

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

DEPARTMENT OF BUSINESS ADMINISTRATION

MINUTES OF THE MEETING OF THE BOARD OF STUDIES

DATE: 15/05/2018

TIME: 11.00 AM

VENUE: Conference Hall, VIBA Block

The meeting of the Board of Studies of the Department of Business Administration, VISTAS was held on 15/05/2018 at 11.00 AM in the Conference Hall of VIBA Block to consider the curriculum and syllabus proposed to be introduced by the Department of Business Administration for the Academic year 2018 -2019.


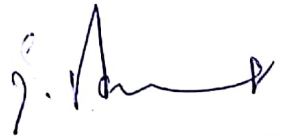
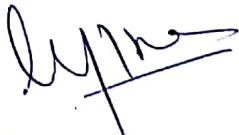
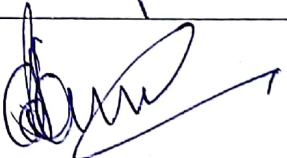


The following persons were invited to attend the meeting.

S.No	Name & Address	Designation
1	Dr.M.Thaiyalnayagi M.Com, M.Phil Ph.D NET B.Ed Associate Professor & Head Department of Business Administration Vels University Chennai – 600117 Mob: 9841875556 Email ID: hodbbba@velsuniv.ac.in	Chairperson
2	Dr.S.Vasanth M.Com, M.Phil MBA Ph.D Professor Department of MBA Vels University Chennai – 600117 Mob: 9176132279 Email ID: vasantha.sms@velsuniv.ac.in	Internal member
3	Mr.M.Prabhakar Christopher David MBA NET (PhD) Assistant Professor Department of Business Administration Vels University Chennai – 600117 Mob: 9962323513 Email ID: prabhakar.sms@velsuniv.ac.in	Internal member
4	Dr.S.Panneerselvam MBA M.Com M.Phil P.hD Professor Department of Management Studies St.Peter's University Chennai – 600054 Mob: 9840807360 Email ID: dr.s.panneerselvam@gmail.com	External Member - Academician
5	Mr. A. T. Bojarajan MBA Assistant General Manager St. John Freight Systems Ltd. (Shipping & Logistics) Chennai – 600035 Mob: 9500060501 Email ID: boj_rajan@yahoo.com	External member - Industry expert
6	Mr.Gopi.S MBA Brand Executive Hatsun Agro Products Ltd. Karapakkam, Chennai. Mob: 9940424350 Email ID: gopinath.sn@hatsun.com	Alumni. Department of Business administration

The Board of Studies discussed the modified course structure and the syllabi of the existing BBA degree programme and BBA Logistics & Shipping degree programme which is to be introduced from the Academic year 2018 - 2019 in the Department of Business Administration.

The suggestions and modifications recommended by the members of the Board of Studies have been carried out.

It is resolved that the enclosed course structure and the syllabi for the above BBA and BBA Logistics & Shipping Degree Programmes have been approved by the Board of Studies and is to be followed from the Academic year 2018 -2019.

S.No	Name	Designation	Signature
1	Dr.M.Thaiyalnayaki	Chairman	
2	Dr.S.Vasanth	Internal member	
3	Mr.M.Prabhakar Christopher David	Internal member	
4	Dr.S.Panneerselvam	External member	
5	Mr. A. T. Bojarajan	External member	
6	Mr.Gopi.S	Alumni	

VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES (VISTAS)
B.B.A DEGREE COURSE

COURSES OF STUDY AND SCHEME OF ASSESSMENT

(CREDITS TO BE EARNED: 140)

Code No.	Course	Hours/Week			Credits	Maximum Marks		
		Lecture	Tutorial	Practical		CA	SEE	Total
SEMESTER 1								
LANG	Language Tamil - I / Hindi – 1 / French - I	5	0	0	5	40	60	100
ENG	English - I	5	0	0	5	40	60	100
CORE	Management Principles	5	0	0	5	40	60	100
CORE	Business Environment	5	0	0	5	40	60	100
CORE	Managerial Economics	4	0	0	4	40	60	100
		24	0	0	24			

SEMESTER 2

LANG	Language Tamil - II / Hindi - II / French - II	5	0	0	5	40	60	100
ENG	English - II	5	0	0	5	40	60	100
CORE	Business Law	5	0	0	5	40	60	100
CORE	Fundamentals of Financial Accounting	5	0	0	5	40	60	100
CORE	Management Information System	2	0	0	2	40	60	100
		22	0	0	22			

CA - Continuous Assessment

SEE - Semester End Examination

VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES

Programme: B.B.A DEGREE COURSE

Code No.	Course	Hours/Week			Credits	Maximum Marks		
		Lecture	Tutorial	Practical		CA	SEE	Total
SEMESTER 3								
CORE	Marketing Management	4	0	0	4	40	60	100
CORE	Organizational Behaviour	5	0	0	5	40	60	100
CORE	Financial Management	5	0	0	5	40	60	100
CORE	Business Mathematics & Statistics	5	0	0	5	40	60	100
AECC	Business Communication	2	0	0	2	40	60	100
SEC	Soft Skills II	2	0	0	2	40	60	100
		23	0	0	23			

SEMESTER 4

CORE	Human Resource Management	4	0	0	4	40	60	100
CORE	Research Methodology	5	0	0	5	40	60	100
CORE	Management Accounting	5	0	0	5	40	60	100
CORE	Operations Research	5	0	0	5	40	60	100
AECC	Environmental Studies	2	0	0	2	40	60	100
SEC	Soft Skills II	2	0	0	2	40	60	100
		23	0	0	23			

CA - Continuous Assessment

SEE - Semester End Examination

VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES

Programme: B.B.A DEGREE COURSE

Code No.	Course	Hour / Week			Credits	Maximum Marks		
		Lecture	Tutorial	Practical		CA	SEE	Total
SEMESTER 5								
DSE	Paper – I	6	0	0	6	40	60	100
DSE	Paper – II	6	0	0	6	40	60	100
DSE	Paper – III	6	0	0	6	40	60	100
GE	Paper - I	4	0	0	4	40	60	100
SEC	NSS	2	0	0	2	40	60	100
		24	0	0	24			
SEMESTER 6								
DSE	Paper – IV	6	0	0	6	40	60	100
DSE	Paper - V	6	0	0	6	40	60	100
GE	Paper – II	4	0	0	4	40	60	100
SEC	Paper - I	2	0	0	2	40	60	100
DE	Project Work	3	0	6	6	40	60	100
		24	0	0	24			

CA - Continuous Assessment

SEE - Semester End Examination

LIST OF DISCIPLINE SPECIFIC ELECTIVES (DSE)

- 1. ADVERTISING & SALES PROMOTION**
- 2. BRAND MANAGEMENT**
- 3. RETAIL MANAGEMENT**
- 4. INDUSTRIAL RELATIONS**
- 5. HUMAN RESOURCE DEVELOPMENT**
- 6. COUNSELLING & NEGOTIATION SKILLS**
- 7. ENTREPRENEURIAL DEVELOPMENT**
- 8. BUSINESS TAXATION**
- 9. INTERNATIONAL FINANCE**
- 10. CAPITAL MARKETS**
- 11. COMPUTER APPLICATION IN BUSINESS**
- 12. DATABASE MANAGEMENT SYSTEM**
- 13. FUNDAMENTALS OF LOGISTICS**
- 14. INTRODUCTION TO SHIPPING**
- 15. TRANSPORTATION & DISTRIBUTION MANAGEMENT**
- 16. PRODUCTION & MATERIALS MANAGEMENT**

LIST OF GENERIC ELECTIVES

- 1. CONSUMER AFFAIRS**
- 2. DISASTER MANAGEMENT**
- 3. TAX PLANNING**
- 4. BANKING PRINCIPLES & PRACTICES**

LIST OF SKILL ENHANCEMENT COURSES

- 1. SOFT SKILL – I**
- 2. SOFT SKILL – II**
- 3. STOCK MARKET OPERATIONS**
- 4. NATIONAL SERVICE SCHEME (NSS)**
- 5. E-COMMERCE**
- 6. PERSONALITY DEVELOPMENT**