



# FRANCIS XAVIER<sup>®</sup> ENGINEERING COLLEGE AN AUTONOMOUS INSTITUTION

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## Department of Management Studies

### Minutes of Third Board of Studies Meeting

29.07.2020

The Third Board of Studies Meeting for Department of Management Studies was convened under the chairmanship of Mrs. D. Annie Rose Nirmala, Associate Professor & Head, Department of Management Studies, Francis Xavier Engineering College on 29.07.2020 at 10.00 a.m to 12.00pm through Google Meet.

#### Members Present

##### External Members:

S. No.	Name	Signature
1.	Dr.S. Silas Sargunam, Head of the Department, Department of Management Studies, Anna University Tirunelveli Regional Campus, Tirunelveli – 627007.	Attended Through Online
2.	Dr. Selvam Jesiah, Professor & VP, Faculty of Management, Sri Ramachandra Institute of Higher Education and Research, Porur, Chennai – 600116.	Attended Through Online
3.	Rev. Dr. A. Michael John SJ, Director, Xavier Institute of Business Administration (XIBA), Tirunelveli 627011.	Attended Through Online
4.	Mr.Sundaresan, Vice President - NELSI Director, Blue Dot Energy Pvt Ltd, Secretary, Indian Sleep Products Federation, Tirunelveli.	Attended Through Online
5.	Mr.Parthasarathy, Managing Director, Nellai Systems, Tirunelveli.	Attended Through Online.



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## Department of Management Studies

### Internal Members Present:

S. No.	Name of the Internal Members	Signature
1.	Mrs. D. Annie Rose Nirmala	
2.	Dr. Lourdes Poobala Rayen	
3.	Mr. R. Kumara Kannan	
4.	Dr. S. Siva Kumar	
5.	Dr. S. B. Jeshurun	
6.	Mr. P. Karuppana Prakash	
7.	Mrs. Shivanjali Kamble	
8.	Mr. Sajin Miranda	

### Minutes of the Meeting

The Third Board of Studies Meeting started with Bible reading and Prayer by Dr. S. B. Jeshurun. The chairman of the board Prof. D. Annie Rose Nirmala, Associate Professor / MBA welcomed the experts. Prof. R. Kumarakannan, Associate Professor / MBA welcomed the gathering. After a brief introduction of all the members, she informed the board that the draft curriculum for Department of Management Studies was prepared based on the Anna University Syllabus and AICTE Model curriculum. The chairman outlined the agenda for discussion in the meeting.

### Agenda 1: Minutes of the Second Academic Council Meeting

The Second Academic Council Meeting Minutes was discussed.

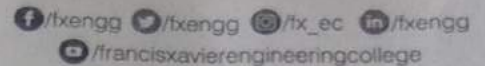
### Agenda 2: Curriculum and Syllabi

The following are the suggestions given by the Board of Studies Members to incorporate in the curriculum and syllabi



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## Department of Management Studies

- 19BA4601- International Business Management: UNIT II International Trade and Investment, Multilateral trade negotiation and agreements – (VIII Round discussions and agreements only. There is no IX round of negotiation. IX- round discussions and agreements has to be excluded. In Unit 4, Global HR perspectives should be included. As there is a course named Business Ethics & Corporate Social Responsibility is available, there is no need for the Unit 5, which is a repetition. Instead of ethics, the latest trends in International Business can be included. International Business in times of crisis can be added.
- 19BA4702 – Financial Market: Unit II is a complete repetition from the course 19BA3701 – Security Analysis & Portfolio Management. It has to be changed.
- 19BA4703 - Merchant Banking and Financial Services: the components in the Unit 4 is very less, which has to be upgraded. Equal weightage has to be given for the 5 units.
- 19BA4704 – Advertising Management: In the first unit, Advertising Ethics and Regulation ASCI has to be included.
- 19BA4705 – International Marketing Management: The content of the course has to be rearranged. Equal weightage has to be given for the 5 units. Sales
- 19BA4706 – Sales and Marketing Channel Management: Topic like Sales Area Management has to included and upgraded.
- 19BA4707 – Performance Management: Latest text & reference books has to be included.
- 19BA4708 – Behaviour Modification & Management: Goal Setting has to the unit 1. The sequence of the units has to be changed. Most of the contents are overlapped in Organisation Behaviour. So the contents have to be changed. If possible the name of the course can be upgraded, like “Practicing Mindfulness”.
- 19BA4709 - Competency Mapping & Developing: Course name may be changed to Competency Mapping and Development.
- Operations Elective: Add Circular journey of a product in any of the course.
- 19BA4713 – Business Plan: Topics like Report preparation, NSIP, Innovation, IPR, Format of Business plan which can be submitted to the Government can be included.
- 19BA4715 – Entrepreneurial Marketing: Topics like Digital marketing, Trade Mark, Patent, Importance of Brand & Brand Penetration can be included.



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## Department of Management Studies

### Agenda 3: Reference Books

- For all the courses, give the updated Books which are published recently.
- Follow a uniform method for listing the books.

### Agenda 4: Other Observations

- PO CO mapping has to be done properly.
- Mention the case study for every unit for each course.
- All the units should be given equal weightage.
- The content arrangement has to be done meticulously.
- Give more importance for Self-directed learning by using more tutorial hours.
- Login to Harvard Business Review to get more case study.
- Weekly once conduct presentation sessions
- Monthly once b-plan or events related to start up.