



Dr. M.G.R.
EDUCATIONAL AND RESEARCH INSTITUTE
(Deemed to be University)
Maduravoyal, Chennai - 600 095, Tamilnadu, India.
(An ISO 9001 : 2015 Certified Institution)
University with Special Autonomy Status



Faculty of Management Studies

14/03/2018

MEMBERS PRESENT FOR UG BOARD OF STUDIES

Sl.No	Name	Designation	Functional Designation	Signature
1	Dr.G.Brindha	Chairperson	Professor & Head-FoMS	
2	Dr.B.Neeraja	Faculty Member	Professor & Deputy Head-Academics	
3	Dr.A.Devendran	Faculty Member	Associate Professor	
4	Dr.S.Kasthuri	Faculty Member	Associate Professor	
5	Mr.Lebbaeus Dennis	Industry Expert	CEO, Integrity Solutions Pvt.Ltd. Radiant Integrity Techno Solutions Pvt.Ltd.	
6	Mr.Ponnuswamy	Academic Expert	Faculty ICAI-Southern Region	



C. B. Palanivelu
REGISTRAR
Dr. M.G.R.
EDUCATIONAL AND RESEARCH INSTITUTE
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Maduravoyal, Chennai 600 095

**Minutes of the BOS meeting for BBA Marketing held on
15th February 2018.**

- The meeting started with Dr.G.Brindha Head Faculty of Management Studies, Chairman of the Board introduced the members of curriculum development board to guests.
- After the self introduction of the members Dr.Brindha shared the agenda of the meeting that BBA-Marketing Program is under consideration to start under Faculty of Management studies.
- Dr.Neeraja Deputy Head ,FoMS shared the information that BBA Marketing Program was selected based on the suggestion of the CDC was decided based on the suggestion of the CDC committee by matching with other UG courses.
- Necessary course work and syllabus is in process. This syllabus would be followed after approval from Academic Council from 2018.
- Mr. Dennis CEO Integrity Solutions Pvt Ltd, suggested that Each semester if we have atleast one Marketing specialisation subject it would be useful for them to have a in depth knowledge of the course.
- Dr.S.Kasthuri Associate Professor The syllabus structured by including **Stress Management By Yoga** subject in second semester as per UGC guidelines
- Dr.A.Devendran Professor Entrepreneur Development and Environmental studies subjects were made compulsory as per UGC instructions
- Business Statistics paper is brought into the regular stream as core paper.
- Mr.Ponnuswamy Dean –ICMAI academic member of the board said all subjects would be made compulsory and as core .
- As per the present industry demand for student’s with additional qualification and students with general degree may not get jobs easily instead if they study specialised subjects he opportunity for employment would be better..
- Further he suggested some value added or certificate courses can be done at par with the regular degree curriculum.
- BOS Members Concluded that all above suggestions can be implemented for the forth coming batches.



C. B. Palaniswami
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SIGNATURE OF THE HEAD- FOMS

Dr.G.Brindha

C. B. Palanivelu



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