




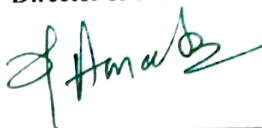
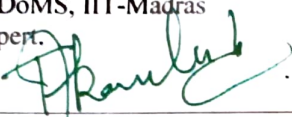


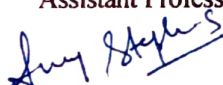

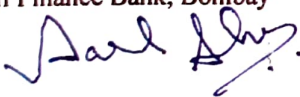
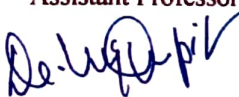


Dwaraka Doss Goverdhan Doss Vaishnav College

(Autonomous Affiliated to the University of Madras- Re Accredited at 'A' Grade by NAAC)

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BOARD OF STUDIES 2022-2023

MINUTES OF THE BOARD OF STUDIES MEETING HELD ON 25TH APRIL 2022.

EXTERNAL MEMBERS	INTERNAL MEMBERS
Dr. SATHYANARAYAN .K Associate professor-DoMS, University Of Madras. VC Nominee 	Dr.U.AMALESHWARI Director & Head- SoM 
Dr. KAMALANABHAN .T .J Professor -DoMS, IIT-Madras Subject Expert. 	Dr.K.R. KOLAMMAL Assistant Professor- SoM K.R.Kolammal
Dr. SUDHARSANAM .S .K Dean- VIT Business School, Chennai Subject Expert 	Ms. V.R.NANTHIGA Assistant Professor- SoM. V.R.Nanthiga
Mr. SARAVANAN .T CHRO-Impiger Tech Industry Expert. 	Ms. ANCY STEPHENO Assistant Professor- SoM 
Ms. ANURADHA KUMAR Associate Director, HR- Astrazeneca Industry Expert. 	Ms. R. JEEVITHA Assistant Professor- SoM R.Jeevitha
Mr. SARAL SHARMA VP-AU Small Finance Bank, Bombay Alumni. 	Ms. DE. VIJAYA DEEPIKA Assistant Professor- SoM 
Dr. SAVITHA SUKUMAR VP-Aliceblue Financial Services, Bangalore Alumni 	Ms. LOGESWARI. R Assistant Professor- SoM 

The above members attended the Board of Studies for the academic year 2022-23. The following recommendations were proposed in the meeting:

PTO

BOARD OF STUDIES 2022-2023

MINUTES OF THE BOARD OF STUDIES MEETING HELD ON 25TH APRIL 2022.

After extensive discussions by the Members in the Board of Studies the following recommendations have been made

The Academic members in the Board suggested to revamp the Credit distribution as per AICTE Model Curricula Guidelines 2018. As per the Guideline the Following changes are done in the Credit Distribution

CREDIT STRUCTURE

Category-wise Credit Distribution

Courses	Credits Allotted	Credits Recommended By AICTE
Programme Core courses	50	54
Programme Electives	32	42
Summer internship	6	6
Project	8	
Soft Skills	8	NIL
Total	104	102

FIRST SEMESTER: In this semester there were 7 core Papers we have made it 8 from this academic year onwards. The Strategic Management Paper has been moved from Semester III as the 8th Core.

From Semester I International Business Management Paper shifted to Semester II. Similarly, Management Information System from Semester II has been shifted to Semester I.

SECOND SEMESTER: Operations Management Syllabus Revised. Two common electives have been introduced as follows

1. Digital Marketing – Marketing Elective moved from Semester IV – With Effect from Third Semester, 2021 Batch.

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THIRD SEMESTER:

Core:

Total Quality Management has been removed & added to Supply Chain Management Elective – MBASC705. From 2022 Batch onwards no core papers in Semester III.

HR ELECTIVE. - With Effect from Third Semester, 2021 Batch.

HR-403 Recruitment & Selection Name Changed as MBAH506 Talent Acquisition & Management – Enclosed the Revised Syllabus

HR-402- Training and Human Performance Enhancement Name Changed as MBAH505 Training & Development

HR – 301- Strategic Human Resource Management and Development & Recruitment & Selection paper removed from HR Specialization and Topics Merged in Elective Paper Talent Acquisition & Management.

HR- 302 - Labour Legislations – Name Changed as MBAH501 Industrial Relations & Labour Legislations.

MBAH507 HR Analytics – Introduced New Paper – Enclosed Syllabus

MARKETING ELECTIVE - With Effect from Third Semester, 2021 Batch.

MKT-404 - Social Media Marketing Name Changed as MBACE202 Digital Marketing – Enclosed the Revised Syllabus

Introduced MBAM 406 Consumer Behavior – Enclosed Syllabus

Introduced MBAM 407 Advertising and Promotions Management – Enclosed Syllabus

FINANCE ELECTIVE

Introduced MBAF307 - Financial Planning and Wealth Management –Finance Elective- Enclosed Syllabus

Overall Changes made in credit allocation as per AICTE model curriculum 2018. The course codes also have been updated. Total credits from 2022 batch is 104. The course codes have been changed and annexed for your reference.

Based on the suggestions made by the Board of Studies changes are made & incorporated in the Curriculum and syllabus.



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Scheme of Examination

(For the students admitted during the academic year 2022 onwards)

Under Choice Based Credit System (CBCS)

POST GRADUATE PROGRAMME

Programme: M.B.A

Branch: Business Administration

CREDIT STRUCTURE

Category-wise Credit Distribution

Courses	Credits
Programme Core courses	50
Programme Electives	32
Summer internship	6
Project	8
Soft Skills	8
Total	104

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IAW...
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VA...
2021...

SCHEME OF I SEMESTER

MBA PROGRAM

Sl no	Course code	Study components and course title	Instruction hours/ week	Total contact hours	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)	Total marks	Credit
1	MBAC101	MANAGEMENT PROCESS AND ORGANIZATIONAL BEHAVIOUR	4	60	50	50	100	4
2	MBAC102	STATISTICS FOR MANAGEMENT	3	45	50	50	100	3
3	MBAC103	ECONOMICS FOR MANAGERS	3	45	50	50	100	3
4	MBAC104	ACCOUNTING FOR MANAGERS	4	60	50	50	100	4
5	MBAC105	LEGAL SYSTEMS IN BUSINESS	3	45	50	50	100	3
6	MBAC106	MANAGEMENT INFORMATION SYSTEM	3	45	50	50	100	3
7	MBAC107	ENTREPRENEURSHIP	3	45	50	50	100	3
8	MBAC108	STRATEGIC MANAGEMENT	4	60	50	50	100	4
9	MBASS101	SOFT SKILLS- I – ADVANCED LANGUAGE & PRESENTATION SKILLS	2	30	50	50	100	2
TOTAL					450	450	900	29

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SCHEME OF II SEMESTER

MBA PROGRAM

Sl no	Course code	Study components and course title	Instruction hours/ week	Total contact hours	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)	Total marks	Credit
1	MBAC109	HUMAN RESOURCE MANAGEMENT	3	45	50	50	100	3
2	MBAC110	RESOURCE MANAGEMENT TECHNIQUES	4	60	50	50	100	4
3	MBAC111	OPERATIONS MANAGEMENT	3	45	50	50	100	3
4	MBAC112	FINANCIAL MANAGEMENT	3	45	50	50	100	3
5	MBAC113	RESEARCH METHODOLOGY	4	60	50	50	100	4
6	MBAC114	INTERNATIONAL BUSINESS MANAGEMENT	3	45	50	50	100	3
7	MBAC115	MARKETING MANAGEMENT	3	45	50	50	100	3
8	MBACE202	DIGITAL MARKETING	2	30	50	50	100	2
9	MBA-S- 101	SOFT SKILLS II Computing Skill- DATA ANALYSIS AND BUSINESS MODELING	2	30	50	50	100	2
10	MBAI1001	INTERNSHIP –1- (DEC – JAN 4 WEEKS)	-	-	25	75	100	3
TOTAL					425	475	1000	30


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SCHEME OF III SEMESTER

MBA PROGRAM

Sl no	Course code	Study components and course title	Instruction hours/ week	Total contact hours	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)	Total marks	Credit
1		ELECTIVE – 1	3	45	50	50	100	3
2		ELECTIVE – 2	3	45	50	50	100	3
3		ELECTIVE – 3	3	45	50	50	100	3
4		ELECTIVE – 4	3	45	50	50	100	3
5		ELECTIVE – 5	3	45	50	50	100	3
6		ELECTIVE – 6	3	45	50	50	100	3
7	MBASS903	SOFT SKILLS – SPOKEN AND PRESENTATION SKILL	2	30	50	50	100	2
8	MBAI1002	INTERNSHIP 2 – (MAY – JUN - 4Weeks)	-	-	25	75	100	3
TOTAL					325	425	800	23



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17/11/2023

Approved by the Board of Management
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SCHEME OF IV SEMESTER

MBA PROGRAM

Sl no	Course code	Study components and course title	Instruction hours/ week	Total contact hours	Continuous Internal Assessment (CIA)	End Semester Examination (ESE)	Total marks	Credit
1		ELECTIVE – 7	3	45	50	50	100	3
2		ELECTIVE – 8	3	45	50	50	100	3
3		ELECTIVE – 9	3	45	50	50	100	3
4		ELECTIVE – 10	3	45	50	50	100	3
5	MBASS904	SOFT SKILLS – MANAGERIAL SKILLS	2	30	50	50	100	2
6	MBA2001	FINAL PROJECT – (DEC- JAN- 8 WEEKS)	-	-	50	150	200	8
7	MBAEEC- 3001	EMPLOYABILITY ENRICHMENT COURSE CIMA/BUSINESS ANALYTICS (IoA) (Optional)	-	-	-	-	-	2
8	MBAEEC- 3002	MOOCS Course (Optional)	-	-	-	-	-	1
9	MBAEEC- 3003	INTERNATIONAL IMMERSION PROGRAM (Optional)	-	-	-	-	-	1
TOTAL					300	400	700	22



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IPR/MS/2024/010

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Abstract of Scheme of Examination

(For the students admitted during the academic year 2023-24 and onwards)

PART	COURSE	PAPERS	TOTAL CREDITS	MARKS	TOTAL AMRKS
Part I	Core-Foundation	8	27	100	800
	Core-Functional	7	23	100	700
	Common Elective	1	2	100	100
	Electives	10	30	100	1000
Part II	Internship	2	6	100	200
	Soft skills	4	8	100	400
	Project	1	8	200	200
TOTAL			104		3400

LIST of ELECTIVES for MBA (Full Time)- Semester II, III and IV

Course Code	Course Title
MBACE202	DIGITAL MARKETING

FINANCE

MBAF301	INVESTMENT MANAGEMENT
MBAF 302	INTERNATIONAL FINANCIAL MANAGEMENT
MBAF 303	MERCHANT BANKING AND FINANCIAL SERVICES
MBAF 304	FINANCIAL DERIVATIVES
MBAF 305	RISK MANAGEMENT AND INSURANCE
MBAF 306	CORPORATE TAXATION
MBAF307	FINANCIAL PLANNING AND WEALTH MANAGEMENT


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MARKETING

MBAM401	SERVICES MARKETING
MBAM 402	INTEGRATED MARKETING COMMUNICATION
MBAM 403	GLOBAL MARKETING MANAGEMENT
MBAM 404	SALES AND DISTRIBUTION MANAGEMENT
MBAM 405	RETAIL MARKETING
MBAM 406	CONSUMER BEHAVIOR
MBAM 407	ADVERTISING AND PROMOTIONS MANAGEMENT

HUMAN RESOURCE MANAGEMENT

MBAH501	INDUSTRIAL RELATIONS AND LABOUR LEGISLATIONS
MBAH502	GLOBAL HUMAN RESOURCE MANAGEMENT
MBAH503	LEADERSHIP AND ORGANISATIONAL EFFECTIVENESS
MBAH504	KNOWLEDGE MANAGEMENT
MBAH505	TRAINING AND DEVELOPMENT
MBAH506	TALENT ACQUISITION AND MANAGEMENT
MBAH507	HR ANALYTICS

SYSTEMS

MBAS601	E – COMMERCE TECHNOLOGY AND MANAGEMENT
MBAS602	EMERGING TECHNOLOGIES FOR MANAGEMENT
MBAS603	ENTERPRISE RESOURCE PLANNING
MBAS604	BIG DATA TECHNOLOGY
MBAS605	DATA MINING AND WAREHOUSING
MBAS606	CLOUD COMPUTING

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SUPPLY CHAIN MANAGEMENT ELECTIVES

MBASC701	TRANSPORTATION AND WAREHOUSING MANAGEMENT
MBASC702	INTEGRATED SUPPLY CHAIN MANAGEMENT
MBASC703	PURCHASING MANAGEMENT
MBASC704	TOTAL QUALITY MANAGEMENT
MBASC705	INTERNATIONAL LOGISTICS AND MANAGEMENT OF GLOBAL SUPPLY CHAIN

ENTREPRENEURSHIP

MBAE801	MANAGING NEW BUSINESS INITIATIVES
MBAE802	MANAGEMENT PRACTICES FOR FAMILY BUSINESSES
MBAE803	PROJECT MANAGEMENT
MBAE804	MANAGING STARTUPS
MBAE805	FINANCING NEW VENTURES
MBAE806	SOCIAL ENTREPRENEURSHIP



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