

# 10<sup>th</sup> BOARD OF STUDIES MEETING

*Board of studies meeting held on 07/07/2019 at Annamacharya Institute of Technology & Sciences (Autonomous); Rajampet-516126, Kadapa District., AP.*

## MINUTES

The **Agenda had** noted the following points in favour of the motion.

1. To prepare the syllabus for MBA courses.
2. To frame regulation, modified, amend R-17 regulation.
3. To suggest panel of examinations list to the academic council for approval.
4. To discuss on inclusion of retail management subject as core subject.
5. To discuss on introduction of recent trends and concepts in core and elective/ specialization subjects.
6. Inclusion of corporate governance concept in entrepreneur development and corporate finance subjects.
7. To have deliberation on inclusion and changes in consumer behavior.
8. To discuss on inclusion of GST and corporate taxation.
9. Deletion of financial engineering.
10. To discuss on deletion of international business management subject.
11. To discuss on inclusion of business analytics.
12. To discuss on training of faculty on business analytics.
13. Need to revise cost management subject.
14. To discuss on inclusion of e-business subject as core subject instead of elective / specialization.

15. To deliberation to change title of advertisement and sales promotion into Integrated Marketing Communication (IMC)

16. Any other items with the permission of the chair.

**MEMBERS OF BOARD OF STUDIES**

S. No	Name and Designation
1	Dr. P. Subramanyam Associate Professor & Head of the Department Department of Business Administration <i>Annamacharya Institute of Technology &amp; Sciences (Autonomous)</i> Rajampeta-516 126
2	Prof. N. Venugopal Rao Dean & Head of the Department Sri krishnadevaraya University Anantapuramu-515003
3	Dr. T. Dula Babu Senior Professor GIBS business School Bangalore
4	Dr. B. Abdul Azeem Associate Professor Department of Business Administration <i>Annamacharya Institute of Technology &amp; Sciences (Autonomous)</i> Rajampeta-516 126
5	S.M.D. Azash Assistant Professor Department of Business Administration <i>Annamacharya Institute of Technology &amp; Sciences (Autonomous)</i> Rajampeta-516 126
6	K. Subba Reddy Assistant Professor Department of Business Administration <i>Annamacharya Institute of Technology &amp; Sciences (Autonomous)</i> Rajampeta-516 126
7	Dr. G. Kathyayani Professor Department of Business Administration Sri Padmavati Mahila University, Tirupati-517502

8	V. Prathap Reddy Senior Consultant IBM Hyderabad
9	C. Jagadeesh I-gate Private Ltd., Bangalore

Members Present:

S.No	Name and Designation
1	Dr. P. Subramanyam Associate Professor & Head of the Department Department of Business Administration <i>Annamacharya Institute of Technology &amp; Sciences (Autonomous)</i> <i>Rajampeta-516 126</i>
2	Prof. N. Venugopal Rao Dean & Head of the Department Sri krishnadevaraya University Anantapuramu-515003
3	Dr. B. Abdul Azeem Associate Professor Department of Business Administration <i>Annamacharya Institute of Technology &amp; Sciences (Autonomous)</i> <i>Rajampeta-516 126</i>
4	S.M.D Azash Assistant Professor Department of Business Administration <i>Annamacharya Institute of Technology &amp; Sciences (Autonomous)</i> <i>Rajampeta-516 126</i>
5	K. Subba Reddy Assistant Professor Department of Business Administration <i>Annamacharya Institute of Technology &amp; Sciences (Autonomous)</i> <i>Rajampeta-516 126</i>

**Members Absent:**

S.No	Name and Designation
1	Dr. T. Dula Babu Senior Professor GIBS business School Bangalore
2	Dr. G. Kathyayani Professor Department of Business Administration Sri Padmavati Mahila University, Tirupati-517502
3	V. Pratap Reddy Senior Consultant IBM Hyderabad.
4	C. Jagadeesh I-gate Private Ltd., Bangalore.


- ❖ The chair invited comment.
- ❖ The members made the following points (Resolutions).

**RESOLUTIONS:**

- It is resolved to prepare and update syllabi for MBA course.
- It is resolved to approve the panel of examinations.
- It is resolved that inclusion of new courses such as green marketing management, retail management, GST & corporate taxation and corporate governance.
- It is resolved to inclusion of integrated marketing communication subject instead of advertising and sales promotion

- It is resolved to introduce entrepreneurship development subject in first semester and Retail Management in third semester.
- It is resolved that to replace with CCPA with CGPA.
- It is resolved to replace with 200 marks project evaluation into total of 100 marks.

*The above resolutions accepted with consensus in the presence of Board of study Members.*

  
**Head of the Department**  
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