Department of Management Studies

Board of Studies Meeting

The minutes of the 20th meeting of Board of Studies held on 10.11.2025 at 11.00 a.m.

Members Present:

S.No.	Name	Category
1.	Dr. S. Mohan Professor & Head Department of Management Studies Dr. N.G.P. Arts and Science College, Coimbatore.	Chairman
2.	Dr.S.Parthiban Head - Department of Management Gobi Arts and Science College Gobichettipalayam.	University Representative
3.	Dr.P.Thirumoorthi Professor Department of Management Studies Periyar University Salem.	Subject Expert
4.	Dr. Vijaya Vardhan Manchala Assistant Professor (SG) PSG Institute of Management Avinashi Road, Peelamedu Coimbatore.	Subject Expert
5.	Mr.M.Ranganathan Associate Vice President LMW Limited Perianaickenpalayam	Industrial Expert
6.	Mr.K.Senthil Head - Digital Marketing Roots Multiclean RKG Industrial Estate Ganapathy Coimbatore.	Meritorious Alumni
7.	Dr.P.R. Muthusamy Director – Academics Dr.N.G.P. Educational Institutions	Special Invitee (Honorary Expert)

8.	Dr. V. Abirami	Member
9.	Dr.B.M.Rajesh	Member
10.	Dr. A. Ragukumar	Member
11.	Dr. R. Latha	Member
12.	Dr.R. Venkatesan	Member
13.	Dr.M.Sathana Priya	Member
14.	Dr. R. Rukmathan	Member
15.	Mr. R. Govindaraju	Member
16.	Dr. N. Kuppuchamy	Co-opted Member
17.	Dr. A. Hazel Verbina	Co-opted Member
18.	Dr. R. Sowrirajan	IDC Member
19.	Dr. S. Mohanraj	IDC Member
20.	Mr.R.Prasanth	IDC Member
21.	Mr.G.Sethuraman	IDC Member

The Chairman and HoD of the Department of Management Studies welcomed and introduced all the members and requested their support for the development of academic standard and enrichment of the syllabus.

Further Chairman informed the inability of the following members to attend the meeting and requested to grant leave of absence.

1. Ms. V. Santhiya, Member
2. Ms.B.S.Ganga Prenitha, Student Representative

After brief discussion the items of the agenda were taken one by one for discussion and the following resolutions were passed.

Item 20.1: *To review and approve the minutes of the 19ᵗʰ BoS meeting held on 25.06.2025*

The chairman of the Board presented the minutes of the previous meeting held on **25.06.2025** and requested the members to approve. After brief discussion the following resolution was passed

Resolution:

Resolved to approve the minutes of the previous meeting held on 25.06.2025

Item 20.2: *To consider and approve the scheme and syllabi of II semester for the students admitted during the academic year 2025-26.*

The Chairman presented the detailed Scheme and Syllabi of II semester for the students admitted during the academic year 2025-26. The members deliberated in detail about the Scheme

and Syllabus of each course, after discussion it is unanimously decided to adopt the same scheme and syllabus without any modifications.

IDC Offered

Course Code	Course	Offered to
25BMU2IA	Entrepreneurship and Project Management	B. Com (IT)

After discussion the following resolution was passed without any changes and modifications.

Resolution:

Resolved to approve the II semester syllabus and scheme for the students admitted during the academic year 2025-26.

Item 20.3: *To consider and approve the changes, if any, in the syllabi of IV semester for the Students admitted during the academic year 2024-25.*

The Chairman presented the detailed Syllabi of IV semester for the students admitted during the academic year 2024-25. The members deliberated in detail about the syllabi. After discussion it is unanimously decided to adopt the same syllabus without any changes.

IDC Offered

Course Code	Course	Offered to
24BMU4IA	Entrepreneurial Development	B. Sc (CSHM)

After discussion the following resolution was passed without any changes and modifications.

Resolution:

Resolved to approve the IV semester syllabus for the students admitted during the academic year 2024-25.

Item 20.4: *To consider and approve the syllabi of VI semester for the students admitted during the academic year 2023-24.*

The chairman presented the detailed syllabus of VI semester for the students admitted during the academic year 2023-24. The members deliberated in detail about the modification required. After discussion it is unanimously decided to adopt the following changes.

Changes Made:

Course Code	Course	Changes and Reason
236BM1A6EP	Web Design	• Unit V: Dr. Muthusamy suggested to include role of AI in Web Design. To inculcate the knowledge of AI in web design.
236BM1A6DA	Performance Management	Unit V: Dr. Thirumoorthy suggested to remove the topics Design an employee performance appraisal system for an organization / NGO / Educational institution and to include objectives, importance, steps, performance appraisal design, types and methods of performance appraisal, integrate traditional Indian values and philosophies into the evaluation process, role of AI in performance appraisal. To update the knowledge in performance appraisal, application of AI and IKS in performance Management.
236BM1A6DC	Financial Services	• Unit I: Mr.Senthil suggested to include a topic capital market in ancient times of India. • Unit V: He also suggested to include a topic role of AI in Financial Services. To update the knowledge of AI and IKS in financial services.
236BM1A6DD	Organizational Development	• Unit V: Mr. Ranganathan suggested to include a topic role implication of AI in HR. To inculcate the knowledge of AI in organizational development.
236BM1A6DE	Digital Marketing	• Unit V: Dr.Vijaya Vardhan Manchala suggested to include a topic AI in online retail sector, culture relevance in digital campaigns. To update the knowledge of AI in digital marketing.

236BM1A6DF	Financial Technology	- Unit I: Mr.Senthil suggested to include a topic role of fintech in financial services. - Unit II: He also suggested to include a topic evaluation of crypto currencies. - Unit III: Dr.Parthiban suggested to include a topic crowd funding payment and settlement system in India. - Unit V: He also suggested to include a topic role of data analytics in Indian Knowledge System. To update the knowledge in financial technology.

After discussion the following resolution was passed with the above changes and modifications.

Resolution:

Resolved to approve the VI semester syllabus for the students admitted during the academic year 2023-24.

Item 20.5: To consider and approve the Self study courses for an extra credit during the III semester for the students admitted in the academic year 2025-2026.

The Chairman presented the Self study courses to earn extra credit during the III semester for the students admitted in the academic year 2025 -2026.

After discussion the following resolution was passed without any changes and modifications.

Resolution:

Resolved to approve the Self study courses to earn extra credit during the III semester for the students admitted in the academic year 2025-2026.

Item 20.6: *To consider and approve the courses offered by NPTEL that are equivalent to the courses offered in our curriculum.*

The board discussed the courses offered by NPTEL that are equivalent to the course offered in our curriculum.

Course offered in our curriculum: Cost and Management Accounting (5 Credit) - Semester V

Equivalent NPTEL Courses:

1. Fundamental of Cost Accounting (8-week, 2 Credit)
2. Management Accounting (12-week, 3 Credit)

Course offered in our curriculum: Entrepreneurship and Project Management (5 Credit) Semester VI

Equivalent NPTEL Courses:

1. Entrepreneurship (12-week, 3 Credit)
2. Project Management (8-week, 2 Credit)

Resolution:

Resolved to approve the NPTEL courses that are equivalent to the courses in our curriculum.

Item 20.7: *To approve the panel of examiners for question paper setting and evaluation of answer scripts for the even semester during the academic year 2025-26.*

The Chairman presented the panel of examiners for question paper setting, question paper scrutiny and conduct of practical and theory examination are to be submitted to CoE for exam related work.

Resolution:

Resolved to approve the panel of examiners for question paper setting and evaluation of answer scripts for the even semester during the academic year 2025-26.

Item 20.8: *To consider and approve any other item brought forward by the Chairman and the members of the board.*

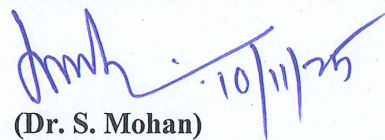It is proposed to offer a new programme B.B.A. (Logistics and Supply Chain

Management) from the academic year 2026-27.

Resolution:

    Resolved to consider and approve the new programme by the Board members.

    Finally, the Chairman thanked all the members for their cooperation and contribution in enriching the syllabus with active participation in the meeting. The meeting was closed with formal vote of thanks proposed by Dr. V.Abirami.

Date: 10/11/2025

    (Dr. S. Mohan)
BoS Chairman/HoD
Department of Management Studies
Dr. N. G. P. Arts and Science College
Coimbatore – 641 048

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Department of Management Studies
Syllabus Revision

Faculty: Management   **Board: Business Administration with Computer Applications**
Semester: VI   Course Code/Name: 236BM1A6EP: Web Design

Unit	Existing	Changes
I	**Introduction to Web Design** Introduction to Web Design: WWW- Web Pages – Tiers – Concept of a Tier – Web Pages: Static Web Pages -Dynamic Web Pages. **Practical** 1.Create a HTML Program for Formatting Tags. 2.Write a HTML Program for Ordered List and Unordered List.	
II	**HTML and Font** HTML Overview – Applications - HTML Tags –Preserve Formatting- Font: Attributes - Size - Color - Form Controls. **Practical** 3.Write a HTML Program to List out the Items using Nested Tag. 4.Design a Web Page using Image and Video Tags. 5.Design a HTML Page to Scroll Text from Left to Right.	
III	**HTML Formatting, Link, List and Tables** HTML Formatting - Link - Types of Link - Lists - Tables - Nested Tables. **Practical** 6.Create a HTML Page to Link another Web Page. 7.Create a HTML Page to Display an Advertisement. 8.Develop a HTML Page to Display Student Results for a given Roll Number.	
IV	**DHTML & CSS** Introduction to DHTML - Difference Between HTML and DHTML- Cascading Style Sheets: Color - Background Properties. **Practical** 9.Create a Static HTML Page for College Information. 10.Create a DHTML Page to Check Username and Password.	
V	**XML and XHTML** Introduction to XML: XML Tags, Attributes and Values - Document Type Definition - XML Schemas - Document Object Model. XHTML: Overview of XHTML – HTML Versus XHTML. **Practical** 11.Develop a HTML Page to Sale a Product to Users. 12.Write an XML File which will Display the Book Information which includes the following: i) Title of the Book ii) Author Name iii) ISBN Number iv) Publisher Name v) Edition vi) Price.	Role of AI in Web Design.

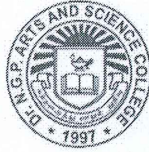**Percentage of Syllabus Revised: 6.38%**

Course Focuses on

☑ Skill Development

☑ Entrepreneurial Development

☑ Employability

☑ Innovations

☐ Intellectual Property Rights

☐ Gender Sensitization

☐ Social Awareness/ Environment

☐ Constitutional Rights/ Human Values/ Ethics

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Department of Management Studies
Syllabus Revision

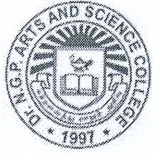**Faculty: Management**   **Board: Business Administration with Computer Applications**
Semester: VI   **Course Code/Name: 236BM1A6DA: Performance Management**

Unit	Existing	Changes
I	**Fundamental Context** Performance Management: Meaning, Goals, who is Involved and Approaches - Performance Management Vs Appraisal – Significance of Building a Performance Culture in Organization - Performance Management Cycle: Plan, Review, Develop and Reward - Principles of Performance Management.	
II	**Performance Goal Setting** Basic Concept – Performance Planning and Goal-setting in the Context of Organizational Goals - The Cascading Effect to Individuals - Defining Performance: Measures and Criteria - Setting Mutual Expectations and Performance Criteria.	
III	**Performance Review and Development** Periodic Reviews and Discussions – Critical Success Factors – Monitoring – E Performance Management Systems and EPSS - Ongoing Mentoring and Support – Setting a Platform for Succeeding – Challenges.	
IV	**Annual Review and Development** Annual Appraisal Methods - Debate on Annual Reviews – Avoiding Biases - Measuring Team Performance - Performance Discussion and Feedback – Personal Development Plan – Potential Appraisal for Growth – Future Directions in Performance Management.	
V	**Employee Performance Appraisal System** ~~Design an Employee Performance Appraisal System for an Organization/ NGO/ Educational Institution~~	Definition – Role of AI in Performance Appraisal - Objectives of Performance Appraisal- Importance of Performance Appraisal- Steps in Performance Appraisal -Performance Appraisal Design - Types and Methods of Performance Appraisal -Integrate Traditional Indian Values and Philosophies into the Evaluation Process.

Percentage of Syllabus Revised: 30.3%

Course Focuses on

☑ Skill Development

☑ Entrepreneurial Development

☑ Employability

☑ Innovations

☐ Intellectual Property Rights

☐ Gender Sensitization

☐ Social Awareness/ Environment

☐ Constitutional Rights/ Human Values/ Ethics

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Department of Management Studies
Syllabus Revision

Faculty: Management   **Board: Business Administration with Computer Applications**
Semester: VI   Course Code/Name: 236BM1A6DC: Financial Services

Unit	Existing	Changes
I	**Merchant Banking** Merchant Banking - Meaning and Definition – Characteristics – Scope – Functions – Classification of Merchant Banks – SEBI Guidelines for Merchant Bankers - Capital Market – Money Market – Foreign Exchange Market – Recent Developments in the Capital Markets.	Capital Market in Ancient Times of India
II	**Hire Purchase and Leasing** Hire Purchase Meaning and Definition – Characteristics – Functions – Types of Hire Purchase – Leasing – Meaning and Definition – Distinction Between Hire Purchasing and Leasing – Types of Leasing – Benefits of Leasing – Rights and Obligations of Lessor and Lessee.	
III	**Mutual Funds** Mutual Funds: Meaning - Definition – Features of Mutual Fund– Benefits - Structure – Types of Mutual Fund – Process in Mutual Fund – Constitution of Mutual Fund – Evaluation of Mutual Funds – SEBI Guidelines for Mutual Funds.	
IV	**Venture Capital and Factoring** Venture Capital – Meaning and Definition – Characteristics – Stages of Venture Capital Financing – SEBI Guidelines for Venture Capital – Factoring – Features of Factoring – Bill Discounting and Factoring – Types of Factoring – Factoring Versus Forfaiting.	
V	**Mergers and Acquisitions** Mergers and Acquisitions – Meaning and Concept – Types of Mergers – Process of Mergers and Acquisitions – Evaluation of Mergers and Acquisitions – SEBI Regulations for Mergers and Acquisitions – Business Failures and Reorganizations.	Role of AI in Financial Services

Percentage of Syllabus Revised: 8.22%

Course Focuses on

✓	Skill Development	✓	Entrepreneurial Development
✓	Employability	✓	Innovations
☐	Intellectual Property Rights	☐	Gender Sensitization
☐	Social Awareness/ Environment	☐	Constitutional Rights/ Human Values/ Ethics

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Department of Management Studies
Syllabus Revision

Faculty: Management   **Board: Business Administration with Computer Applications**
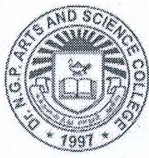**Semester: VI   Course Code/Name: 236BM1A6DD: Organizational Development**

Unit	Existing	Changes
I	**Introduction to Organizational Development** Introduction to Organizational Development- Concepts - Nature and Scope of O.D - Historical Perspective of O.D - Underlying Assumptions and Values - Theory and Practice on Change and Changing - The Nature of Planned Change - The Nature of Client Systems: Group Dynamics- Intergroup - Dynamics and Organizations as Systems.	
II	**Operational Components of Organizational Development** Operational Components of O.D - Diagnostic, Action and Process - Maintenance Components - Structural Design - Group's Process Structure - Downsizing and Reengineering - Employee Involvement Practices - Parallel Structures - High Involvement Organizations.	
III	**OD Interventions** Human Process Interventions - Individual - Group and Inter Group - Human Relations - Structure and Technological Interventions - Strategy Interventions – Sensitivity Training – Survey Feedback - Process - Consultation – Inter group Development.	
IV	**Implementation and Assessment** Implementation and Assessment of O.D - Implementation Conditions for Failure and Success in O.D - Efforts - Assessment of O.D - Change in Organizational Performance - Impact of O.D	
V	**Organizational Evolution and Sustenance** Organizational Life Cycle – Models of Transformation – Models of Organizational Decision Making – Organizational Learning – Innovation - Intrapreneurship and Creativity.	Implications of AI in HR

Percentage of Syllabus Revised: 3.06%

Course Focuses on

✓	Skill Development	✓	Entrepreneurial Development
✓	Employability	✓	Innovations
	Intellectual Property Rights		Gender Sensitization
✓	Social Awareness/ Environment	✓	Constitutional Rights/ Human Values/ Ethics

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Department of Management Studies
Syllabus Revision

Faculty: Management   **Board: Business Administration with Computer Applications**
Semester: VI   Course Code/Name: 236BM1A6DE: Digital Marketing

Unit	Existing	Changes
I	**Introduction to E-Commerce and Digital Marketing** E-Commerce Business - Meaning - Types - Digital Marketing – Application of E-Commerce in Different Sectors – Digital Marketing Trends and Challenges in E-Commerce Business.	
II	**Business Model and Security Protocols** Business Model – E-Commerce and Digital Business – Intelligent Agents – Mobile Commerce Online Payment – E-Security – Security Protocols –Internet Governance – Firewall. Case Study on Digital Business	
III	**Importance of SEO and Digital Marketing Channels** Digital Marketing - Vision, Mission and Goals of Digital Marketing –Importance of Digital Marketing – Website Design and Hosting – Search Engine Optimization (SEO) – Blogs - Digital Marketing Channels - Social Media Marketing – E-mail Marketing – You Tube Marketing – Pay Per Click and Search Engine Marketing. Case Study on Social Media Marketing	
IV	**Types of Digital Promotions** Digital Marketing and Advertising – Types of Digital Promotions – Print Advertising - Display Screens - Content Marketing and Customization Strategies – Digital Marketing and Understanding Buyer Behavior	
V	**Strategies and Services** Digital Marketing Strategies and Services - Online Financial Services – Online Travel Services – Online Career Services – Online Publishing – Online Entertainment - Consumer Protection Privacy and Information Rights – Warranties and New Products. Case Study on Digital Marketing Strategies	AI in Online Retail Sector Culture Relevance in Digital Campaigns.

Percentage of Syllabus Revised: 6.4%

Course Focuses on

✓	Skill Development	✓	Entrepreneurial Development
✓	Employability	✓	Innovations
☐	Intellectual Property Rights	☐	Gender Sensitization
☐	Social Awareness/ Environment	☐	Constitutional Rights/ Human Values/ Ethics

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Department of Management Studies
Syllabus Revision

Faculty: Management **Board: Business Administration with Computer Applications**

Semester: VI **Course Code/Name: 236BM1A6DF: Financial Technology**

Unit	Existing	Changes
I	**Financial Technology** Fintech: Meaning – Types – Services – Growth of Fintech Industry in India - Digital lending – Regulations for Fintech and Digital lending – FinTech Evolution: Infrastructure.	Role of Fintech in Financial Services.
II	**Digital Transaction and Crypto Currencies** Introduction - Individual Payments –Digital Financial Services – Mobile Money – Regulation of Mobile Money – SFMS - RTGS - NEFT –NDS Systems – Crypto Currencies - Blockchain – Legal and Regulatory Implications of Crypto Currencies. Case Study on Digital Financial Services	Evaluation of Crypto Currencies.
III	**Digital Finance** Digital Finance and Alternative Finance - Introduction - Brief History of Financial Innovation– Digitization of Financial Services - FinTech and Funds - Peer to Peer lending (P2P). Case Study on Financial Innovation	Crowd Funding Payment and Settlement System in India
IV	**RegTech Regulation** RegTech Startups: Challenges – RegTech Ecosystem: Regulators Industry – Use Cases of AI in Smart Regulation and Fraud Detection – Regulatory Sandboxes – Smart Regulation – Redesigning Better Financial Infrastructure.	
V	**Data Regulation and Data Analytics in Finance** Data & Tech - Introduction - History of Data Regulation– Data in Financial Services –Application of Data Analytics in Finance - Methods of Data Protection: GDPR Compliance and Personal Privacy - Role of Data Analytics in Indian Knowledge Systems. Case Study on Application of Data Analytics in Finance.	Role of Data Analytics in Indian Knowledge System

Percentage of Syllabus Revised: 15.75%

Course Focuses on

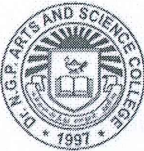|			
✓	Skill Development	✓	Entrepreneurial Development
✓	Employability	✓	Innovations
	Intellectual Property Rights		Gender Sensitization
	Social Awareness/ Environment		Constitutional Rights/ Human Values/ Ethics

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BoS

20th

ATTENDANCE OF THE 20th BOARD OF STUDIES MEETING

Faculty: Management

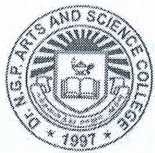**Name of Board: Business Administration with Computer Applications**

VENUE: Google Meet

DATE: 10/11/2025

TIME: 11:00 AM

The following members were present for the Board of Studies meeting

S.NO.	NAME	POSITION	Attendance Status
1.	Dr.S. Mohan Professor & Head Department of Management Studies	Chairman	Present
2.	Dr.S.Parthiban Head -Department of Management Gobi Arts and Science College Gobichettipalayam – 638453.	Member (Nominated by Vice Chancellor)	Present
3.	Dr.P.Thirumoorthi Professor Department of Management Studies Periyar University Salem - 636011	Member (Subject Expert) (Nominated by Academic Council)	Present
4.	Dr.Vijaya Vardhan Manchala Assistant Professor PSG Institute of Management Peelamedu Coimbatore.	Member (Subject Expert) (Nominated by Academic Council)	Present
5.	Mr.M.Ranganathan Associate Vice President LMW Limited Perianaickenpalayam - 641020	Member (Industrial Expert)	Present

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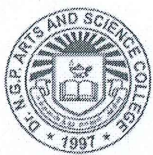Dr. N.G.P.-Kalapatti Road, Coimbatore-641 048, Tamil Nadu, India.
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6.	Mr.K.Senthil Head – Digital Marketing Roots Multiclean RKG Industrial Estate Ganapathy Coimbatore - 641006	Alumni	Present
7.	Dr.P.R. Muthusamy Director – Academics Dr.N.G.P. Educational Institutions	Special Invitee (Honorary Expert)	Present
8.	Dr.N. Kuppuchamy Professor & Head, Department of Tamil	Co-opted Member	Present
9.	Dr.A. Hazel Verbina Professor & Head i/c Department of English	Co-opted Member	Present
10.	Dr.R. Sowrirajan Assistant Professor & Head Department of Mathematics	IDC Member	Present
11.	Mr.G.Sethuraman Assistant Professor & Head Department of Commerce with IT	IDC Member	Present
12.	Dr. S. Mohanraj Associate Professor & Head Department of International Business	IDC Member	Present
14.	Mr.R.Prasanth Assistant Professor & Head Department of Catering Science and Hotel Management	IDC Member	Present
15.	Ms.B.S.Ganga Prenitha III B.B.A.(CA)	Student Representative	Absent
16.	Dr.V. Abirami Professor	Member	Present
17.	Dr.S.N. Selvaraj Professor	Member	Present
18.	Dr.B.M.Rajesh Associate Professor	Member	Present
19.	Dr.A. Ragukumar Associate Professor	Member	Present

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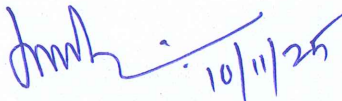Dr. N.G.P.-Kalapatti Road, Coimbatore-641 048, Tamil Nadu, India.

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20th

20.	Dr.R.Latha Associate Professor	Member	Present
21.	Dr.R. Venkatesan Assistant Professor	Member	Present
22.	Dr.M.Sathana Priya Assistant Professor	Member	Present
23.	Dr. R. Rukmathan Assistant Professor	Member	Present
24.	Mr. R. Govindaraju Assistant Professor	Member	Present
25.	Ms. V. Santhiya Assistant Professor	Member	Absent

Date: 10/11/2025

(Dr.S.MOHAN)

BoS Chairman/HoD
Department of Management Studies
Dr N. G. P. Arts and Science College
Coimbatore – 641 048

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