

# Department of Business Administration (BBA)

## Meeting of the Board of Studies

Date : 09<sup>th</sup> February 2019  
Time : 10.00 a.m.  
Venue : Department Staff Room

Chairperson:

Dr. S. SARALA LAKSHMI,  
(Asst. Professor & Head, Dept. of BBA)

S. Sarala Lakshmi

Members (Internal):

1. Mr. R. MURUGESAN
2. Mr. A. KENNEDY
3. Mrs. P. STELLA
4. Mr. P. KANDHAKUMAR

*[Signature]*  
P. S. K. 9/2/19  
21/11  
S. L. 9/2/19

Current Student:

Mr. M. TAMILARASAN

*[Signature]*

Members (External):

1. Dr. P. RAVI,  
Professor - Dept. of Mgt. Studies,  
Manonmaniam Sundaranar University,  
Tirunelveli.

*[Signature]*  
09/02/2019

2. Dr. F. JOSEPH RUBERT,  
Asst. Professor & Head,  
St. JEROME'S COLLEGE,  
NAGERCOIL.

*[Signature]*  
9/2/19

DEPARTMENT OF BUSINESS ADMINISTRATION  
St. Xavier's College (Autonomous)  
Palayamkottai -627 002

MINUTES OF BOARD OF STUDIES MEETING

Date: 09.02.2019

Time: 10.00 AM

Venue: Department Staff Room

Chairman:

Dr.S.Sarala Lakshmi,

(Asst.Professor and Head - Dept of BBA)

Members (Internal)

1. Mr.R.Murugeasan
  2. Mr. A.Kennedy
  3. Mr. P. Kandakumar
  4. Mrs.P.Stella
- (Assistant Professors - Dept of BBA)

Members (External)

1. Dr. P. Ravi,  
Professor - Department of MBA,  
Manonmaniam Sundaranar University,  
Tirunelveli.
2. Dr.E.Joseph Rubert,  
Asst.Professor and Head - Dept of BBA,  
St.Jerome's College of Arts and Science,  
Nagercoil.

Member (Present Student)

Mr. Tamilarasan,  
Department No: 16BBA58  
III BBA, St.Xavier's College, Palayamkottai

### Minutes of the Meeting

The board has resolved the following resolutions and recommends the same to be implemented.

1. The name of the subject Stepping into Business (18 USB 32) may be reconstructed as Business Incubation .
2. In the Subject Modern Banking and Insurance Law And Practices (18UBA33) the concept of Types of Insurance Contract in the IV unit will be replaced as Classification of Insurance Policies.
3. The concept of Sustainability may be included in the V unit of Entrepreneurial Development (18 UBA 61).
4. . The concept of advertising ethics can be included in the V unit of Marketing Management (18 UBA 31)
5. Introduction of SPSS (Statistical Packages for Social Studies) with basic parametric and non parametric test can be included in the V unit of Computer Applications in Business (Theory & Practical) 18 UBAA 31

Enclosure: Revised Syllabus

# Department of Business Administration Meeting of the Board of Studies

Date : 08/02/20

Time : 10am

Venue : Department Staff Room

Chair person :

DR. P. STELLA

(AP/HOD) Dept. of BBA

~~P. Stella~~  
08/02/20

Members (Internal)

1. Mr. R. MURUGESAN

2. Mr. A. KANTHAKUMAR

3. Mr. R. RAMKUMAR

M. Ramkumar  
M

Members (External)

1. Dr. P. Ravi

Professor, Dept. of Mgt. Studies

Manonmaniam Sundaranand University (Autonomous)  
Tirunelveli

2. Dr. E. JOSEPH RUBERT

Asst. professor & HOD

St. Jerome's College,

Nagapattinam

08/02/20

3. Mrs. N. STELLA

Asst. professor

Lady Dore College, Madurai

08/02/20

Current Student:

Mr. P. BALAHARI SANKAR

P. Balakrishnan

**DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)**  
**St. Xavier's College (Autonomous)**  
**Palayamkottai -627 002**

**MINUTES OF BOARD OF STUDIES MEETING**

**Date: 08.02.2020**

**Time: 10.00 AM**

**Venue: Department Staff Room**

**Chairman:**

**Dr.P.Stella,**

**(Asst.Professor and Head - Dept of BBA)**

**Members (Internal)**

- 1. Mr.R.Murugesan**
- 2. Mr. P. Kandakumar**
- 3. Mr. R. Ramkumar**  
**(Assistant Professors - Dept of BBA)**

**Members (External)**

- 1. Dr.E.JosephRubert,**  
**Asst.Professor and Head - Dept of BBA,**  
**St.Jerome's College of Arts and Science,**  
**Nagercoil.**
- 2. Mrs. N. Stella,**  
**Asst.Professor- Dept of BBA,**  
**Lady dock College,**  
**Madurai.**

**Member (Present Student)**

**Mr. P BalaHari Shankar,**

**Department No:17BBA53**

**III BBA, St.Xavier's College, Palayamkottai**

### Minutes of the Meeting

The board has resolved the following resolutions and recommends the same to be implemented.

1. In the Subject Entrepreneurial Development (18 UBA 61) the concept of MSME introduction was recommended
2. In the subject Marketing Management (18 UBA 31) the fifth unit may have the concept of digital marketing with its recent trends.

### Other Recommendations


3. Textbook recommendations should be made accurate.
4. Practical difficulty in the subject Management Aptitude Development for I BBA was discussed.
5. A new subject on taxing can be introduced.
6. Concepts of Provident Fund, Salary Deductions and Invoice could be introduced in the subject Human Resource Management (18UBA62).
7. The subject Tally and Computer Application in 3<sup>rd</sup> semester can be changed to 4<sup>th</sup> semester, and the subject Accounting for Managers in 4<sup>th</sup> semester could be changed to 3<sup>rd</sup> semester.

Enclosure: Revised Syllabus




# Department of Business Administration (BBA)

## Meeting of the Board of Studies

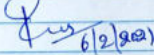
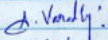
Date : 06<sup>th</sup> February 2020  
Time : 9.30 a.m.  
Venue : Department Staff Room.

Chair Person : Mr. R. MURUGESAN,  
Asst. Professor - Dept. of BBA 


### Members (Internal):

1. Dr. P. Kanthakumari 
2. Mrs. N. Stella 
3. Miss. K. Kavitha 

### Members (External):

1. Dr. E. Joseph Rubert,  
Asst. Professor & Head,  
St. Jerome's College,  
Nagercoil.   
6/2/2020
2. Mr. A. VARADHARAJAN,  
Proprietor, Shyamal Book Centre,  
Tirunelveli.   
6/2/21

### Member (Student):

Miss. S. KIRSHANTHINI (Dept No: 18BBAS4)  
III BBA, St. Xavier's College.   
S. kirsa.



**Department of Business Administration**

**Meeting of Board of studies - Minutes**

Date: 6<sup>th</sup> Feb. 2021

Venue: Department staff room

Chairperson: Mr. R.Murugesan , Assistant professor, Dept.of Business Administration

Members: Internal

1. Dr. P.Kanthakumar
2. Mrs.N.Stella
3. Ms.K.Kavitha

Members - external

Dr.E. Rubert  
Assistant professor & Head,  
St.Jerom's college,  
Nagercoil

Mr.A.Varadharajan,  
Properitor, Shyamal book centre,  
Tirunelveli

Member- student

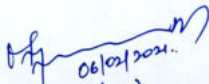
Ms. S.krishanthini- Reg.no: 18BBA54  
III BBA,  
St.Xavier's college ( Autonomous)  
Palayamkottai.

The Board has discussed and resolved the following resolutions and recommendations, the same to be implemented in the proposed syllabus,

1. In the subject Business communication (sub code: 21UBAA11), side heading of 2<sup>nd</sup> unit has been changed into employment and corporate communication and the concept of time management is to be added.
2. Communication networks, intranet, internet, emails, sms, teleconferencing and video conferencing were removed from the 2<sup>nd</sup> unit.



3. In the subject Financial accounting (sub code: 21UBAA21), the concept of Rectification of errors (theoretical aspects only) is to be added in the 1<sup>st</sup> unit.
4. Introduction to social media marketing is to be added as one of the concept in the fifth unit of marketing management subject ( sub code: 21UBA31)
5. Reporting to management is to be added as one of the concept in the fifth unit of Accounting for managers subject (sub code: 18UBA41).
6. In retail management subject (21UBAA41) the concepts of customer loyalty, building loyalty, store loyalty ~~as~~ <sup>have</sup> been replaced with the concepts of bargaining, process, types and advantages.
7. New subject Total quality management ( sub code : 21UBAE41) is to be introduced and in the first unit concepts of quality and significance of quality ~~as~~ <sup>have</sup> been interchanged, in the second unit aspects of quality guidelines for quality management ( spelling errors ) has been checked. In the fifth unit the concepts of bench marking and its meaning was corrected and QFD (Quality Function Deployment) and ~~FMEA~~ <sup>are</sup> - importance, FMEA stages ~~as~~ <sup>are</sup> to be introduced.
8. In the subject Logistics Management ( sub code: 21UBA51) , New concepts of introduction to e-way bill , rules and generation process ~~are included~~ <sup>are included</sup>.

  
06/02/2021..  
(for HOD)

Department of Business Administration  
Meeting of the Board of Studies (BBA)

Date : 23<sup>rd</sup> April 2022

Time : 10 AM

Venue : Department Staff Room

Chairperson : DR. P. S. JELGA,  
Dr/BBA, Sec.

P. S. Jelga  
23/4

Members : (Internal)

1. Mr. R. Murugesan

2. Dr. P. Karthickumar

3. Mr. S. R. Venkatesh Kumar

M. R. Venkatesh  
S. R. Venkatesh

Members (External):

1. Dr. E. Joseph Rubert,

Assistant professor,

Department of Management Studies,

Annaswamy College of Engineering for Women,  
Nagarcot.

23/4/22

2. Dr. N. Lavanya,

Head & Assistant professor,

Department of Business Administration

Sri Sarada College for Women,  
Thiruvuru.

N. Lavanya  
23/4

3. Mr. Balachari Sankar, P

MBA, St. Xavier's College, Tiru

Propanil (Sivacala Sankar)

P. Balachari Sankar

4. Member (Student)

Ms. Pushpa Indeline (Dr BBA)

P. Balachari Sankar

# Department of Business Administration Meeting of the Board of Studies

Date : 14.10.2022

Time : 10 AM

Venue : BBA Staff Room

Chairperson: DR. P. S. Siva  
DP/BBA, Sxc.

P. S. Siva

## Members (Internal)

1. Mr. R. Murugesan
2. Dr. P. Karthick Kumar
3. Mrs. N. Stella
4. Mr. S. R. Venkatesh Kumar

M. S. Siva  
P. S. Siva  
S. R. Venkatesh Kumar

## Members (External)

1. Dr. P. Ravi,  
Professor, Dept. of Mgt Studies,  
MS University, Tirunelveli.

14/10/2022

2. Dr. N. Laxmi,  
Head of Inst. Professor,  
Sri Sarathy College for Women,  
Tirunelveli.

N. Laxmi  
14/10

3. Mr. Balu Hari Shankar,  
Siva Balu Events,  
Tirunelveli.

P. Balakrishnan

4. Mr. Hari Ram Kumar (U BBA)

**Department of Business Administration**  
**Board of Studies meeting**

Date: 14.10.2022

Venue: BBA Department staff room

Time: 10.am

Chairperson: Dr.P.Stella

Head & Assistant professor,

Department of Business Administration

St.Xavier's college (Autonomous)

Palayamkottai.

**Internal Members:**

1. Mr.R.Murugesan
2. Dr.P.Kanthakumar
3. Mrs.N.Stella
4. Mr.S.R.Venkatesh kumar

**External Members:**

1. Dr.P.Ravi,  
Head & Professor,  
Department of Management Studies,  
Manonmaniam Sundaranar University,  
Tirunelveli.
2. Dr. N. Lavanya  
Head & Assistant professor,  
Sri Saradha College for women,  
Tirunelveli

3. Mr.Bala Hari Shankar,  
Siva bala events,  
Tirunelveli

4. Mr.Hari Ramkumar ( III BBA)

After having due discussions, the board has resolved to pass the following resolutions.

- To offer the course “Computer Applications in business” (21 UBAA 31) as ECC which carries 6 hours and 4 credits and the course General Tamil – III is introduced in semester III.
- To offer the course “Modern Banking & Insurance Law and Practices(21UBA 33) as ECC which carries 6 hours and 4 credits and to offer the course English -III in semester III
- To allot 5 hours for the course “organizational behavior” ( 21UBA42) and to allot 5 hours for the course “ Accounting for managers” ( 21UBA41) in semester IV, also to offer the courses retail management( 21UBAA41 ) and Total Quality Management (21UBAE41) both taking place in semester IV as ECC and to introduce the course General Tamil- IV and General English in semester –IV.



**Department of Business Administration**  
**St. Xavier's College (Autonomous), Palayamkottai.**

**Minutes of the Board of Studies**

The Board of Studies Meeting of the Department of Business Administration was held on 23.02.2024 in the department at 10.00 am. The meeting started with a prayer followed by the welcome address of the Head of the Department.

**Agenda of the Meeting**

1. Minutes of the previous Board of Studies Meeting
2. Finalizing detailed syllabus for BBA programme.
3. Any other matter.

**Members Present: (External)**

1. Dr. S. Gayathri (University Nominee)  
Assistant professor & Head, Department of Business Administration  
St. Mary's College (Autonomous)  
Tuticorin.
2. Dr. N. Lavanya (Subject Expert)  
Assistant Professor & Head, Department of Business Administration  
Einstein college of Arts & Science, Tirunelveli.
3. Mr. Balahari Sankar (Alumnus)  
62/E, Selvavinayakar Kovil Street,  
Kottikulam, Melapalayam, Tirunelveli – 627 005.

**Members Present: (Internal)**

4. Dr. P. Stella (Chairperson)  
Assistant Professor & Head, Department of Business Administration  
St. Xavier's college (Autonomous)  
Palayamkottai
5. Mr. R. Murugesan  
Assistant Professor, Department of Business Administration  
St. Xavier's college (Autonomous)  
Palayamkottai
6. Mrs. N. Stella  
Assistant Professor, Department of Business Administration  
St. Xavier's college (Autonomous)  
Palayamkottai
7. Mr. S.R. Venkateshkumar



Assistant Professor, Department of Business Administration  
St. Xavier's college (Autonomous)  
Palayamkottai

The following member could not attend the meeting due to various reasons:

8. Mr. Varatha Rajan (Industry Representative)  
Shamala Book Centre,  
Tirunelveli

Based on the discussions on the agenda the following suggestions were made by the board:

1. The Head of the Department welcomed the external and internal members and read the Minutes of the Previous Board of Studies Meeting.
2. For finalizing the detailed syllabus of BBA programme, the chairman had presented the soft copy of the syllabus and got approval from the Board Members. The finalized Framework of the BBA course is given below:

**BBA COURSE PATTERN**  
**(With Effect from June 2023)**

Sem	Part	Course	Course code	Title	Hrs	Credits
I	I	Lang	23UGTL11	General Tamil - I	6	3
	I	Lang	23UGHL11	Hindi - I	6	3
	I	Lang	23UGFL11	French - I	6	3
	II	Lang	23UGEL11	Communicative English - I	6	3
	III	Core 1	23UBAC11	Principles of Management	5	5
	III	Core 2	23UBAC12	Accounting for Managers I	5	5
	III	EC 1	23UBAE11	Managerial Economics	4	3
	IV	SEC 1	23UBAN11	Business Etiquette (NME)	2	2
	IV	FC	23DHER11/ 23DHEE11	Foundation Course: Religion: Catholic Doctrine/ Ethics	2	2
				<b>TOTAL</b>	<b>30</b>	<b>23</b>
II	I	Lang	23UGTL21	General Tamil - II	6	3
	I	Lang	23UGHL21	Hindi - II	6	3
	I	Lang	23UGFL21	French - II	6	3
	II	Lang	23UGEL21	Communicative English - II	4	3
	III	Core 3	23UBAC21	Marketing Management	5	5
	III	Core 4	23UBAC22	Accounting for Managers II	5	5
	III	EC 2	23UBAE21	International Business	4	3



	IV	SEC 2	23UBAN21	Group Discussion and Interview Techniques (NME)	2	2
	IV	SEC 3	23UHEI21	Integrated Personality Development	2	2
				<b>TOTAL</b>	<b>30</b>	<b>23</b>
III	I	Lang	23UGTL31	General Tamil - III	6	3
	I	Lang	23UGHL31	Hindi - III	6	3
	I	Lang	23UGFL31	French - III	6	3
	II	Lang	23UGEL31	Communicative English - III	6	3
	III	Core 5	23UBAC31	Organisational Behaviour	5	5
	III	Core 6	23UBAC32	Financial Management	5	5
	III	EC 3	23UBAE31	Business Statistics	4	3
	IV	SEC 4	23UHEL31	Life Issues & Entrepreneurial Skill Development	2	2
	IV	SEC 5	23UBAN31	Skills for a Team Player (NME)	2	2
				<b>TOTAL</b>	<b>30</b>	<b>23</b>
IV	I	Lang	23UGTL41	General Tamil - IV	6	3
	I	Lang	23UGHL41	Hindi - IV	6	3
	I	Lang	23UGFL41	French - IV	6	3
	II	Lang	23UGEL41	Communicative English - IV	6	3
	III	Core 7	23UBAC41	Business Environment	5	5
	III	Core 8	23UBAC42	Business Regulatory Framework	4	4
	III	EC 4	23UBAE41	Operations Management	3	3
	IV	SEC 6	23UBAN41	Computer Applications in Business(NME)	2	2
	IV	SEC 7	23UBAS42	Intellectual Property Rights	2	2
	IV	EVS	23UEVS41	Environmental Studies	2	2
				<b>TOTAL</b>	<b>30</b>	<b>24</b>
	III	Core 9	23UBAC51	Human Resources Management	6	5
V	III	Core 10	23 UBAC52	Research Methodology	6	5
	III	Core 11	23 UBAC53	Business Taxation	6	5
	III	Core 12	23UBAC54	ManagementInformation system	5	4
	III	EC 5	23UBAE51	Industrial Relations	5	3
					5	3

	III	VE	23UHEH51	Human Rights & Social Analysis	2	2
	IV	Internship	23UBAI51	Internship	-	2
				<b>TOTAL</b>	<b>30</b>	<b>26</b>
VI	III	Core 13	23UBAC61	Entrepreneurial Development	6	4
	III	Core 14	23UBAC62	Services Marketing	6	4
	III	Core 15	23UBAC63	Project with Viva - Voce	6	4
	III	EC 6	23UBAE61	Consumer Behaviour	5	3
	III	EC 7	23UBAE62	Fundamentals of Logistics	5	3
	IV	SEC 8	23UBAS61	Quantitative Aptitude	2	2
	V	Extension Activities		STAND	-	1
				<b>TOTAL</b>	<b>30</b>	<b>21</b>
					<b>180</b>	<b>140</b>

#### LIST OF ECC PAPERS

Sem	Course	Course code	Title	Credits
I	V	23UBAEC1	Management Process	2
II	V	23UBAEC2	Indian Financial System	2
III	V	23UBAEC3	E-Commerce	2
IV	V	23UBAEC4	Emotional Intelligence	2
V	V	23UBAEC5	Elements of Insurance	2
VI	V	23UBAEC6	Legal Aspects of Business	2
			<b>TOTAL</b>	<b>12</b>

**COURSE CATEGORY: ADD ON COURSE**

**COURSE NAME: LEADERSHIP FOR EXCELLENCE**

Semester: II      Hours - 2      Credits - 2      Total Hours - 30

#### **COURSE OUTCOMES:**

On successful completion of this course, the students will be able to:



- CO1: Comprehend the characteristics of a Leader and Leadership Principles. (K1)
- CO2: Clarify the vision during times of Change and the ways to stay connected with the employees. (K2)
- CO3: Differentiate Leadership and Power and the need for power to influence, develop and learn the ability to do the job of a leader. (K3)
- CO4: Cultivate a sense of self-awareness through identifying a leadership vision, mission, style and value. (K4)
- CO5: Illustrate the various types of leadership.(K5)

#### **UNIT I: - LEADERSHIP**

Characteristics of a Leader -Leadership Principles - Quality of Leadership- Management Practices for Effective Leadership

#### **UNIT II: - TYPES OF LEADERSHIP**

Functional Leadership- Stewardship- Servant Leadership - Situational Leadership - Cross Cultural Leadership -Women in Leadership-Global Leadership - Digital Leadership

#### **UNIT III: - THEORIES OF LEADERSHIP**

Leaders as Encouragers & Motivators-Team Leaders - Role of Leadership

#### **UNIT IV: - LEADERSHIP STYLES**

Leadership style in Organisation - Leadership style and effectiveness - Leadership style in Managerial Performance - Leadership Style in Organisation Performance

#### **UNIT V:- LEADERSHIP COMPETENCIES**

Leadership Core Competencies - Leadership competencies in Modern India - Global Leadership Competencies

#### **Text Books**

1. John Baldoni. (2019) Grace: A Leader's Guide to a Better Us: Indigo River Publishing David Marquet, L. (2020)
2. Leadership Is Language: The Hidden Power of What You Say--and What You Don't: Portfolio Publications

#### **Reading list**

1. Journal of LEADERSHIP

#### **Web Resources**

1. <https://nptel.ac.in/courses/110/105/110105139/>
2. [https://www.wipo.int/edocs/pubdocs/en/wipo\\_pub\\_450\\_2020.pdf](https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf)
3. <https://ipindia.gov.in/>
4. <https://www.tutorialspoint.com/explain-the-Leadership>

**COURSE CATEGORY: VALUE ADDED COURSE**

**COURSE NAME: INTELLECTUAL PROPERTY RIGHTS**

**COURSE OUTCOMES:**

On successful completion of this course, the students will be able to:

C01: Imbibe the knowledge of IPR through various laws. (K1)

C02: Apply the knowledge of patents. (K2)

C03: Understand the process of acquiring a trademark. (K3)

C04: Create awareness about copyrights. (K5)

C05: Understand geographical indicators. (K4)

C06: Get exposed themselves to the recent development measures provided by the government. (K6)

**UNIT I: - IPR INTRODUCTION**

IPR Introduction: and the need for intellectual property right – IPR in India – Intellectual Property Rights in the Cyber World.

**UNIT II: - PATENT**

Patent – Classification – Importance – Types of Patent Applications in India - Patentable Invention – Inventions Not Patentable.

**UNIT III: - TRADE MARK**

Trade Mark – Kinds of TM – Protection – Non-Registrable Trademarks Industrial Designs – Need for Protection of Industrial Designs.

**UNIT IV: - COPYRIGHT**

Copyright – Fundamentals – Concept – Purpose – Functions – Characteristics

**UNIT V:-GEOGRAPHICAL INDICATIONS**

Concept, Protection & Significance

**Text Books**

1. Landmark Judgements on Intellectual Property rights by Kush Kalra. Central Law Publishing
2. Intellectual Property Rights in India by V.K. Ahuja, Lexis Nexis

**Reading list**

1. Journal of Intellectual Property Rights
2. Intellectual Property Patents, Trade Marks, And Copy Rights – Richard Stim
3. Intellectual Property Rights by Asha Vijay Durafe and Dhanashree K.Toradmalle, Wiley

**Web Resources**

1. <https://nptel.ac.in/courses/110/105/110105139/>
2. [https://www.wipo.int/edocs/pubdocs/en/wipo\\_pub\\_450\\_2020.pdf](https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf)
3. <https://ipindia.gov.in/>
4. <https://www.tutorialspoint.com/explain-the-intellectual-property-rights>



**COURSE CATEGORY: EXTRA CREDIT COURSE**

**COURSE NAME: MANAGEMENT PROCESS**

Semester: VI Hours - 2

Credits - 2

Total Hours - 30

**Course outcome:**

CO1: Remember the concepts they learned in the previous courses. (K1)

CO2: Have due knowledge on the process of management. (K2)

CO3: Gain planning ability. (K3)

CO4: To be exposed to selection process. (K4)

CO5: Get familiarity about controlling and its significance. (K5)

CO6: Get the creativity to handle the management.(K6)

**UNIT -I**

Business - meaning -business and profession, requirements of a successful business-Organization - meaning - importance of business organization. Forms of business Organization-Sole traders, partnership, Joint Hindu family firm - Joint Stock Companies - Cooperative Organizations - Public Utilities and Public Enterprises.

**UNIT -II**

Nature and Scope of Management process - Definitions of Management - Management: a science or an art? - Scientific Management - Managerial functions and roles - The evolution of Management Theory.

**UNIT -III**

Planning: meaning and purpose of planning - steps in planning - types of planning. Objectives and Policies - Decision making: Process of Decision making - types of Decisions.

**UNIT -IV**

Organising: Types of organisation - Organisational structure - span of control - use of staff units and committees. Delegation: Delegation and centralisation - Line and Staff relationship. Staffing: Sources of recruitment - Selection process - training.

**UNIT - V**

Directing: Nature and purpose of Directing. Controlling: Need for co-ordination - meaning and importance of controls - control process - Budgetary and non-Budgetary controls - Modern trends in Management Process - case studies.

**Text Books**

1. Business Organisation - Bhushan Y.K.
2. Principles of Management - L.M. Prasad

**Reading List**

- 1.JAF Stoner, Freeman R.E and Daniel R Gilbert "Management", 6th Edition, Pearson Education, 2004.
- 2.Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.

3. Stephen A. Robbins & David A. Decenzo & Mary Coulter, "Fundamentals of Management" 7th Edition, Pearson Education, 2011

### Web Resources

1. <https://sruudy.sagepub>.

1. <https://coursera.org>

2. <https://d3bxy9euw4e147.cloudfront.net>

### COURSE PEDAGOGY FOR EXTRA CREDIT COURSES:

These courses will be taught through Sending E-Content, Notes, Audio Visuals, Case Studies and encouraging students to read e-articles from the business magazines. Students are assessed on group presentations, assignments, quiz and test.

With the thanks note the Board Meeting came to a close at 12.15 PM.

Head, Department of B.B.A.,

*P. Stella*  
29/08/24

Dr. P. STELLA MBA., M.Phil., Ph.D  
Research Guide  
Xavier Institute of Business Administration (XIB)  
St. Xavier's College (Autonomous)  
Palayamkottai - 627 002.



# Department of Business Administration (BBA)

## Meeting of the Board of Studies

Date : 1st February 2025

Time : 10.00 A.M.

Venue : Department Staff Room

Chairperson :

Mr. R. Munegean,

(Asst. Professor & Head<sup>c/c</sup>, Dept. of BBA)

M. 01/02/25

Members (Internal):

1. Dr. P. Stella,

(Asst. Professor - Dept. of BBA)

P. Stella  
01/02/25

2. Mr. S.R. Venkateshkumar,

(Asst. Professor - Dept. of BBA)

S.R. Venkatesh  
01/02/25

3. Ms. M. Mahapriya

(Asst. Professor - Dept. of BBA)

M. Priya

Members (External):

1. Dr. N. Lavanya

(Asst. Professor and Head

Dept. of BBA,

Einstein College, Alangulam)

N. Lavanya  
1/2/2025

2. Dr. S. Gayathri,

(Asst. Professor and Head

St. Mary's College (Autonomous)

Thoothukudi)

S. Gayathri  
01/02/2025

Current - Student

Mr. Srinivas @ Stephan

III BBA,

S. Srinivas  
01/02/2025



**Department of Business Administration**  
St. Xavier's College (Autonomous), Palayamkottai.

**Minutes of the Board of Studies**

The Board of Studies Meeting of the Department of Business Administration was held on 01.02.2025 in the department at 10.00 am. The meeting started with a prayer followed by the welcome address by the Head of the Department.

**Agenda of the Meeting**

1. Minutes of the previous Board of Studies Meeting
2. Finalizing detailed syllabus for BBA programme with the inclusion of Indian Knowledge System and Skill Based Curriculum Enhancement.
3. Inclusion of MOOC Courses and Modalities.
4. Any other matter.

**Members Present: (Internal)**

1. Mr.R.Murugesan (Chairperson)  
Assistant Professor & Head (i/c), Department of Business Administration  
St.Xavier's college (Autonomous)  
Palayamkottai
2. Dr.P.Stella, Assistant Professor Department of Business Administration  
St.Xavier's college (Autonomous)  
Palayamkottai
3. Mr.S.R.Venkateshkumar  
Assistant Professor, Department of Business Administration  
St.Xavier's college (Autonomous)  
Palayamkottai
4. Ms.M.MahaPrincy  
Assistant Professor, Department of Business Administration  
St.Xavier's college (Autonomous)  
Palayamkottai

**Members Present: (External)**

1. Dr.S.Gayathri( University Nominee)  
Assistant professor & Head, Department of Business Administration  
St.Mary's college(Autonomous)  
Tuticorin.
2. Dr.N.Lavanya ( Subject Expert)  
Assistant Professor& Head, Department of Business Administration



Einstein college of Arts & Science, Tirunelveli.

**Student (Current):**

Mr.Stephen (Present Student)

Based on the discussions on the agenda the following resolutions were made by the board:

For finalized syllabus of BBA programme with the inclusion of Indian Knowledge System and Skill Based Curriculum Enhancement, the following changes have been made and the revised syllabus is given as follows.

**I. INCLUSION OF INDIAN KNOWLEDGE SYSTEM (IKS):**

1. In the course "Principles of Management" (23UBAC11), unit V titled Business Ethics is identified to be a component of IKS.

2. In the course "Managerial Economics" (23UBAEC11), the concept Indian Preaching on dharma in Barter system is included.
3. In the course "International Business" (23UBAE21) Unit I is enriched with the concept business during different periods in India.
4. In the course "Organisational Behaviour"(23UBAAC31) Unit III is added with the concept mythology of group behaviour
5. In the course "Financial Management" (23UBAC32) unit I is enriched with the concept Financial Management System in HUF.
6. In the course "Business Statistics" (23UBAE31) the concept brief introduction about arthasasthra is introduced in Unit 1.
7. In the course "Business Environment" (23UBAC41) the concept cultural heritage is identified to be of the nature of IKS.
8. In the course Business Regulatory Frame Work (23UBAC42) Unit IV titled CONSUMER PROTECTION ACT has the features of IKS.
9. In the course "Business Taxation" (23UBAC53) unit I is included with the concept taxation system during ancient period.
10. In the course "Management Information System"(23UBAC54) Unit I is enriched with the concept MIS during the period of Aryabhata.
11. In the course "Consumer Behaviour" (23UBAE61) Unit I is added with the 'Comparative Study of Traditional method with Current Scenario'
12. In the course Fundamentals of Logistics Management the concept 'traditional and ancient system of logistics' is included in Unit 1.

**II. SKILL BASED CURRICULUM ENHANCEMENT:**

Name of the course with subject code	Components of Skill Based Curriculum Enhancement introduced.
<b>PRINCIPLES OF MANAGEMENT</b> <b>COURSE CODE: 23UBAC11</b>	<ol style="list-style-type: none"> <li>1. Illustrate the Ethical Issues prevailing in Indian Organizations.</li> <li>2. Study the recruitment process of an organization of your own choice and give a detailed report on the same</li> </ol>
<b>ACCOUNTING FOR MANAGERS I</b> <b>COURSE CODE: 23UBAC12</b>	<ol style="list-style-type: none"> <li>1. Analyze the Financial Accounts Statements from an Auditor and give a brief Summary.</li> <li>2. Prepare the double entry accounting for an organization who maintained single entry method of accounting</li> </ol>
<b>MANAGERIAL ECONOMICS</b> <b>COURSE CODE: 23UBAE11</b>	<ol style="list-style-type: none"> <li>1. Role of Indian Economists for Indian Economic Development.</li> <li>2. Fiscal Budget Analysis</li> </ol>
<b>MARKETING MANAGEMENT</b> <b>COURSE CODE: 23UBAC21</b>	<ol style="list-style-type: none"> <li>1. Role Play in marketing designations like Sale Executive and Sales Manager.</li> <li>2. Demonstration of Product Launching with innovative products.</li> </ol>
<b>ACCOUNTING FOR MANAGERS II</b> <b>COURSE CODE: 23UBAC22</b>	<ol style="list-style-type: none"> <li>1. How to Improve sales and Sales Promotion strategies?</li> <li>2. Make a report on CSR activity of a corporate entity.</li> </ol>



**INTERNATIONAL BUSINESS  
COURSE CODE: 23UBAE21**

1. Discuss the functions of Innovative Companies like TESLA.
2. Analyse the impact of globalization in Indian industries

**ORGANIZATIONAL BEHAVIOUR  
COURSE CODE: 23UBAC31**

1. Brainstorming Sessions on Group Behaviors.
2. Analyse the causes of stress and measures for overcoming the same

**FINANCIAL MANAGEMENT  
COURSE CODE: 23UBAC32**

1. Open a Demat Account and learn the strategies of trading
2. Prepare a report on financial performance of an organization of your own choice.
3. Visit a Financial Stock Exchange and observe its function.

**BUSINESS STATISTICS  
COURSE CODE: 23UBAE31**

Analysis of Social Issues using F test.

**BUSINESS ENVIRONMENT  
COURSE CODE: 23UBAC41**

Live study on Industry 5.0

**BUSINESS REGULATORY  
FRAME WORK**

1. Submission of report on a

**COURSE CODE: 23UBAC42**

consumer issues resolved by consumer court.

2. Make a comparative study between companies Act 2013 and the previous Acts.

**OPERATIONS MANAGEMENT  
COURSE CODE: 23UBAE41**

1. Submission of report on Business Layout.

2. Make a comparative study between work and motion study

**HUMAN RESOURCES  
MANAGEMENT  
COURSE CODE: 23UBAC51**

1. Study and submit a report on Recent methods of Compensation in Multi National Companies.

**RESEARCH METHODOLOGY  
COURSE CODE: 23UBAC52**

1. Analysis of Social Issues using SPSS.

**BUSINESS TAXATION  
COURSE CODE: 23UBAC533**

1. Hands on Training about the calculations of GST.
2. Study on filing Income tax returns

**Management  
Information system  
23UBAC54**

Analysis of various Application Software.



**INDUSTRIAL RELATIONS**  
**COURSE CODE: 23UBAE51**

1. Analyse the Factories Act 1948 by organizing an Industrial Visit.

**ENTREPRENEURIAL  
DEVELOPMENT**  
**COURSE CODE: 23UBAC61**

1. Analyse the Entrepreneurial promotional Schemes with their Features.

**SERVICES MARKETING**  
**COURSE CODE: 23UBAC62**

Analysis of Global Health Care Services with the help of examples.

**CONSUMER BEHAVIOUR**  
**COURSE CODE: 23UBAE61**

Prepare a study on the influence of Social Media on Consumer Behavior

**FUNDAMENTALS OF LOGISTICS  
MANAGEMENT**  
**COURSE CODE: 23UBAE62**

Industrial visit to nearby Port Trust.

I.

**III. MOOC courses recommended:**

1. Sales and distribution management.
2. Fundamentals in banking and insurance (ECC).
3. Business to Business (B2B) Marketing.

**IV. Any other matters:**

. The course "Intellectual property rights" (23UBAVA1) in semester IV has been removed from value Added Course since it was already taught in Semester IV as SEC 7, In the place of Value Added Course i.e (23UBAVA1) the course "Elements of Insurance" is introduced, which is taken from ECC category.