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

DEPARTMENT OF MANAGEMENT STUDIES

Date: 25.06.2022

Minutes of Board of Studies Meeting

Board of Studies (BoS) meeting of BBA programme was conducted on 25.06.2022 in blended mode from 09:00 am to 11.30 pm at VFSTR and virtual meeting link is https://us02web.zoom.us/j/81958189072.

Agenda of the BoS Meeting:

1. To Discuss and finalize the curriculum structure and detailed syllabus of BBA Programme for the regulation 2022.

2. To approve the R22 curriculum and syllabus of BBA Programme and recommend to the Academic council.

3. Any other points with the permission of Chairperson.

The following members were present cither thorough offline or online.

SI. NO	Name of the Member	Designation	Role	Signature
1.	Dr. K. Kalpana	HOD	Chairperson	kalpana
Internal Experts				
2.	Dr. V. Rama Devi	Associate Professor, School of Management, NIT Warangal	External Member	Online
3.	Dr. Vineet Tiwari	Assistant Professor, Department of Management Studies, IIIT Allahabad	External Member	Online
4.	Dr. Abhilash Ponnam	Associate Professor, NMIMS, Hyderabad.	External Member	Online
5.	Mr. Shyam Vishnu Bhotla	Director of Sale, Track IT Solutions, Hyd.	External Member	Online

6.	Mr. P.V.S.Ravindra Varma	CEO, Formula HR, Hyderabad.	External Member	Absent
7.	Dr. B. M. Rao	Professor	Internal Member	BMRao
8.	Dr. Sarita Satpathy	Professor	Internal Member	
9.	Dr. M. Shivakoti Reddy	Associate Professor	Internal Member	
10.	Dr. K. Phani Kumar	Associate Professor	Internal Member	
11.	Mr. T. Nagendra Kumar	Assistant Professor	Internal Member	
12.	Dr. A. Sai Manideep	Assistant Professor	Internal Member	
13.	Mr D Vijayakrishna	Associate Professor	Member (Nominee- School Dean)	
14.	Dr.B.Srinivasa Rao	Professor	Member (Nominee-Dean R&D)	
15.	Dr. C. Chakrapani	Professor, IMT, Hyd.	Invited Member	Online
16.	Dr. P. Lakshmi Narayanamma	Associate Professor	Member Secretary	P.Lakshmi

The following members have taken leave of absence:

1. Mr. P.V.S.Ravindra Varma, CEO, Formula HR, Hyd.

Chairperson Dr. K. Kalpana, Professor and Head, Department of Management Studies, VFSTR opened the meeting by welcoming and introducing the external members, invitees to the internal members. Chairperson presented about the *NEP 2020 Compliant Regulation - R22* which emphasis on creating *learning centric* (continuous learning and continuous assessment model), offering BBA Programmme. BBA with Honours, Add on courses, Onward continuation to MBA, multiple entry and multiple exits.

The following points were discussed in the BoS meeting:

1. Regulation R22.
2. Curriculum structure with credits, credits distribution.
3. 2 Modules instead of 5 units.
4. Assessment methods (Formative & Summative).
5. Grading Schemes.
6. Electives and streams/pools.
7. Minor / Honor courses.
8. Addon Courses

**The following resolutions made after the discussion:**

1. BoS Members approved the revised regulations, curriculum structure, syllabus of BBA programme and it follows based on the NEP 2020. Curriculum structure is provided in Appendix-I.
2. Major restructuring has taken place in the curriculum which is oriented towards continuous learning and assessment based on Module structure.
3. Approved B.Tech Minor and Open elective courses.
4. The curriculum is encompassing the courses that enable employability or entrepreneurship or skill development, provided in Appendix- II.
5. The significant changes are made in the content of all courses and hence the courses are considered as new courses provided in Appendix- III.
6. Total average percentage of syllabus revised was 28.56% compared to previous curriculum

Based on the suggestions given by the members, the Chairperson of BoS told that, those fruitful suggestions would be incorporated appropriately in the curriculum and syllabi of the regulation R22 and this will be recommended to the Academic Council of VFSTR for the approval.

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

Member Secretary
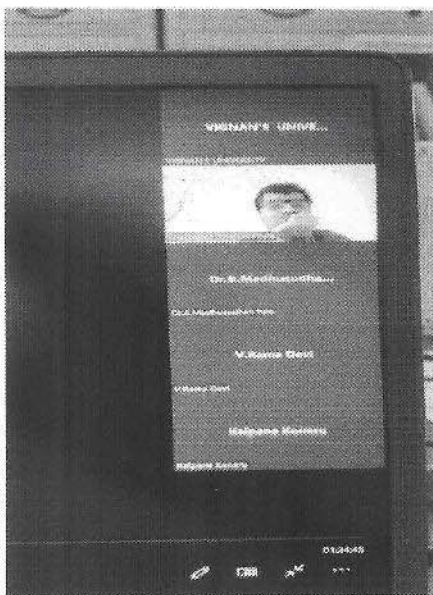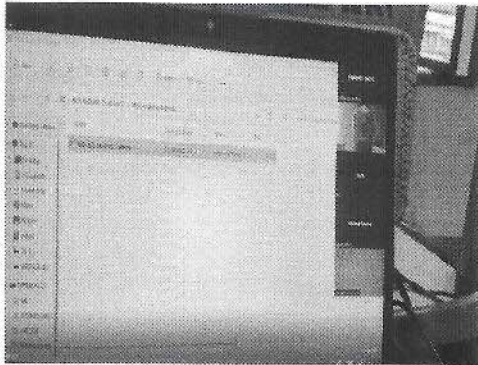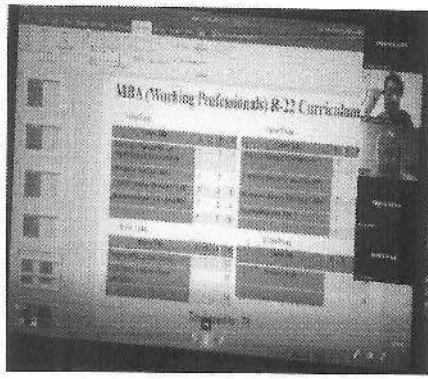
Chairperson

Member Secretary

Chairperson

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DEPARTMENT OF MANAGEMENT STUDIES

APPENDIX I

BBA Programme: Curriculum Structure

I Year I Semester

S. No	Course Title	L	T	P	C	Category	Course Offered by the Department
1.	Business Communication	1	2	-	2	Humanities	English
2.	Business Mathematics	2	4	-	4	Basic Sciences	Mathematics
3.	Financial Accounting	2	2	2	4	Management Studies	Management Studies
4.	Micro Economics	2	2	-	3	Management Studies	Management Studies
5.	Indian Administration	2	2	-	3	Basic Sciences	T&P
6.	Business English Certification (Lab)	-	-	4	2	Humanities	English
7.	IT Workshop			4	2	Professional Core	Management Studies
8.	Web Designing	-	-	4	2	Binary Graded	Management Studies
	Total	9	12	14	22		
	Contact Hours	35 Hours					

L=Lecture; T= Tutorial; P= Practical; C=Credits

I Year I / II Semester

S. No.	Course Title	L	T	P	C	Category	Course Offered by the Department
1.	Orientation Course	3	-	-	3	Binary Grade	Student Affairs

I Year II Semester

S. No.	Course Title	L	T	P	C	Category	Course Offered by the Department

S. No.	Course Title	L	T	P	C	Category	Course Offered by the Department
1.	Cost Accounting	2	2	2	4	Professional Core	Management Studies
2.	Geography and Environmental Studies	2	2	-	3	Professional Core	T & P Cell
3.	Principles and Practice of Management	2	2	-	3	Professional Core	Management Studies
4.	Business Statistics	1	4	-	3	Professional Core	Management Studies
5.	Macro Economics	2	2	-	3	Professional Core	Management Studies
6.	Statistical Tools for Managers Using Excel (Lab)	-	-	2	1	Professional Core	Management Studies
7.	Advanced MS Office	-	-	4	2	Binary Grade	Management Studies
	Total	9	12	8	19		
	Contact Hours	29 Hours					

L=Lecture; T= Tutorial; P= Practical; C=Credits

II Year I Semester

S. No.	Course Title	L	T	P	C	Category	Course Offered by the Department
1.	Business Environment	2	2	-	3	Professional Core	Management Studies
2.	Business Research Methods	1	2	2	3	Professional Core	Management Studies
3.	Business Values Ethics and Corporate Governance	2	2	-	3	Professional Core	Management Studies
4.	Business Laws	2	2	-	3	Professional Core	Management Studies
5.	Organizational Behavior	2	2	-	3	Professional Core	Management Studies
6.	Analytical Skill for Managers-I	-	-	4	2	Professional Core	T&P Cell
7.	Essential Skills for Managers-I	-	-	4	2	Professional Core	Management Studies

8.	Life Skills-1	-	-	2	1	Binary Grade	Student Affairs
9.	Introduction to IPR	-	-	4	2	Binary Grade	Management Studies
	Total	9	10	16	22		
	Contact Hours	35 Hours					

L=Lecture; T= Tutorial; P= Practical; C=Credits

II Year II Semester

S. No.	Course Title	L	T	P	C	Category	Course Offered by the Department
1.	Marketing Management	2	2	-	3	Professional Core	Management Studies
2.	Human Resource Management	2	2	-	3	Professional Core	Management Studies
3.	Introduction to Business Analytics	2	2	-	3	Professional Core	Management Studies
4.	Production & Operations Management	2	2	-	3	Professional Core	Management Studies
5.	Business Finance	1	2	2	3	Professional Core	Management Studies
6.	Data Visualization Using Tableau (Lab)	-	-	4	2	Professional Core	Management Studies
7.	Analytical Skill for Managers –II	-	-	4	2	Professional Core	T&P Cell
8.	Life Skills-2	-	-	2	1	Binary Grade	Student Affairs
9.	Accounting using Tally	-	-	4	2	Binary Grade	Management Studies
	Total	9	10	16	22		
	Contact Hours	35 Hours					

L=Lecture; T= Tutorial; P= Practical; C=Credits

Sandwich Summer

S. No.	Course Title	L	T	P	C	Category	Course Offered by the Department
1.	Summer Internship Programme (SIP)	-	-	4	2	Project	Management Studies

III Year I Semester

S. No.	Course Title	L	T	P	C	Category	Course Offered by the Department
1.	Strategic Management	2	2	-	3	Professional Core	Management Studies
2.	Entrepreneurship Development	2	2	-	3	Professional Core	Management Studies
3.	Management Accounting	1	2	-	2	Professional Core	Management Studies
4.	Specialization-I (Elective –I)	3	2	-	4	Elective	Management Studies
5.	Specialization-I (Elective –II)	3	2	-	4	Elective	Management Studies
6.	Essential Skills for Managers-II	-	-	4	2	Professional Core	Management Studies
7.	Stock Market Trading	-	-	4	2	Binary Grade	Management Studies
	Total	11	10	8	20		
	Contact Hours	29 Hours					

L=Lecture; T= Tutorial; P= Practical; C=Credits

III Year II Semester

S. No.	Course Title	L	T	P	C	Category	Course Offered by the Department
1.	International Business	2	2	-	3	Professional Core	Management Studies
2.	Project Management	2	4	-	4	Professional Core	Management Studies
3.	Operations Research	2	2	-	3	Professional Core	Management Studies
4.	Specialization-I (Elective –III)	3	2	-	4	Elective	Management Studies
5.	Specialization-I (Elective –IV)	3	2	-	4	Elective	Management Studies
6.	Management Thesis	-	-	4	2	Project	Management Studies
7.	Digital Marketing	-	-	4	2	Binary Grade	Management Studies
	Total	12	12	8	22		
	Contact Hours	32 Hours					

L=Lecture; T= Tutorial; P= Practical; C=Credits

LIST OF DEPARTMENT ELECTIVE COURSES

Basket Name	Marketing	Finance	Human Resources	Operations & Analytics
Course- 1	Marketing Research	Fundamentals of Investment	Industrial Relations and Labour Laws	Service Management
Course- 2	Consumer Behavior	International Financial Management	Cross Cultural Management	Supply Chain Management
Course- 3	Retail Management	Banking and Financial Services	Talent Management & Succession Planning	Productivity Improvement and Cost Control
Course- 4	Sales & Distribution Management	Project Finance	Learning and Development	Operations Strategy
Course- 5	Tourism Marketing	Strategic Cost Management and Decision Making	Strategic and International HRM	Innovation and New Product Development
Course- 6	Advertising & Brand Management	Financial Derivatives	Compensation & Reward System	Technology Management
Course- 7	Services Marketing	Corporate Valuation and Restructuring	HR Metrics	Statistics using R Programme
Course- 8	Customer Relationship Management	Strategic Financial Management	Organization Development and Change	Marketing research and Analytics
Course- 9	International Marketing	Risk Management in Banks	Industrial and Organizational Psychology	Machine Learning
Course- 10	Strategic Marketing	Behavioral Finance	Leadership & People Management	Predictive Analytics
Course- 11	-	-	-	Python for Data Analytics
Course- 12	-	-	-	Financial Analytics
Course- 13	-	-	-	HR Analytics

ADD-ON CERTIFICATION

The Add-on course offered by the university gives the candidate a deeper insight and facilitates a hands-on exposure to explore the management practices and concepts. These binary courses are offered for candidates who registered for BBA programme. During the inception of every semester these Add-on courses are floated to the students, one per each semester in the assorted specialization thereby, a total of six courses are offered in the 3-year (6 semesters) duration of BBA programme. Each Add-on course carries two credits. A student should express his / her willingness and register for the same along with regular courses before the commencement of the semester.

On successful attainment of minimum 12 credits, then he / she will be eligible for the award of BBA with Add-on certification. However, such a candidate may also avail a spill over semester to complete required credits. Assessment of these courses will be finalized by the Committee constituted in the department in consultation with Dean AAA office.

ADD-ON COURSES

S. No.	Year-Semester	Course Title	L	T	P	C	Category	Course Offered
1.	I-I	Web Designing	-	-	4	2	Binary grade	Management Studies
2.	I-II	Advanced MS Office	-	-	4	2	Binary grade	Management Studies
3.	II-I	Introduction to IPR	-	-	4	2	Binary grade	Management Studies
4.	II-II	Accounting using TALLY	-	-	4	2	Binary grade	Management Studies
5.	III-I	Stock Market Trading	-	-	4	2	Binary grade	Management Studies
6.	III-II	Digital Marketing	-	-	4	2	Binary grade	Management Studies
		Total	-	-	24	12		
		Contact Hours	24 Hours					

SUPPLEMENT REGULATION FOR ONWARD CONTINUATION TO MBA DEGREE

The proposal to institute MBA in line with the practices in Institutions of National Importance, is to elevate the Gross Qualification Index (GQI) of India, and specifically to enhance the managerial competency of the graduates.

In order to attract the committed learners towards earning MBA immediately after BBA the following scheme is proposed:

1. He / she should be a candidate maintaining his studentship through proper registration process of his BBA program and fulfills all the credit requirements of BBA.
2. He / she has to appear for an aptitude test/ interaction and the corresponding committee of experts constituted for the purpose has to recommended his / her name.
3. The study pattern will be as follows:

MBA Semester Count	Credit	Expected Study Coverage
I / I	20	Professional Core
I / II	20	1. 14 credits of Professional Core and Electives 2. 6 credits of Social Immersion Project
Sandwich summer semester	6	Field work / Project Work
II / I	18	Professional Core and Electives
II / II	16	Internship

1. The candidate should earn all the credits of the BBA program before commencing the MBA program. The program structure designed for MBA will be followed from VII semester onwards
   a. BBA degree = 120 credits
   b. MBA degree = 80 credits
2. Honourable exit option:
   a. Candidate who has earned all the credit requirements till first year of MBA can exercise his / her option to exit the program with a BBA honours degree for the candidates those who have earned BBA credits from VFSTR.
   b. However, candidates earned BBA credits from other institutes will be awarded PG diploma if he / she opts to exit from the MBA programme.
3. Industry – Interface is a two credit binary course offered with the support of industry personnel in the II year I semester of this programme. Assessment of this course will be finalized by the committee constituted in the department in consultation with Dean AAA office.

ONWARD CONTINUATION TO MBA PROGRAMME

COURSE STRUCTURE - R22

I MBA I Semester

S. No.	Course Title	L	T	P	C	Category	Course Offered by the Department
1.	Design Thinking	1	4	-	3	Professional Core	Management Studies
2.	Direct Taxation	2	4	-	4	Professional Core	Management Studies
3.	Social Entrepreneurship	1	4	-	3	Professional Core	Management Studies
4.	Elective (MOOCS)	-	4	-	2	Professional Core	Management Studies
5.	Specialization-II (Elective –I)	3	2	-	4	Elective	Management Studies
6.	Specialization-II (Elective –II)	3	2	-	4	Elective	Management Studies
	Total	10	20	-	20		
	Contact Hours	30 Hours					

L=Lecture; T= Tutorial; P= Practical; C=Credits

I MBA II Semester

S. No.	Course Title	L	T	P	C	Category	Course Offered by the Department
1.	Cross Cultural Management	2	2	-	3	Professional Core	Management Studies
2.	Corporate Strategy	2	2	-	3	Professional Core	Management Studies
3.	Specialization-II (Elective –III)	3	2	-	4	Elective	Management Studies
4.	Specialization-II (Elective –IV)	3	2	-	4	Elective	Management Studies
5.	Social Immersion Project	-	-	12	6	Project	Management Studies
	Total	10	8	12	20		
	Contact Hours	30 Hours					

L=Lecture; T= Tutorial; P= Practical; C=Credits

Sandwich Summer

S. No.	Course Title	L	T	P	C	Category	Course Offered by the Department
1.	Field work / Project Work	-	-	12	6	Project	Management Studies

MBA II Year I Semester

S. No.	Course Title	L	T	P	C	Category	Course Offered by the Department
1.	Advanced Business Research Methods	1	2	-	2	Professional Core	Management Studies
2.	Corporate Leadership	2	4	-	4	Professional Core	Management Studies
3.	Specialization-I (Elective –V)	3	2	-	4	Elective	Management Studies
4.	Specialization-II (Elective –V)	3	2	-	4	Elective	Management Studies
5.	Advanced Data Visualization lab	-	-	4	2	Professional Core	Management Studies
6.	Industry-Interface	-	-	4	2	Professional Core	Management Studies
	Total	9	10	8	18		
	Contact Hours	23 Hours					

MBA II Year II Semester

S. No.	Course Title	L	T	P	C	Category	Course Offered by the Department
1.	Internship	-	-	28	16	Project	Management Studies
	Total	-	-	28	16		
	Contact Hours	28 Hours					

Chairperson

DEPARTMENT OF MANAGEMENT STUDIES

APPENDIX II

List of Courses that Enables Employability or Entrepreneurship or Skill Development

S. No.	Year and Semester	Course Title	Employability / Entrepreneurship / Skill development
1.	I Year I Semester	Business Communication	Employability
2.	I Year I Semester	Business Mathematics	Employability
3.	I Year I Semester	Financial Accounting	Employability
4.	I Year I Semester	Micro Economics	Employability
5.	I Year I Semester	Indian Administration	Employability
6.	I Year I Semester	Business English Certification (Lab)	Skill development
7.	I Year I Semester	IT Workshop and Accounting Practice	Skill development
8.	I Year II Semester	Cost Accounting	Employability
9.	I Year II Semester	Geography and Environmental Studies	Employability
10.	I Year II Semester	Principles and Practice of Management	Employability
11.	I Year II Semester	Business Statistics	Employability
12.	I Year II Semester	Macro Economics	Employability
13.	I Year II Semester	Statistical Tools for Manager Using Excel (Lab)	Skill development
14.	I Year II Semester	Orientation Course	Employability
15.	II Year I Semester	Business Environment	Employability
16.	II Year I Semester	Business Research Methods	Employability
17.	II Year I Semester	Business Values, Ethics and Corporate Governance	Employability
18.	II Year I Semester	Business Laws	Employability
19.	II Year I Semester	Organizational Behavior	Employability
20.	II Year I Semester	Analytical Skill for Managers-I	Employability
21.	II Year I Semester	Essential Skills for Managers-I	Employability
22.	II Year I Semester	Life Skills-1	Employability
23.	II Year II Semester	Marketing Management	Employability
24.	II Year II Semester	Human Resource Management	Employability

25.	II Year II Semester	Introduction to Business Analytics	Employability
26.	II Year II Semester	Production & Operations Management	Employability
27.	II Year II Semester	Business Finance	Employability
28.	II Year II Semester	Data Visualization Using Tableau (Lab)	Skill development
29.	II Year II Semester	Analytical Skill for Managers -II	Employability
30.	II Year II Semester	Life Skills-2	Employability
31.	III Year I Semester	SIP Review	Employability
32.	III Year I Semester	Strategic Management	Employability
33.	III Year I Semester	Entrepreneurship Development	Entrepreneurship Development
34.	III Year I Semester	Management Accounting	Employability
35.	III Year I Semester	Marketing Research	Employability
36.	III Year I Semester	Consumer Behavior	Employability
37.	III Year I Semester	Retail Management	Employability
38.	III Year I Semester	Sales & Distribution Management	Employability
39.	III Year I Semester	Tourism Marketing	Employability
40.	III Year I Semester	Fundamentals of Investment	Employability
41.	III Year I Semester	International Financial Management	Employability
42.	III Year I Semester	Banking and Financial Services	Employability
43.	III Year I Semester	Project Finance	Employability
44.	III Year I Semester	Strategic Cost Management and Decision Making	Employability
45.	III Year I Semester	Industrial Relations and Labour Laws	Employability
46.	III Year I Semester	Talent Planning and Acquisition	Employability
47.	III Year I Semester	Talent Management & Succession Planning	Employability
48.	III Year I Semester	Learning and Development	Employability
49.	III Year I Semester	Strategic and International HRM	Employability
50.	III Year I Semester	Service Management	Employability
51.	III Year I Semester	Supply Chain Management	Employability
52.	III Year I Semester	Productivity Improvement and Cost Control	Employability
53.	III Year I Semester	Operations Strategy	Employability
54.	III Year I Semester	Innovation and New Product Development	Employability
55.	III Year I Semester	Essential Skills for Managers-II	Employability
56.	III Year II Semester	International Business	Employability
57.	III Year II Semester	Project Management	Employability

58.	III Year II Semester	Digital Marketing	Employability
59.	III Year II Semester	Advertising & Brand Management	Employability
60.	III Year II Semester	Services Marketing	Employability
61.	III Year II Semester	Customer Relationship Management	Employability
62.	III Year II Semester	International Marketing	Employability
63.	III Year II Semester	Strategic Marketing	Employability
64.	III Year II Semester	Financial Derivatives	Employability
65.	III Year II Semester	Corporate Valuation and Restructuring	Employability
66.	III Year II Semester	Strategic Financial Management	Employability
67.	III Year II Semester	Risk Management in Banks	Employability
68.	III Year II Semester	Behavioral Finance	Employability
69.	III Year II Semester	Compensation & Reward System	Employability
70.	III Year II Semester	HR Metrics	Employability
71.	III Year II Semester	Organization Development and Change	Employability
72.	III Year II Semester	Industrial and Organizational Psychology	Employability
73.	III Year II Semester	Leadership & People Management	Employability
74.	III Year II Semester	Technology Management	Employability
75.	III Year II Semester	Statistics using R Programme	Employability
76.	III Year II Semester	Marketing research and Analytics	Employability
77.	III Year II Semester	Machine Learning	Employability
78.	III Year II Semester	Predictive Analytics	Employability
79.	III Year II Semester	Python for Data Analytics	Employability
80.	III Year II Semester	Financial Analytics	Employability
81.	III Year II Semester	HR Analytics	Employability
82.	III Year II Semester	Management Thesis	Employability
83.	IV Year I Semester	Design Thinking	Employability
84.	IV Year I Semester	Direct Taxation	Employability
85.	IV Year I Semester	Social Entrepreneurship	Entrepreneurship Development
86.	IV Year I Semester	Elective (MOOCS)	Skill development
87.	IV Year II Semester	Cross Cultural Management	Employability
88.	IV Year II Semester	Corporate Strategy	Employability
89.	IV Year II Semester	Social Immersion Project	Employability

Chairperson

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DEPARTMENT OF MANAGEMENT STUDIES

APPENDIX III

List of New Courses in the R22 Curriculum

S. No.	Year and Semester	Course Title	Employability / Entrepreneurship / Skill development
1.	I Year II Semester	Orientation Course	Employability
2.	II Year II Semester	Introduction to Business Analytics	Employability
3.	II Year II Semester	Data Visualization Using Tableau (Lab)	Skill development
4.	IV Year I Sem (Honors)	Design Thinking	Employability
5.	IV Year I Sem (Honors)	Social Entrepreneurship	Employability
6.	IV Year I Sem (Honors)	Elective (MOOCS)	Skill development
7.	IV Year II Sem (Honors)	Cross Cultural Management	Employability
8.	IV Year II Sem (Honors)	Corporate Strategy	Employability

Chairperson