

**VIGNAN'S**

Foundation for Science, Technology & Research

(Deemed to be UNIVERSITY)

Estd. u/s 3 of UGC Act 1956

DEPARTMENT OF MANAGEMENT STUDIES

Date: 13-06-2020

Minutes of the meeting of Board of Studies in Department of Management Studies.

Members present:

S.No	Name	Members	Signature
1.	Dr. K. Kalpana, Professor	Chairperson, BOS	
2.	Dr. C. Chakrapani, Prof., IMT, Hyd	Invited member	
3.	Dr. Abhilash Ponnamm. Assoc. Prof., IBS, Hyderabad.	Invited member	
4.	Mr. P.V.S. Ravindra Varma, CEO, Formula HR, Consulancy Ltd., Hyderabad.	Invited member	
5.	Mr. Shyam Sunder, Marketing Director, Aeronotics. Hyderabad	Invited member	
6.	Dr. B. M. Rao, Professor	Internal Member	
7.	Dr. B. Srinivasa Rao, Professor	Internal Member	
8.	Dr. M. Sivakoti Reddy, Associate Professor	Internal Member	
9.	Dr. K. Phani Kumar, Associate Professor	Internal Member	
10.	Dr. K. SivaNageswara Rao. Associate Professor	Internal Member	
11.	Dr. S. Hanumantha Rao, Associate Professor	Internal Member	
12.	Dr. Ch. Hymavathi, Associate Professor	Internal Member	
13.	Dr. Sarita Satpathy, Associate Professor	Secretary, BOS	

Agenda of the meeting:

- 1) To discuss and finalize structure and detailed syllabus for BBA courses applicable from 2020-21 admitted batch.
- 2) To discuss on specializations to be offered in the BBA course.
- 3) To discuss and finalize the detailed syllabus and Self Learning Material of Open & Distance learning and Online learning for all the subjects applicable from 2021-22 batches of BBA & MBA.



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Minutes of Board of Studies::Management Studies

After the discussion:

Feedback analysis obtained from CDMC is placed before BOS and the members have decided to have the following changes to be made in the course structure for BBA program from the academic year 2020-2021.

- Suggested to offer operations management as specialization.
- Proposed to include MOOCS course
- 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 is collected, analyzed and given utmost priority while designing the curriculum and their suggestions are implemented and 46% of syllabus revision was carried out.

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APPENDIX I

BBA Course Structure (2020-21)

I BBA I Semester

Code	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
	Public Administration	4	-	-	4	4	40	60	100
Labs									
	British English Certification(BEC)	-	-	4	4	2	20	30	50
	Financial Accounting	-	-	4	4	2	20	30	50
Value Added Course									
Basic computing Lab									
Total		20	-	4	28	24	240	360	600

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

I BBA II Semester

Code	Subject	L	T	P	To	C	Internal	External	Total Marks
	IT for Managers	4	-	-	4	4	40	60	100
	Cost and Management Accounting	4	-	-	4	4	40	60	100
	Geography and Environmental Studies	4	-	-	4	4	40	60	100
	Principles and Practice of Management	4	-	-	4	4	40	60	100
	Business Statistics	4	-	-	4	4	40	60	100
Labs									
	Statistical Tools for Manager Using Excel	-	-	4	4	2	20	30	50
	Cost and Management Accounting	-	-	4	4	2	20	30	50
Value Added Course									
Financial Statement Analysis									
Total		20	-	4	28	24	240	360	600

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

II BBA I Semester

Code	Subject	L	T	P	To	C	Internal	External	Total Marks
	Business Environment	4	-	-	4	4	40	60	100
	Essentials of Business Analytics	4	-	-	4	4	40	60	100
	Business Values ,Ethics and Corporate Governance	4	-	-	4	4	40	60	100
	Business Law	4	-	-	4	4	40	60	100
	Organizational Behavior	4	-	-	4	4	40	60	100
Labs									
	Analytical Skill for Managers-1	-	-	4	4	2	20	30	50
	Essential Skills for Managers-1	-	-	4	4	2	20	30	50
Value Added Course									
Web Designing Using HTML									
Total		20	-	4	28	24	240	360	600

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

II BBA II Semester

Code	Subject	L	T	P	To	C	Internal	External	Total Marks
	Marketing Management	4	-	-	4	4	40	60	100
	Human Resource Management	4	-	-	4	4	40	60	100
	Business Research Methods	4	-	-	4	4	40	60	100
	Production Operation Management	4	-	-	4	4	40	60	100
	Financial Management	4	-	-	4	4	40	60	100
Labs									
	Analytical Skill for Managers-II	-	-	4	4	2	20	30	50
	SPSS-1	-	-	4	4	2	20	30	50
Value Added Course									
Advanced Excel									
Total		20	-	4	28	24	240	360	600

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

III BBA I Semester

Code	Subject	L	T	P	To	C	Internal	External	Total Marks
	Strategic Management	4	-	-	4	4	40	60	100
	Direct Taxation	4	-	-	4	4	40	60	100
	Operation Research	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

	Taxation	-	-	4	4	2	20	30	50
Value Added Course									
Social Media Marketing									
Total		20	-	4	28	24	240	360	600

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

III BBA II Semester

Code	Subject	L	T	P	To	C	Int ern al	Exte rnal	Total Marks
	International Business	4	-	-	4	4	40	60	100
	Entrepreneurship Development	4	-	-	4	4	40	60	100
	Specialization-I	4	-	-	4	4	40	60	100
	Specialization-II	4	-	-	4	4	40	60	100
Labs									
	Management Thesis	-	-	4	4	2	20	30	50
	SPSS-II	-	-	4	4	2	20	30	50
	Essential skill for Managers-II	-	-	4	4	2	20	30	50
Value Added Course									
GST									
Total		16	-	6	28	22	220	330	550

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

Semester Electives

CODE	Electives-Marketing
	Marketing Research
	Consumer Behavior
	Product management
	Sales Management
	Pricing Management
	Channel Management
	Rural marketing

CODE	Electives- Finance
	International Financial Management
	Fundamentals of investment
	Financial Markets and Institutions
	Banking and Financial services
	Project Finance

CODE	Electives- HR
	Industrial Relations and Labor Laws
	Talent Planning and Acquisition
	Learning and Development

	Talent Management & Succession Planning
	Industrial and Organizational Psychology

CODE	Electives- Operation and Analytics
	Service Management
	Supply Chain Management
	Introduction to R-programming

VI Semester Electives

CODE	Electives-Marketing
	Retail Marketing
	Services Marketing
	Integrated Marketing Communication
	Digital Marketing
	Customer Relationship Management
	Marketing Analytics
	Tourism Marketing

CODE	Electives- Finance
	Fundamentals of Financial Derivatives
	Strategic Financial Management
	Corporate Restructuring
	Foreign Exchange & Risk Management
	Commodities Market

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

CODE	Electives- Operation and Analytics
	Innovation and New product Development
	Competitive Manufacturing management
	Predictive analytics for Managers

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

Business Communication-I	Skill Development
Business Mathematics	Employability
Financial Accounting	Employability
Micro Economics	Employability
Public Administration	Employability
British English Certification(BEC)	Skill Development
Financial Accounting	Skill Development
IT for Managers	Employability
Cost and Management Accounting	Employability
Geography and Environmental Studies	Employability
Principles and Practice of Management	Employability
Business Statistics	Employability
Statistical Tools for Manager Using Excel	Skill Development
Cost and Management Accounting	Skill Development
Business Environment	Employability
Essentials of Business Analytics	Employability
Business Values ,Ethics and Corporate Governance	Employability
Business Law	Employability
Organizational Behavior	Employability
Analytical Skill for Managers-1	Skill Development
Essential Skills for Managers-1	Skill Development
Marketing Management	Employability
Human Resource Management	Employability
Business Research Methods	Employability
Production Operation Management	Employability
Financial Management	Employability
Analytical Skill for Managers-II	Skill Development
SPSS-1	Skill Development
Strategic Management	Employability
Direct Taxation	Employability

Operation Research	Employability
SIP Review	Employability
Taxation	Employability
International Business	Employability
Entrepreneurship Development	Entrepreneurship
Management Thesis	Employability
SPSS-II	Skill Development
Essential skill for Managers-II	Skill Development
Marketing Research	Employability
Consumer Behavior	Employability
Product management	Employability
Sales Management	Employability
Pricing Management	Employability
Channel Management	Employability
Rural marketing	Employability
International Financial Management	Employability
Fundamentals of investment	Employability
Financial Markets and Institutions	Employability
Banking and Financial services	Employability
Project Finance	Employability
Industrial Relations and Labor Laws	Employability
Talent Planning and Acquisition	Employability
Learning and Development	Employability
Talent Management & Succession Planning	Employability
Industrial and Organizational Psychology	Employability
Service Management	Employability
Supply Chain Management	Employability
Introduction to R-programming	Employability
Retail Marketing	Employability
Services Marketing	Employability
Integrated Marketing Communication	Employability
Digital Marketing	Employability
Customer Relationship Management	Employability
Marketing Analytics	Employability
Tourism Marketing	Employability
Fundamentals of Financial Derivatives	Employability
Strategic Financial Management	Employability
Corporate Restructuring	Employability
Foreign Exchange & Risk Management	Employability
Commodities Market	Employability

Performance and Compensation Management	Employability
Strategic and International HRM	Employability
HR Analytics and Metrics	Employability
Organization Development and Change	Employability
Leadership & People Management	Employability
Innovation and New product Development	Employability
Competitive Manufacturing management	Employability
Predictive analytics for Managers	Employability

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LIST OF NEW COURSES IN THE CURRICULUM

Indian Administration
British English certification(BEC)
Financial Accounting Lab
Statistical tools for Managers using Excel (Lab)
Cost & Management Accounting Lab
Essentials of Business Analytics
Essential Skills for Managers-1 (Lab)
SPSS – I (Lab)
Taxation Lab
MOOCs online
International Business
SPSS - II (Lab)
Essential Skill for Manager-II (Lab)
Product management
Channel Management
Pricing Management
Rural marketing
Service Management
Supply Chain Management
Introduction to R-programming
Integrated Marketing Communication
Customer Relationship Management
Marketing Analytics
Innovation and New product Development
Competitive Manufacturing management
Predictive analytics for Managers

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