


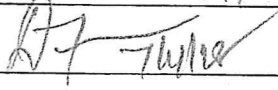

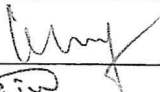
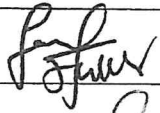
K.S.RANGASAMY COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)

TIRUCHENGODE - 637 215

DEPARTMENT OF BUSINESS ADMINISTRATION (UG & PG)

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MEMBERS PRESENT

S.No	Name and Designation	Signature with Date
1.	Dr.A.T.Jaganathan, Chairman -BoS	 7/4/18
2.	Dr.K.V.Kannan, Member - Academic Council	K.V.Kannan 07/04/2018
3.	Dr.D.Muruganandham, Member - Academic Council	 7/4/18
4.	Dr.T.Nambirajan, Member- Vice Chancellor	—
5.	Jc.S.Arunprasad, Member Representing corporate/ Industry	 7/4/18
6.	Mr. M.Prasad, Member	M. Prasad 7/4/18
7.	Ms.P.Vaniitha, Member	Ms. P. Vaniitha 7/4/18
8.	Mr.K.Dhamodharan, Member	K. Dhamodharan 07/04/18
9.	Dr.M.A.Ravichandran, Member	M.A.Ravichandran 07/04/18
10.	Dr.N.Geetha, Member	N. Geetha 7/4
11.	Mr.K.Sasikumar, Member	
12.	Mr.K.Vijayan, Member Representing Alumni	K. Vijayan 07/04/2018
13.	Mr. J.Tamilselvan , Co-opted member from CS Dept. (UG)	J. Tamilselvan 07/04/18
14.	Mr. M.Prakasam Co-opted member from CS Dept. (PG)	M. Prasad
15.	Mr. S.Jagadeesan Co-opted member from Mathematics Dept.	
16.	Dr.S.Maheskumar, Co-opted member from Commerce CA Dept.	S. Maheskumar 7/4/18
17.	Mr.P.Nallamuthu, Co-opted member from English (PG) Dept.	P. Nallamuthu 7/4/18
18.	Dr. M. Maruthamuthu, Member	M. Maruthamuthu 07/04/18


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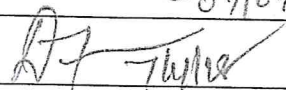

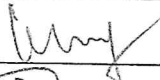
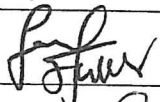
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3.	Dr.D.Muruganandham, Member - Academic Council	
4.	Dr.T.Nambirajan, Member- Vice Chancellor	—
5.	Jc.S.Arunprasad, Member Representing corporate/ Industry	 07/04/18
6.	Mr. M.Prasad, Member	M. Prasad
7.	Ms.P.Vanitha, Member	Ms. P. Vanitha
8.	Mr.K.Dhamodharan, Member	K. Dhamodharan 07/04/18
9.	Dr.M.A.Ravichandran, Member	M. A. Ravichandran 07/04/18
10.	Dr.N.Geetha, Member	N. Geetha
11.	Mr.K.Sasikumar, Member	
12.	Mr.K.Vijayan, Member Representing Alumni	K. Vijayan 07/04/2018
13.	Mr. J.Tamilselvan , Co-opted member from CS Dept. (UG)	J. Tamilselvan 07/04/18
14.	Mr. M.Prakasam Co-op'ed member from CS Dept. (PG)	M. Prasad
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16.	Dr.S.Maheskumar, Co-opted member from Commerce CA Dept.	S. Maheskumar 07/4/18
17.	Mr.P.Nallamuthu, Co-opted member from English (PG) Dept.	P. Nallamuthu 07/4/18
18.	Dr. M. Masuthamuthu, Member	M. Masuthamuthu 07/04/18


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DEPARTMENT OF MANAGEMENT STUDIES (PG)

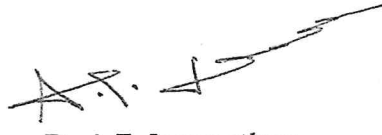
Modifications made in the syllabus:

Semester	Subject Name	Modifications
I	Entrepreneurial development	<ul style="list-style-type: none">This subject is included in first semester as core paper.
III	Business Research Methods	<ul style="list-style-type: none">The subject is included in third semester which was in first semester.
IV	Global Business Management	<ul style="list-style-type: none">The subject is included in fourth semester which was in third semester.
IV	Project Viva -Voce	<ul style="list-style-type: none">Five hours has been allocated for project work.
IV	Retail Management	<ul style="list-style-type: none">In marketing elective, Retail Management is introduced in fourth semester instead of Services marketing.

Highlights of the syllabus revision:

- Elective courses are offered in the third and fourth semester based on the specialisation opted to make the students experts in their specialisation.
- Included contents in the courses with respect to the development of Employability, Entrepreneurship and Skills of the students.
- The objective of the programme is to prepare the students to meet out the domestic and global development needs and accordingly content of the courses are been formulated.
- The course content has been framed considering the values and ethics, environmental sustainability.
- From the inputs of the recruiters, retail management has been introduced as a new course under marketing specialisation.


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Dr.A.T.Jaganathan
(Chairman -BoS)

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TIRUCHENGODE - 637 215.**

**DEPARTMENT OF BUSINESS ADMINISTRATION
LIST OF MEMBERS**

S. No.	Name	Position	Nominated by
1.	Dr.A.T.Jaganathan, M.B.A.,M.Phil.,Ph.D, Associate Professor & Head, Department of Business Administration and Research, KSRCAS, Tiruchengode - 637 215.	Chairman	Principal
2.	Faculty Members of the Department 1. Mr M.Prasad,M.Sc.,M.B.A.,M.Phil, Assistant Professor, Department of Business Administration (PG), KSRCAS,Tiruchengode - 637 215. 2. Ms.P.Vanitha,M.B.A., M.Phil, Assistant Professor, Department of Business Administration (PG), KSRCAS,Tiruchengode - 637 215. 3. Mr.K.Dhamodharan, M.B.A., M.Phil, Assistant Professor, Department of Business Administration (PG), KSRCAS,Tiruchengode - 637 215. 4. Dr.M.A.Ravichandran,M.B.A.,M.Phil,Ph.D, Assistant Professor, Department of Business Administration (UG) , KSRCAS,Tiruchengode - 637 215. 5. Dr.N.Geetha, M.B.A.,M.Phil,Ph.D, Assistant Professor, Department of Business Administration (UG) , KSRCAS,Tiruchengode - 637 215. 6. Mr.K.Sasikumar, M.B.A., MHRM., NET, Assistant Professor, Department of Business Administration (UG) , KSRCAS,Tiruchengode - 637 215. 7. Dr.M.Maruthamuthu, M.B.A.,M.Phil,Ph.D, Assistant Professor, Department of Business Administration (UG) , KSRCAS,Tiruchengode - 637 215.	Members	Principal


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4.	<p>Dr.T.Nambirajan, B.E.,M.B.A., Ph.D, Professor, Department of Management studies, School of Management, Pondicherry University. Pondicherry - 605 014</p>	Member	Vice Chancellor
5.	<p>Jc.S.Arunprasad, M.B.A.,D.L.L.A.L., Golden Chemicals, Mettur Road, Erode - 638 011.</p>	Member Representing corporate / Industry	Academic Council
6.	<p>Mr.K.Vijayan, M.B.A., Advertisement Officer, The Hindu (Tamil), Trichy.</p>	Member Meritorious Alumnus	Principal
7.	<p>1. Mr. J.Tamilselvan,M.Sc. M.Phil., M.C.A.,M.E., Assistant Professor and Head, Department of Computer Science (UG), KSRCAS,Tiruchengode - 637 215.</p> <p>2. Mr. M.Prakasam,M.Sc. M.Phil.,M.E., Assistant Professor and Head, Department of Computer Science (PG), KSRCAS,Tiruchengode - 637 215.</p> <p>3. Mr. S.Jagadeesan, M.Sc.,M.Phil.,PGDCA., Assistant Professor and Head, Department of Mathematics (PG), KSRCAS,Tiruchengode - 637 215.</p> <p>4. Dr.S.Mahes Kumar,M.Com.,M.B.A.,M.Phil.,Ph.D., Associate Professor and Head, Department of Commerce CA, KSRCAS,Tiruchengode - 637 215</p> <p>5. Mr.P.Nallamuthu,M.A.,M.Phil.,B.Ed., Assistant Professor and Head, Department of English(PG), KSRCAS,Tiruchengode - 637 215.</p>	Co-opted members	Principal


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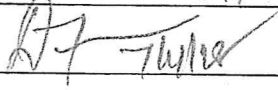

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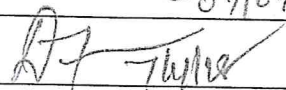

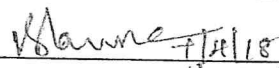
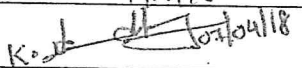
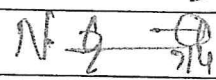
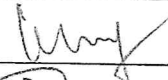
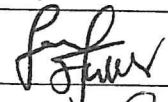
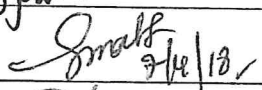
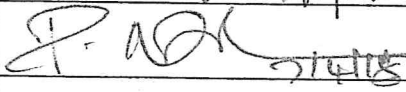

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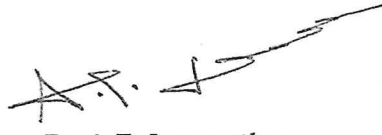
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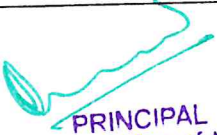

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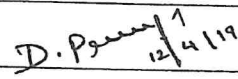
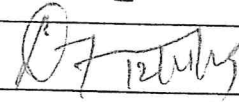
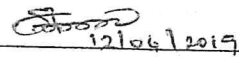
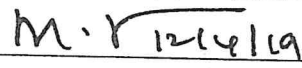
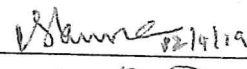
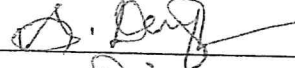
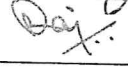
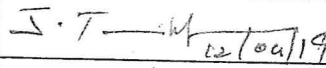
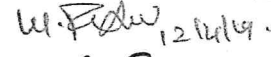
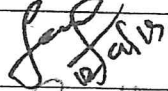
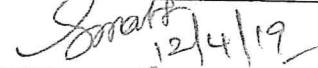

K.S.RANGASAMY COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)

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DEPARTMENT OF MANAGEMENT STUDIES (PG)

The Board of Studies for M.B.A was held on 12.04.2019 at 10.00 AM in the AC Gallery Hall., K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode to approve the syllabus with effect from the academic year 2019-20.

MEMBERS PRESENT

S.No	Name and Designation	Signature with Date
1.	Dr.D.Praveenadevi, Chairman -BoS	 12/4/19
2.	Dr.K.V.Kannan, Member - Academic Council	-
3.	Dr.D.Muruganandham, Member - Academic Council	 12/4/19
4.	Dr.T.Nambirajan, Member- Vice Chancellor	-
5.	Jc.S.Arunprasad, Member Representing corporate/ Industry	 12/04/2019
6.	Mr. M.Prasad, Member	 12/4/19
7.	Ms.P.Vanitha, Member	 12/4/19
8.	Mr.S.Devendrprabu, Member	 12/4/19
9.	Dr.M.Rajamanickam, Member	 12/4/19
12.	Mr.K.Vijayan, Member Representing Alumni	-
13.	Mr. J.Tamilselvan , Co-opted member from CS Dept. (UG)	 12/04/19
14.	Mr. M.Prakasam Co-opted member from CS Dept. (PG)	 12/4/19.
15.	Mr. S.Jagadeesan Co-opted member from Mathematics Dept.(PG)	 12/4/19
16.	Dr.S.Maheskumar, Co-opted member from Commerce CA Dept.	 12/4/19
17.	Mr.M.Sampath, Co-opted member from English Dept. (PG)	 12/4/19


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MINUTES OF BOARD OF STUDIES – Management Studies (PG)

The members of the board unanimously passed the following resolution.

“Resolved that the syllabus for M.B.A. be approved for adoption with the recommended modifications w.e.f. academic year 2019-20”.

Members of the board duly approved the syllabus for **Management Studies (PG)**.

S.No	Name and Designation	Signature with Date
1.	Dr.D.Praveenadevi, Chairman -BoS	D. Praveenadevi 12/4/19
2.	Dr.K.V.Kannan, Member - Academic Council	-
3.	Dr.D.Muruganandham, Member - Academic Council	D. Muruganandham 12/4/19
4.	Dr.T.Nambirajan, Member- Vice Chancellor	-
5.	Jc.S.Arunprasad, Member Representing corporate/ Industry	Jc.S.Arunprasad 12/4/19
6.	Mr. M.Prasad, Member	M. Prasad 12/4/19
7.	Ms.P.Vanitha, Member	Ms.P.Vanitha 12/4/19
8.	Mr.S.Devendraprabu, Member	S. Devendraprabu 12/4/19
9.	Dr.M.Rajamanickam, Member	M. Rajamanickam 12/4/19
12.	Mr.K.Vijayan, Member Representing Alumni	-
13.	Mr. J.Tamilselvan , Co-opted member from CS Dept. (UG)	J. Tamilselvan 12/04/19
14.	Mr. M.Prakasam Co-opted member from CS Dept. (PG)	M. Prakasam 12/4/19
15.	Mr. S.Jagadeesan Co-opted member from Mathematics Dept.(PG)	S. Jagadeesan 12/4/19
16.	Dr.S.Maheskumar, Co-opted member from Commerce CA Dept.	S. Maheskumar 12/4/19
17.	Mr.M.Sampath, Co-opted member from English Dept. (PG)	M. Sampath 12/4/19


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DEPARTMENT OF MANAGEMENT STUDIES (PG)


Modifications made in the syllabus:


Semester	Subject Name	Modifications
III	Strategic Management	<ul style="list-style-type: none">• Few topics from unit 2&5 are excluded in new syllabus.• Five generic competitive strategies has been included in unit 2.• Diversification strategies' has been included in unit 5.
IV	Project Viva -Voce	<ul style="list-style-type: none">• Five hours has been allocated for project work.
IV	Integrated marketing communication	<ul style="list-style-type: none">• The topic Social media is included in fourth unit.
IV	Retail Management	<ul style="list-style-type: none">• In marketing elective, Retail Management is introduced in fourth semester instead of Services marketing.

- 27% of syllabus revision has been done in the programme.

General suggestions:

- Take students for field study to find out the impact of various types of marketing (Uzhavar santhai, FM station, etc.,)



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Dr.D.Praveenadevi
(Chairman -BoS)

**K.S. RANGASAMY COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS),
TIRUCHENGODE - 637 215.**

**DEPARTMENT OF MANAGEMENT STUDIES - PG
LIST OF MEMBERS**

S. No.	Name	Position	Nominated by
1.	Dr.D.Praveenadevi, M.B.A.,M.Phil.,Ph.D, Assistant Professor & Head, Department of Management studies - PG, KSRCAS, Tiruchengode - 637 215.	Chairman	Principal
2.	Faculty Members of the Department * 1. Mr M.Prasad,M.Sc.,M.B.A.,M.Phil, Assistant Professor, Department of Management studies - PG, KSRCAS,Tiruchengode - 637 215. 2. Ms.P.Vanitha,M.B.A., M.Phil, Assistant Professor, Department of Management studies - PG, KSRCAS,Tiruchengode - 637 215. 3. Dr.M.Rajamanickam, M.B.A.,M.Phil.,Ph.D, Assistant Professor, Department of Management studies - PG, KSRCAS,Tiruchengode - 637 215. * 4. Mr. S.Devendraprabu,M.Com (CS), M.B.A., M.Phil, Assistant Professor, Department of Management studies - PG, KSRCAS,Tiruchengode - 637 215.	Members	Principal
3	1. Dr.K.V.Kannan, M.B.A.,Ph.D, Assistant Professor, Department of Business Administration, Government Arts College, Komarapalayam, Namakkal District. 2. Dr.D.Muruganandham, M.B.A.,Ph.D, Associate Professor, * Bharathiar University PG Extension Centre, PG Block, Palanisamy Arts College, Perundurai - 638 052.	Members	Academic Council
4.	Dr.T.Nambirajan, B.E.,M.B.A., Ph.D, Professor, Department of Management studies, School of Management, Pondicherry University. Pondicherry - 605 014	Member	Vice Chancellor


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	Golden Chemicals, Mettur Road, Erode - 638 011.	Member Representing corporate / Industry	Academic Council
6.	Mr.K.Vijayan, M.B.A., Advertisement Officer, The Hindu (Tamil), Trichy.	Member Meritorious Alumnus	Principal
7.	<p>1. Mr. J.Tamilselvan, M.Sc. M.Phil., M.C.A., M.E., Assistant Professor and Head, Department of Computer Science (UG), KSRCAS, Tiruchengode - 637 215.</p> <p>2. Mr. M.Prakasam, M.Sc. M.Phil., M.E., Assistant Professor and Head, Department of Computer Science (PG), KSRCAS, Tiruchengode - 637 215.</p> <p>3. Mr. S.Jagadeesan, M.Sc., M.Phil., PGDCA., Assistant Professor and Head, Department of Mathematics (PG), KSRCAS, Tiruchengode - 637 215.</p> <p>4. Dr.S.Maheskumar, M.Com., M.B.A., M.Phil., Ph.D., Associate Professor and Head, Department of Commerce CA, KSRCAS, Tiruchengode - 637 215</p> <p>5. Mr. M.Sampath, M.A., B.Ed., Assistant Professor and Head, Department of English (PG), KSRCAS, Tiruchengode - 637 215.</p>	Co-opted members	Principal


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