

SATURDAY

22.02.2020

10.30 am.

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S.No	MEMBERS	SIGNATURE
01.	Dr. K. Veerakumar CHAIRMAN Head & Business Administration Nallamuthu Gounder Mahalingam College (Autonomous) Pollachi - 642 001.	<i>K. Veerakumar</i> 22/2/2020 CHAIRMAN Board of Studies in Business Administration Nallamuthu Gounder Mahalingam College (Autonomous) Pollachi - 642 001
02.	Dr. R. Chandrasekaran UNIVERSITY Assistant Professor NOMINEE Department of Business Administration Dr. N.G.P Arts & Science College (Autonomous) Coimbatore - 641 048	<i>R. Chandrasekaran</i> 22/2/2020 UNIVERSITY NOMINEE Board of Studies in Business Administration Nallamuthu Gounder Mahalingam College (Autonomous) Pollachi - 642 001
03.	Mr. S. Marutharajayan SUBJECT Assistant Professor EXPERT Department of Business Administration Tamilnadu Dr. Ambedkar Law University MGR Salai, Perungudi Campus Chennai - 600 113	<i>S. Marutharajayan</i> 22/2/2020 SUBJECT EXPERT Board of Studies in Business Administration Nallamuthu Gounder Mahalingam College (Autonomous) Pollachi - 642 001
04.	Ms. Shylaja Menon ACADEMIC Head - Department of AUDITOR YUVAKSHETRA INSTITUTE OF MANAGEMENT STUDIES Palakkad - 678 631	<i>Shylaja Menon</i> ACADEMIC AUDITOR Board of Studies in Business Administration Nallamuthu Gounder Mahalingam College (Autonomous) Pollachi - 642 001
05.	Mr. K. Sivaprakash INDUSTRIAL Research Head EXPERT/ Asyle Capitals ALLIED Coimbatore - 641 012 AREA	<i>K. Sivaprakash</i> INDUSTRIAL EXPERT Board of Studies in Business Administration Nallamuthu Gounder Mahalingam College (Autonomous) Pollachi - 642 001
06.	Mr. P. Anul Prakash ALUMNI GOKULAM COCO PRODUCTS DIVANSAPUDUR - 642 103	<i>P. Anul Prakash</i> 22/2/2020

The Board of Studies Meeting for the department of Business Administration (BBA) was conducted on 22nd February, 2020 (Saturday) in BBA department at NGM College under the Chairmanship of Dr. K. Veerakumar, Head & Assistant Professor of Business Administration of NGM College Pollachi. The Meeting was organised with the following Members...

1. Dr. K. Veerakumar **CHAIRMAN**
2. Dr. R. Chandrasekaran **UNIVERSITY NOMINEE**
3. Mr. S. Marutharajayan **SUBJECT EXPERT**
4. Ms. Shylaja Menon **ACADEMIC AUDITOR**
5. Mr. K. Sivaprakash **INDUSTRIAL EXPERT**
6. Mr. P. Anul Prakash **ALUMNI**
7. Mr. D. Bhuranendran **ASSISTANT PROFESSOR - BBA**
8. Mr. T. Manikandan **ASSISTANT PROFESSOR - BBA**
9. Ms. R. Visalakshi **ASSISTANT PROFESSOR - BBA**
10. Ms. R. Sindhuja **ASSISTANT PROFESSOR - BBA**
11. Mr. A. Giti Prakash **SPECIAL INVITEE**

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

1. I year, I Semester

In Principles of Business Management and Business Organisation - 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 - I, Types of Matrices have been newly added in Unit-I.

S.No	MEMBERS	SIGNATURE
07.	Mr. D. Bhuvanendran Assistant Professor Department of Business Administration Nallamuthu Gounder Mahalingam College Pollachi - 642 001. (Autonomous)	D. Bhuvanendran 22/2/2020
08.	Mr. T. Manikandan Assistant Professor Department of Business Administration Nallamuthu Gounder Mahalingam College Pollachi - 642 001. (Autonomous)	T. Manikandan 22/2/2020
09.	Ms. R. Visalakshi Assistant Professor Department of Business Administration Nallamuthu Gounder Mahalingam College Pollachi - 642 001. (Autonomous)	R. Visalakshi 22/02/2020
10.	Ms. R. Sindhuja Assistant Professor Department of Business Administration Nallamuthu Gounder Mahalingam College Pollachi - 642 001. (Autonomous)	R. Sindhuja 23/02/2020
11.	Mr. A. Gini Prakash (SPECIAL INVITEE) Assistant Professor Department of Management Studies Sims, Pollachi - 642 001	A. Gini Prakash 22/2/2020

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 to Unit-I

In Business Economics - Fiscal and monetary policies, Demonstration, GNP, Inflation and deflation have been newly added to Unit-V

3. II year, III Semester

In Taxation - Revenue losses vs Capital losses have been newly introduced to 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 Bailment, Rights and duties of bailor and bailee have been newly added in Unit-II

In Mathematical Techniques-II Assignment Problems, Features of assignment Problems, Difference between transportation and Assignment Problems have been newly added in Unit-II

4. II year, IV Semester

In Production & Materials 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 Swiftness of RBI have been newly added in Unit-I

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

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

