

23/01/13

BOARD OF STUDIES MEETING.

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9.2.

The board of studies meeting was held on 23/01/2013 at 2:00 PM at MBA block among the members.

The following resolution(s) were made.

1. ① → Resolved to approve the proposed syllabus for II MBA & II M.Sc (ITAM) [III & IV Semester]
- ② → Resolved to stock in the library atleast one copy each of text books for all core/papers^{Elective} proposed in the syllabus.
- ③ → Resolved to stock in the library atleast three copies each of reference book for all papers proposed in the syllabus.

Members Present.

1. DR. R. NEELAMEGAM

2. Arulselvam T.

Chairman & Director of Department.

3. B. PAVALA KUMAR

4. A. MAREESWAR

5. GAYATHRI V

6. M. NIRMALA

7. E. V. RIGIN

2 R. M. BALASI

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9. P. A. Y. KAMPURUMAL

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28/03/15

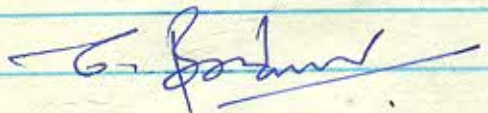
BOARD OF STUDIES MEETING.

The board of studies meeting was held on 28/03/15 at 10:00 AM at MBA department among the Board of Studies Members.

The following were resolved.

- > Resolved to change the order of subjects.
- > Title of Papers and the drafted syllabus were appreciated and approved.
- > Inclusion of new external examiners was made and approved.
- > Discussion was made on including courses for soft skill improvement and Chairman highlighted the presence of Workshop courses to serve the above purpose.


Industrialist

Shri. SPG.C. Brindhavan - 


Subject Expert


Dr. J. Praveen Paul -  28/3/15


Chairman


Mr. R. AYYAMPURUMAL -  28/3/15

OTHER MEMBERS

Dr. R. Neelamegam  28.3.15

Mrs. V. Gayathri -  28/3

Mr. B. Parala Kumar -  28/3/15

Mr. M. Balaji  M.A.

20/2/16

BOARD OF STUDIES MEETING

The board of studies Meeting was held on 20/2/16 at 10: AM at 91 MBA Class room among the board of studies Members.

The following were resolved.

→ Resolved to change the following subjects in Marketing, Operations and HR electives

Marketing Electives - Advertising, Sales and Promotions Management.

HR Electives - Conflict and Negotiation

Operations Electives - Logistics Management
production planning and Inventory control

→ Resolved to change the content of the following subject

Syllabus Old Subject Code.
Operations Research - PIMSC 31

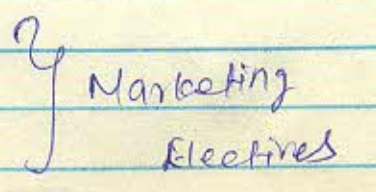
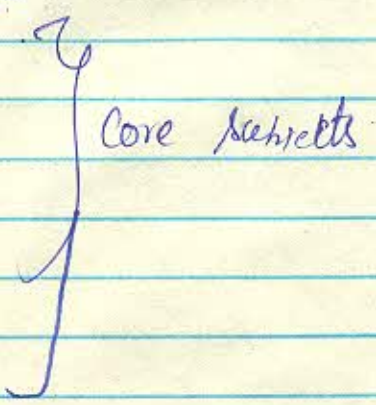
International Business - PIMSC 32

Research Methodology - PIMSC 33

Business Environment - PIMSC 41

Consumer Behaviour - PIMSE 31M

Services Marketing - PIMSE 41M



Purchase and Materials Management - PINSE31R

Supply Chain Management - PINSE32R

Total Quality Management - PINSE33R

Operations
Electives

→ Inclusion of new subjects and drafted syllabus were appreciated and approved.

Industrialist

Shri. S.P. Bindharan

G. Bantam

University Nominee

Dr. K.P. Ganesan

D. S. 20/2/16

Chairman

Mr. B. Pavalakumar

B. S. 20/2/16

Other Members

Dr. R. Neelamegam

Mrs. V. Gayathri

~~Dr. M. Balaji~~

Mrs. C. Rajalakshmi

Ch. S. V.
Raja

17/02/18

Board of Studies Meeting

The board of studies meeting was held on 17/02/2018 at 11:00 am in MBA department among the Board of Studies member.

The following were resolved.

→ Chairman of Board of Studies, Dr. B. Pavala Kumar welcomed the ^{members} and presented the drafted syllabus.

→ Resolved to approve the proposed (revised) syllabus

for 1 year MBA. Changes were made in the following subject

ODD semester

- ① Principles of Management
- ② Organizations Behaviour
- ③ Economics for Managers
- ④ Accounting for Managers
- ⑤ Business Statistics
- ⑥ Work shop on Life skills

EVEN SEMESTER

- ① Marketing Management
- ② Financial Management
- ③ Human Resource Management
- ④ Operations Management
- ⑤ Business Intelligence (New Subject)

Valuation in workshop papers.

- Resolved to change the subject 'Management Information System' with 'Business Intelligence' in the even semester
- Resolved to change the pattern of question paper for Internal Examinations and Summative Examinations. Changes in the question pattern shall include the compulsory case study.
- Resolved to include a new subject in the fourth semester by changing the syllabi framework. i.e., 3 core papers instead of 2 core papers without alternations in total credits & total hours per cycle.
- Resolved to include NPTEL courses as extra credit courses as per UGC & AICTE directions.
- Resolved to include Industrial Visits (minimum of 3 visits per semester) in the core paper (subject).

Subject Experts① ~~J. Srinan~~ 17/2/18

Dr. Rajarajeswari

② Dr. S. CHANDRA BOSE

S. Chandrasekhar

Chairman

Dr. B. Pavala Kumar

B. Pavala Kumar 17/2/2018

Members

Dr. R. Neelamegam

R. Neelamegam 17.2.2018

Dr. M. Balaji

M. Balaji 17/2/18

Mrs. K. Mangayarkarasi

K. Mangayarkarasi 17/2/18

Mr. C. Rathina Balaji

C. Rathina Balaji 17/2/18

23.02.19

BOARD OF STUDIES MEETING


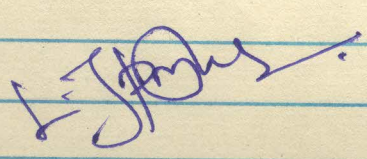
The Board of Studies meeting was held on 23/02/2019 at

11:00 A.M in MBA department ^{with the participation of the following} ~~_____~~ the Board of Studies members

Earlier,

Chairman of Board of Studies Dr. B. Pavala Kumar welcomed the members and presented the draft ~~_____~~ syllabus of the course.

~~_____~~ The following resolutions were made in the meeting.

1. Dr. K. Ravichandran K. Ravichandran
University Nominee
2. Dr. S. Chandra Bose S. Chandra Bose 23/02/19
Subject Expert
3. Dr. B. Pavala Kumar B. Pavala Kumar
Chairman
4. Dr. R. Neelamegam 
Member.
5. Dr. M. Balaji Dr. M. Balaji
Member
6. Mr. C. Rathina Balaji C. Rathina Balaji
Member
7. Dr. L. Joshua Paul Moses 
Member.

- Resolved to delete the topic Duality-problems in primal to dual in unit I, queuing theory in unit III, simulation in unit IV and sequencing in unit V of 'OPERATION RESEARCH' leading to 40% changes in the existing syllabus of the course.
- Resolved to move 'INTERNATIONAL BUSINESS' to the IV semester by replacing the earlier proposed 'CUSTOMER RELATIONSHIP MANAGEMENT' in IV semester.
- Resolved to delete international business – an overview and country differences in unit I, international business environment in unit II, market selection and social issues in international business and include the topic theory of international trade in unit I, Trade policy and trade block in unit III and globalization & MNC's in unit V of 'INTERNATIONAL BUSINESS' leading to 60% changes in the existing syllabus of the course.
- Resolved to introduce 'WORKSHOP ON RESEARCH METHODOLOGY' a core course having focus on application of research methods and business statistics instead of the moved 'INTERNATIONAL BUSINESS'.
- Resolved to include the topics introduction to investments, securities and investment planning, primary market, secondary market, stock market indices and securities and exchange board of India in unit I, II, III, IV & V respectively instead of the existing topics leading to 100% changes in the existing syllabus of the course INDIAN CAPITAL MARKET.
- Resolved to introduce 'INVESTOR EDUCATION AND PROTECTION' to the III semester instead of 'MANAGEMENT OF FINANCIAL' services in III semester.
- Resolved to include topics with respect to Indian context instead of American / global context of consumer behavior leading to 100% changes in the existing syllabus of the course.
- Resolved to introduce 'ADVERTISING MANAGEMENT' a core course replacing the existing course 'ADVERTISING AND SALES PROMOTION MANAGEMENT'
- Resolved to introduce 'DIGITAL MARKETING' a core course having focus on digital trends in marketing replacing the existing course 'INTEGRATED MARKETING COMMUNICATION'
- Resolved to reframe the syllabus of the course 'INDUSTRIAL RELATIONS' from latest text book leading to 70% changes in the existing syllabus of the course.
- Resolved to replace all the topics of the course TRAINING & DEVELOPMENT leading to 100% changes in the existing syllabus of the course.
- Resolved to introduce 'LEGAL ASPECTS OF BUSINESS' a core course replacing the existing 'BUSINESS ENVIRONMENT'.
- Resolved to include the topics strategic management process in unit I, external environment scanning and industry analysis, industry environment, environment scanning in unit II, internal environment analysis in unit III strategic analysis and choice in unit IV and corporate level strategy in unit V and deleting the topics over view of strategic management and business policy in unit I and hierarch of strategic indent –

B. Pravala Kumar
CHAIRMAN 23/02/19

understanding strategic indent , business model- goals and objectives in unit II , external environment in unit III, internal environment in unit IV , strategic alternatives, strategic analysis and choice & strategic implementation 'STRATEGIC MANAGEMENT' leading to 60% changes in the existing syllabus of the course.

- Resolved to introduce FINANCIAL SERVICES: Financing & Investing solution a elective course in IV semester for MBA finance elective replacing the existing 'INCOME TAX'.
- Resolved to include the topic related to NISM exams in SECURITY ANALYSIS leading to 100% changes in the existing syllabus of the course.
- Resolved to revise the 'Workshop on Financial Accounting with Tally' with GST implications leading to 20% changes in the existing syllabus of the course.
- Resolved to revise the SERVICES MARKETING entirely leading to 100% changes in the existing syllabus of the course.
- Resolved to revise the RETAIL MANAGEMENT completely leading to 100% changes in the existing syllabus of the course.
- Resolved to introduce 'WORKSHOP ON SALES AND MARKETING STRATEGIES' a elective course having focus on developing strategies for sales and marketing for marketing elective of MBA replacing the existing brand management
- Resolved to introduce 'COUNSELING SKILLS FOR MANAGERS' a elective course for human resources elective of MBA replacing the existing strategic human resource development.
- Resolved to revise organization conflicts, class conflict in unit II, planning for negotiation, strategies and tactics in unit III , Role of Communication , Top ten rules for virtual negotiation in unit IV , Difference in International Negotiation in unit V of 'CONFLICTS & NEGOTIATION' leading to 20% changes in the existing syllabus of the course.
- Resolved to implement a timeline for completing the various activities in 'FINAL PROJECT & VIVA VOCE'.

23.02.2019 M.Phil (Management) Board of Studies Meeting

The board of studies meeting was held on 23.02.2019 at 11.00 am at MBA department with the Board of studies members.

The following were resolved by the board after having a detailed discussion:

1) Resolved to introduce Teaching and Learning Skills a allied course having focus on Teaching skill development in the I semester for M.Phil (Management) ~~having~~ replacing the existing course Emerging issues in Management (M2MSE1).

2) Resolved to include the following topics:

- * Functions of Management, Concepts and Levels, Organisation and types in Unit no. I.
- * Work Life Balance in Unit no. II and
- * Logistics Management in Unit no. V of Functional Management Decisions (M1MSC12) and to delete the word 'research' in the unit II, III, IV and V leading to 30% of change in the existing syllabus of the course.

3) Resolved to include the following topics:

- * Problems encountered by researchers in Unit-I
- * Requisites of a good questionnaire in Unit-III
- * Factor Analysis in Unit-V

of Research Methodology (M1MSC11) leading to 20% of change in the existing syllabus of the course.

Members Present

University Nominee :

1. Dr. K. Ravichandran
Professor & Head
School of Business Studies

K. Ravichandran

Subject Expert :

1. Dr. S. Chandra Bose
Director, Kaliswari Institute of Management

S. Chandrasekhar
23/02/19

Chairman :

Dr. S. Sekar Subramanian

S. Sekar Subramanian
23/2/19

Faculty Members :

Dr. G. Murugesan

G. Murugesan

Dr. K. Pushpa Veni

K. Pushpa Veni
23/2/19

Dr. M. Jaisun

M. Jaisun



**BOARD OF STUDIES MEETING OF DEPARTMENT OF MANAGEMENT STUDIES HELD
ON 21.09.2019**

MINUTES OF THE MEETING

The Board of Studies Meeting of **DEPARTMENT OF MANAGEMENT STUDIES** was held today at 11a.m. in the Department of Management Studies. After having a detailed discussion the Board resolved the following:

1. Resolved to revise the syllabus of the courses for Department of Management Studies as follows:

Subject Core / Elective / SBE / NME / SLS	Title of the Existing Course	Title of the Course after revision	Focus on Employability / Entrepreneurship / Skill Development	Revised / New / No Change / Interchanged If revised % of change
VAC	Creativity and Innovative Management	Creativity and Innovative Management	Skill Development	100%
VAC	Statistics using R commands	Statistics using R commands	Skill Development	100%

The detailed syllabus passed in the Board of Studies Meeting is given in Annexure – I.



VIRUDHUNAGAR HINDU NADARS' SENTHIKUMARA NADAR COLLEGE

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

[Re-accredited with 'A' Grade by NAAC]

Virudhunagar – 626 001.

Members Present:

Name	Category	Signature
Dr.B.Pavala kumar	Chairman	B.Pavala kumar
Dr.R.Malini	Subject Expert	R.Malini
Dr.N.Poorna Chelvan	Subject Expert	N.Poorna Chelvan
Mr.Satheeshkumar	Alumnus	Mr.Satheeshkumar
Dr.R.Neelamegam	Member	Dr.R.Neelamegam
Dr.M.Balaji	Member	Dr.M.Balaji
Mrs.R.Sivajothi	Member	Mrs.R.Sivajothi
Dr.L.Joshua Paul Moses	Member	L.Joshua Paul Moses
Mrs.R.Indumathi	Member	Mrs.R.Indumathi

**BOARD OF STUDIES MEETING OF NAME OF THE PROGRAMME HELD ON 19.03.2022****MINUTES OF THE MEETING**

The Board of Studies Meeting of **M.B.A** was held today at **10.30a.m.** in the Department of Management Studies. After having a detailed discussion, the Board resolved the following:

1. a. Resolved to revise the syllabus of the courses for I year **M.B.A.** as follows:
- b. Resolved to approve skeleton structure of 2 years M.B.A. Programme which is attached herewith structured.

Semester I

Subject Core / Elective / SBE / NME / SLS	Title of the Existing Course	Title of the Course after revision	Focus on Employability / Entrepreneurship / Skill Development	Revised / New / No Change / Interchanged If revised % of change
Core	Principles of Management	Principles of Management	Entrepreneurship	10% Change
Core	Organizational Behaviour	Organizational Behaviour	Entrepreneurship	No Change
Core	Economics for Managers	Economics for Managers	Entrepreneurship	No Change
Core	Accounting of Managers	Accounting of Managers	Employability	No Change
Core	Business Statistics	Business Statistics	Entrepreneurship	No Change
SBE	Workshop on Life Skills	Workshop on Life Skills	Skill Development	No Change

Semester II

Subject Core / Elective / SBE / NME / SLS	Title of the Existing Course	Title of the Course after revision	Focus on Employability / Entrepreneurship / Skill Development	Revised / New / No Change / Interchanged If revised % of change
Core	Marketing Management	Marketing Management	Entrepreneurship	10% Change
Core	Financial Management	Financial Management	Employability	20% Change
Core	Human Resources Management	Human Resources Management	Entrepreneurship	10% Change
Core	Operations Management	Operations Management	Entrepreneurship	No Change



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Core	Business Intelligence	Business Intelligence	Entrepreneurship	Change 40%
SBE	Workshop on Managerial Skills	Workshop on Managerial Skills	Skill Development	Change 20%
NME	Non Major Elective	Non Major Elective	Entrepreneurship	No Change

The detailed syllabus passed in the Board of Studies Meeting is given in Annexure – I.

- Resolved to approve the panel of Examiners suggested by the members of the Board as given in Annexure – II.
- (Any other resolutions passed in the meeting)

Members Present:

Name	Category	Signature
M. BALAJI	Chairman	Dr. M. Balaji
Dr. S. Mahalingam	University Nominee	
Dr. G. Meegesh Kuttalan	Subject Expert	Dr. G. Meegesh Kuttalan
Dr. K. Shana Lakshmi	Subject Expert	
C. RATHINA BALAJI	Alumnus	C. Rathina Balaji
Mr. R. Varatharajan	Corporate Sector	
Dr. A. A. Meegesan.	Member	Dr. A. A. Meegesan.
Dr. T. Suguna.	Member	Dr. T. Suguna.
Dr. J. Joshua P. Moses.	Member	Dr. J. Joshua P. Moses.



Course Name : Master of Business Administration

CHOICE BASED CREDIT SYSTEM

(For those who join in June 2018 and after)

Objectives

1. To provide the society with a steady stream of competent young persons with necessary knowledge, skills, values and attitudes to occupy positions of management and administration in business, industry, government and public systems .
2. To impart the students with relevant and latest knowledge from the field of management theory and practice.
3. To provide opportunities to the students to develop a strong foundation in functional skills.

Course Structure

SEMESTER I

Sl. No	Course Title	Hours	Credits	Marks			Subject Code
				I	E	Total	
1	Principles of Management	5	4	40	60	100	P19MSC11
2	Organizational Behaviour	5	4	40	60	100	P19MSC12
3	Economics for Managers	6	4	40	60	100	P19MSC13
4	Accounting for Managers	6	4	40	60	100	P19MSC14
5	Business Statistics	6	4	40	60	100	P19MSC15
6	Workshop on Life Skills	2	1	100	-	100	P19MSW11

SEMESTER II

Sl. No	Course Title	Hours	Credits	Marks			Subject Code
				I	E	Total	
1	Marketing Management	5	4	40	60	100	P19MSC21
2	Financial Management	5	4	40	60	100	P19MSC22
3	Human Resources Management	5	4	40	60	100	P19MSC23
4	Operations Management	5	4	40	60	100	P19MSC24
5	Business Intelligence	4	4	40	60	100	P19MSC25
6	Workshop on Managerial Skills	2	1	100	-	100	P19MSW21
7	Non Major Elective	4	4	40	60	100	P19MSN21

Semester	Course Title	Hours	Credits	Int+Ext =Total	Subject Code	Revised / New / NoChange / Interchanged & Percentage of revision	Courses having focus on employability/ entrepreneurship/ skill development
III	Operations Research	5	4	40+60=100	P19MSC31	Revised / 40%	Skill development
	Workshop on Research Methods	5	4	100 (internal only)	P19MSW31	New / 100%	Employability
	Research Methodology	5	4	40+60=100	P19MSC33	No change	
	Major Elective 1	4	3	40+60=100	Refer Elective Table		



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	Major Elective 2	4	3	40+60=100	Refer Elective Table		
	Minor Elective 1	4	3	40+60=100	Refer Elective Table		
	Workshop on Employability Skills	3	1	100 (internal only)	P19MSW32	No change	Employability
IV	Legal Aspects of Business	6	3	40+60=100	P19MSC41	New / 100 %	skill development
	Strategic Management	6	3	40+60=100	P19MSC42	Revised / 60%	skill development
	International Business	6	3	40+60=100	P19MSC43	Revised / 100%	skill development
	Major Elective 3	4	3	40+60=100	Refer Elective Table	No change	
	Major Elective 4	4	3	40+60=100	Refer Elective Table	No change	
	Minor Elective 2	4	3	40+60=100	Refer Elective Table	No change	
	Final Project & Viva -Voce	6 weeks	4	100+100 =200	P19MSC4PV	No change (Timeframe only give for completion)	Employability

SUMMARY

Sl. No	Semester	No of Course	Credits	Hours	Marks		
					I	E	Total
1	I	6	21	30	225	375	600
2	II	7	25	30	250	450	700
3	III	7	22	30	325	375	700
4	IV	7	22	30	250	550	800
5	Total		90	120	1050	1750	2800

ELECTIVES GROUPS
FINANCE ELECTIVES (EF)

Sl.No	Semester	Course Title	Subject Code	Revised / New / NoChange / Interchanged & Percentage of revision	Courses having focus on employability/ entrepreneurship/ skill development
1	3	Project Management	P19MSE31F	No change	skill development
2	3	Indian Capital Market	P19MSE32F	Revised / 100%	skill development
3	3	Investor Education & Protection Products	P19MSE33F	New / 100%	skill development
4	4	Banking Services Operations	P19MSE41F	No Change	skill development

Department of Management Studies (M.B.A)

List of Panel Examiners

S.No	Name and Official Address
1.	Dr.Raja Rajeshwari, Assistant Professor, Department of Business Administration, M.V.M.College for Women, Dindigul. Email: rajeswari.mdu@gmail.com Ph: 9942035653.
2.	Dr.Chandrabose Associate professor, Department of Institute of Management studies, Sri Kaliswari College, Sivakasi-626130. 9442324951. Email:cbose16@gmail.com
3.	Dr.K.Dhanalakshmi, Assitant Professor, Department of Business Administration, Ayya Nadar Janakiammal college, Sivakasi. Ph: 9788779099. Email:Dhanamk08@gmail.com
4.	Dr.P.Niranjana Devi Assistant Professor, Department of Business Administration, N.M.S.Svn College, Madurai. Ph: 737307704.
5.	Dr.C.Raja lakshumi, Assistant Professor, Department of Business Administration, V.V.V.College for women, Virudhunagar. dr.rajeraja@gmail.com Ph: 9788966710.
6.	Dr.Mahesh Coutalam, Assistant Professor, Department of Management Studies, Manonmanium Sundaranar University, Tirunelveli. Email:maheshkuttalam@gmail.com Ph: 9443170114.
7.	Dr.A.Madhuprasad Assistant Professor, Department of Business Administration Ayya Nadar Janaki Ammal College, Sivakasi madhu anjac@yahoo.co.in Ph:9843344683



**BOARD OF STUDIES MEETING OF MANAGEMENT STUDIES HELD ON
(08.10.2022)**

MINUTES OF THE MEETING

The Board of Studies Meeting of **M.B.A** was held ON 08/10/2022 at **(10.30am)** in the Department of **Management studies** After having a detailed discussion, the Board resolved the following:

1. Resolved to revise the syllabus of the courses for II year **M.B.A.** as follows:

Semester III

Subject Core / Elective / SBE / NME / SLS	Title of the Existing Course	Title of the Course after revision	Focus on			Revised / New / No Change / Interchanged If revised % of change	Course Contribution Local/ National/ Global Level
			Employability	Entrepreneurship	Skill Development		
P3MSC31	Operation research	Operation research		Entrepreneurship	Skill development	No Change	National
P3MSC32W	Workshop on research methods	Workshop on research methods	Employability			Revised 20%	National
P2MSC33	Research methodology	Research methodology	Employability			No Change	National
Refer Elective Table	Major Elective1	Major Elective1	Employability			No Change	National
Refer Elective Table	Major Elective2	Major Elective2	Employability				National
Refer Elective Table	Minor Elective 1	Minor Elective 1	Employability				National



P2MSC3W	Workshop on Employability skills	Workshop on Employability skills	Employability				National
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Semester IV

Subject Core / Elective / SBE / NME / SLS	Title of the Existing Course	Title of the Course after revision	Focus on			Revised / New / No Change / Interchanged If revised % of change	Course Contribution Local/ National/ Global Level
			Employability	Entrepreneurship	Skill Development		
P3MSC4 1	Legal Aspect of Business	Legal Aspect of Business			Skill developm ent	No change	National
P2MSC4 2	Strategic managem ent	Strategic managem ent			Skill developm ent	No change	National
P3MSC4 3	Internatio nal Business	Internatio nal Business			Skill developm ent	No change	National
Refer Elective table	Major Elective3	Major Elective3				No change	National
Refer Elective table	Major Elective 4	Major Elective 4				No change	National
Refer Elective table	Minor Elective 2	Minor Elective 2				No change	National
PIMSC4 PV	Final project & Viva- voce	Final project & Viva- voce	Employabi lity			No change (Timefra me only give for completi on)	National

The detailed syllabus passed in the Board of Studies Meeting is given in Annexure – I.



ELECTIVES GROUPS

FINANCE ELECTIVES (EF)

SI.NO	SEMESTER	COURSE TITLE	TITLE OF THE COURSE AFTER REVISION	SUBJECT CODE	REVISED/NEW NO/CHANGE INTERCHANGE & PERCENTAGE OF REVISION	COURSES HAVING FOCUS ON EMPLOYABILITY/ ENTREPRENEURSHIP/ SKILL DEVELOPMENT
1	3	PROJECT MANGEMENT	PROJECT MANGEMENT	P1MSE31F	No change	Skill development
2	3	Indian capital market	Indian capital market	P2MSE32F	Revised 40%	Skill development
3	3	Investor Education & Protection product	Investor Education & Protection	P2MSE33F	Revised 60%	Skill development
4	3	Banking services operation	Banking services operation	P1MSE41F	No change	Skill development
5	3	Financial services: Financing & investing solution	Financial services: Financing & investing solution	P2MSE42F	No change	Skill development
6	3	Security analysis	Security analysis	P3MSE42F	No change	Skill development
7	3	Workshop on financial accounting with tally & GST	Workshop on financial accounting with tally & GST	P2MSE4FP	Revised 40%	Skill development



MARKETING ELECTIVES (EM)

SI.NO	SEMESTER	COURSE TITLE	SUBJECT CODE	REVISED/NEW/ NOCHANGE/ INTERCHANGE & PERCENTAGE OF REVISION	COURSES HAVING FOCUS ON EMPLOYABILITY/ ENTREPRENRSHIP/ SKILL DEVELOPMENT
1	3	Consumer behavior	P2MSE31M	No change	Skill development
2	3	Adverting management	P3MSE32M	No change	Skill development
3	3	Digital marketing	P2MSE33M	No change	Skill development
4	3	Services marketing	P2MSE41M	No change	Skill development
5	3	Retail management	P2MSE42M	No change	Skill development
6	3	Workshop on sales and marketing strategies	P2MSE41MP	No change	Skill development

HUMAN RESOURCES ELECTIVES (EH)

SI.NO	SEMESTER	COURSE TITLE	SUBJECT CODE	REVISED/NE W/ NOCHANGE/ INTERCHAN GE & PERCENTA GE OF REVISION	COURSES HAVING FOCUS ON EMPLOYABILITY/ ENTREPRENRSHIP/ SKILL DEVELOPMENT
1	3	Human resources development	P1MSE31H	No change	Skill development
2	3	Industrial relations	P1MSE32H	No change	Skill development



3	3	Training Development	P1MSE33H	No change	Skill development
4	3	Counseling skills for managers	P1MSE41H	No change	Skill development
5	3	Conflict and negotiation	P1MSE42H	No change	Skill development
6	3	Performance Management	P1MSE43H	No change	Skill development

SYSTEMS ELECTIVES (ES)

SI.NO	SEMESTER	COURSE TITLE	SUBJECT CODE	REVISED/NEW/ NOCHANGE/ INTERCHANGE & PERCENTAGE OF REVISION	COURSES HAVING FOCUS ON EMPLOYABILITY/ ENTREPRENEURSHIP/ SKILL DEVELOPMENT
1	3	Software project management	P1MSE31S	No change	Skill development
2	3	RDBMS/Client server computing(ORACLE)	P1MSE32S	No change	Skill development
3	3	Enterprise resources planning	P1MSE33S	No change	Skill development
4	3	Data mining and data warehousing	P1MSE41S	No change	Skill development
5	3	Networking management and information security	P1MSE42S	No change	Skill development
6	3	Web page designing using PHP 6& MYSQL5	P1MSE43S	No change	Skill development



2. Resolved to approve the draft syllabi for M.B.A_ with the following changes:

Course	Unit No.	Changes
Indian capital market	2 & 3	<p>Revised 40%</p> <p>CHANGED AS</p> <p>Unit II: Primary Market & Secondary Market.</p> <p>New issue market (Primary market) – Parties involved in the new issue – Placement of the issues – Pricing of new issues – Allotment of shares – Investor considerations.</p> <p>Secondary Market: History of Stock Exchanges in India – Functions of stock exchanges – Regulators – Stock Exchange members/Brokers – Investors – Trading – Settlement</p> <p>CHANGED AS</p> <p>Unit III: Risk Management in Capital Market:</p> <p>Definition of Risk – Systematic Risk – Market Risk – Interest Rate Risk – Purchase power risk - Unsystematic Risk – Business Risk – Internal business risk – External business risk - Minimizing Risk Exposure – Protection against Market Risk - Risk Measurement.(Theory only)</p>
Investor Education & Protection	1,2,3	<p>Revised 60%</p> <p>CHANGED AS</p> <p>Unit I</p> <p>Financial Services: Financial services – Introduction, Nature, Importance, Functions, Scope –Traditional and modern activities – Financial service companies – Challenges of financial services in India –. Marketing Financial Services – Importance. Customers of financial services- Factors influencing loyalty/behavioral importance/advantages of a Date Base – Advertising of Services.</p>



		<p>CHANGED AS</p> <p>Unit II</p> <p>Indian Financial System- Introduction – Finance functions – Features – Components of financial system – Development of Indian financial system after 1991. Financial markets – financial instruments in capital market – securities – equity shares – Blue chip shares – Sweat Equity shares – Preference shares. Government Securities – Types – New financial instruments – Recent reforms in capital market – Money market – Structure of Indian Money Market – Money market vs Capital Market.</p> <p>CHANGED AS</p> <p>Unit III</p> <p>Protection in Primary & secondary market: Investor consideration - Investor protection in the primary market - Policy changes. Risk management – Index based market wide circuit breakers – Mark to market margins – value at Risk (VaR) based margins. BSE-NSE-OTCEI – MCX Stock Exchange Ltd.</p>
Workshop on Research methods	5	<p>CHANGED AS</p> <p>Accessing AMOS To open and understand basics of AMOS</p> <p>Overview of SEM Create sample SEM using AMOS</p> <p>Using options and running model Reading data into AMOS and making analysis</p>
Workshop on financial accounting with tally	6	<p><i>ADDED ONE UNIT</i></p> <p>GST – in Tally Introduction of GST Activation of GST Feature in Tally Create the following Ledgers Entries of Unregistered Dealer Service Entries in GST E-Way Bill in Tally</p>



VIRUDHUNAGAR HINDU NADARS' SENTHIKUMARA NADAR COLLEGE
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[Re-accredited with 'A' Grade by NAAC]
Virudhunagar – 626 001.



3. Resolved to approve the panel of Examiners suggested by the members of the Board as given in Annexure – II.
4. (Any other resolutions passed in the meeting)

Members Present:

Name	Category	Signature
Dr. M. Balaji	Chairman	M. M.
Dr. S. Mahalingam	University Nominee	—
Dr. K. Dhanalakshmi	Subject Expert	K. Dhanalakshmi
Dr. G. Magesh Kuttalam	Subject Expert	—
Mr. Rathina Balaji	Alumnus	—
Mr. R. Varatharajan	Corporate Sector	—
Dr.A.A.Magesan	Member	A.A.Magesan
Dr.T.Suguna	Member	T.S.
Dr.L.Joshua Paul Moses	Member	L.Joshua Paul Moses
Dr.S.TamilSelvi	Member	S.Tamilselvi.
Mr.G.Venkateshwaran	Member	G. Venkateshwaran
Mrs.K.Abinaya	Member	—
Mr.P.Venkatesh Kumar	Member	P. Venkatesh Kumar