



DEPARTMENT OF MANAGEMENT STUDIES

CIRCULAR

Date: 12.02.2025

Department of Management Studies is going to conduct Board of Studies (BoS) meeting for the BBA programme on **14.02.2025** from 02.00 PM in blended mode. Following is the link for meeting
https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZTE4MmNINmQtYWMzMC00ZDJjLWIZYzctNTkyYjBjMThhOWNk%40thread.v2/0?context=%7b%22Tid%22%3a%223b0993d8-31db-4db6-b617-64ac193c7ace%22%2c%22Oid%22%3a%2252934f9c-499c-4097-bf7a-39826c1f8add%22%7d

All the members are requested to make it convenient to attend the meeting.

The members are

SL.No	Name of the Member	Designation and Address	Role
1.	Dr.Sarita Satpathy	Professor and HOD	Chairperson
2.	Dr.K.Kalpana	Professor and Dean School of Law and Management, VFSTR	Internal Member-Ex Officio
3.	Dr.Parthasarathy Ramachandran	Chairman/HOD, Department of Management Studies, Indian Institute of Science(IISc), Bangalore(BHARAT) Contact No: 7411187971 E-Mail: chairman@mgmt.iisc.ac.in	External Member(Academia) (Operations & Supply chain management)
4.	Dr.Rambir Singh Pundir	Professor, International Agriculture Business Institution, Anand Agricultural University, Gujarat(BHARAT) Contact No: 9429252540 E-Mail: rspundir@aaau.in	External Member Academia (Agriculture & Business management)
5.	Dr.M.Punniyamoorthy	Professor, Department of Management Studies, National Institute of Technology(NIT) Trichy, Tamilnadu(BHARAT)	Invited member(Research) (Data Science & Business analytics)

		Contact No: 9443866660 E-Mail: punniya@nitt.edu	
6.	Dr. N.Lakshmi, MS	Professor and HOD of ophthalmology. NRI Medical College & Super Speciality Hospital, Chinakakani Mangalagiri(Md)_, Guntur(dt), AP(BHARAT) Contact No: 8985862619 E-Mail: laxmieye@gmail.com	External Member(Academia) and Hospital Administration)
7.	Dr.Naveen Kumar	CEO-DVC Hospital (Super Speciality), Vadlamudi, Guntur, AP. (BHARAT) Contact No :8143628336	External Member(Industry and hospital operations)
8.	Dr R. Kasilingam	Professor, Department of Management Studies, School of Management, Pondicherry University-605014. Kasilingam.dms@pondiuni.edu.in 9840179939, 8072208493	External Member (Academia & Research) (Management, Commerce and Law)
9.	Mr P Veera Swamy	Vice President Human Resources (Agri Business Division), ITC, Guntur	External Member-Industry
10.	Dr.B.M.Rao	Professor, Department of MBA, VFSTR	Internal Member
11.	Dr.D.Viyay Krishna	Professor, Dean T&P	Internal Member
12.	Dr.Muthusamy Pachiynnan	Associate Professor, Department of R&D, VFSTR	Internal Member- Nominated by Dean R&D
13.	Dr.K.Phani Kumar	Associate Professor, Department of MBA, VFSTR	Internal Member
14.	Dr.P.Lakshmi Narayananamma	Associate Professor, Department of MBA, VFSTR	Internal Member
15.	Dr T. Priyanka	Assistant Professor, and CDMC Coordinator, DoMS, VFTSR Deemed to be University	Internal Member- Nominated by Dean SLM

16.	Dr.S.Durga	Assistant Professor, Department of MBA, VFSTR	Internal Member
17.	Dr.A.Sai Mani deep	Assistant Professor, Department of MBA, VFSTR	Internal Member
18.	Dr.S.Suneel	Assistant Professor, off campus, Hyderabad	Internal Member
19.	Dr.T.Ramesh	Professor, Director and HOD Department of Agriculture Sciences, VFSTR Deemed to be University	Internal Member
20.	Dr.T. Pitchaiah	HOD, Department of Bio Medical Engineering	Internal Member
21.	Dr.CH.Hymavathi	Associate Professor, Department of MBA and Deputy director, CDOE, VFSTR.	Internal Member (Online courses)
22.	Dr.Bandaru Srinivasa Rao	Professor ,Department of MBA, VFSTR	Member Secretary

Agenda of the BoS Meeting:

1. To Discuss and finalize the curriculum structure and credits distribution of BBA Programme for the regulation 2025 (R25-C25).
2. To Discuss and finalize pre semester concept.
3. To Discuss about the SDG and IKS components in the syllabus.
4. To approve the R25-C25 curriculum, syllabus and assessment schemes of BBA Programme and recommend to the Academic council.
5. To Review of the Course Outcome (CO), PO and PSO target level for the 2025-27 batch

Dr. Bandaru Srinivasa Rao
BoA

Dr. Saritha Satpathy

HOD

DEPARTMENT OF MANAGEMENT STUDIES
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VADLAMUDI - 522213
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Dr. K. Kalpana

Dean - SLM

Dean School of Law & Management
VFSTR Deemed to be University
Vadlamudi - 522 213
A.P, INDIA

DEPARTMENT OF MANAGEMENT STUDIES

Date: 14.02.2025

Minutes of Board of Studies Meeting

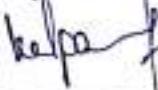
Board of Studies (BoS) meeting of BBA programme was conducted on 14.02.2025 in blended mode 02.00 PM in blended mode. Following is the link for meeting

https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZTE4MmNjNmQtYWMzMC00ZDJjLWlzYzctNTkvYjBjMThhOWNk%40thread.v2/0?context=%7b%22Tid%22%3a%223b0993d8-31db-4db6-b617-64ac193c7ace%22%2e%22Oid%22%3a%2252934f9c-499c-4097-bf7a-39826e1f8add%22%7d

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4. To approve the R25-C25 curriculum, syllabus and assessment schemes of BBA Programme and recommend to the Academic council.
5. Any other points with the permission of Chairperson.

The following members were present either thorough offline or online.

Sl.No	Name of the Member	Designation and Address	Role	Signature
1.	Dr.Sarita Satpathy	Professor and HOD	Chairperson	
2.	Dr.K.Kalpana	Professor and Dean School of Law and Management, VFSTR	Internal Member-Ex Officio	
3.	Dr.Parthasarathy Ramachandran	Chairman/HOD, Department of Management Studies, Indian Institute of Science(IISc), Bangalore(BHARAT) Contact No: 7411187971 E-Mail: chairman@mgmt.iisc.ac.in	External Member(Academia) (Operations & Supply chain management)	online
4.	Dr.Rambir Singh Pundir	Professor, International Agriculture Business Institution, Anand Agricultural University, Gujarat(BHARAT)	External Member Academia (Agriculture & Business)	Dr. Rambir Singh Pundir

		Contact No: 9429252540 E-Mail: rspundir@aau.in	management)	
5.	Dr.M.Punniyamoorthy	Professor, Department of Management Studies, National Institute of Technology(NIT) Trichy, Tamilnadu(BHARAT) Contact No: 9443866660 E-Mail: punniya@nitt.edu	Invited member(Research) (Data Science & Business analytics)	online
6.	Dr. N.Lakshmi, MS	Professor and HOD of ophthalmology. NRI Medical College & Super Speciality Hospital, Chinakakani Mangalagiri(Md) , Guntur(dt), AP(BHARAT) Contact No: 8985862619 E-Mail: laxmieye@gmail.com	External Member(Academia) and Hospital Administration)	online
7.	Dr.Naveen Kumar	CEO-DVC Hospital (Super Speciality), Vadlamudi, Guntur, AP. (BHARAT) Contact No :8143628336	External Member(Industry and hospital operations)	online
8.	Dr R. Kasilingam	Professor, Department of Management Studies, School of Management, Pondicherry University-605014. Kasilingam.dms@pondiuni.edu.in 9840179939, 8072208493	External Member (Academia & Research) (Management, Commerce and Law)	online
9.	Mr P Veera Swamy	Vice President Human Resources (Agri Business Division), ITC, Guntur	External Member-Industry	online
10.	Dr.B.M.Rao	Professor, Department of MBA, VFSTR	Internal Member	BMFO
11.	Dr.D.Viyay Krishna	Professor, Dean T&P	Internal Member	

12.	Dr. Muthusamy Pachiyanan	Associate Professor, Department of R&D, VFSTR	Internal Member- Nominated by Dean R&D	Absent
13.	Dr. K. Phani Kumar	Associate Professor, Department of MBA, VFSTR	Internal Member	Apk
14.	Dr. P. Lakshmi Narayananamma	Associate Professor, Department of MBA, VFSTR	Internal Member	online
15.	Dr. T. Priyanka	Assistant Professor, and CDMC Coordinator, DoMS, VFTSR Deemed to be University	Internal Member- Nominated by Dean SLM	A
16.	Dr. S. Durga	Assistant Professor, Department of MBA, VFSTR	Internal Member	Durga
17.	Dr. A. Sai Mani deep	Assistant Professor, Department of MBA, VFSTR	Internal Member	A. 128
18.	Dr. S. Suneel	Assistant Professor, off campus, Hyderabad	Internal Member	online
19.	Dr. T. Ramesh	Professor, Director and HOD Department of Agriculture Sciences, VFSTR Deemed to be University	Internal Member	Absent with prior intimation
20.	Dr. T. Pitchaiah	HOD, Department of Bio Medical Engineering	Internal Member	T. Pitchaiah
21.	Dr. CH. Hymavathi	Associate Professor, Department of MBA and Deputy director, CDOE, VFSTR.	Internal Member (Online courses)	el
22.	Dr. Bandaru Srinivasa Rao	Professor, Department of MBA, VFSTR	Member Secretary	DR

Chairperson Dr. Sarita Satpathy, Professor and Head, Department of Management Studies, VFSTR initiated the meeting by welcoming and introducing the external members and invitees to the internal members. Chairperson presented about the *NEP 2020 Compliant Regulation - R25-C25* which emphasis on creating *learning centric* (continuous learning and continuous assessment model), offering BBA with Honours Add-on certificate providing lateral entry and honourable exit.

The following points were discussed in the BoS meeting:

1. Regulation R25-C25.
2. Curriculum structure with credits, credits distribution (L-T-P-SL).
3. Significance of self-learning (SL)
4. 2 Modules, Module-1 is with 2 units and Module-2 is with 3 units.

5. Assessment methods (Formative & Summative).
6. Grading Schemes.
7. Sectoral Elective and Honour courses (streams/pools).
8. SDG Mapping and incorporation of IKS components

The following are the observations:

1. Major restructuring has taken place in the curriculum which is oriented towards continuous learning and assessment based on Module structure.
2. Major reformation has taken place in the curriculum by offering Honours/Specialization degree or Minor degree thorough 16 more credits with additional courses.
3. R25-C25 curriculum structure including list of professional core, sectoral elective, Honour, NPTEL courses of BBA programmes. (Appendix - I)
4. The curriculum is encompassing the courses that enable employability or entrepreneurship or skill development, provided in Appendix - II.
5. Total average percentage of syllabus revised was 68.58% compared to previous curriculum provided in Appendix - III.
6. The significant changes are made in the content of all courses and hence the courses are considered as new courses provided in Appendix - IV.
7. Indian Knowledge System (IKS) components are incorporated in the relevant courses and the details are mentioned in Appendix - V.
8. The courses in the curricula are mapped with the Sustainable Development Goals (SDG) and the mapping details are provided in Appendix - VI.
9. Feedback from various stakeholders are incorporated appropriately in the R25-C25 curriculum.

The following improvements are suggested: (Action Points)

1. External members suggested to create more awareness about IKS to the faculty members by conducting either department workshops or institute level workshops

The following recommendations and approvals are made after the discussion:

1. BoS Members approved the revised regulations, curriculum structure, syllabus, assessment schemes of BBA programme and it follows based on the NEP 2020.
2. The details of elective courses (Department/Sectoral/Honour) of BBA Programme for the regulation R25-C25 are approved.
3. NPTEL courses are approved for the Academic Year 2025-26.
4. SDG mapping and incorporation of the IKS components in the syllabus is approved.

There being no further points for discussion, the Chairperson thanks all the external, internal, invited members and announced that the meeting was concluded.

Dr. Bandaru Srinivasa Rao
BoA

Dr. Sarita Satpathy
HOD

Dr. K. Kalpana
Dean- SLM

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APPENDIX I

BBA Programme : Curriculum Structure

I BBA - Pre-Semester

Sl. No	Course Category	Course Code	Course Title	L	T	P	SL	C
1	AEC	25BB101	Orientation/Induction Program	-	-	-	-	1Binary
2	CC	25BB102	Basic Business Mathematics and Statistics	-	2	-	-	1
3	SEC	25BB103	Technology Workshop	-	-	2	-	1
4	MDE	25BB104	Indian Knowledge System	-	2	-	-	1Binary
5	VAC	25BB105	Environmental Science and Sustainability	-	1	-	-	0.5 Binary
6	MDE	25BB106	Indian Systems of Health and Wellness	-	1	-	-	0.5Binary
TOTAL Credits								2+3=5 Credits

Note: Pre-Semester Duration Five weeks, including Orientation program. Only formative assessment will be followed for pre-semester.

I BBA - SEMESTER – I

Sl. No	Course Category	Course Code	Course Title	L	T	P	S L	Credits
1	CC	25BB107	Principles and Practices of Management	2	2	-	2	3
	AEC	25BB108	English Proficiency and Communication Skills.	1	-	2	1	2
3	CC	25BB109	Financial Accounting	2	2	2	2	4
4	CC	25BB110	Business Mathematics	1	2	-	1	2
5	CC	25BB111	Business Statistics	2	2	2	2	4
6	CC	25BB112	Micro Economics	2	2	-	2	3
7	VAC	25BB113	Yoga (OR)	-	1	1	-	1 Binary
		25BB114	Sports (OR)					
		25BB115	NCC (OR)					
		25BB116	NSS (OR)					
		25BB117	Disaster Management					
8	AEC	25BB118	Sanskrit-I (OR)	-	-	2	-	1 Binary
		25BB119	Hindi – I (Pre-Primary:ARAMBHIK)					
		25BB120	(OR)					

		25BB121	German-I (OR) French-I					
		TOTAL Credits			2+18=20			

I BBA - SEMESTER - II

Sl. No	Course Category	Course Code	Course Title	L	T	P	SL	C
1	AEC	25BB122	Business Communication	1	1	1	1	2
2	CC	25BB123	Macro Economics	1	2	0	1	2
3	CC	25BB124	Cost Accountancy	1	1	1	1	2
4	CC	25BB125	Financial Management	2	1	1	2	3
5	MDE	25BB126	Business Econometrics	1	1	1	1	2
6	CC	25BB127	Human Resources Management	2	2	0	2	3
7	CC	25BB128	Marketing Management	2	1	1	2	3
8	SEC	25BB129	Basic Coding and Programming Skills	-	2	2	-	2
9	AEC	25BB130 25BB131 25BB132 25BB133	Sanskrit-II (OR) Hindi-II (Primary: Moulik) (OR) German-II (OR) French-II (OR)	-	-	2	-	1Binary
		TOTAL Credits			1+19=20			

II BBA - Social Responsibility & Community Engagement (Internship/Project)

Sl. No	Course Category	Course Code	Course Title	L	T	P	SL	Credits
1	SEC	25BB201	Social Responsibility & Community Engagement (Internship/Project)	-	-	-	-	2
Total Credits							2	

- Duration (8 weeks): Social Responsibility & Community Engagement (Internship/Project).

II BBA - SEMESTER - I

Sl. No	Course Category	Course Code	Course Title	L	T	P	SL	Credits
1	CC	25BB202	Business Law	1	2	-	1	2
2	CC	25BB203	Operations Management	2	2	-	2	3
3	CC	25BB204	Management Information System	2	2	-	2	3

4	CC	25BB205	Entrepreneurship and Start- up Ecosystem	1	1	1	1	2
5	CC	25BB206	Business Research Methods	2	1	1	2	3
6	VAC	25BB207	Business Environment	1	2	0	1	2
7	CC	25BB208	International Business	1	2	0	1	2
8	SEC	25BB209	R Basics	-	-	2	-	1
9	SEC	25BB210	Design Thinking and Innovation	1	-	-	1	1
10	SEC	25BB201	Social Responsibility & Community Engagement (Internship/Project)					2
TOTAL Credits								21

II BBA SEMESTER - II

SL No	Course Category	Course Code	Course Title	L	T	P	SL	Credits
1	DSE		Discipline Specific Elective-1					3
2	DSE		Discipline Specific Elective-2					3
3	DSE		Discipline Specific Elective-3					3
4	CC	25BB211	Business Values & Ethics	1	2	-	1	2
5	SEC	25BB212	Basic Business Analytics	1	1	1	1	2
6	SEC	25BB213	Data Visualization (OR) Research Presentation and Publication	1		2	1	
		25BB214						2
7	SEC	25BB215	1. Python Basics (OR)	-	-	4	-	
		25BB216	2. Power BI Basics	-	-	2	-	1
8	CC	25BB217	Strategic Management	2	2	0	2	3
9	VAC	25BB218	Indian Constitution	1	-	-	1	1 Binary
TOTAL Credits								1+19=20

III BBA - Summer Internship

SL No	Course Category	Course Code	Course Title	L	T	P	SL	Credits
1	SEC	25BB301	Summer Internship					2
Total Credits								2

SEMESTER - V - BBA

SL No	Course Category	Course Code	Course Title	L	T	P	SL	C
1	CC	25BB302	Project Management	2	2	-	2	3
2	CC	25BB303	Corporate Governance and Law	2	2	0	2	3
3	DSE		Discipline Specific Elective-4					3
4	DSE		Discipline Specific Elective-5					3

5	DSE		Discipline Specific Elective-6								
6	SEC	25BB308	Management Thesis								3
7	AEC	25BB304	Quantitative Aptitude & Logical Reasoning (OR)		-	-	-	-		0	
		25BB305	Startup Skills Development		-	2	-	-		1	
		25BB306			-	2	-	-			
8	MDE	25BB307	Media Literacy and Critical Thinking	1	1	1	1			2	
9	SEC	25BB301	Summer Internship/ Project							2	
TOTAL Credits											20

Note: Discipline Elective in Finance/ Marketing/ HR/Data Science and Business Analytics/Operations and Supply Chain Management.

SEMESTER – VI – BBA

SL No	Course Category	Course Code	Course Title	L	T	P	SL	Credits
1	OE/MOOC							4
2	CC	25BB308	Management Thesis	-	-	-	-	10
		Total Credits						14

Total Credits: Credits – 113 +07 Binary =120 Credits

COURSE STRUCTURE - R25

Discipline Specific Elective

Discipline Specific Elective (DSE)	Course Code	Course Title	L	T	P	SL	C
HRM – Elective Courses							
1	25BB801	Human Resource Planning	2	2	-	2	3
2	25BB802	Recruitment and Selection	2	2	-	2	3
3	25BB803	Learning and Development	2	2	-	2	3
4	25BB804	Performance Management	2	2	-	2	3
5	25BB805	Organization Development and Change	2	2	-	2	3
6	25BB806	Industrial Relations and Labor Laws	2	2	-	2	3
7	25BB807	Compensation Management	2	2	-	2	3
8	25BB808	Employee Life Cycle Management	2	2	-	2	3
9	25BB809	HR Analytics	2	1	1	2	3
Finance – Elective Courses	Course Code	Course Title					
1	25BB810	Fundamentals of Investment	2	2	0	2	3
2	25BB811	Banking and Financial Services	2	1	1	2	3
3	25BB812	Financial Planning	2	2	0	2	3
4	25BB813	Project Finance	2	2	0	2	3
5	25BB814	Management Accounting	2	1	1	2	3
6	25BB815	Financial Analytics	2	1	1	2	3
7	25BB816	Corporate Valuation and Restructuring	2	2	0	2	3
8	25BB817	Taxation	2	2	0	2	3
Marketing- Elective Courses	Course Code	Course Title					
1	25BB818	Marketing Research	2	1	1	2	3
2	25BB819	Product Management	2	1	1	2	3
3	25BB820	Consumer Behavior	2	2	0	2	3
4	25BB821	Integrated Marketing Communication	2	2	0	2	3
5	25BB822	Customer Relationship Management	2	2	0	2	3
6	25BB823	Marketing Analytics	2	1	1	2	3
7	25BB824	Transnational & Cross-cultural Marketing	2	2	0	2	3
8	25BB825	Sales Management	2	2	0	2	3
9	25BB826	Retail Marketing	2	2	0	2	3
10	25BB827	Digital Marketing	2	1	1	2	3
11	25BB828	Rural Marketing	2	2	0	2	3
Operations and Supply Chain Management	Course Code	Course Title					
1	25BB8 29	Supply Chain Management	2	2	0	2	3
2	25BB8 30	Service Management	2	2	0	2	3

3	25BB8 31	Operations Research	2	1	1	2	3
4	25BB8 32	World-class Manufacturing	2	2	0	2	3
5	25BB8 33	Productivity Improvement and Cost Control	2	2	0	2	3
6	25BB8 34	Warehouse Management	2	2	0	2	3
7	25BB8 35	Inventory Management	2	1	1	2	3
8	25BB8 36	E-Business	2	2	0	2	3
9	25BB8 37	Total Quality Management	2	2	0	2	3
10	25BB8 38	Management Decision Models	2	2	0	2	3
Data Science and Business Analytic	Course Code	Course Title					
1	25BB8 39	Data Science for Business Decisions	2	1	1	2	3
2	25BB8 40	Predictive Analytics	2	1	1	2	3
3	25BB8 41	Python for Data Analytics	2	1	1	2	3
4	25BB8 42	Data Mining for Business Insights	2	1	1	2	3
5	25BB8 43	Advanced Data Visualization	2	1	1	2	3
6	25BB8 44	Web Analytics	2	1	1	2	3
7	25BB8 45	Machine Learning	2	1	1	2	3

Note: Each elective may be offered with at least minimum 20 students.

Add-On Courses (baskets) in BBA Programme

	Course Code	Course Title	L	T	P	SL	C
Psychology							
1	25BB901	Principles of Psychology	2	2	2	2	4
2	25BB902	Social Psychology (OR)	2	2	2	2	4
	25BB903	Personality Psychology					
3	25BB904	Psychometric Assessment	2	2	2	2	4
4	25BB905	Counselling Psychology (OR)	2	2	2	2	4
	25BB906	Positive Psychology and Wellbeing					
Actuarial Science							

1	25BB907	Principles and Practice of Insurance	2	2	2	2	4
2	25BB908	Financial Mathematics for Project Appraisal and Term Structures	2	2	2	2	4
3	25BB909	Actuarial Techniques for Life Contingencies and Pension Systems	2	2	2	2	4
4	25BB910	Risk Models	2	2	2	2	4
Rhetorical Studies							
1	25BB913	Effective Presentation	2	2	2	2	4
2	25BB914	Effective Writing	2	2	2	2	4
3	25BB915	Rhetoric Communication	2	2	2	2	4
4	25BB916	Perception Management	2	2	2	2	4

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