



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
Board of Studies report

List of members approved and present for the Board of Studies Meeting
BBA-Marketing conducted on 11/03/2020 @ 11.30 Am in HoD cabin.

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.S.Asrafi	Faculty Member	Assoc.Professor & Deputy Head-Administration	
4	Dr.A.Devendran	Faculty Member	Associate Professor	
5	Dr.M.Radhikaashree	Faculty Member	Associate Professor	
6	Dr.S.Kasthuri	Faculty Member	Associate Professor	
7	Mr.Lebbaeus Dennis	Industry Expert	CEO, Integrity Solutions Pvt.Ltd. Radiant Integrity Techno Solutions Pvt.Ltd.	
8	Mr.Ponnuswamy	Academic Expert	Faculty ICAI-Southern Region	



C. B. Palanivelu
REGISTRAR
Dr. M.G.R.
EDUCATIONAL AND RESEARCH INSTITUTE
(Deemed to be University)
Periyar E.V.R. High Road,
Maduravoyal, Chennai 600 095

**Minutes of the BOS meeting for BBA Marketing held on
11th MARCH 2020.**

- Dr.G.Brindha , Head Faculty of Management Studies Chairman of the Board introduced faculty members ,Academic expert and industry expert to everyone and briefed the purpose of the meeting.
- After the self introduction of the members Dr.Brindha shared the agenda of the meeting for streaming the curriculum and revamping of curriculum structure of BBA Marketing.
- Dr.Neeraja, Deputy Head ,FoMS shared the information that since the syllabus 2018 BBA Marketing Management has to be revamped. Necessary work for changing /Modifying syllabus is in process.
- Mr. Dennis CEO Integrity Solutions Pvt Ltd, suggested that each semester Marketing subject should be included which are contemporary in the market. This would be useful for the students to have extra edge and in depth knowledge of the course.
- Dr.Asrafi, Deputy Head ,FoMS said the curriculum structure of BBA Marketing was decided based on the suggestion of the stake holders-Students, Staff, Industry Expert, Academic expert and alumni members.
- Dr. Kasthuri Associate Professor suggested that students can undergo the final project based on marketing topics and subjects they have studied. this can also be a group study as per the nature of the project.
- Mr.Ponnuswamy Dean –ICMAI academic member insisted as per the present industry demand for student’s without additional qualification and students with general degree may not get jobs easily instead if they study specialised subjects the opportunity for employment would be better.
- Dr.Radhikaashree, Professor ,FoMS suggested Vocational courses can be added in General.
- Dr.Devendran ,Professor , suggested NPTEL courses would be a value addition to their CV and knowledge and students were insisted to do the same.
- BOS Members concluded that all above suggestions can be implemented for the forth coming batches.



C. B. Palanivelu
REGISTRAR
Dr. M.G.R.
EDUCATIONAL AND RESEARCH INSTITUTE
(Deemed to be University)
Periyar E.V.R. High Road,
Maduravoyal, Chennai 600 095



Dr.G.Brindha

HEAD- FOMS

C. B. Palanivelu



**REGISTRAR
Dr. M.G.R.
EDUCATIONAL AND RESEARCH INSTITUTE
(Deemed to be University)
Periyar E.V.R. High Road,
Maduravoyal, Chennai 600 095**