



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 2020-21

S.No	Semester	Course Code	Course Name	% of content revised for the existing year
1	IX	16IM901	Intellectual Property Rights	100
2	IX	16IM902	Corporate Governance	100
3	IX	16IM903	Global HRM	100
4	IX	16IM904	Labor Welfare & Legislation	100
5	IX	16IM905	Management of Industrial Relations	100
6	IX	16IM903	Global Financial Management	100
7	IX	16IM904	Risk Management	100
8	IX	16IM905	Tax Management	100
9	IX	16IM903	Promotion and Distribution Management	100
10	IX	16IM904	Global Marketing Management	100
11	IX	16IM905	Retail Marketing	100
12	IX	16IM903	Cyber Laws & Security	100
13	IX	16IM904	Information Systems & Audit	100
14	IX	16IM905	SAP	100
15	X	16IM1001	Major Project Report	0
16	VII	175IM7T30	Knowledge Management	0
17	VII	175IM7T31	Strategic Cost Management	0
18	VII	175HR7E01	Human Resource Planning	0
19	VII	175SY7E01	E-Business	0

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S.No	Semester	Course Code	Course Name	% of content revised for the existing year
20	VII	175SY7E02	Relational Database Management Systems	0
21	VII	175SY7E03	Web Designing	0
22	VII	175HR7E02	Leadership Management	0
23	VII	175HR7E03	Compensation and Reward Management	0
24	VII	175FI7E01	Security Analysis	0
25	VII	175IMAP02	Major Project	0
26	VII	175FI7E02	Banking and Insurance Management	0
27	VII	175FI7E03	Advanced Management Accounting	0
28	VII	175MA7E03	Supply Chain Management	0
29	VII	175MA7E01	Consumer Behavior	0
30	VII	175MA7E02	Rural Marketing	0
31	VIII	175HR8E05	Strategic Human Resource Management	0
32	VIII	175HR8E06	Organizational Development & Change	0
33	VIII	175IM8T32	Total Quality Management	0
34	VIII	175IM8T33	Project Management	0
35	VIII	175FI8E04	Strategic Financial Management	0
36	VIII	175FI8E05	Portfolio Management	0
37	VIII	175FI8E06	Financial Markets and Services	0
38	VIII	175MA8E04	Customer Relationship Management	0
39	VIII	175MA8E05	Strategic Marketing Management	0
40	VIII	175MA8E06	Services Marketing	0
41	VIII	175SY8E04	System Analysis & Design	0
42	VIII	175SY8E05	Business Intelligence	0
43	VIII	175SY8E06	Enterprise Resource Planning	0

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S.No	Semester	Course Code	Course Name	% of content revised for the existing year
44	V	175IM5T21	Financial Management	0
45	V	175IM5T22	Marketing Management	0
46	V	175IM5T23	Human Resource Management	0
47	V	175IM5T24	Production & Operations Management	0
48	V	175IM5T25	Research Methodology	0
49	VI	175IM6T26	Operations Research	0
50	VI	175IM6T27	International Business	0
51	VI	175IM6T28	Strategic Management	0
52	VI	175IM6T29	Decision Support Systems	0
53	VI	175IM6P01	Minor Project	0
54	I	195IM1T01	English Language – I	0
55	I	195IM1T02	Business Mathematics & Statistics	0
56	I	195IM1T03	Fundamentals of Business Organization	0
57	I	195IM1T04	Financial Accounting – I	0
58	I	195IM1T05	Fundamentals of Computers	0
59	II	195IM2T06	English Language – II	0
60	II	195IM2T07	Business Environment	0
61	II	195IM2T08	Managerial Economics	0
62	II	195IM2T09	Financial Accounting – II	0
63	II	195IM2T10	Organizational Communications	0
64	III	195IM3T11	Principles of Management	0
65	III	195IM3T12	Cost Accounting	0
66	III	195IM3T13	Banking Theory & Practice	0
67	III	195IM3T14	Business Law	0

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S.No	Semester	Course Code	Course Name	% of content revised for the existing year
68	III	195IM3T15	Entrepreneurship Development	0
69	IV	195IM4T16	Organizational Behavior	0
70	IV	195IM4T17	Management Accounting	0
71	IV	195IM4T18	Company Law	0
72	IV	195IM4T19	Elements of Direct & Indirect Taxes	0
73	IV	195IM4T20	Management Information Systems	0

Total number of courses in the academic year 2020-21	= 73
Number of courses having revision in syllabus content $\geq 20\%$ in the academic year 2020-21	= 14
Percentage of syllabus revision carried out in the academic year 2020-21 = $(14/73)*100$	= 19.17%

K. Shweta
Program Coordinator

N. Uirah
Head of the Department

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

Date: 09-11-2020

Minutes of the VI meeting of BOS scheduled on 07/11/2020

The VI meeting of the BOS of Management Studies was held virtually on 7th November 2020 at 11.00 AM through Microsoft Teams. Dr. N. Visalakshi, Chairperson presided over the meeting.

Agenda 6.1: Welcome address by Chair Person-BOS..

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

Agenda 6.2: Ratification of minutes of the previous Board of Studies meeting

BOS Members have ratified the points discussed in the previous board of studies meeting held on 05-11-2019.

Agenda 6.3: Discussion on syllabus of proposed courses of AR19 IMBAV,VI,VII Semesters, and finalization of the same.

BOS members accepted the syllabus of AR19 IMBA- V,VI,VII semesters, & ratified the same.

Agenda 6.4: Discussion on the courses having focus on employability/entrepreneurship /skill development in MBA and IMBA program and ratification of the same.

The members of BOS ratified the courses having focus on employability/ Entrepreneurship / skill development in MBA and IMBA program.

Agenda 6.5: Discussion on the new courses offered in MBA and IMBA program & Ratification of the same.

Members of BOS noted the new courses offered in MBA and IMBA program and ratified the same. The percentage of new courses introduced in the academic year 2020-21 for MBA is 27.11% and for IMBA is 19.17%. List of new courses is enclosed as Annexure-I.

Agenda 6.6: Discussion on the value-added courses offered for students and Ratification of the same.

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


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Agenda 6.7: Discussion on MBA and IMBA program in which 'Choice based credit system (CBCS)/elective course system is being implemented and ratification of the same

Members of BOS ratified (CBCS)/elective course system that is being implemented.

Agenda 6.8: Discussion on the percentage of revision of syllabus done in IMBA and MBA Program and ratification of the same.

The chairperson presented that Syllabus revision done in IMBA and MBA Program and ratified the same. The percentage of courses revised in the Academic year 2020-21 for MBA is 45.7% and for IMBA is 19.17%. List of Courses revised is enclosed in Annexure-II.

Agenda 6.9: Analysis of Results

Members of BOS noted the result analysis presented by the Chairperson for the A.Y.2019-20 and ratified the same.

Agenda 6.10: Analysis of stakeholder 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 6.11: 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.

Agenda 6.12: Any other items.


- Suggested that the Students and Faculty should attend the National & International Conferences and Seminars for the global exposure.
- Suggested to participate in Faculty Development Programs for upgrading their knowledge in terms of industry and academic requirements.

Agenda 6.13: Scheduling of next board of studies meeting.

The next meeting of BOS will be scheduled in the month of the Sept-2021.

Agenda 6.14: Vote of Thanks

The Chairperson presented the Vote of Thanks.


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BOS Chairperson
Head of the Department
Department of Management Stud
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Annexure-I

List of New Courses in the Academic Year 2020-21

S. No	Program	Semester	Course Code	Course Name
1.	MBA	III	194MB3T13	Operations Research.
2.	MBA	III	194HR3E03	Human Capital Management.
3.	MBA	III	194HR3E04	Manpower Planning, Recruitment, and Selection
4.	MBA	III	194MA3E04	Digital and Social Media Marketing
5.	MBA	III	194HR3E01	Leadership and Change Management
6.	MBA	IV	194HR4E05	Labour Welfare and employment laws
7.	MBA	IV	194MB4T15	Innovation and Entrepreneurship
8.	MBA	IV	194HR4E07	Employee Relations and Engagement
9.	MBA	IV	194FI4E05	Financial Derivatives
10.	MBA	IV	194FI4E08	Behavioral Finance
11.	MBA	IV	194MA4E07	Green Marketing
12.	MBA	IV	194MA4E08	Global Marketing Management
13.	MBA	IV	194SY3E01	Data Mining for Business Decisions
14.	MBA	IV	194SY3E02	Managing Software Projects
15.	MBA	IV	194SY4E05	Big Data Analytics
16.	MBA	IV	194SY4E08	Artificial Intelligence and Machine Learning
17.	IMBA	IX	16IM901	Intellectual Property Rights
18.	IMBA	IX	16IM902	Corporate Governance

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19.	IMBA	IX	16IM903A	Global HRM
20.	IMBA	IX	16IM904A	Labor Welfare & Legislation
21.	IMBA	IX	16IM905A	Management of Industrial Relations
22.	IMBA	IX	16IM903B	Global Financial Management
23.	IMBA	IX	16IM904B	Risk Management
24.	IMBA	IX	16IM905B	Tax Management
25.	IMBA	IX	16IM903C	Promotion and Distribution Management
26.	IMBA	IX	16IM904C	Global Marketing Management
27.	IMBA	IX	16IM905C	Retail Marketing
28.	IMBA	IX	16IM903D	Cyber Laws & Security
29.	IMBA	IX	16IM904D	Information Systems & Audit
30.	IMBA	IX	16IM905D	SAP

N. Viral

BOS Chairperson

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Annexure-II

List of Courses Revised in the Academic Year 2020-21

S. No	Program	Semester	Course Code	Course Name
1.	MBA	III	194HR3E02	Performance Evaluation and Compensation Management
2.	MBA	III	194HR3E02	Investment Analysis and Portfolio Management
3.	MBA	III	194FI3E02	Managing Banks and Financial Institutions
4.	MBA	III	194FI3E03	Financial Markets and Services
5.	MBA	III	194FI3E04	Taxation
6.	MBA	III	194MA3E01	Consumer Behavior
7.	MBA	III	194MA3E02	Retail Management
8.	MBA	IV	194MB4T14	Supply Chain Management and Analytics
9.	MBA	IV	194HR4E06	International HRM
10.	MBA	IV	194FI4E07	Risk Management
11.	MBA	IV	194MA4E06	Promotional and Distribution Management

N. Viral

BOS Chairperson

Head of the Department

Department of Management Studies

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Annexure III

Action Taken Report on Stakeholders Feedback in the Academic Year 2020-21

S. No	Agenda Item No.	Stakeholders Recommended	Action Taken
1.	6.5	Suggested to Include the digital and social media marketing in curriculum.	Digital and social media marketing is included as a marketing elective in curriculum with the course code 194MA3E04.
2.	6.5	Suggested to Introduce Human Resource development related subjects	Human Capital Management(194HR3E03), Manpower Planning, Recruitment, and Selection(194HR3E04) are introduced in Curriculum
3.	6.5	Suggested to have more placement related courses in curriculum	Data Mining for Business Decisions (194SY3E01), Labour Welfare and employment laws(194HR4E05) included in curriculum
4.	6.5	Suggested to Introduce new demanded courses in curriculum	Financial Derivatives (194FI4E05) & Behavioral Finance (194FI4E08) is included in curriculum.
5.	6.5	Suggested to have latest technology related courses in curriculum.	Big Data Analytics (194SY4E05) and artificial intelligence (194SY4E08) courses for system specialization students are included in curriculum.
6.	6.10	Suggested to have more Industrial exposure for students	It is planned to organize two Industrial visits per semester beyond the Curriculum
7.	6.10	Encourage the students to complete more skill oriented courses	As per discussions value added course with hand on training will be implemented
8.	6.10	Suggested to have Skill oriented courses in curriculum.	Managing Software Projects (194SY3E02) are included in curriculum.
9.	6.10	Suggested to have more entrepreneurship related courses in curriculum.	Innovation and Entrepreneurship (194MB4T15) is included in curriculum.
10.	6.10	Suggested to have more reference books in curriculum.	Reference books and text books are finalized by BOS members

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11.	6.11	Suggested to conduct online exam due to Covid-19 pandemic	As per the State Government rule online exams are restricted to conduct. it is planned to conduct exams in offline
12.	6.11	Sports culture should be developed in the college and proper time should be given.	Physical Department is asked to conduct more sports competitions for MBA students and conducted more competitions.
13.	6.11	Students suggested to an interaction with Industrial employees to increase practical knowledge	Students are encouraged to do Internships to have interaction with Industry people

P. Viral
BOS Chairperson

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