



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

08/07/2019

MINUTES OF THE BOARD OF STUDIES MEETING

Department: Business Administration - BBA & MBA

Venue: MBA Seminar Hall

Date: July 8th, 2019

Agenda: Progress about the introducing technology based learning and framing new syllabus for 2021-22

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.

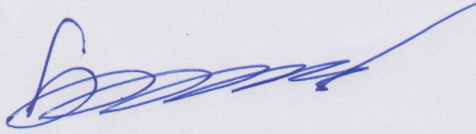
- | -

- Progress of the new syllabus adopted from the year 2018-19 for M.B.A., was discussed and Board of studies members shared their experience with regard to implementation of new syllabus.
- Board of Studies members shared their opinion regarding introducing technology supported learning methods.
- Board of studies members also shared their opinion regarding focusing on Case study method learning practices other than regular method of learning.
- Board of Studies members further appreciated the introduction of new subjects like
 1. Event Marketing
 2. Social Psychology
 3. Tourism Marketing
 4. Compensation Management

and practical application of the theoretical aspects into real time projects were also discussed.

Signature of members:

1. Dr.G.Veeramani

- 

2. Dr.Hema Narayanan

- Hema Narayan

3. Mr.T.Selvabaskar

- T. Selvabaskar

4. Dr.A.Vikraman

- Dr. A. Vikraman

5. Mr.R.Hemanth Kumar

- R. Hemanth Kumar

6. Mr. S.Srinivasan

- S. Srinivasan

7. Dr.V.Vinuchakravarthi

- V. Vinuchakravarthi

8. Ms.T.I.Sankara Priya

- T. I. Sankara Priya

9. Dr.K.R.Venkatesan

- K. R. Venkatesan
8/7/14