

**PERIYAR  
MANIAMMAI**  
INSTITUTE OF SCIENCE & TECHNOLOGY  
(Deemed to be University)  
Established Under Sec. 3 of UGC Act, 1956 • NAAC Accredited  
think • innovate • transform

## Criterion 1 – Curricular Aspects

<b>Key Indicator</b>	1.2	<b>Academic Flexibility</b>
<b>Metric</b>	1.2.2	Percentage of Programmes in which Choice Based Credit System (CBCS)/elective course system has been implemented (Data for the latest completed academic year)

### DEPARTMENT OF MANAGEMENT STUDIES STRUCTURE OF THE PROGRAM CLEARLY INDICATING COURSES, CREDITS/ELECTIVES

#### Programmes

1. Master of Business Administration (MBA)
2. Bachelor of Business Administration (BBA)
3. M.Phil

**M.B.A.****REGULATION 2018  
SEMESTER I**

<b>Sl. No.</b>	<b>Code No</b>	<b>Name of the Course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	YBA 101	Principles of Management	3	0	0	3
2	YBA 102	Organizational Behaviour	3	0	0	3
3	YBA 103	Economic Analysis and Business Environment	3	0	0	3
4.	YBA 104	Accounting for Managers	4	0	0	4
5	YBA 105	Business Mathematics and Statistics	3	1	0	4
6	YBA 106	Business Legislation for Management	3	0	0	3
7	YBA 107	Business Ethics and Corporate Social Responsibilities	3	0	0	3
8	YBA 108	Business Communication	3	1	0	4
		Total	25	2	0	27

Total Credits-27

**SEMESTER II**

<b>Sl. No.</b>	<b>Code No</b>	<b>Name of the Course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	YBA 201	Financial Management	3	0	0	3
2	YBA 202	Human Resource Management	3	0	0	3
13	YBA 203	Marketing Management	3	0	0	3
4.	YBA 204	Production and Operations Management	4	0	0	4
5	YBA 205	Information Management	3	0	0	3
6	YBA 206	Business Research Methods	3	1	0	4
7	YBA 207	Operations Research	3	1	0	4
8	YBA 208	Entrepreneurship Development	3	0	0	3
		Total	25	2	0	27

Total Credits-27

### SEMESTER – III

Course Code	Name of the Course	L	T	P	C
YBA301	Strategic Management	4	0	0	4
<b>OPERATIONS –ELECTIVES</b>					
YBAE67	Supply Chain and Logistics Management	3	0	0	3
YBAE68	Product Design	3	0	0	3
YBAE69	Quality Management	3	0	0	3
<b>FINANCE – ELECTIVES</b>					
YBAE70	Investment Management	3	0	0	3
YBAE71	Mergers and Acquisitions	3	0	0	3
YBAE72	Banking and Insurance Management	3	0	0	3
<b>HUMAN RESOURCE - ELECTIVES</b>					
YBAE73	Training and Development	3	0	0	3
YBAE74	Industrial Relations and Labour Law	3	0	0	3
YBAE75	Compensation Management	3	0	0	3
<b>MARKETING – ELECTIVES</b>					
YBAE76	Retail Management	3	0	0	3
YBAE77	Consumer Behaviour	3	0	0	3
YBAE78	Integrated Marketing Communication	3	0	0	3
<b>SYSTEMS- ELECTIVES</b>					
YBAE79	Business Analytics	3	0	0	3
YBAE80	Enterprise Resource Planning	3	0	0	3
YBAE81	E-Business	3	0	0	3
<b>Entrepreneurship- ELECTIVES</b>					
YBAE82	Technology Appreciation and IPR	3	0	0	3
YBAE83	Advertisement Management for Entrepreneurs	3	0	0	3
YBAE84	Technology and Innovation Management	3	0	0	3
<b>Micro Small Medium Small Enterprise- ELECTIVES</b>					
YBAE85	Business Plan Preparation for Small Business	3	0	0	3
YBAE86	Small Business Promotion	3	0	0	3
YBAE87	Business Regulation	3	0	0	3

**\*Total Credits- 22**

### SEMESTER IV

Course Code	Name of the Course	L	T	P	C
YBA401	Rural Business Management	3	0	0	3
YBA402	International Business Management	3	0	0	3
YBA403	Project Management	3	0	0	3
YBA404	Business Research Project	0	0	0	18

**PERIYAR MANIAMMAI UNIVERSITY**  
Periyar Nagar, Vallam, Thanjavur 613403  
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**DEPARTMENT OF MANAGEMENT STUDIES**

**Minutes of the Board of Studies Meeting**

Date: 19.05.2015

Time: 4.00 pm

Venue: B.Ed Block, Room No.219

The minutes recorded for the Board of Studies Meeting held on 19<sup>th</sup> May 2015

1. The Board of Studies members made the following Changes to the existing MBA III Semester Regulation 2013:
  - a. YBAE73 Tax Planning and Management – Changes suggested by the Academic member were incorporated in the respective units.
    - i. Replaced TDS with Tax problems under heads of salaries in Unit - II
    - ii. Removed Tax & Business reorganization, Merger & Amalgamation and Tax planning regarding employees remuneration from Unit - III as it is covered in Unit - I.
    - iii. Removed Consumer protection Act 1962 and Customers Planning from Unit – IV as it is covered in YBA106 - Business Legislation for Management.
  - b. YBAE76 Industrial Relations and Labour Benefits was replaced with YBAE76 Employee Relationship Management
  - c. YBAE77 Performance Management was replaced with YBAE77 Compensation Management
  - d. YBAE78 Strategic Human Resource Management was replaced with YBAE78 Labour Law
  - e. YBAE79 Innovation and Product Design was replaced with YBAE79 Sales and Distribution Management
2. The Board of Studies Members reviewed the introduction of Outcome Based Education (OBE) and curriculum & syllabi for MBA I Semester Regulation 2015.
3. The Board reviewed the following points:
  - Overview of University Vision and Mission
  - Institution core Values
  - Alignment and establishing the Department Vision and Mission with university Vision and Mission
  - Establishing and defining the process of the Programme Educational Objectives (PEOs)
  - Mapping of Program Educational Objectives with Department Mission (DM)
  - Establishing and defining the Programme Outcomes(PO) Process
  - Mapping of PEOs with PO
  - Establishing the Graduate Attributes(GAs)
  - Mapping of POs with GAs

- Establishing the process for Course Development
  - Framed the curriculum and Syllabi for MBA- I semester of Regulation 2015- 8 courses
4. The changes suggested by the board members were incorporated in the curriculum and syllabi.
  5. The MBA I Semester Curriculum and Syllabi of Regulation 2015 and the MBA III Semester syllabi of Regulation 2013 were framed.

	Name	Designation	Membership	Contact No/Email Id	Signature
1	Mr. B. Mahendra Mohan Department of Management Studies, Periyar Maniammai University	Asst. Prof (SG) & Head	Chairperson	9500978183 headmba@pmu.edu	B. Mahan
2	Dr. KVR. Rajandran Department of Management Studies, Periyar Maniammai University	Assoc. Prof & Director MR-UQMS	Member	9944495685 kvr_rajar@yahoo.com kvr_rajar@pm.edu.	KVR Rajandran
3	Dr. Sathyapriya.J Department of Management Studies, Periyar Maniammai University	Asst. Prof	Member	9345041003 sathyas2708@yahoo.com	Sathyapriya
	Dr. P.S. Vijayalakshmi Department of Management Studies, Periyar Maniammai University	Asst. Prof	Member	9566609372 ecopsv@gmail.com	P. S. Vijayalakshmi
5	Mr. P. Guru Department of Management Studies, Periyar Maniammai University	Asst. Prof	Member	7708108742 gurutpemail@gmail.com	P. Guru
6	Dr. V.P. Sriraman BIM, Tiruchirappalli	Assoc. Prof	Academic Member	9443318299 sri@bim.edu	V.P. Sriraman

PERIYAR MANIAMMAI UNIVERSITY  
Periyar Nagar, Vallam, Thanjavur 613403  
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DEPARTMENT OF MANAGEMENT STUDIES

Minutes of the Board of Studies Meeting

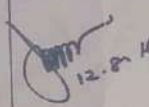
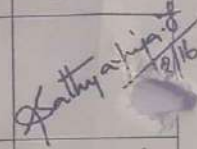
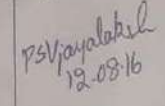
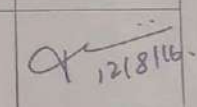
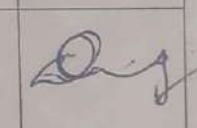
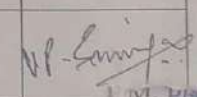
Date: 12.08.2016

Time: 3.00 pm

Venue: PKC Block, Room No: 507

The minutes recorded for the Board of Studies Meeting held on 12<sup>th</sup> Aug 2016

1. The Board of studies members reviewed the Curriculum and Syllabus for III and IV Semesters of MBA Dual Specialization (Regulation 2015), II semester of MBA Dual Specialization (Regulation 2016), M.Phil(Management) Regulation 2015 and M.Phil (Management) Regulation 2016.
2. The Board of Studies members made the following changes for MBA Dual Specialization (Regulation 2015). Four Operations Electives course were added in the III Semester and some topics changed in IV Semester.
  - a. III Sem YBAE67 - Supply Chain and Logistics Management
  - b. III Sem YBAE68 - Product Design
  - c. III Sem YBAE69 - Quality Management
  - d. III Sem YBAE70 - Computer Integrated Manufacturing
  - e. IV Sem YBA401- Rural Development and Rural Finance were added in Unit III of Rural Business Management
3. The Board of Studies members made the following changes in II Semester MBA Dual Specialization (Regulation 2016)
  - a. YBA201 - Financial Management
    - i. Cash, Inventory, Receivables and payables added in Unit III
    - ii. Unit IV changed as Source of Finance
    - iii. Unit V changed as Corporate Risk Management
  - b. YBA203 - Marketing Management
    - i. Channel Management added in Unit IV
  - c. YBA206 - Research Methodology
    - i. Unit III changed as Sampling, Measurement and Scaling
    - ii. Unit IV changed as Data Collection
    - iii. Unit V changed as Data Analysis & Report Preparation
4. The members reviewed and framed the curriculum and syllabus of M.Phil (Regulation 2015) for ratification and M.Phil (Regulation 2016).

SL. NO	Name	Designation	Membership	Contact No/Email Id	Signature
1	Mr.B.Mahendra Mohan Department of Management Studies, Periyar Maniammai University	Asst. Prof (SG) & Head	Chairperson	9500978183 headmba@pmu.edu	B.M. Mohan 12/8/16
2	Dr.KVR.Rajandran Department of Management Studies, Periyar Maniammai University	Assoc. Prof & Director MR-UQMS	Member	9944495685 kvr_rajan@yahoo.com	 12.8.16
3	Dr.Sathyapriya.J Department of Management Studies, Periyar Maniammai University	Asst. Prof	Member	9345041003 sathyas2708@yahoo.com	 12/8/16
4	Dr.P.S.Vijayalakshmi Department of Management Studies, Periyar Maniammai University	Asst. Prof	Member	9566609372 ecopsv@gmail.com	 12-08-16
5	Mr.P.Guru Department of Management Studies, Periyar Maniammai University	Asst. Prof	Member	7708108742 gurupemail@gmail.com	 12/8/16
6	Mr.S.Balamurugan Department of Management Studies, Periyar Maniammai University	Asst. Prof	Member	9994119991 sbalamurugan@pmu.edu	
7	Dr.V.P.Sriraman BIM, Tiruchirappalli	Assoc. Prof	Academic Member	9443318299 sri@bim.edu	 12.8.16

**BACHELORS OF BUSINESS ADMINISTRATION (BBA)  
REGULATION 2018**

**SEMESTER I**

Sl. No.	Category	Code No	COURSE TITLE	L	T	P	C
1	AECC-1	XGL101	Communication skills in English	2	0	1	3
2	CC- 1	XBA102	Principles of Management	4	1	0	5
3	CC -2	XBA103	Fundamentals of Economics	4	1	0	5
4.	CC- 3A	XBA104	Fundamentals of Computer - Theory	4	0	0	4
5	CC- 3B	XBA105	Fundamentals of Computer - Lab	0	0	4	2
6	UMAN-1	XUM106	Human Ethics, Values, Rights, and Gender Equality	3	0	0	0
				<b>17</b>	<b>2</b>	<b>5</b>	<b>19</b>

Total Credits -19

**SEMESTER II**

Sl. No.	Category	Code No	COURSE TITLE	L	T	P	C
1	AECC-2	XGL201	English for Effective Communication	2	0	0	2
2	AECC -3	XES202	Environmental science	2	0	0	2
3	LAN	XGL203A/ XGL203B	Vaniha Tamil / English for Employability	3	0	0	3
4.	CC – 4	XBA204	Business Statistics	4	1	0	5
5	CC – 5	XBA205	Organizational Behaviour	4	1	0	5
6	CC - 6	XBA206	Business Law for Managers	4	1	0	5
				<b>19</b>	<b>3</b>	<b>0</b>	<b>22</b>

Total Credits -22

**SEMESTER III**

Sl. No.	Category	Code No	COURSE TITLE	L	T	P	C
1	SEC – I	XBA301	Commercial Correspondence	3	1	0	4
2	CC – 7	XBA302	Fundamentals of Financial and Management Accounting	4	1	0	5
3	CC – 8	XBA303	Production and Operations Management	4	0	0	4
4.	CC – 9	XBA304	Marketing Management	4	0	0	4
5	GE – I	XBA405	Entrepreneurship Development	3	0	0	3
6	UMAN- II	XUM306	Disaster Management	3	0	0	0
				<b>21</b>	<b>2</b>	<b>0</b>	<b>20</b>

Total Credits -20



**SEMESTER IV**

<b>Sl. No.</b>	<b>Category</b>	<b>Code No</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	SEC – II	XBA401	Office Management	3	1	0	4
2	CC – 10	XBA402	Financial Management	4	1	0	5
3	CC – 11	XBA403	Human Resource Management	4	1	0	5
4.	DSE - I	XBA404A /XBA404B	Elective – I (Insurance Management / Customer Relationship Management)	3	0	0	3
5	GE - II	XBA405	Human Resource Management	3	0	0	3
6			<b>Total</b>	<b>17</b>	<b>3</b>	<b>0</b>	<b>20</b>
	Minor Course*		Introduction to MS Excel	0	0	0	1

Total Credits -20

## DEPARTMENT OF MANAGEMENT STUDIES

Periyar Nagar, Vallam, Thanjavur - 613 403, Tamil Nadu, India  
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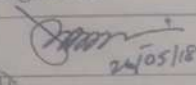
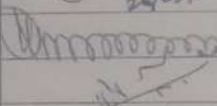
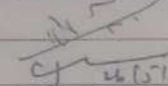
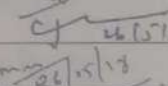
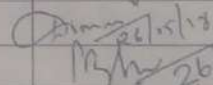
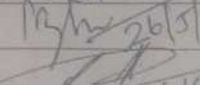

**PERIYAR  
MANIAMMAI**  
INSTITUTE OF SCIENCE & TECHNOLOGY  
Distance Education  
Instituted under the 1956 Act, 1986 (Amend) Amendment  
Think • Innovate • Transform

### MINUTES OF THE BOARD OF STUDIES (BBA -Regulations 2018)

Date: 26.5.2018

Time: 10.00 am

Members present

S.No	Name	Designation	Representing	Signature
1.	Dr KVR Rajandran	Head & Asso Prof	Chair person	 24/05/18
2.	Dr. O M Haja Moideen	Professor	Member (Academic)	 26/5/18
3.	Er. NT Balasundaram	Engineer	Member( Industry)	 26/5/18
4.	Mr. Guru P	Asst Prof	Member	 26/5/18
5.	Mr. S Dinu Raj	Asst Prof	Member	 26/5/18
6.	Mr. N Subramaniyan	Asst Prof	Member	 26/5/18
7.	Mr. R Jaikar Joseph	Asst Prof	Member	 26.5.18

#### Agenda:

1. Developing Syllabus from I - VII semesters for BBA (Regulation 2018) Degree programme (Based on UGC Guidelines)

The members of Board of studies of Department of Management Studies met on 26.5.2018 and discussed and framed the curriculum and syllabus for BBA. This will be submitted to the 29th Academic council meeting to be conducted on 9.6.2018 for approval.

**Table 1: Consolidated data Format**

	Total Courses	No of Electives
<b>MBA</b>		
2019-20 Odd	30	21
2019-20 Even	12	Nil
<b>BBA</b>		
2019-20 Odd	18	Nil
2019-20 Even	16	2
<b>M.Phil</b>		
2019-20 Odd	No Scholars	No Scholars
2019-20 Even	No Scholars	No Scholars
<b>Ph.D</b>		
2019-20 Odd	7 (2 Scholars 7 Course works)	6 (7-1 Research Methodology)
2019-20 Even		

**Table 2: Details of the electives****2.1 Programme Code and Name :403 & MBA**

2019-20 Odd semester Electives

S.No	Elective Course Code and Course Name	No of Students opted	Academic Year & Section	Semester
1	YBAE67 Supply Chain and Logistics Management	07	II year A Section	III
	YBAE68 Product Design	07	II year A Section	III
	YBAE69 Quality Management	07	II year A Section	III
	YBAE70 Investment Management	20	II year A Section	III
	YBAE71 Mergers and Acquisitions	20	II year A Section	III
	YBAE72 Banking and Insurance Management	20	II year A Section	III
	YBAE73 Training and Development	45	II year A Section	III
	YBAE74 Industrial Relations and Labour Law	45	II year A Section	III
	YBAE75 Compensation Management	45	II year A Section	III
	YBAE76 Retail Management	17	II year A Section	III
	YBAE77 Consumer Behaviour	17	II year A Section	III
	YBAE78 Integrated Marketing Communication	17	II year A Section	III
	YBAE79 Business Analytics	Nil	II year A Section	III
	YBAE80 Enterprise	Nil	II year A Section	III

	Resource Planning			
	YBAE81 E-Business	Nil	II year A Section	III
	YBAE82 Technology Appreciation and IPR	Nil	II year A Section	III
	YBAE83 Advertisement Management for Entrepreneurs	Nil	II year A Section	III
	YBAE84 Technology and Innovation Management	Nil	II year A Section	III
	YBAE85 Business Plan Preparation for Small Business	Nil	II year A Section	III
	YBAE86 Small Business Promotion	Nil	II year A Section	III
	YBAE87 Business Regulation	Nil	II year A Section	III

## 2.2 Programme Code and Name 162& BBA

2019-20 Odd semester Electives

S.No	Elective Course Code and Course Name	No of Students opted	Academic Year & Section	Semester
1.	XBA404A /	Insurance Management	II year A Section	IV
2.	XBA404B	Customer Relationship Management	II Year A Section	IV

## MASTER OF PHILOSOPHY IN MANAGEMENT REGULATION 2015

### SEMESTER-I

Subject Code	Subject Title	L	T	P	C
ZRM101	Research Methodology	4	0	0	4
ZBA12B	Industrial Relations and Labour Benefits	3	0	0	3
ZBA12D	Strategic Human Resource Management	3	0	0	3

### SEMESTER-II

Subject Code	Subject Title	L	T	P	C
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ZBA201	Guide Paper	4	0	0	4
ZSW202	Teaching and Learning Skills	2	0	0	2
ZBA203	Research Project Phase – I	0	0	0	6

**SEMESTER-III**

Subject. Code	Subject Title	L	T	P	C
ZBA301	Research Project Phase – II	0	0	0	14

**Guide Paper:**

For the batch 2015-16: **Stress Management**