



Dwaraka Doss Goverdhan Doss Vaishnav College (Autonomous)
[College for Potential for Excellence]

[Affiliated to University of Madras]

Department of B.Com [Marketing Management]
Board of Studies

Date : 15 - 03 - 2019

Time: 12.15 P.M

The Chairman, BOS - Commerce, D G Vaishnav College has constituted the Board of Studies with the following members.

SL.No	Name & Designation of the Member	Signature
1	Dr. J. Jayasankar Head (i/c), PG & Research Department of Commerce, D G Vaishnav College [Chairman - BOS]	
2	Dr. R. Savithri Associate Professor & Head, Department of Commerce, SDNB Vaishnav College for Women (Autonomous), Chennai - 600 044. [University Nominee]	 Dr. R. Savithri, M.Com., M.Phil., Ph.D Research Guide & Supervisor. Associate Professor & Head, Department of Commerce, S.D.N.B. Vaishnav College for Women, Chromepet, Chennai - 600 044.
3	Dr. V. Surekha Head of the Department, Post Graduate Department of Commerce, Valliammal College for Women, Chennai - 600 102. [Subject Expert - Academic]	
4	Dr. B. Sudha, Associate Professor, Department of Commerce (Shift- I), Anna Adarsh College for Women, Chennai - 600 040. [Subject Expert - Academic]	 Dr. B. SUDHA Associate Professor & Research Supervisor Department of Commerce Anna Adarsh College for Women Chennai - 600 040.
5	Prof. S. Sesharinathan, Associate Professor, Advisor & Head - Shift II [Subject Expert - Internal]	

Deliberations & Recommendations of the Board of Studies (Adhoc)

The Board of Studies deliberated and discussed in detail the syllabus for the proposed course - B.Com [Marketing Management] and RESOLVED THAT the syllabus presented by the chairman in TOTO has been approved for implementation from the year 2019 - 2020

Chairman

Dr. J. Jayasankar, M.Phil., Ph.D
 Associate Professor & Head (i/c)
 Post Graduate & Research Dept. of Commerce
 D.G. Vaishnav College
 Arumbakkam, Chennai - 600106.

University Nominee

Subject Expert - I

Subject Expert - II

Subject Expert - III (Internal)

Prof. S. Sesharinathan, M.Com., M.Phil.,
 Associate Professor, Advisor & Head
 PG & Research Dept. of Commerce (Evening)
 D.G. VAISHNAV COLLEGE
 Arumbakkam, Chennai - 600 106.

PRINCIPAL
 Dwaraka Doss Goverdhan Doss
 Vaishnav College
 Arumbakkam, Chennai - 600106.

Head
 Department of Marketing Management
 Dwaraka Doss Goverdhan Doss
 Vaishnav College (Shift II)
 Arumbakkam, Chennai - 600 106.



**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(Autonomous)**

College with Potential for Excellence, Linguistic Minority Institution
Affiliated to University of Madras
Arumbakkam, Chennai – 600 106

CRITERION 1- CURRICULAR ASPECTS

1.1 CURRICULUM DESIGN & DEVELOPMENT

Programme Name & Code – B.COM (MARKETING MANAGEMENT) 63

**1.2.1 - LIST OF NEW COURSES INTRODUCED AS PER THE APPROVED MINUTES
OF THE BOS MEETING HELD ON 15TH MARCH 2019**

SL. NO	SEMESTER	COURSE CODE	COURSE NAME	OLD / NEW COURSE	YEAR OF INTRODUCTION - SYLLABUS REVISION & NEW COURSE
1	I	1963101	Financial Accounting	NEW	2019-20
2	I	1963102	Business Economics	NEW	2019-20
3	I	1963103	Business Communication	NEW	2019-20
4	I	1963104	Basics Of Retail Marketing	NEW	2019-20
5	II	1963201	Advanced Financial Accounting	NEW	2019-20
6	II	1963202	Marketing Management	NEW	2019-20
7	II	1963203	Business Regulatory Framework	NEW	2019-20
8	II	1963208	BASICS OF BUSINESS INSURANCE	NEW	2019-20

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PRINCIPAL
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Head

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