

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

**TIRUCHENGODE - 637 215**

**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	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 12/04/2019
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	Dr.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

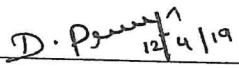
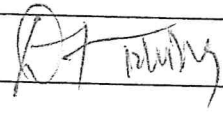
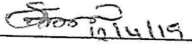
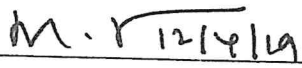
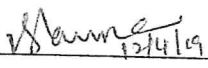
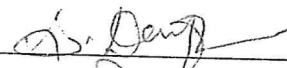

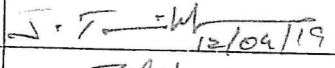
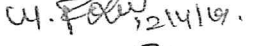
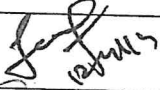
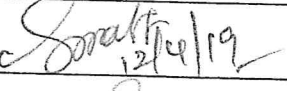

**PRINCIPAL**  
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Namakkal-Dt. Tamil Nadu, INDIA

**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	 12/4/19
2.	Dr.K.V.Kannan, Member - Academic Council	-
3.	Dr.D.Muruganandham, Member - Academic Council	
4.	Dr.T.Nambirajan, Member- Vice Chancellor	-
5.	Jc.S.Arunprasad, Member Representing corporate/ Industry	 12/14/19
6.	Mr. M.Prasad, Member	 12/14/19
7.	Ms.P.Vanitha, Member	 12/14/19
8.	Mr.S.Devendraprabu, Member	 12/14/19
9.	Dr.M.Rajamanickam, Member	 12/14/19
12.	Mr.K.Vijayan, Member Representing Alumni	-
13.	Mr. J.Tamilselvan , Co-opted member from CS Dept. (UG)	 12/09/19
14.	Mr. M.Prakasam Co-opted member from CS Dept. (PG)	 12/14/19.
15.	Mr. S.Jagadeesan Co-opted member from Mathematics Dept.(PG)	 12/14/19
16.	Dr.S.Maheskumar, Co-opted member from Commerce CA Dept.	 12/14/19
17.	Mr.M.Sampath, Co-opted member from English Dept. (PG)	 12/14/19

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

- 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)



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TIRUCHENGODE - 637 215.**

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

S. No.	Name	Position	Nominated by
1.	<b>Dr.D.Praveenadevi, M.B.A.,M.Phil.,Ph.D,</b> Assistant Professor & Head, Department of Management studies - PG, KSRCAS, Tiruchengode - 637 215.	Chairman	Principal
2.	<b>Faculty Members of the Department</b> * 1. <b>Mr M.Prasad,M.Sc.,M.B.A.,M.Phil,</b> Assistant Professor, Department of Management studies - PG, KSRCAS,Tiruchengode - 637 215.  2. <b>Ms.P.Vanitha,M.B.A., M.Phil,</b> Assistant Professor, Department of Management studies - PG, KSRCAS,Tiruchengode - 637 215.  3. <b>Dr.M.Rajamanickam, M.B.A.,M.Phil.,Ph.D,</b> Assistant Professor, Department of Management studies - PG, KSRCAS,Tiruchengode - 637 215. *  4. <b>Mr. S.Devendraprabu,M.Com (CS), M.B.A., M.Phil,</b> Assistant Professor, Department of Management studies - PG, KSRCAS,Tiruchengode - 637 215.	Members	Principal
3	1. <b>Dr.K.V.Kannan, M.B.A.,Ph.D,</b> Assistant Professor, Department of Business Administration, Government Arts College, Komarapalayam, Namakkal District.  2. <b>Dr.D.Muruganandham, M.B.A.,Ph.D,</b> Associate Professor, * Bharathiar University PG Extension Centre, PG Block, Palanisamy Arts College, Perundurai - 638 052.	Members	Academic Council
4.	<b>Dr.T.Nambirajan, B.E.,M.B.A., Ph.D,</b> 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.	<b>Mr.K.Vijayan, M.B.A.,</b> Advertisement Officer, The Hindu ( Tamil), Trichy.	Member Meritorious Alumnus	Principal
7.	<p>1. <b>Mr. J.Tamilselvan, M.Sc. M.Phil., M.C.A., M.E.,</b> Assistant Professor and Head, Department of Computer Science (UG), KSRCAS, Tiruchengode - 637 215.</p> <p>2. <b>Mr. M.Prakasam, M.Sc. M.Phil., M.E.,</b> Assistant Professor and Head, Department of Computer Science (PG), KSRCAS, Tiruchengode - 637 215.</p> <p>3. <b>Mr. S.Jagadeesan, M.Sc., M.Phil., PGDCA.,</b> Assistant Professor and Head, Department of Mathematics (PG), KSRCAS, Tiruchengode - 637 215.</p> <p>4. <b>Dr.S.Maheskumar, M.Com., M.B.A., M.Phil., Ph.D.,</b> Associate Professor and Head, Department of Commerce CA, KSRCAS, Tiruchengode - 637 215</p> <p>5. <b>Mr. M.Sampath, M.A., B.Ed.,</b> Assistant Professor and Head, Department of English (PG), KSRCAS, Tiruchengode - 637 215.</p>	Co-opted members	Principal

  
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