

J.J. College of Arts and Science (Autonomous)
Sivapuram Post, Pudukkottai – 622 422
(Re-Accredited by NAAC – 4th Cycle)
Affiliated to Bharathidasan University, Tiruchirappalli

PG and Research Department of Business Administration

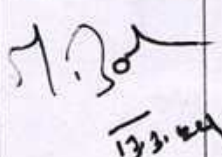
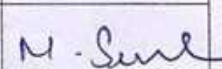
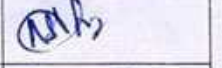
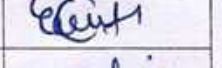
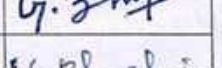
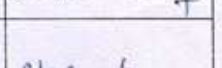
Minutes of the Board of Studies Meeting

Meeting No.08

Date: 13.03.2024

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 (13.03.2024)

Members List

Sl.No	Name	Designation	Signature
1	Dr.V.Sathyarekha	Chairman, Head, Department of Business Administration, J.J. College of Arts and Science (Autonomous), Pudukkottai	 13/3/24
2	Dr.M.Babu	University Nominee, Associate Professor, Bharathidasan School of Management Bharathidasan University, Tiruchirappalli – 620 024	 13.3.24
3	Dr.M.Ayisha Millath	Subject Expert, Associate Professor Alagappa Institute of Management Alagappa University, Karaikudi – 630 004	 13/3/24
4.	Dr.M.Ketharaj	Subject Expert, Associate Professor, Department of Business Administration Raja Doraisingam Government Arts College, Sivagangai.	 13/3/24
5.	Ms. M.Sureka	Member, Assistant Professor, Department of Business Administration	
6.	Mr.N.Shanmugasundaram	Member, Assistant Professor, Department of Business Administration	
7.	Dr.C.Eswari	Member, Assistant Professor, Department of Business Administration	
8.	Ms.G.Bhuvaneswari	Member, Assistant Professor, Department of Business Administration	
9.	Ms.N.Bhuvaneshwari	Member, Assistant Professor, Department of Business Administration	
10.	Mr.S.Rajkumar	Corporate Member, Naveen Carpen Crafts, 13/E- SIPCOT Complex, Pudukkottai -622 002	Absent
11.	Mr.S.Gopalakrishnan	Alumnus, Branch Post Master Keelathaniyam (PO), Pudukkottai	Absent

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

1. In his notification No: 1616, dated 10.08.2021, the Chief Secretary, Department of Higher Education, Government of Tamil Nadu, has given the Autonomous Collèges, the freedom to retain/ reframe their syllabi, Course Structure etc., in keeping with their perceptions on Institutional/ local needs.
2. The College Council at its meeting held on 16.09.2023 resolved that our Institutional will gratefully accept the academic freedom and empower the boards of studies either to retain or to reframe their Curriculum for various Programmes under CBCS and UGC-LOCF.
3. However, the Course Structure for the U.G. & P.G. Programmes at Institutional level will have to follow a uniform pattern with minor variations depending on the discipline specific needs.
4. It is Resolved to modify and follow a total of 43 courses, 4300 marks and 141 credits for the U.G. Programmes and 29 courses, 2900 marks and 111 credits for the P.G. Programmes.

Distribution of Courses – BBA

Part	Course	No. of. Course	Credit	Marks
I	Language – Tamil / Hindi / French	04	12	400
II	Language – English	04	12	400
III	Core Courses	15	93	2300
	Discipline Specific Electives (DSE)	08		
IV	Skill Enhancement Course (SBE)/Generic Elective Courses	07	23	1200
	Foundation Course(1),Environmental Studies(1) Value Education(1), Gender Studies (1), Internship(1)	05		
V	Extension Activity	-	1	-
Grand Total		43	141	4300

Distribution of Courses – MBA

SL.NO	Course	No. of. Course	Credit	Marks
1	Core Course	14	56	1400
2	Extra Disciplinary Course	3	9	300
3	Ability Enhancement Compulsory Course	4	8	400
4	Electives	6	24	600
5	Project Work	1	10	100
6	Internship	1	4	100
Grand Total		29	111	2900

5. The Revised Syllabus has been implemented from the Academic Year 2023-2024 onwards. In the previous Boards of Studies meeting , the syllabus for first two semesters have been passed. Now in the light of the Government Communication, cited in Point No. 1, the Chairman of the Boards of Studies have Introduced some changes in the syllabus for Semester I and Semester II . Such modifications are approved and passed by this Board.
6. The Course Structure Mentioned in Point No: 4 for U.G. & P.G. Programmes have already been approved and passed by the Boards of Studies in 03.05.2023.
7. In the present revision and modifications, the General instructions on curriculum Design, Course Structure, Uniformity of standards have been scrupulously followed.
8. Following the suggestion given by the Honorable members of the Academic Council in its last meeting, a course on Gender Studies has been included.
9. Resolved to include various online courses like SWAYAM-MOOCs with extra credits. The credit thus earned will be reflected in the cumulative mark Statement of the students.
10. Resolved to continue offering Value Added Courses.

11. Resolved to have the following 15 Core Courses for UG semester wise

SEMESTER I

Core course 1 Principles of Management – (Title of the Course changed and contents slightly changed)

Core course 2 Accounting for Managers – (Title of the Course changed and contents slightly changed)

SEMESTER II

Core course 3 Marketing Management – (It is the course of previous curriculum with slight changes in the contents)

Core course 4 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

Core course 5 Organisational Behaviour (It is the course of previous curriculum with slight changes in the contents)

Core course 6 Financial Management (It was the core course in Semester V in the previous curriculum and Contents are slightly changed)

SEMESTER IV

Core course 7 Business Environment (It was the core course in Semester II in the previous curriculum and Contents are slightly changed)

Core course 8 Business Regulatory Frame work (It was the core course in Semester V Title and contents are slightly changed)

SEMESTER V

Core course 9 Human Resource Management (It was the core course in Semester IV in the previous curriculum and contents are slightly changed)

Core course 10 Research Methodology (It is newly introduced core course)

Core course 11 Business Taxation (It is newly introduced core course)

Core course 12 Management Information system (It is newly introduced core course)

SEMESTER VI

Core course 13 Entrepreneurial Development (It was the core course in Semester V in the previous curriculum and contents are slightly changed)

Core course 14 Production and Materials Management (It was the core course in Semester III, the title and contents are slightly changed)

Core course 15 Project Work (It was the core course in Semester IV in previous curriculum)

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

SEMESTER I

DSE 1 Managerial Economics (Title and contents are slightly changed)

SEMESTER II

DSE 2 International Business (It was newly introduced course)

SEMESTER III

DSE 3 (3:1) Business Statistics (It was DSE in Semester II in the previous curriculum, the title and contents are slightly changed, Passed in Maths Department BOS)

(3:2) Quantitative aptitude I (It was in Semester V in the previous curriculum, Passed in Maths Department BOS)

SEMESTER IV

DSE 4 (4:1) Operations Research (The contents are slightly changed, Passed in Maths Department BOS)

(4:2) Quantitative Aptitude II (It is newly introduced course, Passed in Maths Department BOS)

SEMESTER V

DSE 5 (5:1) Digital Marketing (The contents are slightly changed)

(5:2) Strategic Management (It was core course in the same semester in previous curriculum, and the contents are slightly changed)

DSE 6 (6:1) Security analysis and Portfolio Management (It is newly introduced course)

(6:2) Salesmanship (It is newly introduced course)

SEMESTER VI

DSE 7 (7:1) Consumer Behaviour (It is newly introduced course)

(7:2) Innovation Management (Retained as it is)

DSE 8 (8:1) Fundamentals of Logistics (It is newly introduced course)

(8:2) E-Business (It is newly introduced course)

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

SEMESTER I

SEC 1 Basics of Event Management (It is a newly introduced course)

SEMESTER II

SEC 2 Managerial Skill Development (It is a newly introduced course)

SEC 3 Business Etiquette and Corporate Grooming (It is a newly introduced course)

SEMESTER III

SEC 4 (4:1) Computer Applications in Business (The contents are slightly changed)

(4:2) Creative Advertising and Media Management (It is a newly introduced course)

SEMESTER IV

SEC 5 (5:1) Entrepreneurial Skill New Venture Management (It is a newly introduced course)

(5:2) Insurance and Risk Management (The title and contents are slightly changed)

SEC 6 (6:1) Accounting Package (It is a newly introduced course)

(6:2) Digital Banking (It is a newly introduced course)

SEC 7 (7:1) Intellectual Property Rights (It is newly introduced course)

(7:2) Introductory Psychology (It is newly introduced course)

SEMESTER V

INT Internship (It is a newly introduced course)

14. Resolved to have the following Courses for B.B.A

SEMESTER I

1. Managerial Communication - (It is a newly introduced course)

SEMESTER III

1. Value Education (Retained as it is)

SEMESTER IV

1. Environmental Studies (This Course has been shifted from semester II to IV)

SEMESTER VI

1. Gender Studies (It is a newly introduced course)

15. It is resolved to have the following Core courses 15 with 1 Project for MBA semester wise as follow as:

SEMESTER I:

Core course I – Management Principles Business Ethics (Title of the Course changed and contents slightly changed)

Core course II – Quantitative Techniques and Research Methods in Business (Newly Introduced Course, Passed in Maths Department BOS)

Core course III – Managing Organizational Behaviour (Title of the Course changed and contents slightly changed)

Core course IV -Accounting for Managers (Title of the Course changed and contents slightly changed)

Core course V - Managerial Economics (It is the course of Previous curriculum with slight changes in the contents)

Core course VI – Legal Systems in Business (It was in the core course in semester IV in previous curriculum ,The title and contents are slightly changed)

SEMESTER II:

Core course VII – Applied Operations Research (Title of the Course changed and contents slightly changed, Passed in Maths Department BOS)

Core course VIII – Human Resource Management(It is the course of Previous curriculum with slight changes in the contents)

Core course IX - Marketing Management (It is the course of Previous curriculum with slight changes in the contents)

Core course X – Operation Management (Title of the Course changed and contents slightly changed)

Core course XI –Financial Management (Title of the Course changed and contents slightly changed)

Core course XII – Strategic Management (Title of the course changed shifted from Semester III to II)

SEMESTER III:

Core course XIII – Information Systems for Business (Newly Introduced Course)

Semester IV:

Core course XIV – Training and Development (It is newly introduced course)

Core course XV - Project Work (This course has been shifted from Semester II to IV)

16.Resolved to have the following Extra Disciplinary for MBA Semester wise:

Semester I:

EDC 1 Entrepreneurship Development (This course has been treated as extra disciplinary which was previously a core course with contents slightly changed)

Semester II:

EDC 2 International Business (Newly Introduced Course)

Semester III:

EDC 3 Employability Skills (Newly Introduced Course)

17.Resolved to have the following Ability Enhancement Compulsory Courses for MBA Semester wise:

Semester I

AECC 1 Soft Skill I Executive Communication (Newly Introduced Course)

Semester II

AECC 2 Soft Skill II Business Etiquette (Newly Introduced Course)

Semester III

AECC 3 Soft Skill III Computing Skills (Newly Introduced Course, It has been shifted from II Semester to III Semester)

AECC 4 Soft Skill IV Leadership and Team building skills (Newly Introduced Course)

SEMESTER III

INT Internship (It is a newly introduced course)

18.Resolved to have the following Discipline Specific Elective Courses for MBA Semester wise:

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)

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)

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)

SEMESTER IV:

Finance:

1. Capital Markets and Financial Services (Newly Introduced course)
2. Financial Planning and Wealth Management (Newly Introduced course)
3. Fixed Income Securities (Newly Introduced course)
4. International Financial Management (Newly Introduced course)
5. Risk Management Banks (Newly Introduced course)

Marketing:

1. Customer Relations Management(Retained as it is)
2. Retail Marketing (Newly Introduced course)
3. Rural Marketing (Newly Introduced course)
4. International Marketing (Newly Introduced course)
5. Digital Marketing (Newly Introduced course)

Human Resource Management:

1. Strategic HRM (Newly Introduced course)
2. Workplace Counseling (Newly Introduced course)
3. Human Resource Information System (Newly Introduced course)
4. Stress Management (Retained as it is)
5. Compensation and Rewards Management(Retained as it is)

19. Resolved to have the following Discipline Specific Elective Courses for BCA

Semester wise:

SEMESTER III

1. Organisational Behaviour (The contents are slightly changed)

SEMESTER IV

1. Financial Accounting (The contents are slightly changed)

M. D.
13/3/24

only
13/3/24

13/3/24

Dr. M. AYISHA MILLATH
Associate Professor
Alagappa Institute of Management
Alagappa University
Karaikudi - 630 004

4. V. S.
13/3/24

5. M. S.
13/3/24

6. S.

7. N. S.
13/02/24

8. S.
13/3/24

9. G. S.

J.J. College of Arts and Science (Autonomous)
PG and Research Department of Business AdministrationUG Programme - BBA
Proposed Course Structure based on UGC - LOCF
(Applicable for the candidates admitted from academic year 2023-2024 onwards)

Sem	Part	Course code	Course Title	Hrs/ Week	Credit	Exam Hours	Marks		Total Marks
							CIA	ESE	
I	I	U1R3TL1/HL1/ FL1	Language Course – I	6	3	3	25	75	100
	II	U1R3EL1	English Language course – I	6	3	3	25	75	100
	III	U1R3BACC1	Principles of Management	5	5	3	25	75	100
		U1R3BACC2	Accounting for managers I	5	5	3	25	75	100
		U1R3BADSE1	Managerial Economics	4	3	3	25	75	100
	IV	U1R3BASEC1 (NME)	Basics of Event Management (Offered to other department)	2	2	3	25	75	100
		U1R3BAFC	Managerial Communication	2	2	3	25	75	100
TOTAL				30	23	-	-	-	700
II	I	U2R3TL2	Language Course – II	6	3	3	25	75	100
	II	U2R3EL2	English Language course – II	6	3	3	25	75	100
	III	U2R3BACC3	Marketing Management	5	5	3	25	75	100
		U2R3BACC4	Accounting for Managers II	4	5	3	25	75	100
		U2R3BADSE2	International Business	4	3	3	25	75	100
	IV	U2R3BASEC2 (NME)	Managerial Skill Development(Offered to other department)	2	2	3	25	75	100
		U2R3BASEC3	Business Etiquette and Corporate Grooming	2	2	3	25	75	100
TOTAL				30	23	-	-	-	700
*NME : Choose any one from other Department									
III	I	U3R3TL3	Language Course – III	6	3	3	25	75	100
	II	U3R3EL3	English Language course – III	6	3	3	25	75	100
	III	U3R3BACC5	Organisational Behaviour	5	5	3	25	75	100
		U3R3BACC6	Financial Management	5	5	3	25	75	100
		U3R3BADSE3:1/ 3:2	3.1Business Statistics (or) 3.2Quantitative Aptitude I	4	3	3	25	75	100
	IV	U3R3VE	Value Education	2	2	3	25	75	100
		U3R3BASEC4:1/ 4:2	4:1Computer Application in Business(or) 4:2 Creative Advertising and Media Management	2	2	3	25	75	100
TOTAL				30	23	-	-	-	700

Sem	Part	Course Code	Course Title	Hrs/ Week	Credit	Exam Hours	Marks		Total Marks
							CIA	ESE	
	I	U4R3TL4	Language Course – IV	6	3	3	25	75	100
	II	U4R3EL4	English Language course – IV	6	3	3	25	75	100
IV	II	U4R3BACC7	Business Environment	5	5	3	25	75	100
		U4R3BACC8	Business Regulatory Frame Work	5	5	3	25	75	100
		U4R3BADSE4:1/ 4:2	4:1 Operations Research (or) 4:2 Quantitative Aptitude II	3	3	3	25	75	100
	IV	U4R2BASEC5:1/ 5:2	5:1 Entrepreneurial Skill New Venture Management(or) 5:2 Insurance and Risk Management	2	2	3	25	75	100
		U4R3BASEC6:1/ 6:2	6:1 Accounting Package (or) 6:2 Digital Banking	2	2	3	40 25	60 75	100
		U4R3ES	Environmental Studies	1	2	3	25	75	100
Total				30	25	-	-	-	800
V	III	U5R3BACC9	Human Resource Management	5	5	3	25	75	100
		U5R3BACC10	Research Methodology	6	4	3	25	75	100
		U5R3BACC11	Business Taxation	6	4	3	25	75	100
		U5R3BACC12	Management Information System	5	4	3	25	75	100
		U5R3BADSE5:1/ 5:2	5:1 Digital Marketing (or) 5:2 Strategic Management	4	3	3	25	75	100
		U5R3BADSE6:1/ 6:2	6:1 Security Analysis and Portfolio Management (or) 6:2 Salesmanship	4	3	3	25	75	100
		U5R3BAINT	Internship	-	2	-	-	-	100
TOTAL				30	25	-	-	-	700
VI	III	U6R3BACC13	Entrepreneurial Development	6	4	3	25	75	100
		U6R3BACC14	Production and Materials Management	6	4	3	25	75	100
		U6R3BACC15PW	Project Work	4	4				100
		U6R3BADSE7:1/ 7:2	7:1 Consumer Behaviour (or) 7:2 Innovation Management	5	3	3	25	75	100
		U6R3BADSE8:1/ 8:2	8:1 Fundamentals of Logistics (or) 8:2 E-Business	5	3	3	25	75	100
	IV	U6R3BASEC7:1/ 7:2	7:1 Intellectual Property Rights(or) 7:2 Introductory Psychology	3	2	3	25	75	100
	V	U6R3GS	Gender Studies	1	1	3	25	75	100
			Extension Activity	-	1	-			
Total				30	22				700
GRAND TOTAL					141				4300

J.J. College of Arts and Science, (Autonomous)
PG and Research Department of Business Administration
PG Programme - M.B.A

Proposed Course Structure Based on UGC-LOCF
(Applicable for the Candidates Admitted from Academic Year 2023- 2024 onwards)

Sem	Subject Code	COURSE TITLE	Hrs/ Week	Credit	Exam Hrs	Marks		Total
						CIA	ESE	
I	P1R3BACC1	Management Principles Business Ethics	4	4	3	25	75	100
	P1R3BACC2	Quantitative Techniques and Research Methods in Business	4	4	3	25	75	100
	P1R3BACC3	Managing Organizational Behaviour	4	4	3	25	75	100
	P1R3BACC4	Accounting for Managers	5	4	3	25	75	100
	P1R3BACC5	Managerial Economics	4	4	3	25	75	100
	P1R3BACC6	Legal Systems in Business	4	4	3	25	75	100
	P1R3BAEDC1	Entrepreneurship Development	3	3	3	25	75	100
	P1R3BAAECC1	Soft Skill – I Executive Communication	2	2	3	25	75	100
TOTAL			30	29		-	-	800
II	P2R3BACC7	Applied Operations Research	5	4	3	25	75	100
	P2R3BACC8	Human Resource Management	4	4	3	25	75	100
	P2R3BACC9	Marketing Management	4	4	3	25	75	100
	P2R3BACC10	Operation Management	4	4	3	25	75	100
	P2R3BACC11	Financial Management	4	4	3	25	75	100
	P2R3BACC12	Strategic Management	4	4	3	25	75	100
	P2R3BAEDC2	International Business	3	3	3	25	75	100
	P2R3BAAECC2	Soft Skill II Business Etiquette	2	2	3	25	75	100
TOTAL			30	29		-	-	800
III	P3R3BACC13	Information Systems for Business	6	4	3	25	75	100
	P3R3BADSEM1/F I/H1	**Elective Course-I	6	4	3	25	75	100
	P3R3BADSEM1/F I/H1	**Elective Course-II	6	4	3	25	75	100
	P3R3BA DSEM1/F1/H1	**Elective Course-III	5	4	3	25	75	100
	P3R3BAEDC3	Employability Skills	3	3	3	25	75	100
	P3R3BAAECC3	Soft Skill III Computing Skills	2	2	3	25	75	100
	P3R3BAAECC4	Soft Skill IV Leadership and Team Building Skills	2	2	3	25	75	100
	P3R3BAINT	Internship	-	4	-	-	-	100
TOTAL			30	27	-	-	-	800

***Summer Internship will be carried out during the summer vacation after the Second Semester and before the Third Semester. Evaluation is done in the third semester. And Viva Voce will be conducted by the college and marks shall be sent to the University and the same will be included in Third Semester marks Statement.

Sem	Subject Code	COURSE TITLE	Hrs/ Week	Credit	Exam Hrs	Marks		Total
						CIA	ESE	
	P4R3BACC14	Training and Development	5	4	3	25	75	100
IV	P4R3BACC15PW	Project Work	10	10	-	-	-	100
	P4R3BADSEM2/F 2/H2	**Elective Course –IV	5	4	3	25	75	100
	P4R3BADSEM2/F 2/H2	**Elective Course-V	5	4	3	25	75	100
	P4R3BADSEM2/F 2/H2	**Elective Course-VI	5	4	3	25	75	100
	Total		30	26				500
	Grand Total			111				2900

ELECTIVE PAPERS

Sem	Subject Code	COURSE TITLE
III	P3R3BADSEF1:1	Finance: Elective course I Corporate Finance
	P3R3BADSEF1:2	Security Analysis and Portfolio Management
	P3R3BADSEF1:3	Merchant Banking and Financial Services
	P3R3BADSEF1:4	Banking and Insurance
	P3R3BADSEF1:5	Behavioural Finance
IV	P4R3BADSEF2:1	Elective course II Capital Markets and Financial Services
	P4R3BADSEF2:2	Financial Planning and Wealth Management
	P4R3BADSEF2:3	Fixed Income Securities
	P4R3BADSEF2:4	International Financial Management
	P4R3BADSEF2:5	Risk Management Banks
III	P3R3BADSEM1:1	Marketing: Elective course I Advanced Marketing Research and Consumer Behaviour
	P3R3BADSEM1:2	Advertising Management and Sales Promotion
	P3R3BADSEM1:3	Sales and Distribution Management
	P3R3BADSEM1:4	Brand Management
	P3R3BADSEM1:5	Services Marketing
IV	P4R3BADSEM2:1	Elective course II Customer Relations Management
	P4R3BADSEM2:2	Retail Marketing
	P4R3BADSEM2:3	Rural Marketing
	P4R3BADSEM2:4	International Marketing
	P4R3BADSEM2:5	Digital Marketing

Sem	Subject Code	COURSE TITLE
III	P3R3BADSEH1:1	Human Resource Management: Elective course I Human Resources Development
	P3R3BADSEH1:2	Performance Management
	P3R3BADSEH1:3	Organizational Development
	P3R3BADSEH1:4	Industrial and Labour Relations
	P3R3BADSEH1:5	Career Management
IV	P4R3BADSEH2:1	Elective course II Strategic HRM
	P4R3BADSEH2:2	Workplace Counseling
	P4R3BADSEH2:3	Human Resource Information System
	P4R3BADSEH2:4	Stress Management
	P4R3BADSEH2:5	Compensation and Rewards Management

*****Extra Credits for the Online Courses like Swayam, Moocs, etc.,*****