



DEPARTMENT OF MANAGEMENT STUDIES

2nd BOS-MBA Meeting Agenda

Respected Sir/Madam,

All members of the Board of Studies (BoS) – Department of Management Studies are hereby informed that the **2nd BoS Meeting** is scheduled as follows:

- **Date:** 13-05-2025
- **Time:** 03:00 PM
- **Mode:** Hybrid (In-person at the Conference Hall and Online via Zoom)
- **Meeting Link:**

<https://us06web.zoom.us/j/84143919451?pwd=DHqXHxjyA64xebS9w5Qw3CKRbqzsub.1>

Your presence is requested to discuss and approve the proposed academic matters as per the agenda below.

Agenda:

1. **Welcome Address** by the Chairperson, BoS.
2. To review and approve the **proposed curriculum for MBA. Master of Business Administration – II MBA (I & II Semesters)**, effective from the academic year **2025–2026**.
3. To discuss and finalize the syllabus for **II MBA – I Semester** (Master of Business Administration), for the following courses:
 - i. Operations Research (R24MB301)
 - ii. Consumer Behavior (R24MB302)
 - iii. Retail Management (R24MB303)
 - iv. Digital Social Media Marketing (R24MB304)
 - v. Leadership and Change Management (R24MB305)
 - vi. Human Capital Management (R24MB306)
 - vii. Compensation and payroll Management (R24MB307)
 - viii. Investment Analysis and Portfolio Management (R24MB308)
 - ix. Managing Banks and Financial Institutions (R24MB309)
 - x. Financial Markets and Services (R24MB310)
 - xi. Essentials of Business Analytics (R24MB311)
 - xii. Text, social media & web Analytics (R24MB312)
 - xiii. Marketing Analytics (R24MB313)
4. To discuss and finalize the syllabus for **II MBA - II Semester** (Master of Business Administration) for the following courses:



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- i. Logistics and supply chain management (R24MB401)
 - ii. Service Marketing (R24MB402)
 - iii. Tourism and Hospitality Management (R24MB403)
 - iv. Global Marketing Management (R24MB404)
 - v. Labor Welfare and employment laws (R24MB405)
 - vi. International HRM (R24MB406)
 - vii. Employee Relations and engagement (R24MB407)
 - viii. Global Financial Management (R24MB408)
 - ix. Financial Risk Management (R24MB409)
 - x. Corporate Finance (R24MB410)
 - xi. Financial Analysis (R24MB411)
 - xii. HR Analysis (R24MB412)
 - xiii. Econometrics and Business Forecasting (R24MB413)
5. To discuss and finalize the Syllabus of II B.Tech I & II Semester (Common to all UG Program) for the following:
- i. Universal Human Values Understanding Harmony and Ethical Human Conduct (R24HS03)
 - ii. Logical Reasoning and Corporate Skills (R24HS04)
 - iii. Numerical and Professional Communication Skills (R24HS05)
 - iv. Financial Management and Economics (R24HS06)
 - v. Intellectual Property Rights (R24MC04)
6. To discuss and finalize the syllabus for the II MCA I & II Semester (Master of Computer Applications):
- i. Digital Marketing (R24MBA2201)
 - ii. Human Resource Management (R24MB1202)
7. To suggest improvements in **Teaching-Learning Methodologies**, and finalize **Co-Curricular and Extra-Curricular Activities** for the academic year 2025–2026.
8. To discuss any other academic matters with the permission of the Chair.
9. Any miscellaneous issues.

Chairperson
Board of Studies (MBA)
Avanthi Inst. of Engg. & Tech. (Autonomous)
Cherukupally(V), Near Tagarapuvalasa Bridge,
Bhogapuram(M), Vizianagaram(Dist. 531162)



DEPARTMENT OF MANAGEMENT STUDIES

Minutes of the 2nd Board of Studies (BOS)

Mode: Through Hybrid Mode

Topic: 2nd Board of Studies Meeting-Program Master of Business Administration

Date & Time: May 13, 2025, 03:00 PM to 5 PM, India

Join Zoom Meeting

<https://us06web.zoom.us/j/84143919451?pwd=DHqXHxjyA64xebS9w5Qw3CKRbqzsub.1>

Meeting ID: 84143919451 **Passcode:** 266971

The Department of Management Studies conducted its 2nd Board of Studies (BoS) Meeting for the MBA program on May 13, 2025, in hybrid mode (Zoom Link and Physically at Conference hall). The meeting focused on reviewing and approving the II MBA curriculum and I and II syllabus under R24 regulations.

Members Present:

1. **Dr.P.Sreedevi**
Assistant Professor
JNTU-GV College Engineering, JNTU-GV, Vizianagaram
2. **Dr.B.Srirangacharyulu**
Associate Professor, Decision Sciences
Indian Institute of Management (IIM). Visakhapatnam.
3. **Dr.K.V. Ramana Murthy**
Associate Professor, Department of Commerce and Management,
Andhra University, Visakhapatnam.
4. **Mr. G.Venkata Dhasaradh Ram Reddy**
Principal Consultant, IT Operations
GENPACT-Hyderabad.
5. **All Faculty Members**
Department of Management Sciences
Avanthi Institute of Engineering and Technology (Autonomous)
6. **Dr.Gandi Satyanarayana**
Dean-Academics and Professor of CSE
Avanthi Institute of Engineering and Technology (Autonomous)
7. **Dr.U.Ramu**
Associate Professor & Head
Department of Management Studies
Chairperson, Board of Studies
Avanthi Institute of Engineering and Technology (Autonomous)



Item 1:

Welcome Address by the BOS Chairperson.

Resolutions:

- **Dr. U. Ramu**, Associate Professor & Head, Department of Management Studies, and **Chairperson – Board of Studies**, extended a warm welcome to all the esteemed BOS members. He conveyed heartfelt gratitude for their presence and the valuable time they dedicated to the academic deliberations.
- **Chairperson** presented a summary of the Minutes of the 2nd BoS Meeting **and confirmed that the Regulations (R24), along with the I MBA Course Structure and Semester- I & II Syllabus, were approved by the 1st Academic Council** without any modifications.
- Chairperson highlighted that the syllabus must align with **Outcome Based Education (OBE)**, which is a mandatory requirement in view of the revised NAAC accreditation framework and the National Education Policy (NEP)-2020.
- **With the consent of the BOS members, the Chairperson informed that the implementation of the R24 Curriculum and Syllabus for the Academic Year: 2024–2025 admitted batch (I Year, I and II Semesters) was successfully carried out.**
- **The Chairperson presented the Proposed Course Structure and Syllabus for II MBA II Year Semesters I & II. He emphasized the need to strengthen industry-academia collaboration in designing a curriculum that is contemporary, holistic, and career-oriented, ensuring that it addresses current trends and employer expectations.**

Item 2:

To discuss, review, and approve the proposed curriculum for the MBA Program for II MBA –I & II Semesters, effective from the Academic Year 2025–2026:

1. II MBA I Semester Course Structure
2. II MBA II Semester Course Structure

Members Suggestions:

- The members of the Board of Studies thoroughly reviewed the proposed curriculum for both semesters.
- A suggestion was made to adopt a **single specialization model**, as followed by several universities, to promote deeper subject expertise.
- However, the **BOS Chairperson** emphasized that in alignment with the **National Education Policy (NEP) 2020**, students should be offered greater flexibility and a broader learning scope.



Therefore, the Chairperson proposed the inclusion of **dual specializations**.

- The **Dean of Academics** supported this proposal, stating that although JNTU-GV currently follows the **R19 syllabus**, it is essential to revise the curriculum in accordance with **NEP 2020 guidelines**. He further noted that several autonomous colleges under JNTU-GV have already implemented **dual specializations** with university approval.

Resolutions:

- After detailed discussions and careful consideration of members' opinions and student employability, the Board unanimously resolved to **implement Dual Specializations**.
- Students will be allowed to **choose any two specializations** from the following:
 - Finance
 - Human Resource Management
 - Marketing
 - Business Analytics
- The Board of Studies **approved the proposed course structures for II MBA I and II Semesters** with the inclusion of **Dual Specializations**, effective from the **Academic Year 2025–2026**.
- After detail Brainstorming on Specializations and Majority members opinion and students employability finally are agreed to implement Dual Specializations (out of Finance, HR, Marketing and Business Analytics Choose any Two)
- The members of the Board **approved II MBA I and II Semesters curriculum with Dual Specializations**.

Item 3:

To discuss and finalize the syllabus for II MBA I Semester for the following Course wise Syllabus

- R24MB301 Operations Research
- R24MB302 Consumer Behavior
- R24MB303 Retail Management
- R24MB304 Digital Social Media Marketing
- R24MB305 Leadership and Change Management
- R24MB306 Human Capital Management
- R24MB307 Compensation and payroll Management
- R24MB308 Investment analysis and portfolio Management
- R24MB309 Managing Banks and Financial Institutions



- R24MB310 Financial Markets and Services
- R24MB311 Essentials of Business Analytics
- R24MB312 Text, social media & Web Analytics
- R24MB313 Mmarketing Analytics

Members Suggestions:

- The members reviewed the course-wise syllabus for the **II MBA I Semester** and expressed their satisfaction with the structure and content of the proposed courses.
- Members suggested carrying out a detailed CO-PO mapping exercise for each course and presenting the updated matrix for final approval.
- The members suggested that in the course "**Leadership and Change Management**," **Unit – II**, a **comprehensive list of leadership theories** should be included. It was noted that only a few theories are currently mentioned, and incorporating a broader range would enhance the depth and academic value of the unit.

Resolutions:

- The members' suggestions have been **duly incorporated** into the respective courses, including the enhancement of content in "*Leadership and Change Management*" and other proposed courses. Additionally, the **CO-PO mapping for all courses was carefully reviewed and modified wherever necessary** to ensure accurate alignment with the program's learning objectives.
- After thorough discussion and verification, **the Board approved the revised course-wise syllabus for II MBA I Semester.**

Item 4:

To discuss and finalize the course-wise syllabus for II MBA II Semester of the MBA program.

- R24MB401 Logistics and Supply Chain Management
- R24MB402 Service Marketing
- R24MB403 Tourism and Hospitality Management
- R24MB404 Global Marketing Management
- R24MB405 Labor Welfare and Employment Laws
- R24MB406 International HRM
- R24MB407 Employee Relations and engagement
- R24MB408 Global Financial Management



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- R24MB409 Financial Risk Management
- R24MB410 Corporate Finance
- R24MB411 Financial Analysis
- R24MB412 HR Analytics
- R24MB413 Econometrics and Business Forecasting

Members Suggestions:

- Members proposed renaming the course "Labor Welfare and Employment Laws" to "Labour Legislations and Employment Laws" to enhance clarity and better align with academic standards and contemporary terminology.
- Members recommended encouraging students to **enroll in MOOC/NPTEL/SWAYAM courses**, in accordance with directives from AICTE and JNTU-GV, to enhance their learning experience and support Blended/lifelong learning
- Members strongly suggested as part of their project, the following suggestions are made students should:
 - Students should enroll in a **relevant NPTEL course related to the project domain.**
 - The **project work should be aligned with the MOOC topic** to ensure thematic consistency and deeper learning.
 - Students should be **motivated to publish a research paper** based on their project work to cultivate research culture and academic contribution.
- Members reviewed the course content and expressed satisfaction with the design and relevance of the syllabus.

Resolutions:

- The **revised course title** "*Labour Legislations and Employment Laws*" was reviewed and **approved** by the Board to enhance academic clarity and relevance.
- The **syllabus for the above-mentioned course** was thoroughly discussed and **unanimously approved** by the Board.
- The **BOS Chairperson assured the members** that the department will take all necessary measures to **encourage and facilitate student enrollment in MOOC courses** (NPTEL/SWAYAM), in alignment with AICTE and JNTU-GV **guidelines**.
- Chairperson assured to implement the above suggestions for the benefit of the students.
- The **Board unanimously approved the complete syllabus for MBA–IV Semester courses**, which shall be **implemented from the Academic Year 2025–2026**.



Item 5:

To discuss and finalize the following Courses wise syllabus of II B.Tech I and II Semester (Common to all UG Programs)

- R24HS03 Universal Human Values-Understanding Harmony & Human Ethical Conduct
- R24HS04 Logical Reasoning and Corporate Skills
- R24HS05 Numerical and Professional Communication Skills
- R24HS06 Financial Management and Economics
- R24MC04 Intellectual Property Rights

Members Suggestions:

- The **Dean-Academics** addressed the members during the **combined BoS meeting**, highlighting that based on the **valuable suggestions received at the Undergraduate (UG) level**, the department has taken proactive steps to **enhance employability skills** among students.

In response, the following **industry-relevant courses have been introduced**:

1. "Logical Reasoning and Corporate Skills"
2. "Numerical and Professional Communication Skills"

These courses are **designed to integrate both reasoning and communication skills**, thereby aligning with **current industry requirements** and strengthening the **placement readiness** of students.

- Members are review the above syllabus and expressed satisfaction o course wised syllabus.

Resolutions:

- The **Dean-Academics and respective departments** were authorized to implement these courses from the upcoming academic year, ensuring proper delivery and outcome-based learning.
- The **syllabus for the above-mentioned courses was unanimously approved** by the Board after careful review.

Item 6:

To discuss and finalize the Syllabus of II MCA IV Semester

- R24MBA2201 Digital Marketing
- R24MB1202 Human Resource Management

Members Suggestions:

- The **Chairperson** informed the members that the above courses were **proposed by the**



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Department of MCA and the syllabus was carefully prepared in alignment with the academic and industry requirements.

- After a detailed review of the course-wise syllabus, the members expressed their satisfaction with the structure, content, and relevance of both courses.

Resolutions:

- The Board appreciated the initiative to integrate **management-oriented electives** into the MCA curriculum, enhancing interdisciplinary knowledge and employability.
- The Board unanimously **approved the syllabi** for the following courses to be implemented in the II MCA – IV Semester under R24 Regulations:
 - **R24MBA2201 – Digital Marketing**
 - **R24MBA2202 – Human Resource Management**

Item 7 :

To suggest improvements in Teaching-Learning Methodologies, and finalize Co-Curricular and Extra-Curricular Activities for the academic year: 2025–2026.

Members Suggestions:

- Members recommended that **students should be encouraged to deliver seminars on recent and emerging topics** to enhance their presentation skills, subject awareness, and confidence.
- It was also suggested to **motivate students to pursue additional specializations through Online NPTEL courses**, enabling them to gain deeper knowledge in diverse domains and stay updated with current industry trends.
- Members emphasized that **faculty members should effectively utilize ICT (Information and Communication Technology) tools in the teaching-learning process** to enhance student engagement, improve conceptual understanding, and promote interactive learning experiences in line with **modern pedagogical practices**.
- Members suggested that the department should **organize Faculty Development Programs (FDPs) on recent trends in business and management practices**. These FDPs will help **faculty stay updated with current industry developments**, adopt innovative teaching methodologies, and effectively integrate contemporary topics into the curriculum

Resolutions:

- The Chairperson assured the members that all the above suggestions and recommendations will be **duly considered and implemented** in a phased and structured manner for the overall



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development of the department, improvement of teaching-learning quality, and enhancement of student outcomes.

Item 8 :

To discuss any other academic matters with the permission of the Chair.

Members Suggestions:

- Members recommended incorporating the concept of **Human Resource Development (HRD)** into the curriculum to enhance the depth and relevance of human resource studies.

Resolutions:

- The members agreed to include the HRD concept under the subject International Human Resource Management (IHRM) in the IV semester and approved.

Item 9 :

Any miscellaneous issues.

Members Suggestions:

- The Board agreed to **include the concept of Human Resource Development (HRD)** under the subject **International Human Resource Management (IHRM)** offered in the **IV Semester**
- The proposed addition was **approved unanimously** by the members.
- Members proposed that the department may **consider collaboration with industries or research institutions** for offering **joint certification programs** to enhance industry-academia integration and improve student employability.
- Members proposed that the department may consider collaboration with industries or research institutions for offering joint certification programs .

Resolutions:

- The inclusion of the HRD concept in the IHRM syllabus was formally approved.
- The department will explore potential partnerships with relevant industries and research institutions for joint certification initiatives, subject to feasibility and necessary approvals.

Attendance Sheet

S.No.	Name of the Member & Affiliation	Signature
1	Dr.B.Srirangacharyulu,	Approved on



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	Associate Professor, Decision Sciences Indian Institute of Management (IIM). Visakhapatnam.	6 th June, 2025.
2	Dr. K.V.Ramana Murthy Associate Professor Department of Commerce and Management Studies Andhra University, Visakhapatnam.	Approved on 6 th June, 2025.
3	Mr. G. Venkata Dhasaradh Ram Reddy Principal Consultant, IT Operations, GENPACT-Hyderabad	Approved on 6 th June, 2025.
4	Dr. P. Sreedevi, Assistant Professor, JNTU-GV College of Engineering, JNTU- GV, Vizianagaram.	Approved on 6 th June, 2025.
5	Ms. B. Santoshi HR Manager NRI Hospital	Approved on 6 th June, 2025.
6	Dr. Gandhi Satyanarayana Dean-Academics and Professor of CSE Avanathi Institute of Engineering and Technology (Autonomous)	
7	All the Department Faculty Avanathi Institute of Engineering and Technology (Autonomous)	
8	Dr. U. Ramu Associate Professor & Head, Chairperson- BOS, Avanathi Institute of Engineering and Technology (Autonomous)	

All Other Dept Members

1) Dr. P. Rajeswari -

2) Mr. T. Srinivas -

3) Mr. Sundararao Mamidi -

4) Mr. S. Suman Datta -

5) Ms. P. Sireesha -

6) Mr. R. Sai Mani Kumar -

7) Mr. P. Tejesri -

8) V. Dhanu Teja -

9) N. Nithin -

10) G. Mani Krishna -

11) B. Venitha Surya Kula -

Chairperson

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