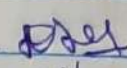















BOS
2018-2019

Board of studies in MBA

Minutes.

The meeting of Board of studies in MBA is held on 17-11-18 and the following members were present

1. Dr. J.M. NAVARASU - Chairman 
- ✓ 2. Mr. B. Nandhakumar - Member 
- ✓ 3. Dr. K. Latha - Member 
4. Dr. D. Kalpana - Member 
- ✓ 5. Dr. N. Pakutharivu - Member N. Pakuthi 
- ✓ 6. Dr. D. Sugathi - Member D. L. 
- ✓ 7. Dr. D. Ravani Kumar - Member D. Kumar 
- ✓ 8. Dr. K. Anitha - Member K. Anitha 
9. Dr. B. Sudhakar - Member B. Sudhakar 
10. Dr. R. Maheswaran - Member R. Maheswaran 
11. Dr. J. Arthi - Member J. Arthi 
12. Dr. Peter Kumar. F.J. - Member P. Kumar 
13. Dr. Benny Godwin. J. - Member B. Godwin 
- ✓ 14. Dr. V. Sridhar - Member V. Sridhar 

1. It is resolved that no changes are recommended in the existing (2016-17) Scheme of examinations and regulations of MBA Programme for the academic year 2018-19 Even Semester.

Next

2. It is resolved to update the syllabus of Marketing Management (Sub. Code 16MBA04) of MBA Programme from the academic year 2018-19 even Semes and onwards.

Cont.

3. It is resolved that to update the syllabus of Services Marketing (IV Sem) [Sub. Code 16MBA24] of MBA programme from the academic year 2018-19 even Semester and onwards

update in the Course Marketing Management.
Sub. Code (16^{MSP}~~MBA~~09.) [IV Semester]

Deletion in Unit I.

→ Defining and delivering customer value and satisfaction.

Deletion in Unit II

Sales force objectives, structure, size and compensation.

Addition in unit I

Marketing environment - Analyzing macro environments of marketing - Economic, demographic, socio-cultural, technological political and legal.

Addition in

unit IV

Personal selling - Factors influencing promotion mix decisions.

~~update~~ Addition in unit II. - Types of pricing.

update in the Course Services Marketing
(Sub. Code 16^{MSP}~~MBA~~24) IV Semester.

Deletion in unit IV:- External Marketing - Word of Mouth Communication - Interactive Marketing - Management of Moments of Truth - Service deficiencies - Consumer Grievance Recovery.

Addition in unit IV. Marketing Application in Select Service industries. - Marketing in Non-profit organizations - Services offered by charities. - Educational Service - ~~the~~ - ~~the~~ cellenness services - power and Tele Communications

To approve the programme educational objectives and learning outcomes to Master to Business Administration programme for the students admitted during 2018-2019 and onwards

DDU

[Handwritten signature]