



Board of Studies - Department of Management Studies

Minutes of the meeting of Board of Studies, Department of Management Studies held on 17th September, 2025 at 11.30 A.M in a virtual mode.

The following members were present in the meeting.

S.No.	Name of the Member	Designation	Signature
1	Dr. P. Chakradhar, Head of the Department, Management Studies, VJIT.	Chairman	
2	Dr. Sindhu, Professor of Management, SMS, JNTUH, Hyderabad.	JNTUH Nominee	
3	Dr. I. Lokanandha Reddy, Associate Professor, University of Hyderabad.	External Member	
4	Dr. P.S.S. Murthy, Professor, School of Management, Anurag University, Hyderabad.	External Member	
5	Dr. P. Narayana Reddy, Director General, ICBM, Hyderabad.	External Member	
6	Dr. Satish Grandhi, Vice President, Head, L & D Strategy, GOTTT, GSC, HSBC, Hyderabad.	Industry Member	
7	Mr. Bala Rama Chowdary, Project Manager, Legato Pvt. Ltd., Hyderabad.	Alumni	
8	Dr. Masarat Jahan, Assistant Professor, Dept. of Management Studies, VJIT.	Internal Member	
9	Dr. Madhavi Bolla, Assistant Professor, Dept. of Management Studies, VJIT.	Internal Member	
10	Mrs. K. Kavitha, Assistant Professor, Dept. of Management Studies, VJIT.	Internal Member	
11	Mrs. A.K. Srujana, Assistant Professor, Dept. of Management Studies, VJIT.	Internal Member	
12	Mr. K. Arjun Goud, Assistant Professor, Department of Management Studies, VJIT.	Internal Member	

Item No. 1: Approval of the Proposed MBA Syllabi

The Chairman of Board of Studies (BoS) presented the syllabus of MBA I, II, III, IV Semesters and course structure of the same.

Members of Board of Studies Suggested the Following Changes in the Proposed Syllabus:

- Board of Studies Members has suggested to offer ESG and Sustainability Management as an Open Elective in the place of Sustainability Management hence as per the suggestion, ESG and Sustainability Management Course is included in the MBA First Semester as an Open Elective.

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 2025-26.

Board has recommended to provide Hands-on experience by conducting Workshops/Guest Lectures in the following areas:

1. Digital Marketing
2. SPSS
3. Personal Finance
4. Payment Operations
5. Current Industrial Regulations
6. Prompt Engineering

Noted and Approved.



Item No. 2: Approval of Open Elective Subjects Syllabi for B.Tech. Course

The Chairman presented the detailed syllabi of following six subjects, to be offered as an open elective to the B.Tech. Students.

S. No.	Course	Year/Semester
1	Total Quality Management (TQM)	III/I
2	Essentials of Marketing (EoM)	III/I
3	Human Resource Management (HRM)	III/I
4	Banking and Insurance (B & I)	III/II
5	Digital Marketing (DM)	III/II
6	Fundamentals of Entrepreneurship (FoE)	IV/I

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

S. No.	Course	Year/Semester
1	Total Quality Management (TQM)	III/I
2	Essentials of Marketing (EoM)	III/I
3	Human Resource Management (HRM)	III/I
4	Banking and Insurance (B & I)	III/II
5	Digital Marketing (DM)	III/II
6	Fundamentals of Entrepreneurship (FoE)	IV/I

Noted and Approved.

Item No 3:- Approval of the Syllabi of subjects offered to the B.Tech. Branches

The Chairman presented the detailed syllabi of following three subjects, to be offered to the B.Tech. students.

S. No.	Course
1	Business Economics and Financial Analysis (BEFA)
2	Fundamentals of Management (FoM)
3	Organizational Behaviour (OB)

Resolution 3: It is resolved to approve the syllabi of the following three subjects to be offered to the B.Tech. students.

S. No.	Course
1	Business Economics and Financial Analysis (BEFA)
2	Fundamentals of Management (FoM)
3	Organizational Behaviour (OB)

Noted and Approved.

Item No. 4: Approval of Open Elective Subjects Syllabi for M.Tech. Course

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

S. No.	Course
1	Intellectual Property Rights (IPR)
2	Business Analytics (BA)

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

S. No.	Course
1	Intellectual Property Rights (IPR)
2	Business Analytics (BA)

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)	TotalCredits
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- IISemester	Any ONE of the following subjects: 1. Project management 2. Market Research 3. Legal Aspects of Business 4. Technology Management (if not studied in the regular course)		3
IV- IISemester	Mini Project Field Study Report /feasibility report on new ventures /Business Best Practices		2
TotalCredits			18

Resolution 5: The members after thorough discussion resolved to implement the proposed Syllabi of B.Tech. Minors.

Noted and Approved.



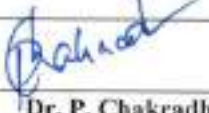
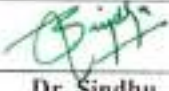
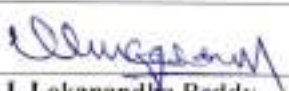
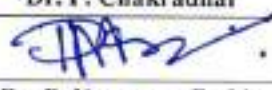
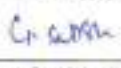
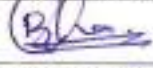
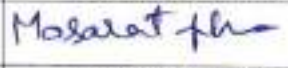
Item No. 6: To Approve the Panel of Examiners

The Chairman emphasized the necessity of Panel of Examiners. Their Services will be utilized in the preparation of Semester End Examination(s) Question Paper(s) and Evaluation of Semester End Examination(s) 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, FoM, OB and Open Elective Subjects), M.Tech. (Open Elective Subjects), B.Tech. Minors and submit to the Autonomous Exam Branch of the College.

Noted and Approved.

Signatures of the Members Present:

 Dr. P. Chakradhar	 Dr. Sindhu	 Dr. I. Lokanandha Reddy	 Dr. P.S.S. Murthy
 Dr. P. Narayana Reddy	 Dr. Satish Grandhi	 Mr. Balarama Chowdary	 Dr. Masarat Jahan
 Dr. Madhavi Bolla	 Mrs. K. Kavitha	 Mrs. A.K.Srujana	 Mr. K. Arjun Goud



DEPARTMENT OF MANAGEMENT STUDIES

R-25

COURSE STRUCTURE



MBA I YEAR COURSE STRUCTURE 2025-26

Semester – I

S. No	Course Code	Course Title	L	T	P	Internal	External	Credits
1.	25IECS1101	Management and Organizational Behaviour	4	0	0	40	60	4
2.	25IECS1102	Business Economics	4	0	0	40	60	4
3.	25IECS1103	Financial Reporting & Analysis	4	0	0	40	60	4
4.	25IECS1104	Research Methodology and Statistical Analysis	4	0	0	40	60	4
5.	25IECS1105	Legal and Business Environment	4	0	0	40	60	4
6.	25IEOE1101	Banking and Insurance	3	0	0	40	60	3
	25IEOE1102	Cyber Security						
	25IEOE1103	Rural Management						
	25IEOE1104	ESG and Sustainability Management						
7.	25IELB1101	Business Communication Lab	1	0	2	40	60	2
8.	25IELB1102	Statistical Data Analysis Lab	1	0	2	40	60	2
TOTAL			25	0	4	320	480	27

Semester- II

S. No	Course Code	Course Title	L	T	P	Internal	External	Credits
1.	25IECS1201	Human Resource Management	4	0	0	40	60	4
2.	25IECS1202	Marketing Management	4	0	0	40	60	4
3.	25IECS1203	Financial Management	4	0	0	40	60	4
4.	25IECS1204	Quantitative Analysis for Business Decisions	4	0	0	40	60	4
5.	25IECS1205	Entrepreneurship and Design Thinking	4	0	0	40	60	4
6.	25IECS1206	Production & Operations Management	4	0	0	40	60	4
7.	25IEOE1201	Project Management	3	0	0	40	60	3
	25IEOE1202	Business Ethics & Corporate Governance						
	25IEOE1203	Cross Cultural Management						
	25IEOE1204	Total Quality Management						
8.	25IESM1201	Start-up/MSME/ Innovation Development Plan /Sector Specific Report			2	100	-	1
TOTAL			27	0	2	380	420	28

Note: Students has to do summer internship during summer break



MBA II YEAR COURSE STRUCTURE 2025-26

Semester – I

S. No	Course Code	Course Title	L	T	P	Internal	External	Credits
1	251ECS2101	Supply Chain Management	4	0	0	40	60	4
2	251ECS2102	AI for Business	4	0	0	40	60	4
3	251ECS2103	Business Analytics	4	0	0	40	60	4
4		(MRKG/HRM/FIN/ENTP)	4	0	0	40	60	4
5		(MRKG/HRM/FIN/ENTP)	4	0	0	40	60	4
6		(MRKG/HRM/FIN/ENTP)	4	0	0	40	60	4
7	251ELB2101	Data Visualization Lab	1	0	2	40	60	2
8	251ESM2101	Summer Internship	0	4	0	100	0	2
TOTAL			25	4	2	380	420	28

Semester- II

S. No	Course Code	Course Title	L	T	P	Internal	External	Credits
1	251ECS2201	Strategic Management	4	0	0	40	60	4
2		(MRKG/HRM/FIN/ENTP)	4	0	0	40	60	4
3		(MRKG/HRM/FIN/ENTP)	4	0	0	40	60	4
4		(MRKG/HRM/FIN/ENTP)– Elective Specific Analytics Theory	2	0	0	40	60	2
5		Elective Specific Analytics Lab: Marketing/Finance/HRM/Entrepreneurship	0	0	4	40	60	2
6	251ESM2201	Pre-submission project Seminar	0	2	2	100	0	2
7	251EPR2201	Main Project Viva-Voce	0	0	4	0	100	4
TOTAL			14	2	10	300	400	22



LIST OF PROFESSIONAL ELECTIVE SUBJECTS

Students are required to select any One Specialization: Marketing, Finance, Human Resources, and Entrepreneurship and they need to select the Core Elective subjects listed under the chosen specialization only.

Course Code	SEM	Specialization	Credits
MARKETING			
251EE12101	II-I	Digital Marketing	4
251EE12102		Sales and Promotion Management	4
251EE12103		Brand Management and Consumer Behaviour	4
251EE12201	II-II	International Marketing	4
251EE12202		Services & Retail Management	4
251EE12203		Marketing Analytics-A	2
251ELB2201		Marketing Analytics Lab-B	2
FINANCE			
251EE12104	II-I	Security Analysis and Portfolio Management	4
251EE12105		FINTECH	4
251EE12106		Strategic Cost and Management Accounting	4
251EE12204	II-II	International Financial Management	4
251EE12205		Risk Management and Financial Derivatives	4
251EE12206		Financial Analytics-A	2
251ELB2202		Financial Analytics Lab-B	2
HUMANRESOURCES			
251EE12107	II-I	Talent and Performance Management	4
251EE12108		Learning and Development	4
251EE12109		Employee Relations	4
251EE12207	II-II	International Human Resource Management	4
251EE12208		Leadership and Change Management	4
251EE12209		HR Analytics – A	2
251ELB2203		HR Analytics Lab-B	2
ENTREPRENEURSHIP			
251EE12110	II-I	Startup and MSME Management	4
251EE12111		Family Business Management	4
251EE12112		Innovation and Entrepreneurship	4
251EE12210	II-II	Entrepreneurial Finance	4
251EE12211		Entrepreneurial Marketing	4
251EE12212		Technology Business Incubation-A	2
251ELB2204		Business Incubation-Idea Lab-B	2

Signatures of the Members Present:

Dr. P. Chakradhar	Dr. Sindhu	Dr. I. Lokanandha Reddy	Dr. P.S.S. Murthy
Dr. P. Narayana Reddy	Dr. Satish Grandhi	Mr. Balarama Chowdary	Dr. Masarat Jahan
Dr. Madhavi Bolla	Mrs. K. Kavitha	Mrs. A.K. Srujana	Mr. K. Arjun Goud



B.Tech.

S. No.	Course
1	Business Economics and Financial Analysis (BEFA)
2	Fundamentals of Management (FoM)
3	Organizational Behaviour (OB)

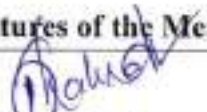
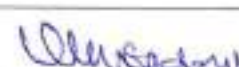
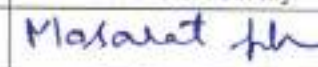
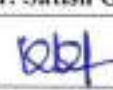
B.Tech. (Open Elective)

S. No.	Course	Year/Semester
1	Total Quality Management (TQM)	III/I
2	Essentials of Marketing (EoM)	III/I
3	Human Resource Management (HRM)	III/I
4	Banking and Insurance (B & I)	III/II
5	Digital Marketing (DM)	III/II
6	Fundamentals of Entrepreneurship (FoE)	IV/I

M.Tech. (Open Elective)

S. No.	Course
1	Intellectual Property Rights (IPR)
2	Business Analytics (BA)

Signatures of the Members Present:

 Dr. P. Chakradhar	 Dr. Sindhu	 Dr. I. Lokanandha Reddy	 Dr. P.S.S. Murthy
 Dr. P. Narayana Reddy	 Dr. Satish Grandhi	 Mr. Balarama Chowdary	 Dr. Masarat Jahan
 Dr. Madhavi Bolla	 Mrs. K. Kavitha	 Mrs. A.K.Srujana	 Mr. K. Arjun Goud

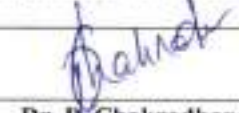
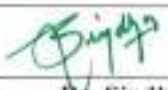
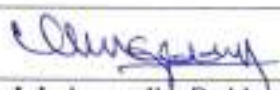
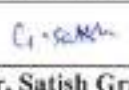
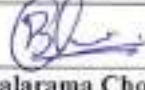
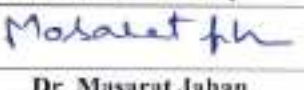
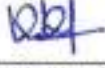


B.Tech. Minor in Business & Innovation Management (B & IM)

Course Structure: All Branches

Year/Semester	Theory	Laboratory (3Hours, 1.5Credits)	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. Market 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 Best Practices		2
Total Credits			18

Signatures of the Members Present:

			
Dr. P. Chakradhar	Dr. Sindhu	Dr. I. Lokanandha Reddy	Dr. P.S.S. Murthy
			
Dr. P. Narayana Reddy	Dr. Satish Grandhi	Mr. Balarama Chowdary	Dr. Masarat Jahan
			
Dr. Madhavi Bolla	Mrs. K. Kavitha	Mrs. A.K.Srujana	Mr. K. Arjun Goud