



ANNAMACHARYA INSTITUTE OF TECHNOLOGY & SCIENCES

(Approved by A.I.C.T.E, New Delhi & Affiliated to JNTU Anantapur, Anantapuramu)
(Institute Accredited by NAAC, Bangalore) (Institute Accredited by IE (I), Kolkata)

Department of Business Administration

12th Board of studies

(Through Virtual mode)

Date: 20/1/2021

12th Board of studies Meeting Minutes

Minutes of 12th Board of studies Meeting of Department of Business Administration, held on 20-01-2021 through Virtual Mode.

Members of Board of Studies:

S.NO	Name of the Member	Designation and Address	Present/Absent
Chairman			
1	Dr.P.Subramanyam	Assistant Professor, AITS Rajampet.	Present
External Members:			
2	Prof.K. Venugopal Rao (Academic Expert)	Dean, Faculty of Commerce and Management, Sri Krishnadevaraya University, Ananthapuramu.	Present
3	Prof. J.Katyayani (Academic Expert)	Professor of Management Studies, SPMVV, Tirupathi.	Absent
4	Dr.T.Dula Babu (Industry Expert)	Senior Professor, GIBS Business School, Bangalore	Present
5	V Pratap Reddy (Alumni Expert)	Senior consultant, IBM, Hyderabad.	Present
Internal Members:			
6	Dr B Abdul Azeem	Associate Professor, AITS Rajampet. (Marketing)	Present



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7	SMD Azash	Assistant Professor, AITS, Rajampet,(HR)	Present
8	K Subbareddy	Assistant Professor, AITS, Rajampet, (Finance)	Present

AGENDA

Item No.	Subject
12.01	Ratification of 11 th Board of studies meeting.
12.02	Ratification of 11 th Board of Studies Action Taken Report.
12.03	Discussion on Stakeholders feedback on Curriculum.
12.04	Discussion on current syllabus.
12.05	Identifying and listing of external examiners.
12.06	Any other item(s) with the approval of the Chair.

RESOLUTIONS

Item No: 12-BOS-MBA1

The Board of Studies has ratified the minutes of the 11th Board of Studies meeting held on 20-01-2020.

Item No: 12-BOS-MBA2

The Board of Studies has ratified the action taken report of the 11th Board of Studies meeting held on 20-01-2020.

Item No: 12-BOS-MBA3

An in-depth discussion on Stakeholders feedback is done and it is suggested to introduce case studies in the curriculum, add industry related curriculum and initiate discussions on Live stock market analysis. The board members have suggested to conduct industry related and Live stock Market analysis discussions in Personality



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Development Program. The Board members has also discussed to display stock market updates through a Smart TV in the Department to enhance more Visual approach to the Students about Stock market Updates.

Stakeholders feedback report is enclosed as ANNEXURE – I

Item No: 11-BOS-MBA4

It is discussed and approved to continue the same the same courses of R19 without any modifications in the contents.

Members present:

S.NO	Name of the Member	Designation and Address	Signature
Chairman			
1	Dr.P.Subramanyam	Assistant Professor, AITS Rajampet.	
External Members:			
2	Prof.K. Venugopal Rao (Academic Expert)	Dean, Faculty of Commerce and Management, Sri Krishnadevaraya University, Ananthapuram.	
3	Prof. J.Katyayani (Academic Expert)	Professor of Management Studies, SPMVV, Tirupathi.	Absent
4	Dr.T.Dula Babu (Industry Expert)	Senior Professor, GIBS Business School, Bangalore	
5	V Pratap Reddy (Alumni Expert)	Senior consultant, IBM, Hyderabad.	
6	Dr B Abdul Azeem	Associate Professor, AITS Rajampet. (Marketing)	



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7	SMD Azash	Assistant Professor, AITS, Rajampet,(HR)	<i>SMD Azash</i>
8	K Subbareddy	Assistant Professor, AITS, Rajampet, (Finance)	<i>K Subbareddy</i>

Chairman of BOS

Dr P Subramanyam,

Pom

Head of the Department,

Department of Business Administration.

Head of the Department

Master of Business Administration

Annamacharya Institute of Technology and Science

New Boyanapalli. RAJAMPET - 510 002.



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DEPARTMENT OF BUSINESS ADMINISTRATION ANNEXURE-1 ACTION TAKEN REPORT

Date: 20-1-2021

The following actions were taken by Board of Studies Members.

S. NO.	Suggestions by Stakeholders	Action Taken
1	Incorporation of case studies and EDP's in the Curriculum.	The suggestion is forwarded to Board of Studies. BoS has recommended including Entrepreneurship development programs (PDP) as a part of curriculum.
2	Real time experience related works needed to be introduced mini project in the curriculum.	The suggestion is forwarded to Board of Studies. BoS has recommended providing real time experiences in the Project works.
3	Add industry related subjects.	The suggestion is forwarded to Board of Studies. BoS has recommended upgrading syllabus according to the industry requirements.
4	Modify Retail marketing subject syllabus.	The suggestion is forwarded to Board of Studies. BoS has recommended changing the elective subject Retail Marketing according to current requirements.
5	Enrich the capacity of students through Live Stock Market analysis.	The suggestion is forwarded to Board of Studies. BoS has recommended to provide Live stock market analysis of NSE and BSE And business proposals in the curriculum.
6	Modify the contents of the Syllabus.	The suggestion is forwarded to Board of Studies. BoS has recommended to modify the contents as per business requirements.

The above report is to be presented in the BoS meeting for its approval and feedback.


HEAD OF THE DEPARTMENT

Head of the Department
Master of Business Administration
Annamacharya Institute of Technology and Sciences
New Boyanapalli, RAJAMPET - 516 120



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ANNEXURE-II

Experts List

S.No	Name of the Expert	Details
1	Prof. K. Venu Gopal Rao	Professor & HOD, Department of management studies, SK University, Ananthapuramu. Email- k4161007@yahoo.co.in Mobile - 94400 11437
2	Prof.J. Katyani	Professor and Head, Department of Management studies, SPMVV, Tirupati, Mobile – 919494490170 Email- jkatyani@gmail.com
3	Dr. G. Sudarasana Reddy	Professor& Vice Chancellor, Department of studies and research in commerce and management, Tamukur University, Tamukur , Karanataka Email id: gsudarshanareddy@gmail.com Mobile – 919449520923
4	Dr. C. Viswanatha Reddy	Professor& Dean, Rayalaseema University , Kurnool, Mobile- 919848263463 Email- vsrits@gmail.com
5	Prof D.Pradeep Kumar	Professor & HOD, Dept of MBA, MITS(A), Madanapalli. Mobile- 919160020787 Email- mbahod@mits.ac.in



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		Madanapalli. Mobile- 919160020787 Email- mbahod@mits.ac.in
6	Dr.M.Lokanatha Reddy	Professor of Management Studies Reva Business School. Reva University ,Banglore Mobile- 919490991873 Email- lokanadha@gmail.com
7	Dr.Y. Subbarayudu	Associate Professor, Dept of Business Management, YV University, Kadapa Mobile- 919440883050 Email- srujith@yogivemanauniversity.ac.in
8	Prof. P.V. Narasaiah	Professor & Principal, SVU College of Commerce, management and computer science, S.V. University, Tirupati. Email- drpvnarasaih@gmail.com Mobile- 919441012722
9	Prof. Muni Narayanappa	Professor& Principal, Bangalore City University, Email- drmuninarayan@yahoo.co.in Mobile -9194408416845
10	Dr. S. Suja S Nair	Professor and Head, Department of Business Administration, Vikrama Simha Puri university, Nellore Email- sujavsu@yahoo.in Mobile- 9190320795532

BASIC STRUCTURE FOR MASTER OF BUSINESS ADMINISTRATION (R19 Regulations)

Semester I (First year)

Sl. No.	Category	Course Code	Course Title	Hours per week			Credits
				L	T	P	C
1	PCC	9P1A11	Management and Organization Behaviour	4	0	0	4
2	PCC	9P1A12	Business & Legal Environment	4	0	0	4
3	PCC	9P1A13	Managerial Economics	4	0	0	4
4	PCC	9P1A14	Entrepreneurship Development	4	0	0	4
5	PCC	9P1A15	Financial Accounting for Managers	4	0	0	4
6	BSC	19CC11T	Business Statistics	4	0	0	4
7	HSC	19CC12T	Managerial Communications	4	0	0	4
Lab Courses							
8	PCC	9P1A18	Personality Development Programme- I	0	0	4	2
9	FC	9P1A19	Computer Applications Lab	0	0	4	2
Total credits							32

Category	Credits
Management Professional Courses	22
Basic Science Courses	04
Humanities Courses	04
Computer Application	02
Total Credits	32

Semester II (Firstyear)

Sl. No.	Category	Course Code	Course Title	Hours per week			Credits
				L	T	P	C
1	PCC	9P1A21	Human Resource Management	4	0	0	4
2	PCC	9P1A22	Financial Management	4	0	0	4
3	PCC	9P1A23	Marketing Management	4	0	0	4
4	PCC	9P1A24	Operations Management	4	0	0	4
5	PCC	9P1A25	Management Information System	4	0	0	4
6	PCC	9P1A26	Research Methodology	4	0	0	4
7	BSC	9P1A27	Operations Research	4	0	0	4
Lab Courses							
8	PCC	9P1A28	Personality Development Programme - II	0	0	4	2
9	HSC	19CC22L	Executive Communication Lab	0	0	4	2
Total credits							32

Category	Credits
Management Professional Courses	26
Basic Science Courses	04
Humanities and Social Sciences	02
Total Credits	32

BASIC STRUCTURE FOR MASTER OF BUSINESS ADMINISTRATION (R19 Regulations)

Semester III (Second year)

Sl. No.	Category	Course Code	Course Title	Hours per week			Credits
				L	T	P	C
1	PCC	9P1A31	Logistic and Supply Chain Management	4	0	0	4
2	PCC	9P1A32	Retail Management	4	0	0	4
3	PCC	9P1A33	Cost and Management Accounting	4	0	0	4
4	PEC-I	9P1A34A	Knowledge Management	4	0	0	4
		9P1A34B	Corporate Finance				
		9P1A34C	Consumer Behaviour				
		9P1A34D	E-Business				
5	PEC-II	9P1A35A	Personnel Administration, Policy and Procedure	4	0	0	4
		9P1A35B	Financial Markets and Services				
		9P1A35C	Services Marketing				
		9P1A35D	Enterprise Resource Planning				
6	PEC-III	9P1A36A	Wage and Compensation Management	4	0	0	4
		9P1A36B	Security Analysis and Portfolio Management				
		9P1A36C	Green Marketing Management				
		9P1A36D	Customer Relationship Management				
7	PEC-IV	9P1A37A	Employee Performance Management	4	0	0	4
		9P1A37B	GST & Customs Law				
		9P1A37C	Brand Management				
		9P1A37D	Data Warehousing and Mining				
8	Seminar	9P1A38	Seminar (Success Stories of Entrepreneurs)	0	0	4	2
Total credits							30

Category	Credits
Professional Core Courses	12
Professional Elective Courses	16
Seminar	02
Total Credits	30

Semester IV (Second year)

Sl. No.	Category	Course Code	Course Title	Hours per week			Credits
				L	T	P	C
1	PCC	9P1A41	Strategic Management	4	0	0	4
2	PCC	9P1A42	Business Analytics	4	0	0	4
3	PEC-V	9P1A43A	International Human Resource Management	4	0	0	4
		9P1A43B	International Financial Management				
		9P1A43C	Digital Marketing				
		9P1A43D	Corporate Information Management				
4	PEC-VI	9P1A44A	Organization Development	4	0	0	4
		9P1A44B	Financial Derivatives				
		9P1A44C	Integrated Marketing Communications				
		9P1A44D	Data Communication and Network Analysis				
5	Project	9P1A45	Comprehensive Project Work	0	0	0	6
Total credits							22

Category	Credits
Professional Core Courses	08
Professional Elective Courses	08
Project	06
Total Credits	22

Offered to Other Departments

S.No.	Course Code	Course Title	Semester
1	20AC35T	Managerial Economics and Financial Analysis	III
	20AC45T	Managerial Economics and Financial Analysis	IV
2	20AC36T	Management Science	III
3	20AE5AT	Human Resource Management	V
	20AE7AT	Human Resource Management	VII
4	20AE5BT	Intellectual Property Rights	V
	20AE7BT	Intellectual Property Rights	VII