



MARIAN COLLEGE KUTTIKANAM
(AUTONOMOUS)

CURRICULUM DEVELOPMENT EFFORTS BUSINESS ADMINISTRATION



Submitted to
THE NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL (NAAC)
FOURTH CYCLE OF ASSESSMENT

CURRICULUM DEVELOPMENT EFFORTS

Department Name: BUSINESS ADMINISTRATION

List of institutions visited in connection with curriculum development

No	Name of the institution	Major activities during the visit	Outcome of the visit
1	St. Joseph's college Trichy (Autonomous)	Discussion with Principal, Controller of Examinations. Analysis if continuous assessment system	Insights about Admission procedure, Fee structure, Syllabi, Conduct of continuous assessment, Placement etc...
2	Bishop Heber College Trichy (Autonomous).	Discussion with Principal, Controller of Examinations.	Insights about Admission procedure, Fee structure, Syllabi, Conduct of continuous assessment, Placement etc...
3	Jamal Muhammad College Trichy (Autonomous).	Analysis if continuous assessment system	Insights about Admission procedure, Fee structure, Syllabi, Conduct of continuous assessment, Placement etc...

List of Academic Experts consulted

No	Name and official address of the Expert	Area of consultation	Courses designed through this consultation
1	Dr. Biju Pushpan Principal, SAS SNDP Yogam College Konni.	Syllabi preparation	Management Project
2	Dr. Mathew Joseph Associate Professor Berchman's Institute of Management.	Human Resources Management, Brand Management	Human Resources Management, Brand Management
3	Dr. M P Sebastian Professor, IIM Kozhikode.	Statistics for Management	Statistics for Management

4	Dr. Sony John Associate Professor, MIIM Kuttikkanam.	Mathematics	Mathematics for Management
5	Dr. Vincent Varghese Dean Academics, MIIM Kuttikkanam.	Human Resources Management, Industrial Relations	Human Resources Management, Industrial Relations

List of reports referred for curriculum development

No	Details of reports	Link to reports if any	Courses designed with reference to these reports
1	National Policy on Education 2016 Report of the Committee for Evolution of the New Education Policy appointed by Ministry of Human Resource Development.	nuepa.org/new/download/NEP2016/ReportNEP.pdf	Insights about designing syllabi
2	UGC model curriculum for Business Administration/ Management	https://www.ugc.ac.in/page/Model-Curriculum.aspx	Insights about designing syllabi

List of industries consulted for curriculum development

No	Name and official address of the Expert from industry	Area of consultation	Courses designed through this consultation
1	Sri. Benoy Abraham Anchanickal, M D Anchani Tubelings.	Entrepreneurship	Entrepreneurship
2	Sri.Aju VargheeM D Pharmacopius	Product Development	Production Management
3	Sri. Ajay Antony, Accounts Officer, Maitri Ad. Agency	Marketing Promotion, Branding	Advertising & Sales Management
4	Dr. Jobin Madukkakuzhy, M D, Madukkakuzhy Ayuverda	Product diversification	Marketing Management

Visit to St. Joseph's college Trichy (Autonomous). After a Discussion with Principal

Rev.Dr.M.Arockiasamy Xavier SJ



II.Interaction with Controller of Examiner at St. Joseph's college Trichy (Autonomous).



III. Interaction with Controller of Examiner at Bishop Heber College Trichy (Autonomous).

