

Date: 09.05.2025

**FIFTH MEETING OF CENTRE FOR INTERNAL QUALITY ASSURANCE (CIQA) FOR  
A.Y. 2024-25**

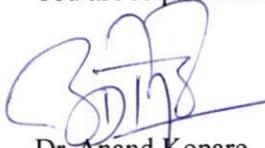
**NOTICE**

The notice is hereby given that the Fifth Meeting of the Centre for Internal Quality Assurance (CIQA) of ATLAS SkillTech University for Academic Year 2024-25 shall be held on 20<sup>th</sup> May 2025 at 10:30 A.M. in the Board Room, Tower 1, Equinox Business Park, Off. Bandra Kurla Complex (BKC), L.B.S. Marg, Kurla (West), Mumbai – 400070.

Please find below the agenda for the meeting for your ready reference:

Sr. No.	Agenda Item
1	Granting leave of absence, if any.
2	To confirm minutes of the previous meeting.
3	To review the e-content developed for 2-year MBA program to be offered through Online Mode including Self Learning Material (SLMs) based on four quadrant approach
4	To review the e-content developed for 3 Years BBA Program to be offered through Online Mode, including Self-Learning Material (SLMs) based on the Four-Quadrant Approach
5	Any other matter with the permission of the Chair.

You are requested to kindly make it convenient to attend the same.



Dr. Anand Kopare  
Member Secretary – Centre for Internal Quality Assurance (CIQA)  
To: All Members of the Centre for Internal Quality Assurance (CIQA)

HELD AT \_\_\_\_\_

ON \_\_\_\_\_

TIME \_\_\_\_\_

**MINUTES OF THE FIFTH MEETING OF CENTRE FOR INTERNAL QUALITY ASSURANCE (CIQA) FOR THE ACADEMIC YEAR 2024-25 HELD ON 20<sup>th</sup> MAY 2025 AT 10:30 A.M. AT THE BOARD ROOM, TOWER 1, EQUINOX BUSINESS PARK, OFF. BANDRA KURLA COMPLEX (BKC), L.B.S. MARG, KURLA (WEST), MUMBAI - 400070.**

**Members Present:**

1. Dr. Rajan Welukar
2. Dr. Kajal Chheda
3. Dr. Zuleika Homavazir
4. Dr. Varsha Agarwal
5. Dr. Priya Harikumar
6. Dr. Simarjeet Makkar
7. Prof. Bineet Desai
8. Dr. Mandar Bhanushe
9. Dr. Mangesh Kadam
10. Prof. Heena Thakkar
11. Mr. Subodh Khanna
12. Dr. Debashish Ray
13. Dr. Anand Kopare

**Special Invitee:**

1. Dr. Deepak Gupta

Dr. Rajan Welukar was requested to chair the meeting. He occupied the Chair and welcomed all members and special invitees to the meeting.

**1. Granting leave of absence, if any.**

It was noted that all members were present; hence no leave of absence was requested or granted. The quorum was complete.

**2. To present and approve the Action Taken Report of the previous meeting:**

The Chairperson presented the action taken report of the previous meeting and invited members to deliberate on the same.

The members after due deliberation, approved the same.

**3. To present and approve the e-content developed for 3 Years BBA Program to be offered through Online Mode, including Self-Learning Material (SLMs) based on the Four-Quadrant Approach:**

The Chairperson presented before the Committee the status of content development for the 3 Years BBA program to be offered through Online Mode. The Committee was informed that the academic content and Self-Learning Material (SLMs) have been developed in alignment with the *Four-Quadrant Approach* prescribed under the UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020. The SLMs integrate e-tutorials, e-content, web-based learning resources, and self-assessment tools to facilitate a holistic and engaging learning experience for online learners.

The Committee reviewed the quality, structure, and readiness of the content for the first three semesters of the BBA program in accordance with the UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020.

CHAIRMAN'S  
INITIALS

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HELD AT \_\_\_\_\_

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It was noted that the content has been designed with learner-centric pedagogy, clarity of learning outcomes, and appropriate use of multimedia and interactive elements. The Committee appreciated the academic rigor, relevance of topics, and alignment with program outcomes and regulatory requirements. Members suggested continuous review and incorporation of real-world business case studies and interactive learning components to further enhance learner engagement and application-based understanding.

After detailed discussion, the following resolutions were unanimously passed:

**“RESOLVED THAT** the e-content developed for the for the first three semesters of 3 Years BBA program to be offered through Online Mode, including Self-Learning Material (SLMs) as recommended by Content Review Committee and as annexed in Annexure I, be and is hereby reviewed and approved by the members of CIQA.

**RESOLVED FURTHER THAT** the same is recommended to the Academic Council for further consideration.

**RESOLVED FURTHER THAT** approval to initiate the development of e-tutorial based on the e-content developed, be and is hereby given by the members of the CIQA.

**RESOLVED FURTHER THAT** a certified copy of this resolution be furnished to the concerned authorities for necessary action under the hands of the Chairperson or the Authorized Person of CIQA.”

4. **To present and approve the e-content developed for 2-year MBA program to be offered through Online Mode including Self Learning Material (SLMs) based on four quadrant approach:**

The Chairperson apprised the Committee about the development status of academic content for the 2 Years MBA program proposed to be offered through Online Mode. The Committee was informed that the content has been developed in adherence to the *Four-Quadrant Approach* as prescribed by the UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020, ensuring comprehensive learner engagement through e-tutorials, e-content, web resources, and self-assessment components.

The Committee reviewed the readiness and quality of the Self-Learning Material (SLMs) and noted that the content for the first two semesters — constituting the first year of the MBA program — has been completed and is ready for deployment. The members appreciated the structured instructional design, outcome alignment, inclusion of interactive learning components, and emphasis on learner-centric pedagogy. Suggestions were also provided for periodic content review, integration of industry examples, and enhancement of multimedia elements to ensure sustained learner engagement.

After discussion, the following resolutions were unanimously passed:

**“RESOLVED THAT** the e-content developed for the 2 Years MBA program to be offered through Online Mode, including Self-Learning Material (SLMs) as recommended by Content Review Committee) and as annexed in Annexure II, be and is hereby reviewed and approved by the members of CIQA.

CHAIRMAN'S  
INITIALS

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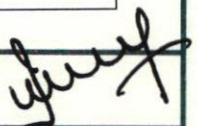
**Annexure: I****Internal and External Reviewers for BBA – Semester I, II and III.****Semester I**

<b>Courses</b>	<b>Unit Writers</b>	<b>Internal Reviewer</b>	<b>External Reviewer</b>
Marketing Management and Consumer Behaviour	Dr. Tapish Panwar, Dr. Deepak Gupta, Prof. Rahil Dosani	Dr. Ashwathi Nair	Dr. Rahul Shah
Principles of Management	Dr. Jyoti Kappal, Dr. Malcolm Homavazir	Dr. Vinima Gambhir	Dr. Rohan Mehra
Indian Behavioural Psychology	Dr. Kavita Nikam, Prof. Hansika Disawala	Dr. Simarjeet Makar	Dr. Rohan Mehra
AI Tools and Excel for Decision Making	Dr. Satish Upadhyay, Prof. Kamaldeep Kaur	Dr. Swarna Swetha Kolaventi	Dr. Kali charan Sabat
Basics of Finance	Dr. Pinky Agarwal, Prof. Vipul Pancholi, Dr. Vinod Nair	Prof. Manjiri Rajadhyaksha	Dr. Dimple Pandey
Entrepreneurship Fundamentals	Prof. Aneesh Khanna, Prof. Kshama Shroff	Prof. Shriya Barkol	Dr. Rahul Chopra
Deep Tech	Dr. Rabinder Henry	Dr. Shashikant Patil	Dr. Kali charan Sabat

**Semester II**

<b>Courses</b>	<b>Unit Writers</b>	<b>Internal Reviewer</b>	<b>External Reviewer</b>
New-Age Business Models	Adv. Kshama Shroff , Prof. Aneesh Khanna	Prof. Shriya Barkol	Dr. Rahul Chopra
Orientation of Indian Constitution	Dr. Ashok Yende, Prof. Kshama Shroff	Dr. Malcolm Homavazir	Dr. Rahul Chopra
Statistics for Business	Dr. Mukul Bhatt, Dr. Neha Karnik	Prof. Kamaldeep Kaur Kohli	Dr. Kali charan Sabat
Business Communicatio	Shriya Barkol, Dr. Supriya Daniel	Dr. Simarjeet Makar	Dr. Rohan Mehra
Economics	Prof. Aditya Kashyap, Dr. Shilpa Verma	Dr. Neha Karnik	Dr. Dimple Pandey
Financial Statement Analysis	Prof. Bineet Desai , Dr. Kushagra Goel	Prof. Apurva Mehta	Dr. Dimple Pandey

CHAIRMAN'S INITIALS



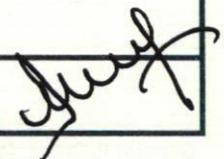
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Introduction to Digital Marketing	Dr. Ameya Ambulkar, Dr. Deepak R. Gupta	Dr. Rakhi Raturi	Dr. Rohan Mehra
Colour Psychology	Prof. Hansika Disawala, Dr. Simarjeet Makar	Dr. Kavita Nikam	Dr. Rahul Chopra
Future Forward with AI	Prof. Sania Shaikh	Dr. Satish Upadhyay	Dr. Kali charan Sabat
Deep Tech	Dr. Rabinder Henry	Dr. Shashikant Patil	Dr. Kali charan Sabat

## SEM III

Courses	Unit Writers	Internal Reviewer	External Reviewer
Financial Management Fundamentals	Dr. Amit Bathia, Prof. Hardik Pathak	Prof. Bineet Desai	Dr. Dimple Pandey
Selling and Negotiation	Dr. Ashwathi Nair, Dr. Priti Saxena	Dr. Kajal Chheda	Dr. Rahul Shah
Dynamics of Family Managed Businesses	Dr. Deepak Bhattacharya, Prof. Aneesh Khanna	Prof. Shriya Barkol	Dr. Rahul Shah
Environmental Science and Sustainability	Dr. Jayashree Balasubramanian	Dr. Jyoti Kappal	Dr. Rahul Chopra
Innovative Thinking	Dr. Kajal Chheda	Dr. Vinima Gambhir	Dr. Rohan Mehra
SEO and SEM Strategy	Dr. Rakhi Raturi, Ms. Nikita Nadkarni	Dr. Tapish Panwar	Dr. Rahul Chopra
Investment Analysis and Portfolio Management	Dr. Sadaf Hashmi, Mr. Siddhesh Wairkar	Dr. Kushagra Goel	Dr. Dimple Pandey
Business Intelligence using Power BI	Dr. Satish Upadhyay , Dr. Swarna Swetha Kolaventi	Dr. Rishika Agarwal	Dr. Kali charan Sabat
Building Useful Predictive Business Models	Dr. Swarna Swetha Kolaventi , Dr. Sohel Das	Dr. Yogesh Jadhav	Dr. Kali charan Sabat
Business Research Methods	Dr. Yukti Khajanchi, Ms. Divya Thakur	Dr. Priti Saxena	Dr. Rahul Shah
Product and Service Design	Mr. Mohit Bhardwaj	Prof. Aneesh Khanna	Dr. Rohan Mehra
Sociology	Dr. Rashmi Singh	Dr. Simarjeet Makar	Dr. Rohan Mehra
Design Thinking and MVP Management	Ms. Shivani Sanghavi, Prof. Aneesh Khanna	Prof. Shriya Barkol	Dr. Rahul Shah

CHAIRMAN'S INITIALS



HELD AT \_\_\_\_\_ ON \_\_\_\_\_ TIME \_\_\_\_\_

## Annexure: II

## Internal and External Reviewers for MBA – Semester I and II.

## Semester I

Courses	Unit Writers	Internal Reviewer	External Reviewer
Professional Communication and Presentation Skills- Career and Leadership Development - I	Dr. Zuleika Homavazir	Dr. Vinima Gambhir	Dr. Rohan Mehra
Geo Politics and International Business	Dr. Jaimine Vaishnav, Dr Bhavesh Koli	Dr. Shilpa Verma	Dr. Rohan Mehra
Financial Statement Analysis	Prof. Bineet Desai, Dr. Kushagra Goel	Dr. Sadaf Hashmi	Dr. Dimple Pandey
The 21st Century Marketing	Dr. Deepak R. Gupta	Dr. Kajal Chheda	Dr. Rahul Chopra
Entrepreneurship and Family Business	Mr. Aneesh Khanna, Ms. Kshama Arun Shroff	Dr. Deepak Bhattacharya	Dr. Rahul Shah
Driving Decisions by Excel And Modern Age AI Tools	Dr. Swarna Swetha Kolaventi, Prof Kamaldeep	Dr. Satish Upadhyay	Dr. Kali charan Sabat
Introduction to Digital Marketing	Dr. Ameya Ambulkar, Dr. Deepak R. Gupta	Dr. Rakhi Raturi	Dr. Rahul Chopra

## Semester II

Courses	Unit Writers	Internal Reviewer	External Reviewer
Managing Self and People Skills with Human Centered Design Thinking- Career and Leadership Development- II	Dr. Jaimine Vaishnav, Dr. Simarjeet Makkar	Dr. Bhavesh Vaity	Dr. Rohan Mehra
CSR, SDGs, Business Research	Dr. Vinima Gambhir, Dr. Varsha Agarwal	Dr. Zuleika Homavazir	Dr. Rohan Mehra
Securities Analysis & Portfolio Management	Dr. Sadaf Haseen Hashmi, CA. Siddhesh Wairkar	Manjiri R	Dr. Dimple Pandey
Financial Management	Dr. Amit Bathia, Prof. Hardik Pathak	Vinod Nair	Dr. Dimple Pandey
Taxation in Business Decision-Making	CA. Siddhesh Wairkar	Hardik Pathak	Dr. Dimple Pandey
Cost and Management Accounting	Dr. Shoaib Mohammed	Mehrunissa Ansari	Dr. Dimple Pandey
Behaviour based Selling & Negotiation (BBSN)	Dr. Priti Saxena	Dr. Rakhi Raturi	Dr. Rahul Chopra
Product & Brand Management	Dr. Deepak R. Gupta	Dr. Poonam Singh	Dr. Rahul Chopra
Media Strategy	Dr. Poonam Singh	Prof. Prem Colaco	Dr. Rahul Chopra
Retail & E-commerce Strategy	Mr. Prem Colaco	Dr. Anand Kopare	Dr. Rahul Chopra

CHAIRMAN'S INITIALS

