

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

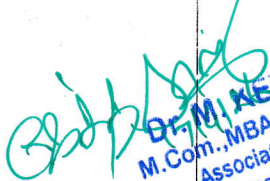
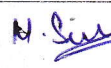
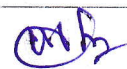
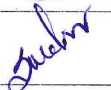
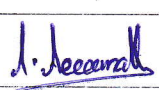
Minutes of the Board of Studies Meeting

Meeting No.10

Date: 17.04.2026

The Meeting of the Board of Studies in Business Administration (U.G. and P.G.) for the seventh revision of the curricula to be implemented from 2026-2027, was conducted at 11.00 a.m. on Friday (17.04.2026)

Members List

Sl. No	Name	Designation	Signature
1	Dr. V. Sathya Rekha	Chairman, Head, Department of Business Administration, J.J. College of Arts and Science (Autonomous), Pudukkottai	
2	Dr. M. Babu	University Nominee, Professor, Bharathidasan School of Management Bharathidasan University, Tiruchirappalli – 620 024	
3	Dr. M. Ayisha Millath	Subject Expert, Professor Alagappa Institute of Management Alagappa University, Karaikudi – 630 004	
4.	Dr. M. Ketharaj	Subject Expert, Associate Professor, Department of Business Administration Sri Meenakshi Government Arts College for Women, Madurai.	 Dr. M. KETHARAJ, M.Com., MBA., M.Phil., Ph.D. Associate Professor Department of Commerce Sri Meenakshi Government Arts College for Women (Autonomous) 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. Maheswari	Member, Assistant Professor, Department of Business Administration	
8.	Mr. S. Rajkumar	Corporate Member, Naveen Carpen Crafts,13/E- SIPCOT Complex, Pudukkottai -622 002	Absent.
9.	Mr. A. Arnald	Alumnus, Manager, Vasanth & co Pudukkottai -622002	

This Tenth Meeting of the Board of Studies in Business Administration was held on April 17, 2026 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 Seventh Revised Curricula were implemented from the Academic year 2026-2027

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

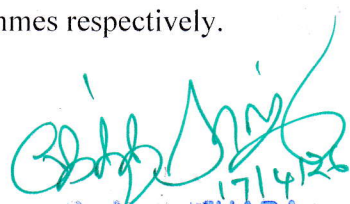
General Resolutions passed in the Meeting

It was resolved

1. To approve the revised UG and PG curriculum, in accordance with the guidelines of UGC-LOCF, NAAC, TANSCHÉ and the Parent University.
2. To approve the Curriculum, Course Structure (Syllabi) and Textbooks recommended for implementation from the academic year 2026-2027 onwards.
3. To approve the General Course Structure for the B.B.A and M.B.A Programmes, along with the syllabi for the first two semesters, were discussed and scrutinized for implementation from the academic year 2026-27 onwards.
4. It is resolved to modify and follow a total of **46 courses, 4600 marks and 148 credits** for the B.B.A. Programme and **26 courses, 2600 marks and 110 credits** for the M.B.A Programme.
5. It is resolved to include one **Value Added Course** with **2 extra credits** in M.B.A
6. It is resolved to continue with the current Curricula, as they have been found to be effective by the stakeholders, students.
7. To Pass the following course structure for UG and PG Programmes respectively.


Dr. M. AYISHA MILLATH
Professor
Alagappa Institute of Management
Alagappa University
Karaikudi - 630 003


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


Dr. M. KETHARAJ,
M.Com., MBA., M.Phil., Ph.D.,
Associate Professor
Department of Commerce
Sri Meenakshi Government Arts College
for Women (Autonomous), Madurai-625002

Distribution of Courses – BBA (2026-2027)

S. No	Semester	Course	No. of Course	Credit	Marks
1.	1-4	Language -Tamil/Hindi/French	4	12	800
2.	1-4	Language – ENGLISH	4	12	
3.	1 – 6	Core Courses	14	65	1400
4.	1-4	Allied Courses	06	18	600
5.	5 – 6	Discipline Specific Elective Course	03	09	300
6.	3-5	Skill Enhancement Course	03	06	300
7.	4	Generic Elective Course	02	04	200
8.	3,4,5&6	Ability Enhancement Compulsory Course (VE,EVS,GS,DM)	04	08	400
9.	6	Project Work	01	04	100
10.	5	Internship	01	02	100
11.	6	Value Added Course	01	02	100
12.	4-5	Self – Learning Course	02	04	200
13.	3	Health and wellness	01	01	100
14.	6	Extension	-	01	-
Grand Total			46	148	4600



Dr. M. AYISHA MILLATH
Professor
Alagappa Institute of Management
Alagappa University
Karaikudi - 630 003



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



Dr. M. KETHARAJ,
M.Com., MBA., M.Phil., Ph.D.,
Associate Professor
Department of Commerce
Sri Meenakshi Government Arts College
Madurai-625002

Distribution of Courses – MBA (2026-2027)

S. No.	Semester	Course	No. of Course	Credit	Marks
1.	1 – 4	Core Courses	14	65	1400
2.	3 – 4	Discipline Specific Elective Course	06	24	600
3.	2 & 3	Skill Enhancement Course	02	06	200
4.	4	Generic Elective Course	01	03	100
5.	4	Project Work	01	08	100
6.	3	Internship	01	02	100
8.	2	Self – Learning Course	01	02	100
9	4	Value Added Course	02	-	200
Grand Total			26	110	2600

8. To approve the changes made in the curriculum based on the special feedback received from all stake holders on the existing curricula, courses and Syllabi.

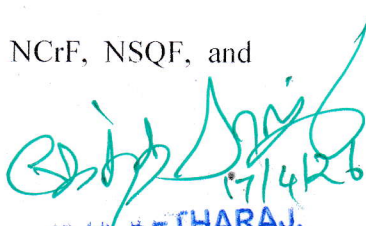
9. To adopt the revised Bloom's Taxonomy in framing the Course Outcomes.

10. To approve the newly incorporated guidelines on Curriculum Design prescribed by NAAC.

- a. The curriculum framework has been aligned with OBE by defining POs, COs & PEOs/PSOs.
- b. Generic Open Elective Courses for UG and PG Programmes have been designed in alignment with the CBCS to ensure curriculum flexibility.
- c. Practical and Industry focused field work/project and Internship Training have been incorporated into the curriculum.
- d. Skill oriented courses offered by the Departments are aligned with NCrf, NSQF, and NHEQF.


Dr. M. AYISHA MILLATH
 Professor
 Alagappa Institute of Management
 Alagappa University
 Karaikudi - 630 003


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


Dr. M. KETHARAJ,
 M.Com., MBA., M.Phil., Ph.D.,
 Associate Professor
 Department of Commerce
 Sri Meenakshi Government Arts College
 for Women (Autonomous) Madurai-625002

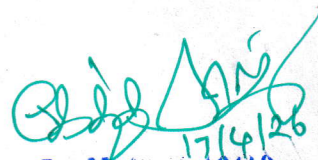
- e. Greater focus has been given to incorporate components of Indian Knowledge Systems into the curriculum. Online courses for UG and PG through SWAYAM / SWAYAM PLUS have been incorporated into the curriculum.
 - f. A relationship matrix mapping for COs, POs and PSOs has been implemented for all courses.
 - g. The Curriculum addresses local, regional, national and global needs.
 - h. Courses focus on Employability, Entrepreneurship and Skill Development.
 - i. Courses also emphasize Gender, Environment and Sustainability, Human Values and Professional Ethics.
11. To approve the inclusion of a self-learning course from SWAYAM / SWAYAM PLUS for the UG programme in the 4th semester, carrying two credits and 100 marks, and a subject related self-learning course offered by the department in the 5th Semester also carrying two credits and 100 marks.
 12. To approve that, in the fourth semester, if a student is unable to complete the SWAYAM course, the student shall be permitted to take an optional course offered by the Department under the self-learning category only in the final semester.
 13. To approve the inclusion of self-learning course from SWAYAM / SWAYAM PLUS for PG programme in the 2nd Semester carrying two credits and 100 marks.
 14. To approve the inclusion of Value Added Course in the sixth semester for the UG Programme under Part – IV.
 15. To approve the Value Added Course to be treated an extra credit course for all PG Programmes. The credit will not be included in CGPA.
 16. To approve the new evaluation pattern of CIA – 30, ESE –70 for both UG and PG programmes as per the guidelines given by UGC and TANSCHER on Examination and Evaluation reforms.



Dr. M. AYISHA MILLATH
Professor
Alagappa Institute of Management
Alagappa University
Karaikudi - 630 003



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



Dr. M. KEETHARAJ,
M.Com., MBA., M.Phil., Ph.D.,
Associate Professor
Department of Commerce
Sri Meenakshi Government Arts College
Tirunelveli - 625002

17. To approve the following pattern for the calculation of CIA

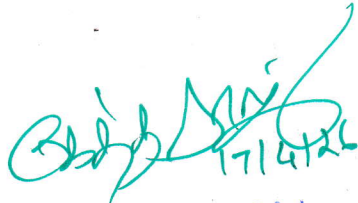
UG		PG	
Category	Marks	Category	Marks
Mid-Semester	7.5	Mid-Semester	7.5
Model Exam	7.5	Model Exam	7.5
Assignment 1	05	Assignment 1	05
Assignment 2	05	Assignment 2	05
Attendance	05	Quiz / Seminar	05
Total	30	Total	30

18. To approve the following question paper pattern for the ESE – 70 marks:

S. No	Section	Marks
1	Part - A	10 x1 = 10 (5 MCQ & 5 Fill in the blanks)
2	Part - B	5 x 2 = 10 Marks
3	Part - C	5x4 = 20 marks (either... or choice/)
4	Part - D	3x10 = 30 marks (Open choice)
Total		70 marks


Dr. M. AYISHA MILLATH
 Professor
 Alagappa Institute of Management
 Alagappa University
 Karaikudi - 630 003


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


Dr. M. KEITHARAJ,
 M.Com., MBA., M.Phil., Ph.D.,
 Associate Professor
 Department of Commerce
 Sri Meenakshi Government Arts College
 Tiruchirappalli - 625 002

19. To approve the following evaluation pattern for the UG & PG project:

S. No	Description	Marks
1	Plan of the Project	20
2	Logical Execution of the Plan	40
3	Innovation	
4	Usage of Modern Tools / Technology	
5	Individual Contribution / Group Activity	
6	Project Report	20
7	Viva-Voce	20
Total		100

20. To approve the internship training shall be undertaken by UG students during their IV semester summer vacation and by PG students during their II semester summer vacation with a duration of 15 to 21 working days.

21. To approve the continuance of awarding credits for the internship course to be reflected in the 5th Semester mark statement for UG programmes and in the III semester mark statement for PG programmes. The scheme for awarding marks for UG and PG programmes are as follows:

S. No	Description	Marks
1	Report	50
2	Viva Voce	50
	Total	100


Dr. M. AYISHA MILLATH
Professor
Alagappa Institute of Management
Alagappa University
Karaikudi - 630 003


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


Dr. M. KETHARAJ,
M.Com., MBA., M.Phil., Ph.D.,
Associate Professor
Department of Commerce
Sri Meenakshi Government Arts College
for Women (Autonomous), Madurai-625002

22. To continue to follow the existing evaluation system for the Health and Wellness Course

Scheme of Evaluation:

Part	Description	Marks
A	Report	40
B	Attendance	20
C	Activities (Observation During Practice)	40
Total		100

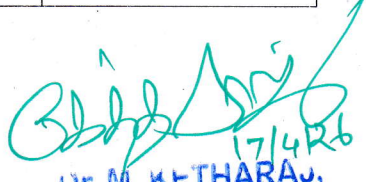
23. To approve the inclusion of Introduction to Disaster Management as Ability Enhancement Course in the 5th Semester for all UG Programmes.

24. To approve the following system for students who have not studied Tamil under Part – I (Languages).

INTERDISCIPLINARY COURSE (IDC) # FOR WHO HAVE NOT STUDIED TAMIL UNDER PART - I		
Those who have studied Tamil upto 10 th +2 but opt for other languages in degree	1 st Semester	Special Tamil - I
	2 nd Semester	Special Tamil - II
Those who have not studied Tamil in school level	1 st Semester	Basic Tamil - I
	2 nd Semester	Basic Tamil - II


Dr. M. AYISHA MILLATH
Professor
Alagappa Institute of Management
Alagappa University
Karaikudi - 630 003


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


Dr. M. KETHARAJ,
M.Com., MBA., M.Phil., Ph.D.,
Associate Professor
Department of Commerce
Sri Meenakshi Government Arts College
for Women (Autonomous) Madurai-625002

25. Resolved to have the following 14 Core Courses for UG semester wise

SEMESTER I

Core course 1 Principles of Management – (Retained as it is and contents slightly changed)

Core course 2 Accounting for Managers-I – (Retained as it is and contents slightly changed)

SEMESTER II

Core course 3 Marketing Management – (Retained as it is with slight changes in the contents)

Core course 4 Accounting for Managers –II (Retained as it is with slight changes in the contents)

SEMESTER III

Core course 5 Organisational Behaviour (Retained as it is with slight changes in the contents)

Core course 6 Cost and Management Accounting (Newly introduced Core Course)

SEMESTER IV

Core course 7 Legal Aspects of Business (Title Changed and Contents are slightly changed)

Core course 8 Fundamentals of Research Methodology (It was the core course in Semester V in the previous curriculum which has been shifted to semester IV and contents are slightly changed .)

SEMESTER V

Core course 9 Entrepreneurship Development (It was the core course in Semester VI in the previous curriculum which has been shifted to semester V and contents are slightly changed)

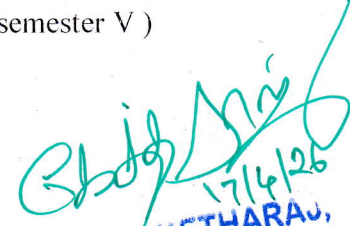
Core course 10 Financial Management (It was the core course in Semester III in the previous curriculum which has been shifted to semester V and contents are slightly changed)

Core course 11 Production and Operation Management (It was the core course in Semester VI in the previous curriculum which has been shifted to semester V and contents are slightly changed)

Core course 12 Strategic Management (It was the Discipline Specific Elective course in Semester V in the previous curriculum which has been shifted to Core Course Paper in semester V)


Dr. M. AYISHA MILLATH
Professor
Alagappa Institute of Management
Alagappa University
Karaikudi - 630 003


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


Dr. M. KETHARAJ,
M.Com., MBA., M.Phil., Ph.D.,
Associate Professor
Department of Commerce
Sri Meenakshi Government Arts College
for Women (Autonomous) Madurai-625002

SEMESTER VI

Core course 13 Human Resource Management (It was the core course in Semester V in the previous curriculum which has been shifted to VI semester and contents are slightly changed)

Core course 14 International Business (It is newly introduced course)

Core course 15 Project Work (Retained as it is.)

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

SEMESTER V

DSE 1 :1 Stress Management (It is newly introduced course)

1:2 Intellectual Property Rights (Retained as it is.)

SEMESTER VI

DSE 2:1 Services Marketing (It is newly introduced course)

2:2 Salesmanship (Retained as it is.)

DSE 3:1 Entrepreneurship Skills & Startups (It is a newly introduced course)

3:2 Talent Management (It is a newly introduced course)

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

SEMESTER III

SEC 1:1 Insurance Management (It is a newly introduced course)

SEC 1:2 Event Management (It was the Non major Elective course in Semester I in the previous curriculum which has been shifted as a Skill Enhancement course in III semester.)

SEMESTER IV

SEC 2:1 Soft Skills (It is a newly introduced course)

SEC 2:2 Investment Management (It is a newly introduced course)

SEMESTER V

SEC 3:1 Modern Banking (It is a newly introduced course)

3:2 Digital Marketing (It was the DSE course in Semester V in the previous curriculum which has been shifted as a Skill Enhancement Course in V semester.



Dr. M. AYISHA MILLATH
Professor
Alagappa Institute of Management
Alagappa University
Karaikudi - 630 003



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



Dr. M. KETHARAJ,
M.Com., MBA., M.Phil., Ph.D.,
Associate Professor
Department of Commerce
Sri Meenakshi Government Arts College
for Women (Autonomous) Madurai-625002

28. Resolved to have the following Allied Courses for B.B.A

SEMESTER I

1. Business Economics (Retained as it.)
2. Business Environment (It is a newly introduced course)

SEMESTER II

1. Computer Application in Business - (Retained as it is)
2. Computer Application in Business Practical (It is a newly introduced course)

SEMESTER III

1. Business Communication (It is a newly introduced course)

SEMESTER IV

1. Business Mathematics and Statistics (It is a newly introduced course)

29. Resolved to have the following Ability Enhancement Compulsory Courses for B.B.A

SEMESTER III

1. Value Education (Retained as it is)

SEMESTER IV

1. Environmental Studies (Retained as it is)

SEMESTER V

1. Introduction to Disaster Management (This course is newly introduced)

SEMESTER VI

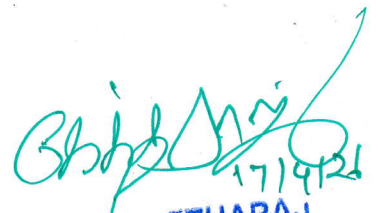
1. Gender Studies (Retained as it is)



Dr. M. AYISHA MILLATH
Professor
Alagappa Institute of Management
Alagappa University
Karaikudi - 630 003



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



Dr. M. KETHARAJ,
M.Com., MBA., M.Phil., Ph.D.,
Associate Professor
Department of Commerce
Sri Meenakshi Government Arts College
for Women (Autonomous) Madurai-625002

30. Resolved to have the following Generic Elective Courses offer to other Department.

SEMESTER I

1. Accounting Package - Tally.
2. Accounting Package Practical using Tally

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

SEMESTER III

1. Health and Wellness (Retained as it is)

SEMESTER V

1. Internship (Retained as it is)

32. Resolved to have the following Self Learning Courses for B.B.A

SEMESTER IV

1. Online Course (SWAYAM/SWAYAM PLUS) (This course is newly introduced)
- (or) 2. Introduction to AI. (This course is newly introduced)

SEMESTER V

1. Online Course (SWAYAM/SWAYAM PLUS) (This course is newly introduced) (or)
2. Risk Management. (This course is newly introduced)

33.. Resolved to have the following Value Added Course for B.B.A

SEMESTER VI

1. Management Information System (This course is newly introduced)

34. 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 Concepts and Practices (Title of the course changed and Retained as it is)
- Core course II – Quantitative Techniques and Research Methods in Business (Retained as it is)
- Core course III – Managing Organizational Behaviour (Retained as it is)
- Core course IV -Accounting for Decision Making (Title of the Course changed and Retained as it is)
- Core course V - Managerial Economics (Retained as it is)
- Core course VI – Legal Systems in Business (Retained as it is)

Dr.  KISHISHA MILLATH

Professor
Alagappa Institute of Management
Alagappa University
Karaikudi - 630 003

Dr. M. BABU, M.B.A., Ph.D.,

Professor
Bharathidasan School Management
Bharathidasan University
Tiruchirappalli- 620 024.

Dr. M. KETHARAJ,
M.Com., MBA., M.Phil., Ph.D.,
Associate Professor

Department of Commerce
Sri Meenakshi Government Arts College
for Women (Autonomous) Madurai-625002

Semester - II
1. Organisational Behaviour.

✓ Steps 17/4/26

SEMESTER II

Core course VII – Applied Operations Research (Retained as it is)

Core course VIII – Human Resource Management (Retained as it is)

Core course IX - Marketing Management (Retained as it is)

Core course X – Operation Management (Retained as it is)

Core course XI – Advanced Financial Management (Title of the Course changed and Retained as it is)

SEMESTER III

Core course XII– Strategic Management (Retained as it is)

Core course XIII -Research Methodology (Retained as it is)

Core course XIV – Entrepreneurial Development (Retained as it is)

Semester IV

Core course XV - Project Work (Retained as it is)

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

SEMESTER III

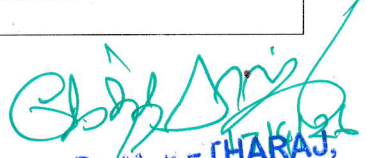
FINANCE	MARKETING	HUMAN RESOURCE MANAGEMENT
1.e- Banking	1.Digital Marketing	1.Strategic Human Resource Management
2.Mutual Funds	2.Brand Management	2.Performance Management
3.Strategic Financial Management	3.Consumer Behaviour	3.Organisation Development
4.Financial Services	4.Business to Business Marketing	4.Compensation Management
5.Security Analysis and Portfolio Management	5.Sales and Distribution Management	5.Change Management

SEMESTER IV:

FINANCE	MARKETING	HUMAN RESOURCE MANAGEMENT
1.Commercial Banking Management	1.Marketing Communication and Media Management	1.Human Resources Analytics
2.Insurance Management	2.Customer Relationship Management	2.Training and Development
3.Project Management	3.Advertising and Sales Promotion	3.Public Relations Management
4.Global Financial Management	4.Marketing of Services	4.Managing Interpersonal Effectiveness
5.Merchant Banking	5.Retail Management	5.Group Dynamics


Dr. M. AYISHA MILLATH
Professor
Alagappa Institute of Management
Alagappa University
Karaikudi - 630 003


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


Dr. M. K. THIRAJ,
M.Com., MBA., M.Phil., Ph.D.,
Associate Professor
Department of Commerce
Sri Meenakshi Government Arts College
for Women (Autonomous) Madurai-625002

36. Resolved to have the following Skill Enhancement Compulsory Courses for MBA Semester wise:

SEMESTER I

1:1 Executive communication

1:2 Business Etiquette

SEMESTER II

2:1 spread sheet for managers

2:2 Presentation tools for managers

37. Resolved to have the following Self Learning Course for M.B.A

SEMESTER II

1:1. Online Course (SWAYAM*SWAYAM PLUS) (Newly introduced)

1:2. Event Management (Newly Introduced)

38. Resolved to have the following Generic Elective Course offer to other department.

SEMESTER II

1. Digital Marketing (Newly introduced)

39. Resolved to have the following Course for M.B.A

SEMESTER III

1. Internship (Retained as it is)

40. It is resolved to convene a Board of Studies meeting in the coming days (if the need arises) to incorporate the Modifications / Updations in the Curriculum based on the communication from the Parent University / TANSCH.

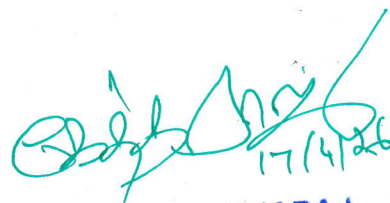
41. It is resolved to follow the evaluation pattern CIA: **30 Marks** and Ext. **70 Marks** from the Academic Year **2026 – 2027**.



Dr. M. AYISHA MILLATH
Professor
Alagappa Institute of Management
Alagappa University
Karaikudi - 630 003



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



Dr. M. KETHARAJ,
M.Com., MBA., M.Phil., Ph.D.,
Associate Professor
Department of Commerce
Sri Meenakshi Government Arts College
for Women (Autonomous) Madurai-625002