

VELS UNIVERSITY

DEPARTMENT OF COMMERCE & BBA

MINUTES OF THE MEETING OF THE BOARD OF STUDIES

DATE: 7 JAN 2015

TIME: 11 A.M

VENUE: Conference Hall,
Science Block

The Meeting of the Board of studies of the department of B.Com(G), B.Com(C.A) and BBA, Vels University was held on 7-1-15 at 11. A.M in the conference Hall of Science Block to consider the curriculum and syllabus proposed to be introduced by the department for the academic year 2015-2016.

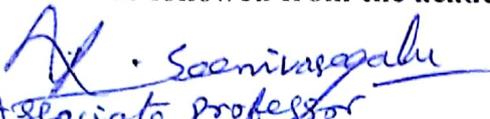
The following persons were invited to attend the meeting:

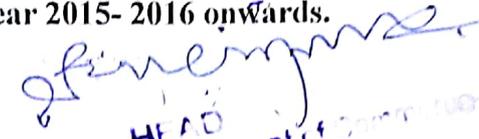
S.No	Name & Address	Designation
1.	Dr. Srinivasagalu, Professor, Department of Commerce Government Arts College, Nandanam, Chennai.	External Expert
2.	Dr. prabakaran, Professor, Dept of commerce, Govt. Arts college, Nandhanam, Chennai.	External Expert
3.	Mr. S. Vasudevan, Company secretary, R.R. Industry Ltd., R.R. Towers, III thiru. ve. ka industrial estate, Guindy, Chennai 32..	External Expert
4.	Chandhravathi, 9962821500, 6/206 Mogappair East, Chennai-37.	Alumni Member
5.	Dr. M. Chandran, HOD, Department of commerce, Vels university, Pallavaram, Chennai 600 117.	Convenor- commerce
6.	P. Jagadeesan, Assistant professor, Department of commerce, Vels university. Chennai 600 117.	Internal member - Commerce.
7.	Dr. M.Thaiyal nayaki, HOD, Department of BBA, Vels university, Pallavaram, Chennai 600 117	Convenor - BBA
8.	Mr. M. Prabhakar Christopher david, Assistant professor, Department of BBA, Vels university, Chennai 600 117.	Internal member - BBA

The board of studies discussed the modified course structure and the syllabus of the existing B.Com(G), B.Com (CA) and BBA degree with Electives introduced from 2015-2016 under CBCS.

The suggestions and modifications recommended by the members of the board of studies have been carried out.

It is resolved that the course structure and the syllabus for the above restructured B.Com (G), B.Com (CA) & BBA degree courses have been approved by the board of studies and it is to be followed from the academic year 2015- 2016 onwards.


Associate professor
DEPARTMENT OF COMMERCE
GOVERNMENT ARTS COLLEGE
Dr. Srinivasagali (S)
Professor, External Expert
NANDANUR, CHENNAI-600 035.


HEAD
Research Department of Commerce
Govt Arts College for Women
Dr. Prabhakaran (S)
Professor, External Expert
NANDANUR, CHENNAI-600 035.

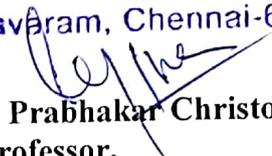

Mr. S. Vasudevan
Comp., Secretary


G. Chandrawathi
Alumini


Dr. M. Chandran,
Professor and HOD
M.Com, B.A., M.Phil., Ph.D.,
HOD, Department of Commerce
Convenor
VELS UNIVERSITY
Pallavaram, Chennai-600 117.


P. Jagadeesan
Asst. Professor
Internal Member


Dr. M. Thaiyalayaki
Associate Professor, HOD
Convenor.


Mr. M. Prabhakar Christopher david
Asst. Professor,
Internal Member

Dr. M. THAIYALAYAKI
M.Com, B.A., M.Phil., Ph.D.,
Associate Professor and Head
Department of BBA
Vels University,
Pallavaram, Chennai.

VELS INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)

(Deemed to be University u/s 3 of the UGC Act, 1956)

PALLAVARAM - CHENNAI - INDIA



VELS
UNIVERSITY



Bachelor of Business Administration

Curriculum and Syllabus

(Based on Choice Based Credit System)

Effective from the Academic year

2015-2016

Department of BBA

School of Management Studies

Bachelor of Business Administration

Total number of credits: 135

Category	Code. No	Course	Hours/Week			Credit
			Lecture	Tutorial	Practical	
Semester – I						
Core	15LTA001	Tamil – I	6	0	0	4
Core	15LHN001	Hindi – I				
Core	15LFR001	French – I				
Core	15LEN001	English – I	6	0	0	4
Core	15BBA001	Management Principles	6	0	0	4
Core	15BBA002	Fundamentals of Financial Accounting	2	4	0	4
DSE	-----	Discipline Specific Elective 1	6	0	0	4
TOTAL			26	4	0	20

Category	Code. No	Course	Hours/Week			Credit
			Lecture	Tutorial	Practical	
Semester – II						
Core	15LTA002	Tamil – II	6	0	0	4
Core	15LHN002	Hindi – II				
Core	15LFR002	French – II				
Core	15LEN002	English – II	6	0	0	4
Core	15BBA003	Business Environment	6	0	0	4
Core	15BBA004	Financial Services	6	0	0	4
DSE	-----	Discipline Specific Elective 2	6	0	0	4
TOTAL			30	0	0	20

Category	Code. No	Course	Hours/Week			Credit
			Lecture	Tutorial	Practical	
Semester – III						
Core	15BBA005	Marketing Management	5	0	0	4
Core	15BBA006	Business Maths & Statistics	2	3	0	4
Core	15BBA007	Business Law	5	0	0	4
DSE	-----	Discipline Specific Elective 3	5	0	0	4
GE	-----	Generic Elective 1	5	0	0	4
AECC	15BBA201	English For Communication	3	0	0	2
SEC	-----	Skill Enhancement Course 1	2	0	0	2
TOTAL			27	3	0	24

Category	Code. No	Course	Hours/Week			Credit
			Lecture	Tutorial	Practical	
Semester – IV						
Core	15BBA008	Human Resource Management	5	0	0	4
Core	15BBA009	Operations Research	2	3	0	4
Core	15BBA010	Organisational behaviour	5	0	0	4
DSE	-----	Discipline Specific Elective 4	5	0	0	4
GE	-----	Generic Elective 2	5	0	0	4
AECC	15EVS201	Environmental Studies	3	0	0	2
SEC	-----	Skill Enhancement Course 2	2	0	0	2
TOTAL			27	3	0	24

Category	Code. No	Course	Hours/Week			Credit
			Lecture	Tutorial	Practical	
Semester – V						
Core	15BBA011	Financial Management	2	3	0	4
Core	15BBA012	Research Methodology	5	0	0	4
Core	15BBA013	Business Taxation	5	0	0	4
DSE	-----	Discipline Specific Elective 5	5	0	0	4
DSE	-----	Discipline Specific Elective 6	5	0	0	4
GE	-----	Generic Elective 3	5	0	0	4
TOTAL			27	3	0	24

Category	Code. No	Course	Hours/Week			Credit
			Lecture	Tutorial	Practical	
Semester – VI						
Core	15BBA014	Management Accounting	2	3	0	4
Core	15BBA015	Entrepreneurial Development	5	0	0	4
Core	15BBA016	Project	0	0	5	3
DSE	-----	Discipline Specific Elective 7	5	0	0	4
DSE	-----	Discipline Specific Elective 8	5	0	0	4
GE	-----	Generic Elective 4	5	0	0	4
TOTAL			22	3	5	23

List of Discipline Specific Elective Courses

15BBA101	Managerial Economics
15BBA102	Behavioural Finance
15BBA103	Capital Markets
15BBA104	International Finance
15BBA105	Security Analysis & Portfolio Management
15BBA106	Human Resource Development
15BBA107	Emotional Intelligence & Managerial Effectiveness
15BBA108	Change Management
15BBA109	Production & Supply Chain Management
15BBA110	Materials Management
15BBA111	Customer Relationship Management
15BBA112	Service Marketing
15BBA113	Retail Management
15BBA114	Advertising & Brand Management
15BBA115	Personal Selling & Sales Force Management
15BBA116	Selling & Negotiation Skills

List of Generic Elective / Inter- Disciplinary Courses

15BBA151	Company law
15BBA152	Office management
15BBA153	Practical auditing
15BBA154	Industrial economics
15BBA155	International Trade
15BBA156	E-Business
15BBA157	Computer Applications in Business
15BBA158	Information Security Management

List of Skill Enhancement Courses

15GPD251	Personality Development
15EVB261	Ethics & Values
15NSS255	National Service Scheme (NSS)
15BBA254	Business Ergonomics