## **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:

	members were present for the meeting:	Chairman
1.	Dr. P. Vidhyapriya	Chairman
	Professor & Head	
	Kongu Business School	
	Kongu Engineering College, Perundurai 638 060	
2.	Dr.J.Praveen Paul	University Nominee
	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	
3.	Dr. P.S.Velmurugan	Academic Council Nominee
	Dean	
	Department of Commerce	
	Central University of Tamil Nadu, Neelakudi	
	(Post: Kangalancherry), Thiruvarur – 610 101	
	E-Mail: velmuruganps@gmail.com	
	velmuruganps@yahoo.com	
	Mobile: 9944115566	
	Area of Specialization: Finance and Taxation	
	Experience: 21 years	
4.	Dr. R. Kasilingam	Academic Council Nominee
	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	
5.	Mr. V.P.S. Radhakrishnan	Industry Representative
	Managing Director	
	Angel Starch & Food Pvt Ltd	
	1 <sup>st</sup> Floor- H-19 Periyar Nagar, Erode – 638009	
	E-Mail: md@angelstarch.com	
	Mobile: 999464444	
	Area of Specialization: Operations & Marketing	
	Experience: 31 years	
6.	Dr. R. Somasundaram	Internal Member
	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	

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7.	Dr. S.C.Vetrivel	Internal Member
	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	
8.	Dr. P. Karthikeyan	Internal Member
	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	
9.	Dr. V.Krishnamoorthy	Internal Member
	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	
10.	6	Internal Member
	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	
11.	M.Mohanasundari	Internal Member
	Associate Professor	
	Kongu Business School	
	Kongu Engineering College, Perundurai 638 060	
	E-Mail: mohanasundari.mba@kongu.edu	
	Mobile: 9486763908	
	Area of Specialization: Finance & Marketing	
10	Experience: 17 years	Tutum 1M 1
12.		Internal Member
	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	
12	Experience: 16.5 years	Luta mad Manaka s
13.	Dr. N.Prakash	Internal Member
	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	
1	Experience: 12 years	

14.	Prof T.P.Saravanan	Internal Member
	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	
15.	Dr R.Maheswari	Internal Member
	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	
16.	Dr P.Karthika	Internal Member
	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	

#### 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.

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Dr.J.Praveen Paul	Dr. P.S.Velmurugan
Name & Signature (Member 1)	Name & Signature (Member 2)
(Manual 1)	(Machineta 2)
Dr. R. Kasilingam	Mr. V.P.S. Radhakrishnan
Name & Signature (Member 3)	Name & Signature (Member 4)
(Member 3)	
19/6/2)	On 19/6/21
Dr.R.Somasundaram	Dr. S.C.Vetrivel
Name & Signature (Member 5)	Name & Signature (Member 6)
P. Kar Rilling 12021	V. Knshamong 1916/221
Dr. P. Karthikeyan Name & Signature	Dr. V.Krishnamoorthy Name & Signature
(Member 7)	(Member 8)
P. 10121	2000 (2/6/2021.
Dr. P. Sundharesalingam Name & Signature (Member 9)	Dr. M.Mohanasundari Name & Signature (Member 10)
P_1 11/1 19/10 21	N. Onto 12021
Dr. S.Padmavathy	Dr.N.prakash
Name & Signature (Member 11)	Name & Signature (Member 12)
(Wellioti II)	(Member 12)
ann	2 La spri
Prof T.P.Saravanan	Dr. R.Maheswari
Name & Signature	Name & Signature
(Member 13)	(Member 14)
P. Kund 19/6/2021	
Dr. P.Karthika Name & Signature (Member 15)	
	VictP 19/6/21
	Dr. P. Vidhyapriya

Dr. P. Vidhyapriya Name & Signature Chairman/BoS

## Annexure-I

## List of newly added One credit courses Under R2020 (from the year 2021-22 onwards)

## 20MBE SOCIAL PSYCHOLOGY

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

Preamble	The objective of this course is to how people view themselves and others, how people interact, influence
	and act when they are a part of a group.

## List of Exercises:

1.	A Team presentation on the concepts of social psychology.
2.	Role Play on Perceiving and Understanding Others - Impression formation and impression management.
3.	Design a social media poster to promote social justice
4.	Prepare a case study on Interpersonal Relations like Social identity, Prejudice, Discrimination, Aggression
5.	Presentation on Social Influence – Prosocial behavior, Groups, Social issues

## Total:20

## REFERENCES/MANUAL/SOFTWARE:

1.	Branscombe , Baron Robert, KapurPreeti, Social Psychology, 14th Edition, Pearson Noida 2017
2.	Elliot Aronson, Timothy, Samuel R. Sommers and Veena Tucker, Social Psychology, 10th Edition, Pearson, Noida 2020
3.	Sharma Rajendra Kumar, Sharma, Rachana, Social Psychology, 1st Edition, Atlantic Publishers & Distributors Pvt Ltd, chennai 2013
4.	Arun KumarSingh, Social Psychology,2nd Edition, PHI Learning, New Delhi,2019
5.	Paul, Van Lange, Tory Higgins, Social Psychology: Handbook of Basic Principles, 3rd edition, Guilford Press, New York 2020

	RSE OUTCOMES: ompletion of the course, the students will be able to	BT Mapped (Highest Level)		
CO1	understand the behaviour of society and application of social psychology	Understand (K2) imitation (S1)		
CO2	examine the Cognition In the Social World	Evaluating (K5) Manipulation (S2)		
CO3	Apply knowledge of inter personal and group relations to resolve issues in the society	Applying (K3)) Manipulation (S2)		

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

#### 20MBE RESEARCH PAPER WRITING

Programme & Branch	Master of Business Administration	Trim.	Category	L	Т	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

## **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:

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

Students and Researcher 9 th edition, University of Chicago Press, Chicago s, 2018

	COURSE OUTCOMES: On completion of the course, the students will be able to			
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)		
	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 – Mod	derate, 3 – Substan	tial, BT- Bloor	n's Taxonomy		•		

## 20 MBE BASIC FINANCIAL STATEMENT ANALYSIS AND MODELLING

Programme & Branch	Master of Business Administration	Trim.	Category	L	Т	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.

## **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:

Hill Education, New Delhi 2018

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

	RSE OUTCOMES: 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 – Mod	derate, 3 – Substan	tial, BT- Bloor	n's Taxonomy		·		

#### 20MBE SOFTWARE APPLICATION FOR BASIC STATISTICAL ANALYSIS

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

Preamble	The objective of this course is to provide hands on experience in data preparation and basic statistical
	analysis using software such as SPSS.

#### **List of Exercises / Experiments:**

- 1. Data preparation: Data entry Dealing with different types of Data multiple response sets –sorting–splitting merging.
- 2. Data Transformation: Missing values –imputing methods identifying duplicate cases–visual binning–recoding –ranking cases compute new variables
- 3. Descriptive statistics: Frequencies Descriptives central tendency dispersion skewness kurtosis cross tabulation chi square analysis normality P-P plot– outlier –box plot.
- 4. Comparing Group means using parametric tests: One sample, two Independent samples, k independent samples, two related samples, k related samples.
- 5. Comparing Group means using Non parametric tests: One sample, two Independent samples, k independent samples, two related samples, k related samples.

# Total:20 REFERENCES/MANUAL/SOFTWARE:

- 1. Andy Field, "Discovering Statistics Using IBM SPSS Statistics", 4th Edition, Sage Publication, New Delhi, 2019.
- 2. Andrei Besedin, "How to Learn Statistics Using IBM SPSS Statistics", 1st Edition, MeriPushtak, New Delhi, 2018.
- 3. George Morgan, "IBM SPSS For Introductory Statistics Use And Interpretation", 6th Edition, Taylor & Francis, New Delhi, 2019.
- 4. Bowerman, "Business Statistics in Practice: Using Data, Modeling, and Analytics", 8th Edition, McGraw Hill, New Delhi, 2019.
- 5. Dinesh Kumar, "Business Analytics", 1st Edition, Wiley India, 2017.

	RSE OUTCOMES: ompletion 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 - Mod	lerate, 3 – Substan	tial, BT- Bloor	n's Taxonomy					

#### 20MBE DEVELOPING MARKETING CAMPAIGN

Programme & Branch	Master of Business Administration	Trim.	Category	L	Т	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

## **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:

- Seema Gupta Digital Marketing, 2nd edition, McGraw Hill Education, Noida, 2020
   Dale Carnegie The Art of Public Speaking, Rupa Publications New Delhi, 2020
   Mark E. Hill Marketing Strategy The Thinking Involved, SAGE Publications, New Delhi, 2012
   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	T. C.	
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 different	nces 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 – Mod	derate, 3 – Substan	tial, BT- Bloor	n'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.