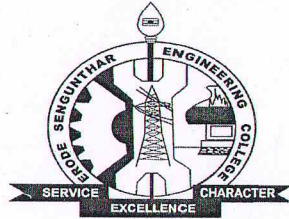


# **ERODE SENGUNTHAR ENGINEERING COLLEGE**

**(An Autonomous Institution, Affiliated to Anna University, Chennai)**

**PERUNDURAI, ERODE - 638 057**



**Department of Management Studies**

**6<sup>th</sup> BOARD OF STUDIES MEETING**

**31<sup>st</sup> May 2023 @ 10.00am**

**GOOGLE ONLINE MEET**

Link: <https://meet.google.com/gym-yytj-xjd>



# ERODE SENGUNTHAR ENGINEERING COLLEGE

(An Autonomous Institution)

Approved by AICTE, New Delhi, Permanently Affiliated to Anna University- Chennai,  
Accredited by National Board of Accreditation (NBA), New Delhi &  
National Assessment and Accreditation Council (NAAC), Bangalore with 'A' Grade  
**PERUNDURAI - 638 057, TAMIL NADU, INDIA.**



## DEPARTMENT OF MANAGEMENT STUDIES (M.B.A)

6<sup>th</sup> Board of Studies Meeting of the Department of Management Studies (M.B.A)

**Date & Time:** 31.05.2023 & 10.00 a.m.

### AGENDA

The Sixth Board of studies meeting of Management Studies degree program for the academic year 2023-24 was convened and held on 31<sup>st</sup> May 2023 through online (Google Meet). The Minutes of the Meeting was

BoS / DoMS 6.1	:	Welcome address and Opening Remarks by Chairman, Board of Studies in the department of Management Studies.
BoS / DoMS 6.2	:	Confirmation of the Minutes of 05 <sup>th</sup> Board of Studies Meeting and Action taken report of 05 <sup>th</sup> Board of Studies meeting.
BoS / DoMS 6.3	:	Approval of Program Educational Objectives, Program Objectives and curriculum for the M.B.A programme offered under Regulations 2023.
BoS / DoMS 6.4	:	Approval of syllabus to the first and second semester for the M.B.A programme offered under Regulations 2023
BoS / DoMS 6.5	:	Any other items.
BoS / DoMS 6.6	:	Vote of thanks.



## DEPARTMENT OF MANAGEMENT STUDIES

### MINUTES OF THE MEETING

The 06<sup>th</sup> Board of Studies meeting of Department of Management Studies was held on 31<sup>st</sup> May 2023 at 10.00 a.m. through online.

BoS / DoMS 6.1	:	WELCOME ADDRESS AND OPENING REMARKS BY CHAIRMAN, BOARD OF STUDIES IN THE DEPARTMENT OF MANAGEMENT STUDIES.
		The Chairman, BOS of the Management Studies welcomed the members of Board of Studies and thanked each of them for spending their valuable time to attend the meeting.
BoS / DoMS 6.2	:	REVIEW OF CURRICULUM FOR THE M.B.A OFFERED UNDER REGULATION 2023.
		The Chairman, BOS of the Management Studies briefed about the changes made in the Regulation 2019 and action taken report of the 5 <sup>th</sup> Board of Studies Meeting.
BoS / DoMS 6.3	:	APPROVAL OF PROGRAM EDUCATIONAL OBJECTIVES, PROGRAM OBJECTIVES AND CURRICULUM FOR THE M.B.A PROGRAMME OFFERED UNDER REGULATIONS 2023.
		<p>The Chairman, BOS of the Management Studies and BOS Members discussed the necessary changes to be carried in Program Educational Objectives, Program Objectives and Curriculum.</p> <p>As per the recommendation of AICTE and NBA the maximum of PEO will be 6 to 8 and PO will be 5 to 7 based on the recommendation the department modify PEO and PO and to be implemented from the academic year 2023-24 onwards.</p> <p>BoS members approved the above changes from the academic year 2023-24 onwards</p>
BoS / DoMS 6.4	:	APPROVAL OF SYLLABUS TO THE FIRST AND SECOND SEMESTER FOR THE M.B.A PROGRAMME OFFERED UNDER REGULATIONS 2023.
		Suggestions for curriculum & syllabi for regulations 2023.

❖ **Dr. S. Chandrakumaramangalam** suggested that

1. There are 7 Non functional electives, out of which 5 may be removed so that the students can opt either Entrepreneurship Development or Event Management
2. 15 marks should be allotted to project report and 45 marks for project viva (Internal examiner -15, external examiner – 15 and supervisor 15) can be allotted.
3. Repetition of topics in Business Communications, Soft Skills – I and Soft Skills – II may be deleted.

❖ **Dr. R. Deepa** suggested that

1. Marketing Management of first semester can be taken to second semester.
2. The 12 programme outcomes can be reduced to 6 or 7 so that it can be easily mapped with course outcomes
3. The topics which are overlapping in Statistics for Management, Quantitative Techniques for Decision Making and Business Research Methods can be removed.
4. The course outcomes should be aligned with their corresponding unit topics

❖ **Dr. D. Muruganandam** suggested that

1. The reference books should be updated to the latest five years
2. The topic “Green Practices” can be added to the course “Operation management”
3. In Financial management course, two topics namely Angel investment and Start up financing can be included.

❖ **Mr. R. Mouli** suggested that in Business Research Methods, Reliability and Validity are discussed but Normality is nowhere discussed. So it should be added.

❖ BoS members approved the syllabus Regulation 2023.




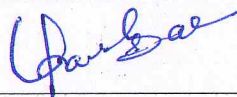



BoS / DoMS 6.5	:	ANY OTHER ITEMS
		1. Dr. R. Deepa, suggested to include POSHA act into the syllabus
BoS / DoMS 6.6	:	VOTE OF THANKS
		Vote of Thanks delivered by Chairman, Board of Studies, Department of Management Studies.

  
**CHAIRMAN**  
**BOARD OF STUDIES**


# ANNEXURE – I

6

The following members presented in the Board of Studies Meeting

Sl. NO	Name & Designation	Category	Signature
1	Dr. A. Ravisankar Professor and Head Department of Management Studies Erode Sengunthar Engineering College Erode-638057	Chairman	
2	Dr. S. Chandrakumaramangalam Associate Professor and Head Department of Management Studies Anna University- Regional Centre Coimbatore-46	University Nominee	ON-LINE
3	Dr. R. Deepa Associate Professor PSG Institute of Management Peelamedu, Coimbatore – 641 004	Academic Experts	
4	Dr. D. Muruganandam Associate Professor PG Extension Centre Bharathiar University - Coimbatore, Erode.		
5	Mr. V. Balakrishnan State Head, Agri Business Group RBL Bank Limited,R.G. chamber 726, Avinashi Road, Coimbatore – 641018	Representative from industry	
6	Mr. R. Mouli Executive - HRD Milky Mist Dairy Food Private Ltd., Perundurai, Erode - 638 057	Alumnus	
7	Dr. S. M. Uvaneswaran Professor / DoMS	Internal Members	
8	Dr. R. Shanthi Professor / DoMS		
9	Mr. D. Nidhyananth Associate Professor / DoMS		
10	Dr. S. Raj kumar Associate Professor / DoMS		

11	Dr. V. Gayathri Assistant Professor / DoMS	Internal Members	V. Gayathri
12	Dr. M. Tamilselvi Assistant Professor / DoMS		M. Talei
13	Mr. V. Prakash Assistant Professor / DoMS		Vp
14	Ms. M. Sathya Assistant Professor / DoMS		Sathya
15	Mr. Somnath Bhattacharjee Assistant Professor / DoMS		Mr. S.
16	Mr. V. Malaravan Assistant Professor / DoMS		V. Malaravan.
17	Mr. M. Nandhakumar Assistant Professor / DoMS		M. Nandhakumar

  
Chairman  
BoS-DoMS



## ANNEXURE – II

### DEPARTMENT OF MANAGEMENT STUDIES (M.B.A)

#### Screen Shots of 06<sup>th</sup> Board of Studies Meeting

Name of the Department : Master of Business Administration (M.B.A)  
 Name of the Board : Master of Business Administration (M.B.A)  
 Date, Time & Mode : 31.05.2023 – 10.00 a.m. & ONLINE  
 Meet Link : <https://meet.google.com/gym-yytj-xjd>

ESEC MBA is presenting

ERODE SENGUNTHAR ENGINEERING COLLEGE (AUTONOMOUS)  
 DEPARTMENT OF MANAGEMENT STUDIES (M.B.A)

6<sup>th</sup> Board of Studies Meeting  
 Date & Time: 31.05.2023 & 10.00 AM

gym-yytj-xjd

ESEC MBA is presenting

SEMESTER - III

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
1	23MST31	Strategic Management	PCC	3	0	0	4	4
2		Elective I	PEC	3	0	0	3	3
3		Elective II	PEC	3	0	0	3	3
4		Elective III	PEC	3	0	0	3	3
5		Elective IV	PEC	3	0	0	3	3
6		Elective V	PEC	3	0	0	3	3
7		Elective VI	PEC	3	0	0	3	3
8	23MTP03	Quantitative Aptitude And Logical Reasoning	EEC	2	0	0	2	2
9	23MSL31	Creativity and Innovation Laboratory	EEC	0	0	4	4	2
10	23MSL32	Internship	EEC	0	0	4	4	2
TOTAL				23	0	8	32	28

10:22 AM gym-yytj-xjd



Meet - gym-yytj-xjd - Google Chrome  
meet.google.com/gym-yytj-xjd?authuser=2

ESEC MBA is presenting

23MST11 MANAGEMENT CONCEPTS AND ORGANIZATIONAL BEHAVIOR L T P C  
3 0 0 3

**OBJECTIVES:**

- To familiarize the students to the basic concepts of management in order to aid in understanding how an organization functions, and in understanding the complexity and wide variety of issues managers face in today's business firms.
- To acquaint the students with the fundamentals of managing business and to understand individual and group behaviour at work place so as to improve the effectiveness of an organization. The course will use and focus on Indian experiences, approaches and cases.

**UNIT I NATURE AND THEORIES OF MANAGEMENT 9**  
Evolution of management Thought-Classical, Behavioral and Management Science Approaches Management- meaning, levels, management as an art or science, Managerial functions and Roles, Evolution of Management Theory- Classical era- Contribution of F.W.Taylor, Henri Fayol, Neo-Classical-Mayo & Hawthorne Experiments. • Modern era – system & contingency approach Managerial Skills.

**UNIT II PLANNING AND ORGANISING 9**

10:34 AM | gym-yytj-xjd

Dr. PA RAVISANKAR MBA  
Chandrakumar Mangala...  
12 others

You

10:34 AM 5/31/2021

Meet - gym-yytj-xjd - Google Chrome  
meet.google.com/gym-yytj-xjd?authuser=2

ESEC MBA is presenting

**UNIT III FINANCING AND DIVIDEND DECISION 9**  
Leverages - Operating and Financial leverage - measurement of leverages - degree of Operating & Financial leverage - Combined leverage, EBIT - EPS Analysis- Indifference point.  
Capital structure - Theories - Net Income Approach, Net Operating Income Approach, MM Approach - Determinants of Capital structure  
Dividend decision- Issues in dividend decisions, Importance, Relevance & Irrelevance theories- Walter's - Model, Gordon's model and MM model. - Factors determining dividend policy - Types of dividend policies - forms of dividend.

**UNIT IV WORKING CAPITAL MANAGEMENT 9**  
Principles of working capital: Concepts, Needs, Determinants, issues and estimation of working capital - Receivables Management - Inventory management - Cash management - Working capital finance : Commercial paper, Company deposit, Trade credit, Bank finance.

**UNIT V LONG TERM SOURCES OF FINANCE 9**  
Indian capital market- New issues market- Secondary market - Long term finance: Shares, debentures and term loans, lease, hire purchase, venture capital financing, Private Equity.

**TOTAL :45 PERIODS**

**OUTCOMES:**  
1. Identify the concepts of financial decision of an organisation

10:51 AM | gym-yytj-xjd

Chandrakumar Mangala...  
12 others

You

10:51 AM 5/31/2021

*Handwritten signature in blue ink.*



**ERODE SENGUNTHAR ENGINEERING COLLEGE, PERUNDURAI, ERODE – 638057.**

**An Autonomous Institution Affiliated to Anna University, Chennai**

**DEPARTMENT OF MANAGEMENT STUDIES (M.B.A)**

**Action Taken – Sixth Board of Studies on 31.05.2023**

S. No	Name of the Expert	Suggestion Given	Action Taken	Remarks
1	Dr. S. Chandrakumaramangalam, Associate Professor and Head, Department of Management Studies, Anna University- Regional Centre, Coimbatore-46.	Suggested to remove other non functional electives except Entrepreneurship Development and Event Management.	As per the recommendation of BoS member, Entrepreneurship Development or Event Management offered as Non-Functional electives. <b>- Implemented.</b>	
		Suggested 15 marks for project report and 45 marks for project viva, (Internal examiner -15, external examiner – 15 and supervisor 15) can be allotted.	For project report and viva, 15 and 45 marks allotted respectively. <b>-Implemented.</b>	
		Suggested to remove repetition of topics in business Communications Soft Skills – I and Soft Skills – II	Repetition of topics in Business Communications, Soft Skills – I and Soft Skills – II were removed. <b>- Implemented.</b>	
2	Dr. D. Muruganandam, Professor and Head, PG Extension Centre, Bharathiar University - Coimbatore, Erode.	Suggested to update the reference books for the latest five years.	As per the recommendation of BoS member, The latest five years reference books in all courses have been incorporated. <b>- Implemented</b>	
		Suggested to add the topic “Green Practices” in “Operation management”.	The topic “Green Practices” was incorporated in the course “Operation management”- <b>Implemented.</b>	



		Suggested to include the topic "Angel investment and Start up financing" in Financial management.	As per the recommendation of BoS member, Angel investment and Start up financing" were incorporated in the "Financial management." <b>- Implemented.</b>	
3	Dr. R. Deepa, Associate Professor, PSG Institute of Management, Peelamedu, Coimbatore – 641 004.	Suggested to remove Marketing Management of first semester to second semester.	As per the recommendation of BoS member Marketing Management course was included in second semester instead of Information management and vice versa. – <b>Implemented.</b>	
		Suggested to reduce the 12 programme outcomes up to 6 or 7.	12 programme outcomes have been reduced to 6. <b>- Implemented.</b>	
		Suggested to remove Overlapping in "Statistics for Management, Quantitative Techniques for Decision Making and Business Research Methods".	Overlapping in "Statistics for Management", "Quantitative Techniques for Decision Making" and "Business Research Methods" will be removed in future. - <b>Presently Not Implemented.</b>	
		Suggested to include POSHA act into the syllabus of Legal Aspects of Business.	POSHA act has been incorporated into the syllabus of Legal Aspects of Business – <b>Implemented.</b>	
4	Mr.R. Mouli, Executive-HRD, Milky Mist Dairy Food Private Ltd., Perundurai, Erode - 638 057.	Suggested to include the topic "Normality of Data" in Business Research Methods.	Normality of Data is added in the Syllabus of Business Research Methods. - <b>Implemented.</b>	

  
**Chairman  
BoS-DoMS**