

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

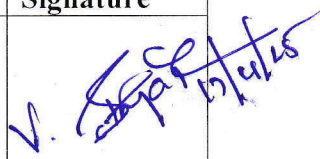
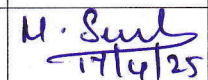
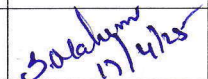
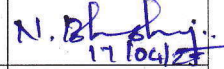
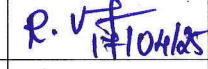
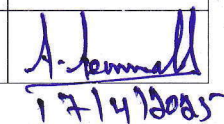
Minutes of the Board of Studies Meeting

Meeting No.09

Date: 17.04.2025

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 Thursday (17.04.2025).

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	
2	Dr.M.Babu	University Nominee, Associate Professor, Bharathidasan School of Management Bharathidasan University,Tiruchirappalli – 620 024	
3	Dr.M.Ayisha Millath	Subject Expert, Associate Professor Alagappa Institute of Management Alagappa University, Karaikudi – 630 004	
4.	Dr.M.Ketharaj	Subject Expert, Associate Professor, Department of Commerce Sri Meenakshi Government Arts College for Women, Madurai.	
5.	Ms. M.Sureka	Member, Assistant Professor, Department of Business Administration	
6.	Mr.N.Shanmugasundaram	Member, Assistant Professor, Department of Business Administration	
7.	Dr.S.Maheshwari	Member, Assistant Professor, Department of Business Administration	
8.	Ms.N.Bhuvaneshwari	Member, Assistant Professor, Department of Business Administration	
9.	Ms.R.Varshini	Member, Assistant Professor, Department of Business Administration	
10.	Mr.S.Rajkumar	Corporate Member, Naveen Carpen Crafts,13/E- SIPCOT Complex, Pudukkottai -622 002	
11.	Mr.A.Arnald	Alumnus, Manager, Vasanth & co Pudukkottai -622002	

This Ninth Meeting of the Board of Studies in Business Administration was held on April 17, 2025 at 11.00 a.m. The meeting commenced with the Chairman of the Board of studies welcoming and introducing the new members to the other members. The Sixth Revised Curricula were implemented from the Academic year 2023-2024

To Review the implementation of these curricula, Courses and Syllabi thereof, this meeting of the Board of Studies in Business Administration was convened. The following resolutions were discussed and passed

1. It is resolved to introduce a course titled **“Health and Wellness ”- U3R3HW**(under Part- V) in the third semester of the U.G Programme for students admitted from the Academic Year 2024-2025 in keeping with the instructions from the Parent University. (Vide. Letter from Registrar i/c No.692/CCCD/BDU/C-1/2024, dated 30.12.2024). The syllabus will be as indicated by TANSCHÉ and the evaluation would be as follows, with no formal examination.

Activities (Observation during Practice) :40 Marks

Attendance :20 Marks

Report :40 Marks

The weightage for this course will be 01 credit – 02 teaching hours per week.

2. To review the existing curricula and courses and make changes wherever necessary in the light of stakeholder’s feedback.
3. It is resolved to motivate the Students to do concurrent Courses under SWAYAM / MOOCS.
4. It is resolved to continue with the Value Added Courses offered by the Department with modifications, wherever necessary.

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	21	1200
	Foundation Course(1),Environmental Studies(1) Value Education(1), Internship(1)	04		
V	Health and Wellness (1),Gender Studies (1),Extension Activity	02	03	100
Grand Total		44	141	4400

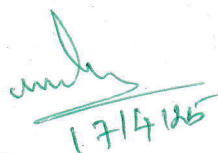
Distribution of Courses – MBA

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

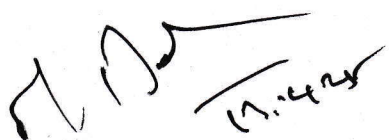
5. It is resolved to include Indian Knowledge Systems (IKS) in certain sections of the following Courses of UG & PG

- U1R3BACC1 Principles of Management
- U2R3BACC3 Marketing Management
- U3R3BACC5 Organisational Behaviour
- U5R3BACC9 Human Resource Management
- U6R3BACC13 Entrepreneurial Development
- P1R3BACC1 Management principles Business ethics
- P2R3BACC8 Human Resource Management
- P2R3BACC9 Marketing Management

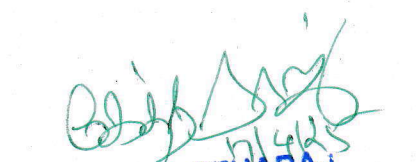
6. It is resolved to continue with the current Curricula, as they have been found to be effective by the stakeholders, students.


17/14/25

Dr. M. AYISHA MILLATH
Associate Professor
Alagappa Institute of Management
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17/4/25

Dr. M. BABU, M.B.A., Ph.D.,
Professor
Bharathidasan School Management
Bharathidasan University
Tiruchirappalli- 620 024.


17/4/25
Dr. M. KETHARAJ,
M.Com., MBA., M.Phil., Ph.D.
Associate Professor
Department of Commerce
Sri Meenakshi Government Arts College
for Women (Autonomous)

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				30	23	-	-	-	700
III	I	U3R3TL3	Language Course – III	5	3	3	25	75	100
	II	U3R3EL3	English Language course – III	5	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
V	U3R3HW	Health and Wellness	2	1				100	
TOTAL				30	24	-	-	-	800

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	III	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	60	100
							25	75	
		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				4400

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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
	P3R3BACECM1/F1/H1	**Elective Course-I	6	4	3	25	75	100
	P3R3BAECM1/F1/H1	**Elective Course-II	6	4	3	25	75	100
	P3R3BAECM1/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
	P4R3BACC15PW	Project Work	10	10	-	-	-	100
IV	P4R3BACECM2/F 2/H2	**Elective Course –IV	5	4	3	25	75	100
	P4R3BACECM2/F 2/H2	**Elective Course-V	5	4	3	25	75	100
	P4R3BACECM2/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	P3R3BAECF1:1	Finance: Elective course I Corporate Finance
	P3R3BAECF1:2	Security Analysis and Portfolio Management
	P3R3BAECF1:3	Merchant Banking and Financial Services
	P3R3BAECF1:4	Banking and Insurance
	P3R3BAECF1:5	Behavioural Finance
IV	P4R3BAECF2:1	Elective course II Capital Markets and Financial Services
	P4R3BAECF2:2	Financial Planning and Wealth Management
	P4R3BAECF2:3	Fixed Income Securities
	P4R3BAECF2:4	International Financial Management
	P4R3BAECF2:5	Risk Management Banks
III	P3R3BAECM1:1	Marketing: Elective course I Advanced Marketing Research and Consumer Behaviour
	P3R3BAECM1:2	Advertising Management and Sales Promotion
	P3R3BAECM1:3	Sales and Distribution Management
	P3R3BAECM1:4	Brand Management
	P3R3BAECM1:5	Services Marketing
IV	P4R3BAECM2:1	Elective course II Customer Relations Management
	P4R3BAECM2:2	Retail Marketing
	P4R3BAECM2:3	Rural Marketing
	P4R3BAECM2:4	International Marketing
	P4R3BAECM2:5	Digital Marketing

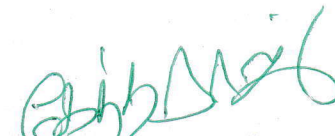
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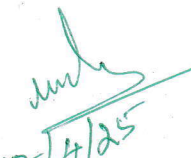
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Sem	Subject Code	COURSE TITLE
III	P3R3BAECH1:1	Human Resource Management: Elective course I Human Resources Development
	P3R3BAECH1:2	Performance Management
	P3R3BAECH1:3	Organizational Development
	P3R3BAECH1:4	Industrial and Labour Relations
	P3R3BAECH1:5	Career Management
IV	P4R3BAECH2:1	Elective course II Strategic HRM
	P4R3BAECH2:2	Workplace Counseling
	P4R3BAECH2:3	Human Resource Information System
	P4R3BAECH2:4	Stress Management
	P4R3BAECH2:5	Compensation and Rewards Management


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