

SCHOOL OF MANAGEMENT AND COMMERCE

DEPARTMENT OF MANAGEMENT STUDIES

BOARD OF STUDIES – MINUTES OF MEETING

The Minutes of the meeting of Board of Studies for the Department of MBA was held on 19th September 2022 at 2.00 p.m. in the online mode through the Zoom platform.

The following members were present:

S.No.	External Members	Designation
1.	Dr C D Balaji, Academic Expert Member	Professor, Department of MBA, Panimalar College of Engineering, Chennai
2.	Dr Balajee Industry Expert Member	CEO, Bottomline Solutions, Chennai

S.No.	Internal Members	Designation
1.	Dr S Praveen Kumar	Dean – School of Commerce and Management
2.	Dr Magdalene Peter	HOD - MBA
3.	Dr A Balamurugan	Professor – MBA
4.	Dr A Ravikumar	Associate Professor – MBA
5.	Dr N Bargavi	Associate Professor – MBA
6.	Dr J Pavithra	Assistant Professor - MBA
7.	Mr Gowtham Ashirwad	Assistant Professor - MBA

Agenda Point No.: 1.0

Welcoming the members to the BOS

The HOD-MBA welcomed all the members of the BOS. She further briefed about the revised Regulations 2022 and elaborated the syllabi of the I semester.

Below is the summary of the recommendations given by the external expert members on the syllabi of the subjects of the first semester.

Recommendations by the Expert Members:

It was recommended to include excerpts on Rahul Bajaj, Rajeev Bajaj, PC Duraisamy of Shakthi Masala, Sreedhar Vembu, Success stories of Tamil Matrimony, Suguna Foods in the 1st and 2nd units of the subject Entrepreneurship in Practice.

It was recommended to add biographies of the Female Entrepreneurs namely Eesha, Khusboo, Shanaz, Vandana, Divya in the syllabus of the subject Entrepreneurship in Practice.

In Unit 5 of the Entrepreneurship in Practice, it was recommended to add topics related to Government schemes for Start Ups.

In the Course Managerial Communication, it was recommended to include the following topics:

- Time Management
- Feedback
- Crisis Communication (Case Studies of Johnson and Johnson, Maggi, Cadbury etc)

In the Course Excenomics, it was recommended to include the following topics:

Peter and Waterman Studies.

It was recommended to include the book named, ‘In Search of Excellence’ by Peter and Waterman in the Reference section of the subject Excenomics.

In the Course Human Behaviour at Work, it was recommended to include the following topics:

- Strategies to manage the anger of others
- Group Sociometry

In the Course Decision Sciences, it was recommended to include the following topics:

- Art of Questioning
- Strategies to up the curiosity quotient
- Black Swan theory
- Pareto Principle

In the Course Life Skills, it was recommended to include the following topics:

- Johari Window
- Transactional Analysis
- Servant Leadership

RESOLUTIONS:

Resolution 1:

It was resolved to include all suggestions given by the Expert members in the syllabus of the concerned courses.

Resolution 2:

Decision Sciences is an interdisciplinary field that draws on economics, machine learning, statistical decision theory, operations research, forecasting, behavioral decision theory and cognitive psychology. Given what we know about rational decision making and actual behavior, how can we help people, especially managers, improve their decision making? The Course Decision Sciences employs a variety of techniques to improve decision making, ranging from sharpening statistical intuition to quantitative decision analysis of the students. Thus, the syllabus of the courses Quantitative Techniques and Operations Research along with new topics related to Decision Sciences is compiled as a new course named “Decision Sciences”.

Resolution 3:

It was resolved to change the name of the course, “Business Communication” to “Managerial Communication”

Resolution 4:

Excenomics is a new global discipline that focusses on studying excellence in all its dimensions: Personal Excellence, Interpersonal excellence, Corporate Excellence, Design Excellence and Quality Standards excellence. It will re-invent education, management, economics with its focus on Human Capital. It is an irony that though the ultimate objective of every discipline is

excellence, there is no discipline to study excellence in all its dimensions. Excenomics is a new global discipline that fulfills this crying need. Excellence is defined in Excenomics as a two way process in which human potential in individuals, groups and organizations is unlocked and negativity is eliminated or converted into strengths. Thus, it was resolved to change the name of the course, “Economic Foundation of Business Environment” to “Excenomics” with inclusion of topics related to the subject

Resolution 5:

Entrepreneurship is neither a Science or an Art, it is a Practice – Peter Drucker.

The Entrepreneurship in Practice aims to further advance entrepreneurship knowledge by studying the practices of entrepreneurship. The aim is to contribute by explaining existing entrepreneurial topics of interest in new ways as well as bringing forth new topics and explanations by using a practice theory lens which involves imbibing life lessons from real life Entrepreneurs who have made it big. This Course aims to contribute to practice by understanding the diversity and heterogeneity of phenomena that make up entrepreneurship in order to provide meaningful interventions for entrepreneurs in the making. Thus, it was resolved to introduce a new course named, “Entrepreneurship in Practice”

Resolution 6:

It was resolved to rename the course “Soft Skills” as “Life Skills”

Resolution 7:

The assessment methodology for individual courses shall be decided by the Course Co Ordinator.

The use of case studies in Management education is now universal and ubiquitous. As case-based education pedagogy is serving the purpose of generating the linkage between decision-making skills, practical insights, and theoretical concepts, it was resolved to adopt Case Discussions as part of Assessment methodology.

The meeting came to an end with the vote of thanks delivered by Dr S Praveen Kumar, Dean – School of Commerce and Management.

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9.	Mr Gowtham Ashirwad	Assistant Professor - MBA

Agenda Point No: 1.0

Welcoming the members by Chairman, BOS

The Chairman BOS, Dept of Management Studies welcomed all the members of the BOS present. He also introduced all the members of the board.

The board opined that in a business setting most work is accomplished by teams of individuals. Because of this, it is important for employees to have the skills necessary to work effectively with others. Organizations use many kinds of teams, some of which are permanent and some of which are temporary. Teams are used to accomplish tasks that are too large or complex to be done by an individual or that require a diverse set of skills and expertise. The Program Outcome Statements reflects this thought.

The HOD MBA presented to the Board the summary of curriculum revision of the previous Board of Studies meeting.

SUMMARY

Taking into consideration the relevance and appeal, branding and differentiation, clarity and reflecting on the evolving curriculum, industry relevance, potential for collaboration, international appeal, the following courses were renamed and the syllabus was restructured:

S. No	OLD NAME	NEW NAME	COURSE CODE
1	Quantitative Techniques	Decision Sciences	P20MBMC101
2	Business Communication	Managerial Communication	P20MBMC105
3	Economic Foundation of Business Environment	Excenomics	P20MBMC102
4	Soft Skills	Life Skills	P20MBMC118
5	Organisational Behaviour	Human Behaviour at Work	P20MBMC104
6	Human Resource Management	Humanocracy	P20MBMC109
7	Research Methodology	Business Research Methods	P20MBMC110

8	Marketing Management	Marketing 4.0	P20MBMC111
9	Business Analytics	Business Analytics & Intelligence	P20MBMC113
10	Entrepreneurship and Small Business Management	Entrepreneurship and Social Business	P20MBMC115
11	Business Ethics, Corporate Social Responsibility and Governance	Indian Ethos and Social Responsibility	P20MBMC117
12	Summer Internship	Industry Immersion Project	P20MBMPR01
13	Major Project Viva	Capstone Project	P20MBMPR02

LIST OF NEW COURSES ADDED

S. No	COURSE CODE	COURSE	JUSTIFICATION
1	P20MBMC106	Entrepreneurship in Practice	To foster innovation, cultivate entrepreneurial mindsets, and empower students with the skills and knowledge needed to succeed in the dynamic world of startups and small business ventures.
2	P20MBMC107	E Commerce	Equips future business leaders with critical skills in digital commerce, addressing the evolving demands of the modern business landscape.

3	P20MBMC116	Management Consulting	Equips students for a growing industry demand and provide them with practical skills for solving complex business problems with the expertise to excel in consulting roles, enhancing their career opportunities.
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Resolution:

It was resolved that incorporating a community engagement requirement into the MBA (Master of Business Administration) curriculum can bring several benefits, aligning with the evolving demands of a responsible and sustainable business environment. Here are some reasons why community engagement is important and why it should be included in the MBA curriculum:

Social Responsibility and Ethics: Community engagement emphasizes the importance of ethical business practices and social responsibility. MBA graduates should not only be skilled in business strategy and management but also understand the broader impact of their decisions on society. This inclusion fosters a sense of ethical leadership.

Holistic Business Understanding: Engaging with communities provides a more comprehensive understanding of the diverse stakeholders involved in business operations. This includes not only shareholders and customers but also local communities, NGOs, and governmental bodies. An MBA program that incorporates community engagement ensures that graduates are well-rounded and capable of considering a wide range of perspectives.

Leadership Development: Community engagement activities often require leadership skills. MBA students can develop leadership capabilities by working on projects that involve collaboration with various stakeholders, managing diverse teams, and addressing real-world challenges. This practical experience complements the theoretical knowledge gained in the classroom.

Cultural Competence: In a globalized business environment, cultural competence is crucial. Community engagement exposes MBA students to different cultures, societal norms, and values. This exposure enhances their ability to work effectively in diverse environments, a skill that is highly valued in the modern business landscape.

Networking Opportunities: Community engagement initiatives provide networking opportunities beyond traditional business settings. Building relationships with community leaders, non-profit organizations, and local businesses can create a network that goes beyond the usual business circles, potentially opening new avenues for partnerships, collaborations, and business opportunities.

Enhanced Problem-Solving Skills: Community engagement often involves addressing complex, real-world problems. MBA students working on community projects can develop enhanced problem-solving skills by tackling issues that require innovative solutions, critical thinking, and adaptability.

Reputation and Branding: Businesses are increasingly being evaluated not only on their financial performance but also on their social and environmental impact. Graduates who have engaged with communities are better positioned to contribute positively to a company's reputation and branding efforts, aligning with the growing emphasis on corporate social responsibility.

Long-Term Sustainability: MBA programs with a community engagement component instill a sense of long-term sustainability in business practices. Graduates are more likely to consider the environmental and social impacts of their decisions, contributing to the development of sustainable business models.

In summary, it was decided that incorporating community engagement into the MBA curriculum is essential for producing well-rounded business leaders who not only possess strong managerial and strategic skills but also understand the broader societal context in which businesses operate. This approach aligns with the changing expectations of businesses to be socially responsible and sustainable in the long run.

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