SYED AMMAL ENGINEERING COLLEGE (An Autonomous Institution)









MINUTES OF THE BOARD OF STUDIES MEETING

Faculty

: Management Sciences

Programme offered : Master of Business Administration

Date & Time

: 25.05.2024 at 10.30 A.M.

Venue

: Board Room

Sl. No.	of the board of studies are Member Category	Name, Designation and Institute Details		
1.	CHAIRMAN	Dr. R. Meikanda Ganesh Kumar Professor and Head Department of Management Studies Syed Ammal Engineering College Ramanatha puram – 623 502.		
2.	UNIVERSITY NOMINEE	Dr. Ashish Viswanath Prakash Assistant Professor Department of Management Studies Indian Institute of Management Thiruchirappalli Pudukottai Main Road, Chinna Sooriyur Village Tiruchirappalli – 620 024.		
3.	SUBJECT EXPERT (Outside the University)	Dr. B.Devamaindan Professor and Head Center for Infrastructural Management Studies University of Madras Chennai – 600 005.		
4.	SUBJECT EXPERT (Outside the University)	Dr.A.Muthusamy Professor and Head Department of International Business Alagappa University Karaikudi – 630 003.		
5.	INDUSTRY EXPERT	Dr. S.Nallamuthu Managing Director Ragem Groups Ramanathapuram – 623 502.		
6.	ALUMNI MEMBER	Mr.M.A. Arunkumar Regional Marketing Manager V Mart Retail Ltd., Chennai – 600 087.		
7	MEMBERS OF THE FACULTY OF MANAGEMENT SCIENCES	Sl. No. Name Designation 1. Dr. K.Jeyabalan Associate professor 2. Mrs. N. Maheswari Assistant Professor 3. Mrs. M. Sharmila Devi Assistant Professor 4. Mrs. A. Ramalakshmi Assistant Professor 5. Ms. R. Abarna Assistant Professor 6. Mrs. M. Menaga Assistant Professor		



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Dr. R. Meikanda Ganesh Kumar, Chairman, Board of Studies of the Faculty of Management Sciences welcomed and introduced the BoS members in the 1st BoS meeting. He started the presentation with a brief introduction about the department along with the Program Educational Objectives, Program Outcomes, Program Specific Outcomes of the programmes. He explained the highlights of the new curriculum to the members. The following are the suggestions given by the members.

- 1. The University Nominee Dr. Ashish Viswanath Prakash suggested that all courses should have minimum of three course objectives in the syllabus and also he insisted to follow the Bloom's Taxonomy while framing the course outcomes.
- 2. The Subject Expert Dr. A. Muthusamy suggested to insert the concept of the measures of central tendency in the beginning of the first unit instead of the third unit. And also he suggested to replace the unit five as a second unit in the Statistics for Management course syllabus.
- 3. The Subject Expert Dr. A. Muthusamy suggested to change the name of the course as Accounting for Manager instead of Accounting for Decision Making.
- 4. The Subject Expert Dr. B.Devamaindan proposed to mention the implementation years of all the Acts in Legal Aspects of Business course and remove the concepts of the Sale of Goods Act and Negotiable Instrument Act from the first unit. They also suggested to include the recent amendments in the Income Tax Act in the syllabus.
- 5. The Subject Expert Dr. B.Devamaindan recommended to remove the legal approaches in the Product Design and insisted to add New Product Design in Operations Management Course.
- 6. The University Nominee Dr. Ashish Viswanath Prakash suggested to change the Business Analytics course from the mode of theory into the theory cum laboratory in order to provide the application traits to the students.
- 7. The University Nominee Dr. Ashish Viswanath Prakash insisted to include the concept of the Toyota Production System (TPS) in the third unit of the Quality Management course.
- 8. The Industry Expert Dr. S. Nallamuthu and the Alumni Member Mr. M. A.Arunkumar recommended to introduce the new trends in marketing like Green Marketing and Al Marketing in the Marketing Management course.

The suggestions given by the University Nominee and the experts will be considered for the inclusion in the curriculum and syllabus. The suggestions are very much useful for refining the curriculum. Finally, the meeting ended with a vote of thanks by Dr. R. Meikanda Ganesh Kumar, Chairman, BoS. The Chairman thanked all the members for their valuable suggestions.









Faculty of Management Sciences

Board of Studies Meeting - Attendance Report

Date: 25.05.2024

Time: 10.30 A.M.

Venue: Board Room

Dr. R. MEIKANDA GANESH KUMAR **CHAIRMAN BoS** Professor and Head Department of Management Studies Syed Ammal Engineering College Ramanatha puram -623502.

Dr. ASHISH VISWANATH PRAKASH UNIVERSITY NOMINEE Assistant Professor Department of Management Studies Indian Institute of Management Thiruchirappalli Pudukottai Main Road,

of rolling Dr. A. MUTHUSAMY

Dr. B.DEVAMAINDAN SUBJECT EXPERT (Outside the University) Professor and Head Center for Infrastructural Management Studies

SUBJECT EXPERT (Outside the University) Professor and Head

Chinna Sooriyur Village Tiruchirappalli – 620 024.

University of Madras Chennai – 600 005.

Department of International Business Alagappa University Karaikudi – 630 003.

Dr. S. NALLAMUTHU **INDUSTRY EXPERT** Managing Director Ragem Groups

Ramanathapuram – 623 502.

Mr. M.A. ARUNKUMAR **ALUMNI MEMBER** Regional Marketing Manager V Mart Retail.Ltd.,

Chennai - 600 087.

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Faculty of Management Sciences

Board of Studies Meeting- Attendance Report

Date: 25.05.2024

Time: 10.30 A.M.

Venue: Board Room

Sl. No.	Name	Designation	Signature
1.	Dr. R. Meikanda Ganesh Kumar	Professor & Head Chairman BoS	lage
Members of	the Faculty		
1.	Dr. K. Jeyabalan	Associate professor	K. Hayar
2.	Mrs. N. Maheswari	Assistant Professor	N.Mb.
3.	Mrs. M. Sharmila Devi	Assistant Professor	N. Grandach
4.	Mrs. A. Ramalakshmi	Assistant Professor	
5.	Ms. R. Abarna	Assistant Professor	D. Dund
6.	Mrs. M. Menaga	Assistant Professor	Course.





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MINUTES OF THE BOARD OF STUDIES MEETING

Faculty: Management Sciences

Programmes offered: Master of Business Administration

Date & Time: 20.12.2024 at 10.30 A.M. Venue: Project Lab (MBA Block)

The Members of the board of studies are

Sl. No.	Member Category	Name, Designation and Institute Details		
		Dr. R. Meikanda Ganesh Kumar		
1.		Professor & Head		
	CHAIRMAN	Department of Management Studies		
		Syed Ammal Engineering College		
		Ramanatha puram -623502 .		
		Dr. Ashish Viswanath Prakash		
		Assistant Professor		
		Department of Management Studies		
_	I DHIVED CITY NOMINEE	Indian Institute of Management		
2.	UNIVERSITY NOMINEE	Thiruchirappalli		
		Pudukottai Main Road,		
		Chinna Sooriyur Village		
		Tiruchirappalli – 620 024.		
		Dr. B.Devamaindan		
3.	SUBJECT EXPERT-1	Professor		
	(Outside the University)	Management Studies		
		University of Madres		
		Chennai		
		Dr.A.Muthusamy		
4.	SUBJECT EXPERT-2	Professor &Head		
1.	(Outside the University)	Department of International Business		
		Alagappa University, Karaikudi Dr. S. Nallamuthu		
		Managing Director		
5.	INDUSTRY EXPERT	Ragem Groups		
		Ramanathapuram		
		Mr.M.A. Arunkumar		
		Regional Marketing Manager		
6.	ALUMNI MEMBER	V.Mart Retail.Ltd ,Chennai		
		,		
		Sl. No. Name Designation		
	Members of the Faculty of Management Studies	Dr. K.Jeyabalan Associate professor		
_		2. Mrs. N. Maheswari Assistant Professor		
7		3. Mrs. M. Sharmila Devi Assistant Professor		
		4. Mrs. A. Ramalakshmi Assistant Professor		
		5. Ms. R. Abarna Assistant Professor		
		7 ISSISTANT TOTASSOI		
		6. Mrs. M. Menaga Assistant Professor		



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Dr. R. Meikanda Ganesh Kumar, Chairman, Board of Studies of the Faculty of Management Sciences, welcomed the BoS members for the 2nd BoS meeting. He started the presentation with a brief introduction of the department along with the program educational objectives, program outcomes, and program-specific outcomes of the program. He explained the highlights of the new curriculum in the second semester to the members. The following are the suggestions given by the members.

- 1. The University Nominee Dr. Ashish Viswanath recommended incorporating the ethical issues and teamwork in program outcomes.
- 2. The Subject Expert Dr. A. Muthusamy suggested removing the phrase ability from the program outcomes; it is likely aimed at making program outcomes more direct, action-orientated, and measurable.
- 3. The Subject Expert Dr. A. Muthusamy suggested including five course objectives and ensuring to assign a specific objective to each unit in all courses.
- 4. The University Nominee Dr. Ashish Viswanath insisted on including the concept of Industrial Relations in the 24BA203T - Human Resource Management course, particularly in Unit 5 under the Employee Engagement concept.
- 5. The University nominee, Dr. Ashish Viswanatha Prakash, suggested changing the 24BA206I - Business Analytics course from the mode of theory into an integrated one to enhance the course's practical application among the student community.
- 6. The University Nominee Dr. Ashish Viswanath recommended modifying the course objectives and insisted on using more specific/advanced analytical models at 3rd, 4th & 5th units in the 24BA206I - Business Analytics course.
- 7. The Subject Expert Dr. A. Muthusamy suggested removing the concept of Global Environment from I Unit and adding the concept of Trade Marketing at 3rd Unit in 24BA207T - Marketing Management course.

The suggestions given by the university nominee and the experts will be considered for inclusion in the curriculum and syllabus of the second semester. The suggestions are very much useful for refining the curriculum. Finally, the meeting ended with a vote of thanks by Dr. R. Meikanda Ganesh Kumar, Chairman, Board of Studies of the Faculty of Management Sciences. The chairman thanked all the members for their valuable suggestions.



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Faculty of Management Sciences

Board of Studies Meeting- Attendance Report

Date: 20.12.2024 Time: 10.30 A.M. Venue: Project Lab (MBA Block) Dr. R. MEIKANDA GANESH KUMAR Dr. ASHISH VISWANATH PRAKASH CHAIRMAN BoS **UNIVERSITY NOMINEE** Professor & Head **Assistant Professor** Department of Management Department of Management Studies StudiesSyed Ammal Engineering Indian Institute of Management College Ramanatha puram Thiruchirappalli Pudukottai Main Road. Chinna Sooriyur Village Tiruchirappalli Attended online of 20/12/24. Dr. B.DEVAMAINDAN Dr. A. MUTHUSAMY **SUBJECT EXPERT** SUBJECT EXPERT (Outside the University) (Outside the University) Professor Professor & Head Management Studies Department of International Business University of Madres Alagappa University, Karaikudi Chennai Attended online Dr. S. NALLAMUTHU **INDUSTRY EXPERT ALUMNI MEMBER** Managing Director Regional Marketing Manager Ragem Groups V.Mart Retail.Ltd ,Chennai Ramanathapuram



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Faculty of Management Sciences

Board of Studies Meeting- Attendance Report

Date: 20.12.2024

Time: 10.30 A.M.

Venue: Project Lab (MBA Block)

Sl. No.	Name	Designation	Signature
1.	Dr. R. Meikanda Ganesh Kumar	Professor & Head Chairman BoS	20 /12/20:
Members of	he Faculty		
1.	Dr. K. Jeyabalan	Associate professor	K- 8 tree 12/2
2.	Mrs. N. Maheswari	Assistant Professor	N No Doctobe
3.	Mrs. M. Sharmila Devi	Assistant Professor	M. Sharel
4.	Mrs. A. Ramalakshmi	Assistant Professor	AR DEPE
5.	Ms. R. Abarna	Assistant Professor	(8. Om
6.	Mrs. M. Menaga	Assistant Professor	Deray!







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MINUTES OF THE BOARD OF STUDIES MEETING

Faculty: Management Sciences

Programmes offered: Master of Business Administration

Date & Time: 04-07-2025 at 10.30 A.M.

Venue: Board Room

Sl. No.	Member Category	Name, Designation and Institute Details		
		Dr. R. Meikanda Ganesh Kumar,		
		Professor & Head,		
1.	CHAIRMAN	Departn	nent of Management Stu	dies,
			nmal Engineering Colle	
			hapuram – 623 502.	
			sh Viswanath Prakash,	
	•		t Professor,	
	•		ent of Management Stud	dies,
			stitute of Management,	
2.	UNIVERSITY NOMINEE	Thiruchi		
			tai Main Road,	
			Sooriyur Village,	
			appalli – 620 024.	
	-		vamaindan,	
	GUD IF OT EVDEDT 1	Professor – Management Studies,		
3.	SUBJECT EXPERT-1	University of Madras,		
	(Outside the University)	Chennai.		
		Dr.A.Muthusamy,		
	SUBJECT EXPERT-2	Professor &Head,		
4.	(Outside the University)	Department of International Business,		
		Alagappa University, Karaikudi		
	INDUSTRY EXPERT	Dr. S. Nallamuthu,		
5.		Managing Director,		
٦.		Ragem Groups,		
	1.4	Ramanathapuram.		
	ALUMNI MEMBER	Mr.M.A. Arunkumar,		
6.		Regional Marketing Manager, V.Mart Retail.Ltd, Chennai.		
		Sl. No.	Name	Designation
	Members of the Faculty of	1.	Dr. K.Jeyabalan	Associate professor
		2.	Mrs. N. Maheswari	Assistant Professor
7		3.	Mrs. M. Sharmila Devi	Assistant Professor
	Management Studies	4.	Mrs. A. Ramalakshmi	Assistant Professor
		5.	Ms. R. Abarna	Assistant Professor
		6.	Mrs. M. Menaga	Assistant Professor
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Dr. R. Meikanda Ganesh Kumar, Chairman, Board of Studies of the Faculty of Management Sciences, welcomed the BoS members to the 3rd BoS meeting. He started the presentation of the Curriculum and Syllabi of the III Semester along with the Program Educational Objectives, Program Outcomes, and Program Specific Outcomes of the programmes. The following suggestions and acknowledgments were given by the members:

- 1. The members concurred and resolved to incorporate additional electives under 'Logistics Management' and 'International Business' in the III Semester along with the already existing electives.
- 2. The University Nominee, Dr. Ashish Viswanath Prakash, and the Subject Expert, Dr. A. Muthusamy, recommended adding 'Value Creation' in Unit I, 'Porter's Five Forces Analysis' in Unit II and 'Blue Ocean Strategy' and 'Hybrid Strategy' in Unit III. They also insisted on changing the title of Unit III to 'Corporate and Business Strategies' instead of 'Corporate Strategy'.
- 3. The Subject Expert, Dr. A. Muthusamy, suggested adding 'To' at the beginning of all Finance and Marketing elective course's objectives for consistency and clarity.
- 4. Dr. A. Muthusamy suggested adding the role and functions of the WTO and FDI in Unit II. He also recommended replacing the topic of country attractiveness with a discussion on BRICS, NAFTA, and ASEAN countries in the International Business course.
- 5. The University Nominee, Dr. Ashish Viswanath Prakash, suggested renaming Unit II as 'Primary Market' and Unit III as 'Secondary Market' in the Financial Market course.
- 6. Dr. Ashish Viswanath Prakash suggested incorporating the topic of Google Analytics in Unit V and recommended changing the title of the fifth unit to 'Digital Transformation and Web Analytics' instead of 'Digital Transformation and Attributes' in the Digital Marketing course.
- 7. Dr. A. Muthusamy suggested adding 1PL (First Party Logistics) and 2PL (Second Party Logistics) along with their types in Unit V of the Supply Chain Management course.
- 8. Dr. A. Muthusamy suggested updating the schemes and removing outdated government schemes in the EX IM (Export Import) Management course.



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- 9. The University Nominee, Dr. Ashish Viswanath Prakash, insisted on adding Random Forest Sampling by removing the Decision Tree topic in Unit I of the Data Mining for Business Intelligence course.
- 10. Dr. Ashish Viswanath Prakash recommended including the topics of Tableau and Business Intelligence in Unit V of the Data Visualization for Managers course.
- 11. Dr. A. Muthusamy insisted on changing the title of Unit IV to 'Socio-Cultural and Technological Environment' instead of 'Social and Technological Environment'.
- 12. The members approved the course 'Fundamentals of Economics' in the III Semester for B.Tech Computer Science and Business Systems.

The suggestions and approvals given by the University Nominee and the experts will be considered for inclusion in the curriculum and syllabus. The suggestions are very useful for refining the curriculum. Finally, the meeting ended with a vote of thanks by Dr. R. Meikanda Ganesh Kumar, Chairman, BoS. The Chairman thanked all the members for their valuable suggestions.



Ramanathapuram

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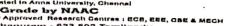


Faculty of Management Sciences

Board of Studies Meeting- Attendance Report

Г	Date: 04.07.2025	Time: 10.30 A.	.M. Ven	ue: Board Room
	1000 417 22 ×	d	4/1/2025	
	Dr. R. MEIKANDA GANESH CHAIRMAN BoS Professor & Head Department of Management StudiesSyed Ammal Engineer College Ramanatha puram		Dr. ASHISH VISWANAT UNIVERSITY NOMINE Assistant Professor Department of Manageme Indian Institute of Manageme Thiruchirappalli Pudukottai Main Road, Chinna Sooriyur Village Tiruchirappalli	E ent Studies
	Attended or	nline	A. Mur Song 41	าใช
	Dr. B.DEVAMAINDAN SUBJECT EXPERT (Outside the University) Professor Management Studies University of Madras Chennai		Dr. A. MUTHUSAMY SUBJECT EXPERT (Outside the University) Professor &Head Department of International Alagappa University, Karaik	
	Chemia		M-A-A	
	Dr. S. NALLAMUTHU INDUSTRY EXPERT Managing Director Ragem Groups		Mr. M.A. ARUNKUMAR ALUMNI MEMBER Regional Marketing Manage V.Mart Retail.Ltd ,Chennai	







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Faculty of Management Sciences

Board of Studies Meeting- Attendance Report

Date: 04.07.2025

Time: 10.30 A.M.

Venue: Board Room

Sl. No.	Name	Designation	Signature
Member	rs of the Faculty		
1.	Dr. K. Jeyabalan	Associate professor	K- May Filzs
2.	Mrs. N. Maheswari	Assistant Professor	N. MSS
3.	Mrs. M. Sharmila Devi	Assistant Professor	N. Sharthi
4.	Mrs. A. Ramalakshmi	Assistant Professor	OB M
5.	Ms. R. Abarna	Assistant Professor	2. Oars
6.	Mrs. M. Menaga	Assistant Professor	Deve of s