



# ADITYA ENGINEERING COLLEGE

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

Program Name : **INTEGRATED MANAGEMENT OF BUSINESS ADMINISTRATION**

Syllabus Revision for the Academic Year 2021-2022

S.No	Semester	Course Code	Course Name	% of content revised for the existing year
1	I	195IM1T01	English Language – I	0
2	I	195IM1T02	Business Mathematics & Statistics	0
3	I	195IM1T03	Fundamentals of Business Organization	0
4	I	195IM1T04	Financial Accounting – I	0
5	I	195IM1T05	Fundamentals of Computers	0
6	II	195IM2T06	English Language – II	0
7	II	195IM2T07	Business Environment	0
8	II	195IM2T08	Managerial Economics	0
9	II	195IM2T09	Financial Accounting – II	0
10	II	195IM2T10	Organizational Communications	0
11	III	195IM3T11	Principles of Management	0
12	III	195IM3T12	Cost Accounting	0
13	III	195IM3T13	Banking Theory & Practice	0
14	III	195IM3T14	Business Law	0
15	III	195IM3T15	Entrepreneurship Development	0
16	IV	195IM4T16	Organizational Behavior	0
17	IV	195IM4T17	Management Accounting	0
18	IV	195IM4T18	Company Law	0
19	IV	195IM4T19	Elements of Direct & Indirect Taxes	0
20	IV	195IM4T20	Management Information Systems	0
21	V	195IM5T21	Financial Management	0
22	V	195IM5T22	Marketing Management	0
23	V	195IM5T23	Human Resource Management	0
24	V	195IM5T24	Operations Management	0
25	V	195IM5T25	Business Research Methodology	0
26	VI	195IM6T26	Operations Research	0
27	VI	195IM6T27	International Business	0
28	VI	195IM6T28	Strategic Management	0
29	VI	195IM6T29	Decision Support Systems	0
30	VI	195IM1P01	Summer Internship (6 Weeks)	0
31	VII	175IM7T30	Knowledge Management	0
32	VII	175IM7T31	Strategic Cost Management	0
33	VII	175HR7E01	Human Resource Planning	0
34	VII	175HR7E02	Leadership Management	0
35	VII	175HR7E03	Compensation and Reward Management	0
36	VII	175FI7E01	Security Analysis	0
37	VII	175FI7E02	Banking and Insurance Management	0
38	VII	175FI7E03	Advanced Management Accounting	0
39	VII	175MA7E03	Supply Chain Management	0
40	VII	175SY7E01	E-Business	0

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S.No	Semester	Course Code	Course Name	% of content revised for the existing year
41	VII	175SY7E02	Relational Database Management Systems	0
42	VII	175SY7E03	Web Designing	0
43	VII	175MA7E01	Consumer Behavior	0
44	VII	175MA7E02	Rural Marketing	0
45	VIII	175HR8E05	Strategic Human Resource Management	0
46	VIII	175HR8E06	Organizational Development & Change	0
47	VIII	175IM8T32	Total Quality Management	0
48	VIII	175IM8T33	Project Management	0
49	VIII	175FI8E04	Strategic Financial Management	0
50	VIII	175FI8E05	Portfolio Management	0
51	VIII	175SY8E04	System Analysis & Design	0
52	VIII	175SY8E05	Business Intelligence	0
53	VIII	175SY8E06	Enterprise Resource Planning	0
54	VIII	175FI8E06	Financial Markets and Services	0
55	VIII	175MA8E04	Customer Relationship Management	0
56	VIII	175MA8E05	Strategic Marketing Management	0
57	VIII	175MA8E06	Services Marketing	0
58	VIII	175HR8E04	Performance Management	0
59	IX	175HR9E07	Global Human Resource Management	0
60	IX	175IM9T34	Intellectual Property Rights	0
61	IX	175IM9T35	Corporate Governance	0
62	IX	175HR9E08	Labor Welfare & Legislation	0
63	IX	175HR9E09	Management of Industrial Relations	0
64	IX	175FI9E07	Global Financial Management	0
65	IX	175FI9E08	Risk Management	0
66	IX	175FI9E09	Tax Management	0
67	IX	175MA9E07	Promotion and Distribution Management	0
68	IX	175MA9E08	Global Marketing Management	0
69	IX	175MA9E09	Retail Marketing	0
70	IX	175SY9E07	Cyber Laws & Security	20
71	IX	175SY9E08	Information Systems & Audit	20
72	IX	175SY9E09	SAP	20
73	X	175IMAP02	Major Project	0

Total number of courses in the academic year 2021-2022	= 73
Number of courses having revision in syllabus content $\geq 20\%$ in the academic year 2021-2022	= 3
Percentage of syllabus revision carried out in the academic year 2021-2022 = $(3/73) \times 100$	= 4.10%

K. Shailaja  
Program Coordinator

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

Date: 02/10/2021

### Minutes of the 7th meeting of BOS scheduled on 01/10/2021

The 7th meeting of the BOS of Management Studies was held on 1st October 2021 at 11.00 AM at Cotton Bhavan Conference hall. Dr.N.Visalakshi, Chairperson presided over the meeting.

#### **Agenda 7.1: Welcome address by Chair Person-BOS.**

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

#### **Agenda 7.2: Ratification of minutes of the previous Board of Studies meeting**

The BOS members have ratified the points discussed in the previous Board of Studies meeting held on 15/10/2020.

#### **Agenda 7.3: Discussion on AR19 IMBA Program – VIII ,IX,X semesters syllabus and ratification of the same.**

BOS members accepted the syllabus of AR19 IMBA Program – VIII ,IX,X Semesters syllabus semester(s), and ratified the same.

#### **Agenda 7.4: Discussion on the percentage of syllabus revision done in MBA and IMBA programs and ratification of the same.**

BOS members discussed and ratified the percentage revision in the courses. The percentage of courses revised in the academic year 2021-22 for MBA is 3.3% and for IMBA is 4.1%. List of courses revised is enclosed in Annexure-I.

#### **Agenda 7.5: 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 7.6: Discussion on MBA and IMBA programs in which Choice Based Credit System (CBCS)/elective course system is being implemented and ratification of the same.**

Members of BOS ratified the MBA and IMBA programs, in which Choice Based Credit System (CBCS)/elective course system is being implemented.

**Agenda 7.7: Discussion on the courses having focus on employability/ entrepreneurship/skill development in MBA and IMBA programmes and ratification of the same.**

Members of BOS ratified the the courses having focus on employability/ entrepreneurship /skill development in MBA and IMBA programs

**Agenda 7.8: 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-II.

**Agenda 7.9: 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 7.10: Analysis of Results**

Members of BOS noted the result analysis presented by the Chairperson for the A.Y.2020-21 and appreciated the faculty for obtaining 100% pass percentage in VIII Semester.

**Agenda 7.11: Any other item/s**

- Suggested to involve the Alumni students to give guest lectures on few topics in the curriculum.
- Suggested to include more activities to improve the Communication skills of students.

  
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**Agenda 7.12: Scheduling of the next BOS meeting.**

The next BOS meeting is tentatively scheduled in the month of April 2022.

**Agenda 7.13: Vote of Thanks**

The Chairperson presented the Vote of Thanks.

*N. Viral*

**BOS Chairperson**

*Head of the Department*  
Department of Management Studies  
Aditya Engineering College (A)  
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## Department of Management Studies

### Annexure-I

#### List of Courses Revised in the Academic Year 2021-22

S. No	Program	Semester	Course Code	Course Name
1.	MBA	II	194MB2O06	Lean Management.
2.	MBA	II	194MB2O07	Data base Management System.
3.	IMBA	IX	175SY9E08	Information Systems & Audit
4.	IMBA	IX	175SY9E09	SAP
5.	IMBA	IX	175SY9E07	Cyber Laws & Security

*N. V. Reddy*

**BOS Chairperson**

Head of the Department  
Department of Management Studies  
Aditya Engineering College (A)  
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## Department of Management Studies

### Annexure II

#### Action Taken Report on Stakeholders Feedback in the Academic Year 2021-22

S. No	Agenda Item No.	Stakeholders Recommended	Action Taken
1.	7.7	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.
2.	7.7	Requested to Dress code relaxation in summer	It is planned to give dress code exemption for April and may month
3.	7.7	More Management meets should be arranged in campus	It is Planned to conduct one management meet per Year.
4.	7.9	Employer suggested encouraging the students for doing more real projects.	It is planned to discuss with project coordinator and project guides for encouraging the students to select real time projects
5.	7.9	Encourage the students to complete more skill oriented courses	As per discussions value added course with hand on training will be implemented
6.	7.9	Suggested to have more Industrial exposure for students	It is planned to organize two Industrial visits per semester beyond the Curriculum.
7.	7.9	Suggested to have more activities for communication skills.	Group discussion & Just a minute activities are included along with regular academics
8.	7.9	Students research skills should be enhanced	As per discussions faculty are advised to share their research with students.

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9.	7.9	Students participative skills should be enhanced	It is planned to Planned conduct more role play sessions for the students
10.	7.9	Students problem solving skills should be enhanced	It is Planned to Discuss More case studies in the class.
11.	7.9	Suggested to improve the quality of major project	Every week one project review is planned.
12.	7.9	Suggested to encourage the students towards Research in Finance and Marketing areas of Business.	Students are allowed to do major projects in the companies which have a life of more than five years.

  
BOS Chairperson

Head of the Department  
Department of Management Studies  
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