



## DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

(Autonomous)

College with Potential for Excellence, Linguistic Minority

Institution Affiliated to University of Madras

Arumbakkam, Chennai – 600 106

Department of Business Administration (BBA)



The Board of Studies meeting of the department of Business Administration (BBA) was held on 11<sup>th</sup> May, 2022 at 11 AM at Department of Business Administration, Goverdhan Block. The following members were present:

Prof.Jaideep Jairaj	Chairman and HoD (BBA)
Dr.K.Sathyannarayanan	Vice Chancellor Nominee
Prof. Yognanandan (Online Mode)	Subject Expert
Dr.M.Thayalnayaki	Subject Expert
Dr.M.K.Badri Narayanan	Nominated member
Mr. U. Peter Sahayaraj	Industrial Expert
Mr.K.N.Karthikeyan	Alumni (BBA)
Dr.M.K.Badri Narayanan	Nominated member
Prof.L.Arumugam	Assistant Professor
Prof.K.Lakshmi	Assistant Professor
Dr.K.Rao Prashanth Jyoty	Assistant Professor
Dr.P.S.Ravithej	Assistant Professor
Dr.N.Sarulatha	Assistant Professor
Prof.D.Suba	Assistant Professor
Prof.K.S.Felix Aaron	Assistant Professor
Prof.M.Renuka	Assistant Professor
Prof.M.Renu Kumari	Assistant Professor
Prof.S.Gunalan	Assistant Professor
Prof.S..Bala Murali	Assistant Professor
Prof.M.Mahalakshmi Priyadarshini	Assistant Professor
Dr.S.P.Deepeka	Assistant Professor
Ms. S.Rajeswari	Assistant Professor
Mr.S. Shankar	Assistant Professor

- Revisions in the following course approved by the panelists as recommended by the chairman are made and details are provided in the annexure I

<b>SEMESTER</b>	<b>COURSE</b>
I	Principles of Management Accounting for Managers I
III	Marketing Management
IV	Media Management
V	Entrepreneurial Development Family Business Management II Business Taxation

**Suggestions for future course of action**

- Online References to be precisely given.
- Organizational Psychology Nomenclature to be changed to Organizational behaviour.

**ATTENDANCE SHEET**  
**BBA BOS MEETING 11.05.22**

		SIGNATURE
Prof. Jaideep Jaisaj	Chairman and HoD (BBA)	
Dr. K. Sarthyanarayana	Vice Chancellor Nominee	
Prof. Yognanandan (On Fine Mode)	Subject Expert	 VIRTUAL MODE
Dr. M. Thaya Iniyaki	Subject Expert	
Dr. M. K. Badri Narayanan	Nominated member	
Mr. U. Peter Sahayaraj	Industrial Expert	
Mr. K. N. Karthikeyan	Alumni (BBA)	
Dr. M. K. Badri Narayanan	Nominated member	
Prof. L. Arumugam	Assistant Professor	
Prof. K. Lakshmi	Assistant Professor	
Dr. K. Rao Prashanthi Jyoti	Assistant Professor	
Dr. P. S. Ravichej	Assistant Professor	
Dr. N. Saralatha	Assistant Professor	
Prof. D. Suba	Assistant Professor	
Prof. K. S. Felix Aaron	Assistant Professor	
Prof. M. Renuka	Assistant Professor	
Prof. M. Renu Kumari	Assistant Professor	
Prof. S. Gunalan	Assistant Professor	
Prof. S. Bala Murali	Assistant Professor	
Prof. M. Mahalakshmi Priyadarshini	Assistant Professor	
Dr. S. P. Deepika	Assistant Professor	
Ms. S. Rajeswari	Assistant Professor	
Mr. S. Shankar	Assistant Professor	



### List of Annexures

- **Annexure I** : Course specific revisions

**BBA BOARD OF STUDIES - 11.05.2023**  
**Annexure I - Course Revisions proposed and approved in BGS 2022-2023**

Semester	Course	Added	Modified	Deleted
I	Principles of Management	Unit III - Enterprise Mobility	-	-
I	Accounting for Managers - I	Unit II - Introduction to Departmental Accounting - Meaning, Methods, Preparation of General Profit & Loss Account, Trading and Profit & Loss Account of different Departments	Unit II - Preparation of Trial Accounts - with adjustments, Introduction to Departmental Accounting - Meaning, Methods, Preparation of General Profit & Loss Account, Trading and Profit & Loss Account of different Departments	Unit II - U/A Sale Trade Concern, Closing Stock, Outstanding and Prepaid Items - Depreciation, Provision for Bad Debts, Provision for Doubtful Accounts
III	Marketing Management	Unit IV - Types of Media & its Characteristics- Print- Electronic - Outdoor - Internet	Media Segmentation - Read and React of Segmentation - Targeting - Positioning (to be moved from unit IV to Unit III)	-
IV	Media Management	-	Unit V - Advertising moved as unit I, followed by other units.	-
V	Family Business Management II	-	Unit V - SWOT analysis for Family Business	Unit V - SWOT analysis on your own Family Business - (proper format)
V	Directors Election	-	Unit II - DDS - Meaning, Rates - Filing and Return	-

V	Historical Development	<p><b>Unit I - Women Entrepreneurs - Opportunities and Challenges</b></p> <p><b>Unit II - Entrepreneurship Ecosystem - Start-Up India, Skill India, Make in India, Mission of MSME - Udaipur Cooperative - Role of FinTech - Sources of Finance - New Age Funding - Expectations of Investors - Fund Desk</b></p> <p><b>Unit III - Business Planning - Idea to Opportunity - Business Plan - Legal Forms</b></p> <p><b>Unit IV - Entrepreneurial Finance: Sources of Funding - Governmental Backs, Subsidy Schemes, New Age Investors - Crowdfunding / Angel Investors / Venture Capital - Art of Pitching - Expectations of Investors - Fund Desk</b></p> <p><b>Unit V - Introduction to Intellectual Property Rights: Patent, Copyrights &amp; Trademark - IP as an Entrepreneurship Strategy - Benefits and Challenges.</b></p>	<p style="text-align: center;">—</p>	<p style="text-align: center;">Syllabus Revisited</p>
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 11/05/22



**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE  
(AUTONOMOUS)**

Re-accredited with "A++" Grade by NAAC (3rd Cycle)

*(Linguistic Minority Institution)*

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**5<sup>th</sup> Meeting of the Academic Council**

***Agenda***

***Venue: Administrative  
Block -III floor***

***Time: 10.00 am***

***30<sup>th</sup> June 2023***



**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE**

**MINUTES OF THE 14<sup>th</sup> MEETING OF THE ACADEMIC COUNCIL**

Date: 10<sup>th</sup> October 2022  
onwards

Time: 10.00 a.m

The 14<sup>th</sup> Meeting of the Academic Council was held on 10.10.2022 at 10.00 a.m.

The following members were present:

- |   |                            |
|---|----------------------------|
| 1. Dr. S. Santhosh Baboo                | Chairperson / Principal    |
| 2. Dr. T. S. Prema                      | Member Secretary           |
| 3. Mr. R. Venkataramanan                | Controller of Examinations |
| 4. Dr. S. Kuppusamy                     | University Nominee         |
| 5. Dr. V. Bharathi Harishankar (Online) | External Subject Expert    |
| 6. Mr. Kottaram V.Ramesh                | External Subject Expert    |
| 7. Dr. J. Jeyakanthan                   | External Subject Expert    |
| 8. Dr. M. G. Sethuraman (Online)        | External Subject Expert    |
| 9. Dr. R. Uma                           | Nominated Member, DDGDVC   |
| 10. Dr. J. Satish                       | Nominated Member, DDGDVC   |
| 11. Dr. B. Kirthiga                     | Nominated Member, DDGDVC   |

and Chairpersons of the respective boards.

**14.1 College Prayer:**

The meeting commenced with the College prayer.

**14.2 Roll Call and Apologies for absence**

Leave of absence recorded from:

1. Dr. T. Santhanam, Associate Professor & Head – Department of MCA
2. Dr. E. Vasandha Kumar, Assistant Physical Director

**14.6 Board of Studies: Minutes to be presented by the Chairperson / Head-in-charge of the respective Boards of Undergraduate and Postgraduate Programmes:**

**DEPARTMENT OF FOUNDATION ENGLISH**

- Dr. G. Chandralekha Rao, Associate Professor & Head (Department of English) presented the BOS Minutes of Foundation English.
- Mr. Kottaram V Ramesh suggested that report writing to be included in the syllabus. Students should be encouraged to write reports for other department events also. The resolution has been passed and approved by the committee.

**PG & RESEARCH DEPARTMENT OF ECONOMICS**

- Dr.T.S.Prema, Associate Professor & Head presented the BOS Minutes of B.A. Economics and M.A.Economics.
- The resolution has been passed and approved by the committee.

**DEPARTMENT OF BBA**

- Dr.N.Sarulatha, Assistant Professor & Head i/c presented the BOS Minutes of BBA Department.
- The resolution has been passed and approved by the committee.

**DEPARTMENT OF CRIMINOLOGY AND POLICE ADMINISTRATION**

- Dr.Amrutha Karayil, Assistant Professor & Head presented the BOS Minutes of B.A.Criminology and Police Administration.
- Mr.Kottaram V.Ramesh enquired about how students are provided with hands on experience. Have the students visited any police and other laboratories for their practical experience? He also suggested to bring some external experts from the DOG squad.
- HOD replied that crime scene investigation kit and other equipment are available in the department and they are in tie up with state crime records bureau.

**14th Meeting of the Academic Council - 10.10.2022 - ATR**

S.No.	Minutes	Action to be taken
	<p><b><u>PG &amp; RESEARCH DEPARTMENT OF ECONOMICS</u></b></p> <ul style="list-style-type: none"> <li>• Dr.T.S.Prema, Associate Professor &amp; Head presented the BOS Minutes of B.A. Economics and M.A.Economics.</li> <li>• The resolution has been passed and approved by the committee.</li> </ul>	Implemented
	<p><b><u>DEPARTMENT OF BBA</u></b></p> <ul style="list-style-type: none"> <li>• Dr.N.Sarulatha, Assistant Professor &amp; Head i/c presented the BOS Minutes of BBA Department.</li> <li>• The resolution has been passed and approved by the committee.</li> </ul>	Implemented
	<p><b><u>DEPARTMENT OF CRIMINOLOGY AND POLICE ADMINISTRATION</u></b></p> <ul style="list-style-type: none"> <li>• Dr.Amrutha Karayil, Assistant Professor &amp; Head presented the BOS Minutes of B.A.Criminology and Police Administration.</li> <li>• Mr.Kottaram V.Ramesh enquired about how students are provided with hands on experience. Have the students visited any police and other laboratories for their practical experience? He also suggested to bring some external experts from the DOG squad.</li> <li>• HOD replied that crime scene investigation kit and other equipment are available in the department and they are in tie up with state crime records bureau.</li> <li>• Dr.J.Jeyakanthan suggested to include members from the Police department in the BOS council.</li> <li>• HOD accepted the suggestions and the resolution has been passed and approved by the committee.</li> </ul>	Implemented
	<p><b><u>PG DEPARTMENT OF ENGLISH</u></b></p> <ul style="list-style-type: none"> <li>• Mr.J.Praveen Prabhu, Assistant Professor &amp; Head i/c presented the BOS Minutes of B.A and M.A.English.</li> <li>• Dr.V.Bharathi Harishankar suggested to fix minimum no.of hours and credits for the certificate courses. If the certificate course has three papers then 3 credits can be given.</li> <li>• HOD accepted the suggestions and the resolution has been passed and approved by the committee.</li> </ul>	Implemented
	<p><b><u>PG AND RESEARCH DEPARTMENT OF COMMERCE</u></b></p> <ul style="list-style-type: none"> <li>• Mr.S.Seshadhrinathan, Associate Professor &amp; Head presented the BOS Minutes of B.Com and M.Com.</li> <li>• Dr.M.G.Sethuraman suggested to include innovative and special courses like e-commerce in the syllabus.</li> <li>• HOD accepted the suggestions and the resolution has been passed and approved by the committee.</li> </ul>	Implemented