh Tanwar, SOCE, IGNOU
Prof. B.B. Khanna, SOMS, IGNOU
Prof. Nawal Kishor, SOMS, IGNOU
Prof. G. Subbayamma, SOMS, IGNOU
Prof. Madhu Tyagi, SOMS, IGNOU
Prof. Srilatha, SOMS, IGNOU
Prof. K. Ravi Shankar, SOMS, IGNOU
Prof. Kamal Yadava, SOMS, IGNOU
Prof. Anurag Saxena, SOMS, IGNOU
Prof. M.S.S. Raju, SOMS, IGNOU
Prof. T.U. Fulzele, SOMS, IGNOU
Dr. Madhulika, SOMS, IGNOU
Dr. Sunil Kumar, SOMS, IGNOU

Dr. Srikant Mohapatra, Registrar (SR&E) attended the meeting as a Special Invitee.

Prof. M.B. Shukla, Prof. S.K. Kalra, Prof. N.S. Narasimhan, Prof. P.C. Basak, Mr. T.V. Vijay Kumar and Ms. Anjali Ramtake could not attend the meeting.

Prof. V.N. Rajasekharan Pillai, Vice-Chancellor, IGNOU chaired this emergency meeting of the School Board of the School of Management Studies (SOMS) called at his instance to discuss the eligibility criteria for admission to Management Programme.

Prof. N.V. Narasimham, Director, SOMS welcomed the Vice-Chancellor and the Members of the School Board and requested the Vice-Chancellor to initiate the proceedings.

The Vice-Chancellor thanked all the members of the School Board, particularly the external members, for attending the meeting at very short notice. He stated that there is an immediate need to re-look into the eligibility criteria for admission to the Management Programme for the following reasons:

- The eligibility criteria for admission to Management Programme was decided way back in 1987 and the same is being followed, may be with minor modifications, for the past 21 years.

- The criteria include supervisory/managerial/professional experience of three years in case of graduates only. The candidates with PG qualification or graduates with professional degrees are eligible for admission without experience. Thus, the condition of experience has resulted in an anomaly among the graduates and others.
- Several Universities and other institutions who adopted IGNOU Management Programme have been admitting the students without the condition of experience. Thus the same Management Programme is on offer by IGNOU and several other institutions with different eligibility criteria.
- The employment scenario in the country has undergone sea-change in the recent times. The bright students in different streams are getting attractive employment opportunities immediately after completing the graduation. Such students prefer to join the service first and then pursue studies for their career advancement. In fact, these students can pursue their studies through distance education mode only. Therefore, the eligibility condition of experience deprives them from seeking admission.
- Recently the University has introduced the scheme of convergence where partner institutions admit the students directly for IGNOU programmes with increased element of face-to-face teaching. There is more demand for IGNOU's Management Programmes from the fresh graduates as reported by the partner institutions. Therefore, the partner institutions are demanding for modifying the condition of experience for admission.
- IGNOU is admitting the students through OPENMAT conducted by it. There are several recognised institutions which are conducting admission tests for management programmes like CAT, MAT, State Level Tests conducted by the State Governments, etc. There is a demand to recognise these tests for the purpose of admission to IGNOU Management Programmes.

The Vice-Chancellor requested the School Board to deliberate on the following issues:

- i) Requirement of the condition of three years experience in respect of graduates;
- ii) To recognise the admission tests conducted by various recognised agencies for Management Programmes; and
- iii) The School Board may also discuss any other issue which needs immediate attention such as additional posts, collaborations, facilities, etc.

A note prepared by Prof. B.B. Khanna based on the discussions held among the Management Faculty was circulated (Annexure).

During the deliberations on the above issues, the Registrar (SRED) informed that, though experience is a very vital requirement for the students to absorb the programme well, in IGNOU the experience rendered while doing graduation and experience under self-employment have been taken into consideration for giving admission to the Management Programmes. This, in practice, has diluted the

requirement of experience and resulted in as good as not insisting the requirement. He also suggested to delete the condition of experience from the eligibility criteria as there is no mechanism of verifying the credentials or genuineness of the service claimed by the candidates. The Members of the School Board, particularly the external members, expressed that even the reputed institutions like IIMs and IITs are giving admissions to fresh graduates without insisting for experience. It is also noted that several SOUs and CCIs which adopted the IGNOU Management Programmes are admitting the students without the condition of experience. The members also expressed that various reputed bodies are conducting the Management Admission Tests whose scores are accepted for giving admission to Management Programmes. Therefore, recognition of these tests for admission to IGNOU's Management Programme will facilitate the students. Further, members express the need for launching executive MBA for in-service candidates with reduced time period. The note prepared by Prof. B.B. Khanna in consultation with the Management Faculty was discussed at length.

It is suggested by the Registrar (SRED) that the decision regarding the cut off marks in the OPENMAT is an administrative decision taken by the Vice-Chancellor at the time of admissions. The Vice-Chancellor suggested that let the School Board take a decision regarding the minimum cut off marks in the OPENMAT/other admission tests and if necessary such a decision can be reviewed by the Vice-Chancellor at the time of admissions.

After detailed discussions, the School Board has taken the following decisions:

- 1) Eligibility Criteria for admission to Management Programmes under Convergence Scheme shall be as follows:
 - a) Graduation in any discipline with 50% marks for general category and 45% marks for reserved categories, as per the guidelines of AICTE.
 - b) Clearance of OPENMAT conducted by IGNOU or any other entrance test conducted by a recognized body, including the state level test conducted by the state government concerned. The students of general category should secure a minimum of 40% marks while reserved categories students should secure 35% marks in the admission tests.
- 2) Eligibility criteria for admission to the existing Management Programme offered by IGNOU shall be as under:
 - i) Graduate in any discipline
 - ii) Clearance of OPENMAT conducted by IGNOU with a minimum of 40% marks for general category students and 35% marks for reserved categories students.
- 3) To recognize any institution as a Partner Institution to offer Management Programmes under the Convergence Scheme, the following procedure shall be followed:
 - i) All the institutions approved by the AICTE to offer Management Programmes may be directly recognized as Partner Institutions.

- ii) The institutions which do not fall under the above category may be recognized following the same procedures for recognition of study/programme centres.
- 4) Under the convergence scheme for the Management Programmes, the Partner Institutions shall conduct face-to-face teaching of a minimum of 25 hours per course. 75% attendance is compulsory to qualify to appear in the Term-end examinations.
- 5) The suggestion of Prof. Parvin Sinclair, PVC to discuss and finalise a decentralized system of evaluation of MS-100 Project Course and introduction of Viva-Voce component in the Management Programme, as approved by the 21st meeting of the SOMS School Board and 43rd Meeting of the Academic Council, was considered. The Director, SOMS reported that the Management Faculty, as informed by Prof. B. B. Khanna, is working out the details of the scheme and the same will be presented to the School Board for approval at its next meeting.

The Board deferred the item and Prof. B. B. Khanna was instructed to present the scheme at the next meeting of the School Board of SOMS without fail.

- 6) The School Board appreciated the need for launching a two year Executive M.B.A. Programme for in-service candidates. An expert group may examine the feasibility of launching the Executive M.B.A. Programme and lay down the broad guidelines.
- 7) In response to the Vice-Chancellor's initial suggestion to the School Board to discuss any other issue relating to the SOMS which requires immediate attention, the Director mentioned that there is an immediate requirement of additional faculty to cope up with the increased workload on the following counts:

* One Lecturer in Commerce has resigned on selection in some other institution. The Commerce discipline has initiated several collaborative programmes in the recent past. Dr. V.V. Reddy, Regional Director, IGNOU Regional Centre-I, New Delhi is coordinating the Diploma in Retailing. He is requesting for faculty support to manage the said programme as he is finding it difficult to cope up with the pressure of the increased work load at the Regional Centre.


* In the Management discipline, one Professor is on E.O.L. and one Lecturer has been sanctioned Study Leave. Management faculty is developing two programmes in collaboration with RC-Madurai and RC-Cochin. The Regional Director Cochin has requested for faculty support and also RD-Madurai also expressed his requirement of the faculty support in view of the increased workload at the Regional Centres due to decentralization of material distribution and walk-in

admission. Prof. Anurag Saxena also informed that he needs the support of a faculty in the area of Operations Management.

In view of the above, the Director proposed to operate the live panels of Lecturers in Commerce discipline as well as Management discipline to meet the immediate requirement of the faculty support in the School and Regional Centres. The Vice-Chancellor felt that there is a requirement for additional faculty support in the School.

The School Board requested the Vice-Chancellor to approve the appointment of additional faculty in Commerce and Management disciplines from the existing panels of Lecturers, and the VC agreed to this.

The meeting ended with a vote of thanks to the Vice-Chancellor for his directions and guidance given to the School Board.


(N.V. Narasimham)
Director

SOMS

FACULTY OF MANAGEMENT

The faculty of Management met on August 1 and August 4, 2008 to deliberate upon the change of eligibility criteria of Management Programme in the light of convergence scheme. The faculty expressed the following issues for discussion in this regard.

A: Existing Criteria

The present eligibility criteria for Management Programme are as follows:

Bachelor's Degree with 3 years of supervisory/managerial/professional experience.

Or

Professional Degree in Engineering/Technology/Medicine/Architecture/Law Pharmacy.

Or

Professional Qualifications in Accountancy/Cost and Works Accountancy/ Company Secretaryship, etc.

Or

A Master's Degree in any subject

- The above criteria were evolved keeping in view the mandate to cater to the needs of continuing education of those disadvantaged professionals who cannot afford to go to a regular full-time MBA Programme.
- Also, most of the part-time programmes have the requirement of work experience as part of eligibility and give differential weightage for them.
- The study material has been prepared presuming that the learners have access to organizational settings, so as the case in assignments as well.
- Owing to the focus of continuing education, placement is not an issue for our system. Any change towards entry of freshers would require lot of emphasis on placement at large scale.
- There are approximately 2000 full-time Management Programmes available for freshers.

B: Proposed Criteria for Convergence Scheme

In case the eligibility is to be changed for convergence system students, the following may be done:

- A separate category of fresh graduates without any experience be created.
- AICTE norm of minimum 50% marks in Bachelor's degree as eligibility.
- Face to face compulsory teaching for 30 hours per course (double of the present 15 hours counseling per course). In no case this should be less than 25 hours.
- 40% cut off mark in OPENMAT examination with system of separate identification along with regular candidates with experience.
- Provision of placement services in Convergence Institutions

However in implementation of the management program, the following issues need due consideration:

- Viability of existing study centres and proposed convergence centres.
- There may be two types of institutions, one having experience of running AICTE approved Management Programmes and the second category of those not having any such experience. The approval process of the second category may be similar to that of the existing study centres of Management Programme.

C: Suggestions for improvement in the present eligibility criteria

- Clause of PG degree without work experience as eligibility to be removed.
- Clause of 3 years' experience during the period of acquiring Bachelor's degree to be removed. And only post qualification experience be considered.

Other than eligibility the following two measures are necessary to maintain the credibility of the programme.

- 40% cutoff mark in OPENMAT examination.
- 'C' grade as minimum passing grade be made compulsory both in TEE and CE for successful completion of a course in both the categories (This has already been approved by Academic Council long back. The SRED is supposed to work out the modalities for implementation).