

**SRI MEENAKSHI GOVERNMENT ARTS COLLEGE FOR WOMEN (A),
MADURAI**

DEPARTMENT OF BUSINESS ADMINISTRATION

Date: 10.05.2021

Agenda-MBA

- I. Introduction of new course and revision of elective courses as in fourth semester
 1. Competency Mapping (HR elective)
 2. Organisational development and Change Management-Merged
 3. Revised Service Marketing syllabus
- II. Introduction of Value-added course
Credit -2
No of Hours-30 Hrs.
Semester-Final
 1. Hospital management
 2. Event Management
- III. Any other Matter

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MINUTES OF MBA BOARD OF STUDIES MEETING HELD ON 10th May, 2021 at 10.00 AM

The Board of Studies meeting was started with brief introduction of the Board of Studies by the chairperson.

The Board resolved to approve the following changes, which will come into effect from June 2021 onwards.

Resolutions

1. Resolved to approve the following changes in the syllabus based on the suggestions of the Board of Studies Members:

Services Marketing

Unit I – Classification of services and factors for growth of services included

Unit II – Elements of services marketing mix listed in old syllabus as “What is a product –Price services promotion–Place in services –Physical evidence in service– Process services” are listed in new syllabus as “Service Product – Services pricing – Place in services – Services Promotion-Service Process - Physical evidence.”-Added People in Services

Unit III Content of the unit III have been removed. Unit IV has been shifted to Unit III.

Unit IV -. “Service Quality: Service Quality-Dimensions in service quality-GAP Model-Measuring and improving service quality. CRM in Services: Customer Relationship Management-Objectives-Targeting right customer-Building customer Loyalty-CRM Model-Relationship lifecycle” included in the fourth unit

3. OD and Change Management-Both elective papers syllabus content has been revised and resolved to introduce as one elective as Organizational development and change management
4. Resolved to introduce the following new courses in IV semester as one of the elective course in HR
 1. Competency Mapping
5. Resolved to approve the following courses as value Added course and also its syllabus, credits and No of Hours in the final semester
 1. Hospital administration
 2. Event management

Board Members

- Dr. S. Rajarajeswari - Chairperson
- Dr. M. Sivakumar - University Nominee
- Dr. V. Ramanujam - Subject Expert
- Dr. M. Balaji - Subject Expert
- Mr. Ramesh Prabhu - Industrial Expert
- Dr. D. Maria Pon Reka - Other Member
- Dr. C. Kavitha - Other Member
- Dr. D. Ramkumar - Other Member
- Dr. P.R. Shini - Other Member
- Dr. D. Jebapriya - Other Member
- Dr. A. Durai Kannan - Other Member
- Dr. B. Selvaveera Kumar - Other Member
- Ms.Sonia - Student Nominee

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