

Minutes of Board of Studies for BBA held on 28-2-2020
at Fatima college, Madurai at 10:30 am

Members Present:

External Members

1. Dr. D. Deepa, - University Nominee

Assistant Professor,

Department of Management Studies,

School of Business Studies,

Madurai Kamaraj University,

Madurai - 625 021

[Signature]
28/2/2020

2. Dr. B. Selva Veera Kumar, - Subject Expert

Assistant Professor,

Research Department of Business Administration,

Government Arts college,

Paramakudi - 623 707

[Signature]
28/2/2020

3. Dr. N. Uma Devi,

Assistant Professor,

Bharathiar School of Management and Entrepreneur Development (BSMED)

Bharathiar University,

Coimbatore - 641 046.

[Signature]
28/2/20

4. Mr. S. Nithyananadha Moorthy, - Industrial Expert

D-19, SIDCO Industrial Estate,

Kappalur

Madurai - 625 008

[Signature]
S. Nithyanadha Moorthy

5. Ms. R. Rekha,

- Alumnae

35 LNP Agraharam, Simakkal,

Madurai - 625 001

[Signature]
R. Rekha

Internal Members

1. Dr. S. L. Kumari S.L. Kumari
2. Mrs. A. Rosary Infanta A. Rosary
3. Dr. P. Ruby Leela - Ruby
4. Mrs. K.A. Vanessa - Vanessa
5. Dr. N. Vanitha Vanitha
6. Ms. A. Mable Jasmine Shobha - A. Mable Jasmine Shobha

The Board members made a review on the course content of the curriculum for all Semesters of 2k18 and 19 Batch and following changes were made on 22-2-2020

Changes Made:

1. The courses for 2019-20 Batch are as follows to avoid redundancy

19TSLC1/19DSL1/19RSLC1 - Tamil / Hindi / French - Part I

19ELC1 - English - Part II

19UICCI - Business communication /
Business Correspondence

19UICC2 - Fundamentals of Management

19UIAC1 - Business Statistics /
Fundamentals of Statistics

19UINME1 - Soft Skills Development

19GIVE1 - Value Education

19TSLC2/19DSL2/19RSLC2 - Tamil / Hindi / French - Part I

19ELC2 - English - Part II

19U2CC3 - Financial Accounting /
Introduction to Financial Accounting

19U2CC4 - Managerial Economics

19U2AC2 - Mathematics for Management

19U2NME2 - Soft Skills Development

19G2VE2 - Value Education

19ELC3 - English - Part II
 19U3CC5 - Organisational Behaviour
 19U3CC6 - Marketing Management
 19U3CC7 - Cost Accounting
 19K3ACU3 - ^{Business Communication/} Business Correspondence (Offered to B.Com CA)
 19U3SB1 - Soft Skills Development - Campus to Corporate
 19G3EE1 - Environmental Awareness
 19G3VE3 - Ethical Studies

19ELC4 - English - Part II
 19U4CC8 - ^{Human Resource Management/} Employee Management
 19U4CC9 - Operations Management
 19U4CC10 - ^{Management Accounting/} Management Accounting Theory and Practise
 19K4ACU4 - Principles of Marketing (Offered to B.Com CA)
 19U4SB2 - Soft Skills Development - Interpersonal Skills and Team Building

19G4EE2 - Environmental Awareness
 19G4VE4 - Ethical Studies

19U5CC11 - ^{Financial Management/} Financial Management and Practice

19U5CC12 - Tax Laws

19U5CC13 - Case Analysis

19U5CC14 - Business Law

19U5ME1 - International Business Management

19U5ME2 ^(OR) - Financial Services

19U5SB3 - Leadership Skills

19U5SB4 - ^{Employability Skills}

19U5VE5 - Ethical Studies

19U6CC15 - Operations Research

19U6CC16 - Entrepreneurship

19U6CC17 - Environment of Business

19U6ME3 - Retail Management

- 1906ME4 - Services Marketing
- 1906ME5 - Industrial Relations
- 1906ME6 - Training and Development
- 1906SB5 - Competitive Examination Skills
- 1906SB6 - Psychological inputs for Self Development
- 1906VE6 - Ethical Studies

I BBA

1. In order to avoid Redundancy of Subject in various disciplines, the following changes, were made in the Subject title :
 - a) Business Communication (1901CC1) changed to Business Correspondence (1901CC1)
 - b) Business Statistics (1901AC1), changed to Fundamentals of Business Statistics (1901AC1)
 - c) Financial Accounting (1902CC3) changed to Introduction to Financial Accounting (1902CC3)
2. Tally 9 - Computer literacy paper is provided to the Students from the academic year 2013 onwards. It carries two Credit. The Syllabus is framed and passed in the present BOS meeting.

II BBA:

1. English will be offered by English Department in the Second year degree course also. Since English is coming into the curriculum in the III Semester, the Financial Services will be taken out in order to accommodate English. So Skill based paper Essentials of Communicative Skills is scrapped and a new paper, Campus to Corporate (1903SB1), will be introduced in the third Semester. In the fourth Semester in order to accommodate English, Services marketing ^(U4.CC12) is taken out of the curriculum. Both these core papers will be offered to the Students (2019 Batch)

in the III year. Strategic Management (U5ME2) and Consumer Behaviour (U6ME4) are taken out to accommodate Financial Services and Services Marketing in the III year for 2019 Batch Students.

2. In order to avoid Redundancy of Subject in various disciplines the following changes, were made in the Subject title:
 - a) Business communication (U3ACK3) changed to Business Correspondence (U3ACK3) offered to B.Com CA department.
 - b) Banking Law and Practice (K3ACU3) changed to Principle & Practice of Banking. It is passed in the BOS of B.Com CA department.
 - c) Human Resource Management (U4CC9) changed to Employee Management (19U4CC8)
 - d) Management Accounting (U4CC11) changed to Management Accounting Theory & Practice (19U4CC10)
3. Value Added crash course: MSME^(19U4CC11) is introduced in the place of Digital Marketing from the academic year 2020-21 onwards.
MSME Syllabus is framed and passed in the BOS meeting. In the Subject Marketing Management (19U3CC6) digital marketing and its characteristics are included in the first unit.
4. The Syllabus for online course - Event Management offered to the entire college Students, from 2014 is approved by the Board.
5. In the Subject Management Information System (19U4ACK4), PIVOT IN EXCEL is included in the first unit.
6. In Management Accounting Theory and Practice Unit V heading is changed to Standard costing and Budgetary control. Meaning of Standard, Standard Costing, Variance are included.

7. In Cost Accounting (1903CC7) Unit 5 Reconciliation of cost and financial accounts be elaborated for the better understanding to Staff and Students.

III BBA

1. Case Analysis (U5CC15 major paper) ^{to be} is offered to the other major interested Students (B.Com CA) to promote academic flexibility in the curriculum.

2. We will be introducing a new Self-Study paper Quantitative Aptitude for third years only (2018 Batch). Course content will be provided and academically bright students alone will study the paper. They will be tested internally and externally and it will be offered as extra credit paper. It carries 2 credits. The course has been approved by the board.

3. In order to avoid Redundancy of Subjects in various disciplines the following changes were made in the Subject title:

Financial Management (U5CC13) changed to Financial Management and Practice (19U5CC11)

4. The Elective papers, International Business Management (U5ME1) and Industrial Relations (U6ME5) Syllabi, are elaborated for better understanding of the topics for external examiners and Students. Minor modifications are also to be made in the Subjects.

5. In case analysis (U5CC15), current cases of Industry/Business from newspapers and magazines be included in areas of cases dealt-with.

6. The title of the paper Employability Skills I (U5SB4) and Employability Skills II (U6SB5) is changed as "Employability Skills (U5SB4) and "Competitive Examination Skills" (U6SB5)

In Competitive Examination Skills, Unit 5 Interview Skills, Mock Interview and Group Discussion are included.

General:

1. Dynamism which means current affairs on the Subjects will be introduced as VI unit for each paper, first and Second year only. It will be tested in monthly, Weekly or hourly tests (Internal) only. It includes Social Implications also.
2. List of External Examiners for Internship (IV Semester) and Project (VI Semester): [Offered outside the curriculum]

1. Dr. B. Selva Veera Kumar,

Assistant Professor,

Research Department of Business Administration,

Goverment Arts College,

Paramakudi - 623 707

Mob. No - 9994410630

2. Mr. S. Nithyananadha Moorthy,

D-19, SIDCO Industrial Estate,

Kappalur,

Madurai - 625 008

Mob. No - 98 42088751

3. Dr. Mrs. R. Meenakshi Devi,

Assistant Professor,

Department of Business Administration,

Mannar Thirumalai Naicker College,

Pazumalai,

Madurai - 625 004.

Mob. No - 98650 30334

4. Mrs. R. Jeyakodeeswari Pratap,
Department of Business Administration,
Lady Doak college,
Tallakulam,
Madurai - 625 002

5. Mrs. P. Jerlin Rupa,
Head & Assistant Professor,
Arul Anandar College,
Karumathur,
Madurai - 625 514.

6. Ms. T. Sathya Sheila,
Head,
Department of Business Administration,
E.M.G. Yadava Women's college,
Madurai - 625 014

7. Dr. B. Anbazhagan,
Associate Professor,
Department of Business Administration,
Sourashtra college,
Vilachery,
Madurai - 4.

8. Dr. G. Raghupathy,
Associate Professor,
Department of Business Administration,
Mannar Thirumalai Naicker college,
Pasumalai,
Madurai - 625 004

9. M. Sakthivel,
Associate Professor,
Department of Business Administration,
Mannar Thirumalai Naicker college,
Pasumalai,
Madurai - 625 004

10. Mrs. M. Thenmozhi,
Head, BBA Department,
Sermathai Vasan college,
Avaniyapuram,
Madurai.

3. MOOC Courses:

The following courses were registered under MOOC Portal and ^{students} have appeared for external exams and got certificates too. (for the academic year 2019 - 2020)

I BBA

- Fundamentals of Office Management
- Business Ethics
- Corporate Social Responsibility
- Financial Management
- Photography
- Human Rights
- communication Skills

II BBA

- Developing Soft Skills and Personality
- Consumer Psychology
- Knowledge Management
- Positive Psychology

- Health Research Fundamentals

III BBA

- Animation
- Basic concept in Education
- Brand Management
- Online referral course of history
- Life Skills
- Financial markets and Emerging business models
- Women and Gender Studies
- Financial Accounting
- Introduction to Machine Learning.

Every Semester depending on the availability of current courses in the Portal, Students are registering and gaining knowledge, which helps to enhance employability skills of Students.

4. Three year Subjects for 2019 Batch (OBE curriculum) was framed and passed in BOS Meeting.

ACTION TAKEN REPORT

S.No	Suggestions offered in BOS (2-3-19)	Action Taken
1.	OBE Curriculum for 2019-20 Batch	It was implemented for 2019-20 batch Students.
2.	Elective papers to be offered (both the papers)	IBM (U5ME1)/Strategic Management (U5ME2) in the Fifth Semester and Industrial Relations (U6ME5)/Training and Development (U6ME6) and

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|--|--|
| | Retail management (UGME3) / Consumer Behaviour (UGME4) in the Sixth Semester. |
| 3. Financial Accounting (19UGCC3)- Minor changes | In Unit II, title is changed as BRS and Rectification of Errors, In Unit III, title is changed as Final Accounts with adjustments. In unit IV, Depreciation Annuity method is newly added. |
| 4. Managerial Economics (19UGAC2)- Minor changes | In unit I, Fundamental concept is replaced by Basic Principles. In Unit II, title Consumer Behaviour is changed to Utility, Supply and Demand. In Unit -IV Production function is replaced as cost and production function |
| 5. Business Law (UGCC16)- Minor changes | Companies Act 1946 is included as a Seperate unit. |
| 6. Remedial Coaching | During the year 2019 - 2020 intensive remedial coaching was made and the result had improved in the November end Semester examination |

Suggestions / Future Plans :

1. The Board of Studies members felt that the Syllabus is Excellent and Suggested to be reduced for papers like Management Accounting and Industrial Relations.
2. Case Studies from Sage & Harvard be included in the Subject Case Analysis (U5CC15). Students be exposed to practical / current case of business / Companies by having MOU With Industries.
3. Social Implications of each Subject be included under dynamics.

1. Dr. D - Deepa

2. Dr. B. Selva veera kumar -

3. Dr. N. Uma Devi -

4. Mr. S. Nithyanandha Moorthy -

5. MS. R. Rekha -

6. Dr. S. L. Kumari

7. Mrs. A. Rosary Infanta -

8. Dr. P. Ruby Leela -

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11. Ms. A. Mable Jasmine Shobha -

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N. Vanitha

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28/02/2020