



SRI SANKARA ARTS AND SCIENCE COLLEGE

Autonomous

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

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08/01/2022

MINUTES OF THE BOARD OF STUDIES MEETING

Department: Business Administration - BBA & MBA

Through: Google Meet- ID: <http://meet.google.com/rzo-mymt-bus>

Date: January 08th, 2022 (10.30 am to 2.00 pm)

Agenda: Revision of syllabus for BBA and MBA to take effect from 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.J.Khaja Sheriff, Professor & Head, Department of Management Studies, University of Madras, Chepauk, Chennai-600005 - University Nominee and External Subject Expert.
3. Dr.N.Thangavel, Principal, St. Thomas Arts & Science College, Koyambedu, Chennai – 107 - External Subject Expert.
4. Dr.R.Meganathan, Professor of Business Administration and Principal, Mohamed Sathak College of Arts and Science, Sholinganallur, Chennai – 119 - External Subject Expert.
5. Dr. Hema Narayanan, Assistant Professor, Department of Business Administration, Sri Sankara Arts and Science College, Enathur, Kanchipuram - Member
6. Mr.T.Selvabaskar, Assistant Professor, Department of Business Administration, Sri Sankara Arts and Science College, Enathur, Kanchipuram - Member
7. Dr.A.Vikraman, Assistant Professor, Department of Business Administration, Sri Sankara Arts and Science College, Enathur, Kanchipuram - Member

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8. Mr.R.Hemanth Kumar, Assistant Professor, Department of Business Administration, Sri Sankara Arts and Science College, Enathur, Kanchipuram – Member
9. Mr. S.Srinivasan, Assistant Professor, Department of Business Administration, Sri Sankara Arts and Science College, Enathur, Kanchipuram - Member
10. Dr.V.Vinuchakravarthi, Assistant Professor, Department of Business Administration, Sri Sankara Arts and Science College, Enathur, Kanchipuram - Member
11. Dr.K.R.Venkatesan, Principal, Sri Sankara Arts and Science College, Enathur, Kanchipuram - Special Invitee
12. Mr.V.Udayasankar, Lead - Industry Academia Connect- NASSCOM, Chennai – Representative from Industry
13. Mr.K.Karthikeyan, HR Specialist, NOKIA, 65/1, Vaikundapuram Extension, Kanchipuram-631502– Meritorious Alumnus.

The Syllabus for Bachelor of Business Administration and Master of Business Administration Programme were discussed in the Board of Studies. The Board of Studies appreciated the overall adoption of new syllabus from the academic year 2022-23.

The Board of Studies approved the regulations and syllabus to take effect from academic year 2022-23 and the distinguished members suggested incorporation of following changes:

Suggestions relevant to Bachelor of Business Administration Syllabus - Semester wise

I SEMESTER

1. FINANCIAL ACCOUNTING

Deletion - Accounting for non-trading institutions-Income & Expenditure Account – Receipts and Payment Accounts and Balance sheet
Addition-Hire purchase and Installment

2. PRINCIPLES OF MANAGEMENT

Addition – e-governance, MBE

3. MANAGERIAL ECONOMICS

Addition -Demand Forecasting Techniques

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II SEMESTER

1. BUSINESS COMMUNICATION SKILLS

Unit III, IV and V revamped with Reports, Etiquette in communication and Modern form of communication and voice recognition.

2. MANAGEMENT INFORMATION SYSTEM

Shifted from IV Semester to II Semester with introduction of network securities and cybercrime.

Addition-Open source application – CRM, SCM, Introduction to Cyber laws – Blockchain Technology

3. ORGANISATIONAL BEHAVIOR

Addition – significance of perception and cross culture management.

III SEMESTER

1. PRINCIPLES OF INSURANCE - Shifted from V Sem to III Sem

2. COST ACCOUNTING -No Change

3. COMPUTER APPLICATION IN BUSINESS – No Change

4. MARKETING MANAGEMENT

Deletion- Marketing in Global environment

Addition- Roles of Marketing Department, Pricing in Marketing – Pricing Objectives- long term and short term goals , Pricing Methods & Types. Introduction to E-Commerce Market Places.

Digital Marketing -Email Marketing, SMS Text Messaging, Social Media – Direct Message, Coupons , Coupon Codes - Introduction to International Marketing.

Introduction to services marketing and briefly discussed various branches of services(financial, health, Education, Tourism, professional or consultancy and Telecommunication)

5. BUSINESS STATISTICS

Addition - Chi Square, F-Test, One way ANOVA introduced.

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IV SEMESTER

1. **HUMAN RESOURCE MANAGEMENT**
Addition – Career Planning introduced in Unit III
2. **FINANCIAL MANAGEMENT**
Unit II and III Merged
Addition – Capital Budgeting Introduced as Unit II
3. **PRODUCTION AND MATERIALS MANAGEMENT**
Addition – VED and FSN Analysis
4. **LEGAL ASPECTS OF BUSINESS** – Subject Shifted from Sem II to Sem IV
Deletion- Law of Agency (Unit III), Power, Duties and liabilities of Company's directors, Winding up of companies and corporate governance.

Addition - The Sale of Goods Act. 1930: Formation of a Sales Contract. (Unit II)
Negotiable Instrument Act, 1881(Unit III), Law of Partnership(Unit V)
5. **OPERATIONS RESEARCH**
Deletion – Big-M

SEMESTER V

1. **RESEARCH METHODOLOGY IN BUSINESS** - Name Changed
Addition – Research Design, Objectives and Hypothesis
2. **MANAGEMENT ACCOUNTING** - No Changes
3. **LABOUR WELFARE MANAGEMENT** - New Paper Introduced
4. **INTERNATIONAL TRADE** -Shifted from III Semester to V Semester
5. **Elective I - CUSTOMER RELATIONSHIP MANAGEMENT** -No Changes
6. **Elective I - LOGISTICS AND SUPPLY CHAIN MANAGEMENT**
- Name Changed to Logistics and Supply Chain Management
7. **SERVICES MARKETING** - Subject removed

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