



SRI RAMAKRISHNA ENGINEERING COLLEGE

[Educational Service : SNR Sons Charitable Trust]
Vattamalaipalayam, N.G.G.O. Colony Post,
Coimbatore – 641022.

 www.srec.ac.in
 +917530089996



DEPARTMENT OF MANAGEMENT STUDIES

MINUTES OF THE 26th BOARD OF STUDIES MEETING FOR THE MASTER OF BUSINESS ADMINISTRATION PROGRAMME HELD ON 30.03.2026 AT 02.30 p.m. THROUGH VIRTUAL MODE.

The following members attended the above meeting:

1. Dr.R.Mary Metilda, Professor and Head - Chairperson Board of Studies
2. Dr. C. Muthuvelayutham, Associate Professor, Department of Management Sciences, Anna University Regional Campus, Madurai.
3. Dr.A.Mansurali Assistant Professor Department of Management, Central University of Tamil Nadu, Thiruvavur.
4. Dr.J.Reeves Wesley, Professor, VIT Business School, Chennai
5. Mr.P.K. Dhanesh, I-Bacus-Tech Solutions Private Limited, Coimbatore
6. Mrs.S.Kasthuri, Assistant Professor, Department of Management Studies, Velammal College of Engineering and Technology (VCET). Madurai
7. Dr.S.Krishnaprabha, Associate Professor, MBA/SREC.
8. Dr.Lenin Kumar.G, Associate Professor, MBA/SREC
9. Dr.R.Rajesh Kumar, Assistant Professor – SI.G, MBA/SREC.
10. Mrs.P. Sagayarani, Assistant Professor – SI.G, MBA/SREC.
11. Dr.P.Sangeetha, Assistant Professor- SI.G, MBA/SREC
12. Dr.V.K.Arthi, Assistant Professor- SI.G, MBA/SREC.
13. Dr.R.Saravanan, Assistant Professor, MBA/SREC.
14. Dr.M.Blessy Doe, Assistant Professor- OG, MBA/SREC.
15. Mr.D.Nance, Assistant Professor- OG, MBA/SREC.

Dr. R. Mary Metilda, Head of the Department and the Chairperson, Board of Studies warmly welcomed the esteemed Board of Studies members and initiated the meeting by presenting the agenda items for discussion and deliberation.

ITEM NO.1

To consider and approve the following Open Elective Course in the Regulations 2025 for students admitted during the academic year 2025–2026 and onwards.

ITEM NO.1

To consider and approve the following Open Elective Course in the Regulations 2025 for students admitted during the academic year 2025–2026 and onwards.

- AI for Business Decisions

Resolution:

The members discussed the proposed Open Elective Course structure and unanimously approved the same for implementation.

ITEM NO.2

To consider and approve the list of NPTEL courses for credit transfer under Regulations 2025 for students admitted during the academic year 2025–2026.

S.No.	Course Code & Title	Credits	Course Duration	Equivalent Professional/Open Elective SREC curriculum
1.	noc25-mg153- Project Selection and Finance for Professionals	3	12 Weeks course	25BA1E16 – Project Finance
2.	noc26-mg36 - Organizational Design Change and Transformation	3	12 Week courses	25BA1E27 - Organizational Change and Development Interventions

Dr. C. Muthuvelayutham, suggested to provide NPTEL courses for other electives also

Resolution:

After detailed deliberation, the proposed list of NPTEL courses was **approved** for credit transfer.

ITEM NO.3

To consider and approve the following Management Course in the Regulations 2025 for Engineering students admitted during the academic year 2025–2026 and onwards.

- Entrepreneurial Development

Resolution:

The committee reviewed the course content and structure and approved the Management Course for Engineering students: Entrepreneurial Development.

ITEM NO.4

To consider and approve the following Value Added Course in the Regulations 2025 for Engineering students admitted during the academic year 2025–2026 and onwards.

- Fintech for Engineers

Dr.A.Mansurali, clarified and confirmed whether we have Fintech course in the MBA curriculum.

Resolution:

The Value Added Course - Fintech for Engineers structure and content was discussed and approved unanimously.



Chairperson – BOS
Department of Management Studies

LIST OF BOARD OF STUDIES MEMBERS

S.No.	Name of the Members	Signature
1.	Dr.R.Mary Metilda, Professor & Head/ Management Studies Chairperson	<i>[Signature]</i> 30/3/26
2.	Dr. C. Muthuvelayutham, Associate Professor, Department of Management Sciences, Anna University Regional Campus, Madurai.	} <i>[Signature]</i> 30/3/26
3.	Dr.A.Mansurali Assistant Professor Department of Management, Central University of Tamil Nadu, Thiruvavur.	
4.	Dr.J.Reeves Wesley, Professor, VIT Business School, Chennai.	
5.	Mr.P.K. Dhanesh,I-Bacus-Tech Solutions Private Limited, Coimbatore	
6.	Mrs.S.Kasthuri, Assistant Professor, Department of Management Studies, Velammal College of Engineering and Technology (VCET). Madurai	} <i>[Signature]</i> 30/3/26
7.	Dr.S.Krishnaprabha, Associate Professor, MBA/SREC	
8.	Dr.Lenin Kumar.G, Associate Professor, MBA/SREC	
9.	Dr.R.Rajesh Kumar, Assistant Professor – Sl.G, MBA/SREC.	
10.	Mrs.P. Sagayarani, Assistant Professor – Sl.G, MBA/SREC.	<i>[Signature]</i> 30/3/26
11.	Dr.P.Sangeetha, Assistant Professor- Sl.G, MBA/SREC	<i>[Signature]</i> 30/3/26
12.	Dr.V.K.Arthi, Assistant Professor- Sl.G, MBA/SREC.	<i>[Signature]</i> 30/3/26
13.	Dr.R.Saravanan, Assistant Professor, MBA/SREC.	<i>[Signature]</i> 30/3/26
14.	Dr.M.Blessy Doe, Assistant Professor- OG, MBA/SREC.	<i>[Signature]</i> 30/3/26
15.	Mr.D.Nanee, Assistant Professor - OG, MBA/SREC.	<i>[Signature]</i> 30/03/2026

[Signature]
30/3/26
Dr.R.Mary Metilda
Chairperson, Board of Studies

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Rajesh Kumar R (Presenting, annotating)

Suggestions...

MBA 26th Board of Studies Meeting 30.03.2026

2:36 PM | BOS Meeting - MBA Department - SREC

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IN THE MEETING

Contributors 15

- Dr. V.K. Arthi (You)
- Dhanesh PK
- Dr S Krishnaprabha Siva... Meeting host
- Kasthuri Selvam
- Lenin
- Mansurali A
- Metilda MBA

11 others

ENG IN 02:36 PM 30-3-26

Rajesh Kumar R (Presenting, annotating)

AGENDA

ITEM No.1: To consider and approve the Open Elective Course in the Regulations 2025 for the students admitted during the year 2025-26 and onwards.

MBA 26th Board of Studies Meeting 30.03.2026

2:37 PM | BOS Meeting - MBA Department - SREC

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IN THE MEETING

Contributors 15

- Dr. V.K. Arthi (You)
- Dhanesh PK
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- Kasthuri Selvam
- Lenin
- Mansurali A
- Metilda MBA

11 others

ENG IN 02:37 PM 30-3-26

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Rajesh Kumar R (Presenting, annotating)

NPTEL COURSES

S.No	Course Code & Title	Credits	Course Duration	Equivalent Professional Elective MBA Curriculum
1.	noc25-mg153- Project Selection and Finance for Professionals	3	12 Weeks course	25BA1E16 – Project Finance
2.	noc26-mg36 - Organizational Design Change and Transformation	3	12 Week courses	25BA1E27 - Organizational Change and Development Interventions

MBA 26th Board of Studies Meeting 30.03.2026

2:38 PM | BOS Meeting - MBA Department - SREC

People: Dr. V.K. Arthi, Lenin, Mansurali A, 11 others

Contributors: 15

Dr. V.K. Arthi (You), Dhaneesh PK, Dr S Krishnaprabha Siva... Meeting host, Kasthuri Selvam, Lenin, Mansurali A, Metilda MBA

2:38 PM | BOS Meeting - MBA Department - SREC

Rajesh Kumar R (Presenting, annotating)

ENTREPRENEURIAL DEVELOPMENT

MODULE:I	FOUNDATIONS OF ENTREPRENEURSHIP & INNOVATION	06
Meaning, evolution and importance of entrepreneurship - Role of entrepreneurs in economic and technological development - Types - Entrepreneurial traits, competencies and mindset - Innovation vs Invention - Design Thinking.		
MODULE:II	OPPORTUNITY IDENTIFICATION & IDEA GENERATION	06
Creativity techniques - Identifying market needs and problem-solution fit - Technology commercialization - Feasibility analysis - Business idea screening and validation - Lean startup approach.		
MODULE:III	BUSINESS MODEL & STARTUP PLANNING	06
Business Model Canvas - Value proposition design - Customer discovery & segmentation - Revenue models and pricing strategies - Preparing a detailed business plan - Startup lifecycle.		
MODULE:IV	FINANCIAL, LEGAL & INSTITUTIONAL SUPPORT	06
Basics of startup finance - Financial projections & break-even analysis - Government schemes - Role of institutions - Intellectual Property Rights (IPR) – patents, copyrights - Legal structure.		
MODULE:V	STARTUP EXECUTION, GROWTH & SUSTAINABILITY	06
Marketing strategies for startups - Operations & supply chain basics - Team building & Leadership - Risk management and failure analysis - Scaling strategies & global expansion - Sustainable and ethical entrepreneurship.		

MBA 26th Board of Studies Meeting 30.03.2026

2:38 PM | BOS Meeting - MBA Department - SREC

People: Dr. V.K. Arthi, Lenin, Mansurali A, 11 others

Contributors: 15

Dr. V.K. Arthi (You), Dhaneesh PK, Dr S Krishnaprabha Siva... Meeting host, Kasthuri Selvam, Lenin, Mansurali A, Metilda MBA

2:38 PM | BOS Meeting - MBA Department - SREC

Rajesh Kumar R (Presenting, annotating)

S.No	Course Code & Title	Credits	Course Duration	Equivalent Professional Elective MBA Curriculum
1.	noc25-mg153- Project Selection and Finance for Professionals	3	12 Weeks course	25BA1E16 – Project Finance
2.	noc26-mg36 - Organizational Design Change and Transformation	3	12 Week courses	25BA1E27 - Organizational Change and Development Interventions

MBA 26th Board of Studies Meeting 30.03.2026

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- Dr. V.K. Arthi (You)
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- Kasthuri Selvam
- Lenin
- Mansurali A
- Metilda MBA

11 others

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Dhanesh PK

2:51 PM | BOS Meeting - MBA Department - SREC

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- Dr. V.K. Arthi (You)
- Dhanesh PK
- Dr. S Krishnaprabha Siva... Meeting host
- I-BACUS TECH
- Kasthuri Selvam
- Lenin
- Mansurali A

12 others

I-BACUS TECH (outside SRI RAMAKRISHNA ENGINEERING COLLEGE) ...

2:51 PM | BOS Meeting - MBA Department - SREC



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DEPARTMENT OF MANAGEMENT STUDIES

MINUTES OF THE 25th BOARD OF STUDIES MEETING FOR THE MASTER OF BUSINESS ADMINISTRATION PROGRAMME HELD ON 06.11.2025 AT 11.00 a.m. IN MBA BOARDROOM.

The following members attended the above meeting:

1. Dr. C. Muthuvelayutham, Associate Professor, Department of Management Sciences, Anna University Regional Campus, Madurai.
2. Dr.A.Mansurali Assistant Professor Department of Management, Central University of Tamil Nadu, Thiruvavur.
3. Dr.J.Reeves Wesley, Professor, VIT Business School, Chennai
4. Mr.P.K. Dhanesh, I-Bacus-Tech Solutions Private Limited, Coimbatore
5. Mrs.S.Kasthuri, Assistant Professor, Department of Management Studies, Velammal College of Engineering and Technology (VCET). Madurai
6. Dr.S.Krishnaprabha, Associate Professor, MBA/SREC.
7. Dr.Lenin Kumar.G, Associate Professor, MBA/SREC
8. Dr.R.Rajesh Kumar, Assistant Professor – SI.G, MBA/SREC.
9. Mrs.P. Sagayarani, Assistant Professor – SI.G, MBA/SREC.
10. Dr.P.Sangeetha, Assistant Professor- SI.G, MBA/SREC
11. Dr.V.K.Arthi, Assistant Professor- SI.G, MBA/SREC.
12. Mr.R.Saravanan, Assistant Professor, MBA/SREC.
13. Dr.M.Blessy Doe, Assistant Professor- OG, MBA/SREC.

Dr. R. Mary Metilda, Head of the Department and the Chairperson, Board of Studies warmly welcomed the esteemed Board of Studies members and initiated the meeting by presenting the agenda items for discussion and deliberation.

ITEM No. 1

To consider and approve the Regulations 2020 to be followed for students admitted during 2024–25

Resolution:

The Board resolved to consider and approve the Regulations 2020 for students admitted during 2024–25.

ITEM No. 2

To consider and approve the New Regulations 2025 for students admitted during 2025–26 and onwards

The following suggestions were provided by the Members of the Board of Studies:

Dr. C. Muthuvelayutham

- Clarified regarding one credit and 2 credit courses with the number of hours allotted.
- Proposed that the 8-week internship may be considered for conversion into a 4-week internship, subject to feasibility.

Dr. Mansurali

- Suggested that the LOCF framework may be followed, as it will be beneficial for NBA documentation and alignment.
- Recommended mapping only 3 to 4 POs per course for better clarity and focus.
- Emphasized the inclusion of Sustainability, SDG mapping, and IKS components wherever relevant.

Mr. P. K. Dhanesh

- Noted that from an industry perspective, the 8-week internship is preferred and aligns better with practical expectations.

Dr. J. Reeves Wesley

- Suggested offering flexibility in deciding the internal and external assessment components, leveraging autonomous status.
- Recommended incorporating Sustainability, SDG mapping, and IKS, similar to other members' views.

Resolution:

Suggestions pertaining to the revision of regulations will be taken up during the formulation of the forthcoming Regulation.

The Board resolved to consider and approve the New Regulations 2025 for students admitted during 2025–26 and onwards

ITEM No. 3

To consider and approve the Professional Elective Courses under Regulations 2025

Dr. C. Muthuvelayutham

- Suggested renaming the elective “InsurTech” to “Digital Banking & Insurance.”

Dr. Mansurali

- Recommended adding Marketing Research as an elective.
- Proposed strengthening Neuromarketing, and reducing overlapping content with Consumer Behaviour.
- Suggested that Digital & Social Media Marketing be offered as a Theory + Lab course.
- Recommended that ERP be offered as a full lab course.
- Observed that R is outdated, and hence may be excluded.
- Recommended that in the Business Analytics electives, five courses may be grouped under programming and tools and the next five under functional areas, ensuring a balanced structure.
- Suggested to provide Nero Marketing and Consumer Behaviour as separate courses.

Dr. J. Reeves Wesley

- Suggested that SEO and AI-related components may be offered as Open Electives to both PG and UG students.
- Suggested not to give Python in the title of the course.
- Suggested that Security Analysis & Portfolio Management (SAPM) be clearly defined as a Lab-cum-Theory course.
- Proposed including a dedicated elective on HR Analytics.
- Suggested not to give KNINE not as a course but as tool inside the course.

Mr. P. K. Dhanesh

- Recommended including ATS (Applicant Tracking System) tools in Talent Sourcing courses.
- Suggested providing hands-on exposure to Zoho CRM and Zoho One under CRM & ERP-related courses.
- Proposed that Project Management may be considered as a core paper.
- Emphasized the importance of including Tally, given its widespread use among mid-sized companies.

Mrs.S.Kasthuri

- Suggested to give importance to Programming and tools in the Business Analytics electives
- Suggested to include Powe BI, Tableau as tools.

Resolution:

The Board resolved to consider and approve the Professional Elective Courses under Regulations 2025.

ITEM No. 4

To consider and ratify the Internal and External Question Paper Pattern (Regulations 2025)
Discussion & Suggestions

- Members suggested that Part C should clearly specify a minimum word limit and Recommended that case-based questions may range between 250 to 500 words.

Resolution:

The Board resolved to ratify and approve the revised Question Paper Pattern for Regulations 2025.

ITEM No. 5

To consider and approve the list of NPTEL courses for credit transfer (Regulations 2020)

S.No	Course Code & Title	Credits	Course Duration	Equivalent Professional/Open Elective curriculum SREC
1.	noc25-mg38- Leadership and Team Effectiveness	3	Jan-Apr 2025 Duration: 12 Weeks course	20BA1E21 - Leadership and Team Building
2.	noc25-mg60- Strategic Services Marketing	3	Jan-Apr 2025 Duration: 12 Weeks course	20BA1E03 - Services Marketing Strategies
3.	noc25-mg22- Financial Institutions and Markets	3	Jan-Apr 2025 Duration: 12 Weeks course	20BA1E14 – Merchant Banking and Financial Services

Resolution:

The Board resolved to consider and approve the list of NPTEL courses submitted by the department for credit transfer under Regulations 2020.

ITEM No. 6

Any other Items:

Additional Recommendations for Curriculum Strengthening

Member Suggestions

- Statistics may be included in the first semester as core course.
- Open Elective courses may be introduced, and the same can be made available to Undergraduate students as well.
- Suggested including Tourism and Healthcare related offerings as part of the curriculum to enhance interdisciplinary exposure.



Chairperson – BOS
Department of Management Studies

DEPARTMENT OF MANAGEMENT STUDIES

25TH BOARD OF STUDIES (6.11.2025)

MEMBERS OF BOARD OF STUDIES

S.No.	Name and Designation	Signature
1.	University Nominee Dr. C. Muthuvelayutham, Associate Professor, & HOD Department of Management Sciences, Anna University Regional Campus, Madurai.	C. Muthuvelayutham 6/11/25
2.	Central University Dr.A.Mansurali Assistant Professor Department of Management, Central University of Tamil Nadu, Thiruvavur.	A.Mansurali 06/11/25
3.	Other University Dr.J.Reeves Wesley, Professor, VIT Business School, Chennai	J.Reeves Wesley 6/11/25
4.	Expert from Industry: Mr.P.K. Dhanesh I-Bacus-Tech Solutions Private Limited Coimbatore	P.K. Dhanesh
5.	Meritorious Alumni Mrs.S.Kasthuri Assistant Professor Department of Management Studies Velammal College of Engineering and Technology (VCET). Madurai	S.Kasthuri 06/11/25
6.	Dr.S.Krishnaprabha, Associate Professor, MBA/SREC.	S.Krishnaprabha
7.	Dr.Lenin Kumar.G, Associate Professor, MBA/SREC	L.Kumar
8.	Dr.R.Rajesh Kumar, Assistant Professor – Sl.G, MBA/SREC.	R.Rajesh Kumar 6/11/25
9.	Mrs.P. Sagayarani, Assistant Professor – Sl.G, MBA/SREC.	P. Sagayarani
10.	Dr.P.Sangeetha, Assistant Professor- Sl.G, MBA/SREC	P.Sangeetha
11.	Dr.V.K.Arthi, Assistant Professor- Sl.G, MBA/SREC.	V.K.Arthi
12.	Mr.R.Saravanan, Assistant Professor, MBA/SREC.	R.Saravanan
13.	Dr.M.Blessy Doe, Assistant Professor- OG, MBA/SREC.	M.Blessy Doe



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[Approved by AICTE and Permanently Affiliated to Anna University, Chennai]
[ISO 9001: 2015 Certified and all eligible programmes Accredited by NBA]
VATTAMALAIPALAYAM, N.G.G.O. COLONY POST, COIMBATORE – 641 022



DEPARTMENT OF MANAGEMENT STUDIES

TWENTY-FOURTH BOARD OF STUDIES

Date: 04.04.2025

Time: 11.00 a.m.

AGENDA

- | ITEM No. | PARTICULARS |
|-----------|--|
| ITEM No.1 | To review the academic performance of I and III semester students for the academic year 2024–25. |
| ITEM No.2 | To invite suggestions from members regarding the newly designed Vision and Mission, Programme Educational Objectives and Program Outcomes of the Department. |
| ITEM No.3 | To consider and approve the Curriculum Structure and Syllabus for the students admitted from the year 2025-26 and onwards. |
| ITEM NO.4 | To review and approve the list of NPTEL courses which was credit transferred for the academic year 2024–2025. |
| ITEM NO.5 | To review and approve the evaluation pattern for all academic courses under Regulation 2025. |
| ITEM NO.6 | Any other items for discussion. |

Chairperson Board of Studies
Department of Management Studies



SRI RAMAKRISHNA ENGINEERING COLLEGE, COIMBATORE – 22

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DEPARTMENT OF MANAGEMENT STUDIES

MINUTES OF THE 24th BOARD OF STUDIES MEETING FOR THE MASTER OF BUSINESS ADMINISTRATION PROGRAMME HELD ON 04.04.2025 AT 11.00 a.m. IN MBA BOARDROOM.

The following members attended the above meeting:

1. Dr.R.Mary Metilda Professor & Head/ Management Studies, SREC – Chairperson.
2. Dr. C. Muthuvelayutham, Associate Professor, Department of Management Sciences, Anna University Regional Campus, Madurai.
3. Dr.Joshua Selvakumar J, Associate Professor, School of Business and Management, Christ University, Bengaluru.
4. Mr.S.Ganesh S, Director, Product Strategy, Technogems Inc., Chennai
5. Dr.S.Krishnaprabha, Associate Professor, MBA/SREC.
6. Dr.Lenin Kumar.G, Associate Professor, MBA/SREC
7. Dr.P.Sangeetha, Assistant Professor- Sl.G, MBA/SREC
8. Mr.R.Rajesh Kumar, Assistant Professor – Sl.G, MBA/SREC.
9. Mrs.A.Sagayarani, Assistant Professor – Sl.G,MBA/SREC.
10. Dr.V.K.Arthi, Assistant Professor- Sl.G, MBA/SREC.
11. Dr.M.Blessy Doe, Assistant Professor- OG, MBA/SREC.

Dr. R. Mary Metilda, Head of the Department, warmly welcomed the esteemed Board of Studies members and initiated the meeting by presenting the agenda items for discussion and deliberation.

ITEM No.1: To review the academic performance of I and III semester students for the academic year 2024–25.

Discussion:

The academic performance of the students was presented and discussed.

I SEMESTER (2024-26 Batch)

S.No	Subject Code	Name of the Subject	Result Percentage
1	20BA1101	Value Based Education	100
2	20BA1102	Essentials of Organisational Behaviour	96.67
3	20BA1103	Accounting for Managers	98.33
4	20BA1104	Business Economics	98.33
5	20BA1105	Statistics and Operations Research for Business	100
6	20BA1106	Business Law	100
7	20BA1112	Entrepreneurial and New Venture	98.33
8	20BA1108	Essentials of Marketing Management	100
9	20BA1109	Professional Skills -I	100
10	20BA1110	Community Project	100
11	20BA1112	Excel for Managers	100
Overall Pass Percentage			91.67%

III SEMESTER (2023-2025 Batch)

S. No.	Subject Code	Name of the Subject	Result Percentage
1	20BA1E02	Strategic Brand Management	100
2	20BA1E06	Managing Retail Business	100
3	20BA1E08	Sales and Channel Management	97.7
4	20BA1E09	Digital Marketing Strategies	100
5	20BA1E12	Banking and Insurance	100
6	20BA1E16	Investment Analysis and Portfolio Management	100
7	20BA1E17	Behaviour Finance	100
8	20BA1E19	Global Financial Management	100
9	20BA1E22	Recruitment and Selection	97.7
10	20BA1E26	Strategic Human Resource Management	100
11	20BA1E28	Performance Management	100
12	20BA1E29	Conflict and Negotiation Management	100
13	20BA1E50	Business Intelligence and Data Mining	100
14	20BA1E77	Data Visualization Using Power BI	100
15	20BA1E54	Digital Business Transformation	100
16	20BA1E55	Data Science Using Python	100
17	20BA1301	Capstone Project	100
18	20BA1302	Summer Internship	100
Overall Pass Percentage			98.41

Members appreciated the performance but suggested continuous monitoring and regular remedial sessions to support low-performing students.

ITEM No.2: To invite suggestions from members regarding the newly designed Vision and Mission, Programme Educational Objectives and Program Outcomes of the Department.

Suggestions:

Dr. C.Muthuvelayutham:

Approved the Vision and Mission.

Mr.S.Ganesh:

Suggested including the term "Techno-management" and aligning it with institutional goals.

Dr.J.Joshua Selvakumar :

Recommended emphasizing diversity and addressing local, regional, national, and global perspectives.

It is resolved to consider and approve the revised Vision, Mission, Programme Educational Objectives (PEOs), and Programme Outcomes (POs).

ITEM No.3: To consider and approve the Curriculum Structure and Syllabus for the students admitted from the year 2025-26 and onwards.

Suggestions:

Dr. C.Muthuvelayutham:

- Change "Managerial Accounting" to "Management Accounting".
- Suggested inclusion of "Principles of Management" as a bridge course.
- Emphasized the importance of increasing the total credits to 90+, citing Anna University's Regulation 2023 which mandates 102 credits, and the draft guidelines of the Tamil Nadu State Higher Education Council recommending a minimum of 90 credits. He also raised concerns over the reduction in total credits from 100 to 84.

Mr.S.Ganesh:

- Proposed the subject "Business Research and Statistics" for Semester I.
- Emphasized including Geopolitics in Economics as one of the module; suggested a full course or case-based model. Suggested to have more of Macro aspects than Micro economics
- Recommended separate courses for Corporate Governance and Corporate Strategy.
- Proposed inclusion of Power BI, PowerQuery, SQL, MS Excel, and Tableau for analytics and finance functions.
- Proposed to shift two courses from Semester IV to Semester III, considering that students will be engaged in a full-semester project during Semester IV.
- Suggested incorporating online certification courses like Coursera, NISM and other online courses as internal component for evaluation.

Dr.J.Joshua Selvakumar :

- Supported splitting **Corporate Strategy & Governance** into two subjects.
 - Suggested to do an **impact analysis course** once the Social Immersion is completed and map the same to any one of the **sustainability goals**.
 - Recommended increasing **core paper credits** from 3 to 4 credits for alignment with NEP and UGC.

It is resolved to consider and approve the revised curriculum and syllabus for the Academic Year 2025–26 onwards

ITEM No.4: To review and approve the list of NPTEL courses which was credit transferred for the academic year 2024–2025.

Discussion:

- The following list of NPTEL course are discussed for credit transfer:

S.No	Course Code	Course Title	Credits	Equivalent to Professional/Open Elective in SREC Curriculum
1	noc24-mg35	Leadership and Team Effectiveness	3	20BA1E21 – Leadership and Team Building
2	noc24-mg05	AI in Marketing	3	20BA1E78 – Artificial Intelligence in Business
3	noc24-mg56	Strategic Services Marketing	3	20BA1E03 – Services Marketing Strategies
4	noc24-mg88	Training of Trainers	3	20BA1E23 – Employee Training and Development

It is resolved to consider and approve the List of NPTEL courses for the academic year 2024 – 2025.

ITEM No.5: To review and approve the evaluation pattern for all academic courses under Regulation 2025.

Suggestions:

- **Mr.S.Ganesh:** Recommended reducing the number of project reviews as the companies may not be willing to permit the students to attend the same and increasing analytical content in research methodology.
- **Dr.J.Joshua Selvakumar :** Emphasized ethical usage of AI tools in data analytics.

It is resolved to consider and approve the following evaluation pattern for all academic courses:

ITEM No.6: Any other items for discussion

- **Dr. C.Muthuvelayutham:**

Suggested hands-on lab hours for interpreting financial statements.

Conclusion:

Dr.R.Mary Metilda thanked all the members for their valuable contributions and concluded the meeting with a note of appreciation for their constructive suggestions and insights that will enhance the academic strength and industry relevance of the MBA programme.


Chairperson – BOS
Department of Management Studies



SRI RAMAKRISHNA ENGINEERING COLLEGE, COIMBATORE – 22

[Educational Service: SNR Sons Charitable Trust]

[Autonomous Institution, Reaccredited by NAAC with 'A+' Grade]

[Approved by AICTE and Permanently Affiliated to Anna University, Chennai]

[ISO 9001: 2015 Certified and all eligible programmes Accredited by NBA]

DEPARTMENT OF MANAGEMENT STUDIES

MINUTES OF THE 23rd BOARD OF STUDIES MEETING FOR THE MASTER OF BUSINESS ADMINISTRATION PROGRAMME HELD ON 18.11.2024 THROUGH VIRTUAL MODE AT 11.00 a.m.

The following members attended the above meeting:

1. Dr.R.Mary Metilda Professor & Head/ Management Studies, SREC – Chairperson.
2. Dr. C. Muthuvelayutham, Associate Professor, Department of Management Sciences, Anna University Regional Campus, Madurai.
3. Dr. N. Thamaraiselvan, Professor, Department of Management Studies, National Institute of Technology, Tiruchirappalli.
4. Dr.Joshua Selvakumar J, Associate Professor, School of Business and Management, Christ University, Bengaluru.
5. Mr. Ganesh S, Director, Product Strategy, Technogems Inc., Chennai
6. Mr. Karthik. B, Batch: (2014-2016) Senior Supply Chain Analyst, Customer Service Division – Europe Ford Motors, Pvt., Limited, Chennai.
7. Dr.S.Krishnaprabha, Associate Professor, MBA/SREC.
8. Mr.R.Rajesh Kumar, Assistant Professor – Sl.G, MBA/SREC.
9. Mrs.A.Sagayarani, Assistant Professor – Sl.G, MBA/SREC.
10. Dr.P.Sangeetha, Assistant Professor- Sl.G, MBA/SREC
11. Dr.V.K.Arthi, Assistant Professor- Sl.G, MBA/SREC.
12. Dr.M.Blessy Doe, Assistant Professor- OG, MBA/SREC.
13. Mrs.S.Shanthini, Assistant Professor- OG, MBA/SREC.
14. Mrs.P.Abinaya, Assistant Professor- OG, MBA/SREC.

Dr.R.Mary Metilda, Chairperson, Board of Studies, chaired the meeting and welcomed the members to the 23rd BoS meeting. , An introduction to the SNR Sons Charitable Trust and the Institution was given followed by the structure of the curriculum.

The Agenda items listed were taken up for discussion and the following resolutions were passed:

ITEM No.1: To invite suggestions from members regarding the newly designed Vision and Mission of the Institution.

During the discussion on the vision statement, Dr.Joshua Selvakumar J, Mr.S.Ganesh, and Dr.N.Thamaraiselvan, raised a query regarding whether our college is aiming to achieve University status.

Dr.J.Joshua Selvakumar inquired about the omission of management education and the exclusive focus on multidisciplinary engineering education in the vision statement.

ITEM No. 2: To consider and approve the Design Thinking course as Mandatory course for the students admitted during the academic year 2024 – 2025.

Dr.N.Thamaraiselvan, suggested that 15 hours might be insufficient to develop a prototype and proposed conducting it as an awareness program on Design Thinking, incorporating interactive activities into the sessions.

Dr.J.Joshua Selvakumar expressed concern that making it mandatory might lead students to lose seriousness about evaluations. He suggested integrating it into another core course or conducting it with activities evaluated by an external member.

ITEM No.3: To consider and approve the list of NPTEL courses eligible for credit transfer for the students admitted during the academic year 2024 – 2025.

S.No.	Course Code and Course Title	Credits	Equivalent Professional Elective - SREC Curriculum
1.	noc25-mg60 - Strategic Services Marketing	3	20BA1E03 - Services Marketing Strategies
2.	noc25-mg45 - Marketing Analytics	3	20BA1E07 – Marketing Analytics
3.	noc25-mg22 - Financial Institutions and Markets	3	20BA1E14 - Merchant Banking and Financial Services

4.	noc25-mg38 - Leadership and Team Effectiveness	3	20BA1E21 - Leadership and Team Building
5.	noc25-mg64 - Talent Acquisition and Management	3	20BA1E24 - Managing Talents at Workplace
6.	noc25-mg06 - AI in Marketing	3	20BA1E78 – ML and AI Applications in Marketing

It is resolved to consider and approve the following list of NPTEL Course as a ratification for credit transfer under the Regulation 2020 (R2020) for the students admitted during the academic year 2024 – 2025.

ITEM No.4: Any other Item for discussion

Mr.S.Ganesh suggested to

- Include courses such as Geopolitics could be incorporated into the curriculum.
- Include Macro - economic concepts and Impact of GST on Business.
- Data analytics to be reduced to 3 credits.
- Merge Corporate strategy and Corporate Governance as a single course.

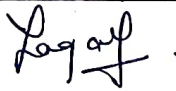
Mr.B.Karthi suggested to

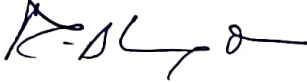
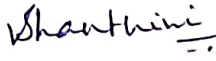
- Include Power BI, VB and Macro's in Excel



Dr.R.Mary Metilda
Chairman Board of Studies
Department of Management Studies

DEPARTMENT OF MANAGEMENT STUDIES
Board of Studies Meeting – 18.11.2024
Attendance Sheet

S.No.	BoS Members	Signature
1.	Dr.R.Mary Metilda Professor & Head Management Studies, Chairperson.	
2.	Dr. C. Muthuvelayutham, Associate Professor, Department of Management Sciences, Anna University Regional Campus, Madurai.	Virtually attended
3.	Dr. N. Thamaraiselvan, Professor, Department of Management Studies, National Institute of Technology, Tiruchirappalli.	Virtually attended
4.	Dr. Joshua Selvakumar J, Associate Professor, School of Business and Management, Christ University, Bengaluru.	Virtually attended
5.	Mr. Ganesh S, Director, Product Strategy, Technogems Inc., Chennai	Virtually attended
6.	Mr. Karthik. B, Batch: (2014-2016) Senior Supply Chain Analyst, Customer Service Division – Europe Ford Motors, Pvt., Limited, Chennai.	Virtually attended
7.	Dr.S.Krishnaprabha, Associate Professor, MBA/SREC.	
8.	Mr.R.Rajesh Kumar, Assistant Professor – Sl.G, MBA/SREC.	
9.	Mrs.A.Sagayarani, Assistant Professor – Sl.G,MBA/SREC.	
10.	Dr.P.Sangeetha, Assistant Professor- Sl.G, MBA/SREC	

11.	Dr.V.K.Arthi, Assistant Professor- Sl.G, MBA/SREC.	
12.	Dr.M.Blessy Doe, Assistant Professor- OG, MBA/SREC.	
13.	Mrs.S.Shanthini, Assistant Professor- OG, MBA/SREC.	
14.	Mrs.P.Abinaya, Assistant Professor- OG, MBA/SREC	



SRI RAMAKRISHNA ENGINEERING COLLEGE, COIMBATORE – 22

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DEPARTMENT OF MANAGEMENT STUDIES

MINUTES OF THE 22nd BOARD OF STUDIES MEETING FOR THE MASTER OF BUSINESS ADMINISTRATION PROGRAMME HELD ON 08.04.2024 AT 2 PM IN MBA BOARD ROOM

The following members attended the above meeting.

1. Dr. R. Mary Metilda, Professor & Head, Chairperson - Management Studies, SREC
2. Dr. J. Venkatesh, Associate Professor, of Management Studies, Anna University Regional Campus, Coimbatore (University Nominee)
3. Dr. N. Thamaraiselvan, Professor, Department of Management Studies, National Institute of Technology, Tiruchirappalli (Central Govt. University – Expert Member)
4. Dr. Reeves Wesley J, Professor, VIT Business School, VIT University, Chennai (Subject Expert from other University)
5. Mr. X. Maria Staline, National Sales Manager, Domestic Business, Roots Group of Companies, Coimbatore (Expert from Industry)
6. Mr. Vaishak, Deputy Manager, Ingram Micro India, Chennai. (Meritorious Alumnus)
7. Dr. S. Krishnaprabha, Associate Professor, MBA/SREC
8. Mr. R. Rajesh Kumar, Assistant Professor, MBA/SREC
9. Mrs. A. Sagayarani, Assistant Professor, MBA/SREC
10. Dr. V. K. Arthi, Assistant Professor, MBA/SREC
11. Dr. T. S. Arthi, Assistant Professor, MBA/SREC
12. Dr. M. Blessy Doe, Assistant Professor, MBA/SREC
13. Mrs. S. Shanthini, Assistant Professor, MBA/SREC

Dr. R. Mary Metilda, Chairperson, Board of Studies, chaired the meeting and greeted all the members of the 22nd BoS meeting. An introduction to the Institution, Vision, Mission, PEOs, and POs of the Department of Management Studies was shared. It was inquired to the expert members as to whether the Department's Vision, Mission, PEOs, and POs needed to be reworded and members agreed to follow the same. The Chairperson presented the structure of the curriculum followed by the agenda items listed and the following resolutions were passed.

ITEM No.1: To consider and approve the Revised Regulations 2020 to be followed for the students admitted from academic year 2021 and onwards.

It is resolved to approve the Revised Regulations 2020 to be followed for the students admitted from academic year 2021 and onwards.

ITEM No.2: To consider and approve the introduction of the new Mandatory Course 'Excel for Managers' in the I Semester for the Batch 2024-2026.

Course Code	Course Title	Hours /Week				Maximum Marks		
		L	T	P	C	CA	FE	Total
20BA1111	Excel for Managers	1	0	0	0	100	-	100

Mr. X. Maria Staline acknowledged the value of introducing the course and recommended incorporating AI tools like ChatGPT into the course to align with today's industry demands.

Dr. N. Thamaraiselvan appreciated in bringing the course and suggested that the course could integrate fundamental statistics, incorporate case studies utilizing data, and integrate industry-standard tools such as Power BI and SPSS, aligning with industry expectations for student proficiency. Additionally, he recommended offering the course with credit allocation.

Dr. J. Reeves Wesley agreed with Dr. N. Thamaraiselvan's suggestion and emphasized the importance of integrating Power BI concepts into Excel.

Mr. Vaishak, acknowledged Mr. Staline's point and mentioned that the students could be benefitted when the course content includes AI tools and integration of Power BI.

Dr. J. Venkatesh, approved the mandatory course and appreciated the course content.

It is resolved to approve the introduction of the new mandatory course 'Excel for Managers' in the I Semester for the batch 2024-2026.

ITEM No.3: To consider and approve the replacement of the course 'Entrepreneurial Development' with 'Entrepreneurship and New Venture' in the I Semester to be followed for the students admitted from academic year 2024 and onwards.

Course Code	Course Title	Hours /Week				Maximum Marks		
		L	T	P	C	CA	FE	Total
20BA1112	Entrepreneurship and New Venture	2	0	0	2	40	60	100

It is resolved to approve the replacement of the course 'Entrepreneurial Development' with 'Entrepreneurship and New Venture' in the I Semester to be followed for the students admitted from academic year 2024 and onwards.

ITEM No.4: To consider and approve the list of NPTEL Courses for credit transfer under the Regulation 2020 for 2023-2025 batch.

S.No	Course Code and Course Title	Credits	Equivalent Professional Elective - SREC curriculum
1.	noc24-mg56 – Strategic Services Marketing	3	20BA1E03 – Services Marketing Strategies
2.	noc23-mg46 – Financial Institutions and Markets	3	20BA1E14 - Merchant Banking and Financial Services
3.	noc23-mg28 – Leadership and Team Effectiveness	3	20BA1E21 - Leadership and Team Building
4.	noc24-mg056 – AI in Marketing	3	20BA1E78 – Artificial Intelligence in Business

It is resolved to consider and approve the above list of NPTEL Courses for credit transfer under the Regulation 2020 for 2023-2025 batch.

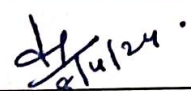
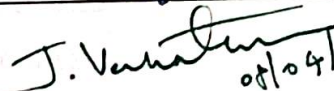
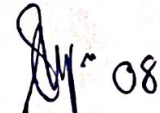
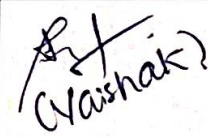
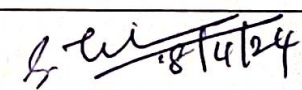
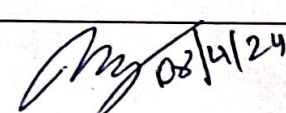
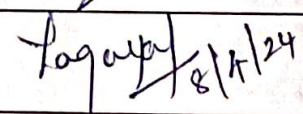
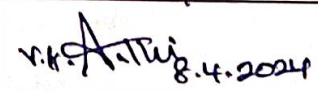
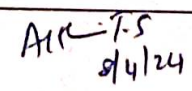
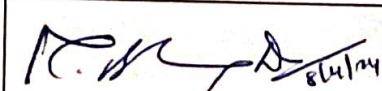
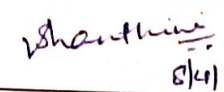
Any other item:

- Dr. J. Venkatesh suggested getting written clarification/ approval from the Centre of Academic Courses, Anna University, Chennai regarding continuing the Regulation 2020 for 2024-2025.
- Mr. Vaishak proposed bringing Cloud Computing into the upcoming regulation, which was duly acknowledged by Dr. J. Reeves Wesley.

The meeting ended with a Vote of Thanks by Dr. M. Blessy Doe, BoS Coordinator, MBA/SREC.


CHAIRPERSON
BOARD OF STUDIES
 Department of Management Studies

Board of Studies Members – 08.04.2024

S. No.	Name and Designation	Signature
1.	Dr. R. Mary Metilda Professor & Head, Chairperson - MBA/SREC	 8/4/24
2.	Dr. J. Venkatesh Associate Professor, Department of Management Studies Anna University Regional Campus, Coimbatore (University Nominee)	 08/04/2024 (Dr. J. VENKATESH)
3.	Dr. N. Thamaraiselvan Professor, Department of Management Studies, National Institute of Technology, Tiruchirappalli. (Central Govt. University – Expert Member)	Attended Online
4.	Dr. Reeves Wesley J Professor, VIT Business School, VIT University, Chennai. (Subject Expert from other University)	Attended Online
5.	Mr. X. Maria Staline National Sales Manager, Domestic Business, Roots Group of Companies, Coimbatore. (Expert from Industry)	 08/04/24
6.	Mr. Vaishak Deputy Manager, Ingram Micro India, Chennai. (Meritorious Alumnus)	 (Vaishak)
7.	Dr. S. Krishnaprabha Associate Professor, MBA/SREC	 8/4/24
8.	Mr. R. Rajesh Kumar Assistant Professor, MBA/SREC	 08/4/24
9.	Mrs. A. Sagayarani Assistant Professor, MBA/SREC	 8/4/24
10.	Dr. V. K. Arthi Assistant Professor, MBA/SREC	 8.4.2024
11.	Dr. T. S. Arthi Assistant Professor, MBA/SREC	 8/4/24
12.	Dr. M. Blessy Doe Assistant Professor, MBA/SREC	 8/4/24
13.	Mrs. S. Shanthini Assistant Professor, MBA/SREC	 8/4/24



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VATTAMALAIPALAYAM, N.G.G.O. COLONY POST, COIMBATORE - 641 022.



DEPARTMENT OF MANAGEMENT STUDIES

Screenshots of 22nd Board of Studies Meeting

Date: 08.04.2024

22nd BoS Meeting - MBA, SREC (2024-04-08 10:59 GMT+5:30)

22nd BoS Meeting - MBA, SREC (2024-04-08 10:59 GMT+5:30)



22nd BoS AGENDA



ITEM No.1 :

To consider and approve the Revised Regulations 2020 to be followed for the students admitted from academic year 2021 and onwards.

ITEM No.2 :

To consider and approve the introduction of the new Mandatory course 'Excel for Managers' in the I Semester for the batch 2024-2026.

ITEM No.3 :

To consider and approve the revision of the course 'Entrepreneurial Development' to be followed for the students admitted from academic year 2024 and onwards.

ITEM No.4 :

To consider and approve the list of NPTEL Courses for credit transfer under the Regulation 2020 for 2023-2025 batch.

ITEM No.5 :

Any other item for discussion.

SREC - 22nd BOARD OF STUDIES

08.04.2024

15







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DEPARTMENT OF MANAGEMENT STUDIES

MINUTES OF THE 21st BOARD OF STUDIES MEETING FOR THE MASTER OF BUSINESS ADMINISTRATION PROGRAMME HELD ON 07.11.2023 AT 2 PM THROUGH ONLINE MODE

The following members attended the above meeting.

1. Dr. R. Mary Metilda, Professor & Head, Chairperson - Management Studies, SREC
2. Dr. J. Venkatesh, Associate Professor, of Management Studies, Anna University Regional Campus, Coimbatore (University Nominee)
3. Dr. Papri Nath, Associate Professor, IIM Tiruchirappalli (Central Govt. University – Expert Member)
4. Dr. Reeves Wesley J, Professor, VIT Business School, VIT University, Chennai (Subject Expert from other University)
5. Ms. Ranjana, Operations Head and Delivery Manager, Tata Consultancy Services, Coimbatore (Expert from Industry)
6. Ms. Jayanthi Premkumar, Assistant Director, Department of Agriculture, The Nilgiris (Meritorious Alumnus)
7. Dr. J. Joshua Roy, Associate Professor, MBA/SREC
8. Mr. R. Rajesh Kumar, Assistant Professor, MBA/SREC
9. Mrs. A. Sagayarani, Assistant Professor, MBA/SREC
10. Dr. V. K. Arthi, Assistant Professor, MBA/SREC
11. Mr. B. R. Manoj Kumar, Assistant Professor, MBA/SREC
12. Dr. T. S. Arthi, Assistant Professor, MBA/SREC
13. Dr. M. Blessy Doe, Assistant Professor, MBA/SREC
14. Mrs. S. Shanthini, Assistant Professor, MBA/SREC

Dr. R. Mary Metilda, Chairperson, Board of Studies, chaired the meeting and welcomed all the members to the 21st BoS meeting. An introduction to the Institution, Vision, Mission, PEOs and POs of the Department of Management Studies was shared. It was inquired to the expert members as to whether the Department's Vision, Mission, PEOs, and POs needed to be reworded and members agreed to follow the same. The Chairperson presented the structure of the curriculum followed by the agenda items listed and the following resolutions were passed.

ITEM No.1: To consider and approve the Revised Regulations 2020 to be followed for the students admitted from academic year 2021 and onwards.

It is resolved to approve the Revised Regulations 2020 to be followed for the students admitted from academic year 2021 and onwards.

ITEM No.2: To consider and approve the introduction of the new Mandatory Course 'Business Forecasting using SPSS Forecasting Module' in the II Semester for the Batch 2023-2025.

Course Code	Course Title	Hours /Week				Maximum Marks		
		L	T	P	C	CA	FE	Total
20BA1209	Business Forecasting using SPSS Forecasting Module	2	0	0	0	100	-	100

Dr. J. Reeves Wesley, suggested that the name of the Mandatory Course could just be changed to "Business Forecasting" rather than "Business Forecasting using SPSS Forecasting Module".

Dr. Papri Nath, concurred with Dr. J. Reeves Wesley's point and added that the course could be taught with Python and SPSS as industry is expecting students to be proficient with Python.

Ms. Ranjana, suggested to make sure that the teaching pedagogy covers 4 to 5 real-problem case studies as exercises and provide them an understanding on the right tool to solve the problem as the students lack the same while onboarding.

Ms. Jayanthi Premkumar, acknowledged Ms. Ranjana's point and mentioned that the students could be benefitted when the course content includes real-world business scenarios.

Dr. J. Venkatesh, approved the mandatory course and the content.

It is resolved to approve the introduction of the new mandatory course 'Business Forecasting using SPSS Forecasting Module' with a change in name 'Business Forecasting' in the II Semester for the batch 2023-2025 and teach the course with Python and SPSS – Forecasting module.

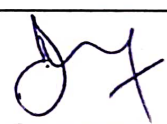
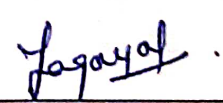
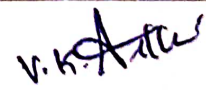
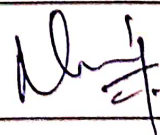
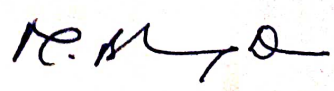
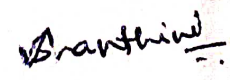
ITEM No.3: To consider and approve the list of NPTEL Courses for credit transfer under the Regulation 2020 for 2022-2024 batch.

S.No	Course Code and Course Title	Credits	Equivalent Professional Elective - SREC curriculum	No. of Students
1.	noc23-mg46 – Financial Institutions and Markets	3	20BA1E14 - Merchant Banking and Financial Services	5
2.	noc23-mg28 – Leadership and Team Effectiveness	3	20BA1E21 - Leadership and Team Building	16

It is resolved to consider and approve the above list of NPTEL Courses for credit transfer under the Regulation 2020 for 2022-2024 batch.


CHAIRPERSON
BOARD OF STUDIES
Department of Management Studies

Board of Studies Members – 07.11.2023

S. No.	Name and Designation	Signature
1.	Dr. R. Mary Metilda Professor & Head, Chairperson - MBA/SREC	
2.	Dr. J. Venkatesh Associate Professor, Department of Management Studies Anna University Regional Campus, Coimbatore (University Nominee)	Attended Online
3.	Dr. Papri Nath Associate Professor IIM, Tiruchirappalli. (Central Govt. University – Expert Member)	Attended Online
4.	Dr. Reeves Wesley J Professor, VIT Business School, VIT University, Chennai. (Subject Expert from other University)	Attended Online
5.	Ms. Ranjana Operations Head and Delivery Manager Tata Consultancy Services, Coimbatore. (Expert from Industry)	Attended Online
6.	Ms. Jayanthi Premkumar, Assistant Director, Department of Agriculture, The Nilgiris. (Meritorious Alumnus)	Attended Online
7.	Dr. J. Joshua Roy Associate Professor, MBA/SREC	
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11.	Mr. B. R. Manoj Kumar Assistant Professor, MBA/SREC	
12.	Dr. T. S. Arthi Assistant Professor, MBA/SREC	
13.	Dr. M. Blessy Doe Assistant Professor, MBA/SREC	
14.	Mrs. S. Shanthini Assistant Professor, MBA/SREC	



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DEPARTMENT OF MANAGEMENT STUDIES

TWENTIETH BOARD OF STUDIES

Date: 18.05.2023

Time: 11.00 a.m.

Venue: MBA Board Room

AGENDA

ITEM No.	PARTICULARS
ITEM No.1	To consider and approve the introduction of Basket system
ITEM No.2	To consider and approve additional elective courses in each specialisation under the Regulation 2020 for 2022-24 batch and onwards.
ITEM No.3	To consider and approve the list of NPTEL Courses for credit transfer under the Regulation 2020 for 2021-2023 batch.
ITEM No.4	Any other items for discussion

Dr.R.Mary Metilda
Chairman Board of Studies
Department of Management Studies



SRI RAMAKRISHNA ENGINEERING COLLEGE, COIMBATORE – 22

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DEPARTMENT OF MANAGEMENT STUDIES

MINUTES OF THE 20th BOARD OF STUDIES MEETING FOR THE MASTER OF BUSINESS ADMINISTRATION PROGRAMME HELD ON 18.05.2023 AT 11.00 a.m. IN THE MBA BOARD ROOM

The following members attended the above meeting:

1. Dr.R.Mary Metilda Professor & Head/ Management Studies, SREC – Chairperson.
2. Dr.J.Venkatesh, Associate Professor, Department of Management Studies, Anna University Regional Campus, Coimbatore.
3. Dr.P.Allirani, Director - School of Management, Sardar Vallabhbhai Patel International School of Textile and Management (Central University - Expert Member).
4. Dr. P. Thamaraiselvi, Associate Professor, KCT Business School, Coimbatore, (other Engineering College Expert Member)
5. Mr.Sendtil Parthasarathi, Executive Director & Vice President, Hirotech India Pvt., Ltd. Coimbatore, (Industry Expert Member)
6. Mr.Nithyanandan, Sales Manager, HDFC Bank Limited, Coimbatore (Meritorious Alumnus)
7. Dr.S.Krishnaprabha, Associate Professor, MBA/SREC.
8. Dr.J.Joshua Roy, Associate Professor, MBA/SREC.
9. Mr.R.Rajesh Kumar, Assistant Professor, MBA/SREC.
10. Mr.A.Grace Antony Rose, Assistant Professor, MBA/SREC.
11. Mrs.A.Sagayarani, Assistant Professor, MBA/SREC.
12. Dr.V.K.Arthi, Assistant Professor, MBA/SREC.
13. Mr.B.R.Manoj Kumar, Assistant Professor, MBA/SREC.
14. Mrs.T.S.Arthi, Assistant Professor, MBA/SREC.

Dr.R.Mary Metilda, Chairperson, Board of Studies, chaired the meeting and welcomed all the members to the 20th BoS meeting. An introduction to the SNR Sons Charitable Trust and the Institution was given followed by the structure for curriculum.

She also presented the suggestions and comments given by Academic and Administrative Committee Members: Industry Advisory Board, Department Advisory Committee and Programme Alumni Interaction Cell

The Agenda items listed were taken up for discussion and the following resolutions were passed:

ITEM No.1: To consider and approve the introduction of Basket system for 2022-24 batch and onwards.

It is resolved to approve the introduction of Basket System in choosing electives for 2022-24 batch and onwards.

ITEM No.2: To consider and approve additional elective courses in each specialisation under the Regulation 2020 for 2022-24 batch and onwards.

MARKETING ELECTIVE COURSES

Course Code	Course Title	Hours /Week				Maximum Marks		
		L	T	P	C	CA	FE	Total
20BA1E60	New Product Development and Marketing	3	0	0	3	40	60	100
20BA1E61	Social Marketing	3	0	0	3	40	60	100
20BA1E62	Digital Advertising	3	0	0	3	40	60	100
20BA1E63	Industrial Marketing	3	0	0	3	40	60	100

FINANCE ELECTIVE COURSES

Course Code	Course Title	Hours /Week				Maximum Marks		
		L	T	P	C	CA	FE	Total
20BA1E64	Financial Analytics	3	0	0	3	40	60	100

20BA1E65	International Financial Reporting Standards	3	0	0	3	40	60	100
20BA1E66	Mutual Fund Management	3	0	0	3	40	60	100
20BA1E67	Blockchain and Cryptocurrency	3	0	0	3	40	60	100

HR ELECTIVE COURSES

Course Code	Course Title	Hours /Week				Maximum Marks		
		L	T	P	C	CA	FE	Total
20BA1E68	Change and Intervention Strategies	3	0	0	3	40	60	100
20BA1E69	Employee Engagement and HR Branding	3	0	0	3	40	60	100
20BA1E70	Managing Diversity at Workplace	3	0	0	3	40	60	100
20BA1E71	Counselling Skills for Managers	3	0	0	3	40	60	100

OPERATIONS ELECTIVE COURSES

Course Code	Course Title	Hours /Week				Maximum Marks		
		L	T	P	C	CA	FE	Total
20BA1E72	Materials Management	3	0	0	3	40	60	100
20BA1E73	World Class Manufacturing	3	0	0	3	40	60	100
20BA1E74	Sustainable Operations Management	3	0	0	3	40	60	100
20BA1E75	Lean Six Sigma	3	0	0	3	40	60	100

BUSINESS ANALYTICS ELECTIVE COURSES

Course Code	Course Title	Hours /Week				Maximum Marks		
		L	T	P	C	CA	FE	Total
20BA1E76	Agile Management	3	0	0	3	40	60	100
20BA1E77	Data Visualization using Power BI	3	0	0	3	40	60	100
20BA1E78	Artificial Intelligence in Business	3	0	0	3	40	60	100
20BA1E79	Data Science using Python	3	0	0	3	40	60	100

Dr.J.Venkatesh, discussed and suggested to include Digital Marketing and Digital advertising can be distinguished in the new courses introduced and he suggested that students can be allowed to take single specialisation

Mr.Sendtil Parthasarathi, Executive Director & Vice President, Hirotech India Pvt., Ltd. Coimbatore suggested to include Warehouse System, Total Productive Maintenance (TPM) in the new courses introduced and also he suggested provide Digitalisation of operations as a course. He also suggested that ESG (Environmental and Social Governance) certificate could be an value addition for students.

Dr.P.Allirani, Director - School of Management, Sardar Vallabhbhai Patel International School of Textile and Management suggested to include the topics like Rural Marketing and Carbon footprints management topics and Carbon Credits in the new course introduced

Dr. P. Thamaraiselvi, Associate Professor, KCT Business School, Coimbatore suggested to Remove the application part of Bitcoin trading in blockchain and crypto currency, she also suggested to provide value Added Programs/Certification Courses can be conducted in Emotional Intelligence, Transactional Analysis and Neuro Linguistic Programming.

It is resolved to consider and approve additional elective courses in each specialisation under the Regulation 2020 for 2022-24 batch and onwards.

ITEM No.3: To consider and approve the list of NPTEL Courses for credit transfer under the Regulation 2020 for 2021-2023 and 2022-24 batch.

S. No.	Specialisation	NPTEL Course	Compensated with	Beneficiaries
1.	Marketing	MK210X – Customer Relationship Management	20BA1E04 - Customer Relationship Management	11

It is resolved to consider and approve the following list of NPTEL Course as a ratification for credit transfer under the Regulation 2020 (R2020) for 2021-2023 batch.

ITEM No.4: Any other items for discussion

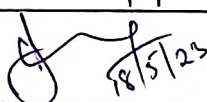
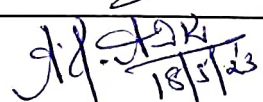
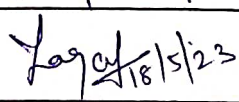
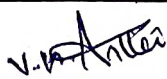
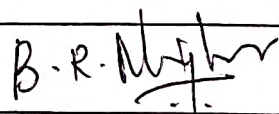
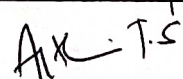
Dr. P. Thamaraiselvi, Associate Professor, KCT Business School, Coimbatore suggested to advice students to take up more number of certification courses.

Mr.Nithyanandan, Sales Manager, HDFC Bank Limited, Coimbatore said that as there are evergreen opportunities in Logistics Management, students may be motivated to take up logistics courses.



Dr.R.Mary Metilda
Chairman Board of Studies
Department of Management Studies

Board of Studies Members – 18.05.2023

S.No.	Name and Designation	Signature
1.	Dr.R.Mary Metilda Professor & Head/ Management Studies SREC – Chairperson	
2.	Dr.J.Venkatesh Associate Professor, Department of Management Studies Anna University Regional Campus, Coimbatore	 18/05/23
3.	Dr.P.Allirani Director - School of Management Sardar Vallabhbhai Patel International School of Textile and Management (Central University - Expert Member)	
4.	Dr. P. Thamaraiselvi Associate Professor, KCT Business School, Coimbatore (other Engineering College Expert Member)	
5.	Mr.Sendtil Parthasarathi Executive Director & Vice President Hirotech India Pvt., Ltd. Coimbatore (Industry Expert Member)	
6.	Mr.Nithyanandan Sales Manager HDFC Bank Limited Coimbatore.(Meritorious Alumnus)	
7.	Dr.S.Krishnaprabha Associate Professor, MBA/SREC	 18/5/23.
8.	Dr.J.Joshua Roy Associate Professor, MBA/SREC	 18/5/23
9.	Mr.R.Rajesh Kumar Assistant Professor, MBA/SREC	
10.	Mr.A.Grace Antony Rose Assistant Professor, MBA/SREC	 18/5/23
11.	Mrs.A.Sagayarani Assistant Professor, MBA/SREC	 18/5/23
12.	Dr.V.K.Arthi, Assistant Professor, MBA/SREC	 v.k.Arthi
13.	Mr.B.R.Manoj Kumar Assistant Professor, MBA/SREC.	 B.R.Manoj Kumar
14.	T.S.Arthi Assistant Professor, MBA/SREC.	 A.K. T.S



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DEPARTMENT OF MANAGEMENT STUDIES

DATE: 23.01.2023

TIME: 2.00 P.M.

ONLINE VIRTUAL MEETING

AGENDA

- ITEM No.1 :** To consider and approve the Revised Uniform Evaluation Method regarding Continuous Internal Assessment and End Semester examination for theory and practical courses.
- ITEM No.2 :** To consider and approve the list of NPTEL Courses for credit transfer under the Regulation 2020 for 2021-2023 and 2022-24 batch.
- ITEM No.3 :** Any other item for discussion.

Dr.R.Mary Metilda
Chairman Board of Studies
Department of Management Studies



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DEPARTMENT OF MANAGEMENT STUDIES

MINUTES OF THE 19th BOARD OF STUDIES MEETING FOR THE MASTER OF BUSINESS ADMINISTRATION PROGRAMME HELD ON 23.01.2023 AT 02.00 p.m. THROUGH VIRTUAL MODE

1. Dr.R.Mary Metilda Professor & Head/ Management Studies, SREC – Chairperson.
2. Dr.J.Venkatesh, Associate Professor, Department of Management Studies, Anna University Regional Campus, Coimbatore.
3. Dr.P.Allirani, Director - School of Management, Sardar Vallabhbhai Patel International School of Textile and Management (Central University - Expert Member).
4. Dr.Joshua Selvakumar, Associate Professor, Christ University, Bannaregatta Campus, Bengaluru (other University – Expert Member)
5. Mr. Karthikeyan Jawahar, Managing Director, Karma Innovations & Solutions Pvt Ltd. Coimbatore. (Industry Expert Member).
6. Mr.Nithyanandan Sales Manager, HDFC Bank Limited, Coimbatore.(Meritorious Alumnus)
7. Dr.S.Krishnaprabha, Associate Professor, MBA/SREC.
8. Dr.J.Joshua Roy, Associate Professor, MBA/SREC.
9. Mr.R.Rajesh Kumar, Assistant Professor, MBA/SREC.
10. Mr.A.Grace Antony Rose., Assistant Professor, MBA/SREC.
11. Ms.A.Sagayarani, Assistant Professor, MBA/SREC.
12. Dr.V.K.Arthi, Assistant Professor, MBA/SREC.
13. Mr.B.R.Manoj Kumar, Assistant Professor, MBA/SREC.

Dr.R.Mary Metilda, Chairperson, Board of Studies, chaired the meeting and welcomed all the members to the 19th BoS meeting. An introduction to the SNR Sons Charitable Trust and the Institution was given followed by the structure for curriculum.

The Agenda items listed were taken up for discussion and the following resolutions were passed:

ITEM No.1: To Consider and approve the revised Uniform Evaluation Method regarding Continuous Internal Assessment and End Semester examination for theory and practical courses.

1. Theory Courses

Weightage of Marks		Total Marks	Internal Assessment Reduced to	End Semester Examination
Test 1&2	Assessment by Course Instructor		40	60
70	30	100		

2. Evaluation of Community Project

Evaluation of Project Report	Viva-Voce Marks		Internal Assessment 100 Marks
30	Supervisor	Internal	
	35	35	

3. Evaluation of Capstone Project

Internal Assessment				End Semester Examination		Total Marks
Review I	Review II	Evaluation of Project Report by Supervisor	Internal Assessment Marks 60	Viva-Voce Marks		100
				Internal	External	
20	20	20		20	20	
				External Assessment Marks Reduced to 40		

4. Assessment for Summer Internship/Project Work

Internal Assessment				End Semester Examination		
Level	Level	Report Review by Guide	Internal Assessment Marks 60	Viva Voce Marks		Internal Assessment Marks Reduced to 40
10	25	15		10	10	

5. Theory Cum Practical Courses

Assessment	Duration	Marks	Internal Assessment marks reduced to	End Semester Examination
Theory Assessment			50	50
First Cycle Test	1 1/2 Hours	35		
Second Cycle Test	1 1/2 Hours	35		
Practical Assessment				
Exercise and Record Work	==	05		
Assessment Test	==	25		

ITEM No.2: To consider and approve the list of NPTEL Courses for credit transfer under the Regulation 2020 for 2021-2023 and 2022-24 batch.

It is resolved to consider and approve the following list of NPTEL Courses as a ratification for credit transfer under the Regulation 2020 (R2020) for 2021-2023 and 2022- 2024 Batch.

S. No.	Specialisation	NPTEL Course	Compensated with	Beneficiaries
1.	Marketing	noc22-hs124: Consumer Psychology	20BA1B01: Consumer Behaviour and Insights	11
2.	Human Resource	noc22-mg102: Performance and Reward Management	20BA1B28: Performance Management	17
3.	Finance	noc22-mg66: Working Capital Management	20BA1B11: Project Appraisal and Financing	5

S.No.	Course Code	Course Name	NPTEL Course/HIMBx
1.	20BA1B01	Consumer Behaviour And	Consumer Behaviour (HIMBx)

		Insights	
2.	20BA1E07	Marketing Analytics	Marketing Analytics
3.	20BA1E12	Banking And Insurance	Management Of Commercial Banking
4.	20BA1E14	Merchant Banking And Financial Services	Financial Institutes And Markets
5.	20BA1E21	Leadership and Team Building	Leadership and Team Effectiveness
6.	20BA1E37	Total Quality Management	Six Sigma

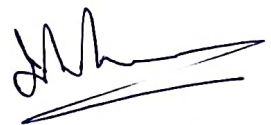
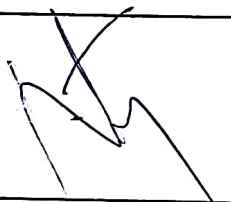
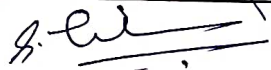
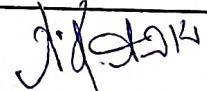
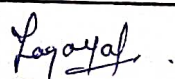
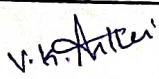
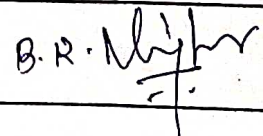
ITEM No.3: Any other item for discussion

Dr.J.Venkatesh, Associate Professor, Department of Management Studies, Anna University Regional Campus, Coimbatore suggested to



Dr.R.Mary Metilda
Chairman Board of Studies
Department of Management Studies

List of Board of Studies Members

S.No.	Name and Designation	Signature
1.	Dr.R.Mary Metilda Professor & Head/ Management Studies SREC – Chairperson	
2.	Dr.J.Venkatesh Associate Professor, Department of Management Studies Anna University Regional Campus, Coimbatore	
3.	Dr.P.Allirani Director - School of Management Sardar Vallabhbhai Patel International School of Textile and Management (Central University - Expert Member)	
4.	Dr.Joshua Selvakumar Associate Professor Christ University, Bannaregatta Campus Bengaluru (other University – Expert Member)	
5.	Mr. Karthikeyan Jawahar Managing Director Karma Innovations & Solutions Pvt Ltd., Coimbatore. (Industry Expert Member)	
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13.	Mr.B.R.Manoj Kumar Assistant Professor, MBA/SREC.	



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DEPARTMENT OF MANAGEMENT STUDIES

DATE: 28.04.2022

TIME: 11.00 a.m.

VENUE: Board Room

AGENDA

- ITEM No.1 :** To consider and approve the Open Elective courses among the specialization offered under the Regulation 2020 for 2021-23 batch and onwards.
- ITEM No.2 :** To consider and approve the Industry Oriented One Credit courses under the Regulation 2020 for 2021-23 batch and onwards.
- ITEM No.3 :** To consider and approve the Two Credit elective courses under the Regulation 2020 for 2021-23 batch and onwards
- ITEM No.4 :** To consider and approve the list of NPTEL Courses for credit transfer.
- ITEM No.5 :** To Any other item for discussion.


28/4/22.

Dr. R. Mary Metilda
Chairman Board of Studies
Department of Management Studies



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DEPARTMENT OF MANAGEMENT STUDIES

MINUTES OF THE 18th BOARD OF STUDIES MEETING FOR THE MASTER OF BUSINESS ADMINISTRATION PROGRAMME HELD ON 28.04.2022 AT 11.00 a.m. IN THE MBA BOARD ROOM

The following members attended the above meeting:

1. Dr.R.Mary Metilda Professor & Head/ Management Studies, SREC – Chairperson.
2. Dr.J.Venkatesh, Associate Professor, Department of Management Studies, Anna University Regional Campus, Coimbatore.
3. Dr.P.Allirani, Director - School of Management, Sardar Vallabhbhai Patel International School of Textile and Management (Central University - Expert Member).
4. Mr.Shankar Harinarayan, Senior Program Manager , Purview Services LLP, Hyderabad, (Industry Expert Member).
5. Mr.Prashanth Ramachandran, Digital Marketing Associate, Round Glass, Coimbatore. (Meritorious Alumnus) Dr.S.Krishnaprabha, Associate Professor, MBA/SREC.
6. Dr.S.Krishnaprabha, Associate Professor, MBA/SREC.
7. Dr.J.Joshua Roy, Associate Professor, MBA/SREC.
8. Mr.R.Rajesh Kumar, Assistant Professor, MBA/SREC.
9. Mr.A.Grace Antony Rose., Assistant Professor, MBA/SREC.
10. Dr.H.C.Bindusha, Assistant Professor, MBA/SREC.
11. Ms.A.Sagayarani, Assistant Professor, MBA/SREC.
12. Dr.V.K.Arthi, Assistant Professor, MBA/SREC.

Dr.R.Mary Metilda, Chairperson, Board of Studies, chaired the meeting and welcomed all the members to the 18th BoS meeting. An introduction to the SNR Sons Charitable Trust and the Institution was given followed by the structure for curriculum.

The Agenda items listed were taken up for discussion and the following resolutions were passed:

ITEM No.1: To consider and approve the Open Elective courses among the specialization offered under the Regulation 2020 for 2021-23 batch and onwards

It is resolved to approve the following open Elective courses and its respective syllabus:

Specialization	Course
Marketing	Sales And Channel Management
Finance	Personal Finance
HR	Conflict And Negotiation Management
Operations	Project Management
Business Analytics	Introduction to Fintech

ITEM No.2: To consider and approve the Industry Oriented One Credit courses under the Regulation 2020 for 2021-23 batch and onwards.

Dr.P.Allirani, Director - School of Management, Sardar Vallabhbhai Patel International School of Textile and Management suggested

- to revise the course objective for one credit courses.
- to modify the course outcome for one credit courses relevant to the content of the syllabus

Mr.Shankar Harinarayan, Senior Program Manager, Purview Services LLP, Hyderabad suggested

- to include Ajile project management in Project planning and Analysis.

It is resolved to consider and approve the list of Industry Oriented one Credit courses under the Regulation 2020 (R2020) for the students admitted from the year 2021-2023 and onwards.

Course Code	Course Title	Hours /Week		Maximum Marks				
		L	T	P	C	CA	FE	Total
20BA1E60	Digital Marketing Practices	1	0	0	1	100	-	100
20BA1E61	Project Planning and Analysis	1	0	0	1	100	-	100
20BA1E62	Human Resource Planning and Staffing	1	0	0	1	100	-	100
20BA1E63	Lean Tools and Techniques	1	0	0	1	100	-	100

20BA1E64	Machine Learning and Artificial Intelligence Applications in Marketing	1	0	0	1	100	-	100
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ITEM No.3: To consider and approve two Credit elective courses by replacing the respective three credit elective courses under the Regulation 2020 for 2021-23 batch and onwards

Dr.P.Allirani, Director - School of Management, Sardar Vallabhbhai Patel International School of Textile and Management suggested

- to revise the course objective for two credit courses.
- to modify the course outcome for two credit courses relevant to the content of the syllabus

Mr.Shankar Harinarayan, Senior Program Manager , Purview Services LLP, Hyderabad suggested

- to include time boxing in Machine learning and Artificial Intelligence course.
- to include Scrum Master, Product owner/manager and Business Analyst can be included in Principles of Lean Manufacturing course.

It is resolved to consider and approve the list of two Credit courses under the Regulation 2020 (R2020) for the students admitted from the year 2021-2023 and onwards.

Course Code	Course Title	Hours /Week				Maximum Marks		
		L	T	P	C	CA	FE	Total
20BA1E65	Digital Marketing Strategies	2	0	0	2	50	50	100
20BA1E66	Project Appraisal	2	0	0	2	50	50	100
20BA1E67	Recruitment and Selection	2	0	0	2	50	50	100
20BA1E68	Principles of Lean Manufacturing	2	0	0	2	50	50	100
20BA1E69	Machine Learning & Artificial Intelligence in Business Analytics	2	0	0	2	50	50	100

ITEM No.4: To consider and approve the list of NPTEL Courses for credit transfer.

It is resolved to consider and approve the following list NPTEL Courses as a ratification for credit transfer under the Regulation 2020 (R2020).

S.No.	Online Course	Platform	No. of Beneficiaries
1.	Customer Relationship Management	IIMBx	15
2.	Consumer Psychology	NPTEL	15
3.	Working Capital Management	NPTEL	08

4.	Human Resource Development	NPTEL	07
TOTAL			30

S.No	Course Code & Title	Credits	Course Duration	Equivalent Professional/Open Elective SREC curriculum
1.	noc21-hs64 – Consumer Psychology	2	Jul-Sep 2021 Duration: 8 Weeks course	20BA1E01 – Consumer Behaviour and Insights
2.	MK210X -Customer Relationship Management	2	Apr-Jun 2021 Duration: 6 Weeks course	20BA1E04 – Customer Relationship Management
3.	noc21-mg61 - Working Capital Management	3	Jul-Oct 2021 Duration: 12 Weeks course	20BA1E11- Project Appraisal and Financing
4.	noc21-mg49 – Human Resource Development	3	Jul-Oct 2021 Duration: 12 Weeks course	20BA1E26 -Strategic Human Resource Management and Development

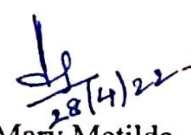
ITEM No.5: Any other item for discussion

Dr.J.Venkatesh, Associate Professor, Department of Management Studies, Anna University Regional Campus, Coimbatore suggested to

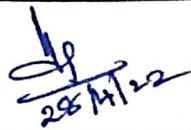
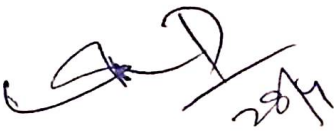
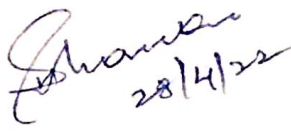
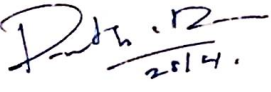
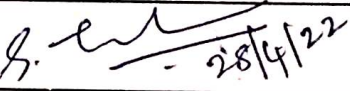
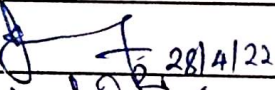
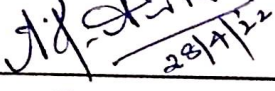
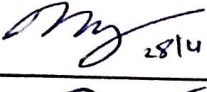
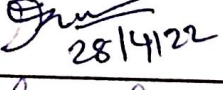
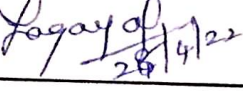
- to shift Marketing course which is a functional paper to second semester and Ethics course to the first semester
- to include International Business course
- to provide more online courses in the forthcoming regulations.

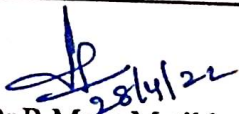
Mr.Shankar Harinarayan, Senior Program Manager , Purview Services LLP, Hyderabad suggested

- to add Ajile concept in all functional areas
- to conduct Excel workshop to students


 Dr.R.Mary Metilda
 Chairman Board of Studies
 Department of Management Studies

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