



# **KONGU ARTS AND SCIENCE COLLEGE**

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

**ERODE – 638 107**

**Department of Business Administration**



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



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**BOARD OF STUDIES MEETING**

**AGENDA**

**DATE: 24.02.2018**

1. To consider and approve the syllabi for the students admitted during the academic year 2016-2017, 2017-2018 and 2018-2019 onwards.
2. To consider and approve the Syllabi for Non Major Electives for III and IV Semesters for UG students admitted during the year 2017-18 and onwards.
3. To consider and approve the Panel of Examiners.
4. To consider and discuss any other subjects with the permission of the chair.



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



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Affiliated to Bharathiar University, Coimbatore  
Approved by UGC, AICTE, New Delhi & Re accredited by NAAC, DBT STAR  
College  
(An ISO 9001: 2015 Certified Institution)  
NANJANAPURAM, ERODE – 638 107

The meeting of the Board of Studies in BBA was conducted on 24.02.2018 at 10.15 a.m.in the College Campus.


The following members were present:

Chairman : K.P.Karthikeyan

Members :

1. K.P.Karthikeyan, M.B.A., M.Phil.,
2. Dr.A.G.V.Narayanan, B.E., M.B.A(BIM- Trichy), FDPM (IIM-A), Ph.D
3. Dr.N.Krishnamoorthi, M.B.A., M.Phil., Ph.D
4. Dr.V.Rajeswari M.B.A., M.Phil., Ph.D., PGDCA.,
5. Mr.R.K.Rajadurai, M.B.A
6. Ms.M.Thangam, M.Com., M.B.A., MPhil., PGDCA.,
7. Ms.P.Nandhini., M.B.A., MPhil., PGDCA.,




  
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Subject related to CBCS, Outcome based Syllabus, Advanced Learners Course, Extra credits and Non Major Electives were discussed and the following are the resolutions:

1. It is resolved to approve the scheme of examination and new Syllabi of III & IV Semesters for the Business Administration students admitted during the year 2017– 2018 and onwards. (**Annexure a & b**)
2. There is no change in the Syllabi of I and II Semesters for the Business Administration students admitted during the year 2018 – 2019 and onwards.
3. There is no change in the Syllabi of V and VI Semesters for the Business Administration students admitted during the year 2016 – 2017 and onwards.
4. It is resolved to approve the Syllabi and Extra Credits for the Advanced Learners for the IV Semester for UG students and III Semester for PG students who have been admitted during the academic year 2017 – 2018 and onwards.
5. It is resolved to approve the Syllabi for Non Major Electives for III and IV Semesters for UG students admitted during the year 2017-18 and onwards.
6. It is resolved to approve the Question Paper Pattern for Non Major Elective course for the students admitted during the year 2017-18 and onwards. (**Annexure –I**)
7. It is resolved to approve the additional name for Panel of Members for Question Paper Setting and Central Valuation. (**Annexure –II**)



  
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**Details of modifications in the courses offered under the programme**

**BBA**

The following modifications are adopted in the curriculum and syllabi of III and IV Semesters for the BBA students admitted during the year 2017 - 2018 and onwards based on the feedback obtained from Stakeholders and recommendations of the BOS Panel Members.

- Non-Major Elective Courses (NME I: Fundamentals of Management and NME II: Marketing Management) are being introduced newly in the III and IV Semesters for the UG students. (**Annexure b**)
  
- The new courses in Core and Skill based are introduced during the III Semester and the same as provided in **Annexure b**.
  - Core VII – PC Software (Ms-Office) – Theory (17UABCT303)
  - Skill based Course - I : Soft Skill for Business-Viva-Voce (17UABSV306)
  
- The new courses in Skill based and Advanced Learners Course is introduced during the IV Semester and the same as provided in **Annexure b**.
  - Skill based Course - II : Interview Skills-Viva-Voce (17UABSV406)
  - Advance Learners Course :Event Management (17UABAL408)
  - Advance Learners Course :Rural Marketing (17UABAL409)

Modification in Core, Electives, Skill based, Allied and Advanced Learners courses in the syllabi of III and IV semesters BBA students admitted during the academic year 2019-2020 has been done and the same is provided in the table. (**Annexure b**).

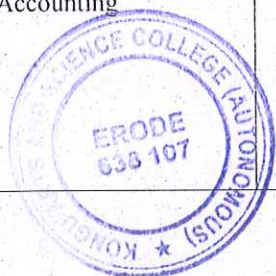


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## Details of modifications with specific topics in the Syllabus with % revision

## BBA

S.No	Course Name	Course Code	Topics introduced	Topics removed	% of Revision
1	NME I: Fundamentals of Management	17UABNT307	Unit I -Unit V introduced		100 %
2	Marketing Management	17UABNT407	Unit I -Unit V introduced		100 %
3	Core VII – PC Software (Ms-Office) – Theory	17UABCT303	Unit I -Unit V introduced		100 %
4	Skill based Course - I : Soft Skill for Business-Viva-Voce	17UABSV306	Unit I -Unit V introduced		100 %
5	Skill based Course - II : Interview Skills-Viva-Voce	17UABSV406	Unit I -Unit V introduced		100 %
6	Advance Learners Course :Event Management	17UABAL408	Unit I -Unit V introduced		100 %
7	Advance Learners Course :Rural Marketing	17UABAL409	Unit I -Unit V introduced		100 %
8.	Core V – Operations Management	17UABCT301	Unit IV: Cost associated with inventory, Lead time, Inventory control Techniques. Unit V:Modern Operation Management-Kanban System	Unit II: Process selection.	20%
9.	Core VI – Marketing Management	17UABCT302	Unit I: Environmental scanning and analysis. Unit IV: Price Mix Unit V: Physical distribution of goods	Unit III : Elements of product policy, Product diversification Unit IV: Consumer market and buying behaviour Unit V: Introduction to rural marketing, online marketing	20%
10	Core VIII – Financial Accounting	17UABCT304	Unit IV: Annuity method Unit V: Preparation of accounts from incomplete records-methods.	Unit IV-Accounting for non-trading concerns, Receipts and Payment account, Income and Expenditure account  Unit V: Branch accounting	20%



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11	Allied III – PC Software (Ms-Office) – Practical	17UABAP305	MS WORD: Converting files to different formats. MS EXCEL: Using Tools-Saving files with save as option.		10%
12	Core IX – Human Resource Management	17UABCT401	Unit I: Qualities of good HR manager, Challenges of a HR manager. Unit II: Steps in HR planning Unit IV: Training and development, Methods of management development. Unit V: Performance appraisal methods, Promotions, Transfer, Demotion	Unit I: Human resource policies and procedures. Unit II: Employee engagement, Employee retention Unit V: Wage salary administration, Retirement benefits, Grievance handling, Collective bargaining, Workers participation in Management	40%

In overall, there had been a 19 % of revision in the syllabus of the BBA Programme.



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All the above resolutions are approved.

1. L.P. LIT 24/2/18
2. SH 24/2/18
3. M. G. F.
4. V. Jayaraj 24/2/18
5. R.K. Raj
6. MTF
7. P. N. S. S.
8. V. R. S.
- 9.



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