



**Minutes of the meeting of Board of Studies, Department of Management Studies held on
1st July 2022 at 11:30 A.M in Board Room**

The following members were present in the meeting.

Board of Studies -Department of Management Studies

1	Dr. P. Chakradhar, Head of the Dept. Management Studies, VJIT.	Chairman	
2	Dr. Sindhu, Professor of Management, SMS, JNTUH.	JNTUH Nominee	
3	Dr. A.Vidyadhar Reddy, Professor, Institute of Public Enterprise (IPE), Hyderabad	External Member	
4	Dr. S. Vijaya Lakshmi, Professor & Registrar, ICFAI Foundation for Higher Education (IFHE), Hyderabad.	External Member	
5	Dr. L. Lokanandha Reddy, Associate Professor, University of Hyderabad	External Member	
6	Dr. P.S.S Murthy, Professor, School of Management, Anurag University, Hyderabad	External Member	
7	Ms. Nidhi Anand, Assistant Vice President, Transitions- Genpact Hyderabad	Industry Member	
8	Dr. K.V.R. Satya Kumar, Dept. of Management Studies, VJIT	Internal Member	
9	Dr. Masarat Jahan, Dept. of Management Studies, VJIT	Internal Member	
10	Mrs. P. Suneela Bharathi, Dept. of Management Studies, VJIT	Internal Member	

Item No. 1: Approval of the Proposed MBA Syllabi

The Chairman of Board of Studies (BoS) presented the syllabi of MBA I, II, III, IV semesters and course structure of the same. After discussing various aspects of the syllabi, the committee passed the following resolution:

Resolution (1): The members after thorough discussion resolved to implement the proposed syllabi and course structure for MBA from the academic year 2022-23.

Noted and Approved.

Item No. 2: Approval of open elective subjects syllabi for B.Tech course

a). The Chairman presented the detailed syllabi of following five subjects, to be offered as an open elective to the B.Tech students.

S.No	Course	Year/Sem.	Credits
1	Total Quality management (TQM)	III / I	3
2	Fundamentals of Marketing (FoM)	III / I	3
3	Banking and Insurance (B&I)	III / II	3
4	Digital marketing (DM)	III / II	3
5	Fundamentals of Entrepreneurship (FE)	IV / I	3

Resolution 2: It is resolved to approve the syllabi of the following five subjects to be offered as an open elective to the B.Tech students

S.No	Course	Year/ Sem.	Credits
1	Total Quality management (TQM)	III / I	3
2	Fundamentals of Marketing (FoM)	III / I	3
3	Banking and Insurance (B&I)	III / II	3
4	Digital marketing (DM)	III / II	3
5	Fundamentals of Entrepreneurship (FE)	IV / I	3

Noted and Approved.

Item No 3:- Approval of the Proposed BEFA and Cyber Laws Syllabi to be offered to B Tech students.

The Chairman of Board of Studies presented the syllabi of Business Economics and Financial Analysis and Cyber Laws to be offered to B.Tech students.

Resolution 3: It is resolved to approve the syllabi of Business Economics and Financial Analysis and Cyber Laws to be offered to the B.Tech students,

Noted and Approved.

Item No. 4: Approval of open elective subject's syllabi for M.Tech course

a). The Chairman presented the detailed syllabi of following two subjects, to be offered as an open elective to the M.Tech students.

S. No	Course	Year/Sem	Credits
1	Intellectual Property Rights (IPR)	1 / I	3
2	Logistics and Supply Chain Management (L&SCM)	1 / II	3

Resolution 4: It is resolved to approve the syllabi of the following two subjects to be offered as an open elective to the M.Tech students.

S.No	Course	Year/Sem	Credits
1	Intellectual Property Rights (IPR)	1 / I	3
2	Logistics and Supply Chain Management (L&SCM)	1 / II	3

Noted and Approved.

Item No 5:- Approval of Minors courses for B.Tech offered by the department - titled

***Business & Innovation Management (As per AICTE & JNTUH Guidelines)**

Year/Semester	Theory	Laboratory (3Hours1.5Credits)	Total Credits
III-I Semester	Foundations of Business Management		4
III- II Semester	Innovation & Design Thinking	Design thinking and ideation Laboratory	4.5
IV-I Semester	Business Ideation & Business Models	Business Plan Development	4.5
IV-II Semester	Any ONE of the following subjects: 1. Project management 2. Marketing Research 3. Legal Aspects of Business 4. Technology Management (if not studied in the regular course)		3
IV-II Semester	Mini Project • Field Study Report • Feasibility report on new ventures • Business Impact analysis		2
Total Credits			18

Resolution 5:- The members after thorough discussion resolved to implement the proposed syllabi of B.Tech, Minors from the academic year 2023-24.

Year/ Semester	Theory	Laboratory (3Hours1.5Credits)	Total Credits
III- I Semester	Foundations of Business Management		4
III- II Semester	Innovation & Design Thinking	Design thinking and Ideation Laboratory	4.5
IV-I Semester	Business Ideation & Business Models	Business Plan Development	4.5
IV-II Semester	Any ONE of the following subjects: 1. Project management 2. Marketing Research 3. Legal Aspects of Business 4. Technology Management (if not studied in the regular course)		3
IV-II Semester	Mini Project • Field Study Report • Feasibility report on new ventures. • Business Impact Analysis		2
Total Credits			18

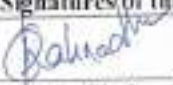
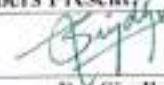
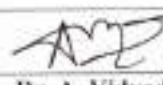
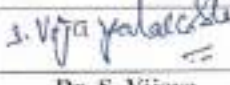
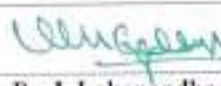
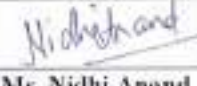
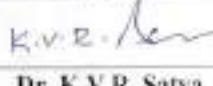
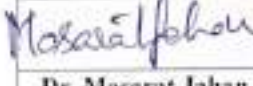
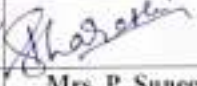
Item No. 6: To approve the Panel of examiners

The Chairman emphasized the necessity of Panel of Examiners. Their services will be utilized in the preparation of End-Semester Question paper(s) and Evaluation of End-Semester Examination Answer Scripts. They will be paid remuneration as per the recommendations of College Finance Committee and approval of Board of Governors (BoG).

Resolution 6: It is resolved to authorize that the Chairman BoS to prepare the Panel of examiners for the above MBA, B.Tech. (BEFA and five open elective subjects) B.Tech Minors, M.Tech. (two open electives) and submit to the Autonomous exam branch.

Noted and Approved.

Signatures of the Members Present:

 Dr. P. Chakradhar	 Dr. Sindhu	 Dr. A. Vidyadhar Reddy	 Dr. S. Vijaya Lakshmi
 Dr. L. Lokanandha Reddy	 Dr. P.S.S Murthy	 Ms. Nidhi Anand	 Dr. K.V.R. Satya Kumar
 Dr. Masarat Jahan	 Mrs. P. Suneela Bharathi		



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DEPARTMENT OF MANAGEMENT STUDIES

R-22 COURSE STRUCTURE



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SEMESTER I

Course Code	Course Title	Int. marks	Ext. marks	L	T	P	C
PC	Management & Organizational Behaviour	30	70	4	0	0	4
PC	Business Economics	30	70	4	0	0	4
PC	Financial Accounting & Analysis	30	70	4	0	0	4
PC	Research Methodology & Statistical Analysis	30	70	4	0	0	4
PC	Legal & Business Environment	30	70	4	0	0	4
PE	Open Elective: I (CBCS)						
	- E-Business - Rural Management - Innovation Management - Quality Management	30	70	3	0	0	3
PC Lab-1	Business Communication Lab	30	70	0	0	3	2
AC-1	Statistical Data Analysis Lab	30	70	0	0	3	2
TOTAL							27

SEMESTER II

Course Code	Course Title	Int. marks	Ext. marks	L	T	P	C
PC	Human Resource Management	30	70	4	0	0	4
PC	Marketing Management	30	70	4	0	0	4
PC	Corporate Finance	30	70	4	0	0	4
PC	MIS & ERP	30	70	4	0	0	4
PC	Operations Research	30	70	4	0	0	4
PC	Entrepreneurship	30	70	4	0	0	4
PE	Open Elective: II (CBCS)						
	- Project Management - Tourism & Hospitality Management - Green Business Management - Indian Taxation System	30	70	0	0	0	3
	Business Impact Analysis	50	-	0	0	2	2
TOTAL							29

- Students have to do summer internship during summer break



SEMESTER III

Course Code	Course Title	Intl marks	Ext Marks	L	T	P	C
PC	Production & Operations Management	30	70	4	0	0	4
PC	Business Analytics	30	70	4	0	0	4
PC	Logistics & Supply Chain Management	30	70	4	0	0	4
PE - 1	Professional Elective - I	30	70	4	0	0	3
PE - 2	Professional Elective - II	30	70	4	0	0	3
PE - 3	Professional Elective - III	30	70	4	0	0	3
	Summer Internship Report	50					2
	TOTAL						23

SEMESTER IV

Course Code	Course Title	Int. marks	Ext. marks	L	T	P	C
PC	Strategic Management	30	70	4	0	0	4
PC	Corporate Governance	30	70	4	0	0	4
PE - 4	Professional Elective - IV	30	70	4	0	0	3
PE - 5	Professional Elective - V	30	70	4	0	0	3
PE - 6	Professional Elective - VI	30	70	4	0	0	3
PW	Project Report -I Stage Submission (Seminar)	50	-	0	0	0	2
PW	Main Project	30	70	0	0	4	4
	TOTAL						23



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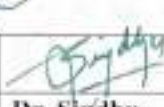
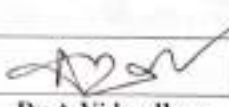
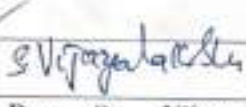
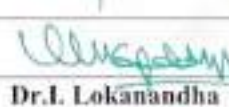
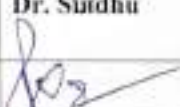
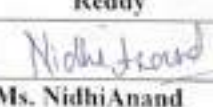
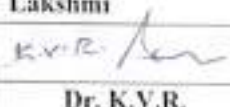
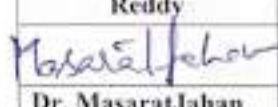
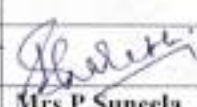
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PROFESSIONAL ELECTIVES

	MARKETING	HUMAN RESOURCES	FINANCE	ENTREPRENEURSHIP
Professional Electives 1	Advertising & Brand Management	Talent Management	Security Analysis & Portfolio Management	Startup Management
Professional Electives 2	Consumer Behaviour	Learning and Development	Strategic Cost Management	MSME Management
Professional Electives 3	Retailing & services Marketing	Management of Industrial Relations	Financial Institutions, Markets & Services	Family Business Management
Professional Electives 4	International Marketing	Global Human Resource Management	International Financial Management	Entrepreneurial Finance
Professional Electives 5	Digital Marketing	Performance and Compensation Management	Strategic Investment & Financing Decisions	Entrepreneurial Marketing
Professional Electives 6	Customer Relationship management	Leadership and Change Management	Risk Management & Financial Derivatives	Creativity Innovation and Entrepreneurship

			
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B.Tech. Minor in Business & Innovation Management (B& IM)
Course Structure- All Branches

Year/ Semester	Theory	Laboratory (3 Hours 1.5 Credits)	Total Credits
III- I Semester	Foundations of Business Management		4
III- II Semester	Innovation & Design Thinking	Design thinking and Ideation Laboratory	4.5
IV- I Semester	Business Ideation & Business Models	Business Plan Development	4.5
IV- II Semester	Any ONE of the following subjects: 1. Project management 2. Marketing Research 3. Legal Aspects of Business 4. Technology Management (if not studied in the regular course)		3
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Total Credits			18

Note: As per AICTE & JNTUH Guidelines

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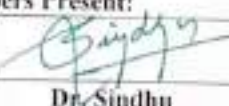
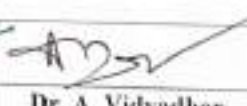
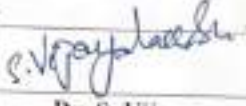
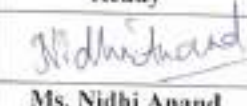
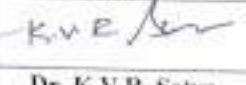
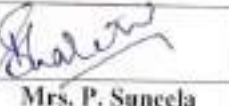
B.Tech

S.No	Course	Year	Credits
1	Business Economics and Financial Analysis (BEFA)	III	3

B.Tech (Open Elective)

S.No	Course	Year/Sem	Credits
1	Total Quality management (TQM)	III / I	3
2	Fundamentals of Marketing (FoM)	III / I	3
3	Banking and Insurance (B&I)	III / II	3
4	Digital marketing (DM)	III / II	3
5	Fundamentals of Entrepreneurship (FE)	IV / I	3

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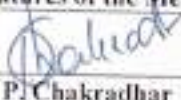
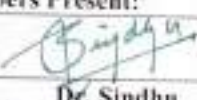
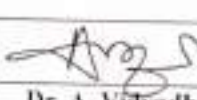
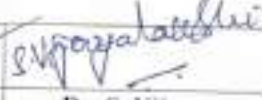
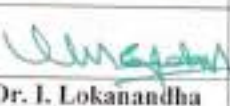
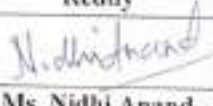
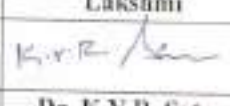
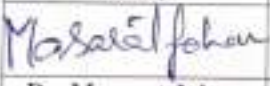
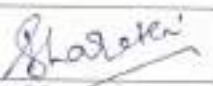
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M.Tech (Open Elective)

S.No	Course	Year/Sem	Credits
1	Intellectual Property Rights (IPR)	I / I	3
2	Logistics and Supply Chain Management (L&SCM)	I / II	3

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