



# **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: 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
2. To consider and approve the Panel of Examiners.
3. To consider and discuss any other subjects with the permission of the chair.



  
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The meeting of the Board of Studies in **MANAGEMENT SCIENCE (PG)** was conducted on 24.02.2018 at 10.15 a.m.in the College Campus.


The following members were present:

Chairman : Dr. P. Poongodi

Members :

1. Dr. A. Somu
2. Dr. R. Deepa
3. Dr. P. Karthikeyan
4. Dr. V. G. Sumathy
5. Mr. D. Balamurugan
6. Dr. R. Vijayapriya
7. Dr. G. Karthi
8. Mr. P. Arulananth




  
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Subject related to CBCS, Advanced Learner Course, Extra credits and non-major electives were discussed and the following are the resolution.

1. It is resolved to approved the scheme of examination and new syllabi of III & IV semester for the MBA students admitted during the year 2017-2018 and onwards. **(Annexure – a & b)**
2. There is no change in the syllabi of I & II semester for the MBA students admitted during the year 2018-2019 and onwards.
3. It is resolved to approved the syllabi and extra credits for the Advanced Learners for the III semester for PG students who have been admitted during the academic year 2017-2018 and onwards.
4. It is resolved to approved the additional name for panel of members for question paper setting and central valuation. **(Annexure – I)**



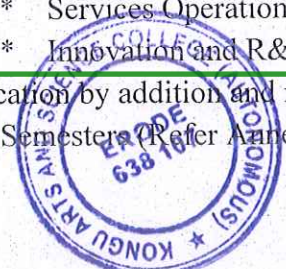
  
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**Details of Modifications in the Courses offered under the Programme****MBA**

The following modifications are done in the Syllabi of III and IV Semesters for the MBA students admitted during the academic year 2018 – 2019 and onwards based on the feedback obtained from Stakeholders and recommendations of the BOS Panel Members.

- The following Elective Papers has been modified in III and IV Semester
  - **Semester III:**
    - \* Rural Marketing (17PBDET305)
    - \* Advanced Production Management (17PBDET315)
  - **Semester IV:**
    - \* Training and Development (17PBDET406)
    - \* Organizational Development (17PBDET407)
- The following Core Papers has been shifted in III and IV Semester
  - **Semester III:**
    - \* Strategic Management (17PBDCT301) has been shifted to III semester.
  - **Semester IV:**
    - \* Business Environment and Ethics in Global Scenario (17PBDCT401) has been shifted to IV semester.
- The following Elective Papers topics has been changed in III and IV Semester
  - **Semester I:**
    - \* Management of Financial Services has been renamed as Essentials of Financial Services (17PBDET309)
  - **Semester IV:**
    - \* Labour Welfare and Industrial Relations has been renamed as Industrial Relations and Labour Legislation (17PBDET408)
    - \* Insurance and Risk Management has been renamed as Insurance Principles (17PBDET410)
- The following Core Papers has been introduced in III and IV Semester
  - \* Entrepreneurship Development (17PBDCT402)
- The following Elective Papers has been introduced in III and IV Semester
  - **Semester III:**
    - \* Compensation and Reward Management (17PBDET308)
    - \* Knowledge Management System (17PBDET314)
    - \* Product Design (17PBDET317)
    - \* Project Management (17PBDET318)
    - \* Management of Small Enterprises (17PBDET319)
    - \* Legal aspects of Business (17PBDET320)
  - **Semester IV:**
    - \* Services Marketing (17PBDET403)
    - \* Cost Management (17PBDET411)
    - \* Decision Support System and Intelligent Systems (17PBDET414)
    - \* Services Operations Management (17PBDET417)
    - \* Innovation and R&D Management (17PBDET420)

Modification by addition and removal of topics are carried out in the in the syllabi of III and IV Semesters (Refer Annexure b)

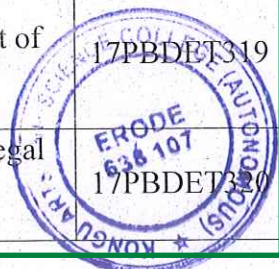


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## Details of modifications with specific topics in the Syllabus with % Revision

## MBA

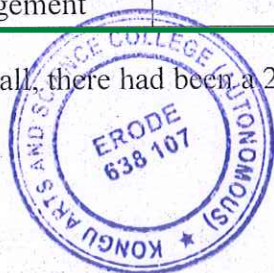
S. No	Course Name	Course Code	Topics introduced	Topics removed	% Revision
1.	Elective - Rural Marketing	17PBDET305	<b>Unit III:</b> Rural Marketing Mix - Additional Ps and 4As of rural marketing. Selecting and attracting markets: Introduction - concept and process - Segmentation - Concept, degree, bases, benefits and guidelines of effective segmentation - Targeting and positioning.	-	20%
2.	Elective - Compensation and Reward Management	17PBDET308	Unit I – Unit V introduced		100%
3.	Elective - Essentials of Financial Services	17PBDET309	Unit I – Unit V introduced		100%
4.	Elective - Knowledge Management System	17PBDET314	Unit I – Unit V introduced		100%
5.	Elective - Advanced Production Management	17PBDET315	<b>Unit V:</b> Quality Circle - Quality Management - Dimensions of Quality - Determinants of quality - Modern Quality Management.	<b>Unit V:</b> Human aspects of production management, Production planning and financial planning.	20%
6.	Elective - Product Design	17PBDET317	Unit I – Unit V introduced		100%
7.	Elective - Project Management	17PBDET318	Unit I – Unit V introduced		100%
8.	Elective - Management of Small Enterprises	17PBDET319	Unit I – Unit V introduced		100%
9.	Elective - Legal aspects of Business	17PBDET320	Unit I – Unit V introduced		100%



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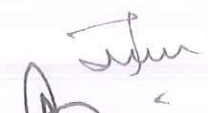

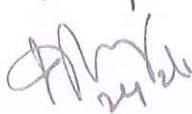

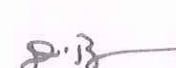

10.	Core - Entrepreneurship Development	17PBDCT402	Unit I – Unit V introduced		100%
11.	Elective - Services Marketing	17PBDET403	Unit I – Unit V introduced		100%
12.	Elective - Training and Development	17PBDET406	<b>Unit IV:</b> Effective coaching for leadership - Levels - Process of effective coaching.	<b>Unit IV:</b> Teaching aids for training - Advantages and disadvantages.	10%
13.	Elective - Organizational Development	17PBDET407	<b>Unit V:</b> Implementation conditions for failure and success in organizational development - Efforts. - Assessment of organizational development and change in organizational performance	<b>Unit V:</b> Some key considerations and issues in organizational development	10%
14.	Elective - Industrial Relations and Labour Legislation	17PBDET408	Unit I – Unit V introduced		100%
15.	Elective - Insurance Principles	17PBDET410	Unit I – Unit V introduced		100%
16.	Elective - Cost Management	17PBDET411	Unit I – Unit V introduced		100%
17.	Elective - Decision Support System and Intelligent Systems	17PBDET414	Unit I – Unit V introduced		100%
18.	Elective - Services Operations Management	17PBDET417	Unit I – Unit V introduced		100%
19.	Innovation and R&D Management	17PBDET420	Unit I – Unit V introduced		100%

In overall, there had been a 28% of revision in the Syllabus of the MBA Programme



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All the above resolutions are approved.

1.  (CDR. J. J. SONGODI)
2.  (CDR. A. SOMU)
3. Deepa. K.
4.  (Dr. P. Kanthaskeyam)
5.  (V. G. SUMANTHY)
6.  (CDR. BALAMURUGAN)
- 7.
8.  (P. ARULNATHAN)
- 9.



  
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