



EXCEL ENGINEERING COLLEGE (Autonomous)

Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai
Accredited by NBA and NAAC with "A+" and Recognized by UGC(2f&12B)
KOMARAPALAYAM - 637303

FACULTY OF MANAGEMENT STUDIES THIRD BOARD OF STUDIES MINUTES OF MEETING

Meeting No : EEC/BoS/03
Date : 05.05.2022
Time : 11.00 AM
Venue : Online Mode (Via Zoom meeting)
Link : <https://us02web.zoom.us/j/8848481566?pwd=ckZYRWl0SVF5VnlWbTBseU5Wck5lQT09>

Agenda:

- B.MB.3.1** To discuss and pass the curriculum of MBA in Innovation, Entrepreneurship & Venture Development (IEV). programme for the students admitted from academic year 2022-23 onwards under R-2021.
- B.MB.3.2** To discuss and pass the first year syllabi of the MBA (IEV) programme.
- B.MB.3.3** Any other Matters.

B.MB.3.1: To discuss and pass the curriculum of MBA in Innovation, Entrepreneurship & Venture Development (IEV). programme.

B.MB.R.3.1: It is resolved to pass the curriculum of MBA in Innovation, Entrepreneurship & Venture Development (IEV) programme with the following changes in the minutes of Board of Studies (BoS) meeting held on 05.05.2022.

SUGGESTION	RESOLUTION
B.MB.3.1.1 Dr.P.Vikkraman has suggested to have equal number of electives in Semester I and II to balance the curriculum.	B.MB.R.3.1.1 Each two electives given in both first and second semester as suggested by Dr.P.Vikkraman.

<p>B.MB.3.1.2 Dr.K.Balanagagurunathan has suggested to give clear instructions to the students regarding Skill Certification course.</p>	<p>B.MB.R.3.1.2 Before going for Skill Certification course students needs to get the approval from the department.Skill certification courses like Tally, ERP solutions, BEC, Industry 4.0 automation, Courses offered by CII, or local training centres accessible to the incubation centre shall be identified. Appropriate training providers will be listed and students mentored in accordance with their entrepreneurial ambitions.</p>
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B.MB.3.2: To discuss and pass the first year syllabi of the MBA (IEV) programme.

B.MB.R.3.2: It is resolved to pass the first year syllabi of the MBA (IEV) programme with following changes in the minutes of Board of Studies (BoS) meeting held on 05.05.2022.

SUGGESTION	RESOLUTION
<p>B.MB.3.2.1 Dr.K.Balanagagurunathan has suggested to include Private Labeling in UNIT IV of "21PMBIEV202 – Entrepreneurial Marketing".</p>	<p>B.MB.R. 3.2.1 Included Private Labeling in UNIT IV of "21PMBIEV202 – Entrepreneurial Marketing".</p>
<p>B.MB.3.2.2 Dr.K.Balanagagurunathan has suggested to include Industrial Finance as a separate UNIT in "21PMBIEV201 – Entrepreneurial Finance".</p>	<p>B.MB.R. 3.2.2 Industrial Finance has been added as Unit IV of "21PMBIEV201 – Entrepreneurial Finance".</p>
<p>B.MB.3.2.3 Dr.K.Balanagagurunathan has suggested to include Commodities Market & Hedging in UNIT V of "21PMBIEV201 – Entrepreneurial Finance".</p>	<p>B.MB.R.3.2.3 Included Commodities Market & Hedging in UNIT V of "21PMBIEV201 – Entrepreneurial Finance".</p>
<p>B.MB.3.2.4 Dr.P.Vikkraman suggested to include CRM & e-CRM in UNIT V of "21PMBIEVE103 Customer Management".</p>	<p>B.MB.R.3.2.4 Included CRM & e-CRM in UNIT V of "21PMBIEVE103 Customer Management".</p>

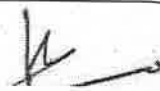







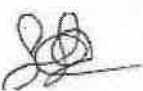
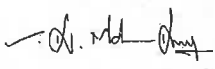




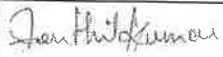



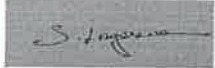

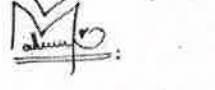


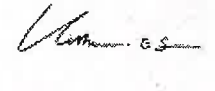
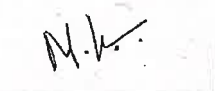
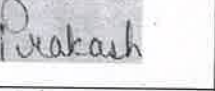





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FACULTY OF MANAGEMENT STUDIES
THIRD BOARD OF STUDIES MEETING – 05.05.2022
Members Present

S.No	Name and Affiliation	Designation	Signature
1.	Dr.B.Adhinarayanan, Professor & Head Department of Management Studies Excel Engineering College	Chairman	
2.	Dr.R.Magesh, Professor & Head, Department of Management Studies, College of Engineering Guindy, Chennai – 600 025 Email Id: rajamagesh65@hotmail.com Contact No: 9282101154	University Nominee	Absent
3.	Dr.K.Balanagagurunathan Professor Finance Jain University, Bangalore Email Id: balanagagurunathan@yahoo.com Phone No: 9486595663	Academic Expert	
4.	Dr.P.Vikkraman Associate Professor and Academic Coordinator Anna University Regional Centre, Coimbatore Email Id: dr.p.vikkraman@gmail.com Phone No: 8778063690	Academic Expert	
5.	Mr.Anandbabu.K.S Branch Manager-Sales Minda Industries Ltd, Bangalore Email Id: anandbabu@mindagroup.com Contact No: 9880454508	Expert Member (Industry)	
6.	Mr.Premkumar.M Managing Director Jothi Traders and PVC Pipes, Studio Paradise, Dharmapuri Email Id: studioparadise12@gmail.com Contact No: 9790160713	Expert Member (Industry)	
7.	Ms.Monica.S DM-Forex Relationship Manager ICICI Bank, Chennai-600001. Email Id: monica.s@icicibank.com Contact No:7904532681	Alumni	
8.	Dr.C.Kanaraj Professor Happy Valley Business School Coimbatore Email Id: Kenny.hvbs@gmail.com Contact No: 9894298985	Special Invitee	

9.	Dr.A.K.Natesan Professor Department of Management Studies Excel Engineering College	Member	
10.	Dr.M.Balasubramanian Associate Professor Department of Management Studies Excel Engineering College	Member	
11.	Mrs.V.R. Malarvizhi Associate Professor Department of Management Studies Excel Engineering College	Member	
12.	Mr.R.Seetharaman Associate Professor Department of Management Studies Excel Engineering College	Member	
13.	Dr.R.Mohan Assistant Professor Department of Management Studies Excel Engineering College	Member	
14.	Mr.M.A.Mohammed Musthaba Assistant Professor Department of Management Studies Excel Engineering College	Member	
15.	Mr.P.Rajasekar Assistant Professor Department of Management Studies Excel Engineering College	Member	
16.	Mr.S.Sakthivel Assistant Professor Department of Management Studies Excel Engineering College	Member	
17.	Mr.S.Satheeshkumar Assistant Professor Department of Management Studies Excel Engineering College	Member	
18.	Mr.V.K.Maheskumar Assistant Professor Department of Management Studies Excel Engineering College	Member	
19.	Mr.S.Rajkumar Assistant Professor Department of Management Studies Excel Engineering College	Member	
20.	Mr.R.Mohanasundaram Assistant Professor Department of Management Studies Excel Engineering College	Member	
21.	Mrs.Jenitha Assistant Professor Department of Management Studies Excel Engineering College	Member	
22.	Mr.Yuvachandran Assistant Professor Department of Management Studies Excel Engineering College	Member	
23.	Mr.N.Sendil Kumar Assistant Professor Department of Management Studies Excel Engineering College	Member	

24.	Mrs.G.Kiruthika Assistant Professor Department of Management Studies Excel Engineering College	Member	
25.	Ms.S.Logeswari Assistant Professor Department of Management Studies Excel Engineering College	Member	
26.	Mr.V.Kavaskar Assistant Professor Department of Management Studies Excel Engineering College	Member	
27.	Mrs.B.Mathiarasi Assistant Professor Department of Management Studies Excel Engineering College	Member	
28.	Mr.K.Deepak Assistant Professor Department of Management Studies Excel Engineering College	Member	
29.	Mrs.B.Vinu Assistant Professor Department of Management Studies Excel Engineering College	Member	
30.	Mrs.V.Vishnupriya Assistant Professor Department of Management Studies Excel Engineering College	Member	
31.	Mr.Chakkaravarthy Assistant Professor Department of Management Studies Excel Engineering College	Member	
32.	Mr.S.Prakash Assistant Professor Department of Management Studies Excel Engineering College	Member	
33.	Mrs.A.B.Shoviya Assistant Professor Department of Management Studies Excel Engineering College	Member	
34.	Mr.P.Raja Assistant Professor Department of Management Studies Excel Engineering College	Member	
35.	Mr.R.Dharanidharan Assistant Professor Department of Management Studies Excel Engineering College	Member	
36.	Mr.P.Mahendara Boopathy Assistant Professor Department of Management Studies Excel Engineering College	Member	
37.	Mr.Surya, V Year MBA Integrated Ms.Gayathri, V Year MBA Integrated Ms.Madhammal, II Year MBA	Current students	


Chairman - Board of Studies

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05/05/22
CHAIRMAN - ACADEMIC COUNCIL



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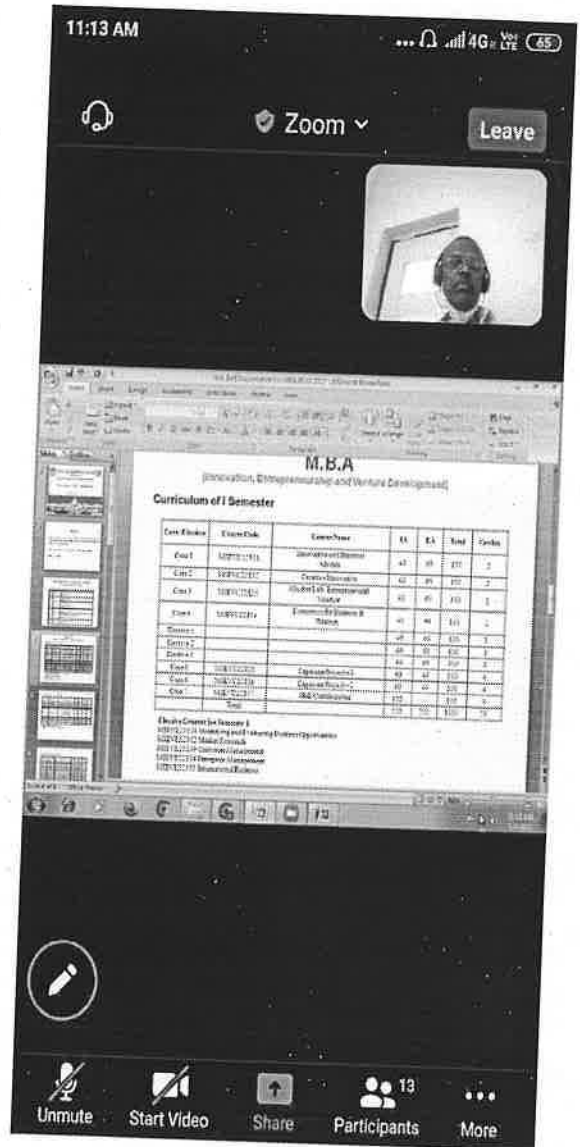
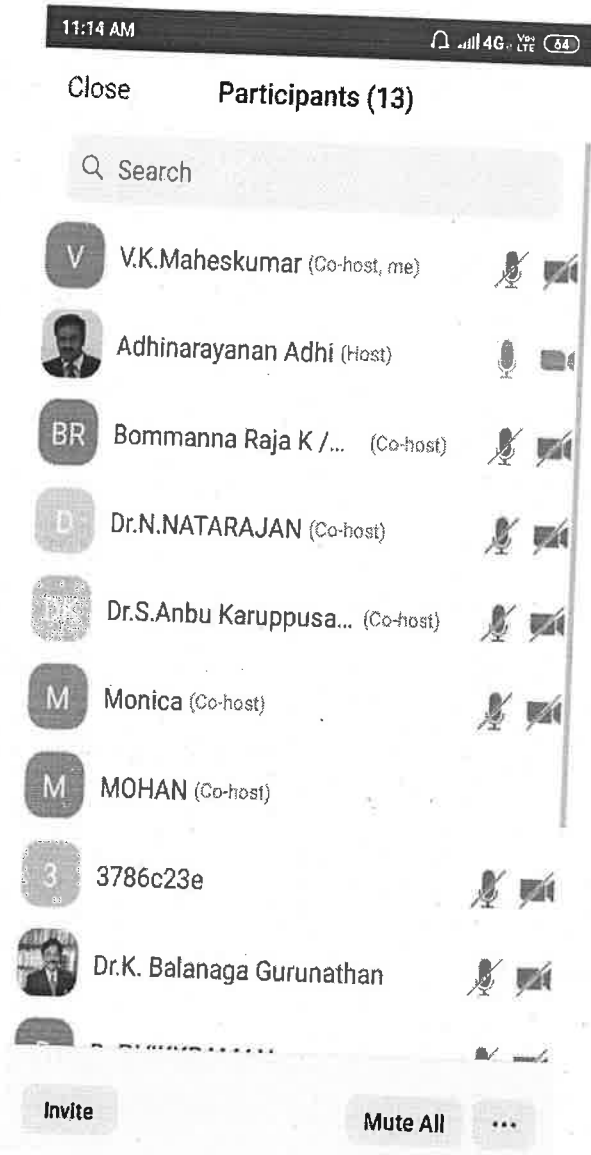
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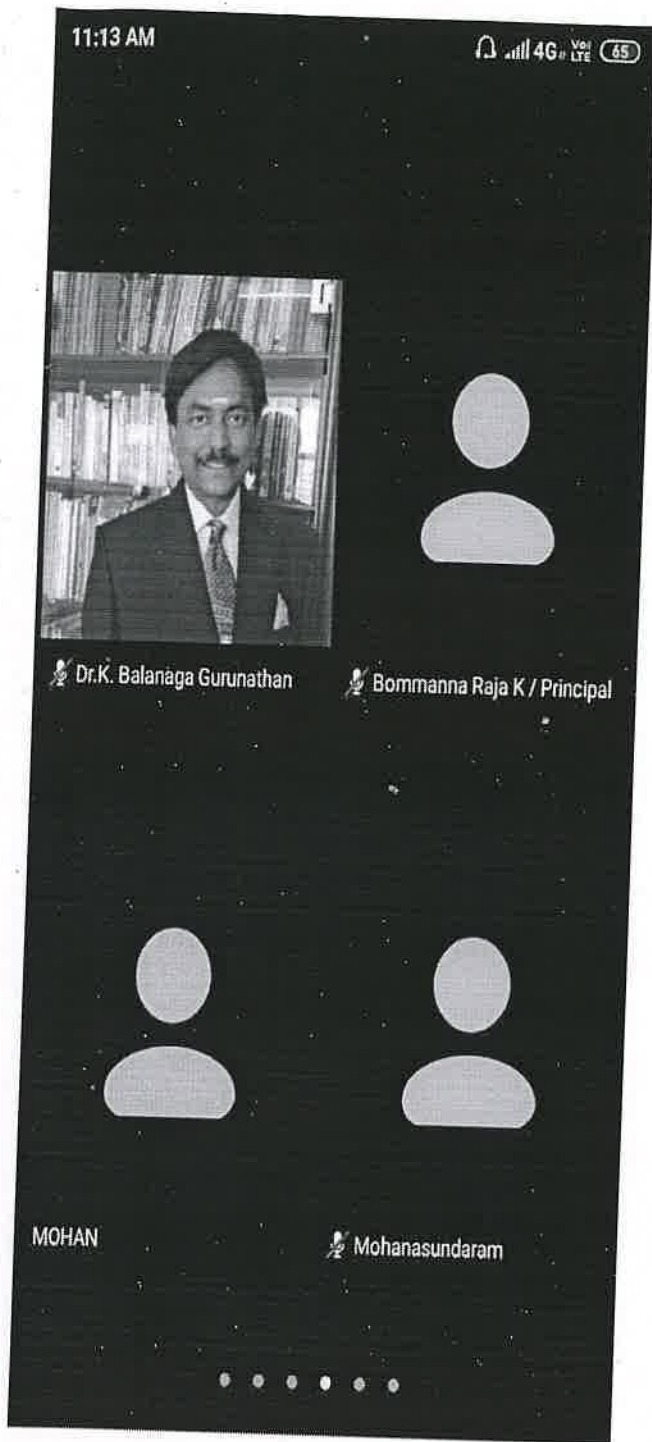
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FACULTY OF MANAGEMENT STUDIES

Third Board of Studies Meeting Held on 05.05.2022

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05/05/22
CHAIRMAN - ACADEMIC COUNCIL

B. Adhinarayanan
CHAIRMAN - BOARD OF STUDIES