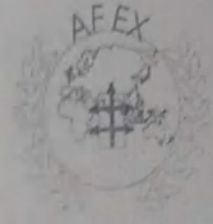




DEPARTMENT OF BUSINESS ADMINISTRATION  
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE  
POLLACHI - 642001



28<sup>th</sup> Board of Studies Meeting in the Department of  
BUSINESS ADMINISTRATION

Date : 22.05.2021

Time: 10.30 a.m.

**Agenda**

BoS / BBA28.1	:	Welcome address and Opening Remarks by Chairman, Board of studies in the Department of Business Administration
BoS / BBA28.2	:	Confirmation of the Minutes of the 27 <sup>th</sup> Previous meeting of Board of studies in the Department of Business Administration held on 22.02.2020 and Action taken report of 27 <sup>th</sup> meeting of Board of studies
BoS / BBA28.3	:	28.3.1 Syllabus of I BBA under Regulation 2021 - 22
	:	28.3.2 Syllabus of II BBA under Regulation 2020 - 21
	:	28.3.3 Syllabus of III BBA under Regulation 2019 - 20
	:	Any other Discussions, if any
BoS / BBA28.4	:	Suggestion given by BOS Members
BoS / BBA28.5	:	Any other items

PRINCIPAL  
N. G. M. COLLEGE, POLLACHI

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



NALLAMUTHU GOUNDER MAHALINGAM COLLEGE  
POLLACHI  
DEPARTMENT OF BUSINESS ADMINISTRATION




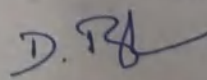
MINUTES OF BOSMEETING

The 28<sup>th</sup> Meeting of the Board of studies of the Department of Business Administration was held on 22.05.2021 at 10.30 a.m. in the Department of Business Administration, 90 – Palghat Road, Nallamuthu Gounder Mahalingam College, Pollachi – 642 001

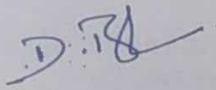
1. The following members were present:

1	Dr K Veerakumar Head – Department of Business Administration Nallamuthu Gounder Mahalingam College Pollachi – 642 001	Chairman
2	Mr D Bhuvanendran Assistant Professor of Business Administration Nallamuthu Gounder Mahalingam College Pollachi – 642 001	Internal Members
3	Mr T Manikandan Assistant Professor of Business Administration Nallamuthu Gounder Mahalingam College Pollachi – 642 001	
4	Mrs R Visalakshi Assistant Professor of Business Administration Nallamuthu Gounder Mahalingam College Pollachi – 642 001	
5	Mrs R Sindhuja Assistant Professor of Business Administration Nallamuthu Gounder Mahalingam College Pollachi – 642 001	
6	Dr R Chandrasekaran Associate Professor of Business Administration Dr.NGP Arts & Science College (Autonomous) Coimbatore – 641 048	University Nominee
7	Dr.M.Neela Associate Professor of Business Administration Cauvery College for Women (Autonomous) Trichirapalli – 620 018	Subject Expert

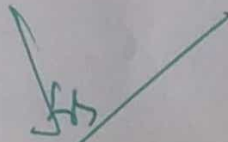
  
PRINCIPAL  
N. G. M. COLLEGE, POLLACHI

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

8	Dr.K.Maruthadurai Assistant Professor & Cultural Coordinator Department of Management Studies Thanthai Hans Roever College (Autonomous) Perambalur - 621 220	Academic Auditor
9	Mr.P.ArulPrakash Gokulam Coco Products Divansapudur - 642 103	Industrial Expert/ Allied Area
10	Mr.A.Giriprakash Assistant Professor of Management Studies Sakthi Institute of Information & Management Studies, Palghat Road, Pollachi - 642 001	Alumni
11	Dr.K.Premalatha Assistant Professor of Business Administration Dr.SNSRajalakshmi College of Arts & Science (Autonomous) Chinnavedampatti Post Coimbatore - 49	Special Invitee
12	Ms.S Vinupriya (18-BM-61) 2018 - 2021 Batch Student	Student Member



HoD



CDC Co-ordinator  
**K. SRINIVASAN, M.C.A.,**

Co-ordinator

Curriculum Development Cell (CDC)

NGM College (Autonomous)

Pollachi - 642 001.



COE



PRINCIPAL

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

PRINCIPAL  
N. G. M. COLLEGE, POLLACHI

BoS/ BBA28.1

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 28<sup>th</sup> Board of Studies and thanked each one of them for sparing their valuable time to attend the meeting.

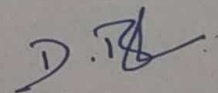
BoS/ BBA28.2

To confirm the minutes of previous BOS meeting 27<sup>th</sup> BOS meeting held on 22.02.2020. The minutes of the previous BOS meeting 27<sup>th</sup> Board of Studies meeting held on 22.02.2020 were communicated to the members. The comments received have been incorporated and placed for confirmation. The same was approved by the Previous Academic Meeting 27<sup>th</sup> Academic council.

~ Action Taken Report (Enclosed in Annexure 1)



**PRINCIPAL**  
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Assistant Professor & Head (I/c)  
Department of Business Administration  
Nallamuthu Gounder Mahalingam College (Autonomous)  
Pollachi - 642 001.

### ANNEXURE I

Minutes of the Previous 27<sup>th</sup> Meeting (22.02.2020) – Action Taken Report

S.No	Suggestion given by expert members	Action taken
1	To add Minimum two Value Added Courses	Implemented
2	To include Advanced Learner Course (ALC) as optional Subject as Extra Credit	Implemented
3	Moderation – Decided only for external marks	Implemented
4	Meeting by Chairman for Evaluation Panel Members before valuation of scripts	Implemented
5	CIA Components updation	Implemented
6	Mark Allocation - for Int : 30 & for Ext : 70	Implemented

PRINCIPAL  
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HoD

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BoS/ BBA 28.3

BoS/ BBA28.3.1

### I BBA (I & II SEMESTER)

- **21UBM101 & Core - I** : Principles of Business Management and Business Organization, Industry 4.0 added by eliminating Chamber of Commerce in Unit - 5
- **21UBM102 & Core - II** : Business Communication, Effective participation in Group Discussion added newly by deleting Characteristics of good commercial Writing in Unit - 5
- **21UBM203 & Core - III** : Organisational Behaviour, Occupational Stressors added additionally
- **21UBM2A2 & Allied - II** : Business Economics, In Unit - 2, Demand Forecasting, Importance of Demand forecasting added

The presented syllabus was accepted by the experts and a **few suggestions** were given as follows:

- To add the above topics in existing units
- The following papers from BBA were accepted by the experts fully without further suggestions:
  - 21UBM1A1 & Allied - I** : Mathematical Techniques - I
  - 21UBM204 & Core - IV** : Financial Accounting

### New Course Added:

The following papers in BBA added as optional were accepted by the experts fully without further suggestions

**Online Course (Optional) (MOOC / NPTEL / SWAYAM )**

**PRINCIPAL**  
**N. G. M. COLLEGE, POLLACHI**

**D. BHUVANENDRAN, MBA, M.Phil, PGDCA,**  
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Department of Business Administration  
Walamthi Ground Mahalingam College (Autonomous)  
Pollachi - 642 001.

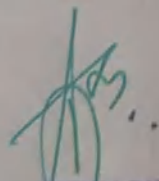
BoS / BBA28.3.2

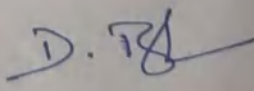
**II BBA (III & IV SEMESTER)**

- **21UBM307 & Core - VII** : Marketing Management, Modern Trends in Retailing- Malls and Online- Direct Marketing Tele Marketing- Event Marketing- Online and E-Marketing added in Unit - 5
- 21UBM308 & Core - VIII** : Mercantile Law, Companies Act, 2013 added in Unit – 3
- 21UBM409 & Core- IX** : Personnel Management and Industrial Relations, Succession Planning and Fast-Tracking added in Unit - 4
- 21UBM410 & Core - X** : Production and Materials Management, Vendor Development added in Unit-3
- 21UBM4A4 & Allied - IV** : Management Information System, added MIS structures in Unit – 1

The presented syllabus was accepted by the experts and a few suggestions were given as follows:

- To include above topics in existing syllabus
- The following papers from BBA were accepted by the experts fully without further suggestions:
  - 21UBM305 & Core - V** : Taxation,
  - 21UBM306 & Core - VI** : Financial Management,
  - 21UBM3A3 & Allied - III**: Mathematical Techniques-II,
  - 21UBM3N11 & NME - I** : Intellectual Property Rights,
  - 21UBM3N12 & NME - I** :Rural Consumer Behaviour,
  - 21UBM3V1 & Department Specific Value Added Course – I** :  
Entrepreneurship in Rural Areas
  - 21UBM411 & Core - XI** : Cost and Management Accounting,
  - 21UBM412 & Core - XII** : Banking Theory Law & Practice,
  - 21UBM4N21 & NME - II** : Retail Management,
  - 21UBM4N22 & NME - II** : Supply Chain Management
  - 21UBM4V2 & Department Specific Value Added Course – II** :  
Project Management for Small Business

  
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BoS/ BBA28.3.3

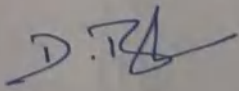
### III BBA (V&VI SEMESTER)

- **21UBM513 & Core – XIII** : Entrepreneurship & Project Management, Economic & non – economic Growth of Entrepreneur was deleted by adding Entrepreneurial Development Programmes in India in Unit - 2
- 21UBM514 & Core - XIV** : **Skill Enhanced Subject** : Research Methods for Management, Pretesting is added in Unit – 3
- 21UBM515 & Core - XV** : Insurance Principles and Practices, Surrender of policy, policy claims included in Unit – 2
- 21UBM516 & Core – XVI** : International Business and Export Management, Features of International Marketing included by deleting Differences in Unit – 1
- 21UBM5E11 & Core Elective – I : XVII** : Microsoft Office Applications for Business – Theory, Title of PC Software (MS-Office) Theory renamed as Microsoft Office Applications for Business-Theory
- 21UBM5E11A & Core Elective – I : XVIII** : Microsoft Office Applications for Business – Practical Title of PC Software (MS-Office) Practical renamed as Microsoft Office Applications for Business-Practical
- 21UBM619 & Core - XIX** : Investment and Portfolio Management, Markowitz model – Sharpe model included in Unit – 4
- 21UBM620 & Core – XX** : Consumer Behaviour, Channel Mix excluded by adding Marketing Ethics in Unit – 5
- 21UBM621 & Core – XXI** : **Skill Enhanced Subject** : Advertising and Sales Promotion, Criticisms on advertising included in Unit – 3
- 21UBM622 & Core – XXII** : Business Environment, Legal Environment is deleted by including New Industrial Policy – Industrial Licensing Policy in Unit – 4
- 21UBM6E21 & Core Elective – II : XXIV** : Internet & E-Commerce and Information Security – Theory, HTML & Internet Advertising in Unit – 1 and Protocol Definition, Tcp/Ip in Unit – 3 was deleted by adding Machine Learning and Robotics in Unit – 1

The presented syllabus was accepted by the experts and a few suggestions were given as follows:

- To include above topics in existing syllabus

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

**21UBM5S11 & Skill-Based Elective:** (Major) Services Marketing,

**21UBM5S12 & Skill-Based Elective:** (Major) Concepts of Rural Marketing Management,

**21UBM623 & Core - XXIII :** Project Work and Viva – Voce,

#### **New Course Added:**

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

**21UBM5E12 & Core Elective – I : XVII :** Visual Basic – Theory

**21UBM5E13 & Core Elective – I : XVII :** Customer Relationship Management – Theory

**21UBM5E12B & Core Elective – I : XVIII :** Visual Basic – Practical,

**21UBM5E13C & Business Correspondence – Practical,**

**21UBM5AL1 & Advanced Learner Course – I (Optional) Self-Study :** Stress Management

**21UBM6E22 & Core Elective – II : XXIV** Programming in C – Theory

**21UBM6E23 & Core Elective – II : XXIV :** RDBMS – Theory

**21UBM6E32 & Core Elective – III : XXV :** Programming in C – Practical

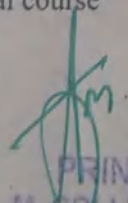
**21UBM6E33 & Core Elective – III : XXV :** Oracle - Practical

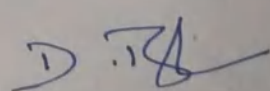
**21UBM 6AL2 & Advanced Learner Course – II (Optional) Self-Study :** Event Management

These changes have been made effect for the students admitted in 2021 - 2022 with Semester No 1<sup>st</sup> – 6<sup>th</sup> Semesters accordingly

#### **Note:**

1. Core Elective Papers in V and VI semester were added to select one paper among the three given choice papers
2. Advanced Learner Course is added as additional credit course for advanced learners optional course

  
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Pollachi - 642 054.

#### BoS/CS 28.4 SUGGESTIONS GIVEN BY THE BoS MEMBERS

12.4.1: The Members of BoS has suggested to include certain topics in few courses due to necessity and advised to eliminate certain topics

12.4.2: ALC topics are suggested by BoS Members and adopted with present batch itself

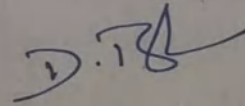
The members had a brainstorming discussion and interaction among themselves. After discussion, fruitful suggestions were incorporated appropriately in the Curriculum and Syllabi.

Based on the suggestions given by the members, BOS resolved to recommend the following to the Academic Council for further approval.

- a) The syllabus of First Year BBA under Regulation 2021 – 2022
- b) The syllabus of Second Year BBA under Regulation 2020 – 2021
- c) The syllabus of Third Year BBA under Regulation 2019 – 2020
- d) All VAC are incorporated as per suggestions

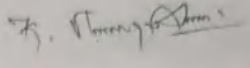
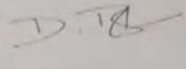
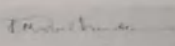
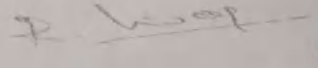
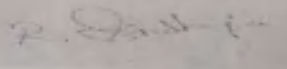
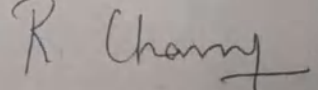
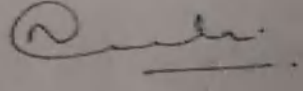
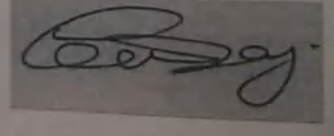



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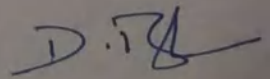


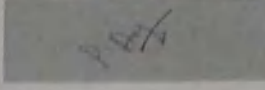
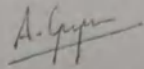
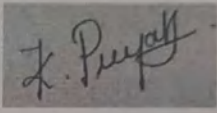
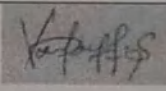
D. BHUVANENDRAN, MBA, M.Phil., PGDCA.,  
Assistant Professor & Head (I/c)  
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**Members Present:**

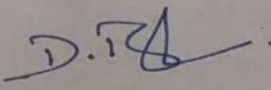
<i>Chairman</i>	
Dr K Veerakumar Head – Department of Business Administration Nallamuthu Gounder Mahalingam College Pollachi – 642 001	
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<i>Academic Experts</i>	
Dr.M.Neela (Subject Expert) Associate Professor Department of Business Administration Cauvery College for Women (Autonomous) Trichirapalli – 620 018	
Dr.K.Maruthadurai (Academic Auditor) Assistant Professor & Cultural Coordinator Department of Management Studies Thanthai Hans Roever College (Autonomous) Perambalur - 621 220	

  
**PRINCIPAL**  
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<b>Industrial Expert</b>	
Mr.P.ArulPrakash Gokulam Coco Products Divansapudur – 642 103	
<b>Alumnus nominated by Principal / HoD</b>	
Mr.A.Giriprakash Assistant Professor of Management Studies Sakthi Institute of Information & Management Studies, Palghat Road, Pollachi – 642 001	
<b>Special Invitee</b>	
Dr.K.Premalatha Assistant Professor of Business Administration Dr.SNSRajalakshmi College of Arts & Science (Autonomous) Chinnavedampatti Post Coimbatore - 49	
<b>Student Member</b>	
Ms S Vinupriya (18-BM-61) 2018 – 2021 Batch Student	


  
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7


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

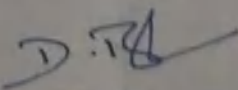
DEPARTMENT OF BUSINESS ADMINISTRATION						
Programme: Business Administration (BBA)						Year: 2021
Course Code	Course Title	Need				Rationale
		Local	National	Regional	Global	
21UBM101	Core - I : Principles of Business Management and Business Organization	✓	✓	✓	X	Management applies in all levels
21UBM102	Core - II : Business Communication	✓	✓	✓	✓	Communication is necessary everywhere
21UBM1A1	Allied - I : Mathematical Techniques - I	✓	✓	✓	✓	Mandatory in every aspect
21UBM203	Core - III : Organisational Behaviour	✓	✓	X	X	Educates behaviour
21UBM204	Core - IV : Financial Accounting	✓	✓	✓	✓	Applicable everywhere
21UBM2A2	Allied - II : Business Economics	✓	✓	✓	X	Must from individual to corporate
21VAD202	Manayiyal Mahathuvam - I	✓	✓	✓	X	Strong for every women
21VAD203	Uzhavu Bharatham - I	✓	✓	✓	X	Back bone of our nation
21UBM305	Core - V : Taxation	✓	✓	✓	X	Directly or indirectly applicable
21UBM306	Core - VI : Financial Management	✓	✓	✓	✓	Necessary everywhere
21UBM307	Core - VII : Marketing Management	✓	✓	✓	✓	Accelerates the growth
21UBM308	Core - VIII : Mercantile Law	✓	✓	✓	X	To be Followed
21UBM3A3	Allied - III : Mathematical Techniques - II	✓	✓	✓	✓	Mandatory in every aspect
21UBM3N11	NME - I : Intellectual Property Rights	✓	✓	✓	✓	Must for Individual to all levels
21UBM3N12	NME - I : Rural Consumer Behaviour	✓	✓	✓	✓	Reach even uneducated and unaware buyers
21VAD302	Manayiyal Mahathuvam - II	✓	✓	✓	X	Strong for every women
21VAD303	Uzhavu Bharatham - II	✓	✓	✓	X	Back bone of our nation
21VAD304	Entrepreneurship in Rural Areas	✓	✓	X	X	Budding from rural to be focused

  
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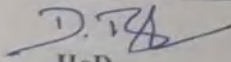
  
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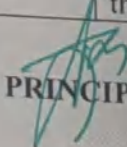
21UBM409	Core- IX : Personnel Management and Industrial Relations	✓	✓	✓	✓	To maintain proper Human Relation
21UBM410	Core - X : Production and Materials Management	✓	✓	✓	✓	Focused at industry level
21UBM411	Core - XI : Cost and Management Accounting	✓	✓	✓	✓	Applicable everywhere in industry
21UBM412	Core - XII : Banking Theory Law & Practice	✓	✓	✓	✓	Applicable everywhere from individual to industry
21UBM4A4	Allied - IV : Management Information System	✓	✓	✓	✓	Applicable everywhere from individual to industry
21UBM4N21	NME - II : Retail Management	✓	✓	X	X	Success of industry depends in retail sales
21UBM4N22	NME - II : Supply Chain Management	✓	✓	✓	✓	Success of organization depends on continuity
21VAD402	Manaiyil Mahathuvam - III	✓	✓	✓	X	Strong for every women
21VAD403	Uzhavu Bharatham - III	✓	✓	✓	X	Back bone of our nation
21VAD404	Project Management for Small Business	✓	✓	X	X	To educate new entrepreneur with ideas
21UBM513	Core – XIII : Entrepreneurship & Project Management	✓	✓	✓	X	Budding entrepreneurs be focused to educate new with ideas
21UBM514	Core - XIV : Skill Enhanced Subject : Research Methods for Management	✓	✓	✓	✓	Applies in all levels from education to industry
21UBM515	Core - XV : Insurance Principles and Practices	✓	✓	✓	✓	Must for everyone
21UBM516	Core – XVI : International Business and Export Management	X	X	✓	✓	The next level of business at home level
21UBM5E11	Core Elective – I : XVII : Microsoft Office Applications for Business – Theory	✓	✓	✓	X	Basic Computer knowledge
21UBM5E12	Core Elective – I : XVII : Visual Basic – Theory	✓	✓	✓	X	Needs for Business
21UBM5E13	Core Elective – I : XVII : Customer Relationship Management – Theory	✓	✓	✓	✓	Necessity for current scenario
21UBM5E11A	Core Elective – I : XVIII : Microsoft Office Applications for Business – Practical	✓	✓	✓	X	Basic Computer knowledge
21UBM5E12B	Core Elective – I : XVIII : Visual Basic – Practical	✓	✓	✓	X	Basic Computer knowledge

  
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21UBM5E13C	<b>Core Elective – I : XVIII :</b> Business Correspondence – Practical	✓	✓	✓	✓	Necessity for current scenario
21UBM5AL1	Advanced Learner Course – I (Optional) Self-Study Stress Management	✓	✓	✓	✓	Applicable for advanced learners
21UBM5S11	<b>Skill-Based Elective : (Major)</b> Services Marketing	✓	✓	✓	X	Educate about provisions available after purchase
21UBM5S12	<b>Skill-Based Elective : (Major)</b> Concepts of Rural Marketing Management	✓	✓	X	X	Experimental learning
21UBM619	<b>Core - XIX :</b> Investment and Portfolio Management	✓	✓	✓	✓	Necessity of Basic individual
21UBM620	<b>Core – XX :</b> Consumer Behaviour	✓	✓	✓	✓	Reasons to know buyers
21UBM621	<b>Core – XXI :</b> <b>Skill Enhanced Subject :</b> Advertising and Sales Promotion	✓	✓	✓	X	To attract public by advertising to increase sales
21UBM622	<b>Core – XXII :</b> Business Environment	✓	✓	✓	X	To Know Micro / Macro Level
21UBM623	<b>Core - XXIII :</b> Project Work and Viva - Voce	✓	✓	✓	✓	Experimental Learning & Practical Exposure
21UBM6E21	<b>Core Elective - XXIV :</b> Internet & E-Commerce and Information Security – Theory	✓	✓	✓	✓	To Reach unreached through net
21UBM6E22	<b>Core Elective - XXIV</b> Programming in C – Theory	✓	✓	✓	X	Little higher than basic
21UBM6E23	<b>Core Elective - XXIV :</b> RDBMS - Theory	✓	✓	✓	✓	To create business database
21UBM6E31	<b>Core Elective – XXV :</b> HTML – Practical	✓	✓	✓	X	To Reach unreached through net
21UBM6E32	<b>Core Elective – XXV :</b> Programming in C - Practical	✓	✓	✓	✓	Little higher than basic
21UBM6E33	<b>Core Elective – XXV :</b> Oracle - Practical	✓	✓	✓	X	To create business database
21UBM 6AL2	Advanced Learner Course – II (Optional) Self-Study : Event Management	✓	✓	✓	✓	Applicable for Advanced learners only
21UBM6S21	<b>Skill-Based Elective : (Major)</b> Logistics Management	✓	✓	✓	X	Bridge to connect different areas
21UBM6S22	<b>Skill-Based Elective : (Major)</b> Agricultural Marketing Management	✓	✓	✓	✓	To Enrich Agriculturists through business

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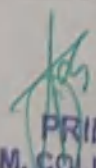
  
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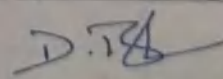
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**List of Courses having focus on Employability / Entrepreneurship / Skill Development  
offered by the Department of Business Administration**


DEPARTMENT OF BUSINESS ADMINISTRATION						
Programme: Business Administration (BBA)					Year: 2021	
Course Code	Course Title	Employability (EM) / Entrepreneurship (EN) / Skill Development (SD)			Focus	Year of Introduction
		EM	EN	SD		
21UBM101	Core - I : Principles of Business Management and Business Organization	✓	X	✓	Management Skills	2021
21UBM102	Core - II : Business Communication	✓	✓	✓	Transfer of Information	2021
21UBM1A1	Allied - I : Mathematical Techniques - I	✓	X	✓	Application of Knowledge	2021
21UBM203	Core - III : Organisational Behaviour	✓	✓	X	Adaptation to Environment	2021
21UBM204	Core - IV : Financial Accounting	✓	✓	✓	Accountability	2021
21UBM2A2	Allied - II : Business Economics	✓	✓	X	Application of Financial Idea	2021
21VAD202	Manayiyal Mahathuvam - I	✓	X	✓	Basic Preparedness	2021
21VAD203	Uzhavu Bharatham - I	✓	✓	✓	Back bone of future	2021
21UBM305	Core - V : Taxation	✓	✓	✓	Indirect / Direct Application of tax	2021
21UBM306	Core - VI : Financial Management	✓	✓	✓	Knowledge needed everywhere	2021
21UBM307	Core - VII : Marketing Management	✓	X	✓	Application of Mind	2021
21UBM308	Core - VIII : Mercantile Law	✓	✓	✓	Law to be followed	2021
21UBM3A3	Allied - III: Mathematical Techniques-II	✓	X	✓	Application of Knowledge	2021
21UBM3N11	NME - I : Intellectual Property Rights	✓	✓	✓	Knowledge / Idea	2021
21UBM3N12	NME - I : Rural Consumer Behaviour	X	✓	✓	Buyer Behaviour	2021
21VAD302	Manayiyal Mahathuvam - II	✓	X	✓	Basic Preparedness	2021
21VAD303	Uzhavu Bharatham - II	✓	✓	✓	Back bone of future	2021
21UBM3V1	Entrepreneurship in Rural Areas	✓	✓	✓	To start business in rural area	2021
21UBM409	Core- IX : Personnel Management and Industrial Relations	X	✓	✓	Develop Human Relations	2021
21UBM410	Core - X : Production and Materials Management	✓	✓	✓	Industry	2021

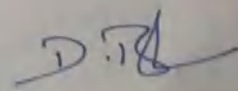
  
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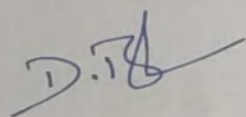


21UBM411	Core - XI : Cost and Management Accounting	✓	✓	✓	Accountability	2021
21UBM412	Core - XII : Banking Theory Law & Practice	✓	✓	✓	Updating of Banking Knowledge	2021
21UBM4A4	Allied - IV : Management Information System	✓	✓	X	Development of Data	2021
21UBM4N21	NME - II : Retail Management	✓	✓	✓	Local sales	2021
21UBM4N22	NME - II : Supply Chain Management	✓	✓	✓	Continuity in sales	2021
21VAD402	Manayiyal Mahathuvam - III	✓	X	✓	Basic Preparedness	2021
21VAD403	Uzhavu Bharatham - III	✓	✓	✓	Back bone of future	2021
21UBM4V2	Project Management for Small Business	X	✓	✓	Budget and allocation of funds	2021
21UBM513	Core - XIII : Entrepreneurship & Project Management	X	✓	✓	Budget and allocation of funds to start business	2021
21UBM514	Core - XIV : Skill Enhanced Subject : Research Methods for Management	✓	✓	✓	Application of knowledge for thesis preparation	2021
21UBM515	Core - XV : Insurance Principles and Practices	✓	✓	✓	Awareness Creation	2021
21UBM516	Core - XVI : International Business and Export Management	✓	✓	✓	Educating knowledge for business to next level	2021
21UBM5E11	Core Elective - I : XVII : Microsoft Office Applications for Business - Theory	✓	X	✓	Basic Computer skills	2021
21UBM5E12	Core Elective - I : XVII : Visual Basic - Theory	✓	X	✓	Additional Computer skills	2021
21UBM5E13	Core Elective - I : XVII : Customer Relationship Management - Theory	✓	✓	✓	Reliability of customer	2021
21UBM5E11A	Core Elective - I : XVIII : Microsoft Office Applications for Business - Practical	✓	X	✓	Basic Computer skills	2021
21UBM5E12B	Core Elective - I : XVIII : Visual Basic - Practical	✓	X	✓	Additional Computer skills	2021
21UBM5E13C	Core Elective - I : XVIII : Business Correspondence - Practical	✓	✓	✓	Documenting	2021
21UBM5AL1	Advanced Learner Course - I (Optional)Self-Study:Stress Management	✓	✓	✓	Knowledge and Skill equipment	2021
21UBM5S11	Skill-Based Elective : (Major) Services Marketing	✓	✓	✓	Knowledge equipment	2021
21UBM5S12	Skill-Based Elective : (Major) Concepts of Rural Marketing	✓	✓	✓	Knowledge and Skill equipment	2021

  
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	Management					
21UBM619	Core - XIX : Investment and Portfolio Management	✓	✓	✓	Financial Awareness	2021
21UBM620	Core – XX : Consumer Behaviour	✓	✓	✓	Buyer Intention	2021
21UBM621	Core – XXI : Skill Enhanced Subject : Advertising and Sales Promotion	✓	✓	✓	Enriching knowledge in volume of sales	2021
21UBM622	Core – XXII : Business Environment	X	✓	✓	Micro & Macro Level	2021
21UBM623	Core - XXIII : Project Work and Viva - Voce	✓	✓	✓	Application of knowledge and mind	2021
21UBM6E21	Core Elective – II : XXIV : Internet & E-Commerce and Information Security – Theory	✓	✓	✓	Basic Computer skills	2021
21UBM6E22	Core Elective – II : XXIV Programming in C – Theory	✓	X	✓	Additional Computer skills	2021
21UBM6E23	Core Elective – II : XXIV : RDBMS - Theory	✓	X	✓	Computer skills for documenting	2021
21UBM6E31	Core Elective – III : XXV : HTML – Practical	✓	X	✓	Basic Computer skills	2021
21UBM6E32	Core Elective – III : XXV : Programming in C - Practical	✓	X	✓	Additional Computer skills	2021
21UBM6E33	Core Elective – III : XXV : Oracle - Practical	✓	✓	✓	Computer skills for documenting	2021
21UBM 6AL2	Advanced Learner Course – II (Optional) Self-Study : Event Management	✓	✓	✓	Knowledge and Skill equipment	2021
21UBM6S21	Skill-Based Elective : (Major) Logistics Management	✓	✓	✓	Bridging Different locations	2021
21UBM6S22	Skill-Based Elective : (Major) Agricultural Marketing Management	✓	✓	✓	Focus Agriculturist Products	2021



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**Percentage of Revision of Business Administration Syllabus under Regulation 2021**


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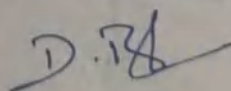
S.No	Course Code	Course Title	Change Details	% of Changes	Content Deleted	Content Updated	Reason for Change
1	21UBM101	<b>Core - I :</b> Principles of Business Management and Business Organization	In Existing Syllabus	5 %	<u>Unit-5</u> Chamber of Commerce	<u>Unit-5</u> Industry 4.0	Subject Expert Opinion
2	21UBM102	<b>Core - II :</b> Business Communication	In Existing Syllabus	5 %	<u>Unit-5</u> Characteristics of good commercial Writing	<u>Unit-5</u> Effective participation in Group Discussion	Course Teacher Opinion
3	21UBM1A1	<b>Allied - I :</b> Mathematical Techniques - I	In Existing Syllabus	-	-	-	-
4	21UBM203	<b>Core - III :</b> Organisational Behaviour	In Existing Syllabus	5 %	-	<u>Unit - 4</u> Occupational Stressors	Subject Expert Opinion
5	21UBM204	<b>Core - IV :</b> Financial Accounting	In Existing Syllabus	-	-	-	-
6	21UBM2A2	<b>Allied - II :</b> Business Economics	In Existing Syllabus	5 %	-	<u>Unit-2</u> Demand Forecasting-Importance of Demand forecasting	Course Teacher Opinion
7	21UBM305	<b>Core - V :</b> Taxation	In Existing Syllabus	-	-	No Change	-
8	21UBM306	<b>Core - VI :</b> Financial Management	In Existing Syllabus	-	-	-	-
9	21UBM307	<b>Core - VII :</b> Marketing Management	In Existing Syllabus	5 %	-	<u>Unit - 5</u> Modern Trends in Retailing-Malls and Online-Direct Marketing	Subject Expert Opinion

  
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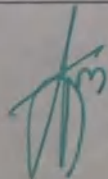
  
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						Tele Marketing-Event Marketing-Online and E-Marketing	
10	21UBM308	Core - VIII : Mercantile Law	In Existing Syllabus	5 %	-	<u>Unit - 3</u> Companies Act, 2013	Subject Expert Opinion
11	21UBM3A3	Allied - III: Mathematical Techniques-II	In Existing Syllabus	-	-	-	-
12	21UBM3N11	NME - I : Intellectual Property Rights	In Existing Syllabus	-	-	-	-
13	21UBM3N12	NME - I : Rural Consumer Behaviour	In Existing Syllabus	-	-	-	-
14	21UBM409	Core- IX : Personnel Management and Industrial Relations	In Existing Syllabus	5 %	-	<u>Unit - 4</u> Succession Planning and Fast-Tracking	Subject Expert Opinion
15	21UBM410	Core - X : Production and Materials Management	In Existing Syllabus	5 %	-	<u>Unit-3</u> Vendor Development	Course Teacher Opinion
16	21UBM411	Core - XI : Cost and Management Accounting	In Existing Syllabus	-	-	No Change	-
17	21UBM412	Core - XII : Banking Theory Law & Practice	In Existing Syllabus	-	-	-	-
18	21UBM4A4	Allied - IV : Management Information System	In Existing Syllabus	5 %	-	<u>Unit-1</u> MIS structures	Subject Expert Opinion
19	21UBM4N21	NME - II : Retail Management	In Existing Syllabus	-	-	-	-
20	21UBM4N22	NME - II : Supply Chain Management	In Existing Syllabus	-	-	-	-
21	21UBM513	Core - XIII : Entrepreneurship	In Existing	5 %	<u>Unit - 2</u> Economic&	<u>Unit - 2</u> Entrepreneu	Subject Expert

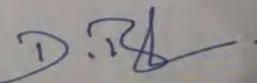
  
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		& Project Management	Syllabus		non – economic Growth of Entrepreneur	rial Development Programmes in India	Opinion
22	21UBM514	<b>Core - XIV : Skill Enhanced Subject :</b> Research Methods for Management	In Existing Syllabus	5 %	-	<b>Unit -3</b> Pretesting	Course Teacher Opinion
23	21UBM515	<b>Core - XV :</b> Insurance Principles and Practices	In Existing Syllabus	5 %	-	<b>Unit-2</b> Surrender of policy, policy claims	Alumni Opinion
24	21UBM516	<b>Core – XVI :</b> International Business and Export Management	In Existing Syllabus	5 %	<b>Unit-1</b> Differences	<b>Unit-1</b> Features of International Marketing	University Nominee Opinion
25	21UBM5E11	<b>Core Elective – I : XVII :</b> Microsoft Office Applications for Business – Theory	In Existing Syllabus	5 %	<b>Title:</b> PC Software (MS-Office) Theory	<b>Title Renamed as:</b> Microsoft Office Applications for Business-Theory	Subject Expert Opinion
26	21UBM5E12	<b>Core Elective – I : XVII :</b> Visual Basic – Theory	New Syllabus	100 %	-	<b>All 5 Units are New</b>	University Nominee Opinion
27	21UBM5E13	<b>Core Elective – I : XVII :</b> Customer Relationship Management – Theory	New Syllabus	100 %	-	<b>All 5 Units are New</b>	University Nominee & Subject Expert Opinion
28	21UBM5E11A	<b>Core Elective – I : XVIII :</b> Microsoft Office Applications for Business – Practical	In Existing Syllabus	5 %	<b>Title:</b> PC Software (MS-Office) Practical	<b>Title Renamed as:</b> Microsoft Office Applications for	Subject Expert Opinion



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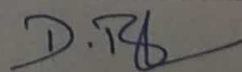


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						Business-Practical	
29	21UBM5E12B	Core Elective – I : XVIII : Visual Basic – Practical	New Syllabus	100 %	-	All 5 Units are New	University Nominee & Subject Expert Opinion
30	21UBM5E13C	Core Elective – I : XVIII : Business Correspondence – Practical	New Syllabus	100 %	-	All 5 Units are New	University Nominee & Subject Expert Opinion
31	21UBM5AL1	Advanced Learner Course – I (Optional) Self-Study	New Syllabus	100 %	-	All 5 Units are New	University Nominee & Subject Expert Opinion previous BoS Opinion
32	21UBM5S11	Skill-Based Elective : (Major) Services Marketing	In Existing Syllabus	-	-	-	-
33	21UBM5S12	Skill-Based Elective : (Major) Concepts of Rural Marketing Management	In Existing Syllabus	-	-	-	-
34	21UBM619	Core - XIX : Investment and Portfolio Management	In Existing Syllabus	5 %	-	Unit – 4 Markowitz model – Sharpe model	Alumini Opinion
35	21UBM620	Core – XX : Consumer Behaviour	In Existing Syllabus	5 %	Unit-5 Channel Mix	Unit-5 Marketing Ethics	Alumini Opinion
36	21UBM621	Core – XXI : Skill Enhanced Subject : Advertising and Sales Promotion	In Existing Syllabus	5 %	-	Unit – 3 Criticisms on advertising	-
37	21UBM622	Core – XXII : Business Environment	In Existing Syllabus	5 %	Unit-4 Legal Environment	Unit-4 New Industrial Policy – Industrial Licensing Policy	Course Teacher Opinion

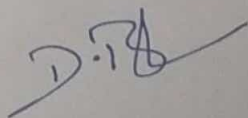


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38	21UBM623	Core - XXIII : Project Work and Viva - Voce	In Existing Syllabus	-	-	-	-
39	21UBM6E21	Core Elective – II : XXIV : Internet & E- Commerce and Information Security – Theory	In Existing Syllabus	10%	<u>Unit – 1</u> HTML & Internet Advertising <u>Unit-3</u> Protocol Definition, Tcp/Ip	<u>Unit – 1</u> Machine Learning and Robotics	University Nominee Opinion
40	21UBM6E22	Core Elective - II : XXIV Programming in C – Theory	-	-	-	-	-
41	21UBM6E23	Core Elective – II : XXIV : RDBMS - Theory	-	-	-	-	-
42	21UBM6E31	Core Elective – III : XXV : HTML – Practical	In Existing Syllabus	-	-	-	-
43	21UBM6E32	Core Elective – III : XXV : Programming in C - Practical	New Syllabus	100 %	-	All 5 Units are New	University Nominee & Subject Expert Opinion
44	21UBM6E33	Core Elective – III : XXV : Oracle - Practical	New Syllabus	100 %	-	All 5 Units are New	
45	21UBM 6AL2	Advanced Learner Course – II (Optional) Self- Study	New Syllabus	100 %	-	All 5 Units are New	
46	21UBM6S21	Skill-Based Elective : (Major) Logistics Management	Existing Syllabus	-	-	-	-
47	21UBM6S22	Skill-Based Elective : (Major) Agricultural Marketing Management	Existing Syllabus	-	-	-	-



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