



## Sri G.V.G Visalakshi College for Women (Autonomous)

Affiliated to Bharathiar University

Re- Accredited at A' Grade by NAAC (Fourth Cycle)

An ISO 9001:2015 Certified Institution

Udumalpet - 642128, Tamil Nādu

### Department of BBA(CA)

#### Action Taken Report

2021-2022

Stakeholders	Feedback	Action Taken
BoS Members	The experts recommended to introduce Advertising management and Event management.	Advertising management has been introduced as core V – advertising management in semester – III. Event management has been introduced as SEC- III in semester – V.
Industry Expert	Industrial expert stated that the foreign exchange management syllabus can be included which will help them to know about external trade and payments.	Foreign Exchange Management has been introduced as core –X In semester IV.
Alumni	Alumni felt that customer relationship management can be included which will help them entering in to service sectors.	Customer Relationship Management has been introduced as a core XVIII in semester VI.
Students	The Students stated that it will be helpful if a courses based on industrial relation and global business management is introduced which would enhance their performance while taking up their job.	Industrial relations and labour welfare has been introduced as elective III in semester VI. Global Business Management has been introduced as elective II in semester VI to impart knowledge on business aspects.
External Members	Members recommended to introduce Production related subject which will be helpful for them to entering into manufacturing sector.	Production and Materials Management has been introduced as Elective II in Semester II
Faculty	Faculty suggested to add some recent topics related to Banking.	Pros and Cons of Payment apps and Net banking has been included in SEC II - Modern Banking.

Chairman: Mrs.B.Umamaheswari

Associate Professor in BBA (CA)

Members: Mrs.PL.Amirtham

Mrs.M.Mahalakshmi

Dr.J.Dhivya

Ms.V.Priyadharshini

Pl. Amirtham

M. Md L

Dr. J. S

V. Priyadharshini

PRINCIPAL  
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#### Action Taken Report

2020-2021

Stakeholders	Feedback	Action Taken
BoS Members	The Members recommended to introduce a topic on IPR and Consumer Protection Act.	Topics related to intellectual property rights and consumer protection act was included in Part III- Core VI – Legal aspects of Business in semester III .
Industry Expert	The experts recommended to included new trends in banking in skill enhancement course – modern banking.	Modern banking has been introduced as SEC I in semester III by including new trends in banking sectors.
Alumni	The Alumni recommended to included services marketing as a skill enhancement course.	Services Marketing has been introduced as a skill enhancement course III in semester V.
Students	The students stated that it will be helpful if a course on basics of research is introduced which would enhance their performance while carrying out their project work.	Research Methodology has been introduced as an Elective I – Research Methodology to impart knowledge on research aspects in semester V.
External Members	The members recommended to introduce Management Information System	Management Information System has been introduced as a core XII - Management Information System in semester IV.
Faculty	The Faculty stated that the ethical aspects can be included in the syllabus.	Professional Ethics for Managers has been introduced as SEC II in semester IV.

Chairman: Mrs.B.Umamaheswari

Assistant Professor in BBA (CA)

Members: Mrs.PL.Amirtham

Mrs.R.Anbuselvi

Mrs.M.Mahalakshmi

Ms.M.Kanmani

*Rajiswari*  
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### Action Taken Report

2019-2020

Stakeholders	Feedback	Action Taken
BoS Members	Members recommended to introduce GST.	In Core XIV – Taxation, GST related topics were added.
Industry Expert	Advised to add topics related to emerging trends in Financial Management.	As per the experts advise in Core XV – Financial Management, the topic emerging trends in Financial Management has been added.
Alumni	Suggested to include Financial Management book authored by I.M. Pandey	In Core XV - Financial Management, book authored by I.M. Pandey was included.
Students	Students suggested to include project in curriculum which will be helpful for their higher studies.	Project has been included in Semester VI
External Members	Members recommended to introduce a topic related to Artificial Intelligence.	In SEC III - E –Banking AI related topics such as E-Payment apps was introduced.
Faculty	Recommended to add issues and challenges in E-Banking.	In SEC III - E –Banking, issues and challenges in E-Banking has been included.

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Ms.J.Nithya - J.Nithya

Mrs.R.Anbuselvi - R.Anbuselvi

Mrs.M.Mahalakshmi - M.Mahalakshmi

For  
Rajeswari  
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#### Action Taken Report

2017-2018

Stakeholders	Feedback	Action Taken
BoS Members	Experts recommended to introduce a course related to self-concepts.	Core II – Managerial Skills has been introduced.
Industry Expert	Suggested to give knowledge related to the basic necessity of Insurance's importance in business.	SEC IV – Principles of Insurance has been introduced.
Alumni	Suggested to have cost and management accounting paper instead of cost accounting paper and management accounting paper.	Core IX- Cost and management accounting paper was introduced.
Students	Recommendations were made to combine Business organisation and Production management in order to avoid repetition of topics.	Core V - Business organisation and production management was combined.
External Members	Suggested to introduce a paper related to different environmental aspects of business	Allied III – Business Environment was introduced.
Faculty	Recommended to have an elaborate syllabus for basic paper Principles of Management.	Core I - Principles of Management was introduced.

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Ms.V.Lavanya - V. Lavanya

Ms.J.Nithya - J. Nithya

Mrs.R.Anbuselvi - R. Anbuselvi

Rajiswari

IQAC - Coordinator  
Sri G.V.G. Visalakshi College for Women  
Udumalpet, Tiruppur (Dt), Tamilnadu - 642 128.