

ADITYA ENGINEERING COLLEGE

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Recognised by UGC under sections 2(f) and 12(B) of UGC Act, 1956

Aditya Nagar, ADB Road, Surampalem - 533437, Near Kakinada, E.G.Dt., Ph:99498 76662

Program Name : INTEGRATED MASTER OF BUSINESS ADMINISTRATION

Syllabus Revision for the Academic Year 2019-20

S.No	Semester	Course Code	Course Name	% of content revised for the existing year
1	VII	16IM701	Knowledge Management	100
2	VII	16IM702	Strategic Cost Management	100
3	VII	16IM703A	HR Planning	100
4	VII	16IM704B	Leadership Management	100
5	VII	16IM705C	Compensation and Reward Management	100
6	VII	16IM703D	Security Analysis	100
7	VII	16IM704A	Banking and Insurance Management	100
8	VII	16IM705B	Advanced Management Accounting	100
9	VII	16IM703C	Consumer Behavior	100
10	VII	16IM704D	Rural Marketing	100
11	VII	16IM705A	Supply Chain Management	100
12	VII	16IM703B	E-Business	100
13	VII	16IM704C	RDBMS	100
14	VII	16IM705D	Web Designing	100
15	VIII	16IM801A	Total Quality Management	100
16	VIII	16IM802B	Project Management	100
17	VIII	16IM803C	Performance Management	100
18	VIII	16IM804D	Strategic Human Resource Management	100
19	VIII	16IM805A	Organizational Development & Change Management	100
20	VIII	16IM803B	Strategic Financial Management	100
21	VIII	16IM804C	Portfolio Management	100

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S.No	Semester	Course Code	Course Name	% of content revised for the existing year
22	VIII	16IM805D	Financial Markets and Services	100
23	VIII	16IM803A	Customer Relationship Management	100
24	VIII	16IM804B	Strategic Marketing Management	100
25	VIII	16IM805C	Services Marketing	100
26	VIII	16IM803D	System Analysis & Design	100
27	VIII	16IM804A	Business Intelligence	100
28	VIII	16IM805B	Enterprise Resource Planning	100
29	III	175IM3T11	Principles of Management	0
30	III	175IM3T12	Cost Accounting	0
31	III	175IM3T13	Banking Theory & Practice	0
32	III	175IM3T14	Business Law	0
33	III	175IM3T15	Entrepreneurship Development	0
34	IV	175IM4T16	Organizational Behavior	0
35	IV	175IM4T17	Management Accounting	0
36	IV	175IM4T18	Company Law	0
37	IV	175IM4T19	Elements of Direct & Indirect Taxes	0
38	IV	175IM4T20	Management Information Systems	0
39	V	175IM5T21	Financial Management	0
40	V	175IM5T22	Marketing Management	0
41	V	175IM5T23	Human Resource Management	0
42	V	175IM5T24	Production & Operations Management	0
43	V	175IM5T25	Research Methodology	0
44	VI	175IM6T26	Operations Research	0
45	VI	175IM6T27	International Business	0
46	VI	175IM6T28	Strategic Management	0
47	VI	175IM6T29	Decision Support Systems	0
48	VI	175IM6P01	Minor Project	0

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S.No	Semester	Course Code	Course Name	% of content revised for the existing year
49	I	195IM1T01	English Language – I	0
50	I	195IM1T02	Business Mathematics & Statistics	0
51	I	195IM1T03	Fundamentals of Business Organization	0
52	I	195IM1T04	Financial Accounting – I	0
53	I	195IM1T05	Fundamentals of Computers	0
54	II	195IM2T06	English Language – II	0
55	II	195IM2T07	Business Environment	0
56	II	195IM2T08	Managerial Economics	0
57	II	195IM2T09	Financial Accounting – II	0
58	II	195IM2T10	Organizational Communications	0

Total number of courses in the academic year 2019-20	= 58
Number of courses having revision in syllabus content $\geq 20\%$ in the academic year 2019-20	= 28
Percentage of syllabus revision carried out in the academic year 2019-20 = $(28/58) \times 100$	= 48%

K. Shailaja
Program Coordinator

N. Uimal
Head of the Department

Head of the Department
Department of Management Studies
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Department of Management Studies

Date: 26-07-2019

Minutes of the IV meeting of BOS scheduled on 20/07/2019

The IV meeting of the BOS of Management Studies was held on 20th July 2019 at 11.00 AM at Cotton Bhavan Conference hall. Dr. N. Visalakshi, Chairperson presided over the meeting.

Agenda 4.1: Welcome address by Chair Person-BOS.

Dr. N. Visalakshi, BOS Chairperson, invited all the distinguished members of BOS to the IV Board of Studies meeting.

Agenda 4.2: Ratification of minutes of the previous Board of Studies meeting

BOS Members have ratified the previous BOS meeting minutes.

Agenda 4.3: Discussion on proposed AR19 MBA Program structure, AR19 MBA

Program - I & II semesters syllabus and ratification of the same.

BOS members accepted the syllabus of AR19 MBA Program - I & II semesters syllabus semester(s), and ratified the same.

Agenda 4.4: Discussion on proposed AR19 IMBA Program structure, AR19 IMBA

Program - I & II semesters syllabus and ratification of the same.

BOS members accepted the syllabus of AR19 IMBA Program - I & II semesters syllabus semester(s), and ratified the same.

Agenda 4.5: Discussion on the courses having focus on employability

/ entrepreneurship / skill development in the programmes of MBA & IMBA and ratification of the same.

The members of BOS ratified the courses having focus on employability/ entrepreneurship/ skill development in the AR19 MBA & IMBA programme.

Agenda 4.6: Discussion on the new courses offered in the AR19 MBA & IMBA programme and ratification of the same.

Members of BOS noted the new courses offered in the AR19 MBA & IMBA programme and ratified the same. The percentage of new courses introduced in the academic year 2019-20 for MBA is 18.6% and for IMBA is 48%. List of new courses is enclosed as Annexure-I.


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Agenda 4.7: Discussion on the value-added courses offered for MBA&IMBA students and ratification of the same.

Members of BOS ratified the value-added courses offered for MBA & IMBA students.

Agenda 4.8: Analysis of Results

Members of BOS noted the result analysis presented by the Chairperson for the A.Y.2018-19 and ratified the same.

Agenda 4.9: Discussion on the AR19 MBA& IMBA Programmes in which choice based credit system/elective courses system is being implemented and ratification of the same

BOS members accepted choice based credit system/elective courses system is being implemented and ratified the same

Agenda 4.10: Discussion on the percentage of syllabus revision done in MBA and IMBA programs and ratification of the same.

The Chairperson presented that of syllabus revision done in MBA and IMBA programs and the BOS members approved the same. The percentage of courses revised in the academic year 2019-20 for MBA is 25.4% and for IMBA is 48%. List of courses revised is enclosed in Annexure-II.

Agenda 4.11: Analysis of Stakeholder's Feedback on Curriculum

The BOS Chairperson presented the analysis report of Stakeholder's feedback on curriculum. The BOS members noted the same and advised to incorporate the suggestions as per the feasibility. The Action Taken Report is enclosed as Annexure-III.

Agenda 4.12: Any other items.

- i. Suggested to students that they should select as open elective for the course of MBA-I semester either with cross cultural management or rural innovation projects or MOOCS related management courses other than the courses listed in the syllabus.
- ii. Suggested to students that they should select as open elective for the course of MBA-II semester either with the project management or Technology management or Lean management or DBMS

Agenda 4.13: Analysis of Students Feedback & Action Taken Report

The Chairperson expressed the students' feedback and action taken report. Members of BOS noted the students' feedback and action taken report process initiated at the end of each semester. The BOS members noted the same

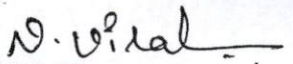

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Agenda 4.14: Scheduling of next board of studies meeting.

Next BOS meeting is tentatively scheduled in the month of December, 2019.

Agenda 4.15: Vote of Thanks

The Chairperson presented the Vote of Thanks.


BOS Chairperson

Head of the Department
Department of Management Studies
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Annexure-I

List of New Courses in the Academic Year 2019-20

S. No	Program	Semester	Course Code	Course Name
1.	MBA	I	194MB1T01	Management and Organizational Behavior.
2.	MBA	I	194MB1L01	Business Communication and Soft Skills Lab.
3.	MBA	I	194MB1O01	Cross Cultural Management.
4.	MBA	I	194MB1O02	Rural Innovation Projects.
5.	MBA	I	194MBMOOC1	MOOCs: SWAYAM/NPTEL.
6.	MBA	II	194MB2O05	Technology Management.
7.	MBA	II	194MB2O06	Lean Management.
8.	MBA	II	194MB2O07	Data base Management System.
9.	MBA	II	194MB2O04	Project Management.
10.	MBA	II	194MB1L02	Information Technology – Lab – I (Spreadsheet and Tally).
11.	MBA	II	194MB2L03	IT-Lab – 2 (R Programming).
12.	IMBA	VII	16IM701	Knowledge Management
13.	IMBA	VII	16IM702	Strategic Cost Management

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14.	IMBA	VII	16IM703A	HR Planning
15.	IMBA	VII	16IM704B	Leadership Management
16.	IMBA	VII	16IM705C	Compensation and Reward Management
17.	IMBA	VII	16IM703D	Security Analysis
18.	IMBA	VII	16IM704A	Banking and Insurance Management
19.	IMBA	VII	16IM705B	Advanced Management Accounting
20.	IMBA	VII	16IM703C	Consumer Behavior
21.	IMBA	VII	16IM704D	Rural Marketing
22.	IMBA	VII	16IM705A	Supply Chain Management
23.	IMBA	VII	16IM703B	E-Business
24.	IMBA	VII	16IM704C	RDBMS
25.	IMBA	VII	16IM705D	Web Designing
26.	IMBA	VIII	16IM801A	Total Quality Management
27.	IMBA	VIII	16IM802B	Project Management
28.	IMBA	VIII	16IM803C	Performance Management
29.	IMBA	VIII	16IM804D	Strategic Human Resource Management
30.	IMBA	VIII	16IM805A	Organizational Development & Change Management
31.	IMBA	VIII	16IM803B	Strategic Financial Management
32.	IMBA	VIII	16IM804C	Portfolio Management
33.	IMBA	VIII	16IM805D	Financial Markets and Services
34.	IMBA	VIII	16IM803A	Customer Relationship Management
35.	IMBA	VIII	16IM804B	Strategic Marketing Management

36.	IMBA	VIII	16IM805C	Services Marketing
37.	IMBA	VIII	16IM803D	System Analysis & Design
38.	IMBA	VIII	16IM804A	Business Intelligence
39.	IMBA	VIII	16IM805B	Enterprise Resource Planning

N. Vital
BOS Chairperson

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Annexure-II

List of Courses Revised in the Academic Year 2019-20

S. No	Program	Semester	Course Code	Course Name
1	MBA	I	194MB1T02	Managerial Economics
2	MBA	I	194MB1T03	Accounting for Managers
3	MBA	I	194MB1T04	Quantitative Analysis for Business Decisions
4	MBA	I	194MB1T05	Legal and Business Environment
5	MBA	I	194MB1T06	Business Communication and Soft Skills

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BOS Chairperson

Head of the Department
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Annexure III

Action Taken Report on Stakeholders Feedback in the Academic Year 2019-20

S. No	Agenda Item No.	Stakeholders Recommended	Action Taken
1.	4.11	Employer suggested to have open electives courses	As per Discussion Rural Innovation Projects(194MB1O02), Technology (194MB2O05)Management, Lean Management(194MB2O06)& Data base Management System(194MB2O07) are offered as open electives in 1 st and 2 nd semesters
2.	4.11	Encourage the students to complete more skill oriented courses	As per discussions value added course with hand on training will be implemented
3.	4.11	Suggested to have more skill oriented courses in curriculum	As per Discussion Project management course (194MB2O04) is included in curriculum
4.	4.11	It is better to acquire more advanced and better skills	IT-Lab - R Programming (194MB2L03) is included in academics
5.	4.11	Students should have Communication Skills lab	Business communication & soft skills lab(194MB1L01) is included in curriculum
6.	4.11	Student should have knowledge on spreadsheet and	As per discussions Information Technology - Lab - I (Spreadsheet

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		tally	and Tally) is included in Curriculum.
7.	4.11	Students should be encouraged to enroll in SWAYAM's	Students are encouraged to take Swayam courses in accordance with discussions with deans.
8.	4.11	Suggested To add new & trendy topics in QABD	As per discussions Baye's Theorem- Probability Distributions, Binominal, Poisson, Normal & Exponential Probability Distributions in Quantitative Analysis for Business Decisions
9.	4.11	New recent updating topics should add in Managerial economics and QABD	As per discussions Theory of Firm, CES Production functions are added in Managerial economics(194MB1T02)
10.	4.11	Encourage the students to complete more skill oriented courses	As per discussions value added course with hand on training will be implemented.
11.	4.11	Student interview skills should be enhanced	Mock Interview sessions are included along with regular academics
12.	4.11	Suggested to have more Global level exposure for students	Two Guest lectures are planned per semester
13.	4.11	Students should be encouraged to enroll in SWAYAM's	Students are encouraged to take Swayam courses in accordance with discussions with deans.
14.	4.11	Suggested to have more reference books in curriculum	Reference books and text books are finalized by BOS members.
15.	4.11	More case studies have to discuss with students	Case studies are given to Students and ask them to submit along with assignments.
16.	4.11	Requested to Dress code relaxation in summer	It is planned to give dress code exemption for April and may month


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17.	4.11	Every a day last hour students are suggested to have FIP hours to clear subject doubts	Because of Theory and GD and jam programs FIP hour is not given in time table. Class hour planned to one hour, after every class 10 minutes is given to question section.
18.	4.11	Presentation skills have to be improved	It is planned to conduct student seminars in the class room.
19.	4.13	Every a day last hour students are suggested to have FIP hours to clear subject doubts	Because of Theory and GD and jam programs FIP hour is not given in time table. Class hour planned to one hour .after every class 10 minutes is given to question section.
20.	4.13	Requested Dress code exemption in summer	April and may dress code exemption is given for students.
21.	4.13	Presentation skills have to be improved	Presentations skills chapter is included in Business Communication and Soft Skills(194MB1T06)

N. Viral
BOS Chairperson

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