

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade (CGPA 3.11) by NAAC)
BOARD OF STUDIES MEETING

Name of the Department : **Business Administration**

Date : 16.07.2021

Course : B.B.A.

Members Present

S.No.	Board Members	Name and Designation
1.	Chairman of the Board	Dr. P.K. Balamurugan Vice – Principal & Head of Business Administration Sri Kaliswari College (Autonomous), Sivakasi.
2.	University Nominee	Dr. K. Chandrasekaran Assistant Professor Department of Management Studies Madurai Kamaraj University, Madurai -625 021
3.	Academic Expert 1.	Dr. G.Venkadasalpathy Associate Professor in Business Administration Director-Self Finance Courses G. Venkataswamy Naidu College, Kovilpatti.
4.	Academic Expert 2.	Dr. D. Ram Kumar Assistant Professor PG Department of Business Administration Sri Meenakshi Government Arts College for Women (Autonomous), Madurai.

5.	Industrialist	Mr. R. Sathian Distributor,Hatsun Agro Products Pvt. Ltd.,Sivakasi.
6.	Alumnus	Mr. P. Mahesh Kumar Assistant Sales Manager, NNR Global Logistics International Private Limited, Bangalore.
Members		
7.	Mr. S. Ajith Kumar	Assistant Professor of Business Administration
8.	Mr. P. Venkatesh Kumar	Assistant Professor of Business Administration
9.	Dr. K. Muthuselvi	Assistant Professor of Business Administration
10.	Mrs. M. Nageswari	Assistant Professor of Business Administration
11.	Mrs. S. Kamalaveni	Assistant Professor of Business Administration
12.	Mrs. P. Panchavarnam	Assistant Professor of Business Administration
13.	Mrs. M. Vijayalakshmi	Assistant Professor of Business Administration
14.	Mrs. V. Ahila	Assistant Professor of Business Administration

The Board of Studies Meeting was held on 16th July, 2021 through Virtual Mode. On the basis of the feedback received from stakeholders, the revised syllabi under OBE for B.B.A. were presented before the Board of Studies Meeting.

The following recommendations were incorporated in the syllabi in accordance with the suggestions given by the members of the board.

- In the Organisational Behaviour course experts opined to incorporate the concept of Hawthorne studies.
- In the Entrepreneurship course experts append the concept of Business Plan in any of the units.
- In the Marketing Management course experts advised to add recent innovations in modern marketing in Unit I.
- In the Strategic Management course experts proposed to add the concept TOWS in Unit II.
- In the Consumer Behaviour course experts suggested to focus on behavioural aspects of consumers.
- In the Human Resource Management course experts recommended to add Human Resource Accounting concept in Unit V.
- More weightage should be given to computer practical courses.
- The Board approved Part IV Disaster Management course, which is applicable to all UG Programmes.

- The newly introduced certificate courses such as Event Management, Industrial Safety Management, Hospital Management and Tourism Management are incorporated in the semester III, IV, V and VI respectively.

S.No	Semester	2018-2021		2021-2024		Content/ Unit	Retained/ Shifted Changed/ Introduced	Justification
		COURSE CODE	COURSE NAME	COURSE CODE	COURSE NAME			
1.	I	18UBAL11	SeyalarPanimuraigal	21UBAL11	காப்பீடுகோட்பாடுகளு ம் நடைமுறைகளும்		Introduced New Course	As per the feedback received from the stakeholders introduced this course to familiarize the learners with fundamental concepts of insurance
2.		18UBAC11	Core Course I: Principles of Management	21UBAC11	Core Course – I: Principles of Management	Unit I - V	Modified	Based on the feedback received from the faculty members this course content is reshaped
3.		18UBAC12	Core Course II: Fundamentals of Accounting	21UBAC12	Core Course – II: Financial Accounting		Title of the course is changed	
4.		18UBAA11	Allied Course I: Managerial Economics	21UBAA11	Allied Course – I: Economics for Business		Introduced New Course	This course is introduced to understand the concepts needed to run the business.

5.		18UBAN11	Non-Major Elective Course I: Fundamentals of Management				Shifted to Semester - III	To give better understanding of the Interdisciplinary courses, it is shifted to Semester III
6.		18UBAE11	Enrichment Course I: Introduction to Business Organisation				Modified and Shifted as core course in Semester II	As per the feedback received from the faculty members, this course is modified and converted into Core Course
7.				21UBAS11	Skill Enhancement Course – I: Soft Skills	Units IV & V	Modified and Title of the course is changed	On the basis of the feedback received from alumni, to equip their personality, mannerism were added.
8.	II	18UBAL21	AluvalagaMelanmai	21UBAL21	அலுவலகமேலாண்மை	Units I - V	Retained and Modified	This course is updated with the modern office mechanism.
9.		18UBAC21	Core Course III: Business Environment	21UBAC21	Core Course – III: Business Environment	Units III, IV, V	Modified	As per the recommendations of the faculty members, incorporated the concepts on emerging trends in Business Environment and its impact on business.

10.		18UBAC22	Core Course IV: Cost Accounting	21UBAC22	Core Course – IV: Business Organisation		Introduced New Course	This course is introduced to get knowledge about the internal and external affairs of the business
11.		18UBAA21	Allied Course II: Monetary Economics	21UBAA2P	Allied Course – II: Practical: Office Automation		Introduced New Course	
12.		18UBAN21	Non-Major Elective Course II: Entrepreneurship Development				Shifted to Semester – IV and Title of the Course Changed	
13.		18UBAE21	Enrichment Course II: Business Communication	21UBAS21	Skill Enhancement Course – II: Corporate Skills		Introduced New Course	To motivate students to develop a good personal image and social etiquette so as to have a positive impact on building of one's chosen career
14.				21UDMG21	Disaster Management		Retained	

15.	III	18UBAC31	Core Course V: Organizational Behaviour	21UBAC31	Core Course – V: OrganisationalBeha viour	Unit V	Modified	
16.		18UBAC32	Core Course VI: Business Law	21UBAC32	Core Course – VI:Business Statistics and Mathematics		By merging Business Statistics with Business Mathematics and Introduced as New Course	As per the feedback received from the stakeholders, this course is modified
17.		18UBAC33	Core Course VII: Business Statistics	21UBAC33	Core Course – VII: Entrepreneurship	Units I – V	Modified and Shifted from Semester – IV	On the basis of the feedback received from the stakeholders, the course is modified to aware about the institutions support to entrepreneurs were included
18.		18UBAC3P	Core Course VIII: Computer Application in Business Lab	21UBAC34	Core Course – VIII: Legal Aspects of Business		Introduced New Course	This course is introduced to familiarize the learners to understand the basic knowledge about the acts related to business

19.		18UBAA31	Allied Course III: Computer Application in Business – Theory	21UBAA31	Allied Course – III: Money and Banking		Introduced New Course	As per the recommendations of alumni this course introduced to learn the basic concepts of money flow and banking system and its operations
20.		18UBAS31	Skill Based Course I: Soft Skill for Managers – Theory				Shifted to Semester – I with modification and rephrase the course title	
21.				21UBAN31	Non-Major Elective Course – I: Fundamentals of Management	Content	Modified	The content of the course is reshaped
22.		18UBAV31	Value Based Course I: Business Ethics	21UBAS31	Skill Enhancement Course – III: Goods and Services Tax		Shifted from Semester – VI and rephrase the course title	
23.	IV	18UBAC41	Core Course IX: Entrepreneurship	21UBAC41	Core Course – IX: Operations Management	Unit V	Modified and Shifted from Semester – V	Based on the feedback received from the faculty members this course is modified to meet the modern business needs

24.		18UBAC42	Core Course X: Banking and Insurance Management	21UBAC42	Core Course – X: Financial Management		Retained and Shifted from Semester – V	
25.		18UBAC43	Core Course XI: Business Mathematics	21UBAC43	Core Course – XI: Human Resource Management	Unit V	Modified and Shifted from Semester – V	Based on the feedback received from the stakeholders, this course is modified to enrich the usage of HRM practices
26.		18UBAC44	Core Course XII: Labour Legislation	21UBAC44	Core Course – XII: Marketing Management		Retained and Shifted from Semester – V	
27.		18UBAA41	Allied Course IV: Management Information System	21UBAA41	Allied Course – IV: Management Information System	Units I – V	Modified and Retained the Course	On the basis of faculty recommendation, the course is updated with the current technology prevailing in the business
28.		18UBA041 18UBA042 18UBA043	Major Elective Course I : 1. Consumer Affairs 2. Event Management 3. Logistics Management	21UBAM41 21UBAM42	Self-Paced Learning: (Swayam Course) 1. Customer Relationship Management 2. Innovation, Business Models		Introduced New Course	To mobilize credit transfer through self- directed learning



					and Entrepreneurship			
29.				21UBAN41	Non-Major Elective Course – II: Rural Entrepreneurship	Content	Modified and Title of the course changed	This course is added to create more number of entrepreneurial ventures in the rural areas.
30.				21UBAS41	Skill Enhancement Course – IV: Case Analysis		Introduced New Course	As per the feedback received from the faculty members, introduced this course to analyse the real time problems prevailing in the business society.
31.	V	18UBAC51	Core Course XIII: Operations Management				Shifted to Semester – IV	
32.				21UBAC51	Core Course – XIII: Strategic Management		Retained and Shifted from Semester – VI	

33.		18UBAC52	Core Course XIV: Human Resource Management	21UBAC52	Core Course – XIV: Cost and Management Accounting		By merging Cost Accounting with Management Accounting and Introduced as New Course	As per the recommendations given by the stakeholdersthis course is modified
34.		18UBAC53	Core Course XV: Financial Management	21UBAC53	Core Course – XV: Research Methodology		Introduced New Course	This course is introduced to make learners to undergo real time research and norms to write a research report
35.		18UBAC54	Core Course XVI: Marketing Management	21UBAC5Q	Core Course – XVI: Practical: Accounting Packages		Introduced New Course	As per the feedback given by the alumni this course is introduce to inculcate the accounting skills to get employment.
36.		18UBA051 18UBA052 18UBA053	Major Elective Course II : 1. Marketing Research 2. Industrial Relations 3. Financial Services	21UBA051	Major Elective Course – I: 1. Indian Financial System		Introduced New Course	This course is introduced to get aware about the basic financial operations, services offered by financial institutions and get an idea to invest in the right portfolio
				21UBA052	2. Financial Services	Content	Modified and Retained	
				21UBA053	3. Investment Management		Introduced New Course	
37.				21UBA054	Major Elective Course – II: 1. E – Marketing		Introduced New Course	As per the recommendation of the faculty, this course is introduced
				21UBA055	2. Services		Retained and	

					Marketing		Shifted from Semester - VI	to get knowledge about the usage of internet in business.
				21UBA056	3. Consumer Behaviour		Introduced New Course	
38.		18UBAS51	Skill Based Course II: Advertising Management	21UBAS51	Skill Enhancement Course – V: Salesmanship		Introduced New Course	As per the recommendation of the alumni, this course is introduced to create employment opportunities.
39.		18UBAS52	Skill Based Course III: Co-operative Management					
40.		18UDMG51	Disaster Management				Shifted to Semester – II	
41.		18UBAJ51	On Job Training	21UBAJ51	Internship		Retained and Changed the Course Title	
42.	VI	18UBAC61	Core Course XVII: Strategic Management				Shifted to Semester – V	
43.				21UBAC61	Core Course – XVII: International Business		Retained	This course is introduced to make aware about the cross border business issues and strategies.
44.		18UBAC62	Core Course XVIII: Management Accounting	21UBAC62	Core Course – XVIII: Business Ethics & Corporate Governance		Introduced New Course	This course is introduced to aware about the ethics followed in the

								business.
45.		18UBAC63	Core Course XIX: International Business	21UBAC63	Core Course – XIX: Export Management		Introduced New Course	This course is introduced to aware about the documents and procedures prevailing in the export business
46.		18UBAC64	Core Course XX: Retail Management	21UBAC64	Core Course – XX: Logistics Management		Retained and Shifted from Semester – IV	
47.				21UBAC65	Core Course – XXI: Family Business Management		Retained	
48.		18UBA061 18UBA062 18UBA063	Major Elective Course III: 1. Family Business Management 2. Travel and Tourism Management 3. Services Marketing	21UBA061 21UBA062 21UBA063	Major Elective Course – III: 1. International Marketing 2. International Human Resource Management 3. International Finance		Introduced New Course	This course is introduced to understand the knowledge about the application of core concept in the international arena.
49.		18UBAJ61	Skill Based Course IV: Project Viva Voce	21UBAJ61	Skill Enhancement Course –VI: Project Viva – Voce		Retained	

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Signature of Chairman of the Board



Dean of Academic Affairs



PRINCIPAL