

**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. (Computer Applications)  
Members Present

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

5.	Industrialist	<b>Mr. R. Sathian</b> Distributor,Hatsun Agro Products Pvt. Ltd.,Sivakasi.
6.	Alumnus	<b>Mr. P. Mahesh Kumar</b> Assistant Sales Manager, NNR Global Logistics International Private Limited, Bangalore.
<b>Members</b>		
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
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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. (Computer Applications) 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	18UBPL11	SeyalarPanimuraigal	21UBPL11	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.		18UBPC11	Core Course I: Principles of Management	21UBPC11	Core Course – I: Principles of Management	Units I - V	Modified	Based on the feedback received from the faculty members this course content is reshaped
3.		18UBPC12	Core Course II: Fundamentals of Accounting	21UBPC12	Core Course – II: Financial Accounting		Retained and Title of the course is changed	
4.		18UBPA11	Allied Course I: Introduction to Computer Office Automation - Theory	21UBPA1P	Allied Course – I: Practical: Office Automation		Retained and Modified	

5.		18UBPN11	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.		18UBPE11	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.				21UBPS11	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	18UBPL21	AluvalagaMelanmai	21UBPL21	அலுவலகமேலாண்மை	Units I - V	Retained and Modified	This course is updated with the modern office mechanism.
9.		18UBPC21	Core Course III: Business Environment	21UBPC21	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.		18UBPC22	Core Course IV: Cost Accounting	21UBPC22	Core Course – IV: Internet and Web Designing	Unit I, V	Modified and rephrase the title of the course	As per the feedback received from the stakeholders, this course is modified and included the basic concepts of Internet
11.		18UBPA21	Allied Course II: Office Automation Lab	21UBPA2P	Allied Course – II: Practical: Internet and Web Designing		Shifted to Semester- I	
12.		18UBPN21	Non-Major Elective Course II: Entrepreneurship Development				Shifted to Semester – IV and Title of the Course Changed	
13.		18UBPE21	Enrichment Course II: Business Communication	21UBPS21	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	18UBPC31	Core Course V: Organizational Behaviour	21UBPC31	Core Course – V: OrganisationalBeha viour	Unit V	Retained and Modified	
16.		18UBPC32	Core Course VI: Marketing Management	21UBPC32	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.		18UBPC33	Core Course VII: Business Statistics	21UBPC33	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.		18UBPC3P	Core Course VIII: DTP and Multimedia Lab	21UBPC34	Core Course – VIII: Introduction to E- Commerce		Introduced New Course	As per the feedback received from the alumni, this course is updated with E- technology
19.		18UBPA31	Allied Course III: Desktop Publishing - Theory	21UBPA31	Allied Course – III: Practical: DTP and Multimedia		Retained with Modification	More number of programmes related to multimedia were added to enrich the skill of the learners.

20.		18UBPS31	Skill Based Course I: Soft Skill for Managers – Theory				Shifted to Semester – I with modification and rephrase the course title	
21.				21UBPN31	Non-Major Elective Course – I: Fundamentals of Management	Content	Modified	The content of the course is reshaped
22.		18UBPV31	Value Based Course I: Business Ethics	21UBPS31	Skill Enhancement Course – III: Goods and Services Tax		Shifted from Semester – VI and rephrase the course title	
23.	IV	18UBPC41	Core Course IX: Entrepreneurship	21UBPC41	Core Course – IX: Operations Management	Unit V	Retained with Modification 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.		18UBPC42	Core Course X: Banking and Insurance Management	21UBPC42	Core Course – X: Financial Management		Retained and Shifted from Semester – V	
25.		18UBPC43	Core Course XI: Business Mathematics	21UBPC43	Core Course – XI: Human Resource Management	Unit V	Retained with Modification 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.		18UBPC4P	Core Course XII: Web Designing Lab				Shifted to Semester - II	
27.				21UBPC44	Core Course – XII: Marketing Management		Retained and Shifted from Semester – V	
28.		18UBPA41	Allied Course IV: Web Designing – Theory	21UBPA41	Allied Course – IV: Enterprise Resource Planning	Units V	Retained with Modification	As per the feedback received from the faculty members, this course is updated with E-Business Components
29.		18UBPO41 18UBPO42 18UBPO43	Major Elective Course I : 1. Consumer Affairs 2. Event Management 3. Logistics Management	21UBPM41  21UBPM42	Self-Paced Learning: (Swayam Course) 1. Customer Relationship Management 2. Innovation, Business Models and Entrepreneurship		Introduced New Course	To mobilize credit transfer through self- directed learning
30.				21UBPN41	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

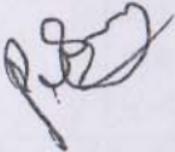
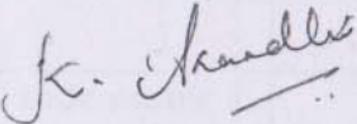
								areas.
31.				21UBPS41	Skill Enhancement Course – IV: Case Analysis		Introduced New Course	As per the feedback received from the faculty members, introduced this course to analyse the real time problems prevailing in the business society.
32.	V	18UBPC51	Core Course XIII: VB.NET - Theory	21UBPC51	Core Course – XIII: Strategic Management		Retained and Shifted from Semester – VI	
33.		18UBPC52	Core Course XIV: Human Resource Management	21UBPC52	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 stakeholders this course is modified
34.		18UBPC53	Core Course XV: Financial Management	21UBPC5P	Core Course – XV: Practical: Programming in PHP		Introduced New Course	As per the feedback received from the alumni, this course is incorporated with programming language to design webpage
35.		18UBPC5P	Core Course XVI: VB. NET Lab	21UBPC5Q	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.	18UBPO51 18UBPO52 18UBPO53	Major Elective Course II : 1. Marketing Research 2. Industrial Relations 3. Financial Services	21UBPO51	Major Elective Course – I: 1. Programming in PHP		Introduced New Course	As per the recommendation of the faculty, this course is introduced to understand the various domains of data characteristics and programming model
			21UBPO52	2. Introduction to Industry 4.0		Introduced New Course	
			21UBPO53	3. Big Data Analytics		Introduced New Course	
37.			21UBPO54	Major Elective Course – II: 1. E – Marketing		Introduced New Course	As per the recommendation of the faculty, this course is introduced to get knowledge about the usage of internet in business.
			21UBPO55	2. Services Marketing		Retained and Shifted from Semester - VI	
			21UBPO56	3. Consumer Behaviour		Introduced New Course	
38.	18UBPS51	Skill Based Course II: Advertising Management	21UBPS51	Skill Enhancement Course – V: Salesmanship		Introduced New Course	As per the recommendation of the alumni, this course is introduced to create employment opportunities.
39.	18UBPS52	Skill Based Course III: Co-operative Management				Removed	
40.	18UDMG51	Disaster Management				Shifted to Semester – II	
41.	18UBPJ51	On Job Training	21UBPJ51	Internship		Retained and Changed the Course Title	

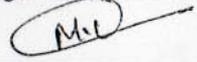
42.	VI	18UBPC61	Core Course XVII: Enterprise Resource Planning – Theory				Shifted to Semester – IV	
43.				21UBPC61	Core Course – XVII: International Business		Retained	This course is introduced to make aware about the cross border business issues and strategies.
44.		18UBPC62	Core Course XVIII: Management Accounting	21UBPC62	Core Course – XVIII: Business Ethics & Corporate Governance		Introduced New Course	This course is introduced to aware about the ethics followed in the business.
45.		18UBPC6P	Core Course XIX: Enterprise Resource Planning Lab	21UBPC63	Core Course – XIX: RDBMS and Oracle Programming		Introduced New Course	As per the feedback received from the students, this course is introduced to familiarize the learners with basic database connection tools with computer technology.
46.		18UBPJ61	Core Course XX: Project Viva-Voce	21UBPC6P	Core Course – XX: Practical: RDBMS and Oracle Programming		Introduced New Course	As per the feedback received from the students, this course is introduced to enrich the skills through programmes
47.				21UBPJ61	Core Course – XXI: Project Viva-Voce		Retained	

48.		18UBPO61 18UBPO62 18UBPO63	Major Elective Course III: 1. Family Business Management 2. Travel and Tourism Management 3. Services Marketing	21UBPO61 21UBPO62 21UBPO63	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.		18UBPS6P	Skill Based Course IV: E-Commerce Lab	21UBPS61	Skill Enhancement Course –VI: Fundamentals of Research Methodology		Introduced New Course	This course is introduced to know the basic knowledge about the research skills.

## Members Present

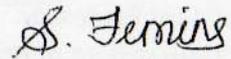
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Signature of Chairman of the Board



Dean of Academic Affairs



PRINCIPAL