

BANNARI AMMAN INSTITUTE TECHNOLOGY

SCHOOL OF MANAGEMENT STUDIES

30th BOARD OF STUDIES

FEEDBACK COLLECTED FROM STAKEHOLDERS

S. No	Faculty	Course Name	Name of the Industry / Institute	Name of the Industry / Academician / Alumni offered Feedback	Designation
1	Dr Naveen P Y	21MB101 - Management Concepts and Organizational Behaviour	Dept. of Management Studies SV University, Tirupati.	Dr. M. Santhi	Associate Professor
2	Dr Vishnu Sajan	21MB102 - Business Economics	Oracle, Bangalore	Mr. Midhun Raj	Senior Analyst
3	Dr Vishnu Sajan	21MB102 - Business Economics	Department of Management Studies Mar Athanasios College for Advanced Studies, Tiruvalla, Kerala	Dr. Sudeep B Chandramana	Associate Professor and Head
4	Dr Vishnu Sajan	21MB102 - Business Economics	Department of Management Studies Mar Athanasios College for Advanced Studies, Tiruvalla, Kerala	Prof. Arun Prem	Assistant Professor
5	Dr Vishnu Sajan	21MB102 - Business Economics	Department of Management Studies Sacred Heart College Thevara, Ernakulam, Kerala	Mr. Athul T Ravi	Assistant Professor
6	Dr Naveen P Y	21MB103 - Business Law	School of Management, KPR College of Arts, Science and Research, Coimbatore.	Dr. J. Easubatham Armstrong Anand	Professor
7	Mr Freddy Chris M	21MB105 - Accounting for Management	Johnson School of Business Coimbatore	Prof. C. Nateson	Professor
8	Mr Freddy Chris M	21MB105 - Accounting for Management	Sahasri Singer Academy, Trichy	Hoznie Priyadarshini A	Faculty
9	Mr Freddy Chris M	21MB105 - Accounting for Management	K J Kishore & Co, Coimbatore.	Mr. Kishore K J	Proprietor
10	Mr Freddy Chris M	21MB105 - Accounting for Management	Kotak Mahindra Bank Ltd Ekkatuthangal Branch, Chennai.	Mrs. Avinya	Relationship Manager

S. No	Faculty	Course Name	Name of the Industry / Institute	Name of the Industry / Academician / Alumni offered Feedback	Designation
11	Mr Freddy Chris M	21MB105 - Accounting for Management	Incharge of Lands of Ottacamund Diocese, Sathyamanaglam	Fr. Richard Arokiyam	Father
12	Mr Freddy Chris M	21MB105 - Accounting for Management	Hindustan Hospital, Coimbatore.	Mr. Manoj Krishna	Admin
13	Mrs. B. Nandhini	21MB106 – Business Research Methods	Vignana Jyothi Institute of Management (VJIM), Hyderabad.	Dr. K. Subramani	Associate Professor – Operations
14	Mrs. B. Nandhini	21MB106 – Business Research Methods	Faculty - School of Business and Management CHRIST (Deemed to be University), Bangalore	Dr David Winster	Assistant Professor
15	Mr Freddy Chris M	21MB110 – Value Education and Ethics	Hindustan Hospital, Coimbatore.	Mr. Manoj Krishna	Admin
16	Mr Freddy Chris M	21MB110 – Value Education and Ethics	Incharge of Lands of Ottacamund Diocese, Sathyamanaglam	Fr. Richard Arokiyam	Father
17	Mr. Gokul K	21MB201 - Marketing Management	Sakthi Auto Ancillary Private Limited Coimbatore	Mr. Girish S	Sr. HR Manager
18	Mr. Gokul K	21MB201 - Marketing Management	Sakthi Auto Ancillary Private Limited Coimbatore	Mr. Venkatesh J	Sr. Marketing Manager
19	Mr. Gokul K	21MB201 - Marketing Management	Repose Mattress, Coimbatore	Mr. Balaji V	Marketing - Director
20	Mr. Gokul K	21MB202 – Human Resource Management	Avasoft Pvt Ltd, Chennai.	Mr. Priyanga S	HR Executive
21	Mr. Gokul K	21MB202 – Human Resource Management	Kirtilals Pvt Ltd, Coimbatore	Mr. Maheshwari	Senior – HR
22	Mr. Gokul K	21MB202 – Human Resource Management	Triniity Colour India Private Limited Coimbatore.	Mrs. S. Priya	HR – GD
23	Mrs. B. Nandhini	21MB203 – Creativity, Innovation and Design Thinking	Faculty - School of Business and Management CHRIST (Deemed to be University), Bangalore	Dr David Winster	Assistant Professor

S. No	Faculty	Course Name	Name of the Industry / Institute	Name of the Industry / Academician / Alumni offered Feedback	Designation
24	Mrs. B. Nandhini	21MB203 – Creativity, Innovation and Design Thinking	PSG Institute of Management Coimbatore	Dr. P. Nalini	Assistant Professor (Senior Grade)
25	Mr. S. Nagarajan	21MB204 – Financial Management	Chinmaya Vishwa Vidyapeeth (Deemed to be University), Thiruvananthapuram.	Dr P Rajendran	Associate Professor
26	Mr. S. Nagarajan	21MB204 – Financial Management	School of Management Jain (Deemed-to-be University) Bangalore	Dr Muralidhar S	Associate Professor



nagarajan s <nagarajans@bitsathy.ac.in>

Fwd: Feedback on Course Content - Reg

1 message

NAVEEN P Y <naveenpy@bitsathy.ac.in>
 To: nagarajan s <nagarajans@bitsathy.ac.in>

Sat, Jun 10, 2023 at 8:33 AM

PFA

----- Forwarded message -----

From: **NAVEEN P Y** <naveenpy@bitsathy.ac.in>
 Date: Wed, Jun 7, 2023 at 1:21 PM
 Subject: Re: Feedback on Course Content - Reg
 To: Manyam Santhireddy <manyam.santhireddy@gmail.com>

Thank You Madam for your valuable feedback.

On Wed, Jun 7, 2023 at 12:30 PM Manyam Santhireddy <manyam.santhireddy@gmail.com> wrote:
 Sir,

The contents in the attached courses are relevant and no need of any changes.

Thanking you,

Regards,
 Dr.M.Sanathi
 Academic Faculty
 Dept. Of Management Studies
 SVUCCM&CS
 SV University
 Tirupati

On Wed, Jun 7, 2023, 11:28 AM NAVEEN P Y <naveenpy@bitsathy.ac.in> wrote:
 Dear Madam,

As part of the course content development and addons of below attached respective subjects, I request you to give your valuable feedback on course content.

Thanks in advance. Regards.

--



Dr.NAVEEN P Y | ASP
 School Of Management Studies
 Bannari Amman Institute of Technology
 Sathyamangalam, Erode - 638 401
 +91 98856 12384 | 04295 226000
 naveenpy@bitsathy.ac.in



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nagarajan s <nagarajans@bitsathy.ac.in>

Fwd: Syllabus-Opinion/Suggestion Reg:-

1 message

VISHNU SAJAN <vishnusajan@bitsathy.ac.in>
To: nagarajan s <nagarajans@bitsathy.ac.in>

Thu, Jun 8, 2023 at 8:14 PM

Dr. VISHNU SAJAN MBA, PhD, UGC-NET.
Assistant Professor
School of Management Studies
Bannari Amman Institute of Technology -Sathyamangalam
Ph: +91 9539215912

----- Forwarded message -----

From: **Midhun Raj** <midhunofficial27@gmail.com>
Date: Wed, Jun 7, 2023, 5:17 PM
Subject: Re: Syllabus-Opinion/Suggestion Reg:-
To: VISHNU SAJAN <vishnusajan@bitsathy.ac.in>

Dear Professor,

I have carefully examined the syllabus sent by you. It is suitable for making the students industry fit.

Regards,

Midhun Raj

On Wed, 7 Jun, 2023, 10:48 am VISHNU SAJAN, <vishnusajan@bitsathy.ac.in> wrote:

Dear Midhun,

Greetings of the day..!

I hope you are doing well.

As communicated, I am attaching the syllabus of Learning and Development and Business Economics. I would be grateful for your suggestions and opinion on the same.

With Thanks and Regards,

Dr. VISHNU SAJAN | Assistant Professor
School of Management Studies
Bannari Amman Institute of Technology
📍 Sathyamangalam, Erode, Tamil Nadu - 638 401
📞 +91 9539215912 | 04295-226294
✉ vishnusajan@bitsathy.ac.in | visajnadu@gmail.com



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nagarajan s <nagarajans@bitsathy.ac.in>

Fwd: Syllabus-Opinion Reg:-

1 message

VISHNU SAJAN <vishnusajan@bitsathy.ac.in>
To: nagarajan s <nagarajans@bitsathy.ac.in>

Fri, Jun 9, 2023 at 8:40 AM

Dr. VISHNU SAJAN MBA,PhD, UGC-NET.
Assistant Professor
School of Management Studies
Bannari Amman Institute of Technology -Sathyamangalam
Ph: +91 9539215912

----- Forwarded message -----

From: **Dr. Sudeep Chandramana** <hodmba@macfast.org>
Date: Mon, May 22, 2023, 2:36 PM
Subject: Syllabus-Opinion Reg:-
To: <vishnusajan@bitsathy.ac.in>

Dear Dr. Vishnu,

Greetings from the Department of MBA-MACFAST...!!

I have gone through the syllabus of Learning and Development and Business Economics. The syllabus contents of Learning and Development is compatible with the current industry set-up. In the Business Economics syllabus, you may consider to add the following contents. 1) Consumers and Producers surplus.

2) National income and its components. Wishing you all the very best.

With Regards,

Dr. Sudeep B Chandramana**Associate Professor and Head****Department of Management Studies****MACFAST THIRUVALLA**

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nagarajan s <nagarajans@bitsathy.ac.in>

Fwd: Suggestions on Syllabus Reg:-

1 message

VISHNU SAJAN <vishnusajan@bitsathy.ac.in>
To: nagarajan s <nagarajans@bitsathy.ac.in>

Sat, Jun 10, 2023 at 6:34 AM

Dr. VISHNU SAJAN MBA, PhD, UGC-NET.
Assistant Professor
School of Management Studies
Bannari Amman Institute of Technology -Sathyamangalam
Ph: +91 9539215912

----- Forwarded message -----

From: **Arun Prem** <arun@macfast.org>
Date: Fri, Jun 9, 2023, 11:30 PM
Subject: Re: Suggestions on Syllabus Reg:-
To: VISHNU SAJAN <vishnusajan@bitsathy.ac.in>

Dear Professor,

Greetings!

Thank you for giving this opportunity to review the syllabi of Learning and Development and Business Economics. Both subjects syllabus are inline with the current requirements. Best wishes.

Thanks & best regards,

Arun Prem
Assistant Professor
Department of Management Studies
Mar Athanasios College for Advanced Studies Tiruvalla (MACFAST)
Kerala, India.
Pin-689 101

Mobile: +91 9567439195
Phone: +91 469 - 2730323
www.macfast.org

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(46th Community Radio of India and First Campus Community Radio of Kerala)*

On Wed, Jun 7, 2023 at 9:49 AM VISHNU SAJAN <vishnusajan@bitsathy.ac.in> wrote:

Dear Professor,
Greetings of the day..!

I hope you are doing well.

As communicated, I am attaching the syllabus of Learning and Development and Business Economics. I would be grateful for your suggestions and opinion on the same.

With Thanks and Regards,



Dr. VISHNU SAJAN | Assistant Professor
School of Management Studies
Bannari Amman Institute of Technology

📍 **Sathyamangalam, Erode, Tamil Nadu - 638 401**

📞 **+91 9539215912 | 04295-226294**

✉️ **vishnusajan@bitsathy.ac.in | visajnadu@gmail.com**



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nagarajan s <nagarajans@bitsathy.ac.in>

Fwd: Syllabus-Suggestions and comments from academician Reg-

1 message

VISHNU SAJAN <vishnusajan@bitsathy.ac.in>
To: nagarajan s <nagarajans@bitsathy.ac.in>

Sat, Jun 10, 2023 at 7:56 AM

Dr. VISHNU SAJAN MBA, PhD, UGC-NET.
Assistant Professor
School of Management Studies
Bannari Amman Institute of Technology -Sathyamangalam
Ph: +91 9539215912

----- Forwarded message -----

From: **Athul T. Ravi** <athultravi@shcollege.ac.in>
Date: Sat, Jun 10, 2023, 7:44 AM
Subject: Re: Syllabus-Suggestions and comments from academician Reg-
To: VISHNU SAJAN <vishnusajan@bitsathy.ac.in>

Dear Dr. Vishnu Sajan,
First of all thank you for this opportunity and I am listing my observations about the two syllabus given by you.

BUSINESS ECONOMICS

Overall structure of the course is good and content in the syllabus is useful.

These are my few observations:

- First unit deals with production planning rather than introduction to economics.
- In the second unit there should be some introductory elements before the core concepts.
- In units price determination in different market situations is missing that can be included.
- Order of the syllabus can be realigned:

Unit 1: introduction to Economics

Unit 2: Macroeconomics indicators

Unit 3: Demand and Supply

Unit 4: Market structure

Unit 5: Production planning

LEARNING AND DEVELOPMENT

Overall structure of the course is good and content in the syllabus is useful.

These are my few observations:

- In the second unit types of training can be included.
- Element of performance appraisal can be included in any of the modules.
- Training evaluation methods i.e., both traditional and modern techniques can be included in unit five.
- Skill required to execute a training program or qualities of a good trainer can be included in the beginning of the syllabus.

Regards
Athul T Ravi
Assistant Professor
Sacred Heart College, Thevara, Kerala
Department of Management
athultravi@shcollege.ac.in

On Wed, Jun 7, 2023 at 9:56 AM VISHNU SAJAN <vishnusajan@bitsathy.ac.in> wrote:

Dear Professor,

Greetings of the day..!

I hope you are doing well.

As communicated, I am attaching the syllabus of Learning and Development and Business Economics. I would be grateful for your suggestions and opinion on the same.

With Thanks and Regards,



Dr.VISHNU SAJAN | Assistant Professor

School of Management Studies

Bannari Amman Institute of Technology

📍 **Sathyamangalam, Erode, Tamil Nadu - 638 401**

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✉️ **vishnusajan@bitsathy.ac.in | visajnadu@gmail.com**



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nagarajan s <nagarajans@bitsathy.ac.in>

Fwd: Feedback on Course Content

1 message

NAVEEN P Y <naveenpy@bitsathy.ac.in>
To: nagarajan s <nagarajans@bitsathy.ac.in>

Sat, Jun 10, 2023 at 8:33 AM

PFA

----- Forwarded message -----

From: **Dr.Easubatham Armstrong Anand J Professor & HoD - BBA (Logistics)** <easubathamarmstronganand.j@kprcas.ac.in>

Date: Thu, Jun 8, 2023 at 9:01 AM

Subject: Re: Feedback on Course Content

To: NAVEEN P Y <naveenpy@bitsathy.ac.in>

You are welcome.

On Thu, 8 Jun, 2023, 8:46 AM NAVEEN P Y, <naveenpy@bitsathy.ac.in> wrote:

Dear Sir,

Thanks a lot for the feedback.

On Wed, Jun 7, 2023 at 6:51 PM Dr.Easubatham Armstrong Anand J Professor & HoD - BBA (Logistics) <easubathamarmstronganand.j@kprcas.ac.in> wrote:

Dear Sir,

Warm Greetings!!!

I do hereby bring to your kind notice that I have gone through the Curriculum Contents and Syllabus for the BL Course. The Contents are up to the mark. You can progressively proceed.

Thanks & Regards,

Sincerely,

J.Easubatham Armstrong Anand,
Professor & HoD,
School of Management,
KPR College of Arts, Science and Research,
Coimbatore.

+917708762831.

On Wed, 7 Jun, 2023, 11:30 AM NAVEEN P Y, <naveenpy@bitsathy.ac.in> wrote:

Dear Sir,

As part of the course content development and add-ons of below attached respective subjects, I request you to give your valuable feedback on course content.

Thanks in advance. Regards.

--



Dr.NAVEEN P Y | ASP
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✉ naveenpy@bitsathy.ac.in



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nagarajan s <nagarajans@bitsathy.ac.in>

BoS Feedback - Reg

1 message

FREDDY CHRIS <freddychris@bitsathy.ac.in>
To: nagarajan s <nagarajans@bitsathy.ac.in>

Thu, Jun 1, 2023 at 11:10 AM

----- Forwarded message -----

From: **Nateson C** <jsbnateson@gmail.com>
Date: Sat, May 27, 2023 at 9:20 AM
Subject: Re: Feedback on Syllabus
To: FREDDY CHRIS <freddychris@bitsathy.ac.in>

Dear Mr. Freddy,
Gone through the syllabus. It has been meticulously prepared and happy to note the same. This will be helpful for the students who are willing to take up finance electives and looking forward to starting a career in the accounting sector. The new techy updations are really good and my best wishes to you and your work in future.

Best Wishes,
C. Nateson.

On Wed, May 17, 2023 at 9:03 AM FREDDY CHRIS <freddychris@bitsathy.ac.in> wrote:

Dear sir,
Greetings from School of Management Studies, BIT, Sathyamangalam. As we are updating our curriculum, we would like to have your valuable feedback on the syllabus framed for two of our courses.

1. Accounting for Management – Core Course
2. Value Education and Ethics – Audit Course.

Please give your additions or deletions regarding the same. Please find the attached file for your reference. Kindly do the needful.

--

Regards,

Mr. FREDDY CHRIS M | AP
School of Management Studies
Bannari Amman Institute of Technology
📍 Sathyamangalam, Erode - 638 401
📞 +91 97894 47607 | 04295 226296
✉️ freddychris@bitsathy.ac.in

2 attachments

AFM Syllabus.pdf
82K

VE&E Syllabus.pdf
93K



nagarajan s <nagarajans@bitsathy.ac.in>

BoS Feedback - Reg.

1 message

FREDDY CHRIS <freddychris@bitsathy.ac.in>
To: nagarajan s <nagarajans@bitsathy.ac.in>

Thu, Jun 1, 2023 at 11:11 AM

----- Forwarded message -----

From: **hoznie priyadharshini**<hoznie.96@gmail.com>
Date: Sun, May 21, 2023 at 9:28 AM
Subject: Re: Request for feedback on courses
To: FREDDY CHRIS <freddychris@bitsathy.ac.in>

Dear Sir,

I went through the syllabus. The curriculum meets the prerequisites and basic knowledge required for the MBA graduates. The learning objectives are clear and appropriate to the programme. Best Wishes and Thank you.

Regards,

A. Hoznie Priyadharshini, B. Sc., CA Inter., CMA Inter.,
Visiting Faculty at CA and CMA Institutes,
Trichy.

On Wed, May 17, 2023 at 9:05 AM FREDDY CHRIS <freddychris@bitsathy.ac.in> wrote:

Dear Mam,

Greetings from School of Management Studies, BIT, Sathyamangalam. As we are updating our curriculum, we would like to have your valuable feedback on the syllabus framed for two of our courses.

1. Accounting for Management – Core Course
2. Value Education and Ethics – Audit Course.

Please give your additions or deletions regarding the same. Please find the attached file for your reference. Kindly do the needful.

--

Regards,



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School of Management Studies
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2 attachments **AFM Syllabus.pdf**
82K **VE&E Syllabus.pdf**
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nagarajan s <nagarajans@bitsathy.ac.in>

BoS Feedback - Reg

1 message

FREDDY CHRIS <freddychris@bitsathy.ac.in>
To: nagarajan s <nagarajans@bitsathy.ac.in>

Thu, Jun 1, 2023 at 11:12 AM

----- Forwarded message -----

From: **kishore** <kjkishoreca@gmail.com>
Date: Sun, May 21, 2023 at 9:40 AM
Subject: Re: Feedback on syllabus
To: FREDDY CHRIS <freddychris@bitsathy.ac.in>

Good Morning Sir,

The syllabus prepared is nice and students can get to know the overall knowledge which is now in the hands of their own (online). It will really help them in future about the perception of the industry wherever they are getting placed.

Thank you.

Regards,
Kishore K J
Proprietor,
K J Kishore & Co,
Coimbatore.

On Wed, May 17, 2023 at 9:07 AM FREDDY CHRIS <freddychris@bitsathy.ac.in> wrote:

Dear Sir,

Greetings from School of Management Studies, BIT, Sathyamangalam. As we are updating our curriculum, we would like to have your valuable feedback on the syllabus framed for two of our courses.

1. Accounting for Management – Core Course
2. Value Education and Ethics – Audit Course.

Please give your additions or deletions regarding the same. Please find the attached file for your reference. Kindly do the needful.

--

Regards,

Mr. FREDDY CHRIS M | AP
School of Management Studies
Bannari Amman Institute of Technology
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📞 +91 97894 47607 | 04295 226296
✉ freddychris@bitsathy.ac.in

2 attachments **AFM Syllabus.pdf**
82K **VE&E Syllabus.pdf**
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nagarajan s <nagarajans@bitsathy.ac.in>

BoS Feedback - Reg

1 message

FREDDY CHRIS <freddychris@bitsathy.ac.in>
To: nagarajan s <nagarajans@bitsathy.ac.in>

Thu, Jun 1, 2023 at 11:13 AM

----- Forwarded message -----
From: **avinya** <avinya@gmail.com>
Date: Mon, May 22, 2023 at 9:50 AM
Subject: Re: Feedback on Syllabus
To: FREDDY CHRIS <freddychris@bitsathy.ac.in>

Dear Sir,
I have also gone through the syllabus of "Accounting for Management" which you are giving as a core course in your department. This will be of great use for the students willing to pursue a career in the accounting area. Also, the contents of "Value Education and Ethics" are intact to the current scenario with the challenges faced in everyday life. This will help the students understand better. Please go ahead with the same contents and no suggestions for additions or deletions from my side.

Best Wishes,
Avinya,
Kotak Mahindra Bank Ltd,
Relationship Manager,
Ekkatuthangal Branch,
Chennai.

On Wed, May 17, 2023 at 9:09 AM FREDDY CHRIS <freddychris@bitsathy.ac.in> wrote:

Dear Mam,
Greetings from School of Management Studies, BIT, Sathyamangalam. As we are updating our curriculum, we would like to have your valuable feedback on the syllabus framed for two of our courses.

1. Accounting for Management – Core Course
2. Value Education and Ethics – Audit Course.

Please give your additions or deletions regarding the same. Please find the attached file for your reference. Kindly do the needful.

--
Regards,



Mr. FREDDY CHRIS M | AP
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📍 Sathyamangalam, Erode - 638 401
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✉️ freddychris@bitsathy.ac.in

2 attachments

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 **AFM Syllabus.pdf**
82K



nagarajan s <nagarajans@bitsathy.ac.in>

BoS Feedback - Reg

1 message

FREDDY CHRIS <freddychris@bitsathy.ac.in>
To: nagarajan s <nagarajans@bitsathy.ac.in>

Thu, Jun 1, 2023 at 11:15 AM

----- Forwarded message -----

From: **richard arokiyam** <richiarokia@gmail.com>
Date: Sun, May 21, 2023 at 10:08 AM
Subject: Re: Request for feedback on Syllabus
To: FREDDY CHRIS <freddychris@bitsathy.ac.in>

Dear Freddy,

The syllabus content for "Accounting for Management" and "Value Education and Ethics" seems to be very nice and basic. This will help the students in developing the basic knowledge in the field of their interest. Cheers to your department and yourself for showing interest towards sharing knowledge to the students in the essential domains. Continue the good work.

Best Wishes,
Fr. Richard Arokiyam B.A., B.L.,
Incharge of Lands of Ottacamund Diocese,
Sathyamanaglam.

On Wed, May 17, 2023 at 9:09 AM FREDDY CHRIS <freddychris@bitsathy.ac.in> wrote:

Dear Father,

Greetings from School of Management Studies, BIT, Sathyamangalam. As we are updating our curriculum, we would like to have your valuable feedback on the syllabus framed for two of our courses.

1. Accounting for Management – Core Course
2. Value Education and Ethics – Audit Course.

Please give your additions or deletions regarding the same. Please find the attached file for your reference. Kindly do the needful.

--

Regards,



Mr. FREDDY CHRIS M | AP
School of Management Studies
Bannari Amman Institute of Technology
📍 Sathyamangalam, Erode - 638 401
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VE&E Syllabus.pdf
93K

AFM Syllabus.pdf
82K



nagarajan s <nagarajans@bitsathy.ac.in>

BoS Feedback - Reg

1 message

FREDDY CHRIS <freddychris@bitsathy.ac.in>
To: nagarajan s <nagarajans@bitsathy.ac.in>

Thu, Jun 1, 2023 at 11:16 AM

----- Forwarded message -----

From: **manoj krishna** <manojkrishnamba@gmail.com>
Date: Sun, May 21, 2023 at 11:17 AM
Subject: Re: Request for feedback on Syllabus
To: FREDDY CHRIS <freddychris@bitsathy.ac.in>

Dear Freddy,

The syllabus content for "Accounting for Management" and "Value Education and Ethics" seems to be very nice and basic. This will give students a overview of the most important concepts. The syllabus seems to fit in the current trends in the employment market. Good luck to you and your students.

Best Wishes,
Mr. Manoj Krishna MBA
Admin – Hindustan Hospital
Coimbatore.

On Wed, May 17, 2023 at 9:11 AM FREDDY CHRIS <freddychris@bitsathy.ac.in> wrote:

Dear Sir,

Greetings from School of Management Studies, BIT, Sathyamangalam. As we are updating our curriculum, we would like to have your valuable feedback on the syllabus framed for two of our courses.

1. Accounting for Management – Core Course
2. Value Education and Ethics – Audit Course.

Please give your additions or deletions regarding the same. Please find the attached file for your reference. Kindly do the needful.

--
Regards,

Mr. FREDDY CHRIS M | AP
School of Management Studies
Bannari Amman Institute of Technology
📍 Sathyamangalam, Erode - 638 401
📞 +91 97894 47607 | 04295 226296
✉ freddychris@bitsathy.ac.in

2 attachments **AFM Syllabus.pdf**
82K **VE&E Syllabus.pdf**
93K



NANDHINI B <nandhinib@bitsathy.ac.in>

BOS Feedback - Business Research Methods

2 messages

Dr K Subramani <Dr.KSubramani@vjim.edu.in>
To: NANDHINI B <nandhinib@bitsathy.ac.in>

Wed, Jun 7, 2023 at 11:16 AM

Respected Mam,

Greetings of the day.

The syllabus of Business Research Methods has been drafted well as fits the MBA curriculum. It is highly appreciable for having included the SPSS software for post-theoretical classes.

I would like to suggest one thing about the software which are available as an open source and can be utilized such as **Python & R Programming** on data analysis which may be trendy.

Thank you so much for the opportunity.

Best wishes.

With warm regards,

Dr. K. Subramani,

Area Chair – Operations,

Vignana Jyothi Institute of Management (VJIM),

Bachupally,

Hyderabad-500090,

Telangana, India.





Sent from [Mail](#) for Windows

From: [NANDHINI B](#)
Sent: 07 June 2023 10:34
To: [Dr K Subramani](#)
Subject: BoS Feedback Requisition - BIT, Sathy - MBA

Dear Sir,

Greetings from **School of Management Studies**, Bannari Amman Institute of Technology, Sathyamangalam!

We are in the process of revising our Curriculum for MBA Course for 2021 Regulations. As a subject expert, I would like to get suggestions from you for the course **Business Research Methods**. Kindly go through the syllabus and provide your feedback on the same.

The syllabus copies are attached for your kind perusal.

--

Thanks & Regards

Mrs.NANDHINI B | AP II
School Of Management Studies



Bannari Amman Institute of Technology

📍 **Sathyamangalam, Erode - 638 401**

📞 **+91 98651 86677 | 04295 226292**

✉ **nandhinib@bitsathy.ac.in**

NANDHINI B <nandhinib@bitsathy.ac.in>
To: Dr K Subramani <Dr.KSubramani@vjim.edu.in>

Wed, Jun 7, 2023 at 12:27 PM

Dear Sir,

Thank you for the quick response. Your suggestions are highly appreciated.

Regarding Data analysis tools, we are offering R Programming and Python as competitive edge courses for the students sir.

--

Thanks & Regards

Mrs.NANDHINI B | AP II
School Of Management Studies
Bannari Amman Institute of Technology
📍 Sathyamangalam, Erode - 638 401
📞 +91 98651 86677 | 04295 226292
✉ nandhinib@bitsathy.ac.in

[Quoted text hidden]



NANDHINI B <nandhinib@bitsathy.ac.in>

BoS Feedback Requisition - BIT, Sathy - MBA

3 messages

NANDHINI B <nandhinib@bitsathy.ac.in>
To: david.winster@christuniversity.in

Wed, Jun 7, 2023 at 8:43 AM

Dear sir,

Greetings from **School of Management Studies**, Bannari Amman Institute of Technology, Sathyamangalam!

We are in the process of revising our Curriculum for MBA Course for 2021 Regulations. As a subject expert, I would like to get any suggestions from you for the courses **Business Research Methods** and **Creativity, Innovation and Design Thinking** courses. Kindly go through the syllabus and provide your feedback on the same.

The syllabus copies are attached for your kind perusal.

--

Thanks & Regards

Mrs.NANDHINI B | AP II
School Of Management Studies
Bannari Amman Institute of Technology
📍 **Sathyamangalam, Erode - 638 401**
📞 **+91 98651 86677 | 04295 226292**
✉ **nandhinib@bitsathy.ac.in**

2 attachments **21MB203 - Creativity, Innovation and Design Thinking.docx**
19K **21MB106 Business Research Methods Syllabus.docx**
21K

DAVID WINSTER PRAVEENRAJ D BUSINESS AND MANAGEMENT (YESHWANTHPUR)
<david.winster@christuniversity.in>Sat, Jun 10, 2023 at
3:54 PM

To: NANDHINI B <nandhinib@bitsathy.ac.in>

Madam

Went through both the courses Creativity Innovation Design Thinking and Business Research Methods !

The syllabus of both the courses are well structured. Contents are adequate according to the hours allocated and the course outcomes !

If possible kindly add Six Thinking Hats and EAST Model in the course Creativity Innovation and Design Thinking!

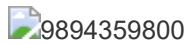
Kindly explore the possibility to add topics like experimental research design, observation techniques of data collection and Text Analytics

Regards
Dr David Winster
Faculty
School of Business and Management
CHRIST (Deemed to be University)
Bangalore

[Quoted text hidden]

--

D DAVID WINSTER
FACULTY - BUSINESS AND MANAGEMENT
CHRIST UNIVERSITY (YESHWANTHPUR CAMPUS)



<https://linktr.ee/davidwinstler>

NANDHINI B <nandhinib@bitsathy.ac.in>

Sun, Jun 11, 2023 at 10:48 PM

To: "DAVID WINSTER PRAVEENRAJ D BUSINESS AND MANAGEMENT (YESHWANTHPUR)"

<david.winstler@christuniversity.in>

Dear Sir,

Thank you for the feedbacks for both courses. In Creativity course, the Six Thinking Hats and EAST model are included in the syllabus coverage.

In Research Methods course, we will try to incorporate the suggested topics sir.

Thanks again for your valuable inputs.

[Quoted text hidden]

--

[Quoted text hidden]



nagarajan s <nagarajans@bitsathy.ac.in>

Fwd: Feedback for Marketing Management Course Reg

1 message

GOKUL K <gokulk@bitsathy.ac.in>
To: nagarajan s <nagarajans@bitsathy.ac.in>

Sat, Jun 10, 2023 at 10:13 AM

Dear Sir,
Please find the following feedback.

With Regards

GOKUL K
Assistant Professor cum Placement Officer
School of Management Studies
Bannari Amman Institute of Technology
Sathyamangalam,
Erode (Dt) - 638401
Mobile: 9003935931

----- Forwarded message -----
From: **Girish S** <girishs@autocast.in>
Date: Wed, Jun 07, 2023 at 9:12 AM
Subject: Re: Feedback for Marketing Management Course Reg
To: GOKUL K <gokulk@bitsathy.ac.in>

Dear Sir,
Please add basics of service marketing and retail sales in the syllabus

Thanks

On Mon, Jun 05, 2023 at 10:16 AM GOKUL K <gokulk@bitsathy.ac.in> wrote:

Dear Sir,
I hope you are doing well. The School of Management Studies has revised the existing syllabus once every three years by collecting feedback from the industry and academic experts. This time we are about to revise our syllabus and particularly I am looking for feedback from you for the Marketing Management course and the existing syllabus for the same have been attached here for your reference.

With Regards

GOKUL K
Assistant Professor cum Placement Officer
School of Management Studies
Bannari Amman Institute of Technology
Sathyamangalam,
Erode (Dt) - 638401
Mobile: 9003935931



nagarajan s <nagarajans@bitsathy.ac.in>

Fwd: Feedback for Marketing Management Course Reg

1 message

GOKUL K <gokulk@bitsathy.ac.in>
To: nagarajan s <nagarajans@bitsathy.ac.in>

Sat, Jun 10, 2023 at 10:13 AM

Dear Sir,
Please find the following feedback.

With Regards

GOKUL K
Assistant Professor cum Placement Officer
School of Management Studies
Bannari Amman Institute of Technology
Sathyamangalam,
Erode (Dt) - 638401
Mobile: 9003935931

----- Forwarded message -----

From: **Balaji V** <balajiv@repose.co.in>
Date: Tue, Jun 06, 2023 at 4:58 PM
Subject: Re: Feedback for Marketing Management Course Reg
To: GOKUL K <gokulk@bitsathy.ac.in>

Dear Gokul,
Thanks for your mail. I would like to suggest the following topics to add in your existing syllabus.

1. Sales Management
2. Sales Process
3. Field Sales

It will help students to gain insights about sales

Regards
Balaji V
Marketing - Director
Repose Mattress

On Mon, Jun 05, 2023 at 10:14 AM GOKUL K <gokulk@bitsathy.ac.in> wrote:

Dear Sir,
I hope you are doing well. The School of Management Studies has revised the existing syllabus once every three years by collecting feedback from the industry and academic experts. This time we are about to revise our syllabus and particularly I am looking for feedback from you for the Marketing Management course and the existing syllabus for the same have been attached here for your reference.

With Regards

GOKUL K
Assistant Professor cum Placement Officer
School of Management Studies
Bannari Amman Institute of Technology
Sathyamangalam,
Erode (Dt) - 638401
Mobile: 9003935931



nagarajan s <nagarajans@bitsathy.ac.in>

Fwd: Feedback for Marketing Management Course Reg

1 message

GOKUL K <gokulk@bitsathy.ac.in>
To: nagarajan s <nagarajans@bitsathy.ac.in>

Sat, Jun 10, 2023 at 10:13 AM

Dear Sir,
Please find the following feedback.

With Regards

GOKUL K

Assistant Professor cum Placement Officer
School of Management Studies
Bannari Amman Institute of Technology
Sathyamangalam,
Erode (Dt) - 638401
Mobile: 9003935931

----- Forwarded message -----

From: **Marketing SAAPL** <marketing@saapl.net>
Date: Tue, Jun 06, 2023 at 2:37 PM
Subject: Re: Feedback for Marketing Management Course Reg
To: GOKUL K <gokulk@bitsathy.ac.in>

Dear Sir,
I go through the syllabus and it looks fine

Thank You

On Mon, Jun 05, 2023 at 10:16 AM GOKUL K <gokulk@bitsathy.ac.in> wrote:

Dear Sir,
I hope you are doing well. The School of Management Studies has revised the existing syllabus once every three years by collecting feedback from the industry and academic experts. This time we are about to revise our syllabus and particularly I am looking for feedback from you for the Marketing Management course and the existing syllabus for the same have been attached here for your reference.

With Regards

GOKUL K

Assistant Professor cum Placement Officer
School of Management Studies
Bannari Amman Institute of Technology
Sathyamangalam,
Erode (Dt) - 638401
Mobile: 9003935931



nagarajan s <nagarajans@bitsathy.ac.in>

Fwd: HRM Syllabus Feedback Reg

1 message

GOKUL K <gokulk@bitsathy.ac.in>
To: nagarajan s <nagarajans@bitsathy.ac.in>

Sat, Jun 10, 2023 at 10:47 AM

Dear Sir,
Please find the feedback for HRM Course

With Regards

GOKUL K
Assistant Professor cum Placement Officer
School of Management Studies
Bannari Amman Institute of Technology
Sathyamangalam,
Erode (Dt) - 638401
Mobile: 9003935931

----- Forwarded message -----
From: **Maheshwari** <maheshwari@kirtilals.com>
Date: Thu, Jun 8, 2023 at 11:42 AM
To: GOKUL K <gokulk@bitsathy.ac.in>

Dear Gokul,
Everything looks fine

Thanks and Regards
Maheshwari L

On Mon, Jun 5, 2023 at 10:06 AM GOKUL K <gokulk@bitsathy.ac.in> wrote:

Dear Mam,
I hope you are doing well. The School of Management Studies has revised the existing syllabus once every three years by collecting feedback from the industry and academic experts. This time we are about to revise our syllabus and particularly I am looking for feedback from you for the Human Resource Management course and the existing syllabus for the same have been attached here for your reference.

With Regards

GOKUL K
Assistant Professor cum Placement Officer
School of Management Studies
Bannari Amman Institute of Technology
Sathyamangalam,
Erode (Dt) - 638401
Mobile: 9003935931



nagarajan s <nagarajans@bitsathy.ac.in>

Fwd: HRM Syllabus Feedback Reg

1 message

GOKUL K <gokulk@bitsathy.ac.in>
To: nagarajan s <nagarajans@bitsathy.ac.in>

Sat, Jun 10, 2023 at 10:47 AM

Dear Sir,
Please find the feedback for HRM Course

With Regards

GOKUL K
Assistant Professor cum Placement Officer
School of Management Studies
Bannari Amman Institute of Technology
Sathyamangalam,
Erode (Dt) - 638401
Mobile: 9003935931

----- Forwarded message -----
From: **Priyanga S** <priyanga.s@avasoft.com>
Date: Fri, Jun 9, 2023 at 10:17 AM
To: GOKUL K <gokulk@bitsathy.ac.in>

Dear Sir,
Please add role of Artificial Intelligence in HR

On Mon, Jun 5, 2023 at 10:06 AM GOKUL K <gokulk@bitsathy.ac.in> wrote:

Dear Mam,
I hope you are doing well. The School of Management Studies has revised the existing syllabus once every three years by collecting feedback from the industry and academic experts. This time we are about to revise our syllabus and particularly I am looking for feedback from you for the Human Resource Management course and the existing syllabus for the same have been attached here for your reference.

With Regards

GOKUL K
Assistant Professor cum Placement Officer
School of Management Studies
Bannari Amman Institute of Technology
Sathyamangalam,
Erode (Dt) - 638401
Mobile: 9003935931



NANDHINI B <nandhinib@bitsathy.ac.in>

BoS Feedback Requisition - BIT, Sathy - MBA

3 messages

NANDHINI B <nandhinib@bitsathy.ac.in>
To: david.winster@christuniversity.in

Wed, Jun 7, 2023 at 8:43 AM

Dear sir,

Greetings from **School of Management Studies**, Bannari Amman Institute of Technology, Sathyamangalam!

We are in the process of revising our Curriculum for MBA Course for 2021 Regulations. As a subject expert, I would like to get any suggestions from you for the courses **Business Research Methods** and **Creativity, Innovation and Design Thinking** courses. Kindly go through the syllabus and provide your feedback on the same.

The syllabus copies are attached for your kind perusal.

--

Thanks & Regards

Mrs.NANDHINI B | AP II
School Of Management Studies
Bannari Amman Institute of Technology
📍 **Sathyamangalam, Erode - 638 401**
📞 **+91 98651 86677 | 04295 226292**
✉ **nandhinib@bitsathy.ac.in**

2 attachments **21MB203 - Creativity, Innovation and Design Thinking.docx**
19K **21MB106 Business Research Methods Syllabus.docx**
21K

DAVID WINSTER PRAVEENRAJ D BUSINESS AND MANAGEMENT (YESHWANTHPUR)
<david.winster@christuniversity.in>
To: NANDHINI B <nandhinib@bitsathy.ac.in>Sat, Jun 10, 2023 at
3:54 PM

Madam

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If possible kindly add Six Thinking Hats and EAST Model in the course Creativity Innovation and Design Thinking!

Kindly explore the possibility to add topics like experimental research design, observation techniques of data collection and Text Analytics

Regards
Dr David Winster
Faculty
School of Business and Management
CHRIST (Deemed to be University)
Bangalore

[Quoted text hidden]

--

D DAVID WINSTER
FACULTY - BUSINESS AND MANAGEMENT
CHRIST UNIVERSITY (YESHWANTHPUR CAMPUS)

9894359800

<https://linktr.ee/davidwinster>

NANDHINI B <nandhinib@bitsathy.ac.in>

Sun, Jun 11, 2023 at 10:48 PM

To: "DAVID WINSTER PRAVEENRAJ D BUSINESS AND MANAGEMENT (YESHWANTHPUR)"

<david.winster@christuniversity.in>

Dear Sir,

Thank you for the feedbacks for both courses. In Creativity course, the Six Thinking Hats and EAST model are included in the syllabus coverage.

In Research Methods course, we will try to incorporate the suggested topics sir.

Thanks again for your valuable inputs.

[Quoted text hidden]

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[Quoted text hidden]



NANDHINI B <nandhinib@bitsathy.ac.in>

BoS Feedback Requisition - BIT, Sathy - MBA

3 messages

NANDHINI B <nandhinib@bitsathy.ac.in>
To: nalini@psgim.ac.in

Wed, Jun 7, 2023 at 10:31 AM

Dear mam,

Greetings from **School of Management Studies**, Bannari Amman Institute of Technology, Sathyamangalam!

We are in the process of revising our Curriculum for MBA Course for 2021 Regulations. As a subject expert, I would like to get suggestions from you for the courses **Business Research Methods** and **Creativity, Innovation and Design Thinking** courses. Kindly go through the syllabus and provide your feedback on the same.

The syllabus copies are attached for your kind perusal.

--

Thanks & Regards

Mrs.NANDHINI B | AP II
School Of Management Studies
Bannari Amman Institute of Technology
📍 Sathyamangalam, Erode - 638 401
📞 +91 98651 86677 | 04295 226292
✉ nandhinib@bitsathy.ac.in

2 attachments **21MB203 - Creativity, Innovation and Design Thinking.docx**
19K **21MB106 Business Research Methods Syllabus.docx**
21K

Dr Nalini P <nalini@psgim.ac.in>
To: NANDHINI B <nandhinib@bitsathy.ac.in>

Mon, Jun 12, 2023 at 9:35 AM

Dear Ms.Nandhini,

With respect to your email, I am sending my observations.

1. 21MB203 CREATIVITY, INNOVATION, AND DESIGN THINKING - The syllabus is well-drafted for beginners. A few topics like preparing and presenting pitch decks can be added if possible. Also, there are a lot of open innovation canvases, the same can be used for a better understanding of the course.

2. 21MB106 BUSINESS RESEARCH METHODS - The syllabus was found to be appropriate and elaborate as needed for an MBA program, **It is** largely found that students have difficulty in identifying research gaps through literature review, hence the board can think of highlighting the importance of research gap analysis using Literature review and citations in unit 1, (i noticed it is part of self-study), but few important discussion can be highlighted.

Overall the syllabus has good coverage.

Best wishes

Dr.P.Nalini
Assistant Professor (Senior Grade)
PSG Institute of Management

PSG College of Technology

Phone : +91-422-4304400

<https://psgim.ac.in>

[linkedin.com/in/nalini-palaniswamy-ph-d-92a13a35](https://www.linkedin.com/in/nalini-palaniswamy-ph-d-92a13a35)



PSG Institute of Management
PSG College of Technology.

VISION
To be a leader among the private business schools in India, by proactively engaging with our stakeholders in academics, research and skill development and bench-marking ourselves with the best-in-class standards of business education.

MISSION

- Empower** > Empower Individuals to achieve their managerial and entrepreneurial potential.
- Innovate** > Develop innovative teaching and learning methodologies.
- Research** > Focus on academic and industry based research relevant to the region.
- Nurture** > Enhance the institute's visibility, growth and value by espousing ethics and social responsibility and by collaborating with institutional and professional stakeholder groups.

[Quoted text hidden]

NANDHINI B <nandhinib@bitsathy.ac.in>

Mon, Jun 12, 2023 at 9:39 AM

To: Dr Nalini P <nalini@psgim.ac.in>

Dear Mam,

Thank you for the feedback. We will try to incorporate the suggestions in both courses. Thanks again for the input mam.

--

Thanks & Regards



Mrs.NANDHINI B | AP II
School of Management Studies
Bannari Amman Institute of Technology

📍 **Sathyamangalam, Erode - 638 401**
📞 **+91 98651 86677 | 04295 226292**
✉ **nandhinib@bitsathy.ac.in**

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