



# SRI SANKARA ARTS & SCIENCE COLLEGE

Autonomous

*A Unit of Sri Kanchi Kamakoti Peetam Charitable Trust  
and Affiliated to University of Madras  
Accredited by NAAC with 'A' Grade*

ENATHUR, KANCHIPURAM - 631 561. Phone : 044-27264066, 044-27264066

02/01/2018

## MINUTES OF THE BOARD OF STUDIES MEETING

**Department:** Business Administration - BBA & MBA

**Venue:** MBA Seminar Hall

**Date:** January 2nd, 2018

**Agenda:** Progress and evaluation of new syllabus

**The following members were present in the meeting:**

1. Dr.G.Veeramani, Professor and HOD, Department of Business Administration, Sri Sankara Arts and Science College, Enathur, Kanchipuram - Chairman
2. Dr. Hema Narayanan, Assistant Professor, Department of Business Administration, Sri Sankara Arts and Science College, Enathur, Kanchipuram - Member
3. Mr.T.Selvabaskar, Assistant Professor, Department of Business Administration, Sri Sankara Arts and Science College, Enathur, Kanchipuram - Member
4. Dr.A.Vikraman, Assistant Professor, Department of Business Administration, Sri Sankara Arts and Science College, Enathur, Kanchipuram - Member
5. Mr.R.Hemanth Kumar, Assistant Professor, Department of Business Administration, Sri Sankara Arts and Science College, Enathur, Kanchipuram - Member
6. Mr. S.Srinivasan, Assistant Professor, Department of Business Administration, Sri Sankara Arts and Science College, Enathur, Kanchipuram - Member
7. Dr.V.Vinuchakravarthi, Assistant Professor, Department of Business Administration, Sri Sankara Arts and Science College, Enathur, Kanchipuram - Member
8. Ms.T.I.Sankara Priya, YES Bank, Chennai - Meritorious Alumnus.
9. Dr.K.R.Venkatesan, Ph.D., Principal, Sri Sankara Arts and Science College, Enathur, Kanchipuram - Special invitee.



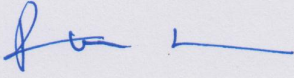
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- Panel discussed about the implementation of new syllabus for both B.B.A and M.B.A and also stressed the importance of frequently updating the syllabus.
- Panel members shared their opinions regarding the relevance of the introduction of the following subjects to the new syllabus.
  - For BBA
    1. Cost Accounting
    2. Production and Materials Management
    3. Principles of Insurance
    4. Consumer Behaviour
    5. Silk Marketing
  - For MBA
    1. Social Psychology
    2. Compensation Management
    3. Event Marketing
    4. Tourism Marketing
- Panel members pointed out the emerging employment opportunities and the relevant courses that will make the students employable. The new subjects which are planned to be introduced and its demand in the job market were taken up for discussion.



**Signature of members:**

1. Dr.G.Veeramani - 
2. Dr.Hema Narayanan - Hema Narayan
3. Mr.T.Selvabaskar - T. Selvabaskar
4. Dr.A.Vikraman - 
5. Mr.R.Hemanth Kumar - 
6. Mr. S.Srinivasan - S. Srinivasan
7. Dr.V.Vinuchakravarthi - v. Vinuchakr
8. Ms.T.I.Sankara Priya - Sankara Priya.
9. Dr.K.R.Venkatesan - K.R. Venkatesan  
2/11/2018