



# 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.)

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

**Date: 19.05.2025 & Time: 10.00 a.m.**

### AGENDA

BoS/DoMS 9.1	:	Welcome address by Chairman, Board of Studies in the department of Management Studies.
BoS/DoMS 9.2	:	Review of Action taken report of 08 <sup>th</sup> Board of Studies meeting held on 18.07.2024
BoS/DoMS 9.3	:	Approval of curriculum and syllabi of I to IV semester for the Master of Business Administration (M.B.A.) Programme to be offered under R_2023 with effect from the Academic year 2025 - 2026 (Batch 2025 - 2027) onwards.
BoS/DoMS 9.4	:	Suggestions for curriculum & syllabi for R_2023 of M.B.A
BoS/DoMS 9.5	:	Any other items
BoS/DoMS 9.6	:	Vote of thanks

## DEPARTMENT OF MANAGEMENT STUDIES

### MINUTES OF THE MEETING

The 9<sup>th</sup> Board of Studies meeting of Department of Management Studies was held  
on 26.05.2025 & Time :10.00 a.m

BoS / DoMS 9.1	:	<b>WELCOME ADDRESS BY CHAIRMAN, BOARD OF STUDIES IN THE DEPARTMENT OF MANAGEMENT STUDIES</b>
		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 9.2	:	<b>REVIEW OF ACTION TAKEN REPORT OF 08<sup>TH</sup> BOARD OF STUDIES MEETING HELD ON 18.07.2024</b>
		The Chairman, BOS of the Management Studies briefed about the changes made and action taken report of the 8 <sup>th</sup> Board of Studies Meeting.
BoS / DoMS 9.3	:	<b>APPROVAL OF CURRICULUM AND SYLLABI OF I TO IV SEMESTER FOR THE MASTER OF BUSINESS ADMINISTRATION (M.B.A.) PROGRAMME TO BE OFFERED UNDER R_2023 WITH EFFECT FROM THE ACADEMIC YEAR 2025 - 2026 (BATCH 2025 - 2027) ONWARDS.</b>
		The Chairman, BOS of the Management Studies and BOS Members discussed the Syllabi and Curriculum of I to IV semester of M.B.A. programme under R-2023 with effect from the Academic year 2025 - 2026 (Batch 2025 - 27) onwards. BoS members approved the curriculum and syllabi.
BoS / DoMS 9.4		<b>SUGGESTIONS FOR CURRICULUM &amp; SYLLABI FOR R - 2023 OF M.B.A.</b>
		<p>Suggestions for curriculum &amp; syllabi for regulations 2023.</p> <p>➤ <b>Dr. S. Chandrakumaramangalam</b> suggested that</p> <ol style="list-style-type: none"><li>1. Introduce the rural marketing course / topics in any of the units of marketing course electives.</li><li>2. Suggested to conduct the guest lecture from GT Hoildays, Airlines and Toursim for Logistics &amp; Supply chain management electives course.</li><li>3. Invite Navy personnel from Indian Navy to discuss about Logistics &amp; Supply chain practices among the students</li></ol>



		<p>➤ <b>Dr. D. Muruganandam</b> suggested that</p> <ol style="list-style-type: none"> <li>1. Instead of offering electives, NPTEL subjects can be offered for third semester (3 credit) courses. Students who pass the NPTEL course may be able to remove their related third semester course or otherwise if any of them fail, we may administer relevant or related course for examination, having one or two credits in the 3<sup>rd</sup> or 4<sup>th</sup> semester.</li> <li>2. The employability skills would be improved through the NPTEL courses.</li> <li>3. Suggest to include AI related topics in marketing electives courses.</li> </ol> <p>➤ <b>Mr. N. Devaraj</b> recommended that</p> <ol style="list-style-type: none"> <li>1. Sustainable Development (Seminar), the students may be asked to conduct a Extension Activities (Environmental social Studies / Awareness) to acquire practical exposure and also as an Internship.</li> <li>2. Suggested to offer the MSME Courses and related schemes for getting Startup loans.</li> <li>3. In project reviews, one of committee member from industry will be assigned from Zeroth review.</li> </ol> <p>Cyber Security related contents can be included in the business analytics courses.</p>
BoS / DoMS 9.5	:	<b>ANY OTHER ITEMS</b>
		<p>Suggestions for external examiner</p> <ol style="list-style-type: none"> <li>1. Dr. P. Sundharesalingam, Associate Professor/MBA, 2711 – Kongu Engineering College, Autonomous, Erode.</li> <li>2. Dr. K. Arulini, Asst. Professor, 7321 – Nandha Engineering College (Autonomous), Erode.</li> <li>3. S.Vijaya Kumar, Assistant Professor, Department of Management Studies, 7142 Tamilnadu College of Engineering, Coimbatore.</li> <li>4. Dr. K. T. Kalaiselvi, ASP-MBA, Velalar College of Engineering and Technology, Thindal, Erode.</li> </ol>

		<p>5. Dr. V. Manimegalai, Professor and Head/MBA, Nandha Engineering college (Autonomous) Perundurair</p> <p>6. Dr. Mohana Sundari, Associate Professor, Department of Management studies, Kongu Engineering College, Perundurai.</p> <p>7. Dr. K. Selvaraju, Associate Professor, 2613 - KSR College of Engineering, Tiruchengode.</p> <p>8. Dr. K. S. Kavitha, Assistant Professor (Senior Grade), 6221 - Paavai Engineering College,</p> <p>9. Dr. S. Banumathi, Professor/MBA, Tamilnadu College of Engineering, Karumathampatti, Coimbatore.</p> <p>10. Dr. G. Mohanraj, Associate Professor &amp; Head/MBA, J.K.K.Nataraja College of Engineering and Technology, Kumarapalayam.</p> <p>Dr.N.Prakash, Assistant Professor (Sr.G), Department of Management Studies, 2711 - Kongu Engineering college, Perundurai.</p>
BoS / DoMS 9.6	:	<b>VOTE OF THANKS</b>
		Vote of Thanks delivered by Chairman, Board of Studies, Department of Management Studies.





  
**CHAIRMAN**






**BOARD OF STUDIES**



# ANNEXURE – I

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 (M.B.A.), Erode Sengunthar Engineering College (Autonomous), Perundurai, Erode – 638 057.	Chairman	
2	Dr. S. Chandrakumaramangalam, Associate Professor and Head, Department of Management Studies, Anna University - Regional Centre, Coimbatore – 641 046.	University Nominee	
3	Dr. P. Thirumoorthi, Professor, Department of Management Studies, Periyar University, Salem – 636 011.	Academic Experts	- AB -
4	Dr. D. Muruganandam, Professor and Head, Department of Management Studies, Bharathiar University Post Graduate Extension and Research Center, Palanisamy College of Arts Campus, Perundurai, Erode.		
5	Mr. N. Devaraj, Managing Partner, Sivalinga Tea Industries Kottanally Nedugula Post, Kotagiri, The Nilgiris – 643 217.	Industrial Member	
6	Mr. R. Mouli, Executive – HRD, Milky Mist Dairy Food Private Ltd., Perundurai, Erode - 638 057	Alumni Member	- AB -

7	Dr. S. M. Uvaneswaran, Professor, Department of Management Studies (M.B.A.), Erode Sengunthar Engineering College (Autonomous), Perundurai, Erode – 638 057.	Internal Members	
8	Dr. R. Shanthi, Professor, Department of Management Studies (M.B.A.), Erode Sengunthar Engineering College (Autonomous), Perundurai, Erode – 638 057.		
9	Mr. Somnath Bhattacharjee, Assistant Professor, Department of Management Studies (M.B.A.), Erode Sengunthar Engineering College (Autonomous), Perundurai, Erode – 638 057.		AB
10	Mr. M. Nandhakumar, Assistant Professor, Department of Management Studies (M.B.A.), Erode Sengunthar Engineering College (Autonomous), Perundurai, Erode – 638 057.		
11	Ms. D. Kalaiselvi, Assistant Professor, Department of Management Studies (M.B.A.), Erode Sengunthar Engineering College (Autonomous), Perundurai, Erode – 638 057.		
12	Mr. M. Ramarajan, Assistant Professor, Department of Management Studies (M.B.A.), Erode Sengunthar Engineering College (Autonomous), Perundurai, Erode – 638 057.		

  
Chairman

BoS-

DoMS



**ANNEXURE – II**  
**DEPARTMENT OF MANAGEMENT STUDIES (M.B.A)**

**Photos of 09<sup>th</sup> Board of Studies Meeting**

Name of the Department : Master of Business Administration (M.B.A)  
Name of the Board : Management Studies  
Date, Time & Mode : 26.05.2025 – 10.00 a.m. (Offline)



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ERODE SENGUNTHAR ENGINEERING COLLEGE, PERUNDURAI, ERODE – 638009

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DEPARTMENT OF MANAGEMENT STUDIES (M.B.A)

Action Taken – 9<sup>th</sup> BoS on 26.05.2025

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 the students to prepare case study and survey for the seminar paper, “Business Ethics” and “Indian Ethos”,	As per the recommendation of BoS member, the students will be asked to prepare case study and survey for the seminar paper <b>- will be implemented</b>	
		Suggested training from industry to the faculty who is handling Digital Marketing course	Faculty will be send for training <b>- Under discussion</b>	
		Suggested to mention NPTEL course link in the reference section, if available for the courses	NPTEL course link added to the available courses <b>- Implemented</b>	
		Suggested to incorporate the recent concepts and trends wherever applicable	Incorporated the recent concepts and trends as suggested <b>- Implemented</b>	
		Suggested to rename the course title as “Export – Import Management” instead of “Exim Management”	Changed as “Export – Import Management” <b>- Implemented</b>	



2	Dr. D. Muruganandam, Associate Professor, PG Extension Centre, Bharathiar University - Coimbatore, Erode.	Suggested to correlate the course outcomes with their syllabus for the following courses “Logistics Management”, “Port and Terminal Management”, “Shipping Finance and Insurance” and “Export – Import Management”	As per the recommendation of BoS member, course outcomes correlated with syllabus - <b>Implemented</b>	
		Suggested to add the topic “Difference between Port and Terminal” in the “Port and Terminal Management” course	“Difference between Port and Terminal” in the “Port and Terminal Management” course incorporated <b>- Implemented</b>	
		Suggested to incorporate the topic “Agreement and Contract” in the “Export – Import Management” course	Incorporated the topic “Agreement and Contract” as suggested <b>- Implemented</b>	
3	Dr. P. Thirumoorthi, Professor, Department of Management Studies, Periyar University, Salem – 636011.	Suggested to update the course category from to Foundation to Professional Core for the courses “Statistics for Management” and “Quantitative Techniques for Decision Making” in the curriculum.	As per the recommendation of BoS member, forwarded the same to the COE <b>- Under discussion</b>	
		Suggested to incorporate the topic “Plagiarism” in the “Business Research Methods” course	Incorporated the topic “Plagiarism” in the “Business Research Methods” course <b>- Implemented</b>	

		Suggested to add the basic introduction to “Port” in the 1 <sup>st</sup> unit of the course “Shipping Management”	Added the basic introduction to “Port” in the 1 <sup>st</sup> unit of the course “Shipping Management” <b>-Implemented</b>	
		Suggested to incorporate the topic “Insurance for Logistics” in the “Logistics Management” course	Incorporated the topic “Insurance for Logistics” in the “Logistics Management” course <b>– Implemented</b>	
4.	Mr. N. Devaraj, Managing Partner, Sivalinga Tea Industries, Kottanally Nedugula Post, Kotagiri, The Nilgiris - 643217.	Suggested to include Artificial intelligence wherever possible	Included Artificial intelligence wherever possible <b>- Implemented</b>	
		Suggested to invite industry people to discuss the application of Business Analytics in industry among the students	Discussion with industry people going on <b>- will be Implemented</b>	
5		Any other items Suggestions for external examiner for valuation  <ul style="list-style-type: none"> <li>• Dr. P. Sundharesalingam, Associate Professor/MBA, 2711 – Kongu Engineering College, Autonomous, Erode.</li> <li>• Dr. K. Arulini, Asst. Professor, 7321 – Nandha Engineering College (Autonomous), Erode.</li> <li>• S.Vijaya Kumar, Assistant Professor, Department of Management Studies, 7142 Tamilnadu College of Engineering, Coimbatore.</li> <li>• Dr. K. T. Kalaiselvi, ASP-MBA, Velalar College of Engineering and Technology, Thindal, Erode.</li> </ul>	<b>- will be Implemented</b>	



		<ul style="list-style-type: none"> <li>• Dr. V. Manimegalai, Professor and Head/MBA, Nandha Engineering college (Autonomous) Perunduarai</li> <li>• Dr. Mohana Sundari, Associate Professor, Department of Management studies, Kongu Engineering College, Perundurai.</li> <li>• Dr. K. Selvaraju, Associate Professor, 2613 - KSR College of Engineering, Tiruchengode.</li> <li>• Dr. K. S. Kavitha, Assistant Professor (Senior Grade), 6221 - Paavai Engineering College,</li> <li>• Dr. S. Banumathi, Professor/MBA, Tamilnadu College of Engineering, Karumathampatti, Coimbatore.</li> <li>• Mr. G. Mohanraj, Associate Professor &amp; Head/MBA, J.K.K.Nataraja College of Engineering and Technology, Kumarapalayam.</li> <li>• Dr.N.Prakash, Assistant Professor (Sr.G), Department of Management Studies, 2711 - Kongu Engineering college, Perundurai.</li> </ul>	
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**CHAIRMAN**  
**BOARD OF STUDIES**