



Sri Y.N.College

Dr. C.S Rao PG Centre
Department of Management Studies
MBA & BBA PROGRAMMES

The Board of Studies meeting of the Department of Management Studies for the Academic year 2025-26 is held on 7-10-2025 at 11:30AM through the online mode

AGENDA

- To discuss and ratify the I & II years' syllabi of the MBA Programme for the academic year 2025-2026.
- To discuss and ratify the I & II years' Model Question papers of the MBA Programme for the academic year 2025-2026.
- To discuss and ratify the I, II & III years' syllabi of the BBA Programme for the academic year 2025-2026.
- To discuss and ratify the I, II & III years' Model Question Papers of the BBA Programme for the academic year 2025-2026.
- To discuss and ratify the Syllabi and Model Question Papers of Six Papers in the Business Management Minor at the UG level.
- To discuss conducting of curricular and co- curricular activities.
- To discuss the issue of offering the Online Certification courses
- To discuss the issue of Introducing Artificial Intelligence Paper to the MBA I Year Students as a Certificate Course in the II Semester.
- Any other item.

RESOLUTIONS

1. The Members of the Board of Studies discussed and approved the syllabi of all 33 papers in MBA I and II years for the academic year 2025-26, which include 18 core papers and 15 Papers in three electives.
2. The Model question papers of both Mid Examinations and Semesters End Examinations are discussed and approved with the following modifications with effect from 2025-26 Academic year.

Mid Examinations:

Present Pattern

Changes initiated and approved

- | | |
|--|---|
| 1. Short Notes for 4 Marks
out of 2 questions | 1. No Change |
| 2. Two essays out of
4 @ 16 Marks | 2. One Case study for 16 Marks
in the second mid |

Semester- End Examinations:

Section - A

- | | |
|---|--------------|
| 1. Five Short answer questions
@ 4 Marks | 1. No Change |
|---|--------------|

Section - B

- | | |
|-----------------------------------|----------------------------------|
| 2. Five essays @
10 Marks each | 2. Five essays @
9 Marks each |
|-----------------------------------|----------------------------------|

Section - C

- | | |
|---------------------------------|---------------------------------|
| 3. One Case Study @
10 Marks | 3. One Case Study @
15 Marks |
|---------------------------------|---------------------------------|

3. The Syllabi of 15 Major papers in the BBA I,II,III years are approved for the academic year 2025-26
4. The Model question papers of all the 15 Major papers in the BBA I,II, III years are approved. While the CIA (Continuous Internal Assessment) is allotted 40 marks (28 marks theory exam, 6 Marks Assignments ,6 Marks Seminars), the SEE(Semester End-Examinations) is conducted for 60 marks.
5. The Board has approved the syllabi of Business Management Minor Subjects (6) along with the model question papers.
6. It is resolved to conduct Subject Seminars, Group Discussions, Quiz contests, Business Plan competitions for MBA and BBA Students as part of curricular activities. Also resolved to encourage students to take part in academic and cultural competitions conducted by the external institutions as part Co-Curricular activities.
7. It is resolved to encourage Final Year MBA students to do Online Certifications offered by
NSIM (National Institute of Securities Markets),
SWAYAM (Study Webs of Active-Learning for Young Aspiring Minds)
NPTEL (National Programme on Technology Enhanced Learning)
8. It is resolved to introduce Artificial Intelligence Fundamentals Paper to the MBA first year students in the II Semester as a Certificate Course by adopting the SWAYAM Online Modules.

R. Parthasarathi
7/10/2025
HEAD OF DEPARTMENT
DEPARTMENT OF MANAGEMENT STUDIES
SRI SANKARAJI ENGINEERING COLLEGE
402, MOUSUMI VILLAGE, CHENNAI - 600 041
TAMIL NADU, INDIA



SRI Y.N. COLLEGE (A)
DEPARTMENT OF MANAGEMENT STUDIES
MEMBERS OF BOARD OF STUDIES (MBA & BBA)
Constituted on 18-8 -2025

S.No	Name	Designation	Signature
1	Prof. R.Pardhasaradhi Head, Dept.of Management Studies Dr C S Rao PG Centre, Sri YN College	Chairman	<i>R.Pardhasaradhi</i>
2	Prof. P.Uma Maheswari Devi, Dept.of Commerce & Management Studies Adikavi Nannaya University Rajamahendravaram Ph No: 9908727913 Email id: umdevi_4@yahoo.com	University Subject Expert	
3	Prof. A. Prasad Head, Dept of Humanities & Social Sciences AU College of Engineering Andhra University., Visakhapatnam Mobile: 9440197475 Email: ayathamprasad@yahoo.co.in	Subject Expert	
4	Prof. A. S. Prasad., Head ,Dept of Management Studies West Godavari Institute of Science & Engineering (WISE) Nallajerla Mobile: 9885603257 Email: asp.akrg@gmail.com	Subject Expert	
5	Mrs M .Kiranmayi Vice President, Risk and Complinance , Corporate Risk Department, Wells Fargo Bank.,Hyderabad Ph No:9949866494 Email:kiran_adidam@yahoo.com	Industrial Member	
6	Smt .V A M N MANJUSHA Branch Operations Manager. Kotak Mahindra Bank limited, Palakol. manjusha.surya@gmail.com Ph No : 9492607325	Alumni Member	
7	Prof.Ch.Srinivas, Sri YN College	Member	<i>ccmcccc</i>
8	Prof. G.S.Rama Krishna, Sri YN College	Member	<i>G.S.Rama</i>
9	Dr. A.V.Ramana, Associate Professor, Sri YN College	Member	<i>AVR</i>
10	Sri. G.Rangababu, Asst. Professor , Sri YN College	Member	<i>G. Rangababu</i>
11	Dr. P.V.Subba Rao, Asst. Professor, Sri YN College	Member	<i>P. V. Subba Rao</i>
12	Mr. I Prabhakara Rao, Asst. Professor, Sri YN College	Member	<i>I Prabhakara Rao</i>
13	Mrs. K.Kalpana, Asst. Professor, Sri YN College	Member	<i>Kalpana</i>
























Kiranmayi Mandapaka



Participants (10)

Search

-  Kiranmayi Mandapaka  
-  9598P.Harshitha  
-  Dr. Andey Venkata Ramana  
-  Dr.A.S.PRASAD  
-  Kalpana Koralla  
-  P Uma Maheswari Devi  
-  Prof.A.Prasad  

Invite



















Dept. of Management Studies Sri Y N College





Participants (13)

Search

- KG** kotipalli geeta (me)  
- DO** Dept. of Management... (Host)  
- K** Kiranmayi Mandapaka  
- P** Prof.A.Prasad  
-  9598P.Harshitha  
- D** Dr. Andey Venkata Ramana  
-  Dr.A.S.PRASAD  

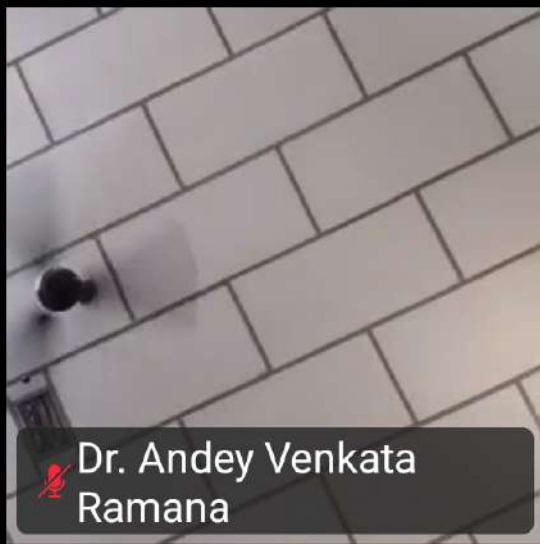
Invite


 Kiranmayi Mandapaka

 Prof.A.Prasad



 Dr.Chinimilli Srinivas




 Dr. Andey Venkata Ramana



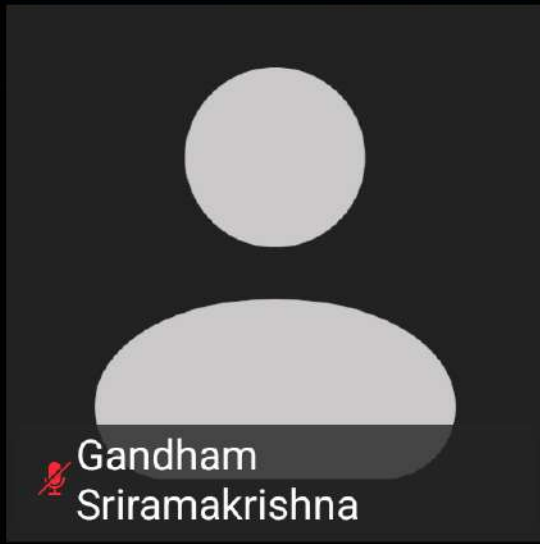
Prof.A.Prasad




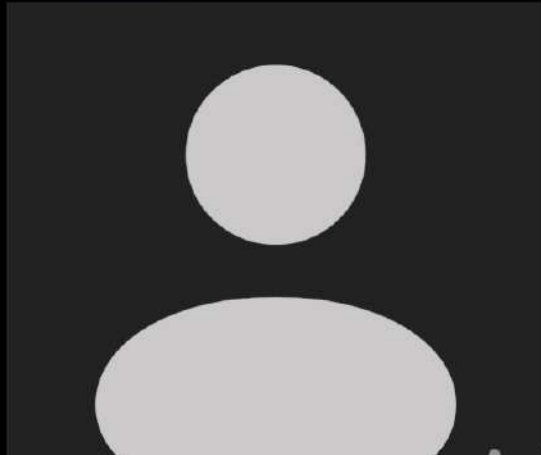
 Dr.A.S.PRASAD




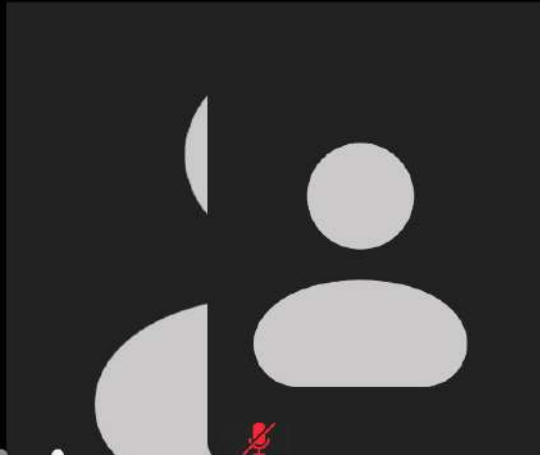
 V Manjusha



 Gandham Sriramakrishna



 I Prabhakara Rao



 Kalpana Koralla



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5 (a) Explain the Leadership Styles
(OR)

(b) Analyse the Leadership Styles of Managerial Grid

6 (a) Describe the process of Controlling.

(OR)

(b) Differentiate Japanese and American Management Styles

SECTION – C

7

Case Study (compulsory)

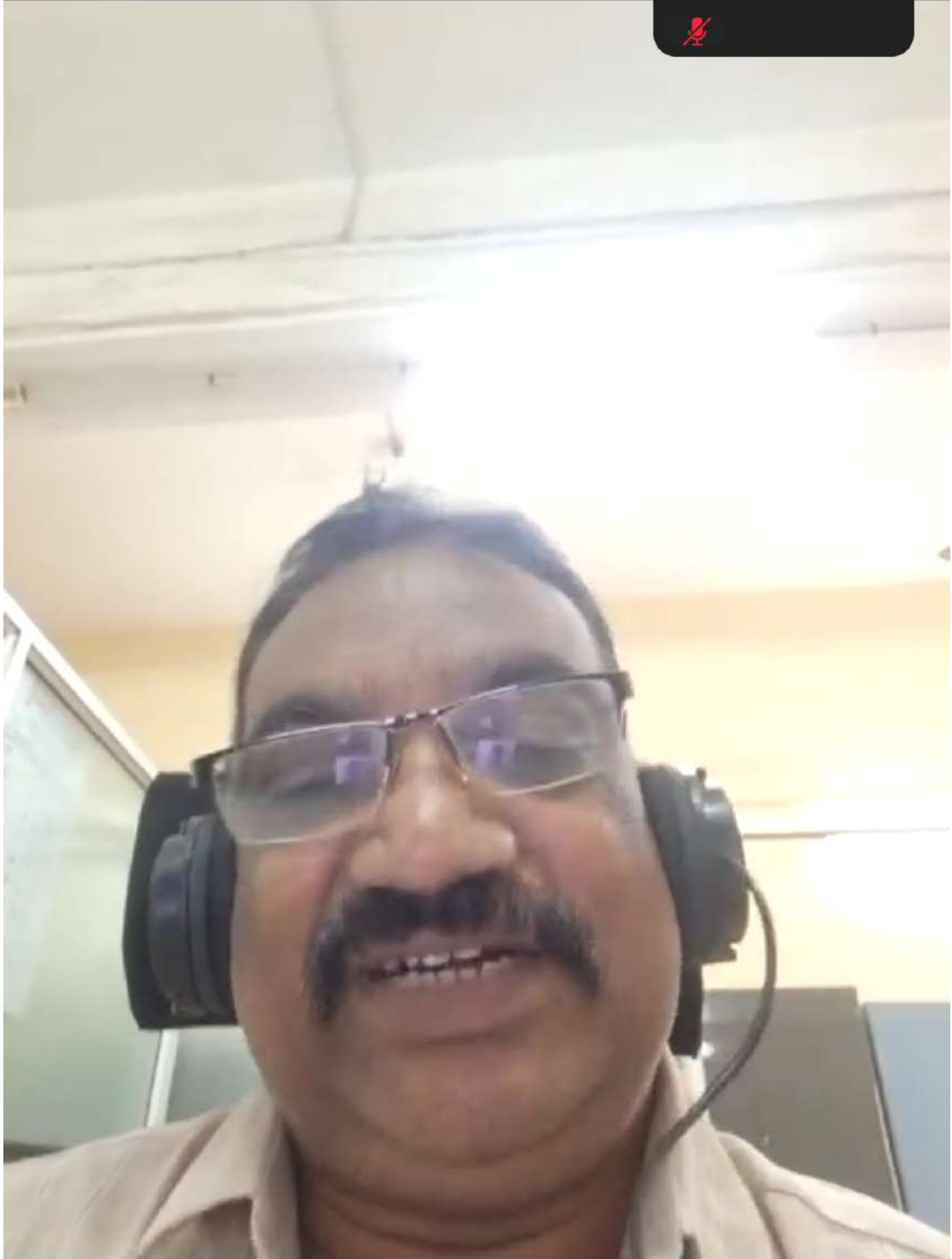
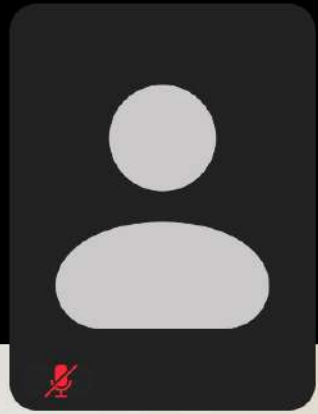
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The procedure manual of Ashok Enterprises stated that back orders should be filed numerically by the invoice number appearing on Ashok's purchase order to its supplier. But one morning Krishna spent several hours refilling the back orders alphabetically by the name of the account that ordered the back ordered supplies. When a customer called to check on an item that was back ordered, it was time consuming for Krishna to locate the order when filed by invoice number. This problem existed because the back order was written up after it had been determined that the item was not in stock. Consequently, the customer had no idea what the invoice number of its back order was. Krishna was proud of what he had done and wanted the opportunity to show off his system to the branch manager Ram. After lunch that same day, Mr. Ram needed a back order invoice to answer a question a customer had about his order. It was no problem for Krishna to find the invoice since it was filed alphabetically under the name of the account. Mr. Ram told Krishna that although the invoice had been easily located, his filing system for back order invoices did not conform to company procedures and they would have to be refilled by invoice number before the branch's semi-annual inspection next week.

Krishna was depressed that he had to conform to company procedures even when they were inefficient. He spent the entire afternoon refilling the invoices by number, not caring that he didn't get anything else done.

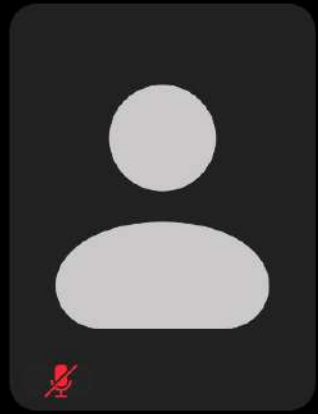
- Will Krishna be motivated to try other methods of improving the efficiency of the job in the future? Explain.
- Which of Maslow's needs had been satisfied before Mr. Ram told him to conform to company procedures?
- Discuss this case in Herzberg's and Vroom's Theories.





↑ Prof.A.Prasad

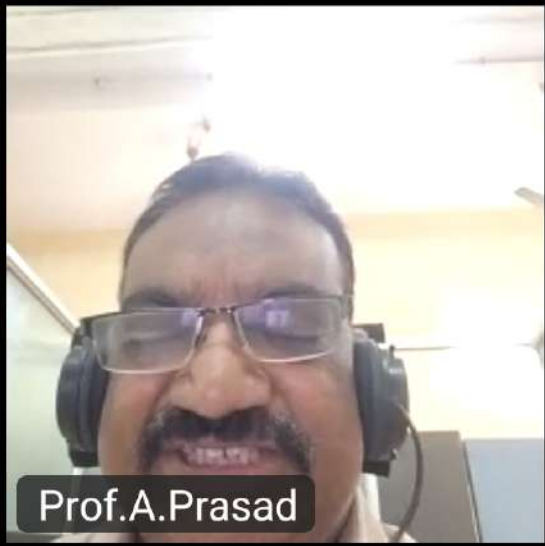




↑ Kiranmayi Mandapaka



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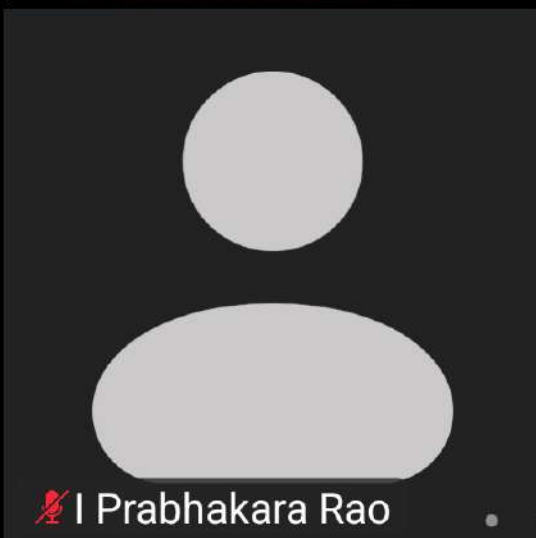
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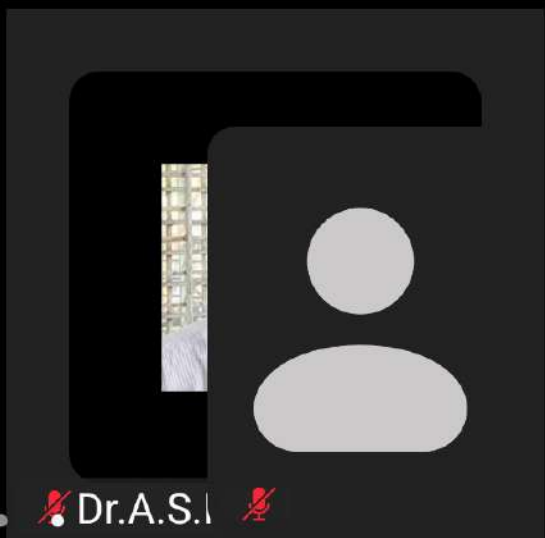
Dr. Pulaparthi Venkata Subba Rao



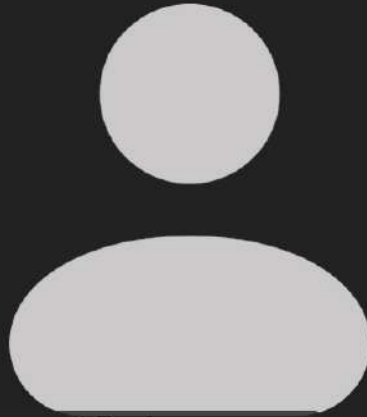
Dr. Chinimilli Srinivas



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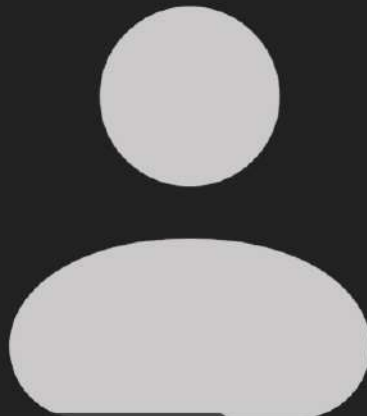
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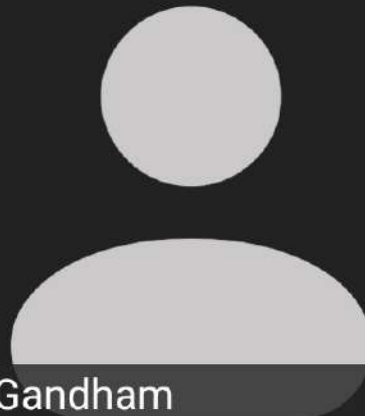
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V Manjusha



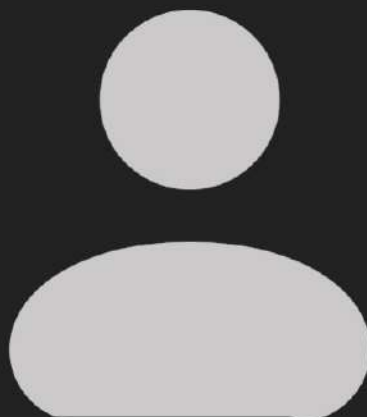
Gandham Sriramakrishna



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