

Dwaraka Doss Goverdhan Doss Vaishnav College (Autonomous)
[Affiliated to University of Madras]
Department of B.Com Marketing Management
Board of Studies 2020-21

With reference to the communication from the Controller of Examinations, Dwaraka Doss Goverdhan Doss Vaishnav College (Autonomous), Chennai – 600 106, The Head, Department of B.com marketing management has constituted the Board of Studies [BOS] for B.Com (Marketing Management). The board of studies was conducted virtually on 25/09/2020 due to pandemic. The Composition of the Board of studies is as below:

SL.No	Name & Designation of the Member	Status
1	Ms. V. Gayathri Head of the department B.Com Marketing Management D G Vaishnav College (Autonomous), Chennai-600106 E-mail : hod-mm@dgvaishnavcollege.edu.in Mobile:+919566120387	Chairman – Board of Studies
2	Dr. Nisha Assistant Professor & Head Department of Marketing Management, Mop Vaishnav College for Women, Chennai – 600 034 E-mail: nishau.com@mopvaishnav.ac.in Mobile: +919840096372	University of Madras / Vice Chancellor Nominee [Communication from University of Madras, Ref. No.A-11/JPR,dated 21-05-2020]
3	Dr. P. Prasanna, Associate Professor Department of Commerce, Kumaraguru College of Liberal Arts & Science (kclas) Saravanampatti, Coimbatore - 641049 E-mail: prasanna@kclas.ac.in Mobile:+919443481199	Subject Expert – I (Academics)
4	Dr. T, Gayathri Assistant Professor, PG & Research Department of Commerce, Nehru Memorial College (Autonomous) Puthanampatti, Tiruchirappalli district, Tamil Nadu E-mail: drgayathrinaren@gmail.com Mobile: +919578074383	Subject Expert – II (Academics)
5	Mr. Adithyan.RK Managing Director, ShootUp Technologies Pvt Ltd Chennai E-mail: mail@adithyan.in Mobile: +918099007007	Industry Expert


PRINCIPAL
Dwaraka Doss Goverdhan Doss
Vaishnav College


Head
Department of Marketing Management
Dwaraka Doss Goverdhan Doss
Vaishnav College (Shift II)

MINUTES OF THE BOARD OF STUDIES MEETING HELD ON 25th SEPTEMBER 2020

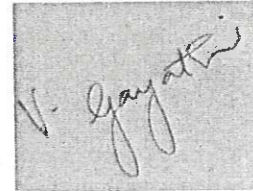
The board of studies was conducted virtually due to the pandemic and the following resolutions were passed.

It was agreed to change or adapt the components of CIA and ESE examination under the existing autonomous pattern of the college, which is 40 for internals and 60 for externals.

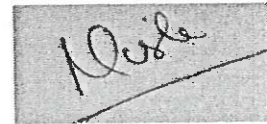
- Core paper in Semester- 5, **Advertising and Brand Management** is divided into two newspapers as **ADVERTISING** which in the 3rd semester and **BRAND MANAGEMENT** in the 4th Semester.
- Entrepreneurial development in semester -3 has been moved to semester-5
- The Nomenclature of the paper **Retail Management** is changed to **Retail Marketing**
- **Financial Services** is included as Elective-1 instead of Travel Tourism Management
- Open elective for other departments is offered in semester -5, Title - **Social Media Marketing**
- **Internship (1 Month)** has been moved from part - 4 to part-3 and credit will be awarded in semester - 4
- Topics namely YouTube Marketing, Influencer Marketing is added in unit-3 in the subject Internet and Digital marketing
- Topics namely Retail Life Cycle, Retail Value Chain in unit-1, Role of Merchandiser, Retail Sourcing, Merchandise planning in unit-2, E-Tailing, Online shopping, Difference between Online Shopping and Store Shopping in unit-5 is added in the subject Retail Marketing
- Project is being offered in the 6th semester

The board also passed the resolution that the student has to clear all the subjects to get the Degree Certificate in B.Com Marketing Management.

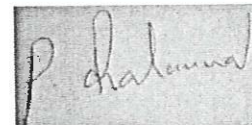
1. Ms. V. Gayathri – Chairman



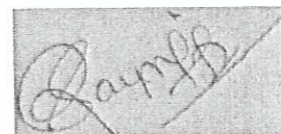
2. Dr. Nisha - University Nominee



3. Dr. P. Prasanna, - Subject Expert – I



4. Dr. T, Gayathri - Subject Expert–II



5. Mr. Adithyan.RK - Industry Expert



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V. Gayathri
Head
Department of Marketing Management
Dwaraka Doss Goverdhan Doss



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(Autonomous)

College with Potential for Excellence, Linguistic Minority Institution
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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 25th SEPTEMBER 2020**

SL. NO	SEMESTER	COURSE CODE	COURSE NAME	OLD / NEW COURSE	YEAR OF INTRODUCTION - SYLLABUS REVISION & NEW COURSE
1	I	19-2063101	Financial Accounting	OLD	2019-2020
2	I	19-2063102	Business Economics	OLD	2019-2020
3	I	19-2063103	Business Communication	OLD	2019-2020
4	I	19-2063104	Basics Of Retail Marketing	OLD	2019-2020
5	II	19-2063201	Advanced Financial Accounting	OLD	2019-2020
6	II	19-2063202	Marketing Management	OLD	2019-2020
7	II	19-2063203	Business Regulatory Framework	OLD	2019-2020
8	II	192063208	Basics Of Business Insurance	OLD	2019-2020
9	III	1963309	Corporate Accounting	NEW	2020-2021
10	III	1963310	Internet & Digital Marketing	NEW	2020-2021
11	III	1963311	Consumer Behaviour	NEW	2020-2021
12	III	1963312	Entrepreneurship	NEW	2020-2021
13	III	1963313	Modern Banking	NEW	2020-2021
14	IV	1963414	Customer Relationship Management	NEW	2020-2021
15	IV	1963415	International Marketing	NEW	2020-2021
16	IV	1963416	Financial Services	NEW	2020-2021
17	IV	1963417	Retail Management	NEW	2020-2021
18	IV	1963418	Business Statistics & Operations Research	NEW	2020-2021

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