



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

## DEPARTMENT OF MANAGEMENT STUDIES

### CIRCULAR

Date: 27.04.2023

Department of Management Studies is going to conduct Board of Studies (BoS) meeting for the Second BOS Review Meeting on **29.04.2023** from 10:00 am in blended mode at VFSTR and the virtual meeting link.

<https://us04web.zoom.us/j/9701772697?pwd=L2NMUDRpUk9XdU55MEJReHRUR3g4QT09>. All the members are requested to make it convenient to attend the meeting.

#### The members are

- |   |                             |
|---|-----------------------------|
| 1. Dr. Sarita Satpathy, HOD, MBA, VFSTR           | Chairperson                 |
| 2. Dr. C. Chakrapani, Professor, IMT, Hyd.        | External Member (Academics) |
| 3. Dr. Ch.Hymavathi, Assoc. Prof, MBA             | Member Secretary            |
| 4. Dr.B.Madhusudhana Rao, Professor, MBA          | Internal Member             |
| 5. Dr.P.Lakshmi Narayanamma, Assoc.Professor, MBA | Internal Member             |
| 6. Dr.K.Phani Kumar, Assoc.Professor, MBA         | Internal Member             |

#### Agenda of the BoS Meeting:

1. To Review the R-22 MBA Courses
2. To Review the R-22 BBA Courses
3. To Review the R-22 B.Tech Minor Courses
4. To Review the R-22 Open Electives
5. To Review the R-22 B.Tech Mandatory Courses

DEAN-TRAINING & PLACEMENTS  
VIGNAN'S FOUNDATION  
FOR SCIENCE, TECHNOLOGY AND RESEARCH  
(Deemed-to-be-University)  
VADLAMUDI-522 213, GUNTUR DL.

Chairperson

DEPARTMENT OF MANAGEMENT STUDIES  
VFSTR DEEMED TO BE UNIVERSITY  
VADLAMUDI - 522 213  
A.P, INDIA



**VIGNAN'S**  
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## DEPARTMENT OF MANAGEMENT STUDIES

Date: 29.04.2023

### Minutes of Board of Studies Meeting

Board of Studies (BoS) Second Review meeting (R-22 MBA & BBA Courses, R-22 B.Tech Minor Courses, Open Electives & Mandatory Courses ) was conducted on 29.04.2023 in blended mode from 10:00 am to 11.00 am at VFSTR and virtual meeting link is

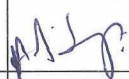


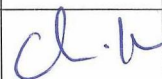
. <https://us04web.zoom.us/j/9701772697?pwd=L2NMUDRpUk9XdU55MEJReHRUR3g4QT09>

#### **Agenda of the BoS Meeting:**

1. To Review the R-22 MBA Courses
2. To Review the R-22 BBA Courses
3. To Review the R-22 B.Tech Minor Courses
4. To Review the R-22 Open Electives
5. To Review the R-22 B.Tech Mandatory Courses
6. Any other points with the permission of Chairperson.

The following members were presented either thorough offline or online.

S. NO	Name of the Member	Designation	Role	Signature
1	Dr. Sarita Satpathy	HOD	Chairperson	
2	Dr. C. Chakrapani	Professor, IMT, Hyderabad.	External Member (Academics)	ONLINE
3	Dr. B. M. Rao	Professor	Internal Member	
4	Dr.K.Kalpana	Professor	Internal Member	
5	Dr. P. Lakshmi Narayanamma	Associate Professor	Internal Member	
6	Dr. K. Phani Kumar	Associate Professor	Internal Member	
7	Dr.Apoorva	Assistant Professor	Internal Member	

8	Dr. A. Sai Manideep	Assistant Professor	Internal Member	
9	Mr D. Vijayakrishna	Associate Professor	Member (Nominee- School Dean )	
10	Dr.Kalpana.Koneru	Professor	Member (Nominee-Dean R&D)	
11	Dr. Ch.Hymavathi	Associate Professor	Member Secretary	

Chairperson Dr. Sarita Satpathy, Professor and Head, Department of Management Studies, VFSTR opened the meeting by welcoming and introducing the external members, invitees, and internal members. Chairperson presented about R-22 MBA & BBA Courses, R-22 B.Tech Minor Courses, R-22 Open Electives and R-22 Mandatory Courses.

**The following points were discussed in the BoS meeting:**

1. List of courses offered for both I BBA & I MBA with LTP structure was presented in the BOS meeting.
2. Also subjects with modified LTP structure was presented in BOS meeting. Following are the modified subjects.
  - a. Business Statistics for I BBA
  - b. Marketing Management for I MBA
3. Suggested to give credit flexibility(LTP) to teachers

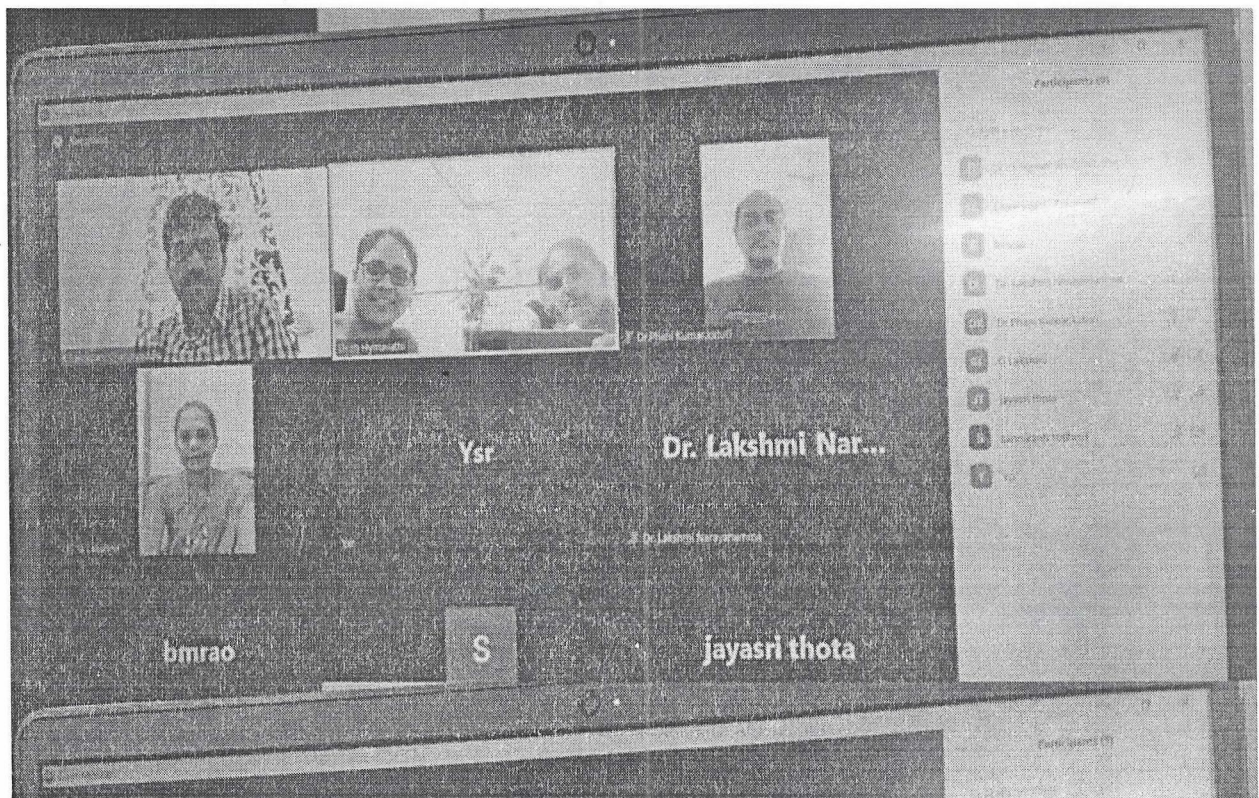
**The following are the resolutions made after the discussion:**

1. All courses of both BBA and MBA were approved with both existing and modified LTP structure.

  
Member Secretary

  
Chairperson





  
**Member Secretary**

  
**Chairperson**



## DEPARTMENT OF MANAGEMENT STUDIES

### APPENDIX I

#### 22BB112 – Business Statistics

##### Hours per week

L	T	P	C
1	4	0	3

**Pre-Requisite Knowledge:** Basics in Elementary Mathematics

#### **Course Description and Objectives:**

The objective of this course is to provide the basic knowledge of the various statistical techniques useful to managers in their decision-making. Students will learn statistical tools like measures of central tendency, dispersion, probability and probability distributions.

#### **Module – 1**

##### **UNIT-1**

4L+16T+0P=20 Hours

#### **Introduction to statistics, Charts and Graphs.**

Introduction, why statistics is important for managers, why we need data, levels of measurement, basic statistical concepts, population and sample, descriptive and inferential statistics, parameter and statistic. Charts and graphs: frequency distribution, Graphical presentation of data.

##### **UNIT-2**

4L+16T+0P =20 Hours

#### **Measures of central tendency and Dispersion**

Introduction, central tendency, measures of central tendency, Mathematical averages: arithmetic mean, geometric mean, harmonic mean. Positional averages: median, mode, quartile, deciles, percentiles. Introduction, measures of dispersion, methods of measuring dispersion: Range, inter quartile range, mean deviation, standard deviation, skewness and kurtosis.

#### **Practices:**

- Importance of statistics for managers,
- Levels of measurement,
- Population and sample,
- Descriptive and inferential statistics,
- Parameter and statistic.
- Frequency distribution,
- Various types of diagrams,
- Types of mathematical averages with examples,
- Positional averages.



## Module – 2

### UNIT-1

4L+16T+0P=20 Hours

Probability: Introduction to probability, concept of probability, basic rules, counting rules, probability assigning techniques: Classical technique, relative frequency technique, subjective approach, types of probability: marginal probability, union probability, joint probability, conditional probability, Bayes' theorem.

### UNIT-2

4L+16T+0P=20 Hours

#### Probability Distributions

Discrete and continuous probability distributions: Introduction, difference between discrete and continuous random distributions, Discrete probability distributions: Binomial distribution, Poisson distribution: Continuous distribution: Normal distribution.

#### Practices:

- Terminology used in probability.
- Applications of Addition theorem of probability.
- Applications of multiplication theorem of probability.
- Conditional probability.
- Bayes theorem.
- Binomial distribution.
- Poisson distribution.
- Normal distribution.

#### Skills:

(These activities are only indicative; the Faculty member can innovate)

- Collect statistical information's from Magazines, Newspapers, Television, Internet etc.,
- Collect interesting statistical facts from various sources and paste it in your notebook.
- Collect a primary data about the mode of transport of your school students. Classify the data and tabulate it.
- From the mark sheets of your class, form the frequency tables, less than and more than cumulative frequency tables.

#### Course Outcomes:

By the end of this course, it is expected that the student will be able to learn the following aspects:

COs No.	Course Outcomes	Blooms Level	Module No.	Mapping with POs
1	Define statistics, become aware of wide range of applications in statistics, types of data, tabulation of data, construct a histogram, frequency polygon, an ogive, pie chart.	Apply	1	1,2
2	Apply various measures of variability-range, MD, QD, standard deviation, and to know.	Apply	1	2
3	Understand the concepts of probability and its applications in business.	Analyze	2	3
4	Understand the various discrete and continuous probability distributions.	Analyze	2	4
5	Interpret the statistical results and prepare a good report.	Analyze	2	5,6

**Text Books:**

1. Business Statistics, Naval Bajpai, Pearson.
2. Statistics for Management, Richard I. Kevin, Davis S. Rubin, Sanjay Rastogi, Masood Husain Siddiqui, Pearson, 7<sup>th</sup> Edition.

**Reference Books:**

1. J. K. Sharma, Business statistics problems and solutions, Pearson.
2. J. K. Sharma, Business statistics, Vikas, 4th edition.
3. Naval Bapai Business Statics, 2nd edition.

**22MS509      Marketing Management****Hours per Week:**

L	T	P	C
1	4	0	3

**Prerequisite Knowledge: Basic Knowledge on Marketing Management****Course Description and Objectives:**

The course is designed to provide students with an overview of the decision making process in marketing. Marketing decision-making is a process that is essentially wrapped around the fundamental goal of creating value in the marketplace. This requires a professional knowledge of market drivers, competitors' capabilities, technological trends and the market dynamics of value. The orientation is toward the kinds of marketing decisions that managers must make within the modern business environment. The primary goal of this course aims at making students understand concepts, philosophies, processes and techniques of managing the marketing operations of a firm.

**Module – 1****Unit – 1****3L+12T+0P = 15 Hours****Fundamentals of Marketing, STP, Product and Pricing Strategies:**

Introduction- Definition, Importance and scope of marketing, Philosophies of marketing management, Elements of marketing - Needs, Wants, Demands, Customer, Consumer, Markets and marketers; Marketing vs selling, Consumer markets and industrial markets.

Concept of marketing management, Marketing – Mix, Marketing organizations – Evolution and functions, Marketing environment, Factors affecting marketing environment, Marketing information system and marketing research.

**Unit – 2****Market Segmentation, Targeting and Positioning:**

Segmenting the market – Levels and patterns of segmentation, Market segmentation procedure, Basis for consumer/industrial market segmentation. Market targeting – Introduction, Factors to be considered for targeting, Evaluating and selecting market segments, Product positioning - Introduction, Developing and communicating a positioning strategy – Positioning errors and possibilities, positioning strategies.

Practices:

- Case let on Communication Strategy
- Case let on Segmentation
- Case let on Targeting and Positioning



## Module – 2

### Unit – 1

3L+12P+0P = 15 Hours

#### Promotion and Distribution Strategies:

Marketing Mix Decisions – Product & Pricing Decisions:

New Product Development- Concept and necessity for development, Challenges in new product development, New product planning and development process, Product-Mix, Branding and packaging decisions, Product life cycle – Stages and strategies. Pricing decisions - Pricing objectives, Process of pricing, Methods of setting Price, Pricing strategies.

### Unit – 2:

Marketing - Mix Decisions - Channel and Promotional Decisions

Channels of distribution for consumer / industrial products, Channel functions, Management of channels, Factors affecting channel decisions, Wholesaling and retailing, Promotion - Promotion-mix, Advertising, Sales Promotion, Personal selling, Direct marketing, Publicity and public relations.

Recent Trends in Marketing

Introduction, E-commerce, E-marketing, E-Retailing, Relationship marketing, Mobile marketing, Green marketing, Affiliate marketing, Multi-channel Marketing.

Roles and Responsibilities of Marketing Manager, Brand manager, Marketing research Analyst, sales manager.

#### Practices:

- Discussion on pricing strategies of different companies.
- Discussion on distribution strategies of FMCG sector.
- Brainstorming session on new product development.
- Group discussion on 4P's of Marketing.

#### Course Outcomes:

Upon successful completion of this course, students will have the ability to:

CO No.	Course Outcomes	Blooms Level	Module No.	Mapping with POs
1	Demonstrate basic concepts of marketing and elements of marketing environment.	Apply	1	4, 1, 2
2	Apply the knowledge in segmenting markets, target and launch with apt product positioning strategies.	Apply	1	4, 2, 3
3	Application of marketing principles to make channel and promotional decisions.	Apply	2	5, 4, 6
4	Apply advanced concepts of marketing, changing trends and their applicability in today's competitive world.	Apply	2	4, 3, 2
5	Analyze the factors that influence product and pricing decisions.	Analyze	2	2, 4, 1

**Text Books:**

1. Phillip Kotler: Marketing Management, Philip Kotler, K.L.Keller 16/e, Pearson Publishers, 2022.
2. Principles of Marketing, Philip, Kotler Gary Armstron Pearson Publications 2018.

**References:**

1. Rajan Saxena, Marketing Management 4/e TMH, 2009
2. Stanton William J., Fundamentals of Marketing, McGraw Hill, N. Delhi 10th Ed.
3. V.S.Ramaswamy, S.Namakumari: Marketing Management, 4/e, Macmillan, 2009.