

## 17<sup>th</sup> Board of Studies Meeting June 2021

A meeting of BOS is convened for the BBA(CA) Program offered by the Department of Business Administration with computer Application on 7<sup>th</sup> June 2021 through online portal with the following members.

1. Mrs. B. Umamaheswari - Chairman & Head of the Department
2. Mrs. Pt. Amirtham - Member
3. Mrs. M. Mahalakshmi - Member
4. Dr. (Mrs) J. Dhinya - Member
5. Ms. V. Priyadharshini - Member
6. Dr (Mrs) A. Pankajam  
Associate Professor in Management  
Arinashilingam University - University Nominee  
Coimbatore
7. Dr. S. Brindha  
Associate Professor & Head - Subject Expert from  
Department of Management Other college.  
GRD College of Science  
Coimbatore
8. Dr. N. Manickam Mahesh  
Associate Professor in Management - Subject expert from  
Sri Krishna College of Engineering & Technology Other college  
Coimbatore
9. Ms. N. Hemapriya  
Associate - Industrial Expert.  
Tata Consultancy Services  
Velachery, Chennai 600042
10. Ms. S. Lavanya  
No.3, Keles apartment - Alumni  
UkP street, Udumalpet-642126

## Agenda of the Meeting

Item No: 1 To finalise & approve the curricular framework & design for the BBA(CA) Program for all courses for I - VI Semesters under Outcome Based Education (OBE) along with the course contents for the courses offered during III - VI Semesters for the students admitted from the academic year 2020 - 2021 & onwards and also for the courses offered during the I - VI semesters for the students admitted from the academic year 2021 - 2022 & onwards with the assessment for CIA under OBE based on Blooms Taxonomy concepts.

Item no: 2 To Finalize and approve the Elective Options and ALC / On-line courses.

Item No: 3 To discuss and approve the areas of UG Project / Internship Activities

The following were the members present for the meeting:

Google meet link: <https://meet.google.com/vgr-kntz-zer>

1. Mrs. B. Umamaheswari - Chairman & Head - *[Signature]*
2. Dr. (Mrs) A. Pankajam - University Nominee - Online
3. Dr. (Mrs) S. Brindha - Subject Expert - Online
4. Dr. N. Manickamabesh Subject Expert - Online
5. Mrs. P. Amirtham - Department member - P. Amirtham
6. Mrs. M. Mahalakshmi - Department member - M. Mall
7. Dr. J. Dhirya - Department member - *[Signature]*
8. Ms. V. Priyadharshini - Department member - V. Priyadharshini
9. Ms. N. Hemapriya - Industrial Expert - Online
10. Ms. S. Lavanya - Alumni - online

1. Discussions went on related to revamping the syllabi according to Introduction of Part IV - Skill Enhancement course I - Professional English for Management. By introducing this course, Skill Enhancement Courses are shuffled in the upcoming semester for the students admitted from the academic year 2020-2021 batch.

2. Discussion went on related to the syllabi for all papers for the students admitted from the Academic Year 2021-2022 batch onwards.

The following are the suggestions and recommendations made by the Board and the resolutions approved.

Item No: 1

1. It was resolved to incorporate the laws relating to social media in Part III - Core V - Advertising Management Unit V - for the students admitted from the Academic Year 2021-2022 batch onwards.

2. It was resolved to have an activity related to analysis of Social Media advertising and submit a report as an Internal Component for Part III - Core V - Advertising Management.

3. It was resolved to include Pros and Cons of Payment apps and Net Banking in Part IV - Skill Enhancement Course II - Modern Banking - Unit V for the students admitted from the Academic year 2021-2022 batch onwards.

Item No: 2 Resolved that Elective options and ALC Courses has been approved.

Item No: 3 Resolved that activities under Internship and Project has been approved.

Resolved that the curricular framework and design of course content be approved as stated above for the courses of the semesters II - VI for the students admitted from the Academic Year 2020-2021 batch and Semesters I - VI for the students admitted from the Academic Year 2021-2022 batch onwards in the UG programme under OBE pattern has been approved.

Proposed by

Dr. (Mrs). A. Pankajam

Dr. (Mrs). S. Briodha

Dr. N. Manicka Mahesh

Seconded by

Mrs. B. Umamaheswari

Proposed by

Dr.(Mrs). A. Pankajam
Dr.(Mrs). S.Brindha
Dr. N. Manicka Mahesh

Seconded by 1. Mrs.B.Umamaheswari

Rajiswari's  
10/8/20

Proposed by

Dr.(Mrs). A. Pankajam
Dr.(Mrs). S.Brindha
Dr. N. Manickam Mahesh

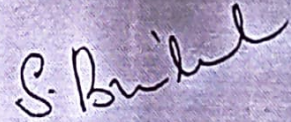
Seconded by 1. Mrs.B.Umamaheswari

I approve and acknowledge the minutes of the BOS meeting of the BBA (CA) program which was conducted through online on 7<sup>th</sup> June 2021.



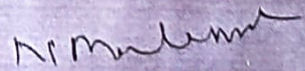
(A.Pankajam)

I approve and acknowledge the minutes of the BOS meeting of the BBA (CA) program which was conducted through online on 7<sup>th</sup> June 2021.



(S.Brindha)

I approve and acknowledge the minutes of the BOS meeting of the BBA(CA) program which was conducted through online on 7-06-2021.



(Dr. N. MANICKAM MAHESH)