



KONGU ARTS AND SCIENCE COLLEGE

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

ERODE – 638 107

Department of Management Science (PG)



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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.




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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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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 syllabi of I and II Semesters (Refer Annexure b)

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

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	Unit V: 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,	Unit V: 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	Unit II: Capital Budgeting Unit III: Cost of Capital	Unit II: Cost of Capital Unit III: Capital Budgeting	20%
10.	Core - Human Resource Management	21PBDCT204	Unit IV: Performance Appraisal Unit V: Wage and salary administration	Unit IV: Compensation Management Unit V: 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



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All the above resolutions are approved.

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