



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)

Academic Year 2021-2022

Meeting : Board of Studies – Department of Management Studies

Date and Time : 26th August 2021 at 2 PM

Venue : AITS, RAJAMPET.

Minutes of 13th Board of Studies- Department of Management Studies meeting held on 26th August 2021 (Virtual Mode) at AITS, Rajampet.

Members Present:

S.No.	Name of the Board Member	Designation	Institute/Industry	Role
INTERNAL MEMBERS				
1.	Dr. P. Subramanyam	Professor & Head Department of MBA	Annamacharya Institute of Technology & Sciences, Rajampet	Chairman
2.	Mr. K. Subba Reddy	Assistant Professor Department of MBA	Annamacharya Institute of Technology & Sciences, Rajampet	Internal Member
3.	Mr. K. Bhaskar	Assistant Professor Department of MBA	Annamacharya Institute of Technology & Sciences, Rajampet	Internal Member
4.	Dr. T. Navaneetha	Assistant Professor Department of MBA	Annamacharya Institute of Technology & Sciences, Rajampet	Internal Member
EXTERNAL EXPERT MEMBERS				
5.	Prof. S. Venkata Ramanaiah	Professor	IIT, Lucknow	Academic Expert
6.	Prof. K. Ravi Shankar	Professor & Director School of Management.	IGNOU	Academic Expert
7.	Dr. P. Mohan Kumar	Assistant Professor	Reva University, Bangalore	Academic Expert
8.	Dr. Mahesh Pavan	Project Manager		Industry Expert
9.	Mr. C. Jagadeesh	Senior Financial Analyst	VXL Services Ltd., Bangalore	Alumni Representative



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Agenda:

Item No.	Particulars
BoS/2021/MBA/PG/13.1	Management subjects offered by MBA department for B.Tech II Year and III Year
BoS/2021/MBA/PG/13.2	Open Elective course offered by MBA department
BoS/2021/MBA/PG/13.3	Need to revise the syllabus contents in Business Statistics
BoS/2021/MBA/PG/13.4	Revision of Cost and Management Accounting Syllabus
BoS/2021/MBA/PG/13.5	Revision of contents in Financial Institutions, Markets and Services
BoS/2021/MBA/PG/13.6	Need to revise the contents of syllabus in GST and Customs Law
BoS/2021/MBA/PG/13.7	Financial Derivatives subject need to be revised
BoS/2021/MBA/PG/13.8	Discuss related to inclusion of case study in Curriculum
BoS/2021/MBA/PG/13.9	Discuss related to inclusion of new courses
BoS/2021/MBA/PG/13.10	Consideration and approval of the panel of examiners for external examination to be conducted for 2021-2023 batch
BoS/2021/MBA/PG/13.11	Any other items with the permission of the chair

RESOLUTIONS

Ratification of 12th Board of Studies Meeting

The chairman has presented the minutes of 13th Board of studies meeting of the department of MBA, Annamacharya Institute of Technology & Sciences (Autonomous), Rajampet held on 26th August 2021 to be ratified. After deliberations and discussions the 13th BOS meeting minutes were ratified.

Ratification of 13th Board of Studies action taken report.

The chairman has presented the action taken report of 13th BOS Meeting of department of MBA, Annamacharya Institute of Technology & Sciences (Autonomous), Rajampet held on 26th August 2021 to be ratified. After deliberations and discussions the action taken report of 13th BOS meeting minutes were ratified.

Discussion on Stakeholders feedback on curriculum

The chairman presented the stakeholders feedback on curriculum received from the feedback committee approved by PAC (Programme Assessment Committee). After deliberations and discussions at length and resolved in the Board of Studies (BOS) meeting. The resolutions are appended in Annexure-I.

Item No. 13.1:

In B.Tech MEFA and Management Science subjects are offered. These subjects are dealt by MBA faculty.



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- a. In MEFA add Supply function and limited liability partnership concepts, Markets Structure and Forms of Business Organization should be divided into two parts.
- b. In Management Science subject in Unit II add the concept of Coaching and Mentoring.
- c. The title of Unit III should be as Operations Management only.
- d. Financial Management and Marketing management should be separate units.

Item No. 13.2:

Open electives offered and discussed are HRM and IPR.

- e. In HRM remove the word procurement.
- f. Unit IV title should be Training and Development
- g. It is suggested to ask IPR advocate to deliver IPR course.

Item No. 13.3:

It is advised to revise the contents in Business Statistics as per the students' knowledge levels.

Item No. 13.4:

Cost and Management Accounting syllabus is lengthy. Topics like break even analysis and decisions tree are to be updated.

Item No. 13.5:

FIMS title should be prompt. Add topics related to Cooperatives as well as Regulations. Remove the concepts related to Micro finance.

Item No. 13.6:

Add topic like recent amendments in GST Policy in GST and Customs Law subject.

Item No. 13.7:

In Financial Derivatives subjects add the concept commodity derivatives.

Item No. 13.8:

It is advised from expert to add case study in curriculum to develop expertise skills in students.

Item No. 13.9:

New courses like – (Recommendations)

- a. HR Analytics
- b. Campaign Management

Item No. 13.10:

The Panel members approved for the external examination to be conducted for 2021-2023 batch.

Item No. 13.11:

One of the external members advised to introduce certification courses in the curriculum that create value addition to the students.



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CHAIRMAN-BOS

Department of MBA

Head of the Department

AITS, Rajampet

Master of Business Administration

Annamacharya Institute of Technology and Sciences

New Boyanapalli, RAJAMPET - 516 001

Annamayya Dist. A.P.



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Date: 26-08-2021

MINUTES OF MEETING

The chairman of feedback Committee has conducted a meeting on 26th August 2021 at 5:00 pm in the Department of MBA with the Feedback Committee members for discussing, addressing and reviewing of the data collected from various Feedback sources. The Feedback was collected from Students on Curriculum, Exit Feedback, teachers' feedback, Alumni Feedback, Industry Personnel feedback and Parents feedback.

Members present:

1. Dr.P.Subramanyam-HOD & Chairman
2. SMD Azash- Member
3. P.Venkata Subbaiah - Member
4. K.Bhaskar - Member
5. V.Vedavathi -Member

Resolutions:

During the meeting the following points were discussed and the minutes of meeting were recorded as below.

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DEPARTMENT OF BUSINESS ADMINISTRATION

ACTION TAKEN REPORT

Date: 26-08-2021

Based on the discussions of Feedback committee meeting held on 18-04-2021, the following actions were taken by BOS (Board of Studies).

Agenda:

S. NO.	Decision about	Action Taken
1	Remove outdated courses in the curriculum	The suggestion is forwarded to Board of Studies (BOS). BOS has recommended to remove Business Ethics and Corporate Governance subject.
2	Introduce updated courses	The suggestion is forwarded to Board of Studies (BOS). BOS has recommended changing the contents of Operations Management subject.
3	Modify subject contents	The suggestion is forwarded to Board of Studies (BOS). BOS has recommended upgrading lab contents in IT lab.
4	Change order of the subjects	The suggestion is forwarded to Board of Studies (BOS). BOS has recommended to change Entrepreneurship Development course in the First semester.
5	Revise statistics syllabus	The suggestion is forwarded to Board of Studies (BOS). BOS has recommended to keep only limited contents in the syllabus by considering student knowledge levels.
6	Add current issues in GST & Custom Law subject	The suggestion is forwarded to Board of Studies (BOS). BOS has recommended to incorporate more updated topics in GST & Customs Law subject



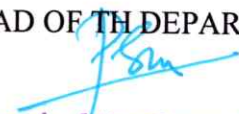
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7	Guest lectures and Symposia	The suggestion is forwarded to Board of Studies (BOS). BOS has recommended to conduct more number of guest lectures and symposia
8	Fourth semester subjects	The suggestion is forwarded to Board of Studies (BOS). BOS has recommended to add more advanced subjects in the fourth semester.

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 - 516 424
Annamayya Dist. A.P



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ANNEXURE-II

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	2
Total Credits	32



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Semester II (First year)

Sl. No.	Category	Course Code	Course Title	Hours per week			Credits
				L	T	P	
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



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BASIC STRUCTURE FOR MASTER OF BUSINESS ADMINISTRATION

Semester III (Second year)

SNo.	Category	Course Code	Course Title	Hours per week			Credits
				L	T	P	
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	1	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



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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	
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