

**J.J. College of Arts and Science (Autonomous)**  
**Sivapuram Post, Pudukkottai – 622 422**  
**(Re-Accredited by NAAC – 4<sup>th</sup> Cycle)**  
**Affiliated to Bharathidasan University, Tiruchirappalli**  
**PG and Research Department of Business Administration**  
**Minutes of the Board of Studies Meeting**

**Meeting No.07**

**Date: 03.05.2023**

The Meeting of the Board of Studies in Business Administration (U.G. and P.G.) for the sixth revision of the curricula to be implemented from 2023-2024, was conducted at 11.00 a.m. on Tuesday (03.05.2023)

**Members List**

| Sl.No | Name                  | Designation                                                                                                                                  | Signature                  |
|-------|-----------------------|----------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|
| 1     | Dr.V.Sathyarekha      | Chairman, Head,<br>Department of Business Administration,<br>J.J. College of Arts and Science<br>(Autonomous), Pudukkottai                   | V. Sathyarekha 3/5/23      |
| 2     | Dr.M.Babu             | University Nominee, Associate<br>Professor,<br>Bharathidasan School of Management<br>Bharathidasan<br>University, Tiruchirappalli – 620 024  | M. Babu 3.5.23             |
| 3     | Dr.M.Ayisha Millath   | Subject Expert, Assistant Professor<br>Alagappa Institute of<br>Management Alagappa University,<br>Karaikudi – 630 004                       | M. Ayisha Millath 3/5/23   |
| 4.    | Dr.C.Kavitha          | Subject Expert, Assistant Professor,<br>Department of Business Administration<br>Sri Meenakshi Government Arts<br>College for Women, Madurai | C. Kavitha 3/5/23          |
| 5.    | Ms.L.Janaki           | Member, Assistant Professor,<br>Department of Business Administration                                                                        | L. Janaki 3/5/23           |
| 6.    | Ms. M.Sureka          | Member, Assistant Professor,<br>Department of Business Administration                                                                        | M. Sureka 3/5/23           |
| 7.    | Mr.N.Shanmugasundaram | Member, Assistant Professor,<br>Department of Business Administration                                                                        | N. Shanmugasundaram 3/5/23 |
| 8.    | Dr.N.Sreevidya        | Member, Assistant Professor,<br>Department of Business Administration                                                                        | N. Sreevidya 3/5/23        |
| 9.    | Dr.C.Eswari           | Member, Assistant Professor,<br>Department of Business Administration                                                                        | C. Eswari 03/05/23         |
| 10.   | Mr.S.Rajkumar         | Corporate Member, Naveen Carpen<br>Crafts, 13/E- SIPCOT Complex,<br>Pudukkottai -622 002                                                     | S. Rajkumar 3/5/23         |
| 11.   | Mr.S.Gopalakrishnan   | Alumnus, Branch Post Master<br>Keelathaniyam (PO), Pudukkottai                                                                               | Absent                     |

The Chairman, Dr.V.Sathyarekha chaired the meeting and welcomed all the members to the seventh BOS meeting. After the brief introduction, the agenda items listed were taken up for discussion and the following resolutions were passed after deliberation

1. As per the instructions from **TANSCH** and the **Parent University**, it is resolved to include **75 % of mandatory inclusion** content from model syllabus and **25 % of Preferential inclusion** by our Department to preserve equivalence in U.G. and P.G. Degree Programmes to enable student Mobility to be implemented from the academic year 2023 – 2024 onwards is framed and restructured following the guidelines laid down by the UGC - LOCF and Tamil Nadu State Council for Higher Education (TANSCH) and the Parent University.
2. Evaluate the Syllabus followed during the Academic Year 2022 – 2023 based on the first Semester Results.
3. Analyze the previous Curriculum based on the feedback received from the Teachers, Employers, Students and the Alumni.
4. Approve the Curriculum, Course Structure (Syllabi) and Text Books recommended for Implementation from 2023-2024 onwards.
5. In the present meeting the General Course Structure for the BBA programme and syllabus for the first two semesters were discussed and scrutinized for implementation from the academic year 2023-24 onwards based on the communication from the parent university/ TANSCH.
6. Have the following structure for BBA



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### Distribution of Courses – BBA

| Part               | Course                                                                                                                | No. of. Course | Credit     | Marks       |
|--------------------|-----------------------------------------------------------------------------------------------------------------------|----------------|------------|-------------|
| I                  | Language – Tamil / Hindi / French                                                                                     | 02             | 06         | 200         |
| II                 | Language – English                                                                                                    | 02             | 06         | 200         |
| III                | Core Courses                                                                                                          | 19             | 94         | 2700        |
|                    | Discipline Specific Electives (DSE)                                                                                   | 08             |            |             |
| IV                 | Skill Enhancement Course (SBE)/Generic Elective Courses                                                               | 08             | 33         | 1700        |
|                    | Ability Enhancement Compulsory Courses (AECC)                                                                         | 04             |            |             |
|                    | Foundation Course(1),Environmental Studies(1)<br>Value Education(1), Industrial Activity (1), Summer<br>Internship(1) | 05             |            |             |
| V                  | Extension Activity                                                                                                    | -              | 1          | -           |
| <b>Grand Total</b> |                                                                                                                       | <b>48</b>      | <b>140</b> | <b>4800</b> |

7. Implement the following guidelines on curriculum design given by NAAC

(a) A specific mention has been made of Program Outcomes (POs), Program Specific Outcomes (PSOs), Course Outcomes (Cos), Programme Educational Objectives (PEOs) and Course Objectives in the syllabus

(b) Relationship matrix for CO, PO and PSO for all courses implemented

(c) Curriculum addresses local, regional, national and global needs

(d) Courses focus on Employability, Entrepreneurship and Skill Development

(e) Courses also focus on Gender, Environment and Sustainability, Human values and professional ethics.

8. Introduced Internship – summer vacation at the end of fourth semester under Part IV

9. Introduced Foundation Course (FC) as a new course in the first semester

10. Environmental studies (IV sem) and Value Education (V Sem) courses to be followed as per the previous curriculum

  
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## 11. Resolved to have the following 19 Core Courses for UG semester wise

### SEMESTER I

**Principles of Management** – (It was the core course of previous curriculum (Management Concepts) but title and content are changed)

**Accounting for Managers – I** ( It was the core course of the previous curriculum (Principles of Accountancy but title and content are changed)

### SEMESTER II

**Business Communication** ( It was the core course in third semester (Effective Business Communication) in the previous curriculum but content is different)

**Accounting for Managers –II** (It was the core course in semester III in the previous curriculum (Cost and Management Accounting) but title and content are different)

### SEMESTER III

**Business Environment-** (which has been in the second semester has been introduced as the Core Course in the third semester with change in the content)

**Organisational Behaviour** (which has been retained in the third semester has been changed as core course VI from Core Course IV)

**Entrepreneurial Development** (It has been shifted from Core Course XII to Core Course VII with variation in the syllabus)

**Marketing management** – (It was the core course in the II Semester and now shifted to III semester with variation in the content)

### SEMESTER IV

**Human Resource Management** –(It is retained in this semester with modification in the content)

**Business Regulatory Framework** – (It was in the fifth semester (Legal Aspects of Business) but now renamed and content changed)

**Financial Services** – (It is newly introduced core course)

**Management Information System** – (It is newly introduced core course)

### SEMESTER V

**Advertising Management and Sales Promotion** – (It is newly introduced core course)

**Research Methodology** – (It is newly introduced core course)

  
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**Operations Management** – It was in the third semester in the previous curriculum (Production and Operations Management) and now title and contents changed

**Financial Management** – It is retained in the fifth semester with contents changed

## **SEMESTER VI**

**Materials Management** – It is newly introduced core course

**Services Marketing** – It is newly introduced core course

**Business Taxation** – It is newly introduced core course

**12.Resolved to have the following Discipline Specific Elective Courses for B.B.A**

## **SEMESTER I**

**Managerial Economics** – (It was in the same semester as 'Business Economics' in the previous curriculum and now title and contents changed)

## **SEMESTER II**

**International Trade** – (It is newly introduced)

## **SEMESTER III**

**Business Statistics** –(It is renamed from "Business Mathematics and Statistics" which was in the previous curriculum and title and contents changed)

## **SEMESTER IV**

**Operation Research** – (It is retained in the same semester with contents changed)

## **SEMESTER V**

### **Group I**

**Digital Marketing** – (It is retained with contents changed)

**Industrial Relations** –(It is newly introduced course)

**Financial Literacy** – (It is newly introduced course)

DSE 2 Project Work with Viva Voce (Earlier Project Work was in Core Course in semester IV now it has been treated as DSE 2 in semester V)

## **SEMESTER VI**

### **Group II**

**Consumer Behaviour** – (It is newly introduced course)

**Competency Mapping** – (It is newly introduced course)

**Security Analysis and Portfolio Management** – (It is newly introduced course)

**Group III**

**Logistics and Supply Chain Management-** (It is newly introduced course)

**E-Business-** (It is newly introduced course)

**13. Resolved to have the following Skill Enhancement Courses for B.B.A**

**SEMESTER I**

**Basics of Event Management –** (It is a newly introduced course)

**SEMESTER II**

**Managerial Skill Development –** (It is a newly introduced course)

**Business Etiquette and Corporate Grooming –** (It is a newly introduced course)

**SEMESTER III**

**Computer Applications in Business –** (A slight variation has been made in the content)

**Entrepreneurial Skill New Venture Management –** (It is a newly introduced course)

**SEMESTER IV**

**Tally –** (It is a newly introduced course)

**Intellectual Property Rights –** (It is a newly introduced course)

**14. Resolved to have the following Ability Enhancement Compulsory Course for UG semester wise**

**SEMESTER I**

1. Introduction to Study Skills (Syllabus is passed by the BoS in English)

**SEMESTER II**

1. Life Skills – (It is a newly introduced course)

**SEMESTER III**

1. Job Oriented Skills (This course is newly introduced)

**SEMESTER IV**

1. Computing Skills (Syllabus is passed by the BoS in Computer Applications)

  
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**15.Resolved to have the following Courses for B.B.A**

**SEMESTER I**

1. Foundation Course - (This course is newly introduced)

**SEMESTER II**

1. Environmental Studies (Retained as it is)

**SEMESTER V**

1. Value Education (This Course has been shifted from semester III to V )  
(Retained as it is)

| SL.NO              | Course             | No. of. Course | Credit    | Marks       |
|--------------------|--------------------|----------------|-----------|-------------|
| 1                  | Core Course        | 13             | 46        | 1300        |
| 2                  | Extra Disciplinary | 3              | 9         | 300         |
| 3                  | Soft Skill         | 4              | 8         | 400         |
| 4                  | Electives          | 7              | 21        | 700         |
| 5                  | Project Work       | 1              | 8         | 200         |
| <b>Grand Total</b> |                    | <b>28</b>      | <b>92</b> | <b>2900</b> |

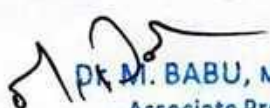
**16.It is Resolved to have the following Core courses for MBA semester wise as follow as:**

**Semester I:**

- I – Management Principles Business Ethics (Title of the Course changed and contents slightly changed )
- II – Quantitative Techniques and Research Methods in Business (Newly Introduced Course)
- III – Managing Organizational Behaviour (Title of the Course changed and contents slightly changed )
- IV - Accounting for Managers (Title of the Course changed and contents slightly changed )
- V - Managerial Economics (It is the course of Previous curriculum with slight changes in the contents)

**Semester II:**

- VII – Applied Operations Research (Title of the Course changed and contents slightly changed )
- VIII – Human Resource Management(It is the course of Previous curriculum with slight changes in the contents)
- IX - Marketing Management (It is the course of Previous curriculum with slight changes in the contents)
- X – Operation Management (Title of the Course changed and contents slightly changed )
- XI –Financial Management (Title of the Course changed and contents slightly changed )
- XII – Strategic Management ( Title of the course changed shifted from Semester III to II )

  
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**Semester III:**

XIII – Information Systems for Business (Newly Introduced Course)

**Semester IV:**

Project Work with Viva voce (This course has been shifted from Semester II to IV)

(The Marks for Project Work has been revised )

| CIA | EXTERNAL | TOTAL |
|-----|----------|-------|
| 50  | 150      | 200   |

**17.Resolved to have the following Extra Disciplinary for MBA Semester wise:****Semester I:**

Entrepreneurship Development (This course has been treated as extra disciplinary which was previously a core course with contents slightly changed)

**Semester II:**

International Business (Newly Introduced Course)

**Semester III:**

Employability Skills (Newly Introduced Course)

**18.Resolved to have the following Soft Skill Courses for MBA Semester wise:****Semester I**

Soft Skill I Executive Communication (Newly Introduced Course)

**Semester II**

Soft Skill II Business Etiquette (Newly Introduced Course)

Soft Skill III Computing Skills (Newly Introduced Course)

**Semester III**

Soft Skill IV Leadership and Team building skills (Newly Introduced Course)

**19.Resolved to have the following Elective Courses for MBA (Student Should choose seven Elective Course from the specialization list in consultation with head of the institution):****Semester III****Finance:**

1. Corporate Finance (Newly Introduced course)
2. Security Analysis and Portfolio Management(Retained as it is)
3. Merchant Banking and Financial Services (Newly Introduced course)
4. Banking and Insurance (Newly Introduced course)
5. Behavioural Finance (Newly Introduced course)
6. Capital Markets and Financial Services (Newly Introduced course)
7. Financial Planning and Wealth Management (Newly Introduced course)
8. Fixed Income Securities (Newly Introduced course)

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9. International Financial Management (Newly Introduced course)
10. Risk Management Banks (Newly Introduced course)

#### Marketing:

1. Advanced Marketing Research and Consumer Behaviour (Newly Introduced course)
2. Advertising Management and Sales Promotion(Retained as it is)
3. Sales and Distribution Management (Newly Introduced course)
4. Brand Management (Retained as it is)
5. Services Marketing (Newly Introduced course)
6. Customer Relations Management(Retained as it is)
7. Retail Marketing (Newly Introduced course)
8. Rural Marketing (Newly Introduced course)
9. International Marketing (Newly Introduced course)
10. Digital Marketing (Newly Introduced course)

#### Human Resource Management:

1. Human Resources Development (Newly Introduced course)
2. Performance Management (Newly Introduced course)
3. Organizational Development (Newly Introduced course)
4. Industrial and Labour Relations (Newly Introduced course)
5. Career Management (Newly Introduced course)
6. Strategic HRM (Newly Introduced course)
7. Workplace Counseling (Newly Introduced course)
8. Human Resource Information System (Newly Introduced course)
9. Stress Management (Retained as it is)
10. Compensation and Rewards Management(Retained as it is)

20.It is Resolve to Convene a Board of Studies Meeting in the coming days (if the need arises )to in corporate the modifications / updtation in the curriculum based on the communication from parent University / TANSCH.

  
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