



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)

16th MEETING OF BOARD OF STUDIES

(Through Virtual Mode)

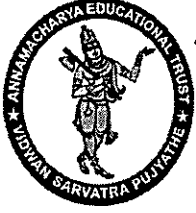
Date: 28 JUNE 2023

16th BOARD OF STUDIES MEETING MINUTES

Minutes of the 16th board of studies meeting of department of business administration, held on 28 June 2023 at 11.00 am 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. S. Venkata Ramanaiah	IIM, Lucknow	Present
3	Prof. K Ravi Sankar	IGNOU, Director, School of Management	Present
4	Dr P Mohan Kumar	Assistant professor, Reva University	Present
5	Dr. Mahesh Pavan	Project Manager, IBM	Present
6	Mr. C. Jagadeesh	Senior Financial Analyst, VXL Services Ltd	Present
Internal Members:			
7	Dr V Mouniswari	Assistant Professor, AITS, Rajampet, (human resource management)	Present
8	Dr T Navaneetha	Assistant Professor, AITS, Rajampet, (Marketing)	Present
9	K subbareddy	Assistant Professor, AITS, Rajampet, (finance)	Present



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Item No.	Subject
16.01	To confirm the minutes of 15 th meeting of the Board of studies held on October 16, 2022.
16.02	To consider the proposals for II Btech I Sem CSE (AI) & CSE (DS) new Program me "management sciences" subject Introduced.
16.03	To consider and approve the panel of examiners for external session 2024-2025.
16.04	To discuss on open elective courses (Human resource management, intellectual property rights) to Btech students
16.05	Course structure and detailed syllabi for MBA course.

AGENDA

RESOLUTIONS

Item No: 16-BOS-MBA1

The Board of Studies has ratified the minutes of the 15th Board of Studies meeting held on 16th May 2022.

Item No: 16-BOS-MBA2

To consider the proposals for II Btech I Sem CSE (AI) & CSE (DS) new Program me "management sciences" subject Introduced.

An in-depth discussion on Stakeholders feedback is done and it is suggested The Board members has given guideline to frame management sciences course syllabus.

New Course Syllabus enclosed in ANNEXURE - I

Item No: 16-BOS-MBA3

To consider and approve the panel of examiners for external session 2024-2025.

Item No: 16-BOS-MBA4

To discuss on open elective courses (Human resource management, intellectual property rights) to Btech students

The details of New Courses syllabus enclosed in ANNEXURE-II

Item No: 16-BOS-MBA5



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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-VI

A few other suggestions are made by the committee to incorporate that in MBA (Business Analytics) course.

1. Board of study members is suggested that inclusion of compulsory case study related question in question paper in both management programme.
2. Board of study members are suggested that introduction of Massive Open Online Coursers (MOOCs) with or without credit.

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. S. Venkata Ramanaiiah	IIM, Lucknow	
3	Prof. K Ravi Sankar	IGNOU, Director, School of Management	
4	Dr P Mohan Kumar	Assistant professor, Reva University	
5	Dr. Mahesh Pavan .M	Project Manager, IBM	
6	Mr. C. Jagadeesh	Senior Financial Analyst, VXL Services Ltd	
Internal Members:			
7	Dr V Mouniswari	Assistant Professor, AITS, Rajampet, (human resource management)	
8	Dr T Navaneetha	Assistant Professor, AITS, Rajampet, (Marketing)	
9	K subbareddy	Assistant Professor, AITS, Rajampet, (finance)	

Chairman of BOS

Dr P Subramanyam,

Head of the Department

Head of the Department
Master of Business Administration
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DEPARTMENT OF BUSINESS ADMINISTRATION

ACTION TAKEN REPORT

Date: 28-06-2023

the meeting held on 28-06-2023, the following actions were taken by BOS.

S. NO.	Suggestions by Stakeholders	Action Taken
1	To consider the proposals for II Btech I Sem CSE (AI) & CSE (DS) new Programme "management sciences" subject Introduced.	The suggestion is forwarded Board of studies (BOS). BOS has recommended
2	To discuss on open elective courses (Human resource management, intellectual property rights) to Btech students	The suggestion is forwarded Board of studies (BOS). BOS has recommended including in the curriculum.
3	Inclusion of case study in the curriculum	The suggestion is forwarded Board of studies (BOS). BOS has recommended including case studies in the curriculum.
4	Modifications in Electives.	The suggestion is forwarded to Board of studies (BOS). BOS has suggested offering electives on ES system rather than CBCS.
5	Addition of ethics related contents in all subjects.	The suggestion is forwarded to Board of studies (BOS). BOS has recommended introducing ethical aspects for all the subjects in II semester.
6	Elective subjects are to be modified as per requirements.	The suggestion is forwarded to Board of studies (BOS). BOS has recommended change the order of elective subjects as per the current requirements.
7	Deletion of traditional Subjects.	The suggestion is forwarded Board of studies (BOS). BOS has recommended to delete traditional subjects such as Business Ethics and corporate Governance. International Financial Management, International Human Resource Management and International



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		Marketing.
8	Introduction of new subjects in the curriculum.	The suggestion is forwarded to Board of studies (BOS). BOS has recommended introducing new subjects like Green Marketing, Green Business Management, Insurance and Mutual funds.
9	Introduction of new concepts in the already existed subjects.	The suggestion is forwarded Board of studies (BOS). BOS has recommended adding topics related to stock market analysis in security analysis and portfolio management and the concepts of financial institutions in financial markets and services subject.
10	Introduction of Department Campus Recruitment Training Programs.	The suggestion is forwarded to Board of studies (BOS). BOS has has recommended to introduce department CRT Programs.

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


Head of the Department
Master of Business Administration
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Item No: 16-BOS-MBA1

It is resolved and approved that the management science course syllabus finalized by Bos meeting, because of Management science is the study of problem-solving and decision-making in organizations. The degree plan has specific core courses, as well as several options for areas of focus to allow students to develop in-depth knowledge in a specific business area.

The course aims to provide the knowledge and skill-sets for making the students ready for employment in Technology Driven field. The essential tools and techniques required by the industries will also be inculcated through the curriculum. The course provides in-depth understanding of strong conceptual framework Information Technology. The students shall also be able to understand applicability of the theoretical concepts into real business issues. The course also focuses on how to operate management tools in a scientific arrangement which can use quantitative methods and IT tools in combination. The students shall also be able to understand applicability of the Technology into real business issues, research and innovation purposes.

ANNEXURE 1

Unit 1	Management and Organization Structure Meaning, Nature, Concept and Importance of Management, Functions of Management, Levels of Management, Evolution of Management Thought: Taylor Scientific Management, Fayol's Administrative Management, Roles and Skills of Manager, Principles of Organization, Forms of Organization Structure: Line, Line and Staff, Functional, Divisional and Matrix Organizations.
Unit 2	Human Resources Management Definition, Significance of HRM, Functions of HRM, HR Planning Process, Job Analysis, Job Design, Recruitment and Selection, Placement, Induction and Training, Performance Appraisal, Compensation, Industrial Relations.
Unit3	Operations Management & Project Management Introduction and Functions of Operations, Factors affecting Plant Location, Methods of Production (Job, Batch and Mass Production), Objectives of Inventory Management, Factors influencing Inventory Management and Control, Inventory Control Techniques: EOQ, ABC Analysis, JIT. Programme Evaluation and Review Technique (PERT), Critical Path Method (CPM).
Unit4	Financial Management Objectives, Scope, Functions of Financial Management, Techniques of Investment Analysis –Pay Back Period, Accounting Rate of Return, Net Present value and Profitability Index (theory only), Need of Working Capital, Cost Concepts, Sources of Financing
Unit5	Marketing Management Definitions of Marketing, Core Concepts of Marketing, Bases of Market Segmentation, Marketing Mix, Product Levels, Product Life Cycle, Pricing Objectives, Pricing Methods, Role of Marketing Channels, Channel Design Decisions.



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The List of Courses That Enables Employability Or Entrepreneurs Ship And Skill Development

s.no	Category	Course name	Employability/ Entrepreneurs Ship/ Skill Development
1	HSMC(management)	management sciences	Employability

Item No: 16-BOS-MBA2

It is resolved to approve open elective courses (Human resource management, intellectual property rights) to Btech student's course syllabus finalized by Bos meeting, the course syllabus details.

ANNEXURE 2

Unit1	introduction to Human Resource Management Introduction-Definition-Nature of HRM-Scope of HRM-Functions of HRM-Managerial functions and Operative functions-Role of HRM-Personnel Management and HRM-Competitive challenges influencing HRM- Ethical aspects of HRM
Unit 2	Manpower Planning , Job analysis and Job design Introduction to Manpower Planning- Nature of HRP-Need and Importance of HRP in Organizations-Factors affecting HRP-HRP process-Barriers to HRP- Human Resource Information System. Job analysis: Definitions, Nature of Job analysis, process of Job analysis-methods of collecting job data. Job design: Definition-Factors affecting Job Design-Job design Approaches.
Unit3	Recruitment and Selection of Human Capital Recruitment: Nature of Recruitment-Purpose and Importance- Factors governing Recruitment-Recruitment process- Sources of Recruitment. Selection: Nature of Selection-Selection Process- Selection tests-Barriers to effective selection. Placement and orientation
Unit4	Training and Development Nature of Training and Development-Inputs in Training and development-Benefits of Employee Training-Training Process-Training Methods-Impediments to effective training-Career development: Definition-Initiatives-stages.
Unit 5	Evaluation and Compensation management Performance Appraisal: Nature-objectives-Appraisal Process-Methods of Appraisal. Compensation: Objectives-Objectives of Remuneration-Theories of Remuneration-Wage policy in India-Concept of Wages.

The above List Of Courses That Enables Employability Or Entrepreneurs Ship And Skill Development

s.no	Category	Course name	Employability/ Entrepreneurs Ship/ Skill Development
1	HSMC(management)	Human resource management	Employability



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Item No: 16-BOS-MBA3

It is resolved to approve the reducing credits from 116 to 102 for given flexibility on curriculum. The Bos Meeting accepted the details incorporate.

ANNEXURE 3

MBA Department.

BASIC STRUCTURE FOR MASTER OF BUSINESS ADMINISTRATION (R22Regulations)

Semester I(First year)

Sl. No.	Category	Course Code	Course Title	Hours per week			Credits
				L	T	P	C
1	PCC	22CE011T	Management and Organization Behavior	3	0	0	3
2	PCC	22CE012T	Business&LegalEnvironment	3	0	0	3
3	PCC	22CE013T	Managerial Economics	3	0	0	3
4	PCC	22CE014T	Entrepreneurship Development	3	0	0	3
5	PCC	22CE015T	AccountingforManagers	3	1	0	4
6	BSC	22CC11T	Business Statistics	3	1	0	4
7	HSC	22CC12T	Managerial Communications	3	0	0	3
Lab Courses							
8	PCC	22CE016P	Personality Development Programme-I	0	0	3	1.5
9	FC	22CE017L	Computer Applications Lab	0	0	3	1.5
Total credits							26
Category				Credits			
Management Professional Courses				18.5			
Basic Science Courses				03			
Humanities Courses				03			
Computer Application				1.5			
Total Credits				26			



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Semester II (First year)

Sl. No.	Category	Course Code	Course Title	Hours per week			Credits
				L	T	P	C
1	PCC	22CE021T	Human Resource Management	3	0	0	3
2	PCC	22CE022T	Financial Management	3	1	0	4
3	PCC	22CE023T	Marketing Management	3	0	0	3
4	PCC	22CE024T	Operations Management	3	0	0	3
5	PCC	22CE025T	Management Information System	3	0	0	3
6	PCC	22CE026T	Research Methodology	3	0	0	3
7	BSC	22CE027T	Operations Research	3	1	0	4
Lab Courses							
8	PCC	22CE028P	Personality Development Programme-II	0	0	3	1.5
9	HSC	22CC21L	Executive Communication Lab	0	0	3	1.5
Total credits							26
Category				Credits			
Management Professional Courses				21.5			
Basic Science Courses				03			
Humanities and Social Sciences				1.5			
Total Credits				26			



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BASIC STRUCTURE FOR MASTER OF BUSINESS ADMINISTRATION (R22Regulations)

Semester III (Second year)

SNo.	Category	Course Code	Course Title	Hours per week			Credits
				L	T	P	
1	PCC	22CE031T	Logistic and Supply Chain Management	3	0	0	3
2	PCC	22CE032T	Retail Management	3	0	0	3
3	PCC	22CE033T	Cost and Management Accounting	3	1	0	4
4	PEC-I	22CE034AT	Knowledge Management	4	0	0	4
		22CE034BT	Corporate Finance				
		22CE034CT	Consumer Behavior				
		22CE034DT	E-Business				
5	PEC-II	22CE035AT	Personnel Administration, Policy and Procedure	4	0	0	4
		22CE035BT	Financial Markets and Services				
		22CE035CT	Services Marketing				
		22CE035DT	Enterprise Resource Planning				
6	PEC-III	22CE036AT	Wage and Compensation Management	4	0	0	4
		22CE036BT	Investment Analysis and Portfolio Management				
		22CE036CT	Green Marketing Management				
		22CE036DT	Customer Relationship Management				
7	PEC-IV	22CE037AT	Employee Performance Management	4	0	0	4
		22CE037BT	GST&CustomsLaw				
		22CE037CT	Brand Management				
		22CE037DT	Data Ware housing and Mining				
8	Seminar	22CE038P	Seminar(Success Stories of Entrepreneurs)	0	0	4	2
Total credits							28



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Category	Credits
ProfessionalCoreCourses	10
ProfessionalElectiveCourses	16
Seminar	02
Total Credits	28

Semester IV (Second year)

Sl. No.	Category	Course Code	Course Title	Hoursperweek			Credits
				L	T	P	
1	PCC	22CE041T	Strategic Management	4	0	0	4
2	PCC	22CE042T	Business Analytics	4	0	0	4
3	PEC-V	22CE043AT	International Human Resource Management	4	0	0	4
		22CE043BT	International Financial Management				
		22CE043CT	Digital Marketing				
		22CE043DT	Corporate Information Management				
4	PEC-VI	22CE044AT	Organization Development	4	0	0	4
		22CE044BT	Financial Derivatives				
		22CE044CT	Integrated Marketing Communications				
		22CE044DT	Data Communication and Network Analysis				
5	Project	22CE045P	Comprehensive Project Work	0	0	0	6
Total credits							22