OFFICE OF DEAN (ACADEMIC AFFAIRS)

Ref.: 697(C) /Dean (AA)/2021   **Date: 31.12.2021**

ACADEMIC YEAR 2020 - 21

Analysis on Feedback from Employees: Action Taken Report

A. The various avenues in which feedback from Employees were obtained during the Academic Year 2020-21:

1. Faculty feedback from department level meetings / Board of Studies / School Level Advisory Committee / IQAC / Planning & Monitoring Board (PMB) / Academic Council.
2. Feedback through Institution website

Based on the analysis of feedback, the following points were taken for further course of action in the Academic Year 2020-21:

A1: Introduction of new programmes in Law, Arts, Agriculture and in Emerging areas like Artificial Intelligence, Cyber Security

A2: Introduction of discipline specific Law courses

A3: Value added courses in new programming languages

A4: Elective courses in emerging areas

A5: Revamping curriculum by bringing important elective courses as core courses.

B. Details of Action Taken:

- A1: was considered as an agenda item 16.1.3 in the 16th meeting of Academic Council held on 23.12.2020 and items 17.1.4 & 17.1.7 in the 17th meeting of Academic Council held on 15.07.2021. (Page Nos. 12 & 13 of 16th meeting of AC; Page no. 15, 16 & 17 of 17th meeting of Academic Council).

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- A2: was considered as an agenda item 17.23.2 in the 17th meeting of Academic Council held on 15.07.2021 (Page No. 81 of minutes of 17th AC meeting). Efforts were initiated to bring department-level Law courses in the curriculum across disciplines.

- A3: The institution is already offering value added courses in programming languages in collaboration with IIT Bombay spoken tutorial. Also considered as agenda item 17.7.4 in the 17th meeting of Academic Council held on 15.07.21 (Page no. 42, 43 of Minutes of 17th Academic Council meeting).

- A4 & A5: This was considered during major revision of curriculum & syllabi of Engineering, Arts & Science and MBA programmes under Regulation 2021 which were approved in the 17th meeting of academic council. The sample agenda items in this regard were 17.16.1, 17.19.1 & 17.24.1 in the 17th meeting of Academic Council held on 15.07.21. (Page no. 60,61,71,72,82,83,84 of minutes of 17th Academic Council meeting).

Annexure: **Highlighted pages of Minutes of 16th and 17th meeting of Academic Council.**

Dean, Academic Affairs 31/12/2021

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of Science & Technology
Vandalur, Chennai - 600 048, India

B.S. Abdur Rahman
Crescent
Institute of Science & Technology
Deemed to be University u/s 3 of the UGC Act, 1956
GST Road, Vandalur, Chennai 600 048

MINUTES OF THE

Sixteenth Meeting of the Academic Council

of

B.S. Abdur Rahman Crescent Institute of Science & Technology

held on

December 23, 2020

Online Meeting

the institution were not disseminated in an appreciable way to the stakeholders and the public. He suggested that the institution shall take necessary steps to publicize its achievements, in particular, CIIC to the outer world for better visibility and branding.

Resolution:

It was decided to explore the appointment of an academic PRO to take forward the achievements and salient activities of the Institution to the limelight.

Item 16.1.1

To confirm the Minutes of the fifteenth meeting of the Academic Council held on 25ᵗʰ June 2020.

Note on Agenda:

The fifteenth Meeting of the Academic Council was held on 25.06.2020 at 10.00 am in online mode. The minutes of the meeting was communicated to all the members and no comments were received.

The minutes of the meeting are enclosed in **Annexure 16.1.1**.

The Academic Council may confirm the minutes.

Resolution:

As there were no comments received from the members, the minutes of the Fifteenth meeting of Academic Council was confirmed.

Item 16.1.2

To consider the Action Taken Report of the fifteenth Academic Council Meeting Minutes.

Note on Agenda:

The action taken report on the minutes of the fifteenth meeting of Academic Council is enclosed in **Annexure 16.1.2.**

The Academic Council may take note of the same.

Resolution:

The action taken report on the minutes of the fifteenth meeting of the Academic Council was noted and approved by the Academic Council.

Item 16.1.3

To consider and deliberate the introduction of new programmes to be offered and withdrawal of certain programmes from the academic year 2021-22.

Note on Agenda:

In order to meet the societal needs and changing industry demand, the following programmes are proposed for introduction in the academic year 2021-22:

1. M.Tech. Data Science
2. M.Tech. Artificial Intelligence & Data Science
3. M.Tech. Food Biotechnology
4. B.Tech. ECE (Part Time)
5. LLM (1 year)
6. MBA (Strategy) - Already approved in the 15th meeting of Academic Council

The following programmes are to be discontinued from the academic 2021-22 considering the lack of patronage from students:

1. B.Tech. Automobile Engineering
2. B.Tech Electronics and Instrumentation Engineering

The starting of new programmes and discontinuation of few existing programmes discussed in detail in the Meeting of Deans chaired by the Pro Vice Chancellor and the Registrar held on 15.12.2020.

The Academic Council may consider and offer their valuable suggestions in this regard.

Discussions:

Dr. B. Suresh suggested presenting the details of programmes such as the starting year, its progression and other relevant details that are proposed to be withdrawn, as this could help in understanding the evolution of a field of study over a period of time.

Resolution:

After deliberations, the agenda item was approved.

Item 16.1.4

To consider and note the establishment of Curriculum Development Cell (CDC) and Remedial Coaching Cell (RCC) in the Institution.

Note on Agenda:

The Office of Academic Affairs holistically handled the framing / revision of Regulations, curriculum and syllabi of various programmes offered by the Institution in coordination with respective departments / schools in a structured manner. Due to the multifaceted growth of the institution, the Curriculum Development Cell was established with representations from all the schools.

The Remedial Coaching Cell was established with the following objectives:

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Minutes of the

Seventeenth Meeting of the Academic Council

of

B.S. Abdur Rahman Crescent Institute of Science & Technology,

held on

July 15, 2021

Online Meeting

3-5, 2021. Our Institution was accredited with A+ Grade (CGPA: 3.33 out of 4.00) for the period of five years with effect from 08-02-2021.

The detailed report is given Annexure 17.1.3.

The academic council may consider and take note of the same.

Resolution:

The agenda item was noted.

Item 17.1.4

To consider and approve the introduction of new programmes from the academic year 2021-22.

Note on Agenda:

To meet the changing industry demand and societal needs, the following programmes are to be introduced from the academic year 2021-22:

1. MBA Innovation, Entrepreneurship and Venture Development
2. BA Public Policy

The following programmes are also offered from the academic year 2021-22 for which the approval was already obtained in the 16th meeting of Academic Council which was held on 23rd December 2020.

1. M.Tech. Data Science
2. M.Tech. Artificial Intelligence & Data Science
3. M.Tech. Food Biotechnology

Note : The AICTE granted approval for the above M.Tech. programmes and MBA (IEV) vide F.No. Southern/1-9320023375/2021/EOA dated 08.07.2021.

The Academic Council may consider and approve the introduction of new programmes for implementation from the academic year 2021-22.

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Discussions:

Prof. Thangamuthu pointed out that Public Policy can also be offered as a Post Graduate programme.

Resolution:

The introduction of the above mentioned new programmes was approved by the Academic Council for implementation from the academic year 2021-22.

Item 17.1.5

To consider and approve the establishment of Department of Public Policy under School of Social Sciences and Humanities

Note on Agenda:

The Institution proposed to offer B.A. Public Policy from the Academic Year 2021-22. This necessitated the creation of "Department of Public Policy" to effectively handle all the academic activities pertaining to this programme. This department will function under the School of Social Sciences and Humanities.

The Academic Council may consider and approve the establishment of Department of Public Policy.

Resolution:

The agenda item was approved.

Item 17.1.6

To consider and approve the establishment of "Centre for Distance and Online Education" for offering Open and Distance Learning (ODL) and Online Mode (OL) programmes

Note on Agenda:

The "Centre for Distance and Online Education" has been established in the Institution to offer programmes under Open and Distance Learning (ODL) and Online (OL) mode from the academic year 2021- 22. Prof. V. Rhymend Uthariaraj was appointed as Director, Centre for Distance and Online Education.

The Academic Council may consider and approve the same.

Resolution:

The agenda item was approved.

Item 17.1.7

To consider and approve the introduction of MCA and MBA programmes under Regulations 2021 in Open and Distance Learning (ODL) and Online Mode (OL)from the academic year 2021-22.

Note on Agenda:

The offering of MCA and MBA Programme under ODL and OL modes was deliberated and approved in the 18th Meeting of BoM which was held on 03.03.2021.Accordingly the Institution has applied for approval in AICTE. The AICTE granted approval for the MCA and MBA programmes in ODL & OL in the Academic Year 2021-21 vide F.No. Southern/1-9320023375/2021/EOA dated 08.07.2021.

The Academic Council may consider and approve the starting of MCA and MBA programmes under ODL and OL mode from the academic year 2021-22.

Discussions:

In the first phase, the Institution has proposed to offer MCA and MBA programmes under ODL and OL mode from the academic year 2021-22.

Approval was also sought from the Academic Council to offer programmes viz., B.A. English (Hons.), B.Com., B.A. Islamic Studies, etc., and other feasible programmes in ODL and OL mode upon obtaining approval from UGC.

Prof. Thangamuthu recommended that the sanctioned intake of 60 for MBA and MCA programmes offered as ODL & OL can be increased.

Resolution:

The introduction of the above mentioned new programmes under ODL and OL modes for implementation from the academic year 2021-22 was approved.

The Academic Council also approved starting of UG arts and science programmes viz., B.A. English (Hons.), B.Com., B.A. Islamic Studies, etc., and other feasible programmes in ODL and OL mode in the near future.

Items moved by the Dean Academic Affairs
Approvals and Ratifications

Item 17.2.1

To consider and approve the mode of teaching learning process and academic schedule for the even semester 2020-21.

Note on Agenda:

To cope up with the pandemic situations, programme-wise academic schedule was planned to effectively manage the academic activities in the given timeline. The following are the details of the academic schedule for various programmes in the Even semester 2020-21:

A) For the intermediate and final year students of UG and PG programmes (Except CSA, CSB, SAIS & CSP):

S. no.	Academic Activities	Dates
1	Commencement of the Classes	01.03.2021
2	CAT I begins	15.04.2021
3	CAT II begins	04.06.2021
4	Last Instructional Day	17.06.2021
5	Practical Courses – Semester End Exams begin	18.06.2021
6	Substitute Exams begin	29.06.2021
7	Theory Courses – Semester End Exams begin	05.07.2021
8	Arrear Theory Courses – Semester End Exams begin	26.07.2021
9	Reopening Date for the next semester	16.08.2021

of Board of Studies of the Department of Computer applications and the board has recommended the same for approval.

The syllabi of III and IV semester courses of two year MCA programme under Regulations 2019 are given in Annexure 17.7.2.

The Academic Council may consider and approve the same for implementation from academic year 2021-22.

Resolution:

The agenda item was approved.

Item 17.7.3

To consider and approve the curriculum and syllabi of MCA programme offered in ODL and OL mode under Regulations 2021.

Note on Agenda:

Department of Computer Applications has proposed to introduce the MCA programme in ODL and OL mode under Regulations 2021 from the academic year 2021-22.

The Board of Studies of the Department of Computer Applications recommended to follow the existing curriculum and syllabi of MCA (2 year programme) under Regulations 2019. The PPR (Programme Project Report), SLM (Self Learning Material) and E – Learning Material of the courses offered in the programme were also deliberated and recommended for approval.

The curriculum and syllabi of MCA programme offered in ODL and OL mode under Regulations 2021 are given in Annexure 17.7.3.

The Academic Council may consider and approve the same for implementation from the academic year 2021-22.

Resolution:

The agenda item was approved.

Item 17.7.4

To consider and approve the syllabus of value added course "IoT and Big Data" offered to BCA, B.Sc. Computer Science and MCA programmes.

Note on Agenda:

The syllabus of the value added course "IoT and Big Data" proposed to be offered to the BCA, B.Sc. Computer Science and MCA programmes was deliberated in detail in the 15th Meeting of Board of Studies of the Department of Computer Applications and the board has recommended for approval.

The syllabus of the course "IoT and Big Data" is given in <u>Annexure 17.7.4.</u>

The Academic Council may consider and approve the same with effect from academic year 2021-22.

<u>Resolution:</u>

The agenda item was approved.

DEPARTMENT OF MATHEMATICS AND ACTUARIAL SCIENCES

Item 17.8

To consider and approve the recommendations of the Board of Studies of the Department of Mathematics and Actuarial Science.

Item 17.8.1

To consider and approve the Mathematics courses offered by the Department of Mathematics and Actuarial Science to the B.Tech. Programmes under Regulations 2021.

Note on Agenda:

As per the suggestions from the faculty members of various departments, it was proposed to offer mathematics courses (with applications)to B.Tech. Programmes relevant to their branch of study. In line with the above objective domain specific mathematics courses are to be offered in the I, II and III /IV semester of B.Tech. Programmes R2021.

I Semester:
MAD1181 Algebra and Differential Calculus

MAD 1182 Biomathematics

II Semester
MAD 1281 Advanced Calculus

MAD 1282 Biostatistics

MAD 1283 Partial Differential Equations and Transforms

MAD 1284 Statistics

MAD 1285 Linear Algebra

III Semester
MADX01 Transforms and Partial Differential Equations

MADX02 Discrete Mathematics

MADX03 Probability and Statistics

MADX04 Random Processes

MADX05 Numerical Methods

IV Semester
MAD2181 Statistics for Data Analysis

MAD 2182 Probability and Statistics

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- Advanced Processing Technology
- Additive Manufacturing Technology
- Adhesives and Surface Coating Technology
- Extrusion and Forming Process
- Speciality Elastomers
- Finite Element Analysis
- Computational Analysis of Polymeric Materials
- Automation in Polymer Processing Industries

The following courses were revised:
  - PED 1211 Basics of Machining
  - PED 1212 Principles of Chemical Engineering

The curriculum and syllabi of courses (I and II semester) were discussed in the 13th meeting of Board of Studies of the Department of Polymer Engineering and the board has recommended the same for approval.

The curriculum and syllabi of courses (I and II semester) of B.Tech. Polymer Engineering is given in Annexure 17.15.1.

The Academic Council may consider and approve the same for implementation from the academic year 2021-22.

Resolution:

After detailed deliberations, the agenda item was approved.

SCHOOL OF INFRASTRUCTURE
DEPARTMENT OF CIVIL ENGINEERING

Item 17.16

To consider and approve the recommendations of the Board of Studies of the Department of Civil Engineering.

Item 17.16.1

To consider and approve the curriculum and syllabi of B.Tech Civil Engineering under Regulations 2021.

Note on Agenda:

The Institution follows the best practice of effecting major revision in curriculum and syllabi of B.Tech. programmes once in four years considering the dynamic changes in the industry, introduction of new technology and techniques, emerging trends and employment opportunities. This is in addition to the revision in curriculum and syllabi of programmes facilitated once in six months.

The curriculum of B.Tech. Civil Engineering under regulations 2021 was framed after

deliberations with various stakeholders viz., students, parents, Alumni, Experts from Academia and Industry in the School Level Advisory Committee (SLAC) meetings and various department level meetings

The salient revisions in the curriculum of B.Tech. Civil Engineering under R 2021 are as follows:

Based on the feedback from faculty members of the department, the following new courses (Core and elective courses) were introduced in the B.Tech. Civil Engineering R2021:

1. Design of Substructures
2. Repair and Rehabilitation of RC Elements
3. Smart Infrastructure
4. Introduction to Finite Element Analysis of Structures
5. Introduction to Steel-Concrete Composite Structures
6. Water Power Engineering
7. Water Distribution Systems
8. Railway Engineering
9. Airport Planning & Engineering
10. Docks and Harbour Engineering
11. Water Resources Engineering

Based on the feedback from students and parents, the following new courses (Core and elective courses) were introduced:

1. Non Destructive Techniques
2. Subsurface Investigation and Report Writing

Based on the feedback from employers, industry and alumni, the following new courses (Core and elective courses) were introduced:

1. Applications of software in Geotechnical Engineering
2. Lean Construction
3. Design Principles of Special foundation
4. Sustainable Water and Sanitation for Smart cities
5. GPS & Drone Surveying
6. Spatial Data Modelling & Analysis
7. Intelligent Transportation Systems

The following courses were revised as per the suggestions of faculty and students:

CED 1201   Building Construction and Practices

CED 1202   Surveying

CED 1203   Civil Engineering Drawing

These revisions were discussed in the 15th meeting of Board of Studies of the

The curriculum and the syllabi of courses (I and II semester) of B.Des programme R2021 were discussed in the 6th Meeting of Board of Studies (B.Des. programme) of School of Architecture and the board has recommended the same for approval.

The curriculum and syllabi of courses (I and II semester) of B.Des. Programme R 2021 are given in Annexure 17.18.2.

The Academic Council may consider and approve the same for implementation from the academic year 2021-22.

Resolution:

The agenda item was approved.

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CRESCENT SCHOOL OF BUSINESS

DEPARTMENT OF MANAGEMENT STUDIES

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Item 17.19

To consider and approve the recommendations of the Board of Studies of the Department of Management Studies.

Item 17.19.1

To consider and approve the curriculum and syllabi of MBA **under Regulations 2021.**

Note on Agenda:

The Curriculum of MBA programme has been revised in line with AICTE guidelines and the PG framework of the Institution. Many new courses have been introduced in addition to the revision of syllabi of the existing courses.

The curriculum of MBA programme was framed after deliberation in the various department level meetings.

Based on the feedback from faculty the following new courses (Core and elective courses) were **introduced** in the M.B.A. R 2021:

1. Corporate Finance – Core Course
2. Behavioral and Personal Finance – Functional Elective Course
3. Financial Management – Functional Elective Course
4. Applied Operations Research - Functional Elective Course
5. Advanced Statistical Techniques – Ph.D. Course
6. Research and Publication Ethics – Ph.D. Course (As per AICTE norms)
7. Food and AgriTech Business – General Elective Course
8. NGO Management – General Elective Course

Based on the feedback from students and parents, the following new courses (Core and elective courses) were introduced:

1. Business Communication Lab. – Core Course
2. Materials Management - Functional Elective Course
3. Electronic Human Resource Management – Ph.D. Course

Based on the feedback from employers and alumni the following new courses (Core and elective courses) were introduced:

1. Computer Applications in Business Lab. – Core Course
2. Managing Disruptive Technologies – Core Course
3. Fundamentals of Banking - Functional Elective Course
4. Legal Aspects of Banking - Functional Elective Course
5. Risk Management in Banks - Functional Elective Course
6. Retail Banking - Functional Elective Course
7. Treasury and Derivatives Management - Functional Elective Course
8. International Banking and Forex Management - Functional Elective Course

The following courses were revised as per the suggestions of faculty and students:

1. Statistics for Decision making
2. Accounting for Managers
3. Operations Management

The curriculum and the syllabi of courses (I and II semester) of MBA programme under Regulations 2021 were discussed in the Board of Studies of the Department of Management studies and the board has recommended the same for approval.

The curriculum and syllabi of courses (I and II semester) of MBA programme under Regulations 2021 are given in Annexure 17.19.1.

The Academic Council may consider and approve the same for implementation from the academic year 2021-22.

Resolution:

The agenda item was approved.

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Item 17.19.2

To consider and approve the curriculum and syllabi (I semester) of MBA (IEV) under Regulations 2021.

Note on Agenda:

The MBA programme in Innovation, Entrepreneurship and Venture Development is to be offered from the academic year 2021-22. The curriculum of the programme has been framed in accordance with the AICTE guidelines.

The curriculum of MBA (IEV) R 2021 was discussed in detail in the Board of Studies of the Department of Management Studies and the board has recommended the same for

Item 17.23.2

To consider and approve the humanities courses offered by the School of Social Sciences and Humanities to the B.Tech. programmes under Regulations 2021.

Note on Agenda:

The School of Social Sciences and Humanities is offering the following Humanities courses in the III and IV semesters to B.Tech. programmes under Regulations 2021.

Humanities Elective – I (To be offered in III Semester)

Sl. No.	Course Name	Credits
1	Engineering Economics and Management	2
2	Sociology of Science and Technology	2
3	Industrial Economics and Management	2
4	Dynamics of Indian Social structure	2

Non Credit Courses (To be offered in IV Semester)

Sl. No.	Course Name
1	Essence of Indian Traditional Knowledge
2	Indian Constitution and Human Rights

Humanities Elective – II (To be offered in VI Semester)

Sl. No.	Course Name	Credits
1	Economics of Sustainable Development	2
2	Sociology of Industrial relation.	2
3	Professional Ethics and Human Values	2
4	Gender, Technology and development.	2

The syllabi of the courses were deliberated in the Board of Studies of the School of Social Sciences and Humanities and the board has recommended the same for approval.

The syllabi of the courses offered to B.Tech. R 2021 are given in Annexure 17.23.2.

The Academic Council may consider and approve the same for implementation from the academic year 2021-22.

Resolution:

The agenda item was approved.

Item 17.23.3

To consider and approve the syllabi of courses introduced for the Research scholars to pursue the Ph.D. programme.

Note on Agenda:

The following courses were introduced for the Research scholars to pursue the Ph.D. programme.

- Research Methodology for Social Sciences
- Advanced Economic Theory

The syllabi of the above courses were deliberated in the Board of Studies of the School of Social Sciences and Humanities and the board has recommended the same for approval.

The syllabi of the courses are given in <u>Annexure 17.23.3.</u>

The Academic Council may consider and approve the same for implementation from the academic year 2021-22.

Resolution:

The agenda item was approved.

DEPARTMENT OF COMMERCE

Item 17.24

To consider and approve the recommendations of the Board of Studies of the Department of Commerce.

Item 17.24.1

To consider and approve the curriculum and syllabi of B.COM. (General), B.COM. (Accounts& Finance) and B.Com (Honours) under Regulations 2021.

Note on Agenda:

The curricula and syllabi of the B.Com. (General), B.Com. (Account & Finance) and B.Com (Honours) was thoroughly revised in alignment with the UGC model curriculum with the structure of the programme consisting Ability Enhancement courses, Core courses, General Electives and Soft skill courses. Also considering the feedback from stakeholders

The salient revisions of the curriculum are as follows:

B.Com. (Accounts and Finance):

Based on the feedback from faculty the following new courses (Core and elective courses) were introduced in the B.Com (Accounts and Finance) R 2021:

1. Business Organisation and Management
2. Fundamentals of Financial Management
3. Business Mathematics and Statistics
4. Management Accounting
5. Strategic Corporate Finance
6. Export-Import Procedures and Documentation
7. Financial Statement Analysis

8. Investment Management

9. Financial Econometrics

10. Financial Derivatives

11. International Finance

12. Corporate Restructuring

13. International Business Environment

14. Investment Banking

15. Financial Reporting

16. Corporate Analysis and Valuation

17. Auditing

18. Business Tax Planning

19. International Trade Blocks and Multilateral Agencies

20. Business Research Methods

21. Management of Financial Institutions

22. Forensic Analysis and Fraud Investigation

23. Banking and Insurance

24. Financial Markets

25. Industrial Psychology

26. Derivatives Management

27. Merchant Banking

28. Business Finance

Based on the feedback from employers and alumni the following new courses (Core and elective courses) were introduced:

1. Financial Derivatives

The following courses were revised as per the suggestions of faculty and students:

1. Financial Accounting

2. Advanced Financial Accounting

B.Com (General) :

Based on the feedback from faculty the following new courses (Core and elective courses) were introduced in the B.Com (General) R 2021:

1. Business Organisation and Management

2. Business Mathematics and Statistics

3. Marketing Management

4. Corporate Governance

5. Financial Statement Analysis

6. Human Resources Management

7. Personal Finance & Planning

8. Industrial Relations and Labour Laws

9. Consumer Affairs

10. Business Ethics and Human Values

11. E- Business

12. Personal Tax Planning and Tax Management

13. Auditing

14. Business Tax Procedures and Management

15. Business Research Methods

16. Indian Economy

17. Mind Management

18. Banking and Insurance

19. Event Management

20. People Management

21. Project Management

22. Stock Market Operations

23. New Venture Planning and Development

Based on the feedback from students and parents, the following new courses (Core and elective courses) were introduced:

1. Business Incubation

Based on the feedback from employers and alumni the following new courses (Core and elective courses) were introduced:

1. Leadership and Team Development

The following courses were revised as per the suggestions of faculty and students:

1. Financial Accounting

2. Advanced Financial Accounting

3. Business Laws

B.Com (Hons):

Based on the feedback from faculty the following new courses (Core and elective courses) were introduced in the B.Com (Honours) R 2021:

Financial Markets and Institutions

1. Marketing Management

2. Banking and Insurance

3. Organisational Behaviour

4. Corporate Legal Framework

5. Industrial Relations and Labour Laws

6. Entrepreneurship Development

7. Consumer Affairs

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8. Financial Technology and Analytics

9. E-Business

10. Leadership and Team Development

11. Industrial Psychology

12. Micro Finance

13. New Venture Planning and Development

Based on the feedback from students and parents, the following new courses (Core and elective courses) were introduced:

1. Business Research Methods

Based on the feedback from employers and alumni the following new courses (Core and elective courses) were introduced:

1. Digital Marketing

2. Artificial Intelligence for Business

The syllabi of the courses (I and II Semester) were deliberated in the Board of Studies of the Department of Commerce and the board has recommended the same for approval.

The revised curriculum and syllabi of courses of (I and II Semester) of B.Com. (General), B.Com. (Account & Finance) and B.Com (Honours)under R 2021 are given in Annexure 17.24.1(a),17.24.1(b) & 17.24.1(c).

The Academic Council may consider and approve the same for implementation from the academic year 2021-22.

Discussions:

Mr. Sivasankara Prasad Thupalli suggested to encourage students to pursue courses on Management Accounting and Cost Accounting as these courses help in making strategic decisions that impact the economic trends of the industry.

Dr. B. Suresh suggested including a course on Business and Financial Ethics.

Resolution:

The agenda item was approved.

Item 17.24.2

To consider and approve the curriculum and syllabi of BBA (General), BBA (FS) under Regulations 2021.

Note on Agenda:

The curriculum and syllabi of the BBA (General), BBA (FS)was thoroughly revised in alignment with the UGC model curriculum with the structure of the programme consisting Ability Enhancement courses, Core courses, General Electives and Soft skill courses.