



Sri

SAI RAM ENGINEERING COLLEGE

An Autonomous Institution | Affiliated to Anna University & Approved by AICTE, New Delhi

Accredited by NBA and NAAC "A+" | An ISO 9001:2015 Certified and MHRD NIRF ranked institution

Sai Leo Nagar, West Tambaram, Chennai - 600 044. www.sairam.edu.in



Circular for the Fourth Board of Studies Meeting

01.08.2023

The fourth Board of Studies (BOS) meeting of the Department of Management Studies is scheduled on 16.8.2023 at 9.00 am through online mode (Gmeet) with the following agenda. All the members are requested to attend the meeting and provide valuable suggestions for the betterment of the department.

Agenda

BOS.DOMS.20.04.01: Introduction of new elective course in Finance, Human Resources and Marketing stream -

1. 20MBM308 - Customer Relationship Management (CRM) (3 Credits, 45 Hours)
2. 20MBF308 - Investment Banking Operations (IBO) (3 Credits, 45 Hours)

BOS.DOMS.20.04.02: Course Title and Syllabus changed.

20MBHR308- Industrial Relations and Labour Legislation course title changed into Labour Law (LL) (20MBHR309).

BOS.DOMS.20.04.03: Approval for Skill Development Certification Courses

ZOHO CRM Certification Course (35 Hrs)

- ZOHO Analytics Certification Course (35 Hrs)
- Investment Banking Certification Course (35 Hrs)
- Tally & GST Certification Course for First Semester (35 Hrs.)

BOS.DOMS.20.04.04: To review and approve the Syllabus updation for the subjects

20MBO301 – Supply Chain and Logistics Management

20MBO307 - Operations Analytics

Copy to:

1. All the Members of BOS
2. File

Dr.K.Marana

Chairman- BOS

(Professor & Director- SIMS)



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Minutes of the Fourth Board of Studies Meeting

The fourth Board of Studies meeting of the Department of Management Studies, Sri Sairam Engineering College was conducted on 16.08.2023 through online mode (GMEET) at 9.00 am (IST). Following members were present.

1. Dr. M.V. Subha Associate Professor Department of Management Studies Anna University Regional Campus, Coimbatore, Tamil Nadu	External Stakeholder (University Representative)
2. Mr. Lakshminarasimhan General Manager - HR Brakes India Pvt. Ltd Chennai	External Stakeholder (Industrial Expert)
3. Prof. Dr. M.J. Xavier Former Director - IIM- Ranchi Director- XIME, Chennai	External Stakeholder (Expert Member)
4. Dr. Rupashree Baral Associate Professor (HR & OB) Department of Management Studies IIT Madras, Chennai - 600036	External Stakeholder (Expert Member)
5. Dr. P. Priyadharshini Professor & Head Department of Management Studies Tagore Engineering College	External Stakeholder (Alumni Member)
6. Dr. B. Venkateswara Prasad	Internal Stakeholder
7. Dr. S. Dinesh Kumar	Internal Stakeholder
8. Dr. P. Venkatesh	Internal Stakeholder

9. Dr. R.Suresh	Internal Stakeholder
10. Mr.K.Murugan	Internal Stakeholder
11. Dr.R.Jeyalakshmi	Internal Stakeholder
12. Dr.K.Maran (Chairman - BOS)	Internal Stakeholder

Dr.K.Maran , Chairman of BOS opened the meeting by Welcoming and introducing the external members to the internal members. The Chairman placed the following points for the deliberations and discussions of the members. The following resolutions are accepted and recommended by the expert members during the meeting (as per the items of the circulated agenda).

BOS.DOMS.20.04.01: Introduction of new elective course in Finance, Human Resources and Marketing stream -

- i. 20MBM308 - Customer Relationship Management (CRM) (3 Credits, 45 Hours)
- ii. 20MBF308 - Investment Banking Operations (IBO) (3 Credits, 45 Hours)
- iii. 20MBHR308 - Industrial Relations and Labour Welfare.

To provide theoretical knowledge before introducing the Applied Zoho CRM course, it is decided to introduce Customer Relationship Management in the Marketing Elective stream. Since Investment Banking is gaining more importance today and also providing more business opportunities, it is also decided to include Investment Banking Operations in the third semester. As the industrial expert, Mr.Lakshmi Narasimhan suggested to retain Industrial relations as HR's in both Manufacturing and Service are expected to have knowledge about Industrial relations, it is decided to introduce Industrial Relations as a separate elective.

BOS.DOMS.20.04.02: Course Title and Syllabus changed.

20MBHR306 – Industrial Relations and Labour Legislation course title changed into Labour Law (LL) (20MBHR306). Since the current syllabus of IRLLL focuses more on Labour law, it is decided to change the title to Labour Law.

BOS.DOMS.20.04.03: Approval for Skill Development Certification Courses

ZOHO CRM Certification Course (35 Hrs)

- ZOHO Analytics Certification Course (35 Hrs)

- Investment Banking Certification Course (35 Hrs)
- Tally & GST Certification Course for First Semester (35 Hrs.)

BOS.DOMS.20.04.04: To review and approve the Syllabus updation for the subjects

20MBO301 – Supply Chain and Logistics Management

20MBO307 - Operations Analytics






Based on the suggestions given by expert members, the Chairman of BOS agreed to incorporate all appropriate suggestions in the curriculum and syllabi.

BOS resolved to recommend the above to the Academic Council for further approval.

All expert members unanimously accepted to incorporate the above mentioned agenda to strengthen the academic program in curriculum structure.

In the concluding remarks, the Chairman- BoS has agreed to incorporate the appropriate suggestions recommended by the expert members.

Dr. M.V. Subha Associate Professor Department of Management Studies Anna University Regional Campus, Coimbatore, Tamil Nadu	External Stakeholder (University Representative) 
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Department of Management Studies Tagore Engineering College	
Dr.B.Venkateswara Prasad	
Dr.S.Dinesh Kumar	
Dr.P.Venkatesh	
Dr. R.Suresh	Internal Stakeholder
Mr.K.Murugan	
Dr.R.Jeyalakshmi	Internal Stakeholder
Dr.K.Maran (Chairman - BOS)	