

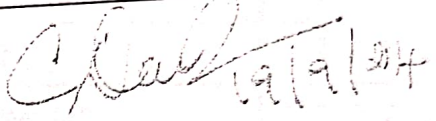
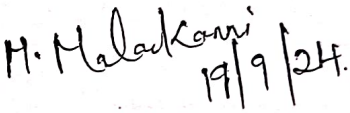
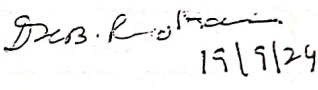
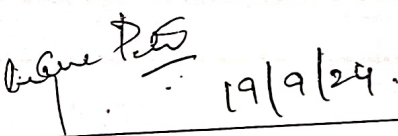


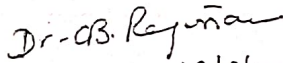
II Meeting of Board of Studies MBA programme

Venue: Principal Room Department of MBA

Date & time: 10 am on 19.09.2024

ATTENDANCE

Sl.No	Name	Signature
1	Dr.C.Dhasarathan Principal Dept. of Management Studies Chairperson	
2	Mrs.Malarkanni Asst.Prof. Dept. of Management Studies Member	
3	Dr.C.B.Ragothaman Prof. Dept. of MBA, Rajalakshmi Engg. College Chennai, External Member	
4	Dr. Dr.Magdalene Peter HOD MBA Dept. Bharath University, Chennai External Member	
9	Dr. Valli Controller of Examination Spl. invitee	


19/9/24

Prof.Dr.CB.Ragothaman
Dept. of Management Studies
RAJALAKSHMI ENGINEERING COLLEGE
(An Autonomous Institution)
Thandalam, Chennai-802 105.



SRI VENKATESWARAA UNIVERSITY
COLLEGE OF MANAGEMENT STUDIES



MBA - HOSPITAL MANAGEMENT - CURRICULUM - 2024-2026

SEMESTER - I						
SUBJECT CODE	SUBJECT	L	T	P	C	
HM24101	MANAGERIAL (MICRO) ECONOMICS	2	0	2	3	
HM24102	BUSINESS COMMUNICATION	2	0	2	3	
HM24103	LEGAL AND BUSINESS ENVIRONMENT	2	0	2	3	
HM24104	FINANCIAL REPORTING , STATEMENTS AND ANALYSIS	2	0	2	3	
HM24105	MARKETING MANAGEMENT	2	0	2	3	
HM24106	OPERATION MANAGEMENT	2	0	2	3	
HM24107	COMPUTER APPLICATION FOR BUSINESS	2	0	2	3	
HM24108	ORGANIZATIONAL BEHAVIOUR	2	0	2	3	
						24
SEMESTER - II						
SUBJECT CODE	SUBJECT	L	T	P	C	
HM24201	BUSINESS STATISTICS AND ANALYTICS FOR DECISION MAKING	2	0	2	3	
HM24202	CORPORATE FINANCE	2	0	2	3	
HM24203	MARKETING RESEARCH	1	0	2	2	
HM24204	PROJECT MANAGEMENT	2	0	2	3	
HM24205	QUANTITATIVE TECHNIQUES	2	0	2	3	
HM24206	CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY	1	0	2	2	
HM24207	HUMAN RESOURCE MANAGEMENT	1	0	2	2	
HM24208	ENTREPRENEURSHIP	1	0	2	2	
HM24209	SUMMER INTERNSHIP	0	0	2	2	
						22

SEMESTER - III						
SUBJECT CODE	SUBJECT	L	T	P	C	
HM24301	FUNDAMENTALS OF HOSPITAL ADMINISTRATION	2	0	2	3	
HM24302	OPERATION MANGEMENT IN HOSPITALS	2	0	2	3	
HM24303	EPIDEMIOLOGY AND BIO-STATISTICS	2	0	2	3	
HM24304	HOSPITAL AND HEALTH CARE SERVICES MARKETING	2	0	2	3	
HM24305	HOSPITAL SUPPORT SERVICES	2	0	2	3	
HM24306	HOSPITAL INFORMATION SYSTEM	2	0	2	3	
HM24307	LEGAL ASPECTS IN HEALTH CARE	2	0	2	3	
HM24308	QUALITY MANAGEMENT IN HOSPITALS	2	0	2	3	
HM24309	RISK MANAGEMENT & HEALTH INSURANCE	2	0	2	3	
						27
SEMESTER - IV						
SUBJECT CODE	SUBJECT	L	T	P	C	
HM24401	MEDICAL TOURISM MANAGEMNT	2	0	2	3	
HM24402	SAFETY AND DISASTER MANAGEMENT	2	0	2	3	
HM24403	MEDICAL TERMINOLOGY	2	0	2	3	
HM24404	MEDICAL ETHICS	2	0	2	3	
HM24405	PROJECT WORK	0	0	10	10	
						22

Dr. B. Raghavan
19/9/24

Prof. Dr. C.B. Ragothaman
Dept. of Management Studies
RAJALAKSHMI ENGINEERING COLLEGE
(An Autonomous Institution)
Thandalam, Chennai-602 105.

Dr. R. S. S. S.

MBA - GENERAL MANAGEMENT - CURRICULUM - 2024-2026

Prof.Dr.CB.Ragothaman
Dept. of Management Studies
RAJALAKSHMI ENGINEERING COLLEGE
(An Autonomous Institution)
Thandalam, Chennai-602 105.

Ingeneering

SEMESTER - III						
SUBJECT CODE	SUBJECT	L	T	P	C	
GM24301	TOTAL QUALITY MANAGEMENT	2	0	2	3	
GM24302	EVENT MANAGEMENT	2	0	2	3	
HUMAN RESOURCE						
GM24303	STRATEGIC HUMAN RESOURCE MANAGEMNT	2	0	2	4	
GM24304	HUMAN RESOURCE ANALYTICS	2	0	2	4	
GM24305	INDUSTRIAL RELATIONS AND LABOUR LEGISLATIONS	2	0	2	4	
FINANCE						
GM24306	FINANCIAL ANALYTICS	2	0	2	4	
GM24307	SECURITY ANALYSISAND PORTFOLIO MANAGEMENT	2	0	2	4	
GM24308	FINANCIAL DERIVATIVES	2	0	2	4	
LOGISTICS						
GM24309	INTRODUCTION TO SHIPPING	2	0	2	4	
GM24310	OPERATION & SUPPLY CHAIN ANALYTICS	2	0	2	4	
GM24311	WAREHOUSING AND INVENTORY MANAGEMENT	2	0	2	4	
MARKETING						
GM24312	INTEGRATED MARKETING COMMUNICATION	2	0	2	4	
GM24313	CUSTOMER RELATIONSHIP MANAGEMENT	2	0	2	4	
GM24314	DIGITAL MARKETING	2	0	2	4	
						30
SEMESTER - IV						
SUBJECT CODE	SUBJECT	L	T	P	C	
GM24401	STRATEGIC MANAGEMENT	2	0	2	3	
GM24402	INTERNATIONAL BUSINESS	2	0	2	3	
GM24403	PROJECT WORK	0	0	10	10	
						16

0.5 Sub + 1.25 + 1proj

= 8.5 Credits



**Dr. R. NARAYANA BABU, M.D, DCH
VICE-CHANCELLOR**

Ref No. SVU-120/DR-VC/2024

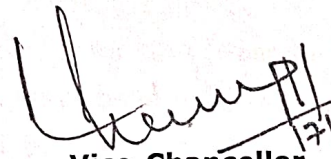
Date: 17th Sept 2024

To

- 1 Dr.C.B.Ragothaman
Professor, MBA Dept.,
Rajalakshmi Engineering College, Chennai.
- 2 Dr.Magdalene Peter,
HOD, MBA Department,
Bharath University, Chennai

Sir/Madam,

The II meeting of Board of Studies for MBA programmes will be conducted in the Principal Office, Department of MBA at 10.30 am on 19.09.2024 (Thursday). Being an external member in the Board you are requested to attend the meeting. The agenda for the meeting will be sent separately.


Vice-Chancellor 17/9/24.



Minutes of II Meeting of Board of Studies for MBA year programmes conducted at 10.30 am on 19.09.2024 in the Principal Room, College of Management Studies
Members present :

Sl.No	Name
1	Dr.C.Dhasarathan, Principal, College of Management Studies Chairperson
2	Mrs.Malarkanni, Asst.Prof. College of Management Studies Member
3	Dr.C.B.Ragothaman Prof. Dept. of MBA, Rajalakshmi Engg. College Chennai External Member
4	Dr. Dr.Magdalene Peter HOD MBA Dept. Bharath University, Chennai External Member
9	Dr. Valli Controller of Examination Special invitee

The Chairperson welcomed the external members for taking part in the BOS and took the agenda for discussion.

AGENDA No.1

To approve the common Revised Regulation for MBA programmes from 2024-25 onwards

The Chairperson informed that the present Regulations (2022-23) for MBA (Hospital Management) and MBA (General Management) programmes have been revised to bring changes made in minimum credits, revision of subjects in all four semesters for both the programmes. Further Regulations for condonation for lack of attendance, Regulations for Break of Study and mark distribution for Internal Assessment have been revised. Hence earlier Regulation 2022-23 have been revised to accommodate all above criteria.

The following changes have been brought in the revised common MBA Regulations 2024-25

M B A HOSPITAL MANAGEMENT

- As per Regulations 2022 – 23, the number of subjects are 38 with Summer Internship and Main project.
- Now it has been planned to bring down work load perception of the students.
- Hence it has been brought down to 31 subjects based on the priority of the curriculum, with Summer Internship and Main project as per the curriculum.

The following subjects are Excluded from the Regulations 2022 - 23

- Managerial Skills for Effectiveness
- Indian Economy and Policy
- Indian Ethos and Business Ethics
- Indian financial System and Financial Markets
- Organization Design
- Corporate Strategy
- Hospital Support Services- II

M B A GENERAL MANAGEMENT

- The Regulations 2022 – 23 don't have the Dual specialisation in the curriculum and we also no Summer Internship. These subjects have been included in the Regulations 2024 – 25.
- Four specialisation subjects are introduced (i.e.) Human Resource, Finance, Logistics and Marketing.
- In III Semester the subject Total Quality Management and Event Management has been included.
- In III Semester, according to the Students Choice they can choose two specialisation subjects from each specialisation, and may also select three subjects and they have total eight subjects.
- The Summer Internship is introduced in the II Semester. In IV th Semester the subjects hitherto followed in earlier Regulations is maintained along with project work.

The members agreed for the revision and the following resolution is passed.

Resolved to recommend to approve the common revised Regulations for MBA (Hospital Management) and MBA (General Management) programmes and shall be implemented from the academic year 2024-25 onwards

AGENDA No.2

To approve the revised syllabus for the following programmes

1. Hospital Management

2. General Management

Dr.C.B. Ragothaman external member took the revised syllabus framed for MBA (General Management) for discussion. He said that the above programmes should have minimum of 92 credits each and therefore the credits shall be revised as noted below.

1. The credit for Summer internship in 2nd semester shall be changed to 2 credits instead of 1
2. Like-wise for the for Main Project in 4th semester the credits shall be changed to 10 instead of 9 credits.
3. GM24104 Accounting for decision making: In Unit V `Case Study` shall be included.
4. GM24105 Legal Aspects of Business: Migration aspects shall be included in a Unit (protection of rights such as PF , ESI etc). POSH (Protection of rights such as PF,ESI etc) Act to be included (Prevention of Sexual Harassment at work place).
5. GM24106 Communication Skills: Some written Assignments should be included in Unit IV
6. GM24107Marketing Management: `E commerce` shall be included. Buyer and Seller concept should be explained and how they are connected should be explained.
7. GM24201 Financial Management: Bank Loan to investment to Stock Market and profit utilization of closing Loan. In case of Loss the how to manage. Dumping in Stock Market-`A case Study` can be included.
8. GM24205 Optimization Techniques: A Guest Lecture can be arranged on this topic.
9. GM24301 Total Quality Management: Add `SHE` (Safety health & Environment)
10. GM24302 Event Management: `A case Study shall be included`.
11. GM24303 Strategic Human Resource Management: Evolution and History shall be included in Unit I and Objectives should be indicated. `Moon Light operation` shall be included. A case study on Human Business partner shall be included.
12. GM24304 Human Resource Analytics: Add Skill Gap arrangement.
13. GM24305 Industrial Relations and Labour Legislations: Case discussion on Paternity Act 2015 and Accident Welfare Insurance Act 1961 shall be added.
14. GM24308 Financial derivatives: Under parallel Economy Bitcoin, Cryptocurrency, European dollar Asian Money shall be added in Case Study.
15. GM24309 Industrial visit included and in that Adani port can be visited.

16. GM24310 Operation and Supply Chain Analytics: Negotiation for Supply of commodities shall be included.

17. Tamil Nadu Skill Development Corporation shall be visited and Industry Partnership for students shall be arranged

18. GM24402 International Business: Topic Dumping shall be added.

1. 3rd country Management
2. Parent country Management
3. Home country Management

Seminar can be conducted on the above.

Dr. Magdalene suggested that the curriculum should be placement oriented. More courses conducted by the UGC can be taken students as well as faculty. Employable Enhancement courses shall be introduced. In LinkedIn professional website so many courses are available and the institution can tie up with LinkedIn and the students can undergo online courses to increase the employable opportunity. She suggested changes in the following:

1. HM24101 Managerial (Micro) Economics: In unit IV Inflation, GDP, Population, Gender Ratio shall be included.
2. HM24103 Legal and Business Environment: Sustainability, COLA (Cost of living accounts), Prompting skills and concepts of Diversity, equity, and inclusion (DEI) shall be included.
3. HM24105 Marketing Management: Marketing in India shall be added
4. HM24208 Entrepreneurship: Disruption, Design thinking shall be added.
5. HM24309 Risk Management and Health Insurance: Lemonade Insurance shall be added. Health Insurance and other insurances to be covered.

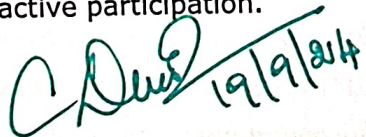
After discussions, the suggestions put forth by the external members have been incorporated in the syllabus. With the approval of the members the following resolution is passed.

Resolved to recommend to approve the revised syllabus in the Management programme as given below and will be implemented from 2024-25 batch onwards.

1 MBA (Hospital Management)

2 MBA (General Management)

Finally the Chairperson thanked the members for their valuable contribution for the development of the curriculum and their active participation.


CHAIRPERSON

PRINCIPAL
COLLEGE OF MANAGEMENT STUDIES
SRI VENKATESWARAA UNIVERSITY
REDHILLS, CHENNAI-600 067.



Sri Venkateswaraa University
(Established under Tamilnadu Private Universities Act 2019)
I. EXECUTIVE COUNCIL
(Constituted from 1.10.2022 to 30.09.2025)

As per our Statute of the University, an 'Executive Council' is constituted which will be the principal Executive Authority of the University and will meet at least twice in each Academic year. The constitution of this authority is for three years and can be amended and/or reconstituted. The council shall consist of the following members namely: -

1. Mr. B. Ramachandhiran	Chancellor - Chairman
2. Vice-Chancellor	Member
3. Principal Secretary to Government, Higher Education Department (Ex-officio)	Member
4. Dr. I. V. Manivannan Ph.D., I.A.S. (Rtd)	Member
5. Director of Collegiate Education (Ex-officio)	Member
6. Dr. B. Anand M.D	Member
7. Dr. Brinda Venkataraman M.D	Member
8. Dr. Valli Ph.D	Member
9. Registrar Secretary (Ex-officio)	Member

The Finance Officer shall have the right to speak in and otherwise to take part in the proceedings of the Executive Council but shall not be entitled to vote;

The terms and conditions are as follows:

The ex-officio members shall continue to be the members as long as they hold the office by virtue of which they are the members of the Executive Council.

However, the members, other than the ex-officio members, shall have a term of 3 years.

A member of the Executive Council, other than the state nominees, may be removed by the Governing Body.

A nominated member, other than the State nominees, not attending three consecutive meetings without prior notice, shall cease to be a member of the Executive Council and the vacancy will be filled for the remaining period in accordance with the laid down procedure.

Meetings of the Executive Council may be convened by the Chancellor suo motto if it necessitated. The quorum of the meeting shall be not less than six members of the Executive Council.

Decision on all the matters placed for consideration of the Executive Council shall be made through simple majority, in case of a tie the matter shall be decided by the casting vote of the Chairman.

Notice of the meeting shall be issued by the Registrar and sent to the members through email or delivered by hand or sent by the registered post, at least two week prior to the date of the meeting, stating clearly the venue, date and time of the meeting.

REGISTRAR

VICE CHANCELLOR

CHANCELLOR



Sri Venkateswaraa University
(Established under Tamilnadu Private Universities Act 2019)

II. GOVERNING COUNCIL
(Constituted from 1.1.2023 to 31.12.2025)

As per our Statute of the University, the '**Governing Council**' for the University is constituted. The Governing Council constituted under the following members for a period of three years and shall be reconstituted again.

- a. Chancellor – Chairperson
- b. Pro-Chancellor
- c. Executive Director
- d. Vice-Chancellor
- e. Dr. Mahadevan, Former Dean, JIPMER (Eminent educationist)
- f. Dr. Brinda, Director IQAC
- g. Ms. Rubina (Legal expert)
- h. Mr. Chandrasekar (Finance Officer)
- i. Registrar – Secretary.

The term of nominated members shall be three years or as decided.

The ex-officio members shall continue to be the members of the Governing Body so long as they hold the office by virtue of which they are the members of the Governing Body.

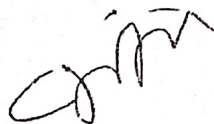
The trust shall have powers to remove a member of the Governing Council.

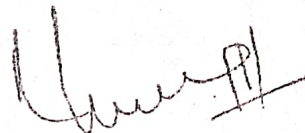
A member nominated/co-opted member of the Governing Body not attending three consecutive meetings without prior notice shall cease to be a member of the Governing Body and the vacancy will be duly filled in.

The other terms and conditions of nomination of the members to the Governing Council, including remuneration, if any, shall be determined by the Chancellor from time to time and the decision thereon shall be final. The Governing Council shall have the right to review and modify any of the nominations made by it.

Meetings of the Governing Council shall be convened by the Chancellor either on his own initiative or on a requisition from a minimum one fourth of the members of the Governing Body and it shall meet at least twice in each Academic year.

The quorum of the meeting shall be one third of the total membership of the Governing Body.


REGISTRAR


VICE CHANCELLOR


CHANCELLOR