Kovai Kalaimagal College of Arts and Science
Narasipuram, Coimbatore-641109
Board of Studies in Business Administration with Computer Applications
MINUTES

Minutes of the Eleventh Meeting of the Board of Studies in Business Administration with Computer Applications was conducted on 05.01.2022 (Wednesday) at 10:00 am through Google Meet.

The following members were present

S.No	Name of the Members	Designation	Signature
1	Mrs.K.Radhapriyadharshini	Chairman	
2	Dr.S.Kavitha	University Nominee	
3	Dr.M.S.Sibi	Subject Expert	
4	Dr.K. Ramya	Subject Expert	
5	Mr.K.Dharmendira Kumar	Industry Representative	
6	Ms.R.UmaMaheswari	Member	
7	Ms.K.Tharani	Member	
8	Ms.C.Kiruthika	Member	
9	Mr.M.Balaji Prasath	Member	
10	Mr.P.Prasanth	Alumni	
11	Mr.S.Lokesh	Student Representative	

1

The meeting commenced with Welcome address by the Chairman, Mrs.K.Radhapriyadharshini

The various items of the agenda were taken up for the discussion one by one and the following resolution were passed.

Item 11.1: To confirm the minutes of the Tenth meeting of Board of Studies in Business Administration with Computer Applications

Resolution: Resolved to ratify the minutes of the Tenth meeting of Board of Studies in Business Administration with Computer Applications

Item 11.2 : To approve the syllabi presented for the III,IV,V,VI semesters of UG courses admitted from the Academic Year 2021-2022 onwards with the syllabus revision as in Annexure: A and to introduce new courses as in Annexure: B

Resolution: Resolved to approve the syllabi presented for the III,IV,V,VI semesters of UG Courses admitted from the Academic Year 2021-2022 onwards with the syllabus revision as in Annexure: A and to introduce new courses as in Annexure: B

Since there were no other points to be discussed, the meeting was concluded with a vote of thanks proposed by Ms.C.Kiruthika, Assistant Professor, Department of Business Administration (CA).

Chairman

Principal
Principal
Koval Kalaimagal College of Arts & Science
Narasipuram, Post, Coimbatore - 641 109

2

S.No.	Semester	Name of the Programme, Course Code Course Name	Details of Inclusion	Details of Deletion	% of change
1.	III	BBA CA 21U3ACCT08 Organizational Behaviour	Unit I Components of Attitude and its Model Unit II Process, Perception Era Unit V Conflicts, Types of Conflicts, Raising Organisation	-	30%
2.	IV	BBA CA 21U4ACCT11 Cost and Management Accounting	Unit III Break Even Analysis, Break Even Point, PV Ratio, Managerial Application of Marginal Costing	-	5%
3.	IV	BBA CA 21U4ACCT12 Business Environment	Unit V Impact of Technology, Technology transfer and Appropriate technology, Ingenious Technology, Import of Technological changes of Business	Unit V Rise and decline of Product and organization	20%
4.	IV	BBA CA 21U4ACAT04 Business Law	Unit V Factories Act 1948 - Definition – Object of the Act- Other terms connected with Factory, Cyber Law and Cyber Securities	Unit IV Right of sale, Right of Resale, Right of Stoppage in Transit, Unpaid Vendors Rights	25%
5.	V	BBA CA 21U5ACCT15 Human Resource Management	Unit I Functions Importance of HRM Unit III Green HRM	-	15%

6	V	BBA CA 21U5ACCT16 Research Methodology	Unit IV Type 1 and Type 2 Error		-	7%
7	V	BBA CA 21U5ACET1A Service Marketing	Unit II Barriers and issues of Service Marketing and Seven P's of Service Marketing		-	5%
6.	V	BBA CA 21U5ACET2B Financial Markets	Unit III Depository (NSDL,CDL),benefi ts of Depository system, Credit agencies and Credit Rating		-	15%
7.	VI	BBA CA 21U6ACCT19 Strategic Management	Unit I Evaluation of strategies and Role of strategies in Decision Making Unit IV Business Investment Strategies, B plan and B venture		-	20%
8	VI	BBA CA 21U6ACCT21 Entrepreneurship Development	Unit V Government Schemes and characteristics of successful Entrepreneur and Child Labour Act		-	13%
9	VI	BBA CA 21U6ACET4C Customer Relationship Management	Unit V Digital Market Tools and AI application		-	5%

X. 05/9/2022

Chairman

N. llala

Principal
Principal
Kovai Kalaimagal College of Arts & Science
Narasipuram Post, Coimbatore - 641 109.

4

List of New Courses introduced as a Elective in SR6 for
Business Administration with Computer Applications Degree Programme

S.No.	Semester	Name of the Programme	Name of the New Course introduced
1.	V	Business Administration with (CA)	Elective 1: Advertisement and Sale promotion - 21U5ACET1D
2.	V	Business Administration with (CA)	Elective 2: Total Quality Management - 21U5ACET2D
3.	VI	Business Administration with (CA)	Elective 3: Integrated Marketing Communication - 2165ACET3D
4.	VI	Business Administration with (CA)	Elective 4: Agri Warehousing Management - 2165ACET4D

05/01/2022

Chairman

Principal
Principal
Kovai Kalaimagal College of Arts & Scien
Narasipuram Post, Coimbatore - 641 109