

KONGU ENGINEERING COLLEGE PERUNDURAI - 638 060

MINUTES OF THE MEETING OF BOARD OF STUDIES IN MANAGEMENT STUDIES

MEETING No. 21

DATE : 19.06.2021

TIME : 10.00 AM to 11.15 AM – online meeting

The following members were present for the meeting:

1.	Dr. P. Vidhyapriya Professor & Head Kongu Business School Kongu Engineering College, Perundurai 638 060	Chairman
2.	Dr.J.Praveen Paul Professor Department of Management Studies Mepco Schlenk Engineering College Post, Sivakasi – 626 005. E-Mail: jpraveen@mepcoeng.ac.in Mobile: 9443557010 Area of Specialization: Marketing Experience: 23 years	University Nominee
3.	Dr. P.S.Velmurugan Dean Department of Commerce Central University of Tamil Nadu, Neelakudi (Post: Kandalancherry), Thiruvarur – 610 101 E-Mail: velmuruganps@gmail.com velmuruganps@yahoo.com Mobile: 9944115566 Area of Specialization: Finance and Taxation Experience: 21 years	Academic Council Nominee
4.	Dr. R. Kasilingam Professor Department of Management Studies , Pondicherry University, Puducherry – 605 014 E-Mail: kasimeena@gmail.com Mobile: 9840179939 Area of Specialization: Finance and Marketing Experience: 31 years	Academic Council Nominee
5.	Mr. V.P.S. Radhakrishnan Managing Director Angel Starch & Food Pvt Ltd 1 st Floor- H-19 Periyar Nagar, Erode – 638009 E-Mail: md@angelstarch.com Mobile: 999464444 Area of Specialization: Operations & Marketing Experience: 31 years	Industry Representative
6.	Dr. R. Somasundaram Professor Kongu Business School Kongu Engineering College, Perundurai 638 060 Professor & Head Email:rssundhar.mba@kongu.edu Mobile 9443305502 Area of Specialization: production Experience: 25 years	Internal Member

7.	Dr. S.C.Vetrivel Associate Professor Kongu Business School Kongu Engineering College, Perundurai 638 060 E-Mail: scvetrivel.mba@kongu.edu Mobile: 9442210999 Area of Specialization: HR Experience: 13.9 years	Internal Member
8.	Dr. P. Karthikeyan Associate Professor Kongu Business School Kongu Engineering College, Perundurai 638 060 E-Mail: ptp_karthi.mba @kongu.edu Mobile : 9843641321 Area of Specialization: Finance & Marketing Experience: 17 years	Internal Member
9.	Dr. V.Krishnamoorthy Associate Professor Kongu Business School Kongu Engineering College, Perundurai 638 060 E-Mail: krishnamoorthy.mba@kongu.edu Mobile: 9865136311 Area of Specialization: Marketing & Finance Experience: 23 years	Internal Member
10.	Dr. P. Sundharesalingam Associate Professor Kongu Business School Kongu Engineering College, Perundurai 638 060 E-Mail: sundaresalingam.mba@kongu.edu Mobile: 9842912127 Area of Specialization: Operations Experience: 17.8 years	Internal Member
11.	M.Mohanasundari Associate Professor Kongu Business School Kongu Engineering College, Perundurai 638 060 E-Mail: mohanasundari.mba@kongu.edu Mobile: 9486763908 Area of Specialization: Finance & Marketing Experience: 17 years	Internal Member
12.	Dr. S.Padmavathy Assistant Professor (Sr.G.) Kongu Business School Kongu Engineering College, Perundurai 638 060 E-Mail: padmavathy.mba@kongu.edu Mobile : 8675014214 Area of Specialization: HR Experience: 16.5 years	Internal Member
13.	Dr. N.Prakash Assistant Professor (Sr.G.) Kongu Business School Kongu Engineering College, Perundurai 638 060 Email: np.mba @kongu.edu Mobile : 9842721589 Area of Specialization: operations management Experience: 12 years	Internal Member

14.	Prof T.P.Saravanan Assistant Professor Kongu Business School Kongu Engineering College, Perundurai 638 060 Email: tpsaravanan.mba@kongu.edu Mobile : 9865977766 Area of Specialization: marketing Experience: 23 years	Internal Member
15.	Dr R.Maheswari Assistant Professor Kongu Business School Kongu Engineering College, Perundurai 638 060 Email: maheswari.mba@kongu.edu Mobile : 9842896660 Area of Specialization: Finance Experience: 8.5 years	Internal Member
16.	Dr P.Karthika Assistant Professor Kongu Business School Kongu Engineering College, Perundurai 638 060 Email: karthika.mba@kongu.edu Mobile : 9095021200 Area of Specialization: Finance Experience: 10 years	Internal Member

The following members have requested for leave of absence:

Mr. T. Rajkumar
Senior Associate Consultant
Robert Bosch
CHIL-SEZ Keeranatham Village, Coimbatore - 641 035
E-Mail: rajkumarmba@live.com
Mobile: 98942 45601

Meeting of the Management Studies Board:

Chairman/BoS welcomed the members and briefed on the rules and regulations governing the autonomous scheme and presented the draft one credit syllabi under Regulation 2020 of MBA programme.

The board discussed and approved the following points as per the agenda:

Item No. 21.1: Confirmation of Minutes of the previous Board of Studies meeting

Resolved to confirm the minutes of the previous Board of Studies Meeting held on 29.08.2020.

Item No. 21.2. Approval of additional one credit skill enhancement courses for 2020 Regulations


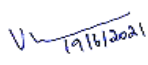
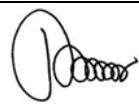
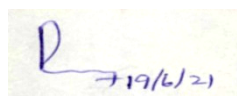

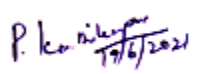
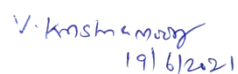


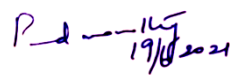


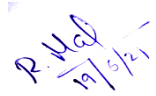
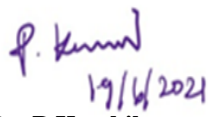

The Chairman BoS explained the need for adding one credit skill enhancement electives in 2020 regulations. The members discussed elaborately and approved the syllabi of one credit skill enhancement courses for MBA Programme under regulation R2020.

The approved curriculum and syllabi as given in Annexure -1.

Item No. 21.3. To recommend the online examination system to be followed for the April/May 2021 End Semester Examinations as given in Annexure- II

The members discussed recommend the online examination system to be followed for the April/May 2021 End Semester Examinations as given in Annexure-II

The meeting was concluded with a vote of thanks to the members.

 Dr. J. Praveen Paul Name & Signature (Member 1)	 Dr. P. S. Velmurugan Name & Signature (Member 2)
 Dr. R. Kasilingam Name & Signature (Member 3)	Mr. V. P. S. Radhakrishnan Name & Signature (Member 4)
 Dr. R. Somasundaram Name & Signature (Member 5)	 Dr. S. C. Vetrivel Name & Signature (Member 6)
 Dr. P. Karthikeyan Name & Signature (Member 7)	 Dr. V. Krishnamoorthy Name & Signature (Member 8)
 Dr. P. Sundharesalingam Name & Signature (Member 9)	 Dr. M. Mohanasundari Name & Signature (Member 10)
 Dr. S. Padmavathy Name & Signature (Member 11)	 Dr. N. Prakash Name & Signature (Member 12)
 Prof. T. P. Saravanan Name & Signature (Member 13)	 Dr. R. Maheswari Name & Signature (Member 14)
 Dr. P. Karthika Name & Signature (Member 15)	
 Dr. P. Vidhyapriya Name & Signature Chairman/BoS	

Programme & Branch	Master of Business Administration	Trim.	Category	L	T	P	Credit
Prerequisites	Nil		SEE	0	0	2	1

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	1	2				
CO2		3				
CO3		3				

1 – Slight, 2 – Moderate, 3 – Substantial, BT- Bloom’s Taxonomy

20MBE RESEARCH PAPER WRITING

Programme & Branch	Master of Business Administration	Trim.	Category	L	T	P	Credit
Prerequisites	Nil		SEE	0	0	2	1

Preamble	. The objective of this course is to develop the competencies required for the writing research paper
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List of Exercises / Experiments :

1.	Identification of Research problem
2	Identification of review of literature by using software
3.	Identification of research gap and research questions
4.	outlining of Writing about methods ,hypothesis development and data analysis
5.	Writing about results, and discussion, conclusions, managerial implications, limitations and scope of future study

Total:20

REFERENCES/MANUAL/SOFTWARE:

1.	Carol Ellison McGraw-Hill's Concise Guide to Writing Research Papers, First edition, McGraw Hill Publishing, New Delhi, 2020
2.	James D. Lester, “Writing Research Papers: A Complete Guide,”16th edition,Pearson Education, Noida, 2017.
3.	Adrian Wallwork,” English for Writing Research Papers”, 2 nd edition springer, New york, 2017
4.	Kate L,Turabian. Manual for Writers of Research Papers, Theses, and Dissertations,: Chicago Style for Students and Researcher 9 th edition,University of Chicago Press,Chicago s, 2018
5.	Naresh K Malhotra, Sathya Bhusan Dash, “Marketing Research: An Applied Orientation”, 7th Edition, Pearson Education, Noida, 2019.

COURSE OUTCOMES: On completion of the course, the students will be able to		BT Mapped (Highest Level)
CO1	Gain an understanding of the structure of the research paper	Understand (K2), imitation (S1)
CO2	Develop the competencies for writing reviews of literature and research methods	Applying (K3), Manipulation (S2)
CO3	Develop competencies for writing the results and discussion and identification of right journal	Applying (K3), Manipulation (S2)

Mapping of COs with POs

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1		3				
CO2		3				
CO3		3				

1 – Slight, 2 – Moderate, 3 – Substantial, BT- Bloom's Taxonomy

20 MBE BASIC FINANCIAL STATEMENT ANALYSIS AND MODELLING

Programme & Branch	Master of Business Administration	Trim.	Category	L	T	P	Credit
Prerequisites	Nil		SEE	0	0	2	1

Preamble	The objective of this course is create of strong and dynamic financial models facilitating accurate and efficient analysis of historical data and appropriate projection of financial performance.
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List of Exercises / Experiments :

1.	Preparation of Financial Statement analysis for any five companies using Industry database.
2.	Analyzing the companies on important ratios.
3.	Preparation of Fund Flow statement of the selected companies.
4.	Find out the trends of selected companies based on their Financial Data.
5.	Analyzing the selected companies based on their fundamentals.

Total: 20

REFERENCES/MANUAL/SOFTWARE:

1.	Danielle Stein Fairhurst, “Using Excel for Business and Financial Modelling: A Practical Guide”, 3rd Edition, Wiley, New Delhi, 2019.
2.	Shmuel Oluwa, “Hands-On Financial Modeling with Microsoft Excel 2019”, 1st Edition, Packt Publishing, UK, 2019.
3.	John Moschella, CFA CPA, “Financial Modeling For Equity Research: A Step-by-Step Guide to Earnings Modeling and Stock Valuation for Investment Analysis”, 3rd Edition, Gutenberg Publishing, EU, 2019.
4	Penman, S.H, “Financial Statement Analysis”, 13th Edition, Tata McGraw Hill Education , New Delhi, 2018
5	Erich Helfert, “Techniques of Financial Analysis: A Guide to Value Creation”, 17th Edition ,Tata McGraw Hill Education , New Delhi 2018

COURSE OUTCOMES: On completion of the course, the students will be able to		BT Mapped (Highest Level)
CO1	To learn Financial statement and ratios through various applications.	Understanding (K2), imitation (S1)
CO2	To understand the equity research modelling	Applying (K3), Manipulation (S2)
CO3	To understand and gather historical information on companies and analyze company / industry performance on various financial parameters.	Applying (K3), Manipulation (S2)

Mapping of COs with POs

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1		3				
CO2		3				
CO3		3				
1 – Slight, 2 – Moderate, 3 – Substantial, BT- Bloom's Taxonomy						

20MBE DEVELOPING MARKETING CAMPAIGN

Programme & Branch	Master of Business Administration	Trim.	Category	L	T	P	Credit
Prerequisites	Nil		SEE	0	0	2	1

Preamble	The course aims at enhancing students a variety of skills with insights into designing and marketing persons, products and events to reach an enormous audience. Students will be acquainted with the development of the conception of marketing in various dimensions
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List of Exercises / Experiments :

1.	Poster Making using free online resources: Design a professional poster using designing app / software to market a person, product and event.
2.	Video making using free resources: Design a formal video using designing app / software to market a person, product and event.
3.	Infographics Design: Develop an infographic design to build brand awareness and boost engagement of organization / product.
4.	Point of Sale: Develop a point-of-sale business plan (purchase and sell items) to make maximum profit.
5.	Marketing POs: Design a creative PowerPoint to display on the big screen in a public place to reach the maximum audience.

Total:20

REFERENCES/MANUAL/SOFTWARE:

1.	Seema Gupta - Digital Marketing, 2nd edition, McGraw Hill Education, Noida, 2020
2.	Dale Carnegie - The Art of Public Speaking, Rupa Publications New Delhi, 2020
3.	Mark E. Hill - Marketing Strategy The Thinking Involved, SAGE Publications, New Delhi, 2012
4.	Swapna Pradhan - Retailing Management, 6th Edition, McGraw Hill Education, Noida, 2020
5.	John Hall - Top of Mind: Use Content to Unleash Your Influence and Engage Those Who Matter to You, 1st edition, McGraw Hill Education, Noida, 2017

COURSE OUTCOMES: On completion of the course, the students will be able to		BT Mapped (Highest Level)
CO1	Use statistical software for data preparation and understand the data summary	Understand (K2), Precision (S3)
CO2	Perform data cleaning activities such as imputing missing values.	Applying (K3), Manipulation (S2)
CO3	Perform tests for determining group mean differences	Applying (K3), Manipulation (S2)

Mapping of COs with POs						
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1		3				
CO2		3				
CO3		3				

1 – Slight, 2 – Moderate, 3 – Substantial, BT- Bloom’s Taxonomy

Annexure – II

Online examination system to be followed for the April/May 2021 End Semester Examinations as given below:

Question Paper Pattern:

- ❖ Each Question paper will contain 75 Multiple Choice Questions (MCQ) with 15 questions from each unit.
- ❖ All the questions should be answered.
- ❖ Time duration: 90minutes.
- ❖ There is no negative marking

Examination Procedure:

- ❖ Students are allowed to answer the questions, one after another in ascending order only.
- ❖ Students are not allowed to answer previous questions.
- ❖ Without answering the current question, students are not allowed to move on to the next / subsequent questions.
- ❖ Once a question is answered and submitted, then the answer cannot be altered.