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MINUTES OF THE BOARD OF STUDIES MEETING

Department: Business Administration - BBA

Venue: Seminar Hall

Date: 18/12/2025

Agenda: Revision of the Regulations and Syllabus for B.B.A Degree course to take effect from 2026-27.

The following members were present in the meeting:

1. Dr. K. Sathyanarayan, Associate Professor, Department of Management Studies, University of Madras, Chepauk, Chennai-600005 - University Nominee and External Subject Expert.
2. Dr. T. S. Santhi, Principal, Asan Memorial College of Arts and Science, Chennai - 600 100 - External Subject Expert.
3. Dr. Malathi Selvakkumar, Principal, S.A. College of Arts and Science, Chennai-600077 - External Subject Expert.
4. Dr. A.Vikraman, Head and Assistant Professor, Department of Business Administration, Sri Sankara Arts and Science College, Enathur, Kanchipuram - Chairman
5. Mr.T.Selvabaskar, Assistant Professor, Department of Business Administration, Sri Sankara Arts and Science College, Enathur, Kanchipuram - Member
6. Mr.R.Hemanth Kumar, Assistant Professor, Department of Business Administration, Sri Sankara Arts and Science College, Enathur, Kanchipuram – Member
7. Mr. S.Srinivasan, Assistant Professor, Department of Business Administration, Sri Sankara Arts and Science College, Enathur, Kanchipuram - Member

8. Dr.V.Vinuchakravarthi, Assistant Professor, Department of Business Administration, Sri Sankara Arts and Science College, Enathur, Kanchipuram – Member
9. Mr.K.Karthikeyan, HR Specialist, NOKIA, 65/1, Vaikundapuram Extension, Kanchipuram-631502– Meritorious Alumnus.
10. Dr.K.R.Venkatesan, Ph.D., Principal, Sri Sankara Arts and Science College, Enathur, Kanchipuram – Special invitee.

The Revised Regulations and Syllabus for B.B.A., Course to take effect from 2026-27 were discussed in the Board of Studies.

- The Syllabus was framed as per TANSHE Model syllabus & UGC norms with credit mobility, strictly adhering to the prescribed guideline with only minor modifications.
1. Accounting for Managers II (Second Semester) earlier combined multiple managerial accounting concepts into a single course. Replacing it with separate courses in Cost Accounting (Second Semester) and Management Accounting (Fifth Semester) strengthens the curriculum by providing greater depth, conceptual clarity, and practical relevance. This change equips students with specialized skills required for modern managerial roles and enhances their ability in decision making.
 2. Replacing Tally (Fourth Semester) with GST (Fourth Semester) shifts the focus from basic accounting software usage to regulatory compliance and taxation expertise. Businesses now require professionals who understand tax laws, compliance procedures, and return filing rather than only software operations. Replacing Tally with GST ensures that the curriculum stays current, legally relevant, and aligned with national taxation practices.

3. Student has to choose One Course through SWAYAM/NPTEL for 1 Credit in Sixth Semester.

The following Certificate course will be offered for the B.B.A Programme

1. Technology in Banking
2. Tourism Marketing

The following Diploma course will be offered for the B.B.A Programme

1. Digital Marketing

Resolution 1:

The Board of Studies resolved to approve the Revised Regulations and Syllabus for B.B.A Degree course to take effect from the academic year 2026-27.

Resolution 2:

The Board of Studies resolved to approve the Regulation and Syllabus for the following Certificate Courses and Diploma Course to be offered for B.B.A Degree course students with effect from 2026-27.

Certificate Courses

1. Technology in Banking
2. Tourism Marketing

Diploma Course

1. Digital Marketing

Signature of Members:

1. Dr. K. Sathyanarayan

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2. Dr. T. S. Santhi

- 

3. Dr. Malathi Selvakkumar -

Malathi Selvakkumar
18/12/17

4. Dr.A.Vikraman -

5. Mr.T.Selvabaskar -

T.Selvabaskar

6. Mr.R.Hemanth Kumar -

R.Hemanth Kumar

7. Mr. S.Srinivasan -

S.Srinivasan

8. Dr.V.Vinuchakravarthi -

V.Vinuchakravarthi

9. Mr.V.Udayasankar -

Leave of absence

10. Mr.K.Karthikeyan -

to country

11. Dr.K.R.Venkatesan -

K.R.Venkatesan