

**DEPARTMENT OF BUSINESS ADMINISTRATION (UG)**

**BOS MEETING MINUTES**

**(2022-2023)**

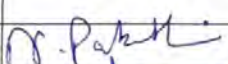
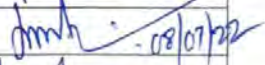


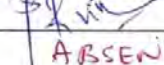
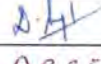
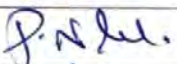

DATE: 08-07-2022

TIME: 10.00 AM

VENUE: F- 406

MEMBER OF BOARD OF STUDIES

ATTENDANCE REPORT

S.No.	NAME OF THE MEMBERS	DESIGNATION	SIGNATURE
1	DR.N.PAKUTHARIVU	Chairperson	
2	Dr.S.MOHAN	University Nominee	 - 08/07/22
3	Dr.K.Vidyakala	Subject Expert	
4	Dr.R.Haridas	Subject Expert	
5	Mr.S.RAMPRASAD	Industrial Expert	
6	Mr.L.AJITH	Alumni Member	ABSENT
7	Dr.D.SUGANTHI	Internal Member	
8	Dr. V.BALAMURUGAN	Internal Member	ABSENT
9	Mr..P.N.KATHIRVEL	Internal Member	
10	Mrs.R.SHEELADEVI	Internal Member	

## MINUTES OF THE MEETING

The following resolutions were made in the board of studies meeting held on 08.07.2022 at 10.00 am in the room no.406 in the F-block Conducted by Department of Business Administration.

The board of the studies of business administration discussed and resolved to revise the syllabus of UG BBA- gave suggestions on equalizing Elective subjects FINANCE, HUMAN RESOURCE MANAGEMENT AND MARKETING

The following resolutions were made in the BOARD OF STUDIES Meeting held on 8.07.2022 at 10.00 am in the Department of Business Administration through offline mode.

The Board of Studies of Business Administration discussed and resolved to revise the syllabus of BBA (UG)- Business Communication (22BBU02) in I Semester

The Board of Studies of Business Administration discussed and resolved to revise the syllabus of BBA (UG) – Economics for Executives (22BBU05) in I Semester

The Board of Studies of Business Administration discussed and resolved to revise the syllabus of BBA (UG) – Production and Material Management (22BBU10) in III Semester

The Board of Studies of Business Administration discussed and resolved to revise the syllabus of BBA (UG) – Marketing Management (21BBU11) in III Semester

The Board of Studies of Business Administration discussed and resolved to revise the syllabus of BBA (UG) – Advertising and Sales Promotion (21BBU15A) in III and VI Semester (20BBU25)

The Board of Studies of Business Administration discussed and resolved to revise the syllabus of UG BBA - Entrepreneurial Development and Project Management (21BBU17) in IV Semester.

The Board of Studies of Business Administration discussed and resolved to revise the syllabus of UG BBA – Retail Management in (21BBU18) IV Semester.


The Board of Studies of Business Administration discussed and resolved to revise the syllabus of UG BBA – Taxation (21BBU20) in IV Semester.

The Board of Studies of Business Administration discussed and resolved to revise the syllabus of UG BBA – Cost and Management Accounting (20BBU19) in V Semester.

The Board of Studies of Business Administration discussed and resolved to revise the syllabus of UG BBA – Research Methods for Management (20BBU20) in V Semester.

The Board of Studies of Business Administration discussed and resolved to revise the syllabus of UG BBA – Customer Relationship Management (20BBU22) V in Semester.

The Board of Studies of Business Administration discussed and resolved to revise the syllabus of UG BBA - Brand Management (20BBU22) in V Semester.

  
HOD

Department of Business Administration  
Jindusthan College of Arts & Sciences  
Coimbatore- 641 028.  
Ph: 2561633 / 44 / 08

New Scheme for 2022-2023 Batch has been recommended, approved and resolved by the Board of Studies.

#### **OVERALL SUGGESTIONS:**

1. The board members appreciated the framework of the syllabus.
2. The new scheme of examination for the new academic year 2022-2023 were discussed and approved.
3. Under this new scheme, focus has been given on the nature of course , knowledge, skill orientation, employability orientation, entrepreneurship orientation . Finally it was approved.

#### **SUGGESTIONS GIVEN BY THE MEMBERS**

##### **Dr. S. MOHAN – UNIVERSITY NOMINEE**

1. He suggested including the subject Economics for Executive as an allied paper rather than as a core one.
2. He advised to add recent economic policies in the unit 5.
3. He asked us to add the latest edition of Principles of Management.
4. He suggested 60% theory and 40% problems in the Financial Management.

##### **Mr.S.RAM PRASAD – INDUSTRY EXPERT**

He suggested case study should be focused more on principles of management.

1. He asked the faculties should train the students in business communication, how to write formal letters according to the current market scenario.
2. He asked to train the students to read the economic times regularly to acquire more knowledge on finance and marketing topics.
3. He advised to give exercise on writing business communication letter.
4. He advised to add disc theory for personality analysis, adding more importance on role play. More theories should be added with leadership theories.
5. In legal aspects of business, he suggested to include LLP (Limited Liability Partnership) a new term in business law.
6. He adds up in his talk that top companies in India is looking for customer delight, customer satisfaction, Team work, collaboration, time management (avoid procrastination), Objection handling, stress management, Emotional Bank Account, Leadership.
7. He suggested us to put up the topics in a systematic order in marketing management syllabus: -Products, Pricing, Promotion & Distribution.

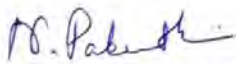


## Dr.R.HARIDASS – SUBJECT EXPERT

1. He suggested us to put self-study topics in the syllabus of Production & Materials Management, maintenance of handling machines /tools, handling of equipment's .
2. He suggested brain storming activities to be included in the subject Advertising & Sales promotion.
3. He gave his suggestion on Human Resource Management regarding the topic of performance appraisal in which comparison should be made between 180- & 360-degree.
4. Industrial Relations and Labour Law to be included as an elective paper.
5. Entrepreneurial Development and Project Management subject should be separated as individual Paper and Project Proposals should be added in Project Management.
6. Retail Business and Retail Technology Topic should be added in the syllabus of retail management.
7. Calculations of Overheads should be added in the Labour Cost (Unit II) in Cost and Management Accounting
8. SPSS topic (Unit V) in Research Methods for Management should be removed.

## Dr.K.VIDHYAKALA – SUBJECT EXPERT

1. In PEO's it is mentioned as Business Administration whereas in Syllabus its mentioned as Management
2. Economics for Executives can be brought as Allied in 3rd Semester, instead Allied 3rd Semester: Information Technology for Management can be brought in as Core
3. Cost and Management Accounting – Percentage of Theory and Problems to be specified clearly.
4. Research Methods for Management - 3rd and 5th Unit to be strengthened
5. Advertising And Sales Promotion - 4 and 5th Unit to be strengthened
6. More of Marketing papers is found
7. International Trade - 4 and 5th Unit to be strengthened
8. Services Marketing - 1 and 5th Unit to be strengthened
9. E commerce - 5th Unit not appropriate.



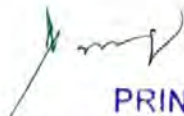
**BOARD CHAIRMAN WITH SEAL**

**HOD**

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Coimbatore  
Hindusthan College of Arts & Science  
Coimbatore  
18/5/22  
Joint Cell  
Coimbatore



**PRINCIPAL**

Hindusthan College of Arts & Science (Autonomous),  
Hindusthan Gardens, Behind Nava India,  
Coimbatore - 641 028.