

SATURDAY 22.02.2020

10:30 am.

74 MEMBERS

SIGNATURE

75

01. Dr. K. Veera Kumar	CHAIRMAN	<i>[Signature]</i> 20/2/2020	CHAIRMAN
Head of Business Administration			Board of Studies in Business Administration
Nallamilli Gounder Mahalingam College			Nallamilli Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.			Pollachi - 642 001
02. Dr. R. Chandrasekaran	UNIVERSITY	<i>[Signature]</i> 20/2/2020	UNIVERSITY NOMINEE
Assistant Professor	ADMINISTRATIVE		Board of Studies in Business Administration
Department of Business Administration			Nallamilli Gounder Mahalingam College (Autonomous)
Dr. N.G.P Arts & Science College			Pollachi - 642 001
Coimbatore - 641 048			
03. Mr. S. ManuHavijayon	SUBJECT	<i>[Signature]</i> 20/2/2020	SUBJECT EXPERT
Assistant Professor	EXPERT		Board of Studies in Business Administration
Department of Business Administration			Nallamilli Gounder Mahalingam College (Autonomous)
Tamil Nadu Dr. Ambedkar Law University			Pollachi - 642 001
Mar. Salai, Perungudi Campus			
Chennai - 600 113			
04. Ms. Shylaja Menon	ACADEMIC	<i>[Signature]</i> 20/2/2020	ACADEMIC AUDITOR
Head - Department of Management	AUDITOR		Board of Studies in Business Administration
YUVAKSHETRA INSTITUTE OF			Nallamilli Gounder Mahalingam College (Autonomous)
MANAGEMENT STUDIES			Pollachi - 642 001
Palakkad - 678 631			
05. Mr. K. SivaPrakash	INDUSTRIAL	<i>[Signature]</i> 20/2/2020	INDUSTRIAL EXPERT
Research Head	EXPERT/		Board of Studies in Business Administration
Asyle Capitals	ALLIED		Nallamilli Gounder Mahalingam College (Autonomous)
Coimbatore - 641 018	AREA		Pollachi - 642 001
06. Mr. P. AnulPrakash	ALUMNI	<i>[Signature]</i> 20/2/2020	
Gokulam Good Products			
DIVANSAPUR - 648 103			

The Board of Studies Meeting for the department of Business Administration (BBA) was conducted on 22nd February, 2020 (Saturday) in BBA department at N.G.P College under the Chairmanship of Dr. K. Veera Kumar, Head & Assistant Professor of Business Administration of N.G.P College Pollachi. The meeting was organized with the following members...

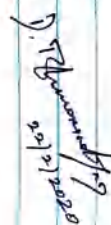
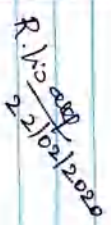
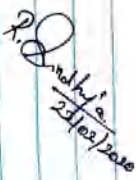
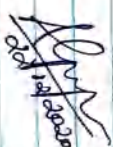
1. Dr. K. Veera Kumar
CHAIRMAN
2. Dr. R. Chandrasekaran
UNIVERSITY NOMINEE
3. Mr. S. ManuHavijayon
SUBJECT EXPERT
4. Ms. Shylaja Menon
ACADEMIC AUDITOR
5. Mr. K. SivaPrakash
INDUSTRIAL EXPERT
6. Mr. P. AnulPrakash
ALUMNI
7. Mr. D. Bhuvanendran
ASSISTANT PROFESSOR - BBA
8. Mr. T. Manikandan
ASSISTANT PROFESSOR - BBA
9. Mr. R. Visalakshi
ASSISTANT PROFESSOR - BBA
10. Mr. R. Sindhuja
ASSISTANT PROFESSOR - BBA
11. Mr. A. SivaPrakash
SPECIAL INVITEE

The Board hereby resolved to approve the Proposal Scheme for Implementation from the academic year 2020-21 onwards...

1. 1 year, 1 Semester

In Principle of Business Management and Business Organization - Levels of Managerial Skills, Contribution to Management Thought by Henry Fayol, F.W. Taylor have been newly added in Unit-I

In Business Communication, Sales letters have been replaced by Resume / Curriculum Vitae in Unit-II
In Mathematical Techniques - 5, Types of matrices have been newly added in Unit-I.

07.	Mr. D. Bhuvanendran Assistant Professor Department of Business Administration Nallamilli Gounder Mahalingam College Pollachi - 642 001.	 20/2/2020
08.	Mr. T. Manikandan Assistant Professor Department of Business Administration Nallamilli Gounder Mahalingam College Pollachi - 642 001. (Anonymous)	 20/2/2020
09.	Ms. R. Visalakshi Assistant Professor Department of Business Administration Nallamilli Gounder Mahalingam College Pollachi - 642 001. (Anonymous)	 20/2/2020
10.	Ms. R. Sindhuja Assistant Professor Department of Business Administration Nallamilli Gounder Mahalingam College Pollachi - 642 001. (Anonymous)	 20/2/2020
11.	Mr. A. Gini Prakash Assistant Professor Department of Management Studies Sims, Pollachi - 642 001	 20/2/2020

2. I year, II semester

In Organisational Behaviour, Social Perception has been replaced by Elements & Importance of Perception, Process of Perception and Determinants of Perception in Unit-II.

In Financial Accounting - Conventions of Accounting have been newly added in Unit-I.

In Business Economics - Fiscal and monetary Policies, Demonstration, GDP, Inflation and deflation have been newly added to Unit-I.

3. II year, III Semester

In Taxation - Revenue Reserve Capital losses have been newly introduced in Unit-I.

In Financial Management - Theories of Capital structure have been newly added in Unit-III.

In Marketing Management - Digital marketing have been newly added in Unit-IV.

In Mercantile law - Types of Bill of Exchange, Rights and duties of holder and holder have been newly added to Unit-II.

In Mathematical techniques-II Assignment Problems, Features of Assignment Problems, Difference between transportation and Assignment problem have been newly added in Unit-IV.

4. II year, IV Semester

In Production & Material Management - TQM, Lean Manufacturing have been newly added in Unit-II.

In Cost Management Accounting - Scope of Cost Accounting, objectives of cost accounting have been newly introduced in Unit-I.

In Banking theory law & Practice - Functions and Services of RBI have been newly added in Unit-II.

In Management Information system process of MIE, Development of MIE within organisation have been newly added in Unit - I

5. III Year, V Semester

In Entrepreneurship & Project management - Reason for project evaluation, Process of project evaluation have been newly added in Unit - V

In Research Methods - for management - Sample Concepts used in Sample and Sample design newly introduced in Unit II

In Insurance Principles & Practices - Insurance Organisation and Organisational Structure have been newly added in Unit - III

The Modes of International Business is newly added in Unit I, of International Business and Export

6. III Year, VI Semester

The difference between primary & Secondary Market is added in Unit I and Case Study has been added in Unit V of Investment and portfolio Management.

In Consumer Behaviour, Consumer Vs Customer is added in Unit I and Case Study is added in Unit V

In Advertising and Sales promotion - Case Study has been newly introduced in Unit V

In Business Environment - MNC's - Features - Advantages have been introduced in Unit - III Instead of Technology and Social Change and Case Study is newly introduced in Unit I.

Marks Allocation for the End of Semester Examinations is changed as follows...

EXTERNAL - 70 Marks

INTERNAL - 30 Marks

To get a Pass in End of Semester Examinations, a Candidate has to Score Minimum of 28 Marks out of 70 Marks in the External Examinations. Similarly a Minimum of 12 Marks out of 30 Marks should be Scored in the Internal Marks.

In the event of a Candidate who obtained 28/70 in External Examinations and failed in the End-of-Semester Examinations Scoring less than 12 Marks out of 30 Marks, he/she has to improve the Internal Marks Only by appearing for the subsequent Conduct of Test I & Test II, for the Courses concerned.

The following Marks Allocation is made for CIA Programs

1. Test - I	=	70 Marks
2. Test - II	=	70 Marks
3. Assignment	=	25 40 Marks
4. Seminar / Tutorial	=	25 40 Marks
5. Knowledge Enhancement	=	25 40 Marks
6. Information Acquisition	=	25 40 Marks
TOTAL	=	240 200 Marks

$$\therefore \frac{300}{14} \times \frac{240}{2} = 30 \text{ Marks (Internal)}$$

