



**Avinashilingam Institute for Home Science and Higher Education for Women
Coimbatore - 641 043, Tamil Nadu, India**

Department of Business Administration

Minutes of the 31st Board of Studies in Business Administration on 6th April 2019

Members:

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Business transacted in the Board of Studies:

- I. Eligibility for PhD in Management which is presented in **Annexure 1a.**
- II. M.Phil./ Ph.D. related recommendations
 - a. Updating in Paper I & II
 - b. Passing of Paper III
 - c. Inclusion of Programme Specific Outcome and Course Outcomes for M.Phil. and Ph.D. in Business Administration
 - d. Change in nomenclature
- III. AICTE based internship programme
- IV. Professional Certification- Inclusion of new course
- V. Ratification of Typographical Error in Integrated Marketing Communication
- VI. Updation of list of subject experts for Selection Committee, Question paper setting, Paper valuation and Research Committee
- VII. Other syllabus related recommendations

Recommendations

The Board of Studies in Business Administration in its meeting held on 6th April 2019 resolved the following:

- I. **Eligibility for PhD in Business Administration**
Completion of eligible Post Graduation in distance mode can also be considered for admission for Ph.D. in Business Administration.

Equivalent/ Inter Disciplinary Post Graduation Course in Management shall be considered for admission in Ph.D. in Business Administration presented in **Annexure 1b.**

II. M.Phil. / Ph.D. related recommendations

a. Updation of Paper I and Paper II for M.Phil. / Ph.D.

Paper I 19MPBA01/19MPHBA01 Research Methods for Management and Paper II 19MPBA02/19PHBA02 General Management syllabus have been updated and presented in **Annexure 2a and 2b**. This is for students admitted from Academic Year June 2019-20 and onwards.

b. Reviewing and Passing of Paper III syllabus for M.Phil./Ph.D.

Syllabus for the paper III Thesis Oriented paper for Ph.D. students admitted in June 2018 and January 2019 has been presented in **Annexure 3**:

Roll No	Name	Paper III – Thesis paper	Annexure
18MPBAF001	PRABIKA J	18MPBA03A -Digital Marketing	3a
18MPBAF002	RESHMA RAVENDRAN	18MPBA03B - Green Marketing	3b
18MPBAF003	V S SIVA SAKTHI	18MPBA03C -Foreign Exchange Market	3c
18MPBAF004	VAISHNAVI M	18MPBA03D E-Retailing	3d
18PHBAF001	JEYAASHRI SAI P	18PHBA03C - Talent Management	3e
18PHBAP001	S.BEENA	18PHBA03D -Quality Management Systems	3f
18PHBAP002	C.DHANYA	18PHBA03E -Digital Finance and Banking	3g
18PHBAP003	R.KARUNAMBIKA	18PHBA03F -Corporate Social Responsibility	3h
18PHBAP004	D.PRABHA	18PHBA03G -Transformational Leadership	3i

c. Inclusion of PSO and CO

Programme Specific Outcomes for M.Phil. and Ph.D. Programmes and Course Outcomes have been framed and presented in **Annexure 4**.

d. Change in nomenclature

It is suggested that the name of M.Phil./Ph.D. in Business Administration can be renamed as M.Phil./Ph.D. in Management.

VII. Other related recommendations

Entrance Test norms for admission to MBA IT

It was resolved that the Avinashilingam Institute's MBA Entrance Test can be treated in par with other Common Entrance Tests namely MAT/CAT/ CMAT/ TANCET for admission to MBA IT. This is applicable for admissions for the academic year 2018-2019 and Onwards.

1. Dr.CMA. A. Pankajam



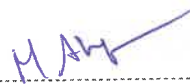
2. Dr. P. Chitramani



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5. Dr. S. Chandrasekar

