



## P.K.R. ARTS COLLEGE FOR WOMEN

(An Autonomous Institution-Affiliated to Bharathiar University, Coimbatore) Approved by  
Government of Tamil Nadu and Accredited by NAAC with 'A' Grade (2<sup>nd</sup> Cycle)  
Gobichettipalayam – 638 476, Erode District, Tamil Nadu, India  
Website: www.pkrarts.org |E.mail: pkroffice@gmail.com| Phone: 04285 - 222128

NAAC  
2<sup>nd</sup> Cycle

Criterion I

# CRITERIA-I

## 1.1.3. Department of Management (PG) –Minutes of Board of Studies

**Name of the Programme : MBA**

S. No.	Academic Year	Minutes No	Minutes pp
1	2017 – 2018	1 <sup>st</sup> BoS Minutes	1-3
2	2018 – 2019	2 <sup>nd</sup> BoS Minutes	4-6
3	2019 – 2020	3 <sup>rd</sup> BoS Minutes	7-10
4	2020 – 2021	4 <sup>th</sup> BoS Minutes	11-15
5	2021 – 2022	5 <sup>th</sup> BoS Minutes	16-20

2017- 2018

The first meeting of Board of Studies in Management Science (M.B.A.) was held on 12.08.17 at 2.00 p.m. Dr. V. Kavitha - Head of the Department of Management Science (M.B.A.) chaired the meeting. The following members participated in the meeting:

1. Dr. V. Kavitha, Associate Professor & Head (MBA), P.K.R. Arts College for Women, Gobichettipalayam.
2. Dr. R. Karuppasamy, Director of Management Studies, Nehru Institute of Technology, Coimbatore.
3. Dr. P. Poongodi, Associate Professor & Head (MBA), Kongu Arts & Science College, Erode.
4. Ms. J. Devi, Managing Director of Aura Experts, Coimbatore
5. Ms. R. Nivethini, Meritorious Alumnae;
6. Prof. M. Ramasamy, Professor, P.K.R. Arts College for Women,
7. Dr. M. Velumani, Associate Professor & Head (BBA), P.K.R. Arts College for Women, Gobichettipalayam.
8. Dr. S. Vidhya, Assistant Professor, P.K.R. Arts College for Women, Gobichettipalayam.
9. Mrs. S. Subathara Devi, Assistant Professor, P.K.R. Arts College for Women, Gobichettipalayam.

The summary of discussions and decisions taken on the agenda items during the meeting is as next:

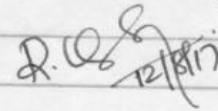
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There being no other item, the meeting  
closed with a vote of thanks to the chair.

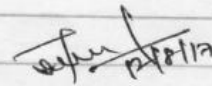
Dr. V. Kavitha

V. K.   
12/8/17

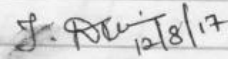
Dr. R. Karuppasamy

R. K.   
12/8/17

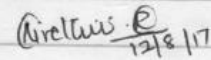
Dr. P. Poongodi

P. P.   
12/8/17

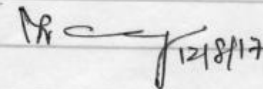
Ms. J. Devi

J. D.   
12/8/17

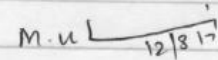
Ms. R. Nivethini

R. N.   
12/8/17

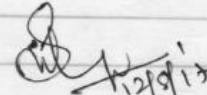
Mr. M. Ramasamy

M. R.   
12/8/17

Dr. M. Velumani

M. V.   
12/8/17

Dr. S. Vidhya

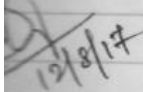
S. V.   
12/8/17

Mrs. S. Subathara devi

S. S.   
12/8/17

signed by


Chairperson

  
12/8/17

V. K.   
12/8/17

Dr. V. KAVITHA,  
Professor of Management, Science  
P.K.R. Arts College for Women,  
Gobichettipalayam - 638 476

Dr. V. KAVITHA,  
HOD. Department of Management, Science  
P.K.R. Arts College for Women,  
Gobichettipalayam. 638 476.

S. S.   
For  
Principal  
P.K.R. Arts College for Women  
Gobichettipalayam - 638 476.

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It was resolved to,

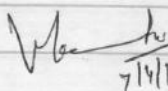
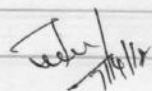
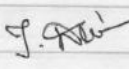
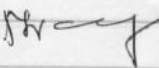
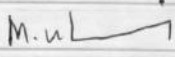
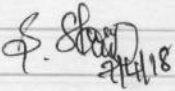
1. Approve the rules and regulations for the students admitted in the M.B.A. programme from <sup>the academic year</sup> 2017 onwards.
2. Approve the course scheme and scheme of examinations for all the four semesters of the programme.
3. Approve and adopt the detailed syllabi for the courses namely, Part: III - Quantitative Methods for Management in Semester: I and Part: III - Quantitative Techniques in Semester: II being offered by the department of Mathematics.
4. Approve and adopt the detailed syllabi for part: IV - Skill Enhancement Course - Cyber Security in Semester: II as recommended by the CDC.
5. Approve the detailed syllabi for Part: III Core Courses of the programme in semester: I & semester: II.
6. Approve the question paper pattern both for CIA & ESE - Theory & Practical Courses with suggestions to delineate the Quiz and Seminar components of CIA. It was further recommended by the board to adopt the following question paper pattern for model exam and ESE in PART-III:
 

CHOICE	LEVELS	PARTS	NO. OF QUESTIONS & MARKS	TOTAL
10 CHOICE - K1, K2		PART A	Ten Questions X 2 marks each	= 20 marks
10 CHOICE - K3, K4, K5		PART B	Five Questions X 8 marks each	= 40 marks
10 CHOICE - K6		PART C	One Question X 15 marks	= 15 marks
				<u>75 marks</u>

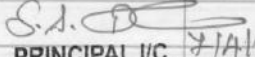
  - Equal weightage to all the five units.
7. To recommend the panel of examiners for question paper setting & for the practical examinations

Meeting of Board of Studies in Management<sup>29</sup>  
 Members Present (MBA)

Date: 07.04.18 Time: 10.00am Venue: Management Department

S.No	Category	Name & Designation	Signature
1	Chairperson	Dr. V. Kavitha Head & Associate Professor	 7/4/18
2	Subject Expert - 2	Dr. P. Poongodi Head & Associate Professor	 7/4/18
3	Industry Representative	Ms. J. Devi Managing Director	
4	Member: 1	Mr. M. Ramasamy Professor in Management	
5	Member: 2	Dr. M. Velumani Head (BBA) & Associate Professor	
6	Member: 3	Mrs. S. Subathara Devi Assistant Professor	 7/4/18



  
 PRINCIPAL I/C 7/4/18  
 P.K.R. ARTS COLLEGE FOR WOMEN  
 (AUTONOMOUS)  
 GOBICHETTIPALAYAM

## MINUTES

Following are the minutes of the Board of Studies meeting in Management (MBA) held on 07.04.2018 at 10.00 am in the Department of Management (M.B.A) in the presence of Chair person Dr. V. Kavitha and the Board Members.

The Summary of the discussion and decisions taken on the agenda items during the meeting is as under:

It was resolved to:

1. Confirm the minutes of the first meeting of the Board of Studies held on 12.08.17
2. Consider and approve the Action taken report on the resolutions passed in the previous meeting held on 30.08.17.
3. Ratify the revision on the Course Scheme of the Academic year 2017-18.
4. Approve the syllabus for all the Courses (Subjects) of Semester 3 & 4 offered to the PG Students admitted during the Academic year 2017-18 with the following suggestions:
  - (i) The board suggested to reduce the syllabus content in Labour welfare and Industrial Relations.
  - (ii) As per the requirements of current market, board suggested to introduce "Retail Marketing" instead of "Marketing Research".
  - (iii) Elective courses of Entrepreneurship was interchanged as suggested by the board members and the same was recommended to Academic Council.



5. Approve the syllabi for all the courses (Subjects) of Semester 1 to 4 offered to the PG students admitted during the Academic year 2018-19 with the following suggestions:

(i) The board suggested to reduce the syllabus content in Labour Welfare and Industrial Relations.

(ii) As per the requirements of current market, board suggested to introduce "Retail marketing" instead of "Marketing Research".

(iii) Elective courses of Entrepreneurship was interchanged as suggested by the board members.

and the same was recommended to Academic Council

6. Approve the Question Paper Pattern for both CIA tests and ESE - Theory and Practical/Project/Institutional training etc courses.

7. Recommend Panel of members of QP setting and Panel of examiners for practical examination and central valuation.

8. There being no other item, the meeting ended with a vote of thanks to the chair

Prepared by

S. Subathara Devi

V. K. Rao  
7/4/18  
Chair Person

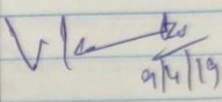
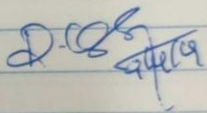
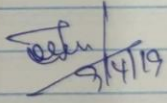
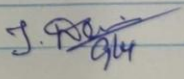
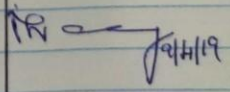
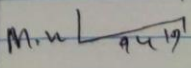
S. A. J.  
7/4/18

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Meeting of the Board of Studies in Management  
(M.B.A.)

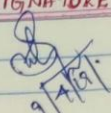
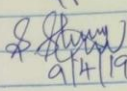
- Members Present -


Date: 09/4/19 Time: 10.00 a.m. Venue: Department of Management

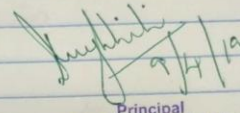
S.No.	CATEGORY	NAME and DESIGNATION	SIGNATURE
1.	Chairperson	Dr. V. Kavitha Ph.D. Head & Associate Professor, Dept. of Management, P.K.R. Arts College for Women, Yelri	 9/4/19
2.	Subj. Expert I	Dr. R. Karuppasamy Ph.D., Director of Management Studies, Nehru Institute of Technology, Coimbatore	 9/4/19
3.	Subj. Expert II	Dr. P. Poongodi Ph.D., Head & Associate Professor, Department of Management Science, Kongu Arts & Science College, Erode	 9/4/19
4.	Industry Representative	Ms. J. Devi, Managing Director - Anna Exports, Coimbatore	 9/4/19
5.	Member 1	Prof. M. Ramasamy M.A., B.L., Professor in Management,	 9/4/19
6.	Member 2	Dr. M. Velumani Ph.D., HoD (BBA) & Associate Professor	 9/4/19



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S.No.	CATEGORY	NAME and DESIGNATION	SIGNATURE
7.	Member 3.	Dr. S. Vidhya Ph.D., Associate Professor	 9/4/19
8.	Member 4	Mrs. S. Subathana Devi M.B.A., M.FRI Assistant Professor	 9/4/19



  
9/4/19

Principal  
P.K.R. Arts College for Women  
(Autonomous)  
Gobichettipalayam - 638 476.  
Erode District.

## Minutes of the meeting

The summary of discussions and decisions taken on the agenda items during the meeting of the Board of Studies in Management (MBA) held on 09.04.2019 at 10.00 a.m. in the department of Management in the presence of the Chairperson **Dr. V. KAVITHA** and the other members of the board are as under:

It was resolved to,

1. Confirm the minutes of the meeting of the Board of studies held on 07.04.2019.
2. Approve the actions taken on the resolutions passed in the previous meeting held on 12.04.19.
3. Ratify the revisions on the course scheme of the academic year 2018-2019.
4. Approve the minor changes in the syllabi for all the courses (subjects) of semesters 3 & 4 offered to the MBA students admitted during the academic year 2018-2019, and with the following suggestions:

- i) The board suggested to include, either courses on GST, <sup>course</sup> (or)
- ii) Certificate / diploma <sup>on</sup> GST for the forthcoming batches, or as may be possible.

and the same was recommended to the academic council.



5. Approve the syllabi for all the courses (subjects) for semesters from 1 to 4 offered to the MBA students admitted during the academic year 2019 and 2020 with the following suggestions:

- i) The board suggested to include, either
- a) A course on GST, (or)
  - b) A certificate or diploma course on GST

for the forthcoming batches, or as may be possible.

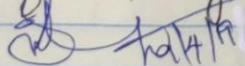
And, the same was recommended to the academic council.

6. Approve the Question Paper Pattern for both CIA tests and ESE - theory and practical / project / institutional training / etc., courses

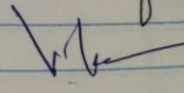
7. Recommend the fresh panel of members for QP setting and panel of examiners for practical examinations and central valuation.

8. There being no other item, the meeting ended with a vote of thanks to the Chair.



Prepared by  


Chairperson

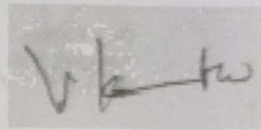
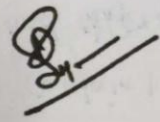
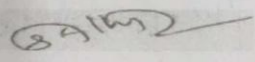
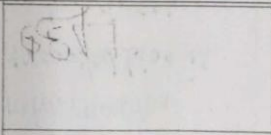
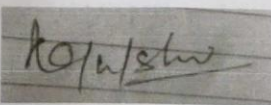
 HW  
9/4/19

P.K.R. Arts College for Women  
Gobichettipalayam.


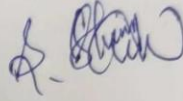
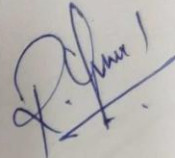

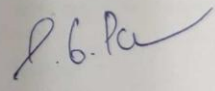
Dr. S. Vidhya (Associate Professor in  
Management)

2020 – 2021

ATTENDANCE OF MEMBERS OF BOARD OF STUDIES IN  
MANAGEMENT(UG&PG)  
Academic Year: 2020-21

S.No.	CATEGORY	NAME AND DESIGNATION	SIGNATURE
1.	Chairperson	<b>Dr. V.Kavitha Ph.D.,</b> Associate Professor & Head Department of Management, P.K.R. Arts College for Women, Gobichettipalayam – 638 476 Mobile No. 99715532793 Email: kavichida@yahoo.com	
2.	Subject Expert – I	<b>Dr. A.G.V.Narayanan,</b> Director, DJ Academy for Managerial Excellence, Coimbatore. Mobile No. 9487811006 Email: directordjame@djacademy.ac.in	
3.	Subject Expert – II	<b>Dr. V.G.Sumathy,</b> Assistant Professor, Department of Management Science, Kongu Arts & Science College, Erode – 638 052 Mobile No. 9842843366 Email: sumathyvg@gmail.com	
4.	University Nominee	<b>Dr.K.MalarMathi</b> Professor, BSMED, Bharathiar University, Coimbatore. Mobile No.9486805197 Email: mathijj@yahoo.com	malar mathi <mathijj@yahoo.com> to me ✓ Go ahead Sent from Yahoo Mail on Android Oct 1, 2020, 2:57 PM
5.	Industry Representative	<b>Mr.Elangkavi,</b> Managing Director HitechCommunications, Erode. Mobile No.9942955265 Email: elangkavi@gmail.com	
6.	Meritorious MBA Alumnae	<b>Ms. NagalakshmiKarthikeyan,</b> Assistant General Manager-HR, Tata Consultancy Services, Chennai. Mobile No. 9884497782 Email: naga.karthik@tcs.com	
7.	Member : 1	<b>Mr.M. Ramasamy M.A., B.L.,</b> Professor in Management, P.K.R. Arts College for Women, Gobichettipalayam – 638 476	ABSENT



S.No.	CATEGORY	NAME AND DESIGNATION	SIGNATURE
8.	Member : 2	<b>Dr. S. Vidhya Ph.D.,</b> Associate Professor in Management, P.K.R. Arts College for Women, Gobichettipalayam – 638 476 Mobile No. 9042089028 Email: vidhyasivakumar@pkrarts.org	
9.	Member : 3	<b>Mrs. S. Subathara Devi M.B.A., M.Phil.,</b> Assistant Professor in Management, P.K.R. Arts College for Women, Gobichettipalayam – 638 476 Mobile No. 9965159213 Email: subhathradevis@pkrarts.org	
10.	Member : 4	<b>Mrs.R.Gomathi</b> Assistant Professor in Management, P.K.R. Arts College for Women, Gobichettipalayam – 638 476 Mobile No. 7010380375 Email: gomathir@pkrarts.org	
11.	Member : 5	<b>Mrs.K.Radhamani</b> Assistant Professor in Management, P.K.R. Arts College for Women, Gobichettipalayam – 638 476 Mobile No. 8012860615 Email: radhamanik@pkrarts.org	
12.	Member : 6	<b>Ms. G.K.Pooranee</b> Assistant Professor in Management, P.K.R. Arts College for Women, Gobichettipalayam – 638 476 Mobile No. 8838125271 Email: pooraneeegk@pkrarts.org	



## Minutes of the meeting

The summary of discussions and decisions taken on the agenda items during the meeting of the Board of Studies in Management (B.B.A. & M.B.A.) held on 1.7.2020 at 4.00 p.m. on Gmeet in the presence of the chairperson **Dr. V. KAVITHA** and the other members of the board are as under:

It was resolved to,

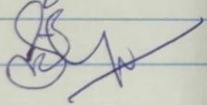
1. Confirm the minutes of the meeting of Board of studies held on 09.4.2019.
2. Approve the action taken on the resolutions passed in the previous meeting held on 13.04.2019.
3. Approve and adopt the revised course structure, course scheme and scheme of examinations of the BBA programme from the academic year 2020-2021 and onwards.
4. Approve and adopt the detailed syllabi for all the courses in semesters I to VI of the BBA programme from the academic year 2020-2021 and onwards.
5. Approve the revision of guidelines for courses under Part: III, Part: IV and Part: V of the BBA programme from the academic year 2020-2021 and onwards.
6. Approve the introduction of value added course: Wealth Management for BBA and its syllabus to be incorporated from the academic year 2020-2021 and onwards.
7. Ratify the revisions in the course scheme, syllabus and scheme of Examination of MBA for the academic year 2019-2020, as under:
  - 1) To introduce "Part V: B) Student start-up venture, and C) Capstone project and Viva-voce" under Competency enhancement.



8. Approve and adopt the revised course structure, course scheme and scheme of examinations of the MBA programme from the academic year 2020-2021 with the following suggestions:
- i). Regulations of the community engagement initiative to be reformed, thus, enabling the learners to practice it as a subjective research with a motto of community engagement / social commitment.
  - ii). Introduce an elective stream on "ANALYTICS" instead of "SYSTEMS" in the light of better employability for the learners, with courses on PEOPLE ANALYTICS, ANALYTICS FOR FINTECH, SOCIAL MEDIA ANALYTICS, BUSINESS INTELLIGENCE, HEALTHCARE ANALYTICS and BIG DATA.
  - iii). Introduce the concept of WEALTH MANAGEMENT in the course FINANCIAL MANAGEMENT.
  - iv). Introduce DIGITAL MARKETING, as a course/concept whichever is possible.
  - v). Modify the syllabi of the course - MARKETING MANAGEMENT and give room to introduce the concept of MARKETING 4.0.
  - vi). Consider reframing the syllabus of INTERNATIONAL FINANCIAL REPORTING STANDARDS, SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT and INTERNATIONAL FINANCIAL MANAGEMENT.
9. Approve and adopt the detailed syllabus for all courses in semesters I to IV of the MBA programme from the academic year 2020-2021 and onwards.
10. Approve the revision of guidelines for courses under Part : ii), Part : iv) and Part : v) of the MBA programme from the academic year 2020-2021 and onwards.

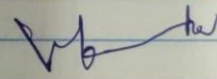
11. Approve the introduction of a Value added course; for MBA and the syllabus to be incorporated from the academic year 2020-2021 and onwards.
12. Recommend fresh panel of members for OP setting and panel of examiners for practical examinations and central valuation.
13. There being no other item, the meeting ended with a vote of thanks to the chair.

Prepared by



Dr. S. Visalhya  
(Associate Professor in  
Management)

Chairperson



Dr. V. Kavitha  
(Head & Associate Prof.  
in Management)



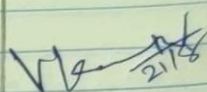
## Meeting of the Board of Studies in Management - Members Present -

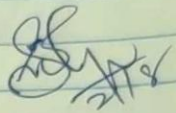
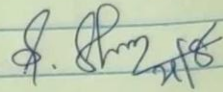
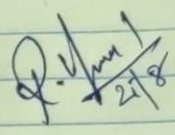
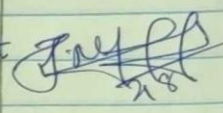
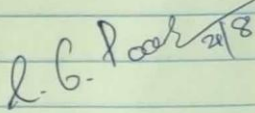
Date: 21.8.21

Time: 11.00 a.m.

Platform: Gmeet

meet.google.com/aqp-fkid-dnk

S. No.	CATEGORY	NAME & DESIGNATION	SIGNATURE
1.	CHAIR PERSON	Dr. V. KAVITHA Ph.D. Associate Prof. & Head Department of Management P.K.R. Arts College for Women Gobi	 21/8
2.	SUBJECT EXPERT I	Dr. A.G.V. NARAYANAN Director - DJ Academy for Managerial Excellence Coimbatore	Online
3.	SUBJECT EXPERT II	Dr. V.G. SUMATHY Assistant Prof., Dept. of Management Science, Kongu Arts & Science College Gobi.	Online
4.	UNIVERSITY NOMINEE	Dr. K. MALARMATHI Professor, BS MED, Bharathiar University Coimbatore	Online
5.	INDUSTRY REPRESENTATIVE	Mr. Elangkavi, Managing Director Hi-tech Communications, Erode	Online

S.No.	CATEGORY	NAME & DESIGNATION	SIGNATURE
6.	MERITORIOUS ALUMNAE	Ms. NAGALARSHMI KARTHIKEYAN Assistant General Manager Tala Consultancy Services Chennai.	Online
7.	Member: 2	Dr. S. VIDHYA Ph.D., Associate Professor in Management P.K.R. Arts College for Women Gobi.	
8.	Member: 3	Mrs. S. Subathra Devi Assistant Professor in Management P.K.R. Arts College for Women Gobi	
9.	Member: 4	Mrs. R. Gomathi Assistant Professor in Management P.K.R. Arts College for Women Gobi	
10.	Member: 5	Mrs. K. Radhamani Assistant Professor in Management P.K.R. Arts College for Women Gobi	
11.	Member: 6	Ms. G. K. Pooranee Assistant Professor in Management P.K.R. Arts College for Women Gobi.	



## Minutes of the meeting:

The summary of discussions and decisions taken on the agenda items during the meeting of the Board of Studies in Management (B.B.A & M.B.A - U.G. & P.G.) held on 21.8.2021 at 11.00 a.m. on Gmeet in the presence of the Chairperson **DR. V. KAVITHA** and the other members of the board as under:

It was resolved to,

1. Confirm the minutes of the fourth meeting of the Board of Studies held on 09.07.2020

2. Approve the action taken on the resolutions passed in the previous meeting of the Academic Council held on 26.11.2020.

3. Approve and adopt the <sup>changes in</sup> scheme of examinations, syllabus and guidelines of BBA programme, for the students admitted during 2020-21 and onwards. Hence, ratified.

4. Approve and adopt the programme structure, programme scheme, syllabus, scheme of examinations of BBA and MBA programmes, for the students admitted during 2021-22 and onwards.

5. Approve and adopt the detailed syllabi of the SCHOLASTIC COURSES: CORE COURSES of BBA and MBA programmes along with the mapping of CO and PSO statements to be incorporated from the academic year 2021-2022 and onwards with the following recommendations from the board:

BBA Programme:

a) To discard Comprehension in Management (I-VI) courses and the credits allotted for them, as they are part of CORE COURSES and do not have any syllabus to be taught separately.



- b) To consider OPEN ELECTIVE under PART-IV instead of PART-III so that the score obtained will not be accounted for CGPA calculation.
- c) To offer PROJECT as a CORE COURSE and not as an elective/<sup>choice</sup> under PART-III and these were recommended to the academic council.

### MBA Programme:


- a) To discard Comprehension in Management (I-IV) courses and the credits allotted for them, as they are part of CORE COURSE and do not have any syllabus to be taught separately.
- b) To offer PROJECT in semester IV to enhance employability and, these were recommended to the academic council.
6. Approve and adopt the detailed syllabi of the SCHOLASTIC COURSES: OPEN ELECTIVE course(s) offered by the department of Management to students of other UG/PG programmes along with mapping of CO and PSO statements to be incorporated from the academic year 2021-2022 and onwards.
7. Approve and adopt the detailed syllabi of SCHOLASTIC COURSES: SKILL ENHANCEMENT, PROFICIENCY ENHANCEMENT, ABILITY ENHANCEMENT AND COMPETENCY ENHANCEMENT courses of BBA and MBA programmes along with mapping of CO and PSO statements to be incorporated from the academic year 2021-2022 and onwards.
8. Approve and adopt the detailed syllabi of



CO-SCHOLASTIC COURSES (BOTH MANDATORY AND OPTIONAL COURSES) to be incorporated from the academic year 2021-2022 and onwards.


9. Approve and adopt the distribution of marks and question paper pattern for various courses under PART-III, PART-IV and PART-V of BBA and MBA programmes to be incorporated from the academic year 2021-2022 and onwards.
10. Recommend fresh panel of members of QP setting and Panel of Examiners of BBA and MBA programmes for practical examinations and central valuation.
11. Approve and adopt the detailed syllabi of Foundation Course : I (ENVIRONMENTAL STUDIES), Foundation Course : II (YOGA AND ETHICS), Non-Major Elective (INDIAN WOMEN AND SOCIETY), Ability Enhancement Course - II (CONSUMER RIGHTS), Skill Enhancement Course - II (LIFE SKILLS) common to all UG programmes along with mapping of CO and PSO statements for the academic year 2021-2022 and onwards.
12. There being no other items, the meeting ended with a vote of thanks to the chair.

Prepared by

  
21/08/21

Dr. S. Vadhya  
Associate Professor in  
Management

Chairperson

  
21/08/21

Dr. V. Kaviltha  
Head & Associate  
Professor in Management

