



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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SEMESTER IV

1. **ADVERTISING AND SALESMANSHIP** -
Addition -Digital Advertising
2. **CONSUMER BEHAVIOUR** - No Changes
3. **FINANCIAL SERVICES**
Reframed & Venture Capital introduced
4. **Elective II - ENTREPRENEURIAL DEVELOPMENT**
Addition - Start-up Case Studies
5. **Elective II - E-BUSINESS** - No Changes

List of Certificate Courses

1. **Technology in Banking** - New Course
2. **Goods and Services Tax(GST)** - New Course

Percentage of Focus towards Technical, Employability and Entrepreneurship skills offered through the program

Course	Technical Skills	Employability skills	Entrepreneurship skills
B.B.A	40%	40%	20%
M.B.A	28%	50%	22%

Suggestions relevant to Master of Business Administration Syllabus - Semester wise

SEMESTER I

1. **MANAGEMENT PRINCIPLES AND BUSINESS ETHICS**
- No Changes
2. **QUANTITATIVE TECHNIQUES IN BUSINESS**
Deletion – Decision Theory, Unit II , Report Writing
Addition – Parametric Test and Non Parametric Test (Detailed)
3. **ACCOUNTING FOR MANAGERS**
Deleted – Unit IV
4. **MANAGERIAL ECONOMICS**
Addition – Cobb-Douglas Production Function

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5. ORGANISATIONAL BEHAVIOUR

Addition – Significance of employee perception

6. INNOVATION AND ENTREPRENEURSHIP

Shifted from II Sem to I Sem

SEMESTER II

1. APPLIED OPERATIONS RESEARCH

Addition - Decision Theory

2. HUMAN RESOURCE MANAGEMENT

Addition - Attrition and retention, Methods of Performance appraisal

3. MARKETING MANAGEMENT

Addition - Physical Distribution

4. FINANCIAL MANAGEMENT

Addition - Introduction to Financial Information System

5. OPERATIONS MANAGEMENT

- No Changes

6. STRATEGIC MANAGEMENT

- Subject Shifted from III Sem to II Sem

7. MANAGEMENT INFORMATION SYSTEMS

- Subject Shifted from III Sem to II Sem

SEMESTER III

8. RESEARCH METHODS IN BUSINESS

- Instead of International Business

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9. LEGAL SYSTEMS IN BUSINESS

- Subject Shifted from II Sem to III Sem - No Changes

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ELECTIVES

MARKETING

1. CONSUMER BEHAVIOUR
 - Instead of Marketing Research and Consumer Behaviour
2. ADVERTISING MANAGEMENT AND SALES PROMOTION– No Change
3. TOURISM MANAGEMENT– Name changed from Tourism Marketing to Tourism Management
4. EVENT MANAGEMENT– No Change
5. SERVICES MARKETING– Removed
6. CUSTOMER RELATIONSHIP MANAGEMENT– No Change
7. DIGITAL AND SOCIAL MEDIA MARKETING- New Paper
8. RURAL MARKETING– No Change
9. RETAIL MARKETING – Removed
10. BRAND MANAGEMENT – Removed
11. INTERNATIONAL MARKETING - Removed

FINANCE

1. BANKING AND INSURANCE– No Change
2. TAX MANAGEMENT– No Change
3. MERCHANT BANKING AND FINANCIAL SERVICES– No Change
4. CORPORATE FINANCE– No Change
5. SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT– No Change
6. DERIVATIVES MANAGEMENT– No Change
7. INTERNATIONAL FINANCE- New Paper

HUMAN RESOURCE

1. HUMAN RESOURCES DEVELOPMENT– No Change
2. PERFORMANCE MANAGEMENT– No Change
3. ORGANISATIONAL DEVELOPMENT– No Change
4. INDUSTRIAL AND LABOUR RELATIONS– No Change
5. COMPENSATION MANAGEMENT– No Change
6. SOCIAL PSYCHOLOGY– No Change
7. INTERNATIONAL HUMAN RESOURCE MANAGEMENT- New Paper
8. HR METRICS AND HR ANALYTICS- New Paper

SYSTEMS

1. DATABASE MANAGEMENT SYSTEMS– No Change
2. SYSTEM ANALYSIS AND DESIGN– No Change
3. DECISION SUPPORT SYSTEM– No Change
4. E-BUSINESS– No Change
5. ENTERPRISE RESOURCE PLANNING- New Paper

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OPERATIONS

1. SUPPLY CHAIN MANAGEMENT- No Change
2. LOGISTICS MANGEMENT- New Paper
3. TOTAL QUALITY MANAGEMENT- Name Change
4. PRICING AND REVENUE MANAGEMENT- New Paper
5. OPERATIONS STRATEGY- New Paper
6. INVENTORY MANAGEMENT- New Paper
7. START-UP MANAGEMENT- New Paper

Certificate Course

1. Intellectual Property Rights (IPR) - New Course

The Board of Studies unanimously approved the regulations and syllabus for Bachelor of Business Administration and Master of Business Administration and the same is recommended to the academic council of the college for the implementation from the academic year 2022-23.

Signature of members:

1. Dr.G.Veeramani

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2. Dr.J.Khaja Sheriff

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3. Dr.N.Thangavel

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4. Dr.R.Meganathan

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5. Dr.Hema Narayanan





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6. Mr.T.Selvabaskar

-

7. Dr.A.Vikraman

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8. Mr.R.Hemanth Kumar - 
9. Mr. S.Srinivasan - 
10. Dr.V.Vinuchakravarthi - 
11. Dr.K.R.Venkatesan - 
12. Mr.V.Udayasankar - -
13. Mr.K.Karthikeyan - 