

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

DEPARTMENT OF COMMERCE – SHIFT II

PROGRAMME – Business Administration

FEEDBACK AND ACTION TAKEN REPORT ON CURRICULUM

Academic Year 2018-19

Code: 19BA/MC/MC13

Management Concepts

- Suggested to include Articles as part of the Components.

Code: 19BA/MC/AM14

Accounting for Managers

- To include disclosure-based Accounting Standard AS-4 instead of Finance based Accounting Standard AS-6,9.Suggested to include Articles as part of the Components.
- Suggested to include one theory question in section B or section C to enable students in scoring marks

Code: 19BA/MC/MM 23

Marketing Management -

- To include Introduction to Digital Marketing as one of the sub unit in Unit 5.

Code: 19BA/AC/BL25

Business and its Legal Environment -

- Suggested that Indian Contracts Act to be split into two units and remaining three units on other Acts.
- In unit 3 – Intellectual property Rights Act to be included

Code : 19BA/MC/HR34

Human Resources Management -

- To include Workplace diversity and Gender Integrity.

Code: 19BA/MC/EG34

Ethics, Governance & Sustainability -

- Practical concepts to be added to be part of the content of the curriculum.

- To include “Case studies on CSR & Corporate Governance”
- Right to Information Act to include salient features only
- Since Consumer Protection Act is included in the syllabus for the course ‘Business and its Legal Environment’, only Case laws pertaining to Consumer Protection Duties/ Responsibilities to be part of the syllabus

Code: 19BA/MC/SM44

Service Marketing –

- Stores and Pharmacy planning need not be included

Code: 19BA/AC/BA35

Business Automation -

- 4.2 and 4.3 to be merged as Social Media Marketing and aspects
- Concepts on Blogs and Trends mapping to be included
- E-Commerce Strategies needs to be deleted

Code: 19BA/MC/IF44

Introduction to Financial Management -

- Unit-1 and Unit 2 to be combined in proposed syllabus
- Unit 2 to be on “Capital Structure-Planning, Leveraging, Earnings before interest and tax (EBIT) and Earnings after Tax (EAT)”
- Section – C of End Semester Examination to include at least one theory question.

Code: 19BA/MC/FS34

Financial Markets and Services -

- Rationalize Unit 4 and Unit 5
- The content in Unit 5 to be reduced

Code: 19BA/MC/EP43

Business Etiquettes and Presentation Skills –

- Examination pattern to be changed to Mock interviews as other component and Viva-voce as End Semester Exam

- BPO and KPO training to be provided to students

Code: 19BA/AC/QT45

Quantitative Techniques for Decision Making –

- Include concepts on Linear Programming, Game Theory and Queuing Theory
- Time Series to be removed
- Statistical Data Types to be removed

Code: 19BA/MC/BT54

Business Taxation -

- Recommended to include – Different types of Assessment, Return of Income, Taxation related to Investment, TDS, Traces 26 AS
- To include only the concepts for computation of 5 Heads of Income

Code: 19BA/MC/NV53

New Venture Management -

- In Unit 2, Bouncing Boards to be included as one sub unit
- In Unit 5, Business Formats, Business Evaluation and Financial aspects such as Funding sources, Debt based, VC, Angel investors to be included

Code: 19BA/MC/IR64

Industrial Relations Management –

- In Unit 3 – Arbitration to be included
- In Unit 5 – 5.3 need to be more specific

Code: 19BA/MC/TQ63

Total Quality Management -

- Need to specify as ‘Introduction or basics to Six Sigma Process’

Code: 19BA/MC/GB63

Global Business Management -

- In Unit 5 – Need to be more specific in terms of the sub units. And also to exclude the Financial and Compliance and to include some other concepts

- Also recommended to refer the exclusive Journals available on Franchising

Code: 19BA/MC/PJ64

Project Management -

- To include Case studies

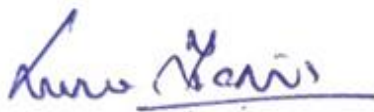
Code: 19BA/ME/PB45

Product and Brand Management -

- In Unit 1 – The word “Premarketing” to be replaced with “Pre Launch”
- In Unit 2 – In Store concepts to be included.
- In Unit 5 – 5.4 “Building Brands on E-Commerce Platform” need to be introduced

Action Taken

Relevant and necessary action will be taken during the next restructuring.



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