



# **KONGU ARTS AND SCIENCE COLLEGE**

**(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)**

**ERODE – 638 107**

**Department of Management Science (PG)**



**KONGU ARTS AND SCIENCE COLLEGE**  
(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)  
Nanjanapuram, Erode – 638 107.



**DEPARTMENT OF MANAGEMENT SCIENCE (PG)**


**BOARD OF STUDIES MEETING**

**AGENDA**

**DATE: 26.03.2021**

1. To consider and approve the Scheme and Syllabi for the students admitted during the academic year 2019 – 2020, 2020-2021 and 2021-2022 and onwards.
2. To consider and approve the new course Professional English of I and II Semesters for the students admitted during the academic year 2021-2022 and onwards.
3. To consider and approve the new pattern of question papers for the academic year 2021 – 2022 and onwards.
4. To consider and approve the Panel of Examiners.
5. To consider and discuss any other subjects with the permission of the chair.



  
**Dr. N. RAMAN**  
PRINCIPAL,  
KONGU ARTS AND SCIENCE COLLEGE  
(AUTONOMOUS)  
NANJANAPURAM, ERODE - 638 107



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The meeting of the Board of Studies in **MANAGEMENT SCIENCE (PG)** was conducted on 26.03.2021 at 10.30 a.m. through Google Meet.


The following members were present:

Chairman : Dr. V. G. Sumathy

Members :

1. Dr. R. Sangeetha
2. Dr. P. Thirumoorthi
3. Dr. G. Barani
4. Mr. P. Nandakumar
5. Mr. Karthick Ragunath
6. Dr. R. Vijayapriya
7. Dr. G. Karthi
8. Mr. P. Arulananth
9. Ms. P. Anchana Kiruthika
10. Ms. S. Sankari



  
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KONGU ARTS AND SCIENCE COLLEGE  
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Subject related to CBCS, Outcome based syllabus credit system, continuous internal assessment End semester examination and panel of examination were discussed and the following are the resolutions:

1. It is resolved to approve

a. there is a modification in the Scheme of Examination and syllabi of I and II Semesters for the MBA students admitted during the academic year 2021 – 2022 and onwards. **(Annexure a & b)**

b. there is a change in the advance learner's course in the third semester for the MBA students during the year 2021 – 2022 and onwards. **(Annexure a & b)**

c. there is a no change in the syllabi of III and IV Semesters for the MBA students admitted during the year 2020 – 2021 and onwards.

2. It is resolved to approve the new Question Paper Pattern to be followed for the MBA students during the year 2021 – 2022 and onwards. **(Annexure I)**

3. It is resolved to approve the procedure of taking the average marks of both I and II internal test for the continuous assessment for the students to be admitted during the year 2021 – 2022 and onwards. **(Annexure II)**

4. It is resolved to approve the changes made in CIA marks for attendance for the students to be admitted during the year 2021 – 2022 and onwards. **(Annexure III)**


5. It is resolved to approve to have a grade system for Internship / Institutional Training for PG Programme for the students admitted during the year 2021 – 2022 and onwards. **(Annexure IV)**

6. Extra credits will be awarded to minimum one credit and maximum two credits to the students who have completed 4 weeks SWAYAM/MOOC courses for the students admitted during the year 2021 – 2022 and onwards.

7. There is no change in the syllabi for the certificate courses in Human Rights Education for the students to be admitted during the year 2021 – 2022 and onwards.

8. It is resolved to approve the additional / new for panel of members for question paper setting and central valuation. **(Annexure V)**



  
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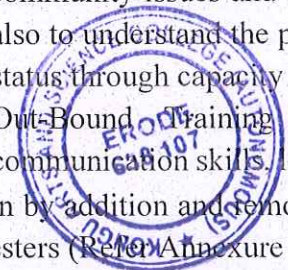
## Details of Modifications in the Courses offered under the Programme

### MBA

The following modifications are done in the Syllabi of I and II Semesters for the MBA students admitted during the academic year 2021 – 2022 and onwards based on the feedback obtained from Stakeholders and recommendations of the BOS Panel Members.

- The following Core Papers has been modified in I and II Semester
  - **Semester II:**
    - \* Marketing Management (21PBDCT202)
    - \* Financial Management (21PBDCT203)
    - \* Human Resource Management (21PBDCT204)
- The following Core Papers topics has been changed in I and II Semester
  - **Semester I:**
    - \* Organisational Behaviour has been changed as Business Environment (21PBDCT102)
    - \* Statistics for Business Decisions has been changed as Quantitative Methods (21PBDCT105)
    - \* Executive Communication has been changed as Corporate Communication (21PBDCT106)
  - **Semester II:**
    - \* Production and Operations Management has been changed as Production and Materials Management (21PBDCT201)
    - \* Quantitative Techniques has been changed as Optimization Techniques (21PBDCT205)
    - \* Research Methods for Management has been changed as Research Methodology (21PBDCT206)
- The following Core Paper has been introduced in I and II Semester
  - \* Management Concepts and Organisational Behaviour (21PBDCT101) has been introduced in the combination of Management Process and Organizational Behaviour papers.
  - \* Accounting for Managers (21PBDCT104)
- The following Practical Papers has been introduced in I and II Semester
  - **Semester I:**
    - \* Management Practices (21PBD CV107) paper has been introduced as Viva-Voce.
  - **Semester II:**
    - \* Data Analysis using Spread sheet and SPSS (21PBD CP207) – Practical paper has been introduced instead of Computer Applications in Management.
    - \* Viva-Voce paper - Social Immersion Project to sensitize students on civic and community issues and to enhance their interpersonal skills & work as a team also to understand the problems of marginalized community and enhance their status through capacity building.
    - \* Out-Bound Training Programme it helps the students to improve communication skills, leadership qualities, teamwork, planning and delegation.
- Modification by addition and removal of topics are carried out in the I and II Semesters (Refer Annexure b)

The adopted changes in the courses are given in the **annexure b**


  
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## Details of modifications with specific topics in the Syllabus with % Revision

## MBA

| S.No | Course Name   | Course Code | Topics introduced  | Topics removed   | % Revision |
|------|---|-------------|--|--|------------|
| 1.   | Core - Management Concepts and Organisational Behaviour | 21PBDCT101  | Unit I – Unit V introduced   |  | 100%       |
| 2.   | Core - Business Environment                             | 21PBDCT102  | Unit I – Unit V introduced   |  | 100%       |
| 3.   | Core - Accounting for Managers                          | 21PBDCT104  | Unit I – Unit V introduced   |  | 100%       |
| 4.   | Core - Quantitative Methods                             | 21PBDCT105  | Unit I – Unit V introduced   |  | 100%       |
| 5.   | Core - Corporate Communication                          | 21PBDCT106  | Unit I – Unit V introduced   |  | 100%       |
| 6.   | Viva-Voce - Management Practices                        | 21PBDCV107  | Unit I – Unit V introduced   |  | 100%       |
| 7.   | Core - Production and Materials Management              | 21PBDCT201  | Unit I – Unit V introduced   |  | 100%       |
| 8.   | Core - Marketing Management                             | 21PBDCT202  | <b>Unit V:</b><br>Marketing of Non- business organization – Issues in Marketing: Social, Ethical and Legal Aspects of Marketing – Global aspects of marketing - International Marketing - Scope, Environment of International Marketing, Introduction, importance and benefits of Green Marketing, | <b>Unit V:</b> Recent trends in Marketing: Online Marketing - Digital Marketing - Social Media Marketing - Viral Marketing - Mobile Marketing - Internet Marketing - Email Marketing - Design attractive websites - Review sites in Internet - Interactive Marketing - | 20%        |



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|     |   |            |   |  |      |
|-----|---|------------|---|--|------|
|     |   |            | Digital Marketing, Relationship Marketing, Rural Marketing, Neuro marketing and Social Media Marketing. | Database Marketing.  |      |
| 9.  | Core - Financial Management                           | 21PBDCT203 | <b>Unit II:</b> Capital Budgeting<br><b>Unit III:</b> Cost of Capital                                   | <b>Unit II:</b> Cost of Capital<br><b>Unit III:</b> Capital Budgeting          | 20%  |
| 10. | Core - Human Resource Management                      | 21PBDCT204 | <b>Unit IV:</b> Performance Appraisal<br><b>Unit V:</b> Wage and salary administration                  | <b>Unit IV:</b> Compensation Management<br><b>Unit V:</b> Industrial Relations | 40%  |
| 11. | Core - Optimization Techniques                        | 21PBDCT205 | Unit I – Unit V introduced  |  | 100% |
| 12. | Core - Research Methodology                           | 21PBDCT206 | Unit I – Unit V introduced  |  | 100% |
| 13. | Practical - Data Analysis using Spread sheet and SPSS | 21PBDCP207 | Unit I – Unit V introduced  |  | 100% |
| 14. | Viva-Voce - Social Immersion Project                  | -          | Unit I – Unit V introduced  |  | 100% |
| 15. | Out-Bound Training Programme                          | -          | Unit I – Unit V introduced  |  | 100% |

In overall, there had been a 19% of revision in the Syllabus of the MBA Programme



*Dr.*  
**Dr. N. RAMAN**  
PRINCIPAL,  
KONGU ARTS AND SCIENCE COLLEGE  
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All the above resolutions are approved.

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PRINCIPAL.  
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