

**RAJAH SERFOJI GOVERNMENT COLLEGE (AUTONOMOUS)**  
(Reaccredited with "A"Grade by NAAC)  
Thanjavur – 613 005

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**BOARD OF STUDIES 2020 HELD ON 05.01.2021**

**MINUTES**

The meeting of the Board of Studies in Commerce, for the Academic Year 2020-21, was held on 5<sup>th</sup> January 2021 at 2:00 pm at Department of Business Administration, Rajah Serfoji Government College, Thanjavur – 613 005.

The following members attended the meeting:

|          |                                                                                                                                                                  |                                          |
|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|
| <b>1</b> | <b>Dr.V.SURESH KUMAR,</b><br>Head of the Department<br>Department of Business Administration,<br>Rajah Serfoji Government College (Autonomous),<br>Thanjavur - 5 | Chairman                                 |
| <b>2</b> | <b>Dr.N.SUMATHI,</b><br>Principal,<br>Professor of Management Studies,<br>Adaikalamatha College,<br>Vallam,<br>Thanjavur – 613 403.                              | University Nominee<br>and Subject Expert |
| <b>3</b> | <b>Dr.M.BABU,</b><br>Asst. Professor,<br>Bharathidasan School of Management,<br>Bharathidasan University,<br>Trichy - 24                                         | Subject Expert                           |
| <b>4</b> | <b>Dr.P.GNANASEKARAN,</b><br>Asst. Professor and Head,<br>Department of Business Administration,<br>H.H.Rajah's College (Autonomous),<br>Pudukkottai – 622 001.  | Subject Expert                           |
| <b>5</b> | <b>Dr.S.VENKATESAN,</b><br>Chief Executive Officer<br>Adaikalamatha College,<br>Vallam, Thanjavur – 613 403                                                      | Industrialist                            |

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| 6 | <b>Ms.A.KALPANA,</b><br>Asst. Professor,<br>Department of Management Studies,<br>Idhaya College For Women,<br>Kumbakonam – 612 001.                        | Alumni Member |
| 7 | <b>Dr.S.SASI KUMAR,</b><br>Asst. Professor,<br>Department of Business Administration,<br>Rajah Serfoji Government College (Autonomous),<br>Thanjavur - 5   | Member        |
| 8 | <b>Dr.K.KARUNAKARAN,</b><br>Asst. Professor,<br>(Deputation from Annamalai University)<br>Rajah Serfoji Govt. College (Autonomous),<br>Thanjavur – 613 005 | Member        |
| 9 | <b>Dr.S.BALAJI</b><br>Asst. Professor,<br>(Deputation from Annamalai University)<br>Rajah Serfoji Govt. College (Autonomous),<br>Thanjavur – 613 005       | Member        |

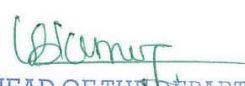
**Dr.V.SURESH KUMAR**, Chairperson, Board of Studies and Head, Department of Business Administration, Rajah Serfoji Government College, called the meeting to order and the following business was transacted.

- 1) Discussions were made on the proposed Program Specific Outcomes (PSO) and Course Outcomes (PO).

**RESOLUTION:** Unanimously resolved to give approval for the Program Specific Outcomes and Course Outcomes prepared and presented and the Chairperson is requested to place the PSO and PO Matrix along with its Cognitive level specification in the forthcoming Board of Studies.

- 2) Detailed discussions were held on the Programmes proposed for RUSA's financial assistance. Exploring the possibilities of employability ensuring Certificate Programmes in the field of commerce two Certificate Programmes namely 1. Certificate Course on Retail Marketing and 2. Certificate Course on Career Planning and Development will be introduced, if accepted.

  
**CONTROLLER OF EXAMINATIONS,**  
RAJAH SERFOJI GOVERNMENT COLLEGE (AUTONOMOUS),  
THANJAVUR 613 005.

  
**HEAD OF THE DEPARTMENT,**  
Department of Business Administration,  
Rajah Serfoji Govt. College (Autonomous),  
Thanjavur - 613 005.

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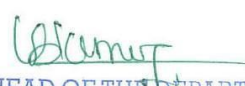
**Dr.V.SURESH KUMAR**, Chairperson, Board of Studies and Head, Department of Business Administration, Rajah Serfoji Government College, called the meeting to order and the following business was transacted.

- 1) Discussions were made on the proposed Program Specific Outcomes (PSO) and Course Outcomes (PO).

**RESOLUTION:** Unanimously resolved to give approval for the Program Specific Outcomes and Course Outcomes prepared and presented and the Chairperson is requested to place the PSO and PO Matrix along with its Cognitive level specification in the forthcoming Board of Studies.

- 2) Detailed discussions were held on the Programmes proposed for RUSA's financial assistance. Exploring the possibilities of employability ensuring Certificate Programmes in the field of commerce two Certificate Programmes namely 1. Certificate Course on Retail Marketing and 2. Certificate Course on Career Planning and Development will be introduced, if accepted.

  
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**RESOLUTION:** Unanimously resolved to give approval to start

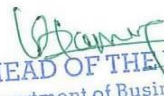
1. Certificate Course on Retail Marketing
2. Certificate Course on Career Planning and Development.

And the contents of the Programmes are also given due approval. Further resolved to suggest the Academic Council to do the needful to start and continue these courses even if the RUSA finance is not available or ceases.

- 3) Discussions for the revision of the course outline of B.B.A. Programme incorporating the Extra Credit Courses for Advanced Learners. The extra credit courses are implemented from the Academic year 2020-21, as resolved as Resolution No. 3 at the college council meeting held on 12.02.2020. Due ratification for the same shall be obtained from the forthcoming Academic Council in this regard. These courses are introduced to improve the knowledge base of the students in their own Discipline. These are self-study courses and are optional. For UG, two Courses with extra credit are included. There should be no standing arrears for opting Extra Credit Courses and similarly, Students are not permitted to write the course as arrear, if he / she fails in the courses with extra credit. In the 5<sup>th</sup> & 6<sup>th</sup> semesters of the UG Programmes, these extra credit courses are to be offered. One of the Discipline Specific Major electives of the particular semester (5<sup>th</sup> & 6<sup>th</sup> semesters of the UG), which are not opted by the candidate for the regular Study may be taken by them as extra credit course. Each Extra Credit Course will carry 4 credits each.

**RESOLUTION:** Unanimously resolved to give ratification for the introduction of the Extra Credit Courses for Advanced Learners which will be implemented from the present academic year itself. As it is a Part-IV self-study course there will not be any internal assessment and external marks alone will be awarded. External assessment may be based on the MCQ type from the next academic year onwards. Though the already approved Major Elective Course is taken as an Extra Credit Course choice, it is suggested to float two specific Extra Credit Courses from the next Academic Year onwards.

  
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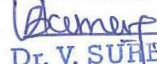
  
**HEAD OF THE DEPARTMENT,**  
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- 4) Discussions for the new additions in the existing curriculum for B.B.A and M.Phil. Programmes.

**RESOLUTION:** Unanimously resolved to accept the previous board of studies syllabi.

**The presentations of the proposals are enclosed.**

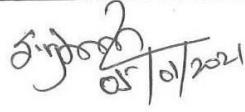
1. Brief
2. Title of courses proposed for B.B.A., (Annexure -1)
3. Syllabus for B.B.A., (Annexure -2)
4. Title of courses proposed for M.Phil., (Annexure -3)
5. Syllabus for M.Phil., (Annexure -4)
6. Title of courses proposed for Certificate course on Retail Marketing (Annexure -5)
7. Syllabus for Certificate course on Retail Marketing (Annexure -6)
8. Title of courses proposed for Certificate course on Career Planning and Development (Annexure -5)
9. Syllabus for Certificate course on Career Planning and Development (Annexure -6)

|   |                                                                                                                                                                  |                                                                                                                                                                                                                                                            |
|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
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|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**MEMBERS OF THE BOARD**

|   |                                                                                                                                                                 |                                                                                                                                                                                                                                                                 |
|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2 | <b>Dr.N.SUMATHI,</b><br>Principal,<br>Professor of Management Studies,<br>Adaikalamatha College,<br>Vallam,<br>Thanjavur - 613 403.                             | <br><b>Dr. N. SUMATHI, B.E., M.B.A., M.Phil., Ph.D.,</b><br>Director & Research Advisor,<br>Adaikalamatha Institute of Management & Research,<br>Vallam, Thanjavur-613 403. |
| 3 | <b>Dr.M.BABU,</b><br>Asst. Professor,<br>Bharathidasan School of Management,<br>Bharathidasan University,<br>Trichy - 24                                        | —                                                                                                                                                                                                                                                               |
| 4 | <b>Dr.P.GNANASEKARAN,</b><br>Asst. Professor and Head,<br>Department of Business Administration,<br>H.H.Rajah's College (Autonomous),<br>Pudukkottai - 622 001. | —                                                                                                                                                                                                                                                               |

  
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|   |                                                                                                                                                            |                                                                                                                                                                                                                                                               |
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| 5 | <b>Dr.S.VENKATESAN,</b><br>Chief Executive Officer<br>Adaikalamatha College,<br>Vallam,<br>Thanjavur - 613 403                                             | <br>05/01/2021                                                                                                                                                              |
| 6 | <b>Ms.A.KALPANA,</b><br>Asst. Professor,<br>Department of Management Studies,<br>Idhaya College For Women,<br>Kumbakonam - 612 001.                        | —                                                                                                                                                                                                                                                             |
| 7 | <b>Dr.S.SASI KUMAR,</b><br>Asst. Professor,<br>Department of Business Administration,<br>Rajah Serfoji Government College (Autonomous),<br>Thanjavur - 5   | <br><b>Dr. S. SASIKUMAR,</b><br>M.B.A., M.Phil., Ph.D.<br>Assistant Professor of Business Administration,<br>Rajah Serfoji Govt. College (Autonomous)<br>THANJAVUR-613 005. |
| 8 | <b>Dr.K.KARUNAKARAN,</b><br>Asst. Professor,<br>(Deputation from Annamalai University)<br>Rajah Serfoji Govt. College (Autonomous),<br>Thanjavur - 613 005 |                                                                                                                                                                             |
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## SEMESTER – V

### CORE COURSE:8 – OPERATIONS RESEARCH

Credits : 4  
Hours /week : 5

Medium of Instruction: English  
**Subject Code:S5BA8**

#### Course Objective

To facilitate the students to understand the scientific methods available to take proper decisions in the allocation of scarce resources, their optimum use in maintaining inventory, in replacing machines and in forecasting the trends that are affected by many contingent factors.

#### UNIT- I

Operations Research: Meaning – Models – Scope – Phases – Limitations – Operation Research and Decision-making – Linear Programming Problem: Formulation of L.P.P. – Solution to an L.P.P. – Graphical Method, **simplex method, BIG – M Method.**

#### UNIT- II

Transportation Problem: Solving T.P. By North West Corner Rule, Least Cost Method and Vogel's Approximation Method, **Modi method.**

#### UNIT- III

Inventory Control: Categories of Inventory – Reasons for carrying inventory – costs and terms associated with Inventory – Deterministic and Probabilistic Inventory Problem.

#### UNIT- IV

Assignment Problem: Solving Assignment Problem- Travelling Salesman Model – Maxima & Minima Method – Hungarian Method, **Game theory.**

#### UNIT- V

Replacement Decisions: Replacement of Equipment that deteriorates gradually – Replacement of Equipment that fails suddenly – **PERT, CPM.**

**(Marks: Theory 20% and Problems 80%)**

#### TEXT BOOK

Operations Research – KANTI SWARUP, P.K. GUPTA AND MAN MOHAN, Sultan Chand & Sons

#### REFERENCES

Quantitative Techniques for Decision Making – ANAND SHARMA, Himalaya Publishing House  
Quantitative Techniques – C.R. KOTHARI, Vikas Publishing House.

**Maximum Marks: 75**

**Exam Duration: 3 Hours**

Part – A =  $10 \times 2 = 20$  (Two Questions from Each Unit)

Part – B =  $5 \times 5 = 25$  (Either or type – Two questions from Each Unit)

Part – C =  $3 \times 10 = 30$  (Three out of Five and One question from each Unit)

## **SEMESTER – V**

### **MAJOR ELECTIVE COURSE : 2 (option A) – FINANCIAL SERVICES**

Credits : 4  
Hours /week : 4

Medium of Instruction: English  
**Subject Code: S5BAEL2A**

#### **Course objectives**

This course provides an understanding of the following fund-based and fee-based financial services offered by financial intermediaries such as non-banking finance companies, banks and financial institutions.

- Equipment Leasing
- Hire Purchase & Consumer Credit
- Bill Discounting & Factoring
- Accessing Capital Market.

This course will also focus on issues concerning the financial management of financial intermediaries.

#### **UNIT – I**

Equipment Leasing: Overview, Legal & Tax Aspects, Lease Evaluation, Lease Accounting, Recent Development, International Leasing.

#### **UNIT – II**

Hire Purchase & Consumer: Overview, Legal & Tax Aspects, Financial Evaluation of Hire Purchase, Accounting for Hire Purchase, Consumer Credit.

#### **UNIT – III**

Bill Discounting & Factoring : Concept & Forms of Bill Discounting, Concept & Types of Factoring, Bill Discounting Vs. Factoring, Financial Evaluation of Factoring, Factoring in the Indian Context, Export Factoring and Forfaiting.

#### **UNIT – IV**

Accessing Capital Market: Issue Management: Regulatory & Tax Framework, Issue Pricing Models – Equity and Debt Convertible Instruments, Financial Engineering, Raising funds from the International Capital Markets, Assessing Money Markets.

#### **UNIT – V**

Strategic Issues in the Management of Financial Intermediaries: Capital Policy, Liquidity Policy, Credit Policy, Investment Policy.

#### **TEXT BOOKS**

1. Handbook of Leasing, Hire Purchase & Factoring by K Sriram – Publishers: The Institute of Chartered Financial Analysis of India, Hyderabad.
2. Global Capital Markets by P.R.Josh.

**Maximum Marks: 75**

**Exam Duration: 3 Hours**

Part – A = 10x2=20 (Two Questions from Each Unit)

Part – B = 5x5=25 (Either or type – Two questions from Each Unit)

Part – C = 3x10=30 (Three out of Five and One question from each Unit)

