

Sri G.V.G. VISAKHINI COLLEGE FOR WOMEN (AUTONOMOUS)

DEPARTMENT OF COMMERCE

MINUTES OF THE 24<sup>th</sup> BOARD OF STUDIES MEETING ON  
7<sup>th</sup> JUNE 2021.

A meeting of the Board of Studies was convened for the B.Com and M.Com Programmes offered by the Department of Commerce on 7.6.2021 at 10 a.m using Google meet with the following members:

Chairman:

Dr.(Mrs.) N. Lakshmi, M.Com., M.Phil., Ph.D., PGDEA.

Members:

Internal Faculty:

1. Dr.(Mrs.) R. Parameswari, M.Com., M.Phil., M.Ed., Ph.D., PGDEA.,
2. Dr.(Mrs.) M. Kalavathi, M.Com., M.Phil., Ph.D., PGDEA.,
3. Dr.(Mrs.) K. Umamageswari, M.Com., M.Phil., Ph.D., PGDEA.,
4. Dr.(Mrs.) C. Pushpalatha, M.Com., M.Phil., Ph.D., PGDEA.,
5. Dr.(Mrs.) S. Bhuvanewari, M.Com., B.Ed., Ph.D., PGDEA.,
6. Dr.(Mrs.) R. Vanamadevi, M.Com., M.Phil., MBA., Ph.D., PGDEA.,
7. Dr.(Mrs.) C. Brindhadevi, M.Com., M.Phil., Ph.D., PGDEA., MBA., M.Phil.,
8. Dr.(Mrs.) M. Rajapriya, M.Com., M.Phil., Ph.D., PGDEA.,
9. Mrs. S. Raja Nandhini, M.Com., M.Phil., PGDEA.,
10. Dr.(Mrs.) R. Surya Priya, M.Com., M.Phil., Ph.D., PGDEA.; (C Resigned)
11. Miss. S. Subhashree, M.Com., M.Phil., (C Resigned)
12. Dr.(Mrs.) R. Sathya, M.Com., M.Phil., Ph.D., M.A (Cec&E), M.Sc., (Yoga Naturopat)
13. Mrs. P. Jayamary, M.Com., M.Phil., B.Ed., M.B.A., PGDEA. (Resigned)
14. Dr.(Mrs.) V. Thaslim Ariff, M.Com., M.Phil., Ph.D., MBA., PGDEA (Resigned)

External Experts:

5. Dr.(Mrs.) P. Bruntha (University Nominee)

Associate Professor and Head

Department of Commerce (Aided)

St. M. College, Pallachi.

16. Dr. I. Francis. Gnanasekar. Subject Expert from other colleges.  
Associate Professor  
Department of Commerce.  
St. Joseph's College (Autonomous)  
Trichy-2

17. Dr. R. Manohar. Subject Expert from other college  
(Retired and did not attend).  
Associate Professor and Head,  
Department of commerce,  
Ayya Nadar Janaki Ammal College,  
Srivilliputhur Main Road,  
Sivakasi - 626 124.

18. CA. R. Santhiyalakshmi. Industrial Expert.  
Rajaram and Co.,  
Udumalpet.

19. Dr. V. Nirmaladevi. Alumni.  
Assistant Professor and Head,  
Department of Commerce,  
Sri. Ramakrishna College of Arts & Science,  
Peelamedu, Coimbatore.

The following were the suggestions and recommendations made by the board and resolutions approved:

Mem No 1: The Board discussed the curriculum framework and design of the course contents for I to VI Semesters for the students to be admitted from the academic year 2021-2022; the revised curriculum framework for III to VI Semester for the students admitted during the academic year 2020-2021, and the revised curriculum framework for V and VI Semesters for the students admitted

Under OBE pattern of assessment.

Resolution: The Board resolved to accept the suggested Curriculum framework and design with the course contents for I to VI Semesters for the students admitted from the academic year 2021-2022, the revised curriculum framework for III to VI Semesters for the students admitted during the academic year 2020-2021 and the revised curriculum framework for V and VI Semesters for the students admitted during the academic year 2019-2020 for the B.Com programme under the OBE pattern of assessment.

Proposed by Dr. N. Lakshmi and seconded by Dr. P. Brutha.

Item No. 2: The board discussed to shift the Core IV Principles of Marketing from II semester to III semester as 321B08 Core VIII to facilitate inclusion of 221B04 E-Banking as Core IV.

Core XI Banking Law and Practice was revamped and renamed as E Banking for the students admitted from the academic year 2021-2022 onwards.

Resolution: The board approved the shift in the courses 321B08 Principles of Marketing to III semester and 221B04 E-Banking to II semester.

Proposed by Dr. R. Parameswari and seconded by Dr. I. Francis Gnanas

Item No. 3: The Board discussed to remove Core XIII E-Accounting Practicals to offer it as career oriented programme and is replaced with the new course 519B13 Core XIII - Micro Finance for the students admitted during the academic year 2019-20 onwards.

Resolution: The Board resolved to remove Core XIII E Accounting - practicals so as to offer it as career oriented programme and is replaced with the new course 521B15/520B12 Core XIII - Micro Finance for the students admitted

during the academic year 2019-2020 onwards.

Proposed by Dr. M. Kalavathi and seconded by CA. R. Santhiyalakshmi.

Item No. 4: The Board discussed to replace Part IV SEC I: Business Application Tools - Image Editor - practicals with the new course 320BS1 SEC I - Professional English for the Commerce for the students admitted during the academic year 2020-2021 onwards. The assessment pattern suggested for the course was discussed.

Resolution: The board approved to introduce 320BS1 - Professional English for Commerce as SEC I in the place of SEC I - Business Application Tools - Image Editor - practicals in the III semester for the students admitted during the academic year 2020-2021 onwards. The suggested assessment pattern comprising learning activity, experiential learning, event management skills and LSRW skills assessment using Mobile app for the course was approved.

Proposed by Dr. K. Umamageswari and seconded by Dr. V. Nirmalad

Item No. 5: The board proposed to introduce 420BS2 - Web Page Designing as part IV SEC II for the students admitted from the academic year 2020-2021 onwards and as SEC IV 619BS5 for the students admitted during the academic year 2019-2020 only. To facilitate the introduction of Web Page Designing SEC IV Business Skills practical, course was removed.

Resolution: The board approved to introduce 420BS2 Web Page Designing, for the students admitted during the academic year 2020-2021 onwards as SEC II and for 2019-2020 batch as SEC IV 619BS5.

Proposed by Dr. C. Pushpalatha and seconded by Dr. P. Bruntha.

Item No. 6: The Board proposed to shift SEC II Business D

and SEC III 517BS3 Business Application Tools & Practical as SEC III 520BS4 Analysis - Practicals to Semester VI as SEC IV - 620BS6, with necessary modifications for the students admitted from the academic year 2020-2021 onwards.

Resolution: The board reviewed and approved the modified Business Data Analysis - Practicals as SEC IV 620BS6, for the students admitted from the academic year 2020-2021 onwards.

Proposed by Dr. S. Bhuvaneshwari and seconded by Dr. I. Francis Gnanasekar

Item No. 7: The Board proposed the introduction of a theory based course as an alternative choice for SEC II, III and IV practical based courses. The Board discussed the course contents of the new courses SEC II 420BS3: Principles of Advertising, SEC III 519BS4: Salesmanship and SEC IV 619BS6: Brand Management for the students admitted from the academic year 2019-2020 batch onwards.

Resolution: The Board approved the new courses SEC II 420BS3: Principles of Advertising, SEC III 519BS4 - Salesmanship and SEC IV 619BS6: Brand Management for the students admitted from the academic year 2019-2020 batch onwards.

Proposed by Dr. R. Vanamadevi and seconded by Dr. P. Bruntha.

Item No. 8: The board discussed the course contents of the revamped courses Part III Core I - 121B01 - Financial Accounting-I Core II - 121B02 - Business Organisation, Core VIII - 321B08 - Principles of Marketing, 521B16 - Core XVI - Business Communication and Core XVIII - 621B18 Export Management for the students admitted from the academic year 2021-2022 onwards.

Resolution: The board resolved to accept the modification in the course contents of the courses Part III - Core I - 121B01

Core VIII - 321B08 - Principles of Marketing, 521B16 - Core XVI - Business Communication and Core XVIII - 621B18 - Export Management for the students admitted from the academic year 2021-2022 onwards.

Proposed by Dr. C. Brindha Devi and seconded by Dr. I. Francis Gnanasekar

Item No. 9: The Board proposed to introduce additional choices in Electives. The new choices of Elective I - 521BE3: E-Commerce Technology, Elective II 621BE6: Logistic Management and Elective III - 621BE9: Cyber Law were proposed to meet the needs of the growing digitalized environment for the students admitted from the academic year 2021-2022 onwards.

Resolution: The Board approved the introduction of Elective I 521BE3: E-Commerce Technology, and Elective II - 621BE6: Logistics Management and Elective III - 621BE9: Cyber Law as additional choices for the students admitted from the academic year 2021-2022 onwards.

Proposed by Dr. R. Sathya and seconded by Dr. I. Francis Gnanasekar

Item No. 10: The board discussed to replace ALC II E-Commerce by a new course ALC II - 621A1B: Intellectual Property Rights as the same was shifted to Elective Course I, for the students admitted from the academic year 2021-2022 onwards.

Resolution: The board approved to replace ALC II - E-Commerce by the new course ALC II - 621BA4: Intellectual Property Rights for the students admitted from the academic year 2021-2022 onwards.

Proposed by Mrs. S. Hemalatha and seconded by Dr. P. Bruntha.

Item No. 11: The board discussed to introduce the Bridge Course for the students admitted from the academic year 2021-2022

Onwards, by removing: Journal, Ledger, Subsidiary Book and Trial Balance from Unit: Financial Accounting-3.

Resolution: The board resolved to introduce the Bridge Course to strengthen in Basics of Accounts for the students admitted from the academic year 2021-2022 onwards.

Proposed by Dr. N. Lakshmi and seconded by Dr. P. Brundha.

M. Com.

Item No. 12: The board presented the curriculum framework and design of the course contents for I to IV Semesters for M. Com Programme for the students admitted from the academic year 2021-2022 under OBE pattern of assessment.

Resolution: The board reviewed and approved the Curriculum framework and design of the course content for I to IV Semesters for M. Com Programme for the students admitted from the academic year 2021-2022 under OBE pattern of assessment.

Proposed by Dr. N. Lakshmi and seconded by Dr. P. Brundha.

Item No. 13: The Board presented the revised curriculum framework of M. Com programme for III and IV Semester for the students admitted during the academic year 2020-2021.

Resolution: The Board reviewed and approved the revised curriculum framework of M. Com Programme for III and IV Semesters for the students admitted during the academic year 2020-2021.

Proposed by Dr. N. Lakshmi and seconded by Dr. I. Francis Gramak.

Item No. 14: The Board discussed to introduce new course 21MC01 Core IV Operations Research in the place of Core IV Computer Applications in Business Practicals, for the students

admitted from the academic year 2021-2022 onwards.  
Resolutions: The Board discussed and resolved to approve the new course 21ME09 Core IX <sup>Women</sup> Operations Management in the place of Core IX Computer Applications in Semesters practicals, for the students admitted from the academic year 2021-2022 onwards.

Proposed by Dr. P. Paramaswari and recorded by Dr. J. Francis George

Item No. 15: The Board suggested strengthening the self-learning aptitude of the students by shifting Core IX, Entrepreneurial Development from II Semesters to I Semesters as 21ME09 Core <sup>Women</sup> Entrepreneurial Development as self-learning course. The student will be provided with additional option of MOC Entrepreneurial Development course, for the students admitted from the academic year 2021-2022 onwards as self-learning.

Resolution: The Board approved the modified content of 21ME09 Core IX <sup>Women</sup> Entrepreneurial Development course and the additional option of MOC Entrepreneurial Development course, for the students admitted from the academic year 2021-20 onwards. Also approved 21ME09 Core <sup>Women</sup> Entrepreneurial Development for 2021-2022 Batch onwards.

Proposed by Dr. M. Kalavathi and recorded by Dr. P. Paramaswari

Item No. 16: The Board discussed the modifications in the 20ME15 Core XV <sup>Women</sup> Entrepreneurial Development course for the students admitted from the academic year 2020-2021 onwards.

Resolution: The Board discussed and approved the modifications in the 20ME15 Core XV <sup>Women</sup> Entrepreneurial Development course for the students admitted from the academic year 2020-2021 onwards.

Proposed by Dr. C. Pushpalatha and recorded by Dr. J. Francis George



Item No. 17: The Board discussed to provide 1000 Courses as optional to 21MCA Institutional Training in the second semester to promote online learning.

Resolution: The Board resolved to approve 1000 Courses as optional for 21MCA Institutional Training in the second semester.

Proposed by Dr. S. Bhuvanewari and Seconded by Dr. P. Brundha.

Item No. 18: The Board discussed to introduce 21MCA Core XV - Strategic Management in IV semester by removing Core IX - Accounting in Computerised Environment - Practicals, for the students admitted from the academic year 2021-2022 onwards.

Resolution: The Board reviewed and resolved to introduce 21MCA Core XV Strategic Management in IV Semester for the students admitted from the academic year 2021-2022 onwards and accepted the removal of Core IX Accounting in Computerised Environment - Practicals.

Proposed by Dr. N. Lakshmi and seconded by Dr. I. Francis Gnanasekar.

Item No. 19: The Board discussed to provide 20MCA Project Optional Course I: Retail Management and modified 20MCA Project Optional Course II: Information Technology in Business as self learning courses from 2020-2021 batch onwards.

Resolution: The Board resolved to approve 20MCA Project Optional Course I: Retail Management and modified 20MCA project Optional Course II: Information Technology in Business as self-learning courses from 2020-2021 batch onwards.

Proposed by Dr. R. Vanamadevi and seconded by Dr. I. Francis Gnanasekar

Item No. 20: The Board discussed the modifications and additions in the course contents of 21MCA Core I - Business Environment,

21MC05 Core V - Executive Communication, 21MC06 Core VI - Research Methodology and 21MC07 Elective V - Institutional Support for International Trade.

Resolution: The Board approved the course contents of 21MC01 Core I Business Environment, 21MC05 Core V - Executive Communication, 21MC06 Core VI Research Methodology and 21MC07 Elective V - Institutional Support for International Trade.

Proposed by Dr. R. Parameswari and seconded by Dr. I. Francis Gnanasekar.

Item No. 21: The Board discussed to introduce new 21MCA2 Advanced Learners Course - I Customer Relationship Management and 21MCA4 Advanced Learners Course II E-Commerce as additional option.

Resolution: The Board resolved to approve the new Courses 21MCA2 Customer Relationship Management and 21MCA4 - E-Commerce as additional options.

Proposed by Dr. N. Lakshmi and seconded by Dr. P. Bruntha.

Members present in the Board.

Dr. (Mrs.) N. Lakshmi. Chairman.

Signature,  
N. Lakshmi

Dr. (Mrs.) P. Bruntha. University Nominee.

Online.

Dr. I. Francis Gnanasekar. Subject Expert.

Online.

CA. R. Santhiyalakshmi. Industrial Expert.

Online.

Dr. (Mrs.) R. Parameswari.

R. Parameswari  
Signature

Dr. (Mrs.) M. Kalavathi.

Signature

Dr. (Mrs.) K. Umamageswari.

C.P.M.

Dr. (Mrs.) C. Pushpalatha.

Dr (Mrs) S. Bhuvanarani	S. Bhuvanarani
Dr (Mrs) P. Varamadasi	P. Varamadasi
Dr (Mrs) C. Prindha Devi	C. Prindha Devi
Dr (Mrs) V. Nilmaladevi	Nilmaladevi
Mrs. S. Hemalatha	S. Hemalatha
Dr (Mrs) R. Sathya	R. Sathya
Mrs. S. Rajanardhini	S. Rajanardhini
Dr (Mrs) V. Simi	V. Simi
Miss. M. Anasweni	M. Anasweni
Miss. S. Jannathul Prithouse	S. Jannathul Prithouse

*Principals*

Principal

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