



VIGNAN'S
Foundation for Science, Technology & Research
UNIVERSITY
(Est. u/s 3 of UGC Act of 1956)

DEPARTMENT OF MANAGEMENT STUDIES

Date: 08.06.2017

Minutes of the meeting of Board of Studies in Department of Management Studies
held in Conference Hall, Vignan's University.

Members present:

1. Mr. D. Vijay Krishna
2. Dr. Yarlagadda Srinivasulu, Prof., Pondicherry Central Univ.
3. Dr. Abhilash Ponnamp, Assoc. Prof., IBS, Hyderabad.
4. Dr. G.V. Chalam, Prof., Acharya Nagarjuna Univ.
5. Mr. P.V.S. Ravindra Varma, CEO,
Formula HR, Consultancy Ltd., Hyderabad.
6. Dr. Lakshmi Tulasi Devi S, Asst Prof., NIT, Warangal
7. Dr. P. Srinivasa Reddy
8. Dr. B. M. Rao
9. Dr. K. SivaNageswara Rao
10. Dr. M. Siva Koti Reddy
11. Mr. K. Sripathi
12. Mr. K. Phani Kumar
13. Dr. K. Kalpana

Chairman, BOS

Invited member

Invited member

Invited member

Invited member

Invited member

Internal Member

Internal Member


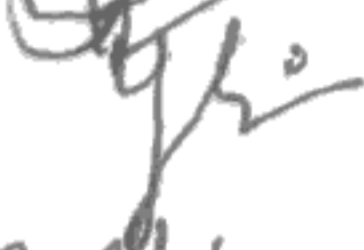


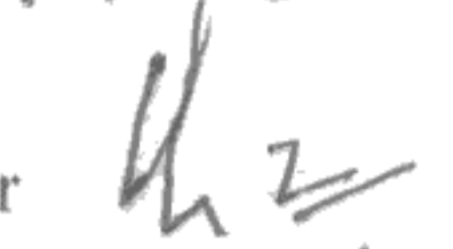





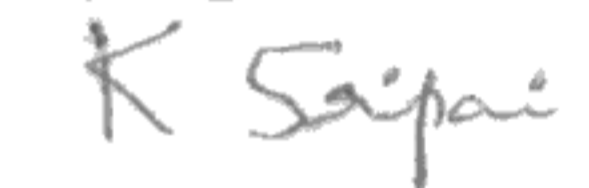


Internal Member

Internal Member

Internal Member

Internal Member

Secretary, BOS

Agenda of the meeting:

- 1) To discuss and finalize structure and detailed syllabus for MBA and BBA courses applicable from 2017-18 admitted batch.
- 2) To discuss about transforming the present department of MBA to a Business School.
- 3) To discuss on specializations to be offered in the II Year MBA course.


Chairman, BOS



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Minutes of Board of Studies:: Management Studies

After the discussion it was resolved:

Feedback analysis obtained from CDMC is placed before BOS for discussion. The BOS members have resolved to have the following changes to be made in the course structure for BBA program from the academic year 2017-18.

- Suggested to offer specializations for BBA Programme.
- The Curriculum follows Choice Based Credit System
- Major restructuring has taken place in the curriculum which is oriented towards societal centric and industry related needs (Appendix I).
- The Curriculum is encompassing the courses that enable employability or entrepreneurship or skill development (Appendix II).
- Major changes were made with inclusion of new courses in the curriculum (Appendix III).
- Stakeholder's feedback was given utmost priority while designing the curriculum and their suggestions are implemented and 48% of syllabus revision was carried out.


Chairman, BOS

BBA Course Structure (2017-18)

I BBA I Semester

	Subject	L	T	P	To	C	Internal	External	Total Marks
	Business Communication-I	4	-	-	4	4	40	60	100
	Business Mathematics	4	-	-	4	4	40	60	100
	Financial Accounting	4	-	-	4	4	40	60	100
	Micro Economics	4	-	-	4	4	40	60	100
	IT Tools for Business	4	-	-	4	4	40	60	100
	Principles and Practice of Management	4	-	-	4	4	40	60	100
Labs									
	English Proficiency course –I	-	-	4	4	2	20	30	50
Total		24	-	4	28	26	260	390	650

I BBA II Semester

	Subject	L	T	P	To	C	Internal	External	Total Marks
	Business Communication-II	4	-	-	4	4	40	60	100
	Cost Accounting	4	-	-	4	4	40	60	100
	Business Psychology	4	-	-	4	4	40	60	100
	Macro Economics	4	-	-	4	4	40	60	100
	Business Statistics	4	-	-	4	4	40	60	100
	Geography and Environmental Studies	4	-	-	4	4	40	60	100
Labs									
	English Proficiency course –II	-	-	4	4	2	20	30	50
Total		24	-	4	28	26	260	390	650

II BBA I Semester

	Subject	L	T	P	To	C	Internal	External	Total Marks
	Business Environment	4	-	-	4	4	40	60	100
	Management Accounting	4	-	-	4	4	40	60	100
	Indian Banking & Insurance	4	-	-	4	4	40	60	100
	Business Laws	4	-	-	4	4	40	60	100
	Business Research Methods	4	-	-	4	4	40	60	100
	Business Ethics & Corporate Governance	4	-	-	4	4	40	60	100
Labs									
	Soft Skills Lab	-	-	4	4	2	20	30	50
Total		24	-	4	28	26	260	390	650

L = Lecture; T = Tutorial; P = Practical's; To = Total; C = Credits

II BBA II Semester

	Subject	L	T	P	To	C	Internal	External	Total Marks
	Marketing Management	4	-	-	4	4	40	60	100
	Business Finance	4	-	-	4	4	40	60	100
	Human Resource Management	4	-	-	4	4	40	60	100
	Operations Management	4	-	-	4	4	40	60	100
	Direct Taxation	4	-	-	4	4	40	60	100
	Company Law	4	-	-	4	4	40	60	100
Labs									
	Professional Communication Lab	-	-	4	4	2	20	30	50
Total		24	-	4	28	26	260	390	650

III BBA I Semester

	Subject	L	T	P	To	C	Internal	External	Total Marks
	Strategic Management	4	-	-	4	4	40	60	100
	Goods & Service Tax(GST)	4	-	-	4	4	40	60	100
	Entrepreneurship Development	4	-	-	4	4	40	60	100
	Organizational Behavior	4	-	-	4	4	40	60	100
	Specialization-I	4	-	-	4	4	40	60	100
	Specialization-II	4	-	-	4	4	40	60	100
Labs									
	SIP Review	-	-	4	4	2	20	30	50
	Analytical Skills for Managers-I	-	-	4	4	2	50	-	50
Total		24	-	8	32	28	290	420	700

III BBA II Semester

	Subject	L	T	P	To	C	Internal	External	Total Marks
	Enterprise Resource planning	4	-	-	4	4	40	60	100
	Project Management	4	-	-	4	4	40	60	100
	Operations Research	4	-	-	4	4	40	60	100
	Digital Marketing	4	-	-	4	4	40	60	100
	Specialization- III	4	-	-	4	4	40	60	100
	Specialization- IV	4	-	-	4	4	40	60	100
Labs									
	Management Thesis	-	-	4	4	2	50	-	50
	Analytical skills for Managers-II	-	-	4	4	2	50	-	50
Total		24	-	8	32	28	340	360	700

L = Lecture ; T = Tutorial ; P = Practicals ; To = Total ; C = Credits

V Semester Electives

Electives-Marketing
Marketing Research
Retailing Management
Consumer Behavior
Sales & Distribution Management

Electives- Finance
Security Analysis and Portfolio Management
International Financial Management
Banking and Financial Services
Financial Markets and Institutions
Project Finance

Electives- HR
Industrial Relations and Labor Laws
Talent Planning and Acquisition
Learning and Development
Talent Management & Succession Planning
Industrial and Organizational Psychology

VI Semester Electives

Electives-Marketing
Innovation and Product Development
Advertising and Brand Management
Services Marketing
Tourism Marketing

Electives- Finance
Financial Derivatives
Mergers & Acquisitions
Strategic Financial Management
Foreign Exchange & Risk Management
Commodities Market

Electives- HR
Performance and Compensation Management
Strategic and International HRM
HR Analytics and Metrics
Organization Development and Change
Leadership & People Management
Leadership & People Management


The courses that are highlighted denote implementation of "Choice Based Credit System (CBCS)"


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APPENDIX II

COURSES THAT ENABLE EMPLOYABILITY OR ENTREPRENEURSHIP OR SKILL DEVELOPMENT

Strategic Management	Employability
Enterprise Resource Planning	Employability
Goods & Service Tax	Employability
Project Management	Employability
Entrepreneurship and Business Plan	Employability
Operations Research	Employability
Organizational Behavior	Employability
Digital Marketing	Employability
Marketing Research	Employability
Innovation and Product Development	Employability
Retailing Management	Employability
Advertising and Brand Management	Employability
Consumer Behavior	Employability
Services Marketing	Employability
Sales & Distribution Management	Employability
Tourism Marketing	Employability
Security Analysis and Portfolio Management	Employability
Financial Derivatives	Employability
International Financial Management	Employability
Mergers & Acquisitions	Employability
Banking and Financial Services	Employability
Strategic Financial Management	Employability
Financial Markets and Institutions	Employability
Foreign Exchange & Risk Management	Employability
Project Finance	Employability
Commodities Market	Employability
Industrial Relations and Labor Laws	Employability
Performance and Compensation Management	Employability
Talent Planning and Acquisition	Employability
Strategic and International HRM	Employability
Learning and Development	Employability
HR Analytics and Metrics	Employability
Talent Management & Succession Planning	Employability
Organization Development and Change	Employability
Industrial and Organizational Psychology	Employability
Leadership & People Management	Employability
SIP Review	Skill Development
Management Thesis	Skill Development
Analytical Skills for Managers-I	Skill Development
Analytical Skills for Managers-II	Skill Development


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LIST OF NEW COURSES IN THE CURRICULUM

Business Communication-I
Business Communication-II
Business Mathematics
Cost Accounting
Financial Accounting
Business Psychology
Micro Economics
Macro Economics
IT Tools for Business
Business Statistics
Principles and Practice of Management
Geography and Environmental Studies
English Proficiency Course –I
English Proficiency Course –II
Strategic Management
Enterprise Resource Planning
Goods & Service Tax
Project Management
Entrepreneurship & Business Plan
Operations Research
Organizational Behavior
Digital Marketing
Marketing Research
Innovation and Product Development
Retailing Management
Advertising and Brand Management
Consumer Behavior
Services Marketing
Sales & Distribution Management
Tourism Marketing
Security Analysis and Portfolio Management
Financial Derivatives
International Financial Management
Mergers & Acquisitions
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Industrial Relations and Labour Laws

Performance and Compensation Management
Talent Planning and Acquisition
Strategic and International HRM
Learning and Development
HR Analytics and Metrics
Talent Management & Succession Planning
Organization Development and Change
Industrial and Organizational Psychology
Leadership & People Management
SIP Review
Management Thesis
Analytical Skills for Managers-I
Analytical Skills for Managers-II



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