

**JAMAL INSTITUTE OF MANAGEMENT
JAMAL MOHAMED COLLEGE (AUTONOMOUS)
TIRUCHIRAPPALLI – 620 020**

BOARD OF STUDIES MEETING

MINUTES

The Board of Studies Meeting(Online) was held on **3rd October 2020** (Saturday) at 10.00 am in the M.B.A. Conference Hall. The following members were present in the meeting.

Agenda:

- ❖ Finalizing Revised M.B.A Syllabus (From the academic year 2020-21)

[Signature]

Director

Tiruchirappalli-20
Date: 03.10.2020

S.NO	MEMBER PRESENT	SIGNATURE
1	Chairman Dr. S.A. Lourthuraj, Director	<i>[Signature]</i>
Subject Experts - Academic Council Nominee		
2	Dr. K. Ravichandran, Professor Department of Co-operation, School of Management Studies, Gandhigram Rural Institute-Deemed University, Gandhigram – 624 302 E-Mail ID: drkravichandrangru@gmail.com Mobile: 94435 67827	<i>Present Online</i>
3	Dr. A. Pappurajan, Associate Professor, St. Joseph's Institute of Management, St. Joseph's College, Trichy – 620 002 E-Mail ID: ap_rajana2001@jim.ac.in Mobile: 94431 85419	<i>Present Online</i>
Subject Expert - University Nominee		
4	Dr. G. Ilankumaran Associate Professor Alagappa Institute of Management, Alagappa University, Karaikudi – 630003 Mobile: +919600371511 Email id: ilankumarang@alagappauniversity.ac.in,	<i>Present online</i>

MANAGING COMMITTEE

कार्यकारी मंडळाचे

CODE : CSA 009 MEETING NO. / सभा नं

DATE / तारीख

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	ilankumaran.g@gmail.com	
Industry Representative		
5 /	Dr. S. Michael Raj, Deputy General Manager(HR) BHEL, Trichy E-Mail ID: mike@bhel.in Mobile: 94425 02988	Present Online
Alumni Representative		
6 /	Mr. A. Nasheer Ahamed, Chief Executive Officer, Sixth Star Technologies (P) Ltd. No: 123, 3 rd floor, Balamurugan Garden, Thoraipakkam, Chennai - 600 097 E-Mail ID: nasheer@sixthstartech.com Mobile: 99621 07399	Present Online

Other Members

7	Dr. U. Syed Aktharsha, Associate Professor	M. G. Aktharsha
8	Dr. A. Selvarani, Associate Professor	A. Selvarani
9	Dr. PL.Senthil, Assistant Professor	PLSenthil/3/10/20
10	Dr. G.S. David Sam Jayakumar, Assistant Professor	G.S. David Sam Jayakumar
11	Dr. M.A. Shakila Banu, Assistant Professor	Shakila Banu M.A. 3/10/20
12	Dr. G.Sivanesan, Assistant Professor	G. Sivanesan
13	Dr. S. Dawood Ali, Assistant Professor	S. Dawood Ali
14	Dr.A.S. Thoufiq Nishath, Assistant Professor	A.S. Thoufiq Nishath
15	Mr. A. Kumaraguru, Placement Officer	A. Kumaraguru
16	Mr. M. Sabeerdeen, Assistant Professor	M. Sabeerdeen
17	Dr. S. Thilagavathy, Assistant Professor	S. Thilagavathy
18	Dr. G. Saifudeen, Assistant Professor	G. Saifudeen
19	Dr. A. Jainullabdeen, Assistant Professor	A. Jainullabdeen/3/10/20
20	Dr. B. Wahidha Begum, Assistant Professor	B. Wahidha Begum/3/10/20

MINUTE BOOK

मिनिट बुक

MEETING NO. / सभा नं _____

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Anupam

RESOLUTION NO. उराव नं	PRESENT MEMBERS AND RESOLUTIONS हजर सभासद व उराव	REMARKS शेरा
	The following are the resolutions Passed in the External Board of Studies meeting held on 3rd October 2020 at 10:00am. It is resolved: 1. To add the contents such as ERP tools, SCM tools, CRM tools in the course 'Enterprise-wide Information System' in Semester IV 2. To Include the Kirkick Portick model of evaluation and Philip's model for learning evaluation in unit V of the course 'Training and development' 3. To change the term 'Training design' as 'Training module' and to change the title of the course 'Training and development' as 'Learning and development' 4. The term 'Self Service Technologies' should be included in unit IV and Re-assurance Concepts are added in the course 'Banking and Insurance' 5. To Include the latest text books in Marketing Research namely 'Marketing Research' Narasimh Malhotra, Seventh edition, Pearson Education, 2020. 6. To Include the concept of CIF (Cash in flow) in Unit IV of the course 'International Finance' 7. To Include Artificial Intelligence, Ethical hacking and web analytics in the Elective Course 'Cyber Security' 8. To Add the Concept of Sentimental Analysis in the course 'Data Mining' 9. To Include the Concepts such as Dashboard, Prescription analysis in the course 'HR Analytics' 10. To reduce the content in the Unit IV and Unit V of the course 'Small Business Management'	

MANAGING COMMITTEE

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RESOLUTION NO. ठराव नं	PRESENT MEMBERS AND RESOLUTIONS हजर सभासद व ठराव	REMARKS शेरा
11.	To Interchange the topic 'Indication of Pricing to the front' in the course 'Services Marketing' especially in Unit III ✓	
12.	Complete change should be done in Unit IV and Unit V in the course 'Diversity Management'	
13.	Remove the topic 'Strategic planning' in Unit II or make it as self study portion in the course 'Strategic Logistics Management'	
14.	The course titled 'Customer Relationship Management' will be change as 'Customer Experience management' in the next (or) upcoming syllabus Preparation. ✓	
15.	To remove the substitutes in the course 'Inventory Management'	
16.	To reduce the contents of Unit II, III and replace the concept emerging technology in business in Unit I in the course 'Information Technology and E-Commerce' ✓	
17.	To Add the concept of SSN Certificate, Firewall in Unit II of the course 'Information Technology and E-Commerce'	
18.	To Add Concepts like Crowd Sourcing, Applications of Venture Capital in Unit V of the course 'Entrepreneurial Finance' ✓	
19.	To Include WIPO (World Intellectual Property Organisation) in Unit IV in the course 'International Business Management'	
20.	To Include 'Design Thinking' in Unit V and remove some existing contents on the course 'Creative Problem Solving'	
21.	To Incorporate the salient features of Industrial disputes act and factory act in Unit IV ✓	

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RESOLUTION NO. ठराव नं	PRESENT MEMBERS AND RESOLUTIONS हजर सभासद व ठराव	REMARKS शेरा
	of the course 'Industrial Relation and Labour Legislation'	
22.	To add the Industrial Relation Code, The code on wages 2019 and the Code on Social Security in Unit V of the Course 'Industrial Relation and Labour Legislation'	✓
23.	To remove the reasons for Minimum Women Entrepreneurs in the Course Entrepreneurship Development and Include some more schemes.	
24.	To Include the references of Tamil Nadu Startups Innovation policies 2023 and AatM Ranking in the Course Innovation and Startups.	✓
25.	The Course 'Sustainable Enterprise' should be completely reformed.	
26.	To Include 'Digital Marketing' in Sem-III as an Elective Course	
	S. L. S. H. G. M. P. K. P. A. S. F. Wahid G. S. K. A. S. D. S. S. S. S. S. S. S. S. S. S. S. S. S. S. S.	