

KARPAGAM ACADEMY OF HIGHER EDUCATION
COIMBATORE – 641021

Minutes of the Meeting of Board of Studies 2015-16

Minutes of the meeting of the Board of Studies in Management held on 18.04.2015 at 10.30 am in the **Department of Management** at Karpagam Academy of Higher Education.

Members Present

1. Dr. M. Ashok Kumar – Professor & Head– Chairperson
2. Dr. A. Dharmaraj – Assistant Professor – Member
3. Dr. R. Karthikeyan – Assistant Professor – Member
4. Dr. M. Punniyamoorthy - Professor & Dean - Member
National Institute of Technology, Trichy
5. Ms. Vijay Lakshmi–Assistant Professor - Member
Nadar Saraswathi College of Arts & Science, Theni – 31

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

1. To consider and approve the Regulations and Syllabus for **MBA (Management)** programme and one course pertaining to MCA – (Financial & Management Accounting).

Resolution: 1

1. Resolved to approve the Regulations and Syllabus for **MBA (Management)** programme and one course pertaining to MCA – (Financial & Management Accounting) and it comes into effect from 2015-16 (Approved Regulations and Syllabus given in Annexure-I).

Agenda: 2

To consider and approve the Regulations and Syllabus for MPhil/Ph.D in Management Programme for the Academic year 2015 - 2016

Resolution: 2

Resolved to approve the Regulations and Syllabus for MPhil/Ph.D in Management Programme and it comes into effect from 2015 - 2016 (Approved Syllabus given in Annexure - II).

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 are Strategic Business Management (15MBAP301), International Financial Management (15MBAPF303A), Strategic Cost Management (15MBAPF303B), Financial Service Management (15MBAPF303C), Services Marketing (15MBAPM303A), Sales and Promotional Management (15MBAPM303B), Marketing Research and Consumer behavior (15MBAPM303C), Human Resource Development (15MBAPH303A), Managing Interpersonal Effectiveness (15MBAPH303B), Organizational Development (15MBAPH303C), System Analysis & Design (15MBAPS303A), Emerging Trends in Technology (15MBAPS303B), Software Development (15MBAPS303C), Entrepreneurial Finance (15MBAPE303A), Entrepreneurship Development (15MBAPE303B), Project management (15MBAPE303C), Working Capital Management (15MBAPF401A), Security Analysis & Portfolio Management (15MBAPF401B), Bonds, Derivatives & Commodity Market Management (15MBAPF401C), Retail Marketing (15MBAPM401B), Customer Relationship Management (15MBAPM401C), Industrial Relations (15MBAPH401A), Training and Development (15MBAPH401B), Compensation Management (15MBAPH401C), E-Commerce Technology & Management (15MBAPS401A), Software Project Management (15MBAPS401B), Enterprise Resource Planning (15MBAPS401C), Technology Innovation & Sustainable Enterprise for Management (15MBAPE401A), Business Plan & Ethics (15MBAPE401B), Managing Diversity (15MBAPE401C).

- All the courses were focused towards employability, entrepreneurship and skill development.

ANNEXURE - I

The following were incorporated for this academic year 2015-17 MBA (General Management)

In the course Management Principles and Organization Behavior (15MBAP101) the topic 'objectives' is added in Unit 1. The topics organizational culture types are removed from unit 5.

In the course managerial economics the topic 'Demand Distinction' is removed from Unit 1. The topic 'short and long run cost curve is added in unit 3.

The course 'legal aspect of business' is renamed as 'legal environment for business (15MBAP103) and the topic 'industrial law' removed from unit 5.

Comprehensive viva voce (15MBAP106/2017/304 is introduced as new courses in all four semesters. Management practice – 1 (15MBAP109) is added as new course in I semester. The course communication practice (15MBAP108) added in I semester as new course.

A foundation course on 'environmental management (15MBAP107) is added as new course in first semester.

The courses 'Seminar' and 'career practice' is added in I, II, and III semester respectively. In the course Marketing Management (15MBAP202) the concepts 'marketing interface with other functional areas' is removed from unit 1, E-marketing and Green marketing is added to unit 2. The product life cycle is shifted from unit 2 to unit 3.

In the course Human Resource Management (15MBAP203), the topic establishing pay plan' is removed from unit 4.

In the course Research Methods for Management (15MBAP206), the topics 'test of sound measurements and techniques of measurement' is removed from unit 3.

An open elective (self-study course) is introduced in II and III semester, whether the students can opt a course provided by any other PG Department of the university. The course strategic business management (15MBAP301) is shifted from semester IV to III four more specialization, i.e., Banking Management Retail Management, International Business and Production Management are introduced with 6 electives comprising of 3 courses for III and IV semester respectively. Totally 24 new courses were added as electives.

The minor project (15MBAP307) is replaced for major project during the III semester. The course International Marketing in the Marketing Specialization is replaced by a new course Brands and Business. The course Supply Chain Management in the marketing specialization is replaced by customer relationship management. The topics in the courses international financial management and security analysis and portfolio management in the finance elective are being rearranged.

The major project and viva voce (15MBAP403) is shifted from III to IV semester.

The following are the suggestion made by the expert member of BoS.

The representation of published articles from journals for CIA can be changed as presentation of current issues from Business newspapers such as Business line, economic times, business standard and financial express.

The comprehensive viva voce introduced was appreciated. The panel should consist of external member and staff of all functional areas. The time slot for each candidate shall be 15-20 minutes. Follow up should be taken.

The course energy management is to be replaced by a new course Entrepreneurship (15MBAP302)

Strategic Business Management (15MBAP301) – Unit I and Unit II are totally changed.

International Financial Management (15MBAPF303A) – Unit I, Unit II and Unit III are totally changed.

Strategic Cost Management (15MBAPF303B) – Unit IV and Unit V are totally changed.

Financial Service Management (15MBAPF303C) – All Units are totally changed.

Services Marketing (15MBAPM303A) – Unit IV and Unit V are totally changed.

Sales and Promotional Management (15MBAPM303B) – Unit IV and Unit V are totally changed.

Marketing Research and Consumer behavior (15MBAPM303C) – Unit II and Unit III are totally changed.

Human Resource Development (15MBAPH303A) – Unit IV and Unit V are totally changed.

Managing Interpersonal Effectiveness (15MBAPH303B) – Unit II and Unit III are totally changed.

Organizational Development (15MBAPH303C) – Unit III and Unit IV are totally changed.

System Analysis & Design (15MBAPS303A) – Unit III and Unit V are totally changed.

Emerging Trends in Technology (15MBAPS303B) – Unit II and Unit III are totally changed.

Software Development (15MBAPS303C) – Unit IV and Unit V are totally changed.

Entrepreneurial Finance (15MBAPE303A) – Unit III and Unit IV are totally changed.

Entrepreneurship Development (15MBAPE303B) – Unit I and Unit III are totally changed.

Project management (15MBAPE303C) – Unit IV and Unit V are totally changed.

Working Capital Management (15MBAPF401A) – Unit III is totally changed.

Security Analysis & Portfolio Management (15MBAPF401B) – All Units are totally changed.

Bonds, Derivatives & Commodity Market Management (15MBAPF401C) – Unit II, Unit III and Unit IV are totally changed.

Retail Marketing (15MBAPM401B) – Unit III and Unit V are totally changed.

Customer Relationship Management (15MBAPM401C) – Unit IV and Unit V are totally changed.

Industrial Relations (15MBAPH401A) – Unit II and Unit III are totally changed. Training

and Development (15MBAPH401B) – Unit II and Unit III are totally changed.

Compensation Management (15MBAPH401C) – Unit III and Unit IV are totally changed.

E-Commerce Technology & Management (15MBAPS401A) – Unit II and Unit III are totally changed.

Software Project Management (15MBAPS401B) – Unit I and Unit IV are totally changed.

Enterprise Resource Planning (15MBAPS401C) – Unit I and Unit II are totally changed.

Technology Innovation & Sustainable Enterprise for Management (15MBAPE401A) – Unit IV and Unit V are totally changed.

Business Plan & Ethics (15MBAPE401B) – Unit IV and Unit V are totally changed.

Managing Diversity (15MBAPE401C) – Unit III and Unit V are totally changed.

Annexure-II

- In Advanced Operations Management and Consumer Behaviour, Unit V is totally changed.
- Two new courses Corporate Social Responsibility, Business Ethics and Corporate Governance and Advanced Entrepreneurship are added as elective papers in the Syllabi of MPhil/Ph.D (Management) Programme.

Finally the chairperson of the Board of Studies in Management is authorized to carry out the modifications if any, in future.

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

The percentage of changes in PG programme MBA is 58.21%.

The percentage of changes in M.Phil/Ph.D programme (Management) is 20%.

Chair person

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

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REGISTRAR
Karpagam Academy of Higher Education
(Deemed to be University Under Section 3 of UGC Act 1956)
Pollachi Main Road, Eachanari Post,
Coimbatore - 641 021.