

MINUTES OF BOARD OF STUDIES MEETING - 3rd OCTOBER, 2020

The first Board of Studies meeting of the Department of Management Studies is held on 3-10-2020 at 11 A.M through online.

Members Present:

1 Chairman :

Dr. R. Pardhasaradhi
Head, Dept. of Management Studies
Mobile No : 9440789319

R Pardhasaradhi

3/10/2020

2 University Subject Expert :

Dr. U. Devi Prasad
Professor in Management, GITAM University,
Hyderabad
Ph No: 9000203853
email Id: dungaral@gitam.edu ✓

3 Subject Expert :

Prof A. Prasad
Dept of Humanities and Social Sciences.
AU College of Engineering Andhra
University, Visakhapatnam.
Ph.No: 9440197475 ✓

ayuthamparadhi@jchoo.com

4 Subject Expert :

Dr. A.S Prasad
Professor and Head
Dept. Of Management Studies
AKRG College of Engineering and Technology,
Nallajerla - 534112 ✓

asp.akrg@gmail.com

5 Subject Expert & Alumni Member :

Dr.G. Grace
Principal, Immanuel Business
School, Hyderabad
Mobile No: 9505932238

gracegomba@paradhi.com

6 Representative from Industry :

Sri. M.N. Srinivas
C.E.O Trikuta Labs Ltd, Hyderabad
Mobile.No: 9618935123
email Id: hellomn@gmail.com

Members:

- Dr. Ch. Srinivas**, Associate Professor *Ch. Srinivas*
- Dr. A. V. Ramana**, Associate Professor *A. V. Ramana*
- Sri.G. Rangababu**, Asst. Professor *G. Rangababu*
- Dr. G.S. Rama Krishna**, Associate Professor *G. S. Rama Krishna*
- Dr.P.V. Subba Rao**, Asst. Professor *P. V. Subba Rao*
- Mrs. K. Swathi**, Asst. Professor *K. Swathi*
- Mr.I. Prabhakara Rao**, Asst. Professor *I. Prabhakara Rao*
- Mr. M. Manikya Rao**, Asst. Professor *M. Manikya Rao*

AGENDA

1. To discuss and ratify the MBA Programme structure for all the semesters
2. To discuss and approve the syllabi of the first and second semesters of MBA Programme
3. To discuss and finalise the examination pattern.
4. To discuss and decide the allotment of Internal Marks for Assignment and Seminars.
5. To evolve the blue print for Mid and Semester end exams
6. To discuss the introduction of computer lab practicals in the Second Semester CAM(Computer Applications in Management)paper
7. To discuss the Teaching Methodology to be adopted.
8. To discuss and decide the pattern of the Project Work
9. To discuss the conduct of Industrial Visits
10. To discuss the introduction of Local Business Studies by the students in the 3rd Semester
11. To discuss and finalize the modalities of the Comprehensive Viva-Voce examination at the end of the 4th Semester
12. Any other item

RESOLUTIONS:

Resolution 1 - It is decided to offer the MBA programme in **four** semesters with **seven** papers in each semester. All papers in the first two semesters of first year are **core papers** and in the third and fourth semesters of second year study, **three Electives** will be offered along with the core papers.

The electives are:

- a. Financial Management,
- b. Marketing Management,
- c. Human Resource Management.

Dual specialisation system is decided to be followed and accordingly each student has to opt for two electives out of these three.

The MBA programme consists of **28** papers (**18** core + **10** electives), one Project Work and Viva-Voce. Each paper will have 4 credits and in toto, the programme will have 120 credits ($28 \times 4 = 112 + 4 + 4$).

Resolution 2- Programme Structure It is unanimously decided to adopt the following Programme/course structure for the four semesters of MBA:

MBA SEMESTER I

Semester - I	Paper Title	Paper Code	Total Marks	Internal Marks	Extrl Marks	Teaching Hours	Credits
Paper-I	Perspectives of Management	MBACP101	100	25	75	4	4
Paper-II	Accounting for Management	MBACP102	100	25	75	4	4
Paper-III	Business Environment	MBACP103	100	25	75	4	4
Paper-IV	Managerial Economics	MBACP104	100	25	75	4	4
Paper-V	Managerial Communication Skills	MBACP105	100	25	75	4	4
Paper-VI	Organizational Behaviour	MBACP106	100	25	75	4	4
Paper-VII	Quantitative techniques for Management	MBACP107	100	25	75	4	4
Total			700	175	525	28	28

MBA SEMESTER -II

Semester - II	Paper Title	Paper Code	Total Marks	Internal Marks	Extrl Marks	Teaching Hours	Credits
Paper-I	Marketing Management	MBACP201	100	25	75	4	4
Paper-II	Financial Management	MBACP202	100	25	75	4	4
Paper-III	Human Resource Management	MBACP203	100	25	75	4	4
Paper-IV	Operations Management	MBACP204	100	25	75	4	4
Paper-V	Operations Research	MBACP205	100	25	75	4	4
Paper-VI	Computer Application in Management	MBACP206	100	25	75	4	4
Paper-VII	Research Methodology for Management	MBACP207	100	25	75	4	4
Total			700	175	525	28	28

M.B.A SEMESTER -III

Three Core and 4 Elective Papers (DUAL Specialisation)

Semester - III	Paper Title	Paper Code	Total Marks	Internal Marks	Extrl Marks	Teaching Hours	Credits
Paper-I	Entrepreneurship	MBACP301	100	25	75	4	4
Paper-II	VUCA Management	MBACP302	100	25	75	4	4
Paper-III	Corporate Legal Framework	MBACP303	100	25	75	4	4
Elective Group A Financial Management	1. Financial Markets & Services	MBEPF304	400	100	300	16	16
	2. Security Analysis & Portfolio Management	MBAEPF305					
Elective Group B Marketing Management	1. Consumer Behaviour and Customer Relationship Management	MBAEPM304					
	2. Services Marketing	MBAEPM305					
Elective Group C Human Resource Management	1. Industrial Relations	MBAEPH304					
	2. Compensation & Welfare Management	MBAEPH305					
Total			700	175	525	28	28

M.B.A SEMESTER –IV

One Core and Six Elective Papers(Dual Specialisation)

Semester - IV	Paper Title	Paper Code	Total Marks	Internal Marks	Extrl Marks	Teaching Hours	Credits
Paper-I	Strategic Management	MBACP401	100	25	75	4	4
Elective Group A Financial Management	Financial Derivatives	MBAEPF402	600	150	450	24	24
	Behavioral Finance	MBAEPF403					
	International Financial Management	MBAEPF404					
Elective Group B Marketing Management	Sales & Distribution Management	MBAEPM402					
	Advertising and Brand Management	MBAEPM403					
	Retail Marketing Management	MBAEPM404					
Elective Group C Human Resource Management	Performance Management & Counselling	MBAEPH402					
	Strategic Human Resource Management	MBAEPH403					
	International Human Resource Management	MBAEPH404					
	Project Report		100	25	75		4
	Comprehensive Viva-Voce		100	-	-		2
Total			900	175	525	28	34

TOTAL MARKS : 3000

Resolution 3 - Examination Pattern: As part of continuous evaluation, it is resolved to conduct Internal and External Examinations in each Semester for every paper. The Internal/Mid Exams will carry 25 Marks and the External Examinations will carry 75 Marks. It is further resolved that the minimum qualifying mark for each paper is 40% of the total marks(Grade points 4) secured in both internal and external examinations subject to the condition that the student has to secure 40% of 75 marks in the Semester(external) examinations. There is no minimum pass mark for Internal Exams.

M.B.A SEMESTER –IV

One Core and Six Elective Papers(Dual Specialisation)

Semester - IV	Paper Title	Paper Code	Total Marks	Internal Marks	Extrl Marks	Teaching Hours	Credits
Paper-I	Strategic Management	MBACP401	100	25	75	4	4
Elective Group A Financial Management	Financial Derivatives	MBAEPF402	600	150	450	24	24
	Behavioral Finance	MBAEPF403					
	International Financial Management	MBAEPF404					
Elective Group B Marketing Management	Sales & Distribution Management	MBAEPM402					
	Advertising and Brand Management	MBAEPM403					
	Retail Marketing Management	MBAEPM404					
Elective Group C Human Resource Management	Performance Management & Counselling	MBAEPH402					
	Strategic Human Resource Management	MBAEPH403					
	International Human Resource Management	MBAEPH404					
	Project Report		100	25	75		4
	Comprehensive Viva-Voce		100	-	-		2
	Total		900	175	525	28	34

TOTAL MARKS : 3000

Resolution 3 - Examination Pattern: As part of continuous evaluation, it is resolved to conduct Internal and External Examinations in each Semester for every paper. The Internal/Mid Exams will carry 25 Marks and the External Examinations will carry 75 Marks. It is further resolved that the minimum qualifying mark for each paper is 40% of the total marks(Grade points 4) secured in both internal and external examinations subject to the condition that the student has to secure 40% of 75 marks in the Semester(external) examinations. There is no minimum pass mark for Internal Exams.

Resolution 4- Allotment of Internal Marks: It is decided to conduct two Internal/Mid Examinations in every Semester for every paper. The theory exam would be conducted for 20 Marks. The average of the two internal exams would be finalised. 5 marks will be allotted for two assignments(2 Marks) and one seminar(3 Marks).

Written test(Average of Two Mids)	20 Marks
Assignments(Two) & Seminar	5 Marks
Total	25 Marks

Resolution 5 - Blue Print: It is resolved to implement the following Blue Print for the Mid and Semester End exams.

In the Internal question paper the student has to write:

- One short Notes out of 2 for 4 Marks
- Two essays out of 4 for 16 Marks.

In the External theory exam paper the student has to write 3 sections:

Section - A : 5 Short Notes out of 8 - $5 \times 4 = 20$ Marks

Section - B : 5 Essays (Either or Choice) $5 \times 8 = 40$ Marks

Section - C : Case Study 15 marks (compulsory.)

Resolution 6- Computer Lab Practicals: It is resolved to conduct Computer lab practical exam for 15 Marks in the II Semester CAM (Computer Applications in Management) Paper (MBA CP206). The external theory exam would be conducted for 60 Marks without case study (Section - C).

Resolution 7 -Teaching Methodology: It is resolved that Case Studies, PPTs, Group Discussions, Seminars and Online Methods shall be the teaching methodology in addition to the traditional Class Room Lectures.

Resolution 8 - Summer Project Work: It is resolved that every student has to do summer project work during the first year summer i.e. after the completion of second semester in an industrial organization by choosing a relevant topic in one of the chosen Electives, for 4 to 6 weeks. The industrial organization can be a manufacturing company or a service organization like banks, insurance companies, transport companies, telecom companies, organized retail stores and so on.

Every student, under the direction of a faculty guide and industry guide, has to develop a project report on the work done and submit to the department at the end of 3rd semester. **The project report will be evaluated for 100 marks in**

which 25 are internal and 75 are external. The internal marks will be awarded by the **Department Committee** basing on the PowerPoint presentation of the student on his work. The Department Committee shall consist of all the faculty members.

The External marks will be awarded by the Examiners Committee comprising the Department Head, One Senior Faculty Member and One External Examiner having 10 years of experience preferably Ph.D degree from an Autonomous College MBA Dept or a Senior Faculty Member from the Parent University or any other University.

Resolution 9- Industrial Visits : It is resolved that the MBA Students have to be taken to 4 to 6 Industrial Establishments located within the State of Andhra Pradesh during II and III Semester period. Every Student has to submit a brief report on the Industrial visits which will be deemed as equivalent to the **Assignments in the III Semester for all the 7 Papers.**

Resolution 10 - Local Business Studies : It is resolved that, as a co-curricular activity, the MBA Students have to conduct a detailed study on local business establishments like MSMEs, Commercial Banks, Insurance Companies, Transport Corporations, Organized Retail Stores, Aqua Firms etc.,

A Group of 10 Students can take up one study during the 3rd Semester and submit a report in 15-20 pages in the 4th Semester which will be deemed as equivalent to the Assignments in all the 7 papers.

Resolution 11 - Viva Voce: It is resolved to conduct Comprehensive Viva Voce Examination on the project work executed by the student and also on the overall subject knowledge of the student for 100 marks.

The Viva will be conducted by the Examiners Committee as mentioned in the Resolution 8.

R. Parthasarathi
CHAIRMAN
BOARD OF STUDIES 3/10/2020
DEPARTMENT OF MANAGEMENT STUDIES
SRI Y.N. COLLEGE (AUTONOMOUS)
(NAAC ACCREDITED 'A' GRADE COLLEGE)
NARSAPUR - 534 275, W.G.Dt., A.P.

List of Examiners

1. **Prof. A. Prasad**
Dept of Humanities & Social Sciences
AU college of Engineering (for general & marketing papers)
Andhra University
Visakhapatnam
Mobile: 9440197475
Email: ayathamprasad@yahoo.co.in
2. **Dr. M. Ramesh**
Dept of Commerce
Adikavi Nannaya University
Rajamahendravaram
Mobile: 9948200321, 93982234497
Email: dr.rameshmoturi@gmail.com
3. **Dr. R.Padmaja**
Assistant Professor
Dept of Business Management
Krishna University
Machilipatnam
Email: padmajapeddireddi@rediffmail.com
Mobile: 9440532444
4. **Dr. A. S. Prasad**
Professor & Head
Dept of Management Studies
AKRG College of Engineering & Technology
Nallajerla
Mobile: 9885603257
Email: asp.akrg@gmail.com
5. **Dr. G. V. Jagapathi Rao**
Prof & Director
Sir C.R. Reddy College of PG Management Studies
Eluru
Mobile: 9989072712
Email: gvjagapathirao@gmail.com
6. **Dr. G. V. Subba Raju**
Professor & HOD
Master of Business Administration
Sri Vasavi Engineering College
Tadepalligudem
Mobile: 9849763739
Email: hod_mba@srivasaviengg.ac.in

7. Dr. R. Sreenivasa Rao

Professor
Sir C.R. Reddy College of PG Management Studies
Eluru
Mobile : 7382481448
Email : rsmba.csr@gmail.com

8. Dr. Ch. Vinod Rao

Director & Professor
Master of Business Administration
KGRL College
Bhimavaram
Mobile:9491375317
Email: vinod.jaavi@gmail.com

9. Sri. K. Laveen Kumar

Assoc. Professor
Master of Business Administration
KGRL College
Bhimavaram
Mobile:9951971331
Email: laveenkancharla@gmail.com

10. Dr. V. Sridevi Kiran

Professor
Master of Business Administration
KGRL College
Bhimavaram
Mobile:9290003446
Email: sridevi.vasaka@gmail.com

11. Sri. T. Solaman Raju

Associate Professor & Head
Department of Management Studies
D. N. R. College
Bhimavaram
Mobile: 9247403323
Email: mbadnrl123@gmail.com

12. Dr. G. Krishnam Raju

Associate Professor
Department of management studies
D. N. R. College
Bhimavaram
Mobile: 9491033244
Email: babugkr@gmail.com

- 13. Mr. R. Subbarayudu**
Assistant Professor
Department of Management Studies
D. N. R. College
Bhimavaram
Mobile: 9182832802
Email: rayasamrayudu@gmail.com
- 14. Mrs. M. Madhavi Latha**
Assistant Professor
Department of Management Studies
D. N. R. College
Bhimavaram
Mobile: 9550791983
Email: madhavalathamba24@gmail.com
- 15. Mr. N. Dinesh**
Assistant Professor
Department of Management Studies
D. N. R. College(A)
Bhimavaram
Mobile: 9949806115
Email: dineshnadupuri@gmail.com
- 16. Dr. D.Venkatapathi Raju**
Professor
D.N.R. School of Business Management
D.N.R. College
Bhimavaram
Mobile : 9492835174
Email: drdvpr@gmail.com
- 17. Dr. A. Srinivasa Rao**
Associate Professor
KBN College
Vijayawada
Mobile : 9701111603
Email: angatisrinivas@gmail.com

R. Padmakarandhi
CHAIRMAN
BOARD OF STUDIES
DEPARTMENT OF MANAGEMENT STUDIES
SRI Y.N. COLLEGE (AUTONOMOUS)
MAAC ACCREDITED A GRADE COLLEGE
NARSAPETA 5273, W.C.

3/10/2020