

NANDHA ENGINEERING COLLEGE, ERODE – 638 052

(An Autonomous Institution, Affiliated to Anna University Chennai and

Approved by AICTE New Delhi)

DEPARTMENT OF MANAGEMENT STUDIES

NEC/MBA/CIR/BOS-2/2022-2023

Date: 23.05.2023

CIRCULAR


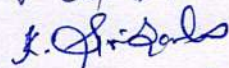
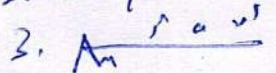
Originator: BoS Chairman (HoD – MBA.)	Circulated to: All faculty members
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Sub: BOS Meeting

The XIth BOS meeting has been scheduled on 26.05.2023 (Friday). In this connection, BOS members of the Department of Management Studies Program are requested to attend the meeting and provide their valuable suggestions.

Date & Time of Meeting: 26.05.2023 (10.00 AM) - Friday

VENUE: Block-5, HALL NO:104

1. 
2. 
3. 



Dr.V.MANIMEGALAI

CHAIRMAN, BoS/MBA

NANDHA ENGINEERING COLLEGE, ERODE – 638 052

(An Autonomous Institution, Affiliated to Anna University Chennai and

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Academic Year (2022-2023)

MINUTES OF THE 11th BOARD OF STUDIES MEETING

Name of the Body	Board of Studies
Name of the Board	Management Studies
Meeting No.	XI
Date & Time	26 th May 2023, 10:30 AM
Venue	BLOCK-5, Hall No:104

NANDHA ENGINEERING COLLEGE, ERODE – 638 052

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Minutes of 11th Board of Studies Meeting (BOS) held on 26th MAY 2023

The 11th Board of Studies (BoS) meeting was held on 26th May 2023 by 10:30 am through offline mode. The members attended the meeting are given in **Annexure-I**.

The Chairman of the BOS, Dr. V. Manimegalai, Professor and Head, Management Studies welcomed the members for the meeting. Then, the items listed below were taken for discussion. The proceedings of BoS started and the minutes of the meeting are recorded as follows:

AGENDA	
Item 11.01	Welcome address and Introduction of members.
Item 11.02	Review and approval of the 10 th BoS meeting minutes and ATR.
Item 11.03	Review and approval of the PAC and DAB meeting minutes.
Item 11.04	Review of Institute Vision and Mission.
Item 11.05	Review of Department Vision, Mission, PEOs and Pos.
Item 11.06	Review of Curriculum (R22) for Master of Business Administration Programme.
Item 11.07	Review of 3 rd and 4 th semester Syllabus for Master of Business Administration Programme with CO - PO Mapping.
Item 11.08	Review on Result Analysis and Attainment of CO- PO (Target Fixed and attained) for the Odd Semester 2022-23 (I, &II).
Item 11.09	Review of Value added courses.
Item 11.10	Approval of Panel of Examiners.
Item 11.11	Any other matters.

Item 11.01	Welcome address and Introduction of members						
Discussion	Dr. V. Manimegalai, Chairman, Board of Studies, welcome the Board Members and Introduce the external and internal members.						
Item 11.02	Review and approval of the 10 th BoS meeting minutes and ATR						
Discussion	Dr. V.Manimegalai, Chairman/BoS presented the 10 th BOS meeting minutes and ATR						
Resolution	Resolved to accept the 10 th BOS Meeting and ATR of 10 th BoS meeting.						
Item 11.03	Review and approval of the PAC and DAB meeting minutes						
Discussion	Dr.V.Manimegalai,Chairman /BoS presented the PAC and DAB meeting minutes & ATR.						
Resolution	Resolved to approve the PAC and DAB Meeting minutes &ATR.						
Item 11.04	Review of Institute Vision and Mission						
Discussion	<table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th colspan="2" style="text-align: center;">INSTITUTE VISION AND MISSION</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">VISION</td> <td>❖ To be an Institute of excellence providing quality Engineering, Technology and Management education to meet the ever changing needs of the society.</td> </tr> <tr> <td style="text-align: center;">MISSION</td> <td> <ul style="list-style-type: none"> ❖ To provide quality education to produce ethical and competent professionals with social Responsibility ❖ To excel in the thrust areas of Engineering, Technology and Entrepreneurship by solving real- world problems. ❖ To create a learner centric environment and improve continually to meet the changing global needs. </td> </tr> </tbody> </table>	INSTITUTE VISION AND MISSION		VISION	❖ To be an Institute of excellence providing quality Engineering, Technology and Management education to meet the ever changing needs of the society.	MISSION	<ul style="list-style-type: none"> ❖ To provide quality education to produce ethical and competent professionals with social Responsibility ❖ To excel in the thrust areas of Engineering, Technology and Entrepreneurship by solving real- world problems. ❖ To create a learner centric environment and improve continually to meet the changing global needs.
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Resolution	Institute Vision and Mission is reviewed by Expert members of Board of Studies.						
Item 11.05	Review of Department Vision, Mission, PEOs and POs						

Discussion	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="2" style="text-align: center;">MBA - MASTER OF BUSINESS ADMINISTRATION</td> </tr> <tr> <td style="text-align: center;">VISION</td> <td> <ul style="list-style-type: none"> ❖ To be recognized as a centre of excellence in Management to produce competent business professionals to meet the changing needs of the society. </td> </tr> <tr> <td style="text-align: center;">MISSION</td> <td> <ul style="list-style-type: none"> ❖ To provide quality management education through managerial activities to meet the global needs. ❖ To impart business knowledge to enhance Employability, Entrepreneurship and Research with ethical and social responsibility. ❖ To be a learner centric environment to cater the changing business needs of the society. </td> </tr> </table>	MBA - MASTER OF BUSINESS ADMINISTRATION		VISION	<ul style="list-style-type: none"> ❖ To be recognized as a centre of excellence in Management to produce competent business professionals to meet the changing needs of the society. 	MISSION	<ul style="list-style-type: none"> ❖ To provide quality management education through managerial activities to meet the global needs. ❖ To impart business knowledge to enhance Employability, Entrepreneurship and Research with ethical and social responsibility. ❖ To be a learner centric environment to cater the changing business needs of the society.
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Resolution	Department Vision and Mission is reviewed by Expert members of Board of Studies.						
Item 11.06	Review of Curriculum (R22) for Master of Business Administration Programme.						
Discussion	<p>Dr. B. Uma Maheswari, University Nominee and Dr. K. Balanaga Gurunathan, Expert Nominee suggested to include Analytics courses in elective subjects.</p> <p>Dr. B. Girimurugan suggested to merge the course “Brand Management” and Customer Relationship Management” and to include marketing analytics paper.</p> <p>Mr. G. Elangkavi, Industrial Nominee, suggested to reframe the course “Investment Management” as “Investment Management and Financial Modeling” and to include the course “Supply Chain Analytics” instead of “Lean Management” in Operations elective.</p> <p>Mr. G. Elangkavi ,Industrial Nominee and Dr. B. Girimurugan suggested to replace the “Decision Support System” course and to introduce “Social Media Analytics” course.</p>						

The members of the board suggested to Rename the System Management Elective as “Business Analytics Elective”.

SEMESTER: III										
S. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PRE-REQUISITE	CONTACT PERIODS	L	T	P	C	
THEORY										
1	22BAX15	Total Quality Management	PC	NI	3	3	0	0	3	
2	22BAX16	Strategic Management	PC	NI	3	3	0	0	3	
3	EI	Elective I	PEC	-	3	3	0	0	3	
4	EII	Elective II	PEC	-	3	3	0	0	3	
5	EIII	Elective III	PEC	-	3	3	0	0	3	
6	EIV	Elective IV	PEC	-	3	3	0	0	3	
7	EIV	Elective V	PEC	-	3	3	0	0	3	
8	EVI	Elective VI	PEC	-	3	3	0	0	3	
PRACTICAL										
9	22BAP06	Managerial Skill Development	EEC	NI	4	0	0	4	2	
10	22BAP07	Corporate Internship	EEC	NI	4	0	0	4	2	
					TOTAL	32	34	0	8	28

Human Resource Management										
S. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PRE-REQUISITE	CONTACT PERIODS	L	T	P	C	
1	22BAX11	Industrial Relations & Labour Legislations	PE	Nil	3	3	0	0	3	
2	22BAX12	Training and Development	PE	Nil	3	3	0	0	3	
3	22BAX13	Organizational Design Change and Development	PE	Nil	3	3	0	0	3	
4	22BAX14	HR Metrics and Analytics	PE	Nil	3	3	0	0	3	
5	22BAX15	Strategic Human Resource Management	PE	Nil	3	3	0	0	3	
Systems Management(Business analytics)										
16	22BAX16	Advanced Database Management Systems	PE	Nil	3	3	0	0	3	
17	22BAX17	e-Business Management	PE	Nil	3	3	0	0	3	
18	22BAX18	Enterprise Resource Planning	PE	Nil	3	3	0	0	3	
19	22BAX19	Data Mining for Business Intelligence	PE	Nil	3	3	0	0	3	

20	22BAX20	Decision Support System (social media analytics)	PE	Nil	3	3	0	0	3	
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PROFESSIONAL ELECTIVES (PE) Students can choose three elective course from two functional specializations										
SEMESTER: III										
S. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PRE-REQUISITE	CONTACT PERIODS	L	T	P	C	
Marketing Management										
1	22BAX01	Brand Management/Brand Equity	PE	Nil	3	3	0	0	3	
2	22BAX02	Retail Management	PE	Nil	3	3	0	0	3	
3	22BAX03	Services Marketing	PE	Nil	3	3	0	0	3	
4	22BAX04	Integrated Marketing Communication	PE	Nil	3	3	0	0	3	
5	22BAX05	Customer Relationship Management/ Business Analytics	PE	Nil	3	3	0	0	3	
Financial Management										
1	22BAX06	Investment Management/Financial Institutions	PE	Nil	3	3	0	0	3	
2	22BAX07	Merchant Banking and Financial Services	PE	Nil	3	3	0	0	3	
3	22BAX08	International Trade Finance	PE	Nil	3	3	0	0	3	
4	22BAX09	Corporate Finance	PE	Nil	3	3	0	0	3	
5	22BAX10	Financial Derivatives	PE	Nil	3	3	0	0	3	

Operations Management										
S. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PRE-REQUISITE	CONTACT PERIODS	L	T	P	C	
21	22BAX21	Logistics and Supply Chain Management	PE	Nil	3	3	0	0	3	
22	22BAX22	Services Operations Management	PE	Nil	3	3	0	0	3	
23	22BAX23	Project Management	PE	Nil	3	3	0	0	3	
24	22BAX24	Lean Management(Supply Chain Analytics)	PE	Nil	3	3	0	0	3	
25	22BAX25	Warehouse Management	PE	Nil	3	3	0	0	3	
Entrepreneurship										
26	22BAX26	Business Plan	PE	Nil	3	3	0	0	3	
27	22BAX27	Social Entrepreneurship	PE	Nil	3	3	0	0	3	
28	22BAX28	Indian Models in Entrepreneurship	PE	Nil	3	3	0	0	3	
29	22BAX29	Entrepreneurial Marketing	PE	Nil	3	3	0	0	3	
30	22BAX30	Soft Skills for Entrepreneurs	PE	Nil	3	3	0	0	3	

	<table border="1"> <thead> <tr> <th colspan="10">SEMESTER: IV</th> </tr> <tr> <th>S. NO.</th> <th>COURSE CODE</th> <th>COURSE TITLE</th> <th>CATEGORY</th> <th>PRE-REQUISITE</th> <th>CONTACT PERIODS</th> <th>L</th> <th>T</th> <th>P</th> <th>C</th> </tr> </thead> <tbody> <tr> <td colspan="10">THEORY</td> </tr> <tr> <td>1</td> <td>22BAB17</td> <td>Business Ethics, Corporate Social Responsibility and Governance</td> <td>PC</td> <td>Nil</td> <td>3</td> <td>3</td> <td>0</td> <td>0</td> <td>3</td> </tr> <tr> <td colspan="10">PRACTICAL</td> </tr> <tr> <td>2</td> <td>22BAP08</td> <td>Project Work</td> <td>EEC</td> <td>22BAP07</td> <td>24</td> <td>0</td> <td>0</td> <td>24</td> <td>12</td> </tr> <tr> <td colspan="5">TOTAL</td> <td>27</td> <td>3</td> <td>0</td> <td>24</td> <td>15</td> </tr> </tbody> </table>										SEMESTER: IV										S. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PRE-REQUISITE	CONTACT PERIODS	L	T	P	C	THEORY										1	22BAB17	Business Ethics, Corporate Social Responsibility and Governance	PC	Nil	3	3	0	0	3	PRACTICAL										2	22BAP08	Project Work	EEC	22BAP07	24	0	0	24	12	TOTAL					27	3	0	24	15
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Resolution	R22 Curriculum was approved and modified according to Suggestions given by BOS Expert Members.																																																																															
Item 11.07	Review of 3 rd and 4 th semester Syllabus for Master of Business Administration Programme with CO - PO Mapping.																																																																															
Discussion	THIRD SEMESTER																																																																															
	Dr. B. Girimurugan, Co-opted Member & Alumni suggested to reduce the course content in "Strategic Management" and "Total Quality Management" and to include case studies.					✓ Modified																																																																										
	Mr.G.Elangkavi, Industrial Nominee suggested including start up related topics in Entrepreneurship Elective and getting guidance from start up Tamilnadu.					✓ Included																																																																										
	Dr. B. Girimurugan, Co-opted Member & Alumni suggested to remove the word "Material handling and Equipments" in Unit-IV Heading.					✓ Modified																																																																										
	Dr.B.Uma Maheswari, University Nominee and Dr. K. Balanaga Gurunathan, Expert Nominee suggested to include Case studies in "Indian models for entrepreneurship" subject.					✓ Modified																																																																										

	FOURTH SEMESTER Dr.P.Periyasamy, Academic expert suggested to reduce the content of “Business Ethics and Corporate Social Responsibility” and to include case studies.	✓ Modified
Resolution	Resolved to approve the Syllabus under Regulation R-22 For 3rd & 4th semesters of Master of Business Administration for the batch of students admitted during academic year 2022-2023	
Item 11.08	Review on Result Analysis and Attainment of CO- PO (Target Fixed and attained) for the Odd Semester 2022-23 (I, &II)	
Discussion	<p>Total number of students in 2021-2023 batch:55</p> <ul style="list-style-type: none"> ● Total number of students all clear in 2021-2023 batch:49 ● 100% of students got all clear in 2020-2022 batch ● The target fixed for 2020- 2022 passed out batch is 70%. ● PO1, PO4 attained above target level ● PO2, PO3, PO5 not attained target attainment level of 69%. 	
Resolution	BOS members suggested the faculty members to improve the PO for upcoming batches by conducting regular class test and giving the more assignments related to specific topics.	
Item 11.09	Review of Value added courses	
Discussion	The Experts of the board suggested to do one NPTEL Course as Mandatory in their respective course.	
Item 11.10	Approval of Panel of Examiners	
Discussion	Resolved to approve the Panel of Examiners	
Item 11.11	Any other matters	
Discussion	NIL	

Date: 29th May 2023.



Dr.V.Manimegalai,

(Chairman, BoS / Prof. and Head/MBA)