



VIGNAN'S
Foundation for Science, Technology & Research
UNIVERSITY
(Established 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

[Handwritten signatures and initials corresponding to the list of members]

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.

Yours sincerely

[Handwritten signature of Kalpana]
HOD, MBA



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

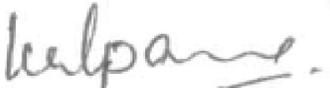
Department of Management Studies

Date: 08-06-2017

Minutes of Board of Studies:: Management Studies

Feedback analysis obtained from CDMC is placed before BOS. After the discussion the BOS members have resolved to have the following changes to be made in the course structure for MBA program from the academic year 2017-2018.

- It was recommended to increase summer internship duration for MBA students from two months to three months which could increase employability.
- Suggested to introduce 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 33% of syllabus revision was carried out.


HOD, MBA

APPENDIX I

**MBA Course Structure
(2017-18)**

I Year I Semester (I Year)						
Subject Code	Title of the Paper	External Marks	Internal Marks	Total Marks	Lecture	Credits
	Principles of Management and Organizational Behavior (PMOB)	50	50	100	4	4
	Business Economics (BE)	50	50	100	4	4
	Accounting for Managers (AFM)	50	50	100	4	4
	Business Statistics	50	50	100	4	4
	Business Laws (BL)	50	50	100	4	4
	Business Environment & Ethics (BEE)	50	50	100	4	4
	Managerial Communication-(MC I)	50	50	100	4	4
	Essential Skills for Managers- I	-	50	50	2	2
	Total			750	30	30
I Year II Semester (I Year)						
Subject Code	Title of the Paper	External Marks	Internal Marks	Total Marks	Lecture	Credits
	Marketing Management (MM)	50	50	100	4	4
	Financial Management (FM)	50	50	100	4	4
	Human Resource Management (HRM)	50	50	100	4	4
	Business Research Methods (BRM)	50	50	100	4	4
	IT for Managers (ITM)	50	50	100	4	4
	Operations Management	50	50	100	4	4
	Managerial Communication- II (MCII)	50	50	100	4	4
	Essential Skills for Managers II	-	50	50	2	2
	Total			750	30	30

II Year I Semester (II Year)						
Subject Code	Title of the Paper	External Marks	Internal Marks	Total Marks	Lecture	Credits
	Strategic Management (SM)	50	50	100	4	4
	Entrepreneurship & Business Plan (EBP)	50	50	100	4	4
	Specialization-I Elective-1	50	50	100	4	4
	Specialization-I Elective-2	50	50	100	4	4
	Specialization-II Elective-1	50	50	100	4	4
	Specialization-II Elective-2	50	50	100	4	4
	Analytical Skills for Managers I	-	50	50	2	2

	Summer Internship Assessment	25	25	50	-	2
	Total			700	26	28

II Year II Semester (II Year)						
Subject Code	Title of the Paper	External Marks	Internal Marks	Total Marks	Lecture	Credits
	International Business (IB)	50	50	100	4	4
	Project Management (PM)	50	50	100	4	4
	Specialization-I Elective-3	50	50	100	4	4
	Specialization-I Elective-4	50	50	100	4	4
	Specialization-II Elective-3	50	50	100	4	4
	Specialization-II Elective-4	50	50	100	4	4
	Analytical Skills for Managers II	-	50	50	2	2
	Project Work	-	50	50	-	2
	Total			700	26	28

II Year I Semester Electives

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

Electives – Finance
Security Analysis and Portfolio Management
International Financial Management
Management of Financial Services
Project Finance

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

Electives – Operations
Service Management
Supply Chain Management
Essentials of Business analytics
Technology Management
Operations Strategy

II Year II Semester Electives

Electives – Marketing
Innovation and Product Development
Advertising & Brand Management
Services Marketing

Digital Marketing

Electives – Finance

Financial Derivatives

Financial Engineering

Risk Management

Strategic Financial Management

Electives – HR

Performance & Compensation Management

Strategic and International HRM

HR Analytics and Metrics

Organization Development and Change

Leadership & People Management

Electives – Operations

Innovation and Product Development

Competitive Manufacturing Management

Predictive Analytics for Managers

Enterprise Resource Planning

Productivity Improvement and Cost Control

Kelpam
HOD, MBA

APPENDIX II

**COURSES THAT ENABLE EMPLOYABILITY OR ENTREPRENEURSHIP OR
SKILL DEVELOPMENT**

Principles of Management and Organizational Behavior (PMOB)	Employability
Business Economics (BE)	Employability
Accounting for Managers (AFM)	Employability
Business Statistics	Employability
Business Laws (BL)	Employability
Business Environment & Ethics (BEE)	Employability
Managerial Communication- I (MC I)	Skill Development
Essential Skills for Managers- I	Skill Development
Marketing Management (MM)	Employability
Financial Management (FM)	Employability
Human Resource Management (HRM)	Employability
Business Research Methods (BRM)	Employability
IT for Managers (ITM)	Employability
Operations Management	Employability
Managerial Communication- II (MC-II)	Skill Development
Essential Skills for Managers II	Skill Development
Strategic Management (SM)	Employability
Entrepreneurship & Business Plan (EBP)	Entrepreneurship
Analytical Skills for Managers I	Skill Development
Summer Internship Assessment	Skill Development
International Business (IB)	Employability
Project Management (PM)	Employability
Analytical Skills for Managers II	Skill Development
Project Work	Skill Development
Marketing Research	Employability
Retailing Management	Employability
Consumer Behavior	Employability
Sales & Distribution Management	Employability
Security Analysis and Portfolio Management	Employability
International Financial Management	Employability
Management of Financial Services	Employability

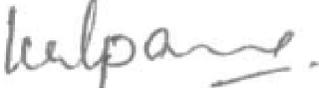
Project Finance	Employability
Industrial Relations and Labour Laws	Employability
Talent Planning and Acquisition	Employability
Learning and Development	Employability
Talent Management & Succession Planning	Employability
Industrial and Organizational Psychology	Employability
Service Management	Employability
Supply Chain Management	Employability
Essentials of Business analytics	Employability
Technology Management	Employability
Operations Strategy	Employability
Innovation and Product Development	Employability
Advertising & Brand Management	Employability
Services Marketing	Employability
Digital Marketing	Employability
Financial Derivatives	Employability
Financial Engineering	Employability
Risk Management	Employability
Strategic Financial Management	Employability
Performance & Compensation Management	Employability
Strategic and International HRM	Employability
HR Analytics and Metrics	Employability
Organization Development and Change	Employability
Leadership & People Management	Employability
Innovation and Product Development	Employability
Competitive Manufacturing Management	Employability
Predictive Analytics for Managers	Employability
Enterprise Resource Planning	Employability
Productivity Improvement and Cost Control	Employability

Kulpan
HOD, MBA

LIST OF NEW COURSES IN THE CURRICULUM

Principles of Management and Organizational Behavior
Marketing Management
Business Economics
Financial Management
Accounting for Managers
Human Resource Management
Business Statistics
Business Research Methods
Business Laws
IT for Managers
Business Environment & Ethics
Operations Management
Managerial Communication-I
Managerial Communication-II
Essential Skills for Managers-I
Essential Skills for Managers-II
Strategic Management
International Business
Entrepreneurship & Business Plan
Project Management
Marketing Research
Innovation and Product Development
Retailing Management
Advertising & Brand Management
Project Management
Marketing Research
Innovation and Product Development
Retailing Management
Advertising & Brand Management
Consumer Behavior
Services Marketing
Sales & Distribution Management
Digital Marketing
Security Analysis and Portfolio Management
Financial Derivatives
International Financial Management
Financial Engineering
Management of Financial Services
Risk Management
Project Finance

Strategic Financial Management
Industrial Relations and Labor Laws
Performance & 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
Service Management
Innovation and Product Development
Supply Chain Management
Competitive Manufacturing Management
Essentials of Business analytics
Predictive Analytics for Managers
Technology Management
Enterprise Resource Planning
Operations Strategy
Productivity Improvement and Cost Control
Analytical Skills for Managers-I
Analytical Skills for Managers-II
Summer Internship Assessment
Project Work


HOD, MBA