



ISLAMIC UNIVERSITY OF SCIENCE & TECHNOLOGY
KASHMIR
Office of the Dean Academic Affairs

ORDER

In anticipation of the ratification by the Academic Council, Competent Authority has approved the Minutes of 9th Board of Studies Meeting convened by the Department of Management Studies.


Assistant Registrar
ACADEMICS

No. RST/DAA-Acad/25/2073

Dated: - 11-12-2025.

Copy to:

- I/C Head, Department of Management Studies.
- SSVC for the information of the HVC.



Department of Management Studies
Islamic University of Science and Technology
1-University Avenue, Awantipora, J&K

The 4th Board of Studies (BOS) meeting for the Department of Management Studies was held in the Business Lab on 20th June 2025 (Friday) at 10:30 am. The following members were present in the meeting:

- | | |
|---------------------------------------------------|--------------------------|
| 1. Prof. Parvez Ahmed Mir (Dean, SBS & Head, DMS) | (Chairperson) |
| 2. Prof. Jaya Bhasin (Attended online) | (Subject expert/Member) |
| 3. Mr. Faisal Kawoosa (Attended online) | (Industry expert/Member) |
| 4. Mr. Adil Ahsan (Attended online) | (Industry expert/Member) |
| 5. Dr. Asif Iqbal Fazili | (Member) |
| 6. Dr. Anisa Jun | (Member) |
| 7. Dr. M.A. Parray | (Member) |
| 8. Dr. M. Asif Bashir Naqshbandi | (Member) |
| 9. Dr. Irfan Bashir | (Member) |
| 10. Dr. Shakeel ul Rehman | (Member) |
| 11. Dr. Adil Zahoor | (Member) |
| 12. Dr. Danish Khan | (Member) |
| 13. Dr. Imran ul Amin | (Member) |

At the outset, Prof. Parvez Ahmad Mir (Head, Department of Management Studies) welcomed the members and highlighted the significance of the board of studies meeting in shaping the academic progress of higher education institutions. Afterwards, the agenda items were taken up for deliberation.

Item 1: Approval of the course structure of the One-Year MBA program.

In line with the National Education Policy 2020, the Department of Management Studies initiated the process of starting the One-Year MBA program from the 2025 session. To that end, a proposal highlighting the need for such a program for achieving the vision enshrined in the NEP 2020 was submitted to the competent authority for approval. The proposal was ultimately placed before the Academic Council at its meeting held on April 16, 2025, wherein the program was approved. Consequently, an administrative order was also issued to that effect vide No.: IUST/DAA-Acad/25/905 Dated: 16-06-2025.

Against this background, a course structure for the program was designed and placed before the board of studies for approval. The board thoroughly deliberated upon multiple aspects of the course structure to ensure that the program caters to the relevant industry needs, besides maintaining the quality standards of academic rigour. The board suggested that the current eligibility criteria for the program (i.e., B.Tech/BE and 4-year BBA) be expanded in the future to include 4-year graduates of all streams as envisioned in the NEP 2020. Restricting the course only to B.Tech/BE and BBA graduates does not augur well with the spirit of Management education, which emphasizes a multidisciplinary approach and academic flexibility. The board also recommended some minor modifications in certain course titles to bring them in line with standard academic practices and industry requirements.

Resolved: After thorough deliberations, the board approved the course structure and emphasized that the program will cater to the contemporary student needs. The revised course structure, after incorporating the recommendations of the board, is attached as Annexure A.

Item 2: Approval of course structure of B.Voc in Tourism & Hospitality Management.

Consequent upon the approval of the Academic Council at its meeting held on April 16, 2025, sanction was accorded to the introduction of 3-years B.VOC in Tourism and Hospitality Management program. The approval was communicated to the department vide No.: IUST/DAA-Acad/25/902 dated

[Handwritten signatures and initials of the board members]



16-06-2025. Subsequently, a course structure of the program was prepared and placed before the board of studies for discussion and approval. The Board discussed the proposed structure and expressed satisfaction that the curriculum has been designed in alignment with the National Education Policy (NEP 2020) and the National Skills Qualifications Framework (NSQF).

The Board resolved that the programme structure is well aligned with the National Skills Qualifications Framework (NSQF) and appreciated that it offers multiple exit options with clearly defined certification levels as follows:

- o Certificate after 1 year (Level 4.5)
- o Diploma after 2 years (Level 5)
- o B.Voc (Hons) Degree after 3 years (Level 6)

This structure will enhance vertical mobility and skill-based employability of students. The Board also appreciated the programme's strong focus on experiential learning and real-world industry exposure. It was noted that a substantial portion of the course is devoted to hands-on training, with students undergoing 8-week internships or industrial training in each of the first four semesters, followed by a full-semester On-the-Job Training (OJT) in the sixth semester. This continuous and structured engagement with the industry ensures that students gain practical skills, build professional networks, and graduate as industry-ready professionals equipped to meet the demands of the tourism and hospitality sector.

It was recommended that the existing paper on "Tour Guiding Basics" be replaced and a paper on "Home Stay Management" be introduced. Strong emphasis was laid on incorporating Digital Marketing for Tourism and industry-relevant software applications. It was noted and appreciated that suitable software tools have already been included in the revised structure to ensure technological readiness among students.

Experts strongly recommended that industry professionals should be actively involved in delivering lectures and interacting with students. It was suggested that industry practitioners also participate in evaluation processes, especially for internship components. The department responded affirmatively, stating that a mechanism is already in place where students are evaluated by the industry partner where they intern. This aligns with experiential learning under NEP and falls in line with requirements of NSQF and National Skill Council. Also, MoUs with reputed organizations in the tourism and hospitality sector will be signed to cultivate meaningful industry-academia linkages.

The Board agreed that such linkages should be formalized further to ensure delivery remains current and practice-oriented.

A unanimous view was expressed that the programme must actively promote entrepreneurship among students. It was agreed that students be sensitized and encouraged to explore entrepreneurial opportunities in tourism and hospitality, especially in areas like homestays, eco-tourism, and travel startups. The revised course structure, after incorporating the recommendations of the board, is attached as Annexure B.

The board was informed that the B.Voc in Tourism & Hospitality Management has been designed in accordance with the established guidelines setup by the Tourism and Hospitality Skill Council (THSC). Further, the standards setup by various relevant bodies such as NSQF, NCFE etc. have been adhered to. In accordance with these guidelines the evaluation mechanism to be followed for various components is specified as under:

General Education Component (GEC)

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The General Education Component includes lecture-based and foundation courses in management, communication, IT, and tourism studies. The evaluation pattern for these courses will be as per the present university norms.

Skill Enhancement Component (SEC)

Skill Enhancement Courses (SECs) under the B.Voc in Tourism & Hospitality Management program will be assessed in accordance with NSQF level descriptors and THSC job-role standards. SEC courses, including combinations such as 1 +P+S or pure practical (2P) or 1 Practical + 1 Social (1P + 1S), the evaluation will be carried out by the skill assessment board as per the following weightage.

Component	Marks %	Indicators
1. Practical Skill Demonstration	40%	Based on NSQF QP/NOS for the job role
2. VIVA / Oral Assessment	40%	Job role understanding, process steps
3. Soft Skills / Participation / Discipline	20%	Professional behaviour, conduct, punctuality

The proposed structure of the Skill Assessment Board (SAB) shall comprise of the following members

Role	Suggested Member
Chairperson	Head of Department
Skill Coordinator	Senior most faculty member of the department.
Internal Assessor	Subject faculty
Industry Expert	Representative from industry nominated by Dean of School
External Expert	Representative from another department nominated by Dean of School

In the event of unavailability of an external or industry expert, the evaluation process shall be conducted in accordance with the university's established guidelines applicable under such circumstances.

Evaluation Guidelines for Internship/ industrial training/On the Job training

Internship components under the B.Voc in Tourism & Hospitality Management are integral to experiential learning and industry immersion. The evaluation shall be conducted based on four key components. The assessment emphasizes practical exposure, task performance, professional behavior, and the ability to reflect on real-world experiences.

Component	Marks %	Description & Indicators
1. Industry Supervisor's Evaluation	40%	Job knowledge and task execution- Attendance and punctuality- Attitude and adaptability- Communication & interpersonal skills
2. Internship Report	20%	Structure and clarity- Description of tasks undertaken, Reflection on learning outcomes, Formatting and presentation
3. Presentation	20%	Regularity in entries/logbook- Details of daily tasks- Final presentation
4. VIVA-Voice	20%	Understanding of internship tasks- Application of academic knowledge- Problem-solving during real-life scenarios

The board deliberated upon the evaluation process and **approved** the proposed evaluation system and suggested the presence of subject specific industry experts. Further the board emphasized that...

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per NEP 2020 guidelines, all existing three-year undergraduate programs must be converted into four-year programs. Accordingly, it would have been more appropriate to introduce the BVoc program as a four-year undergraduate program rather than a three-year one. Therefore, it was proposed that a fourth year be introduced, during which students would earn all required credits through industry engagement, ensuring their full-time presence in the industry. In response, the Board was informed that the proposal for the four-year BVoc program is already in the pipeline and will be implemented in due course of time.


Item 3: Revision of syllabus of the courses of MBA, IMBA, and MBA-IB programs.

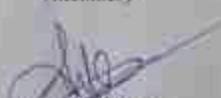
Resolved: The existing syllabus of the courses of the MBA, IMBA and MBA-IB programs was thoroughly scrutinised and updated. The updating of curriculum is part of the department's standard practice to align the course curriculum with the contemporary industry requirements, student job prospects and emerging trends in management education. It was ensured that at least 30% of the curriculum be revised so that the latest advancements in the field are appropriately reflected in the syllabus.


Dr. Imran Ul Amin
Assistant Professor, DMS
(Member)

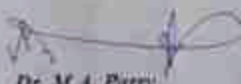

Dr. Danish Khan
Assistant Professor, DMS
(Member)


Dr. Adil Zuhair
Assistant Professor, DMS
(Member)



Dr. Shakeel Rehman
Assistant Professor, DMS
(Member)



Dr. Iqbal Bashir
Assistant Professor, DMS
(Member)


Dr. Asif Naqshbandi
Assistant Professor, DMS
(Member)


Dr. M.A. Parry
Assistant Professor, DMS
(Member)


Dr. Alisha Jan
Associate Professor, DMS
(Member)


Dr. Asif Iqbal Fazili
Associate Professor, DMS
(Member)


Mr. Adil Ahsan
Industry Expert
(Member)

Mr. Faisal Kawoosa
Industry Expert
(Member)

Prof. Jaya Bhasin
Subject Expert
(Member)


Prof. Parvaz A. Mir
Head, DMS
Chairman