



Nallamuthu Gounder Mahalingam College

(Autonomous)

Re-Accredited by NAAC and ISO 9001:2015 Certified Institution
Affiliated to Bharathiar University, Coimbatore
Pollachi – 642 001



INTERNAL QUALITY ASSURANCE CELL (IQAC)

Department of Business Administration

Minutes of the Board of Studies Meeting held on 28.06.2023 (Wednesday)

The BoS Meeting started with prayer. The Head of the Department introduced the panel members and welcomed them. The panel members are,

1. Mr.D.Bhuvanendran	Chairman
2. Dr.S.Parthiban	University Nominee
3. Dr. J.Sudarvel	Subject Expert
4. Dr.K.Priyatharsini	Academic Auditor
5. Mr.S.Sathiesh Kumar	Industrial Expert
6. Ms. S.Vinu Priya	Alumni
7. Ms.A.Ruthrara	Student Member
8. Dr. T. Manikandan	Assistant Professor
9. Ms. R.Visalakshi	Assistant Professor
10. Dr.U. Thaslim Ariff	Assistant Professor
11. Ms.M.Manjuladevi	Assistant Professor

The panel members gave the following suggestions and recommendations

D. BHUVANENDRAN, MBA,M.Phil.,PGDCA.,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.

Dr. R. MUTHUKUMARAN,
M.A.,M.Phil.,B.Ed.,Ph.D.,
PRINCIPAL
N.G.M. College, Pollachi - 642 001
Coimbatore District



**DEPARTMENT OF BUSINESS ADMINISTRATION
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE
POLLACHI - 642001**



**30th Board of Studies Meeting in the Department of
BUSINESS ADMINISTRATION**

Date : 28.06.2023

Time: 2.00 p.m.

Agenda

BoS / BBA30.1	:	Welcome address and Opening Remarks by Chairman, Board of studies in the Department of Business Administration
BoS / BBA30.2	:	Confirmation of the Minutes of the 29 th Previous meeting of Board of studies in the Department of Business Administration held on 04.06.2022 and Action taken report of 29 th meeting of Board of studies
BoS / BBA30.3	:	30.3.1 Syllabus of I BBA under Regulation 2023 - 24
	:	30.3.2 Syllabus of II BBA under Regulation 2022 - 23
	:	30.3.3 Syllabus of III BBA under Regulation 2021 - 22
	:	Any other Discussions, if any
BoS / BBA30.4	:	Suggestion given by BOS Members
BoS / BBA30.5	:	Any other items

D. BHUVANENDRAN, MBA, M.Phil., PGDCA.,
Assistant Professor & Head (I/C)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.

Dr. R. MUTHUKUMARAN,
M.A., M.Phil., B.Ed., Ph.D.,
PRINCIPAL
N.G.M. College, Pollachi - 642 001
Coimbatore District



NALLAMUTHU GOUNDER MAHALINGAM COLLEGE
POLLACHI
DEPARTMENT OF BUSINESS ADMINISTRATION



MINUTES OF BOS MEETING

The 30th Meeting of the Board of studies of the Department of Business Administration was held on 28.06.2023 at 2.00 p.m. in the Department of Business Administration, 90 - Palghat Road, Nallamuthu Gounder Mahalingam College, Pollachi – 642 001

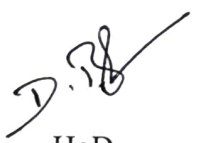
1. The following members were present:

1	Mr D Bhuvanendran Assistant Professor of Business Administration Nallamuthu Gounder Mahalingam College Pollachi – 642 001	Chairman
2.	Dr. S. Parthiban Head, Department of Management Gobi Arts & Science College Gobichettipalayam, Erode -638453	University Nominee
3.	Dr. J. Sudarvel BBA., MBA., Ph.D Assistant Professor of Management Studies Karpagam Academy of Higher Education Coimbatore .	Subject Expert
4.	Dr.K.Priyatharsini MBA., PhD., (Academic Auditor) Assistant Professor Sakthi Institute of Information and Management Studies, Pollachi	Academic Auditor
5.	S.Sathieshkumar Proprietor ,SSS Coirs and Ropes, Poovalaparuthi, Paramadaiyur, Reddiarur (post) Anaimalai (Tk) Coimbatore Tamilnadu - 642007	Industrial Expert/ Allied Area
6.	S. Vinupriya Designation: Process Executive Company: Infosys BPM Limited	Alumni
7.	A.Ruthara (20BM52) 2020 – 2021 Batch Student	Student Member


D. BHUVANENDRAN, MBA, M.Phil., PGDCA.,
Assistant Professor & Head (i/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.


Dr. R. MUTHUKUMARAN,
M.A., M.Phil., B.Ed., Ph.D.,
PRINCIPAL
N.G.M. College, Pollachi - 642 001
Coimbatore District

8	Dr T Manikandan Assistant Professor of Business Administration Nallamuthu Gounder Mahalingam College Pollachi – 642 001	Internal Members
9	Mrs R Visalakshi Assistant Professor of Business Administration Nallamuthu Gounder Mahalingam College Pollachi – 642 001	Internal Members
10	Dr.U.Thaslim Ariff Assistant Professor of Business Administration Nallamuthu Gounder Mahalingam College Pollachi – 642 001	Internal Members
11	Ms.M.Manjuladevi Assistant Professor of Business Administration Nallamuthu Gounder Mahalingam College Pollachi – 642 001	Internal Members



HoD



CDC Co-ordinator



COE



PRINCIPAL

D. BHUVANENDRAN, MBA, M.Phil., PGDOR, K. SRINIVASAN, M.C.A.,
Assistant Professor & Head (I/c) Co-ordinator
Department of Business Administration Curriculum Development Cell (CDC)
Nallamuthu Gounder Mahalingam College (Autonomous) NGM College (Autonomous)
Pollachi - 642 001. Pollachi - 642 001.

Dr. R. MANICKA CHEZIAN, M.Sc., M.S., Ph.D.,
Controller of Examinations
NGM College (Autonomous)
POLLACHI - 642 001.

Dr. R. MUTHUKUMARAN, M.A., M.Phil., B.Ed., Ph.D.,
PRINCIPAL
N.G.M. College, Pollachi - 642 001
Coimbatore District

BoS/ BBA30.1

Welcome address and opening remarks by chairman, Board of Studies in the Department of Business Administration. The Chairman, BoS of the Business Administration welcomed and introduced the members of 30th Board of Studies and thanked each one of them for sparing their valuable time to attend the meeting.

BoS/ BBA30.2

To confirm the minutes of previous BOS meeting 29th BOS meeting held on 4.6.2022. The minutes of the previous BOS were communicated to the members. The comments received have been incorporated and placed for confirmation. The same was approved by the Previous Academic Meeting 29th Academic council.

~ Action Taken Report (Enclosed in Annexure 1)



D. BHUVANENDRAN, MBA, M.Phil., PGDCA.,
Assistant Professor & Head (i/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.



Dr. R. MUTHUKUMARAN,
M.A., M.Phil., B.Ed., Ph.D.,
PRINCIPAL
N.G.M. College, Pollachi - 642 001
Coimbatore District

ANNEXURE I

Minutes of the Previous 29th Meeting (4.06.2022) – Action Taken Report

S.No	Suggestion given by expert members	Action taken
6	Mark Allocation - for Int : 50 & for Ext : 50	Implemented



HoD

D. BHUVANENDRAN, MBA, M.Phil., PGDCA.,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.

Dr. R. MUTHUKUMARAN,
M.A., M.Phil., B.Ed., Ph.D.,
PRINCIPAL
N.G.M. College, Pollachi - 642 001
Coimbatore District

BoS/ BBA30.3.1

I BBA (I & II SEMESTER)

- The following paper from BBA were accepted by the experts fully without further suggestions

23UBM101 - CC- I : Principles of Business Management and Business Organization

23UBM102 CC - II :Business Communication

23UBM1A1 GE 1 – Allied -I :Mathematical Techniques – I

23UBM 203 -CC-III : Organisational Behaviour

23 UBM 204 –CC-IV : Financial Accounting

23 UBM 2A1- GE II – Allied-II : Business Economics

- New Courses are added in these two semesters

23UBM 1A2- GE1- Allied 1 SPSS Practical

23 UBM 2A2- GE-II Allied-II: Macro Economics

23 UBM 2S1- SEC 1 – Naan Mudhalvan: Fundamentals of office automation

23 UEL 2S - SEC 1 – Naan Mudhalvan: Professional Skills.

II BBA (III& IV SEMESTER)

- The following paper from BBA were accepted by the experts fully without further suggestions

23UBM 305 CCV: Financial Management

23 UBM 306 CCVI : Marketing Management

23 UBM307 CCVII: Mercantile Law

23UBM 3A1 GEIII – Allied III: Mathematical Techniques –II

23UBM408 CCVIII: Human Resource Management

23 UBM409 CCIX : Production and Materials Management

23UBM410 CCX: Cost and Management Accounting

23 UBM 4A1 GEIV-Allied IV: Direct Taxation



D. BHUVANENDRAN, MBA,M.Phil.,PGDCA.,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.



Dr. R. MUTHUKUMARAN,
M.A.,M.Phil.,B.Ed.,Ph.D.,
PRINCIPAL
N.G.M College, Pollachi - 642 001
Coimbatore District

➤ **New Courses are added in these two semesters**

23 UBM3A2 Tally ERP.9-Practical

23 UBM 4A2 Indirect Taxation

23 UBM 4S1- SEC II – Naan Mudhalvan: Aptitude for placement

23 UEL 4S2 - SEC II – Naan Mudhalvan: Fundamentals of Insurance

23 UBM 4VA VAC II – Introduction to MSMEs

III BBA (V& VI SEMESTER)

23UBM511- CC XI: Entrepreneurship and Project Management

23UBM512- CCXII: Research Methods for Management

23UBM513- CCXIII: International Business And Export Management

23UBM514- CCXIV: LAB: Google Work Space(Practical)

23UBM5E1/ DSE I : / Industry 4.0

23UBM5E2 - Digital Marketing

23UBM5E3- Financial Service

23UBM5S1 / SEC III: Service Marketing /

23UBM5S2/SEC III: Concept of Rural Marketing Management

23UBM615 Core XV: Investment and Portfolio Management

23UBM616 Core XVI: Advertising and Sales Promotion

23UBM617 Core XVII: Business Environment

23UBM618 Core XVIII: Project Work and Viva-voce

23UBM6E4 / DSE II: Internet & E-Commerce & Information Security-Theory

➤ **New Courses are added in these two semesters**

23UBM6E5 / DSE II: Excel Theory

23UBM6E6 DSE II: Customer Relationship Management-Theory

23UBM6E7 / DSE III^{**}: HTML - Practical /**

23UBM6E8 / DSE III: Excel – Practical /

23UBM6E9 DSE III : Business Correspondence – Practical

23UBM6S1/ SEC IV: Naan Mudhalvan: Mutual Fund Foundation/


D. BHUVANENDRAN, MBA, M.Phil., PGDCA.,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.


Dr. R. MUTHUKUMARAN,
M.A., M.Phil., B.Ed., Ph.D.,
PRINCIPAL
N.G.M. College, Pollachi - 642 001
Coimbatore District

BOS/BBA 30.3.2 – Ratification of II BBA III,IV, V,VI Semester for AY2023 (Batch 2022-2025

The presented syllabus was accepted by the experts

- The following paper from BBA were Ratified based on Tanschee scheme
- 22UBM305 Financial Management.
- 22UBM306 Marketing Management
- 22UBM307 Mercantile Law
- 22UBM3A1 Mathematical Techniques –II
- 22UBM3A2 Tally ERP.9 – Practical
- 22UBM3N1 Intellectual Property Rights
- 22UBM3N2 Rural Consumer Behaviour
- 22UBM3VA Banking Theory Law & Practice
- 22UBM408 Human Resource Management
- 22UBM409 Production and Management
- 22UBM410 Cost and Management Accounting
- 22UBM4A1 Direct Taxation
- 22UBM4A2 Indirect Taxation
- 22UBM4S1 Aptitude for placement
- 22UBM4S2 Fundamentals of Insurance
- 22UBM4N1 Retail Management
- 22UBM4N2 Supply Chain Management
- 22UBM4VA Introduction to MSMEs
- 22UBM511 Entrepreneurship and Project Management
- 22UBM512 Research Methods for Management
- 22UBM513 International Business And Export Management
- 22UBM514 LAB: Google Work Space(Practical)
- 22UBM5E1 Industry 4.0
- 22UBM5E2 Digital Marketing
- 22UBM5E3 Financial Service
- 22UBM5S1 Service Marketing
- 22UBM5S2 Concepts of Rural Marketing Management
- 22UBM615 Investment and Portfolio Management
- 22UBM616 Advertising and Sales Promotion
- 22UBM617 Business Environment
- 22UBM618 Project Work and Viva-voce
- 22UBM6E4 Internet & E-Commerce & Information Security-Theory


D. BHUVANENDRAN, MBA,M.Phil.,PGDCA.,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.


Dr. R. MUTHUKUMARAN,
M.A.,M.Phil.,B.Ed.,Ph.D.,
PRINCIPAL
N.G.M. College, Pollachi - 642 001
Coimbatore District

- 22UBM6E5 Excel Theory
- 22UBM6E6 Customer Relationship Management-Theory
- 22UBM6E7 HTML – Practical
- 22UBM6E8 Excel – Practical
- 22UBM6E9 Business Correspondence – Practical
- 22UBM6S1 Mutual Fund Foundation
- 22UBM6S2 Agri Business Management

BOS/BBA 30.3.3 – Ratification of III BBA VI Semester for AY2023 (Batch 2021-2024

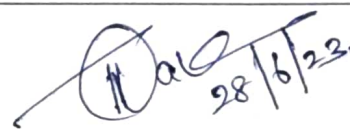
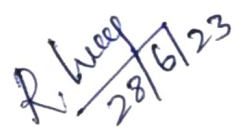
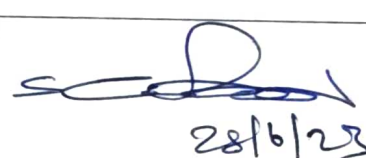
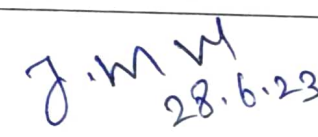
The presented syllabus was accepted by the experts

- The following paper from BBA were Ratified based on Tanschee scheme
- 21UBM6S1 Mutual Fund Foundation
- 21UBM6S2 Agri Business Management


D. BHUVANENDRAN, MBA, M.Phil., PGDCA.,
 Assistant Professor & Head (I/c)
 Department of Business Administration
 N.G.M. Gounder Mahalingam College (Autonomous)
 Pollachi - 642 001.


Dr. R. MUTHUKUMARAN,
 M.A., M.Phil., B.Ed., Ph.D.,
 PRINCIPAL
 N.G.M. College, Pollachi - 642 001
 Coimbatore District

Members Present:

Chairman	
Mr D Bhuvanendran Assistant Professor of Business Administration Nallamuthu Gounder Mahalingam College Pollachi – 642 001	
Internal Members	
Dr T Manikandan Assistant Professor of Business Administration Nallamuthu Gounder Mahalingam College Pollachi – 642 001	 28/6/23.
Mrs R Visalakshi Assistant Professor of Business Administration Nallamuthu Gounder Mahalingam College Pollachi – 642 001	 28/6/23
Dr.U.Thaslim Ariff Assistant Professor of Business Administration Nallamuthu Gounder Mahalingam College Pollachi – 642 001	 28/6/23
Ms.M.Manjuladevi Assistant Professor of Business Administration Nallamuthu Gounder Mahalingam College Pollachi – 642 001	ABSENT.
University Nominee	
Dr. S. Parthiban Head, Department of Management Gobi Arts & Science College Gobichettipalayam-638453 Erode	 28/6/23
Academic Experts	
Dr. J. Sudarvel BBA., MBA., Ph.D (Subject Expert) Assistant Professor of Management Studies Karpagam Academy of Higher Education Coimbatore .	 28.6.23
Dr.K.Priyatharsini MBA., PhD., Assistant Professor Sakthi Institute of Information and Management Studies, Pollachi	 28/06/23.
Industrial Expert	
S.Sathieshkumar Proprietor ,SSS Coirs and Ropes, Poovalaparuthi, Paramadaiyur, Reddiarur (post) Anaimalai (Tk) Coimbatore Tamilnadu - 642007	 28.6.23.


D. BHUVANENDRAN, MBA., M.Phil., PGDCA.,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.


Dr. R. MUTHUKUMARAN,
M.A., M.Phil., B.Ed., Ph.D.,
PRINCIPAL
N.G.M. College, Pollachi - 642 001
Coimbatore District

Alumnus nominated by Principal / HoD	
S. Vinupriya Designation: Process Executive Company: Infosys BPM Limited	V. Vinupriya 28/06/23
Student Member	
A. Ruthara (20BM52) 2020 – 2021 Batch Student	A. Ruthara 28/06/23



D. BHUVANENDRAN, MBA, M.Phil., PGDCA.,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.



Dr. R. MUTHUKUMARAN,
M.A., M.Phil., B.Ed., Ph.D.,
PRINCIPAL
N.G.M. College, Pollachi - 642 001
Coimbatore District

Percentage of Revision of Business Administration Syllabus under Regulation 2023-2024

DEPARTMENT OF BUSINESS ADMINISTRATION

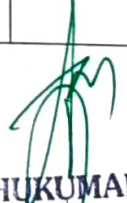
S.No	Course Code	Course Title	Change Details	% of Changes	Content Deleted	Content Updated	Reason for Change
1	23UBM101	CC - I : Principles of Business Management and Business Organization	-	-	-	-	-
2	23UBM102	CC - II : Business Communication	-	-	-	-	-
3	23UBM1A1	GE I - Allied - I : Mathematical Techniques - I	-	-	-	-	-
4	23UBM1A2	GE I - Allied - I : SPSS Practical	New Syllabus	100	-	-	CDC Opinion
5	23UBM203	CC - III : Organizational Behaviour	-	-	-	-	-
6	23UBM204	CC - IV : Financial Accounting	-	-	-	-	-
7	23UBM2A1	GE II - Allied - II : Business Economics	-	-	-	-	-
8	23UBM2A2	GE II - Allied - II : Macro Economics	New Syllabus	100%	-	-	CDC Opinion
9	23UBM2S1	SEC I : Naan Mudhalvan : Fundamentals of office automation	New Syllabus	100%	-	-	Govt Norms
10	23UEL2S2	SEC I : Naan Mudhalvan : Professional Skills	New Syllabus	100%	-	-	Govt Norms
11	23UBM305	CC - V : Financial Management	-	-	-	-	-
12	23UBM306	CC - VI : Marketing	-	-	-	-	-


D. BHUVANENDRAN, MBA, M.Phil., PGDCA.,
 Assistant Professor & Head (I/c)
 Department of Business Administration
 Nellamathu Gounder Mahalingam College (Autonomous)
 Pollachi - 642 001.


Dr. R. MUTHUKUMARAN,
 M.A., M.Phil., B.Ed., Ph.D.,
 PRINCIPAL
 N.G.M. College, Pollachi - 642 001
 Coimbatore District

		Management					
13	23UBM307	CC - VII : Mercantile Law	-	-	-	-	-
14	23UBM3A1	GE III - Allied III : Mathematical Techniques - II	-	-	-	-	-
15	23UBM3A2	GE III - Allied III : Tally ERP.9- Practical	New Syllabus	100%	-	=	CDC Opinion
16	23UBM408	CC VIII : Human Resource Management	Title changes	100%			Subject Expert Opinion
17	23UBM409	CC- IX : Production and Materials Management	-	-	-	-	-
18	23UBM410	CC - X : Cost and Management Accounting	-	-	-	=	-
19	23UBM4A1	GE IV – Allied IV : Direct Taxation	-	-	-	-	-
20	23UBM4A2	GE IV – Allied IV : Indirect Taxation	New Syllabus	100%	-	-	CDC Opinion
21	23UBM4S1	SEC II : Naan Mudhalvan : Aptitude For Placement	New Syllabus	100%	-	-	Parent Universit y Opinion
22	23UBM4S2	SEC II : Naan Mudhalvan : Fundamentals of Insurance	New Syllabus	100%	-	-	Parent Universit y Opinion
23	23UBM511	CC – XI : Entrepreneurship & Project Management	-	-	-	-	-
24	23UBM512	CC - XII: Research Methods for Management	-	-	-		-
25	23UBM513	CC - XIII International Business and Export	-	-	-	-	-


D. BHUVANENDRAN, MBA, M.Phil., PGDCA
 Assistant Professor & Head (I/c)
 Department of Business Administration
 Nallamuthu Gounder Mahalingam College (Autonomous)
 Pollachi - 642 001.


Dr. R. MUTHUKUMARAN,
 M.A., M.Phil., B.Ed., Ph.D.,
PRINCIPAL
 N.G.M. College, Pollachi - 642 001
 Coimbatore District

		Management					
26	23UBM514	Core – XIV : LAB : Google Workspace (Practical)	-	-	-	-	-
27	23UBM5E1	DSE I : Industry 4.0	-	-	-	-	-
28	23UBM5E2	DSE I : Digital Marketing	-	-	=	-	-
29	23UBM5E3	DSE I : Financial Service	-	-	-	-	--
30	23UBM5S1	SEC III : Service Marketing	-	-	-	-	
31	23UBM5S2	SEC III : Concepts of Rural Marketing Management	-	-	-	-	
32	23UBM615	CC - XV : Investment and Portfolio Management	-	-	-	-	-
33	23UBM616	CC – XVI : Advertising and Sales Promotion	-	-	-	-	-
34	23UBM617	CC– XVII : Business Environment	-	-	-	-	-
35	23UBM618	CC– XVIII : Project Work and Viva - Voce	--	-	-	-	
36	23UBM6E4	DSE II : Internet & E-Commerce & Information Security – Theory	-	-	-	-	
37	23UBM6E5	DSE II : Excel Theory	New Syllabus	100%	-	-	SUBJECT T Expert Opinion
38	23UBM6E6	DSE II : Customer Relationship Management	New Syllabus	100%	-	-	SUBJECT T Expert Opinion
39	23UBM6E7	DSE III : HTML- Practical	-	-	=	=	-
40	23UBM6E8	DSE III :Excel - Practical	New Syllabus	100%	-	-	SUBJECT T Expert Opinion


D. BHUVANENDRAN, MBA, M.Phil., PGDCA.,
 Assistant Professor & Head (U.T.)
 Department of Business Administration
 Nallamilli Soudar Mahalingam College (Autonomous)
 Pollachi - 642 001.


Dr. R. MUTHUKUMARAN,
 M.A., M.Phil., B.Ed., Ph.D.,
PRINCIPAL
 N.G.M. College, Pollachi - 642 001
 Coimbatore District

41	23UBM6E9	DSE III : Business Correspondence- Practical	-	-	-	-	-
42	23UBM6S1	SEC IV : Naan Mudhalvan : Mutual Fund Foundation	New Syllabus	100%	-	-	Universit y nomine Opinion
43	23UBM6S2	SEC IV : Naan Mudhalvan : Agri Business Management	New Syllabus	100%	-	-	Universit y nomine Opinion

HoD

D. BHUVANENDRAN, MBAC, M.Phil., PGDCA.,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.

PRINCIPAL
Dr. R. MUTHUKUMARAN,
M.A., M.Phil., B.Ed., Ph.D.,
PRINCIPAL
N.G.M. College, Pollachi - 642 001
Coimbatore District

Percentage of Revision of Business Administration Syllabus under Regulation 2023

DEPARTMENT OF BUSINESS ADMINISTRATION							
S.No	Course Code	Course Title	Change Details	% of Changes	Content Deleted	Content Updated	Reason for Change
1.	22 UBM 3A2	Tally ERP.9 Practical	New course Introduced	100	-	-	As per UGC norms optional has been introduced for the allied paper.
2.	22 UMB 3VA	VAC-I Banking Theory law & Practice	New course Introduced	100	-	-	Removed from iv semester and was introduced as vac
3	22 UBM 408	Core VIII Human Resources Management	Title changes from Personnel Management and Industrial Relations To Human Resource Management		-	-	University Nominee Opinion
4	22UBM 4A4	Management information system	Subject Removed	100	-	-	Subject Expert opinion
5	22UBM 4S1	SEC I Aptitude for placement	New course Introduced	100	-	-	Introduced for all the courses as per direction


D. BHUVANENDRAN, MEd, M.Phil., PGDCA,
 Assistant Professor & Head (I/I)
 Department of Business Administration
 Nallamuthu Gounder Mahalingam College (Autonomous)
 Pollachi - 642 001.


Dr. R. MUTHUKUMARAN,
 M.A., M.Phil., B.Ed., Ph.D.,
PRINCIPAL
 N.G.M. College, Pollachi - 642 001
 Coimbatore District

							from Parent University
6	22 UBM 4S2	SEC I Fundamentals of insurance					
7	22 UBM 4VA	VAC II Introduction to MSMES	New course introduced				Subject Expert Opinion
8	22UBM 515	Core XV Insurance Principles and Practices	Subject Removed	100	-	-	Academia Auditor Opinion
9	22 CFE 505	Fluency in English	Subject Removed	100	-	-	Suggested by CDC
10	22 GKL 501	General Knowledge	General awareness Title was changed as General knowledge		-	-	Suggested by CDC
11	22 UBM 5AL	ALC Self study – Stress Management	22 UBM 5VA Department specific value added course (Strategic Brand Management was removed instead Stress management was introduced	100	-	-	Academia Auditor Opinion
12	22 UBM 619	Consumer Behaviour	Subject removed	100	-	-	University Nominee Opinion
13	22 UBM 6E5	Visual Basic Theory	Subject Removed	100			Industrial Expert
14	22 UBM 6E5	Excel Theory	Subject Introduced	100	-	-	Industrial


D. BHUVANENDRAN, MBA, M.Phil., PGDCA.,
 Assistant Professor & Head (I/c)
 Department of Business Administration
 Nallamuthu Gounder Mahalingam College (Autonomous)
 Pollachi - 642 001


Dr. R. MUTHUKUMARAN,
 M.A., M.Phil., B.Ed., Ph.D.,
 PRINCIPAL
 N.G.M. College, Pollachi - 642 001
 Coimbatore District

							Expert
15	22UBM 6E8	Visual Basic Practical	Subject Removed	100	-	=	Industrial Expert
16	22UBM 6E8	Excel Practical	Subject Introduced	100	-	-	Industrial Expert
17	22 UBM 6S1	SBE Logistics Management	Subject Removed	100	-	-	
18	22 UBM 6S2	SBE Agricultural Marketing Management	Subject Removed	100	-	-	
19	22 UBM 6S1	SEC Mutual fund foundation	Subject Introduced	100	-	-	Subject Expert
20	22 UBM 6S2	Agri Business Management	Subject Introduced	100	-	=	Subject Expert
21	22CFE 606	Fluency in English	Subject Removed	100	-	=	CDC
22	22UBM 6VA	VAC – New Business Strategy	Subject Removed	100	-	-	CDC
23	22UBM 6AL	ALC Event Management	Subject Introduced	100	-	-	CDC
24	21 UBM 6S1	SBE Logistics Management	Subject Removed	100	-	-	Subject Expert
25	21 UBM 6S2	SBE Agricultural Marketing Management	Subject Removed	100	-	-	Subject Expert
26	21 UBM 6S1	SEC Mutual fund foundation	Subject Introduced	100	-	-	Subject Expert
27	21 UBM 6S2	Agri Business Management	Subject Introduced	100	-	=	Subject Expert



HoD

D. BHUVANENDRAN, MBA, M.Phil., PGDCA.,
 Assistant Professor & Head (I)
 Department of Business Administration
 Nallamuthu Gounder Mahalingam College (Autonomous)
 Pollachi - 642 001.



Dr. R. MUTHUKUMARAN,
 M.A., M.Phil., B.Ed., Ph.D.,
 PRINCIPAL
 N.G.M. College, Pollachi - 642 001
 Coimbatore District

BoS / BBA 30.4 Suggestion given by BOS Members

The Members of the board had discussed on all the courses and had interaction among themselves. Since the syllabi of discussion are sent well in advance it was easy for them to come to conclusion. And they recommend to keep updated the syllabi according to the market / industry.



D. BHUVANENDRAN, M.B.A., M.Phil., PGDCA.,
Assistant Professor & Head (i/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.



Dr. R. MUTHUKUMARAN,
M.A., M.Phil., B.Ed., Ph.D.,
PRINCIPAL
N.G.M. College, Pollachi - 642 001
Coimbatore District

**List of Courses having focus on Local, National, Regional and Global developmental needs
offered by the Department of Business Administration**

DEPARTMENT OF BUSINESS ADMINISTRATION						
Programme: Business Administration (BBA)						Year: 20223
Course Code	Course Title	Need				Rationale
		Local	National	Regional	Global	
23UBM101	CC - I : Principles of Business Management and Business Organization	✓	✓	✓	X	Management applies in all levels
23UBM102	CC - II : Business Communication	✓	✓	✓	✓	Communication is necessary everywhere
23UBM1A1	GE I - Allied – I : Mathematical Techniques - I	✓	✓	✓	✓	Mandatory in every aspect
23UBM1A2	GE I - Allied – I : SPSS Practical	✓	✓	X	✓	Mandatory in every aspect
23UBM203	CC - III :Organizational Behaviour	✓	✓	X	✓	Educates behaviour
23UBM204	CC - IV : Financial Accounting	✓	✓	✓	✓	Applicable everywhere
23UBM2A1	GE II - Allied - II : Business Economics	✓	✓	✓	X	Must from individual to corporate
23UBM2A2	GE II - Allied - II : Macro Economics	✓	✓	✓	✓	Accelerates the growth
23UBM2S1	SEC I : Naan Mudhalvan : Fundamentals of office automation	✓	✓	✓	✓	Mandatory in every aspect
23UBM2S2	SEC I : Naan Mudhalvan : Professional Skills	✓	✓	✓	✓	To maintain proper Human Relation
23UBM305	CC - V : Financial Management	✓	✓	✓	X	Directly or indirectly applicable
23UBM306	CC - VI : Marketing Management	✓	✓	✓	✓	Necessary everywhere
23UBM307	CC - VII : Mercantile Law	✓	✓	✓	✓	Accelerates the growth
23UBM3A1	GE III - Allied III : Mathematical Techniques - II	✓	✓	✓	✓	Mandatory in every aspect
23UBM3A2	GE III - Allied III : Tally ERP.9- Practical	✓	✓	✓	✓	Must for everyone
23UBM408	CC VIII : Human Resource Management	✓	✓	✓	✓	To maintain proper Human Relation
23UBM409	CC- IX : Production and Materials Management	✓	✓	✓	✓	Focused at industry level


D. BHUVANENDRAN, MBA, M.Phil., PGDCA.,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.


Dr. R. MUTHUKUMARAN,
M.A., M.Phil., B.Ed., Ph.D.,
PRINCIPAL
N.C.M. College, Pollachi - 642 001
Coimbatore District

23UBM410	CC - X : Cost and Management Accounting	✓	✓	✓	✓	Directly or indirectly applicable
23UBM4A1	GE IV – Allied IV : Direct Taxation	✓	✓	✓	✓	Applicable everywhere in industry
23UBM4A2	GE IV – Allied IV : Indirect Taxation	✓	✓	✓	✓	Directly or indirectly applicable
23UBM4S1	SEC II : Naan Mudhalvan : Aptitude For Placement	✓	✓	✓	✓	Applicable everywhere from individual to industry
23UBM4S2	SEC II : Naan Mudhalvan : Fundamentals of Insurance	✓	✓	✓	✓	Must for everyone
23UBM511	CC – XI : Entrepreneurship & Project Management	✓	✓	✓	X	Budding entrepreneurs be focused to educate new with ideas
23UBM512	CC - XII: Research Methods for Management	✓	✓	✓	✓	Applies in all levels from education to industry
23UBM513	CC - XIII International Business and Export Management	✓	✓	✓	✓	Must for everyone
23UBM514	Core – XIV : LAB : Google Workspace (Practical)	X	X	✓	✓	The next level of business at home level
23UBM5E1	DSE I : Industry 4.0	✓	✓	✓	X	Basic Computer knowledge
23UBM5E2	DSE I : Digital Marketing	✓	✓	✓	✓	Experimental learning
23UBM5E3	DSE I : Financial Service	✓	✓	✓	✓	Accelerates the growth
23UBM5S1	SEC III : Service Marketing	✓	✓	✓	✓	Educate about provisions available after purchase
23UBM5S2	SEC III : Concepts of Rural Marketing Management	✓	✓	✓	X	Experimental learning
23UBM615	CC - XV : Investment and Portfolio Management	✓	✓	✓	✓	Necessity of Basic individual
23UBM616	CC – XVI : Advertising and Sales Promotion	✓	✓	✓	✓	Reasons to know buyers
23UBM617	CC– XVII : Business Environment	✓	✓	✓	X	To attract public by advertising to increase sales
23UBM618	CC– XVIII : Project Work and Viva - Voce	✓	✓	✓	X	To Know Micro / Macro Level
23UBM6E4	DSE II : Internet & E-Commerce & Information Security – Theory	✓	✓	✓	✓	To Reach unreached through net
23UBM6E5	DSE II : Excel Theory	✓	✓	✓	X	Little higher than basic


D. BHUVANENDRAN, MBA, M.Phil., PGDCA.,
 Assistant Professor & Head (I/c)
 Department of Business Administration
 Nallamuthu Gounder Mahalingam College (Autonomous)
 Pollachi - 642 001.


Dr. R. MUTHUKUMARAN,
 M.A., M.Phil., B.Ed., Ph.D.,
 PRINCIPAL
 N.G.M. College, Pollachi - 642 001
 Coimbatore District

23UBM6E6	DSE II : Customer Relationship Management	✓	✓	✓	✓	To create business database
23UBM6E7	DSE III : HTML-Practical	✓	✓	✓	X	To Reach unreached through net
23UBM6E8	DSE III :Excel - Practical	✓	✓	✓	✓	Little higher than basic
23UBM6E9	DSE III : Business Correspondence-Practical	✓	✓	✓	X	To create business database
23UBM6S1	SEC IV : Naan Mudhalvan : Mutual Fund Foundation	✓	✓	✓	✓	Accelerates the growth
23UBM6S2	SEC IV : Naan Mudhalvan : Agri Business Management	✓	✓	✓	X	Bridge to connect different areas



HoD

D. BHUVANENDRAN, MBA, M.Phil., PGDCA.,
Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.



PRINCIPAL

Dr. R. MUTHUKUMARAN,
M.A., M.Phil., B.Ed., Ph.D.,
PRINCIPAL
N.G.M. College, Pollachi - 642 001
Coimbatore District

List of Courses having focus on Employability / Entrepreneurship / Skill Development
offered by the Department of Business Administration

DEPARTMENT OF BUSINESS ADMINISTRATION

Programme: Business Administration (BBA)					Year: 2023	
Course Code	Course Title	Employability (EM) / Entrepreneurship (EN) / Skill Development (SD)			Focus	Year of Introduction
		EM	EN	SD		
23UBM101	CC - I : Principles of Business Management and Business Organization	✓	X	✓	Management Skills	2023
23UBM102	CC - II : Business Communication	✓	✓	✓	Transfer of Information	2023
23UBM1A1	GE I - Allied – I : Mathematical Techniques - I	✓	X	✓	Application of Knowledge	2023
23UBM1A2	GE I - Allied – I : SPSS Practical	✓	✓	X	Adaptation to Environment	2023
23UBM203	CC - III : Organizational Behaviour	✓	✓	✓	Accountability	2023
23UBM204	CC - IV : Financial Accounting	✓	✓	X	Application of Financial Idea	2023
23UBM2A1	GE II - Allied - II : Business Economics	✓	X	✓	Basic Preparedness	2023
23UBM2A2	GE II - Allied - II : Macro Economics	✓	✓	✓	Back bone of future	2023
23UBM2S1	SEC I : Naan Mudhalvan : Fundamentals of office automation	✓	✓	✓	Indirect / Direct Application of tax	2023
23UBM2S2	SEC I : Naan Mudhalvan : Professional Skills	✓	✓	✓	Knowledge needed everywhere	2023
23UBM305	CC - V : Financial Management	✓	X	✓	Application of Mind	2023
23UBM306	CC - VI : Marketing Management	✓	✓	✓	Law to be followed	2023
23UBM307	CC - VII : Mercantile Law	✓	X	✓	Application of Knowledge	2023
23UBM3A1	GE III - Allied III : Mathematical Techniques - II	✓	✓	✓	Knowledge / Idea	2023
23UBM3A2	GE III - Allied III : Tally ERP.9- Practical	X	✓	✓	Buyer Behaviour	2023
23UBM408	CC VIII : Human Resource Management	✓	X	✓	Basic Preparedness	2023
23UBM409	CC- IX : Production and Materials Management	✓	✓	✓	Back bone of future	2023


D. BHUVANENDRAN, MBA, M.Phil., PGDCA,
 Assistant Professor & Head (I/c)
 Department of Business Administration
 Nallamuthu Gounder Mahalingam College (Autonomous)
 Pollachi - 642 001.


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 M.A., M.Phil., B.Ed., Ph.D.,
 PRINCIPAL
 N.G.M. College, Pollachi - 642 001
 Coimbatore District

23UBM410	CC - X : Cost and Management Accounting	✓	✓	✓	To start business in rural area	2023
23UBM4A1	GE IV – Allied IV : Direct Taxation	X	✓	✓	Develop Human Relations	2023
23UBM4A2	GE IV – Allied IV : Indirect Taxation	✓	✓	✓	Industry	2023
23UBM4S1	SEC II : Naan Mudhalvan : Aptitude For Placement	✓	✓	✓	Accountability	2023
23UBM4S2	SEC II : Naan Mudhalvan : Fundamentals of Insurance	✓	✓	✓	Updating of Banking Knowledge	2023
23UBM511	CC – XI : Entrepreneurship & Project Management	✓	✓	X	Development of Data	2023
23UBM512	CC - XII: Research Methods for Management	✓	✓	✓	Local sales	2023
23UBM513	CC - XIII International Business and Export Management	✓	✓	✓	Continuity in sales	2023
23UBM514	Core – XIV : LAB : Google Workspace (Practical)	✓	X	✓	Basic Preparedness	2023
23UBM5E1	DSE I : Industry 4.0	✓	✓	✓	Back bone of future	2023
23UBM5E2	DSE I : Digital Marketing	X	✓	✓	Budget and allocation of funds	2023
23UBM5E3	DSE I : Financial Service	X	✓	✓	Budget and allocation of funds to start business	2023
23UBM5S1	SEC III : Service Marketing	✓	✓	✓	Application of knowledge for thesis preparation	2023
23UBM5S2	SEC III : Concepts Of Rural Marketing Management	✓	✓	✓	Awareness Creation	2023
23UBM615	CC - XV : Investment and Portfolio Management	✓	✓	✓	Educating knowledge for business to next level	2023
23UBM616	CC – XVI : Advertising and Sales Promotion	✓	X	✓	Basic Computer skills	2023
23UBM617	CC– XVII : Business Environment	✓	X	✓	Additional Computer skills	2023
23UBM618	CC– XVIII : Project Work and Viva - Voce	✓	✓	✓	Reliability of customer	2023
23UBM6E4	DSE II : Internet & E-Commerce & Information Security – Theory	✓	X	✓	Basic Computer skills	2023
23UBM6E5	DSE II : Excel Theory	✓	X	✓	Additional Computer skills	2023


D. BHUVANENDRAN, MBA, M.Phil., PGDCA.,
 Assistant Professor & Head (I/c)
 Department of Business Administration
 Nalla Muthu Gounder Mahalingam College (Autonomous)


Dr. R. MUTHUKUMARAN,
 M.A., M.Phil., B.Ed., Ph.D.,
 PRINCIPAL
 N.G.M. College, Pollachi - 642 001
 Coimbatore District

23UBM6E6	DSE II : Customer Relationship Management	✓	✓	✓	Documenting	2023
23UBM6E7	DSE III : HTML-Practical	✓	✓	✓	Knowledge and Skill equipment	2023
23UBM6E8	DSE III :Excel - Practical	✓	✓	✓	Knowledge equipment	2023
23UBM6E9	DSE III : Business Correspondence-Practical	✓	✓	✓	Knowledge and Skill equipment	2023
23UBM6S1	SEC IV : Naan Mudhalvan : Mutual Fund Foundation	✓	✓	✓	Financial Awareness	2023
23UBM6S2	SEC IV : Naan Mudhalvan : Agri Business Management	✓	✓	✓	Buyer Intention	2023



HoD

D. BHUVANENDRAN, MBA, M.Phil., PGDCA.,
Assistant Professor & Head (I/c)
Department of Business Administration
Walamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.



PRINCIPAL

Dr. R. MUTHUKUMARAN,
M.A., M.Phil., B.Ed., Ph.D.,
PRINCIPAL
N.G.M. College, Pollachi - 642 001
Coimbatore District