

KARPAGAM ACADEMY OF HIGHER EDUCATION  
COIMBATORE – 641 021

Minutes of the meeting of the Board of Studies in Management held on **08.06.2018** at **10.00 am** in the **Department of Management** at Karpagam Academy of Higher Education.

**Members Present:**

- |                            |                        |                |
|----------------------------|------------------------|----------------|
| 1. Dr. S. S. Shanthakumari | - Professor & Director | - Chair Person |
| 2. Dr. M. Nandhini         | - Associate Professor  | - Member       |
| 3. Dr. A. Dharmaraj        | - Assistant Professor  | - Member       |
| 4. Dr. C. Sagunthala       | - Assistant Professor  | - Member       |
| 5. Dr. V. Krishnaveni      | - Assistant Professor  | - Member       |
| 6. Dr. S. Mahalingam       | - Professor            | - Member       |

BSMED, Coimbatore

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| 7. Mr. R. Muthukumar | - Manager | - Member |
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The Chairperson welcomed the members of the Board. The Board carefully scrutinized the draft syllabus / syllabi and after detailed discussion the following resolutions were passed.

**Agenda - 1**

To consider and approve the Regulations and Syllabus for **MBA(General Management)** programme.

**Resolution: 1**

Resolved to approve the Regulations and Syllabus for **MBA(General Management)** programme and it comes into effect from 2018-19 (Approved Regulations and Syllabus given in Annexure-I).

**Agenda - 2**

To consider and approve the Regulations and Syllabus for **BBA** programme.

**Resolution: 2**

Resolved to approve the Regulations and Syllabus for **BBA** programme and it comes into effect from 2018-19 (Approved Regulations and Syllabus given in Annexure-II).

**Agenda: 3**

To consider and approve the Regulations and Syllabus for **MPhil/Ph.D** in Management Programme for the Academic year 2018 - 2019

**Resolution: 3**

Resolved to approve the Regulations and Syllabus for **MPhil/Ph.D** in Management Programme and it comes into effect from 2018 - 2019 (Approved Syllabus given in Annexure - III).



#### **Agenda - 4**

1. To consider and approve the revision of Syllabus for **BBA** programme (Batch: 2016-2019).

#### **Resolution:4**

1. Resolved to approve the revision of Syllabus for **BBA** programme (Batch: 2016-2019) and it comes into effect from 2018-19 (Approved Revised Syllabus given in Annexure-IV).
- In all the courses without changing the title of the course, substantial changes (20 to 30 percent change) have been made with respect to the content of the courses and all the courses are considered as new courses. The courses considered to be new courses in PG programme MBA are Management Principles (18MBAP101), Organizational Behaviour (18MBAP102), Managerial Economics (18MBAP103), Statistics for Decision Making (18MBAP106), Case Analysis and Presentation (18MBAP112), Production and Operations Management (18MBAP202), Marketing Management (18MBAP202), Quantitative Techniques (18MBAP204), Team Building and Leadership Skills (Practical) (18MBAP212), International Logistics Management (18MBAP1303C)
  - All the courses were focused towards employability, entrepreneurship and skill development.

#### **Annexure-I**

##### **Semester I**

- The courses Management Principles (18MBAP101) and Organizational Behaviour (18MBAP102) can be introduced instead of single course Management principles and Organizational behaviour.
- Legal and Business Environment (18MBAP104) - the topic 'Formation of Company' can be added in Unit - II. Business Environment- Nature, components and significance. Factors effecting environment of Business. Economic factors its components. Cultural, Political, Social, Sovereignty, Technological factors and their impact on business. Legal environment and external factors influencing Business environment. International Business Environment, challenges can be added in Unit V.
- Quantitative methods for management is separated into two courses namely Statistics for Decision Making (18MBAP106) in first semester and Quantitative Techniques (18MBAP204) in second semester.
- Case Analysis and Presentation (18MBAP107) is introduced as a new course instead of Communication Practice-I.



## **Semester II**

- Correlation analysis can be added in Unit - IV in Research Methodology for Management (18MBAP206)
- Team building and Leadership Skills (18MBAP207) is introduced instead of Communication Practice-II.

## **Semester III**

- The topic Strategic Business Management changed as Corporate Strategy (18MBAP301).
- International Business (18MBAP302) is introduced as a new core course in the third semester.
- Security Analysis and Portfolio Management is shifted from Semester IV to Semester III and renamed as Investment Analysis and Portfolio Management (18MBAPF303A)
- The topic Financial Service Management is changed as Financial Markets and Services 18MBAPF303B
- The course Project Appraisal and Finance (18MBAPF303C) is introduced as a new course.
- The course Sales and Promotional Management is renamed as Integrated Marketing Communication (18MBAPM303B)
- Retail Marketing is shifted from Semester IV to Semester III and renamed as Retail Management (18MBAPM303C)
- Industrial Relations is shifted from Semester IV to Semester III and renamed as Employee Relations (18MBAPH303A)
- Compensation Management is shifted from Semester IV to Semester III and renamed as Compensation and Benefits Management (18MBAPH303B)
- Strategic HRM (18MBAPH303C) is introduced in Semester III
- System Elective is renamed as Management Information System
- Enterprise Resource Planning (18MBAPS303A) is shifted from Semester IV to Semester III
- Software Project Management is shifted from Semester IV to Semester III and renamed as Managing Software Projects (18MBAPS303B)
- E-Commerce Technology and Management is shifted from Semester IV to Semester III and renamed as E-Commerce and Digital Markets (18MBAPS303C)
- Technology Innovation and Sustainable Enterprise for Management is shifted from Semester IV to Semester III and renamed as Technology Appreciation and Intellectual Property Right (18MBAPE303A)
- Social Entrepreneurship (18MBAPE303B) is introduced as a new course.
- Venture Valuation and Accounting (18MBAPE303C) is introduced as a new course.
- Planning, Structuring, and Financing Small Business (18MBAPB303A), Finance and Accounting for Small Business (18MBAPB303B) and Marketing for Small Business (18MBAPB303C) is introduced as new courses under the Elective Micro and Small Business Management
- Data Mining and Data warehousing (18MBAPA303A), Data Visualization for Managers – Using R and Tableau (18MBAPA303B) and Business Forecasting (18MBAPA303C) is introduced as new courses in the Elective Business Analytics.
- International Economics (18MBAPI303A) is shifted from Semester IV to Semester III



- International Logistics Management is shifted from Semester IV to Semester III and renamed as International Transportation and Documentation (18MBAPI303B)
- International Trade Laws (18MBAPI303C) is introduced as a new course.
- Supply Chain and Logistics Management (18MBAPO303A) is shifted from Semester IV to Semester III
- Operations Strategy (18MBAPO303B) is introduced as a new course.
- The course Total Quality Management is renamed as Quality Toolkit for Managers (18MBAPO303C)
- Tourism Principles, Policies and Practices (18MBAPT303A), Tourism Products of India (18MBAPT303B), and Recreation Management (18MBAPT303C) is introduced as new courses in the elective Tourism Management

#### **Semester IV**

- Indian Ethos and Business Ethics (18MBAP401) is introduced as a new course in the Semester IV
- Banking and Insurance Management (18MBAPF402A) is shifted from Semester II to Semester IV and renamed as Banking and Insurance (18MBAPF402A)
- Mergers, Acquisitions and Corporate Restructuring (18MBAPF402B) is introduced in the Semester IV
- Bonds, Derivatives and Commodity Market Management is renamed as Financial Derivatives (18MBAPF402C)
- The course Financial Econometrics (18MBAPF402D) is introduced as a new course.
- Brands and Business is renamed as Product and Brand Management (18MBAPM402A)
- Marketing Research and Consumer behavior is shifted from Semester III to Semester IV and renamed as Consumer Behaviour (18MBAPM402B)
- Digital and Social Media Marketing (18MBAPM402C) and Sales and Distribution Management (18MBAPM402D) are introduced as new courses.
- Organizational Change and Development, (18MBAPH402A), Performance Management Systems (18MBAPH402B), Manpower Planning, Recruitment, and Selection (18MBAPH402C) and Team Dynamics at Work (18MBAPH402D) are introduced as new courses.
- Information Systems Audit and Control (18MBAPS402A), Knowledge Management (18MBAPS402B), Managing Digital Innovation and Transformation (18MBAPS402C) Managing Digital Platforms (18MBAPS402D) are introduced as new courses under Management Information Systems elective.
- Innovation Technology Management (18MBAPE402A), Family Business Management (18MBAPE402B), Entrepreneurial Marketing (18MBAPE402C) and Indian Models in Entrepreneurship (18MBAPE402D) are introduced as new courses under Entrepreneurship elective
- Design and Change in Organization (18MBAPB402A) Business Plan Preparation for Small Business (18MBAPB402B), SMEs Policy Framework (18MBAPB402C) Contemporary Environment in SMEs (18MBAPB402D) are introduced as new courses under Micro and Small Business Management Elective
- Human Resource Metrics and Analytics (18MBAPA402A), Marketing Analytics (18MBAPA402B), Big Data Analytics (18MBAPA402C) and Financial Analytics (18MBAPA402D) are introduced as new courses under Business Analytics Elective



- International Financial Management is shifted from Semester III and Semester IV and renamed as International Finance (18MBAPI402A).
- International Marketing Management (18MBAPI402B) is shifted from Semester III and Semester IV
- International HRM (18MBAPI402C) and Cross Cultural Management (18MBAPI402D) are introduced as new courses.
- Sourcing Management (18MBAPO402A), Pricing and Revenue Management (18MBAPO402B), Supply Chain Analytics (18MBAPO402C) and Sales and Operations Planning (18MBAPO402D) are introduced as new courses under Operations Management elective
- Travel Agency and Tour Operations (18MBAPT402A), Ecotourism (18MBAPT402B), Event Management (18MBAPT402C), and Healthcare Tourism (18MBAPT402D) are introduced as new courses under Tourism Management elective.



- In all the courses without changing the title of the course, substantial changes (20 to 30 percent change) have been made with respect to the content of the courses and all the courses are considered as new courses. In addition to this the following changes have been made
- All the courses were focused towards Employability, Entrepreneurship and Skill Development

#### **Annexure-II**

1. In the First Semester, Fundamentals of Management and Organizational Behaviour (18BAU101), Business Communication (18AEC101), MS Office (Practical) (18BAU111) were the new courses introduced.
2. In the Second semester, Financial Accounting (18BAU201), Business Mathematics and statistics (18BAU202) were the new courses introduced.
3. In the Third Semester, Principles of Marketing (18BAU301), Management Accounting (18BAU302), Human Resource Management (18BAU303A), Management Information System (18BAU303B), Principles of Marketing (Practical) (18BAU311), Management Accounting (Practical) (18BAU312), Human Resource Management (Practical) (18BAU313A) and Management Information System (Practical) (18BAU313B) were the new courses introduced.
4. In the Fourth Semester, Financial Analysis and reporting (18BAU403A) Decision making using SPSS (18BAU403B), Decision making using SPSS (18BAU403B), Business Research Methods (Practical) , 8BAU411), Financial Analysis and Reporting (Practical) (18BAU412A), Decision making using SPSS (Practical) (18BAU412B) were the new courses introduced.
5. In the Fifth semester, Investment Analysis and Portfolio Management (18BAU501A), Banking and Insurance 18BAU501B, Advertising and Brand Management (18BAU502A), Retail Management (8BAU502B), Leadership and Team Building (8BAU503B), Taxation (18BAU504A), Investment Analysis and Portfolio Management (practical) (18BAU511A), Banking and Insurance (Practical) (18BAU511B), Advertising and Brand Management (practical) (18BAU512A), Retail Management (practical) (18BAU512B), Business Law (Practical) (18BAU513A), Taxation (Practical) (18BAU514A), Production and Operations Management (Practical) (18BAU514B) were the new courses introduced.
6. In the Sixth semester, Management of Industrial Relations (18BAU601A), Training and Development (18BAU601B), Excel for Business (18BAU602A), Personality Development and Communication Skills (18BAU602B), Ethics & Corporate Social



Responsibility (18BAU603A), Entrepreneurship Development (18BAU603B), Management of Industrial Relations (18BAU601A), Training and Development (18BAU601B), Excel for Business (18BAU602A), Personality Development and Communication Skills (18BAU602B), Ethics & Corporate Social Responsibility (18BAU603A), Entrepreneurship Development (18BAU603B) were the new courses introduced.

#### **Semester I**

7. Fundamentals of Management and Organizational Behaviour (18BAU101), in unit III Values, in unit IV Leadership theories and in unit V Groups and teams concepts were included
8. Managerial Economics Course can be shifted from II semester to I semester. Statistics for Business Decisions Course can be shifted to II Semester as Business Mathematics and Statistics (18BAU202)
9. Managerial Economics (18BAU102) - Factor market can be shifted from Unit - IV to Unit -III.National Income Analysis can be shifted from Unit - V to Unit - IV.In unit V monetary policy and fiscal policy concepts were included.
10. MS-Office [Practical] (18BAU111), in MS-Excel, Pivot table creation, V lookup functions, H lookup functions and Passbook creation programmes were included.
11. Business Communication (18AEC101) Course, unit IV and V were totally replaced with vocabulary and listening and use of technology and interview concepts respectively.

#### **Semester – II**

12. Business Mathematics and Statistics (18BAU202) Course, Unit I, Unit II, Unit V were totally replaced with Basic Mathematics of Finance, Matrix, Calculus and Time series analysis concepts respectively.
13. Financial Accounting (18BAU201)Course, Unit III and IV were totally replaced with depreciation and inventory techniques concepts respectively

#### **Semester III**

14. Principles of Marketing (18BAU301) course, in Unit II Market process, modern component of market mix, market planning and market implementation and control and in Unit V Recent developments in marketing, social marketing, online marketing and green marketing concepts were included.
15. Management Accounting (18BAU302) course, in Unit I Difference between cost accounting and management accounting and cost management concepts were included. In Unit V Contemporary issues, responsibility accounting and transfer pricing concepts were included.



16. Human Resource Management (18BAU303A) Course, in Unit IV Wages and salary administration and incentives were included. In Unit V International HRM, Compulsion of domestic and international HRM were included.
17. Management Information System (18BAU303B) Course, in Unit II MIS organization structure were included. Unit III, IV, V were totally replaced with Enterprise resource planning, Trends in MIS and Strategic management information system concepts respectively.

#### **Semester V**

18. Investment analysis and portfolio management (18BAU504A) Course, in Unit II Bond Valuation and in Unit V Mutual funds and portfolio evaluation concepts were included.
19. Advertising and Brand Management (18BAU502A) Course, in Unit I Integrated Marketing Communication, Consumer behavior and Consumer buying decision process were included. In Unit V, Brand life cycle, Strategic brand management process and Brand elements concepts were included.
20. Retail Management (18BAU502B) Course, in Unit II Understanding in Retail Consumer, Consumer Decision making process and Market research for undersating retail consumer. In Unit V, Emerging Trends in Retailing, Organizing Retailing, E-Tailing and Challenges faced by the Retail Sector concepts were included.
21. Taxation -I (18BAU504A) Course, Unit IV and V were totally replaced with indirect taxes and customes duty concepts respectively.
22. Productions and Operations Management (18BAU504B) Course, in Unit V, Work Study concept were included.

#### **Semester VI**

23. Management of Industrial Relations (18BAU601A) Course, in Unit II, Industrial Conflict Concept were included and in Unit IV, Industrial Safety concept were included.
24. Entrepreneurship Development (18BAU603B) Course, Unit V were totally replaced with mobilizing resources for startups concepts respectively.

#### **Annexure- III**

Advertising and Salesmanship and Service Marketing courses are introduced as new courses in the Syllabi of MPhil/Ph.D (Management) Programme.

#### **Annexure- IV**

SEC 4 – Taxation II (16BAU603A) - Taxation II Syllabus can be restructured. GST – Registration Proceedure, Liability, CGST and IGST can be Included.

Finally the members of the Board of Studies in Management authorized the chairperson to incorporate changes if necessary.



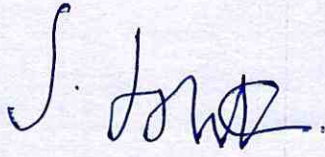
The meeting came to an end with a vote of thanks by the Chairperson.

The percentage of changes in UG programme BBA is 67.35%.

The percentage of changes in PG programme MBA is 81.73%.

The percentage of changes in M.Phil/Ph.D programme (Management) is 16.67%.

Chair person



Head of the Department  
Department of Management  
Faculty of Arts, Science and Humanities  
Karpagam Academy of Higher Education  
Coimbatore - 641 021, Tamil Nadu, India.



REGISTRAR  
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