ADITYA ENGINEERING COLLEGE
An Autonomous Institutuion
Approved by AICTE • Permanently Affiliated to JNTUK • Accredited by NAAC with 'A' Grade
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

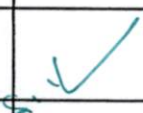## Program Name : MASTER OF BUSINESS ADMINISTRATION

Syllabus Revision for the Academic Year 2019–20

S.No	Semester	Course Code	Course Name	% of content revised for the existing year
1	I	194MB1T01	Management and Organizational Behavior	100
3	I	194MB1T02	Managerial Economics	40
4		194MB1T03	Accounting for Managers	40
5	I	194MB1T04	Quantitative Analysis for Business Decisions	40
6		194MB1T05	Legal and Business Environment	80
7	I	194MB1T06	Business Communication and Soft Skills	40
8		194MB1L01	Business Communication and Soft Skills Lab.	100
9	I	194MB1L02	Information Technology – Lab – I (Spreadsheet and Tally)	100
10		194MB2T07	Financial Management	0
11	II	194MB2T08	Human Resource Management	0
12		194MB2T09	Marketing Management	0
13	II	194MB2T10	Operations Management	0
14	II	194MB2T11	Business Research Methods	0
15	II	194MB2O04	Project Management.	100
16	II	194MB2L03	IT-Lab – 2 (R Programming)	100

PRINCIPAL
ADITYA ENGINEERING COLLEGE
SURAMPALEM - 533 437

S.No	Semester	Course Code	Course Name	% of content revised for the existing year
17	I	194MB1O01	Cross Cultural Management.	100
18	I	194MBMOOC1	MOOCs: SWAYAM/NPTEL.	100
19	I	194MB1O02	Rural Innovation Projects.	100
20	II	194MB2O05	Technology Management.	100
21	II	194MB2O06	Lean Management.	100
22	II	194MB2O07	Data base Management System.	100
23	III	174MB3T13	Strategic Management	0
24	III	174MB3T14	Legal Aspects of Business	0
25	II	174MB3T15	Business Ethics & Corporate Governance	0
26	II	174HR3E01	Leadership Management	0
27	III	174HR3E02	Compensation & Reward Management	0
28	III	174HR3E03	Performance Management	0
29	III	174HR3E04	Strategic Human Resource Management	0
30	III	174FI3E01	Security Analysis & Portfolio Management	0
31	III	174FI3E02	Banking & Insurance Management	0
32	III	174FI3E03	Advance Management Accounting	0
33	III	174FI3E04	Strategic Financial Management	0
34	III	174MA3E01	Consumer Behavior	0
35	III	174MA3E02	Retail Management	0
36	III	174MA3E03	Customer Relationship Management	0
37	IV	174MA3E04	Strategic Marketing	0

S.No	Semester	Course Code	Course Name	% of content revised for the existing year
38	IV	174MB4T16	Logistic & Supply Chain Management	0
39	IV	174MB4T17	Entrepreneurship Development	0
40	IV	174HR4E01	Organizational Development & Change Management	0
41	IV	174HR4E02	Global Human Resource Management	0
42	IV	174HR4E03	Labor Welfare & Legislation	0
43	IV	174HR4E04	Management of Industrial Relations	0
44	IV	174FI4E01	Financial Markets & Services	0
45	IV	174FI4E02	Global Financial Management	0
46	IV	174FI4E03	Risk Management	0
47	IV	174FI4E04	Tax Management	0
48	IV	174MA4E01	Services Marketing	0
49	IV	174MA4E02	Promotional Distribution Management	0
50	IV	174MA4E03	Global Marketing Management	0
51	IV	174MA4E04	Supply Chain Management	0
52	IV	174MB4P02	Major Project	0
53	IV	174SY3E01	E-Business	0
54	IV	174SY3E02	RDBMS	0
55	IV	174SY3E03	System Analysis & Design	0
56	IV	174SY3E04	Web Designing	0
57	IV	(174SY4E01	Business Intelligence	0
58	IV	174SY4E02	Enterprise Resource Planning	0

S.No	Semester	Course Code	Course Name	% of content revised for the existing year
59	IV	174SY4E03	Cyber Laws & Security	0
60	IV	(174SY4E04	Information Systems Audit	0

Total number of courses in the academic year 2019-2020	= 59
Number of courses having revision in syllabus content >/= 20% in the academic year 2019-2020	= 15
Percentage of syllabus revision carried out in the academic year 2019-2020 = (15/59)*100	= 25.4%

Ꮬ. Heῦyῖ᠀

Program Coordinator

N. Uiɔᴧ

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

ADITYA ENGINEERING COLLEGE
An Autonomous Institution
Approved by AICTE • Permanently Affiliated to JNTUK • Accredited by NAAC with 'A' Grade
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

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 July2019 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.

PRINCIPAL
ADITYA ENGINEERING COLLEGE
SURAMPALEM - 533 437

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 IMBAis 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-1 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
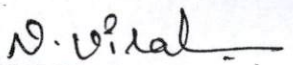
Agenda 4.14: **Scheduling of next board of studies meeting.**

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
Aditya Engineering College (A)
SURAMPALEM

PRINCIPAL
ADITYA ENGINEERING COLLEGE
SURAMPALEM - 533 437

ADITYA ENGINEERING COLLEGE

An Autonomous Institution

Approved by AICTE = Permanently Affiliated to JNTUK = Accredited by NAAC with 'A' Grade
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

Department of Management Studies

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

PRINCIPAL
ADITYA ENGINEERING COLLEGE
SURAMPALEM - 533 437

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

BOS Chairperson

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

PRINCIPAL
ADITYA ENGINEERING COLLEGE
SURAMPALEM - 533 437

ADITYA ENGINEERING COLLEGE

An Autonomous Institution

Approved by AICTE • Permanently Affiliated to JNTUK • Accredited by NAAC with 'A' Grade
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

Department of Management Studies

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

PRINCIPAL
ADITYA ENGINEERING COLLEGE
SURAMPALEM - 533 437

BOS Chairperson

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

ADITYA ENGINEERING COLLEGE

An Autonomous Institution

Approved by AICTE • Permanently Affiliated to JNTUK • Accredited by NAAC with 'A' Grade
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

Department of Management Studies

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 1st and 2nd 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

			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

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

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