



# 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

### 15<sup>th</sup> Board of studies

(Through Virtual mode)

Date: 15/10/2022

### 15<sup>th</sup> Board of studies Meeting Minutes

Minutes of 15<sup>th</sup> Board of studies Meeting of Department of Business Administration, held on October 15<sup>th</sup> 2022 at 11.00 AM through Virtual Mode.

#### Members of Board of Studies:

S.NO	Name of the Member	Designation and Address	Present/Absent
<b>Chairman</b>			
1	Dr.P.Subramanyam	Assistant Professor, AITS Rajampet.	Present
<b>External Members:</b>			
2	Prof. S. Venkata Ramanaiah	IIM, Lucknow	Present
3	Prof. K Ravi Sankar	IGNOU, Director, School of Management	Present
4	Dr. Irala Lokannadha Reddy	Associate Professor, School of Management, University of Hyderabad	Present
5	Dr P Mohan Kumar	Assistant professor, Reva University	Present
6	Dr. Mahesh Pavan	Project Manager, IBM	Present
7	Mr. C. Jagadeesh	Senior Financial Analyst, VXL Services Ltd	Present
<b>Internal Members:</b>			
6	SMD Azash	Assistant Professor, AITS, Rajampet,(HR)	Present
7	K Subbareddy	Assistant Professor, AITS, Rajampet, (Finance)	Present
8	Dr T Navaneetha	Assistant Professor, AITS, Rajampet, (Marketing)	Present



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## AGENDA

Item No.	Subject
15.01	Ratification of 14 <sup>th</sup> Board of studies meeting.
15.02	Ratification of 14 <sup>th</sup> Board of Studies Action Taken Report.
15.03	Discussion on Stakeholders feedback on Curriculum.
15.04	Discussion on new courses added in the new regulations
15.05	Discussion on contents added in the existing regulations with percentage.
15.06	Discussion on CO's, PO's, CO-PO's mapping.
15.07	Review of current Syllabus.
15.08	Identifying and listing of external examiners.
15.09	Discussion on New Program (Business Analytics) and Framing of First year detailed syllabus.
15.10	To consider and approve MBA (Business Analytics) two-year course structure (R22) and first year detailed syllabus as per revised AICTE Model curriculum for management from the academic year 2022-23
15.11	To frame R22 regulation and repeal R19 Regulation.
15.12	To reduce the total credits from 116 to 102 as per the AICTE Norms from R22 regulation
15.13	Any other item(s) with the approval of the Chair.

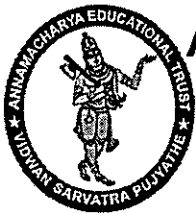
## RESOLUTIONS

### Item No: 15-BOS-MBA1

The Board of Studies has ratified the minutes of the 14<sup>th</sup> Board of Studies meeting held on 16<sup>th</sup> May 2022.

### Item No: 15-BOS-MBA2

The Board of Studies has ratified the action taken report of the 14<sup>th</sup> Board of Studies meeting held on 16<sup>th</sup> May 2022.



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## Item No: 15-BOS-MBA3

An in-depth discussion on Stakeholders feedback is done and it is suggested to change concepts in entrepreneurship development, Cost and Management Accounting, Wage and Compensation Management, Employee performance Management and Financial Markets and Services. The Board members has suggested to incorporate the changes in Entrepreneurship development and suggested to continue the remaining courses without any additional modifications.

Stakeholders feedback report is enclosed as ANNEXURE - I

## Item No: 15-BOS-MBA4

In third semester the course Security analysis and Portfolio management with a course code 9P1A36B has been replaced with Investment analysis and Portfolio management with a course code of 22CE036BT.

The details are enclosed in ANNEXURE - II

## Item No: 15-BOS-MBA5

It is resolved to approve the Entrepreneurship Development course content, as there is modification in few topics in 5<sup>th</sup> unit and the percentage of change in the course is 10%.

Name of the course: Entrepreneurship Development

Percentage of syllabus revision in the course:10%

It is resolved to approve the Corporate Finance course content, as there is modification in 4<sup>th</sup> unit and the percentage of change is 20%.

Name of the course: Entrepreneurship Development

Percentage of syllabus revision in the course:20%

The details are enclosed in ANNEXURE-III

## Item No: 15-BOS-MBA6

- The CO targets are fixed by considering the CO values for the past three academic years.



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- An in-depth discussion of CO-PO Mapping table is done by considering level 3 for High level of mapping, Level 2 for Moderate Mapping and Level 1 for Low level of Mapping.

The details are enclosed in **ANNEXURE IV-A**

- The target level for PO's is fixed as 2.1 for assessing the PO's for 2019-2021 Batch.

The details are enclosed in **ANNEXURE IV-B**

## Item No: 15-BOS-MBA7

The current syllabus is reviewed and the following changes are made in different courses:

- Entrepreneurship Development subject syllabi has been revised and contemporary topics has been introduced.
- Corporate Finance Subject syllabi is revised and new contents has been included.

## Item No: 15-BOS-MBA8

The examiners list has been identified and approved by the Board of Studies members.

The list of examiners and their details are enclosed in **ANNEXURE-V**

## Item No: 15-BOS-MBA9

It is resolved to approve the introduction of a new Program, **MBA-Business Analytics** from the academic year 2022-23 onwards.

## Item No: 15-BOS-MBA10

The Departmental Committee has gathered course details from premier institutions i.e., Local and National level for making draft regulations, curriculum and course contents for Master of Business Administration - Business Analytics. The committee made a draft curriculum by considering AICTE Model curriculum for Management Programs. The minimum number of credits decided for Master of Business Administration - Business Analytics is 102 credits. Out of 102 credits, 72 credits are decided to allot for core courses and the rest of 30 credits for electives courses and project work. The draft regulations, curriculum, course contents and details syllabi for 2 years were presented to the Board of Studies for discussion.



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After thorough discussion and deliberations, it is resolved to approve Master of Business Administration - Business Analytics-R22 course regulations, curriculum, course contents for two years and detailed syllabi is approved.

The details are enclosed in ANNEXURE -VI

## Item No: 15-BOS-MBA11

The chairman, Board of Studies, Department of Business Administration is proposed to go for R22 regulations for Master of Business Administration (MBA) program instead of R19 regulations.

## Item No: 15-BOS-MBA12

As per AICTE model curriculum, it is suggested to have maximum of 102 credit whereas existing R19 curriculum have 116 credits. All the members of BOS suggested to go for 102 credits instead of 116 credits. In this meeting, after thorough discussion, the members of Board of Studies are unanimously approved R22 regulation with 102 credits. The committee approved the R22 curriculum, course structure and detailed syllabi for MBA course.

Details of credits is enclosed in ANNEXURE-VII

Proofs are enclosed in ANNEXURE-VIII

### Members present :

S.NO	Name of the Member	Designation and Address	Signature
<b>Chairman</b>			
1	Dr.P.Subramanyam	Assistant Professor, AITS Rajampet.	
<b>External Members:</b>			
2	Prof. S. Venkata Ramanaiah	IIM, Lucknow	
3	Prof. K Ravi Sankar	IGNOU, Director, School of Management	
4	Dr. Irala Lokannadha Reddy	Associate Professor, School of Management, University of Hyderabad	
5	Dr P Mohan Kumar	Assistant professor, Reva University	
6	Dr. Mahesh Pavan	Project Manager, IBM	



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7	Mr. C. Jagadeesh	Senior Financial Analyst, VXL Services Ltd	
<b>Internal Members:</b>			
6	SMD Azash	Assistant Professor, AITS, Rajampet, (HR)	
7	K Subbareddy	Assistant Professor, AITS, Rajampet, (Finance)	
8	Dr T Navaneetha	Assistant Professor, AITS, Rajampet, (Marketing)	

**Chairman of BOS**  
Dr P. Subramanyam,  
Head of the Department  
Master of Business Administration  
Annamacharya Institute of Technology and Sciences  
New Boyanapalli, RAJAMPET - 516 126  
Annamayya Dist. A.P.



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## DEPARMENT OF BUSINESS ADMINISTRATION

### ANNEXURE-I

#### ACTION TAKEN REPORT

Date:15-10-2022

The following actions were taken by BoS members.

#### Agenda:

S. NO.	Decision about	Action Taken
1	Introduction of trending concepts in Entrepreneurship development.	The suggestion is forwarded to Board of studies. BoS has recommended to add rural, agriculture, green, social entrepreneurship concepts in ED subject.
2	Removal of inventory techniques in operations management.	The suggestion is forwarded to Board of studies. BoS has recommended to remove inventory techniques in operations management as they are already present in financial management.
3	Change of syllabus contents in cost and management accounting.	The suggestion is forwarded to Board of studies. BoS has recommended to change the contents in unit I & II of cost and management accounting.
4	Replacement of wage and compensation management with industrial relations and labour laws.	The suggestion is forwarded to Board of studies. BoS has recommended to replace wage and compensation management with industrial relations and labour laws.
5	Modification of employee performance management with HR metrics and	The suggestion is forwarded to Board of studies. BoS has recommended to Modify Employee





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	analytics.	performance management with HR metrics and analytics.
6	Need updation of financial markets and services subject.	The suggestion is forwarded to Board of studies. BoS has recommended to incorporate financial analytics related concepts in financial markets and services.

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 - 516 126.  
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## ANNEXURE-II

### Part: A: Revision of Syllabus (R19 to R22)

S.NO	Name of the Course	Percentage of syllabus revision
1	Entrepreneurship Development	20%

### Part: B: Introduction of New Program

#### BASIC STRUCTURE FOR MASTER OF BUSINESS ADMINISTRATION

(Business Analytics)

(R 22 Regulations)

#### Semester I (First year)

Sl. No.	Category	CourseCode	Course Title	Hours per week			Credits
				L	T	P	C
1	PCC	22P1BA11	Management and Organization Behavior	4	0	0	4
2	PCC	22P1BA12	Business & Legal Environment	4	0	0	4
3	PCC	22P1BA13	Managerial Economics	4	0	0	4
4	PCC	22P1BA14	Introduction to Business Analytics	4	0	0	4
5	PCC	22P1BA15	Accounting for Managers	4	0	0	4
6	BSC	22CC11TT	Business Statistics	4	0	0	4
Lab Courses							
9	FC	22P1BA18	Business Analytics lab-1	0	0	4	2
Total credits							26

Category	Credits
Management Professional Courses	20
Basic Science Courses and Humanities	04
Computer Application	02
Total Credits	26

#### Semester II (First year)

Sl. No.	Category	Course Code	Course Title	Hours per week			Credits
				L	T	P	C
1	PCC	22P1BA21	Human Resource Management	4	0	0	4
2	PCC	22P1BA22	Financial Management	4	0	0	4
3	PCC	22P1BA23	Industry 4.0 and Digital Transformation	4	0	0	4
4	PCC	22P1BA24	Quantitate Methods for Business	4	0	0	4
5	FC	22P1BA25	Data Mining Techniques using R	4	0	0	4
6	PCC	22P1BA26	Research Methodology	4	0	0	4
7	PCC	22P1BA27	Marketing Management	4	0	0	4



Lab Courses							
8	FC	22P1BA28	Business Analytics -Lab 2	0	0	4	2
			Total credits				30

### Semester III (Second year)

Category	Credits
Professional Core Courses	28
Professional Elective Courses	16
Computer Application	02
<b>Total Credits</b>	<b>30</b>

Sl. No.	Category	Course Code	Course Title	Hours per week			Credits
				L	T	P	C
1	PCC	22P1BA41	Supply chain Management and Analytics	4	0	0	4
2	PCC	22P1BA42	Social Media and Web analytics	4	0	0	4
3	PCC	22P1BA43	Big Data Analytics and Using AI/ML	4	0	0	4
5	Project	22P1BA45	Comprehensive Project Work	0	0	0	6
			<b>Total credits</b>				<b>18</b>



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Category	Credits
Professional Core Courses	12
Professional Elective Courses	00
Project	08
<b>Total Credits</b>	<b>20</b>

## ANNEXURE-III

### COURSE OUTCOME ATTAINMENT FOR ALL COURSES: 2019-2021

Course	Semester 1	Course Name	CO1	CO2	CO3	CO4	Co5	Avg attainment	Target
9P1A11	1	Management organization behavior	3.00	3.00	2.90	3.00	2.90	2.96	2.26
9P1A12	1	Business & Legal Environment	3.00	3.00	2.90	3.00	2.90	2.96	2.13
9P1A13	1	Managerial economics	3.00	3.00	1.46	3.00	2.90	2.67	2.84
9P1A14	1	Entrepreneurship development	3.00	3.00	2.90	3.00	2.90	2.96	2.86
9P1A15	1	financial accounting for managers	3.00	3.00	2.90	3.00	2.90	2.96	2.01
19CC11T	1	Business statistics	3.00	3.00	2.90	3.00	2.90	2.96	2.08
19CC12T	1	Managerial communications	3.00	3.00	2.90	2.28	2.90	2.82	2.11
9P1A18	1	Personality development programme-1	3.00	3.00	3.00	3.00	3.00	3.00	2.74
9P1A19	1	computer application lab	3.00	3.00	2.00	2.00	2.00	2.40	2.77
<b>Semester 2</b>									
9P1A21	2	Human resource management	2.00	3.00	2.50	3.00	2.90	2.68	2.33
9P1A22	2	Financial management	3.00	3.00	2.90	2.00	2.00	2.58	2.06
9P1A23	2	Marketing management	2.00	3.00	2.30	3.00	2.90	2.64	2.49



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9P1A24	2	Operation management	3.00	2.00	2.90	3.00	2.00	2.58	2.15
9P1A25	2	Management information	3.00	3.00	2.18	3.00	2.90	2.82	2.00
9P1A26	2	Research methodology	3.00	3.00	2.18	2.28	2.90	2.67	1.95
9P1A27	2	Operation research	3.00	2.00	2.90	3.00	2.00	2.58	2.29
9P1A28	2	Personality development program me-ii	3.00	2.00	2.00	3.00	3.00	2.60	2.71
19CC22L	2	Executive communication lab	2.00	2.00	3.00	2.00	2.00	2.20	2.64
		<b>Semester 3</b>							
9P1A31	3	Logistic and supply chain management	3.00	3.00	2.90	3.00	2.90	2.96	2.25
9P1A32	3	Retail management	2.28	3.00	2.90	2.28	2.90	2.67	2.33
9P1A33	3	Cost and management accounting	3.00	3.00	2.90	3.00	2.90	2.96	2.16
9P1AA34B	3	Corporate finance	3.00	3.00	2.18	2.28	2.90	2.67	2.50
9P1AA34C	3	Consumer behavior	3.00	3.00	2.90	3.00	2.90	2.96	2.11
9P1AA35A	3	Personal administration policy and procedure	3.00	3.00	2.90	3.00	2.90	2.96	2.19
9P1AA35C	3	Service marketing	2.28	3.00	2.90	2.28	2.90	2.67	2.00
9P1A36A	3	Wage and compensation management	3.00	3.00	2.90	3.00	2.90	2.96	2.63
9P1A36C	3	Security analysis and portfolio management	3.00	3.00	2.18	3.00	2.90	2.82	2.73
9P1A37A	3	Employee performance management	3.00	3.00	2.90	3.00	2.90	2.96	2.25
9P1A37B	3	GST& customs law	3.00	0.84	0.74	0.84	0.74	1.23	2.20
9P1A37C	3	Brand management	3.00	2.28	2.90	3.00	2.90	2.82	2.29
9P1A38	3	SEMINAR	3.00	2.00	3.00	3.00	2.00	2.60	2.74



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		Semester 4							
9P1A41	4	Strategic management	2.90	2.80	2.90	2.80	3.00	2.88	2.85
9P1A42	4	Business analytics	2.90	2.90	2.90	1.36	2.90	2.59	2.76
9P1A43B	4	International human resource management	2.90	2.80	2.90	2.80	3.00	2.88	2.84
9P1A43C	4	Digital marketing	2.90	2.08	2.90	1.36	3.00	2.45	2.50
9P1A44C	4	Financial derivatives	2.72	2.18	2.90	2.80	2.90	2.70	2.34



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## CO-PO Mapping matrix for R 22 syllabus

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
C101	2	2	2	2	1	1	2	1
C102	2	1	1	1	1	1	1	1
C103	2	2	1	1	1	2	1	1
C104	2	2	1	1	2	3	1	1
C105	2	2	1	1	2	1	1	1
C106	3	3	1	1	1	1	1	1
C107	2	2	1	2	1	1	1	1
C108	2	2	1	2	2	2	1	2
C109	2	2	2	2	3	1	1	1
C201	2	2	1	1	1	2	1	1
C202	2	2	1	1	1	1	1	1
C203	3	2	1	2	1	2	1	1
C204	2	2	1	1	1	1	1	2
C205	2	2	1	1	1	1	1	1
C206	2	2	1	1	1	1	1	1
C207	2	2	1	1	1	1	1	1
C208	2	2	1	2	2	3	1	2
C209	1	1	-	3	1	1	1	1
C301	3	2	1	1	1	2	1	1
C302	3	3	1	2	1	2	1	1
C303	3	2	1	1	1	1	1	1
C304.A	3	2	1	1	1	1	1	2
C304.B	2	2	1	1	1	1	1	1
C304.C	2	2	1	2	2	2	1	1
C304.D	2	2	1	1	1	1	1	1
C305.A	2	2	1	1	1	2	1	1



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C305.B	2	2	1	1	1	1	1	1
C305.C	2	2	1	2	2	1	1	1
C305.D	3	2	2	2	3	3	-	3
C306.A	2	2	1	1	1	1	1	1
C306.B	2	2	1	2	2	1	1	1
C306.C	2	2	1	2	2	1	1	1
C306.D	2	2	1	2	2	2	2	2
C307.A	3	2	2	2	1	1	1	1
C307.B	3	2	2	2	1	1	1	1
C307.C	2	2	2	1	1	1	1	1
C307.D	2	2	2	2	3	1	1	1
C308	2	2	1	2	2	1	1	1
C401	3	2	1	1	1	1	1	2
C402	2	2	1	1	1	1	1	1
C403.A	2	2	1	1	1	1	1	1
C403.B	2	2	1	2	2	2	1	1
C403.C	2	2	1	1	1	1	1	1
C403.D	2	2	2	1	1	1	1	1
C404.A	3	3	1	1	1	2	2	2
C404.B	2	2	1	1	1	2	1	1
C404.C	2	2	2	1	1	1	1	1
C405.D	2	2	1	1	1	1	1	1
C405	3	2	2	2	3	3	2	2

Note: Enter correlation levels 1, 2 or 3 as defined below:

1: Slight (Low)

2: Moderate (Medium)

3: Substantial (High)





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## ANNEXURE-IV

### Experts List

S.No	Name of the Expert	Details
1	Prof. P.V. Narasaiah	Professor & Principal, SVU College of Commerce, management and computer science, S.V. University, Tirupati. Email- <a href="mailto:drpvnarasaiah@gmail.com">drpvnarasaiah@gmail.com</a> Mobile- 919441012722
2	Prof. K. Venu Gopal Rao	Professor & HOD, Department of management studies, SK University, Ananthapuramu. Email- <a href="mailto:k4161007@yahoo.co.in">k4161007@yahoo.co.in</a> Mobile - 94400 11437
3	Prof. Muni Narayanappa	Professor& Principal, Bangalore City University, Email- <a href="mailto:drmuninarayan@yahoo.co.in">drmuninarayan@yahoo.co.in</a> Mobile -9194408416845
4	Prof.J. Katyani	Professor and Head, Department of Management studies, SPMVV, Tirupati, Mobile – 919494490170 Email- <a href="mailto:jkatyani@gmail.com">jkatyani@gmail.com</a>
5	Dr. G. Sudarasana Reddy	Professor& Vice Chancellor, Department of studies and research in commerce and management, Tamukur University, Tamukur , Karanataka Email id: <a href="mailto:gsudarshanareddy@gmail.com">gsudarshanareddy@gmail.com</a> Mobile – 919449520923
6	Dr. C. Viswanatha Reddy	Professor& Dean, Rayalaseema University , Kurnool,



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## Screenshots of Online Meeting





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DEPARTMENT OF BUSINESS ADMINISTRATION  
15<sup>th</sup> MEETING OF BOARD OF STUDIES  
(Through Virtual Mode)  
Date: October 15, 2022  
AGENDA

Item No.	Subject
15.01	To consider the minutes of 14 <sup>th</sup> meeting of the Board of Studies held on May 14, 2022.
15.02	To consider the proposals for new MBA Program (MBA-Business Analytics).
15.03	To consider and approve the course curriculum finalized by the Course Design and Development Committee for MBA (Business Analytics) Program.
15.04	To review the MBA (BBA) program course content.
15.05	To consider and approve MBA (Business Analytics) two-year course structure (2022) and first year detailed syllabus as per revised AICTE (MBA) curriculum for management from the academic year 2022-23.
15.06	To discuss the proposed subject selection and inclusion of new courses which fulfills the requirements of the proposed program.

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Sl. No.	Category	Course Code	Course Title	Hours per week	Credits
1	BAC	BAP18A1	English Communication and Business Writing	3	3
2	BAC	BAP18A2	Business Mathematics and Statistics	3	3
3	BAC	BAP18A3	Business Law and Ethics	3	3
4	BAC	BAP18A4	Business Economics and Management	3	3
5	BAC	BAP18A5	Business Analytics	3	3
6	BAC	BAP18A6	Business Communication	3	3
7	BAC	BAP18A7	Business Project Work	3	3
8	BAC	BAP18A8	Business Project Work	3	3
9	BAC	BAP18A9	Business Project Work	3	3
10	BAC	BAP18A10	Business Project Work	3	3
11	BAC	BAP18A11	Business Project Work	3	3
12	BAC	BAP18A12	Business Project Work	3	3
13	BAC	BAP18A13	Business Project Work	3	3
14	BAC	BAP18A14	Business Project Work	3	3
15	BAC	BAP18A15	Business Project Work	3	3
16	BAC	BAP18A16	Business Project Work	3	3
17	BAC	BAP18A17	Business Project Work	3	3
18	BAC	BAP18A18	Business Project Work	3	3
19	BAC	BAP18A19	Business Project Work	3	3
20	BAC	BAP18A20	Business Project Work	3	3
21	BAC	BAP18A21	Business Project Work	3	3
22	BAC	BAP18A22	Business Project Work	3	3
23	BAC	BAP18A23	Business Project Work	3	3
24	BAC	BAP18A24	Business Project Work	3	3
25	BAC	BAP18A25	Business Project Work	3	3
26	BAC	BAP18A26	Business Project Work	3	3
27	BAC	BAP18A27	Business Project Work	3	3
28	BAC	BAP18A28	Business Project Work	3	3
29	BAC	BAP18A29	Business Project Work	3	3
30	BAC	BAP18A30	Business Project Work	3	3
31	BAC	BAP18A31	Business Project Work	3	3
32	BAC	BAP18A32	Business Project Work	3	3
33	BAC	BAP18A33	Business Project Work	3	3
34	BAC	BAP18A34	Business Project Work	3	3
35	BAC	BAP18A35	Business Project Work	3	3
36	BAC	BAP18A36	Business Project Work	3	3
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97	BAC	BAP18A97	Business Project Work	3	3
98	BAC	BAP18A98	Business Project Work	3	3
99	BAC	BAP18A99	Business Project Work	3	3
100	BAC	BAP18A100	Business Project Work	3	3

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