

P.K.R. ARTS COLLEGE FOR WOMEN

(Accredited with 'A' Grade by NAAC)

Autonomous Institution - Affiliated to Bharathiar University

No: 21, Pariyur Road, Gobichettipalayam-638 476.

MEETING OF BOARD OF STUDIES IN MANAGEMENT

Date: 01.07.2020 (Wednesday)

Time: 4.00 P.M.

Venue: GOOGLE MEET

(Link: meet.google.com/isc-tzgr-khc)

AGENDA

1. Confirmation of the minutes of the meeting of Board of studies held on 09.04.2019
2. Approval of the Action taken on the resolutions passed in the previous meeting held on 13.04.2019.
3. To approve and adopt the revised course structure, course scheme and scheme of examinations of the BBA programme from the academic year 2020-2021 and onwards.
4. To approve and adopt the detailed syllabus for all the courses in semesters I to VI of the BBA programme from the academic year 2020-2021 and onwards.
5. To approve the revision of guidelines for courses under PART: III, PART: IV and Part: V of the BBA programme from the academic year 2020-2021 and onwards.
6. To approve the introduction of the Value added course for BBA and it's syllabus to be incorporated from the academic year 2020-2021 onwards.
7. To ratify the revisions in the course scheme, syllabus and scheme of examination of MBA for the academic year 2019-2020.
8. To approve and adopt the revised course structure, course scheme and scheme of examinations of the MBA programme from the academic year 2020-2021 and onwards.
9. To approve and adopt the detailed syllabus for all the courses in semesters I to IV of the MBA programme from the academic year 2020-2021 and onwards.
10. To approve the revision of guidelines for courses under PART: III, PART: IV and Part: V of the MBA programme from the academic year 2020-2021 and onwards.
11. To approve the introduction of the Value added course for MBA and it's syllabus to be incorporated from the academic year 2020-2021 onwards.
12. To recommend fresh panel of members for QP setting and panel of examiners for practical examinations and central valuation.
13. Any other matters.

MINUTES OF THE MEETING OF BOARD OF STUDIES IN MANAGEMENT

The summary of discussions and decisions taken on the agenda items during the meeting of Board of Studies in Management held on 01.07.2020 (Wednesday) at 4.00 p.m. on Gmeet (Link: meet.google.com/isc-tzgr-khe) in the presence of the chairperson Dr.V.Kavitha and the other members of the board are as under:

It was resolved to,

1. Confirm the minutes of the meeting of Board of studies held on 09.04.2019
2. Approve the action taken on the resolutions passed in the previous meeting held on 13.04.2019.
3. Approve and adopt the revised course structure, course scheme and scheme of examinations of the BBA programme from the academic year 2020-2021 and onwards.
4. Approve and adopt the detailed syllabus for all the courses in semesters I to VI of the BBA programme from the academic year 2020-2021 and onwards.
5. Approve the revision of guidelines for courses under PART: III, PART: IV and Part: V of the BBA programme from the academic year 2020-2021 and onwards.
6. Approve the introduction of the Value added course: Wealth Management for BBA and it's syllabus to be incorporated from the academic year 2020-2021 onwards.
7. Ratify the revisions in the course scheme, syllabus and scheme of examination of MBA for the academic year 2019-2020, as under:
 - i. To introduce "PART V: B). Student Start-up Venture, and C). Capstone Project & Viva-voce", under Competency Enhancement.
8. Approve and adopt the revised course structure, course scheme and scheme of examinations of the MBA programme from the academic year 2020-2021 with the following suggestions:
 - i. Regulations of the community engagement initiative to be reframed, thus, enabling the learners to practise it as a subjective research with a motto of community engagement / social commitment.
 - ii. Introduce an elective stream on "ANALYTICS" instead of "SYSTEMS" in the light of better employability for the learners with courses on PEOPLE ANALYTICS, ANALYTICS FOR FINTECH, SOCIAL MEDIA ANALYTICS, BUSINESS INTELLIGENCE, HEALTHCARE ANALYTICS and BIG DATA.
 - iii. Introduce the concept of WEALTH MANAGEMENT in the course FINANCIAL MANAGEMENT.
 - iv. Introduce DIGITAL MARKETING as a course/concept, whichever possible.
 - v. Modify the syllabi of the course - MARKETING MANAGEMENT and give room to introduce the concept of MARKETING 4.0.
 - vi. Consider reframing the syllabus of INTERNATIONAL FINANCIAL REPORTING STANDARDS, SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT and INTERNATIONAL FINANCIAL MANAGEMENT
9. Approve and adopt the detailed syllabus for all the courses in semesters I to IV of the MBA programme from the academic year 2020-2021 and onwards.
10. Approve the revision of guidelines for courses under PART: III, PART: IV and Part: V of the MBA programme from the academic year 2020-2021 and onwards.
11. Approve the introduction of a Value added course: "Accounting Executives and GST" for MBA and it's syllabus to be incorporated from the academic year 2020-2021 and onwards.

12. Recommend fresh panel of members for QP setting and panel of examiners for practical examinations and central valuation.

13. There being no other item, the meeting ended with a vote of thanks to the chair.

Chairperson

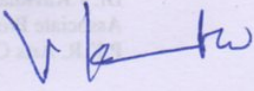
Dr. V. Kavitha

Associate Professor and Head, Department of Management,
P.K.R. Arts College for Women (Autonomous), Gobichettipalayam.

1	Chairperson	Dr. V. Kavitha Associate Professor & Head, Department of Management, P.K.R. Arts College for Women (Autonomous), Gobichettipalayam.
2	Subject Expert - I	Dr. A.G.V. Narayanan, Department of Management, P.K.R. Arts College for Women (Autonomous), Gobichettipalayam.
3	Subject Expert - II	Dr. V.G. Suresh, Department of Management, P.K.R. Arts College for Women (Autonomous), Gobichettipalayam.
4	University Nominee	Dr. R. Mani, Professor, Department of Management, P.K.R. Arts College for Women (Autonomous), Gobichettipalayam.
5	Industry Representative	Mr. S. Suresh, Managing Director, P.K.R. Arts College for Women (Autonomous), Gobichettipalayam.
6	Member MBA	Mr. S. Suresh, Assistant General Manager - HR, Tata Consultancy Services, Chennai.
7	Member 1	Mr. M. Ramani M.A., B.A., Professor in Management, P.K.R. Arts College for Women (Autonomous), Gobichettipalayam.
8	Member 2	Dr. R. Vijiya P.D., Associate Professor in Management, P.K.R. Arts College for Women (Autonomous), Gobichettipalayam.
9	Member 3	Mr. S. Suresh, Assistant Professor in Management, P.K.R. Arts College for Women (Autonomous), Gobichettipalayam.
10	Member 4	Mr. S. Suresh, Assistant Professor in Management, P.K.R. Arts College for Women (Autonomous), Gobichettipalayam.
11	Member 5	Mr. S. Suresh, Assistant Professor in Management, P.K.R. Arts College for Women (Autonomous), Gobichettipalayam.

ATTENDANCE OF MEMBERS OF BOARD OF STUDIES IN MANAGEMENT (UG&PG)

Academic Year: 2020-21

S.No.	CATEGORY	NAME AND DESIGNATION	SIGNATURE
1.	Chairperson	Dr. V.Kavitha Ph.D., Associate Professor & Head Department of Management, P.K.R. Arts College for Women, Gobichettipalayam – 638 476 Mobile No. 99715532793 Email: kavichida@yahoo.com	
2.	Subject Expert – I	Dr. A.G.V.Narayanan, Director, DJ Academy for Managerial Excellence, Coimbatore. Mobile No. 9487811006 Email: directordjame@djacademy.ac.in	
3.	Subject Expert – II	Dr. V.G.Sumathy, Assistant Professor, Department of Management Science, Kongu Arts & Science College, Erode – 638 052 Mobile No. 9842843366 Email: sumathyvg@gmail.com	
4.	University Nominee	Dr.K.Malar Mathi Professor, BSMED, Bharathiar University, Coimbatore. Mobile No.9486805197 Email: mathijj@yahoo.com	
5.	Industry Representative	Mr.Elangkavi, Managing Director Hitech Communications, Erode. Mobile No.9942955265 Email: elangkavi@gmail.com	
6.	Meritorious MBA Alumnae	Ms. Nagalakshmi Karthikeyan, Assistant General Manager-HR, Tata Consultancy Services, Chennai. Mobile No. 9884497782 Email: naga.karthik@tcs.com	
7.	Member : 1	Mr.M. Ramasamy M.A., B.L., Professor in Management, P.K.R. Arts College for Women, Gobichettipalayam – 638 476 Mobile No. 9443896112 Email: ramaswamyarappan@gmail.com	ABSENT
8.	Member : 2	Dr. S. Vidhya Ph.D., Associate Professor in Management, P.K.R. Arts College for Women, Gobichettipalayam – 638 476 Mobile No. 9042089028 Email: vidhyasivakumar@pkrarts.org	
9.	Member : 3	Mrs. S. Subathara Devi M.B.A., M.Phil., Assistant Professor in Management, P.K.R. Arts College for Women, Gobichettipalayam – 638 476 Mobile No. 9965159213 Email: subhathradevis@pkrarts.org	
10.	Member : 4	Mrs.R.Gomathi Assistant Professor in Management, P.K.R. Arts College for Women, Gobichettipalayam – 638 476 Mobile No. 7010380375 Email: gomathir@pkrarts.org	
11.	Member : 5	Mrs.K.Radhamani	

		Assistant Professor in Management, P.K.R. Arts College for Women, Gobichettipalayam – 638 476 Mobile No. 8012860615 Email: radhamanik@pkrarts.org	
12.	Member : 6	Ms. G.K.Pooranee Assistant Professor in Management, P.K.R. Arts College for Women, Gobichettipalayam – 638 476 Mobile No. 8838125271 Email: pooranee@pkrarts.org	