

Minutes of the Board of studies - BBA

Venue : online

Convened on : 9-4-2021

Members present :

1. Dr. S. L. Kumari Head of the department
2. Dr. K. Chandrasekaran University Nominee
3. Dr. N. Uma Devi Subject Expert
4. Dr. B. Selva veera Kumar Subject Expert
5. Mrs. K. Uma Maheswari Industrialist
6. Ms. R. Rekha Alumna
7. Ms. A. Mable Jasmine Shobha Dean of Academic Affairs
8. Dr. M. Meenachi Staff Member
9. Dr. P. Ruby Leela Staff Member
10. Mrs. KA. Vanessa Staff Member
11. Dr. M. Pradeeba Staff Member

Minutes of the Board of Studies:

1. ACTION TAKEN REPORT FOR 2020-2021:

1. a. Common suggestions:

S.NO	COMMON SUGGESTIONS OFFERED IN THE PREVIOUS BOARD	ACTION TAKEN FOR THE ACADEMIC YEAR 2020-21
1.	All the external Board of Studies Members commented that the syllabus is excellent.	
2.	Case Studies of SAGE and Harvard are introduced	Implemented
3.	Dynamics and Social implications for each course are included under dynamics.	Implemented
4.	List of External Examiners for Internship and project passed in the Board	Implemented for project.

1. b. CHANGE OF COURSE TITLE

S.NO	OLD COURSE CODE	NEW COURSE CODE	OLD COURSE TITLE	NEW COURSE TITLE	NEED FOR CHANGE
1.	19VICC1	19VICC1	Business Communication	Business Correspondence	To avoid redundancy
2.	19VIAC1	19VIAC1	Business Statistics	Fundamentals of Business Statistics	To avoid redundancy

3.	19U2CC3	19U2CC3	Financial Accounting	Introduction to Financial Accounting	To Avoid Redundancy.
4.	19U3ACK3	19U3ACK3	Business Communication	Business Correspondence	To avoid Redundancy.
5.	U4CC9	19U4CC8	Human Resource Management	Employee Management	To avoid Redundancy.
6.	U4CC11	19U4CC10	Management Accounting	Management Accounting theory and practice	To avoid Redundancy
7.	U5CC13	19U5CC11	Financial Management	Financial Management and practice (for the curriculum)	To avoid Redundancy
8.	U5SB4	¹⁹ U5SB4	Employability Skills I	Employability Skills	To avoid Redundancy
9.	U6SB5	¹⁹ U6SB5	Employability Skills II	Competitive Examination Skills	To avoid Redundancy.

1. C. New Courses Introduced

S.No	COURSE CODE	COURSE TITLE	RELEVANCE TO *				SCOPE FOR #			NEED FOR INTRODUCTION
			L	R	N	G	EMP	ENT	SD	
1.	19E3WN1	English				✓	✓			As a part of OBE Curriculum.
2.	19U3SB1	Campus to Corporate			✓		✓			Essentials of Communication Skills is taken out and Campus to Corporate is included to update Curriculum.
3.	19E4WN2	English				✓	✓			As a part of OBE Curriculum.
4.	19UGVAV1	MSME (Micro Small and Medium Enterprises)			✓			✓		To update the Curriculum

* L — Local

R — Regional

N — National

G — Global

EMP — Employability

ENT — Entrepreneurship

SD — Skill development.

1. d. Revised Courses

S.NO	COURSE CODE	COURSE TITLE	NO. & TITLE OF UNITS REVISED WITH THE REVISED CONTENT SPECIFIED IF IT IS NOT THE WHOLE UNIT	%- OF REVISION	NEED FOR REVISION	RELEVANCE TO *			SCOPE FOR #		
						L	R	N	EHP	ENT	SD
1.	1903CC6	Marketing Management	Unit 1 - Digital marketing and its characteristics are added	Less than 10%.	TO update the Syllabus				✓	✓	
2.	1903CC7	Cost Accounting	Unit 5 - meaning and reasons for reconciliation	Less than 10%.	TO update the Syllabus				✓	✓	
	1904CC10	Management Accounting theory and practice	Unit 5 - Standard costing and Budgetary control Meaning of Standard costing Variance are included	Less than 10%.	TO update the Syllabus				✓	✓	
	1904ACC4	Management Information System	Unit I - PIVOT in Excel is included	Less than 10%.	TO update the Syllabus				✓	✓	
	V5CC15	Case studies	Current cases of industry / business from News papers and Magazines	Less than 10%.	TO update the Syllabus				✓		✓

S.NO	COURSE CODE	COURSE TITLE	NO & TITLE OF UNITS REVISED WITH THE REVISED CONTENT SPECIFIED IF IT IS NOT THE WHOLE UNIT	% OF REVISION	NEED FOR REVISION	RELEVANCE TO *			SCOPE FOR #	
						L	R	N	EMP	ENT
6.	U6SB5	Competitive Examination Skills	Unit - 5 Skills, mock interview and group discussion are added	5%	TO update the Syllabus				✓	✓
7.	U6ME5	Industrial Relations	Unit 1, 3 5 Reduced Some topics	10%	Since the course is very Vast				✓	

2. Updation of Open Educational Resources in the list of reference of each course.

S.NO	COURSE CODE	COURSE TITLE	DETAILS OF UPDATION
1.	19UICC1	Business correspondence	http://www.youtube.com/watch?v=A10MWH
2.	19UICC2	Fundamentals of Management	http://www.youtube.com/watch?v=dPPNNy6WmE4 https://www.vage.edu/blog/5-principle-mgt

Like this for each course Digital open Educational Resources is added.

3. Revision of Courses

S.NO	COURSE CODE	COURSE TITLE	NO. & TITLE OF UNITS REVISED WITH THE REVISOR CONTENT SPECIFIED IF IT IS NOT THE WHOLE UNIT	% OF REVISION	NEED FOR REVISION	RELEVANCE TO *			SCOPE FOR		
						L	R	N	G	EHP	ENT SD
1.	2102CCH	Managerial Economics	Unit 1: Basic Concepts of Managerial Economics: (National Income and business cycle added)	10%	updated and passed in the Research Centre of Economics Board	✓	✓	✓			
			Unit 2: Supply function added	1%							
			Unit 3: Markets and product pricing (Duopoly and normal price determination added)	10%						✓	✓
			Unit 4: Cost revenue and production function (concept of cost and revenue added)	5%						✓	✓
			Unit 5: Factors of production and factor pricing - newly framed.	20%						✓	✓

Unit 6 :
Dynamics
changed

- | | | | | | | |
|----|----------|---------------------------------------|---|----|--|-----|
| 2. | 1904CC9 | Operations Management | Unit IV, the topics government purchasing practices and procedure and import procedure are excluded | 3% | To avoid duplication (included in IBN) | ✓ |
| 3. | 1905CC12 | Tax laws | unit V - Indirect tax: GST is reformed | | For better clarity of the provision of GST | ✓ ✓ |
| 4. | 1906CC15 | Optimization techniques in management | Course title changed from operations Research | | Discipline Specified | |
| 5. | 1906CC16 | Entrepreneurial Development | Course title changed from Entrepreneurship | | | ✓ ✓ |
| 6. | 1904CC8 | Human Resource Management | Course title changed from Employee Management | | | |

7.	1906SB5	Competitive Examination Skills	Unit V : Qualitative Aptitude V will be LCM and HCF of Numbers problems based on ages, Time and work	00% updated to avoid duplication	✓	✓
8	1906SB6	personality Development	Course title changed from psychological inputs for Self development.			

4. New courses Introduced :

NEW COURSES INTRODUCED										
S.NO	COURSE CODE	COURSE TITLE	RELEVANCE TO #				SCOPE FOR #			NEED FOR INTRODUCTION
			L	R	N	G	EHP	ENT	SD	
1.	21U1CC1	Business Organization and Correspondence				✓	✓			To update the Curriculum
2.	21U1NME & 21U2NME	Management principles				✓		✓		To update the Curriculum
3.	21K3ACU3	Business Organization and Correspondence				✓	✓			To update the Curriculum

S.NO	COURSE CODE	COURSE TITLE	RELEVANCE TO #					SCOPE FOR #			NEED FOR INTRODUCTION
			L	R	N	G	EMP	ENT	SD		
4.	21U1SL1	Soft Skills Development				✓	✓				To widen the horizon of learning.
5.	21U2SL2	Basics of Marketing				✓	✓				To widen the horizon of learning.
6.	21T3SLU3	Managerial Skills and Tamil Literature			✓					✓	To understand and appreciate the application of management in Tamil Literature
7.	21A4SLU4	Quantitative Aptitude				✓	✓				To enhance the competitive exam Skills
8.	21U5SL5	Financial Markets				✓	✓	✓	✓		To empower the career development Skills.
9.	21U6SL6	Introduction to Logistics Management					✓	✓			To widen the horizon of learning.

NOTE: * L - Local N - National EMP - Employability
R - Regional G - Global ENT - Entrepreneurship
SD - Skill development.

5. Introduction of purely Skill-Embedded Certificate / Diploma / Advanced Diploma Value-added course Other than the Value-added course that is already being offered.

S.NO	COURSE CODE	COURSE TITLE	MOD WITH INDUSTRY / ORGANISATION	SKILL SHARPENED	COURSE OUTCOME
1.	21UADVSB	Women and Tiny Businesses		Entrepreneurial Skills	To promote the development of women Entrepreneur

6. Rubrics for Internship / Project

S.NO	COURSE	C1 20 MKS	C2 20 MKS	CIA TOTAL 40 MKS	EXTERNAL 60 MKS
1.	Internship	practical learning in the company	Report	40 marks	presentation and Viva Voce
2.	project	project work	Presentation and Internal Viva Voce	40 Marks	Evaluation of the project and Viva Voce.

7. DETAILS OF PROPOSED MOVES:

1. Thirumalai Textiles, Kappalur, Madurai
2. Patwari Bakes, Kappalur, Madurai
3. Sreejaa Paper Cups, Kappalur, Madurai
4. Taddy Italy, Madurai

8. OTHER CHANGES MADE:

I Semester:

1. The course Business Organisation and Correspondence is introduced in the place of Business Correspondence (1901CC1). It has 2 units of Business Organisation and 3 units of Business Correspondence. The Syllabus of Business Organisation and Correspondence is passed in the Research Centre of English (Regular) Board and Department of Business Administration Board.

Instead of Business Correspondence offered to B.Com(CA) in Third Semester, Business Organisation and Correspondence will be offered from the next academic year (2021-22).

2. The syllabus for the course Fundamentals of Statistics (1901AC1) is passed in the department of Statistics Board.

ii Semesters:

3. The syllabus for the course Mathematics for management (1902AC2) is passed in the department of Mathematics (Regular) Board.

4. The syllabus for the course Managerial Economics (1902CC4) is passed in the Research centre of Economics Board.

5. Each Semester one self learning course of 2 credits is to be introduced from the next academic year (2021-22). The self learning courses and their Syllabi were passed in the Board.

The details are -

I semester - Soft Skills Development - General (open to all students).

ii Semesters - Basics of Marketing - General (open to all students)

iii Semester - Managerial Skills and Tamil literature - BBA and Research centre of Tamil Department; - offered to BBA and Tamil Department Students.

iv Semester - Quantitative Aptitude - BBA and Bcom (CA) Department - offered to BBA and B.com (CA) Department Students.

v Semester - Financial Markets - BBA Department - offered to BBA Students.

VI Semester - Introduction to Logistics Management -
BBA Department - offered to BBA Students.

6. Mapping of course outcomes with Programme Outcome and programme specific outcomes is made and included in the syllabus under OBE Curriculum.

OTHER SUGGESTIONS

COMMENDATIONS

1. personality and placement Training

1. All External Board members - appreciated the syllabus as highly organized and relevant.

2. Orientation to increase the commitment towards Internship.

3. Personality training at the beginning of second year of degree course.

Name of

1. Head of the Department - Dr. S. L. Kumari S. L. Kumari

2. University Nominee - Dr. K. Chandrasekaran

3. Subject Experts - Dr. N. Uma Devi

N. Uma Devi

4. Subject Expert - Dr. B. Selva Veera Kumar

B. Selva Veera Kumar

5. Industrialist — Mrs. K. Uma Maheswari *[Signature]*
6. Alumna — Ms. R. Rekha *[Signature]*
7. Deans of Academic Affairs — Ms. A. Mable Jasmine Shobha —
[Signature]
8. Staff Members

Dr. H. Meenachi — *[Signature]*

Dr. P. Ruby Leela — *[Signature]*

Mrs. KA. Vanessa — *[Signature]*

Dr. M. Pradeeba — *[Signature]*

[Signature] 09/04/2021