



MAHATMA GANDHI UNIVERSITY, KERALA

Abstract

Business Studies (Minor) - 1st and 4th Semesters - Modifications to the Duration for End Semester Evaluation, Substitution of a course and approval of the syllabus for the same - Approved - Orders Issued.

ACA 16

No. 11009/ACA 16/2025/MGU

Priyadarsini Hills, Dated: 22.11.2025

Read:- 1. U.O.No.5797/AC A16/2024/MGU, dated.27.06.2024.

2. Minutes of the meeting of the Expert Committee on Commerce (UG),
3. Item No:14/101108/AC A16-3/2025 of the minutes of the meeting of the Standing Committee of the Academic Council held on 11.11.2025
4. Orders of the Vice Chancellor under Section 10(17), Chapter III of the Mahatma Gandhi University Act 1985, dated. 15.11.2025.

ORDER

The syllabi of various Honours Under Graduate Programmes coming under The MGU-UGP (Honours) Regulations, 2024, have been approved vide paper read as (1) above and published on the website of the University.

The Expert Committee on Commerce (UG), discussed the need to modify the Duration for End Semester Evaluation of the course **MG1DSCBST100: Marketing Management**, in the First Semester syllabus of Business Studies (Minor). Also recommended to substitute the course MG4DSCBST200: Entrepreneurship and Startups, with **MG4DSCBST200: Digital and Social Media Marketing and Brand Communication**, (Syllabus link - <https://cap.mgu.ac.in/mguugp/minors.jsp>) in the Fourth Semester syllabus of Business Studies (Minor) and has submitted recommendations vide paper read as (2) above.

(Recommendations are attached as Annexure)

These recommendations were placed before the Standing Committee of the Academic Council, which endorsed the same for approval, vide paper read as (3) above.

Considering the urgency, sanction has been accorded by the Vice Chancellor, in exercise of the powers of the Academic Council vested upon him under Section 10(17), Chapter III of the Mahatma Gandhi University Act 1985, vide paper read as (4) above, to approve the said recommendations.

Hence, the Duration for End Semester Evaluation of the said course in the First Semester syllabus of **Business Studies(Minor)** stands modified to this extent.

Orders are issued accordingly.

SUDHA MENON J

ASSISTANT REGISTRAR III
(ACADEMIC)
For REGISTRAR

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1. PS to VC
2. PA to Registrar/CE
3. Convenor, Expert Committee, Commerce (UG)
4. JR 2 (Admin)/DR 2, AR 3 (Academic)
5. JR/DR/AR (Exam)
6. Tabulation/Academic Sections concerned
7. AC C1/AC C2 Sections
8. IT Cell 3/OQPM1 Sections
9. PRO/IQAC/Records Sections
10. Action Taken Report
11. Stock File/File Copy

File No. 101108/AC A16-3/2025/ACA 16

Forwarded / By Order

Section Officer

Annexure

SEMESTER I

Course Name: Marketing Management

Course Code: MG1DSCBST100

Mode of Assessment

B.End Semester Evaluation(ESE)	Page No
Duration : 1 Hour 15 Minutes (Modified)	7