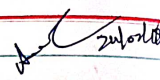
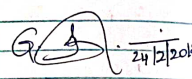
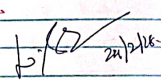
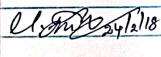
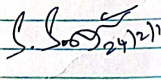
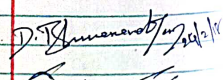
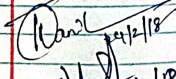
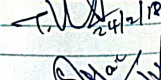
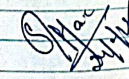


S.No	MEMBERS	SIGNATURE
1.	Thiru. A. Prabhu Chandru (Chairman)	 24/2/18
2.	Dr. G. BARANI (University Nominee) Associate Professor, Bharathiar School of Management and Entrepreneur Development, Bharathiar University, Coimbatore - 641048	 24/2/2018
3.	Dr. L. SHANTHI (Academic Auditor / Subject Assistant Professor (Expert) Department of Business Administration, Government Arts College, Udumalpet.	 24/2/18
4.	Mr. M. SURESH, MB.A, Mphil Business Partner in Retail Industry, Kanithan Stores, Manalur, Pollachi	 24/2/18
5.	Mr. S. SARAVANAN, MBA Managing Director Elite Carbon Creations Private Ltd, Pollachi - 643002	 24/2/18
7.	Thiru. D. Bhuvanendran	 24/2/18
8.	Thiru. T. Manikandan	 24/2/18
9.	Mrs. T. Vinodhini	 24/2/18
10.	Mrs. C. Sourdarya	 24/2/18

The board of studies in business administration met on Saturday 24 February 2018 at 10.00am. under the chairmanship of Mr. A. Prabhu Chandru at BBA staff rooms. In the presence of university nominee Dr. G. Barani, Associate professor, Bharathiar School of Management and Entrepreneur Development Bharathiar University, Coimbatore. The meeting was organized with following members

- Prof. A. Prabhu Chandru, - HOD, BBA
- Dr. G. Barani - Associate professor, Bharathiar School of Management and Entrepreneur Development, Bharathiar University
- Dr. L. Shanthi - Assistant Professor, Department of BBA, Government Arts College, Udumalpet.
- Mr. M. Suresh - Business Partner in Retail Industry Kanithan Stores, Manalur
- Mr. S. Saravanan - Managing Director, Elite Carbon Creations private Ltd, Pollachi.
- Prof. D. Bhuvanendran - Assistant Professor, BBA
- Prof. T. Manikandan - Assistant Professor, BBA
- Prof. T. Vinodhini - Assistant Professor, BBA
- Prof. C. Sourdarya - Assistant Professor, BBA

The board hereby resolved to approve the proposal scheme for implementation from the academic year 2018-19 onwards

1. Learning theories - Transaction analysis - Brainstorming to be added in the organization Behaviour Course. Bench marking - TQM topics to be removed.

2. Branding — Brand positioning — Digital marketing — Targeting to be added in Marketing management Course.
3. Bench marking — TQM to be added in Production & materials management Course
4. Mobile banking — Net banking — RTGS — NEFT to be added as recent trends in Banking theory law & practice Course
5. Unit-3 (III) in the Advertising & Sales promotion to be revised and modified. Online advertising to be added. Printing process to be removed.
6. Social Media to be included in the Business Communication Course