



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

26/02/2021

MINUTES OF THE BOARD OF STUDIES MEETING

Department: Business Administration - BBA & MBA

Venue: MBA Seminar Hall

Date: February 26th, 2021

Agenda: Proposal to introduce new subjects and upgradation of syllabus in the academic year 2022-23

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.

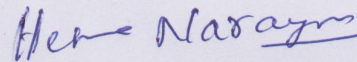
- Board of studies members discussed about introducing the following new subjects in MBA program for the academic year 2022-23:
 - Digital and Social Media Marketing
 - Human Resource Metrics and Analytics
 - International HRM
 - International Finance
 - Behavioural Finance
 - Logistics Management
 - Pricing and Revenue Management
 - Operations Strategy
 - Behavioural Operations Management
 - ERP
 - Software Project Management.
- The Board made further discussions on the revision and upgradation of BBA syllabus for the academic year 2022-23
- Members also shared their experience in managing the google classroom, zoom and conducting the exam through online.

Signature of members:

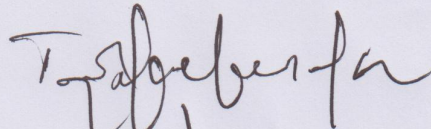
1. Dr.G.Veeramani

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2. Dr.Hema Narayanan

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3. Mr.T.Selvabaskar

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4. Dr.A.Vikraman

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5. Mr.R.Hemanth Kumar

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6. Mr. S.Srinivasan

- S. Shrinivasan

7. Dr.V.Vinuchakravarthi

- V. Vinuchakravarthi

8. Ms.T.I.Sankara Priya

- Sankara Priya

9. Dr.K.R.Venkatesan

- Prinicipal
26/2/2021