

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 : 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	I	194MB1T01	Management and Organizational Behavior	0
2	I	194MB1T02	Managerial Economics	0
3	I	194MB1T03	Accounting for Managers	0
4	I	194MB1T04	Quantitative Analysis for Business Decisions	0
5	I	194MB1T05	Legal and Business Environment	0
6	I	194MB1T06	Business Communication and Soft Skills	0
7	I	194MB1L01	Business Communication and Soft Skills Lab.	0
8	I	194MB1L02	Information Technology – Lab – I (Spreadsheet and Tally)	0
9	II	194MB2T07	Financial Management	0
10	II	194MB2T08	Human Resource Management	
11	II	194MB2T09	Marketing Management	0
12	II	194MB2T10	Operations Management	0
13	II	194MB2T11	Business Research Methods	0
14	II	194MB2O04	Project Management.	0
15	II	194MB2L03	IT-Lab – 2 (R Programming)	0
16	I	194MB1O01	Cross Cultural Management.	0

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S.No	Semester	Course Code	Course Name	% of content revised for the existing year
17	I	194MB1O02	Rural Innovation Projects.	0
18	II	194MB2O05	Technology Management.	0
19	II	194MB2O06	Lean Management.	0
20	II	194MB2O07	Data base Management System.	0
21	I	194MBMOOC1	MOOCs: SWAYAM/NPTEL.	0
22	III	194MB3T12	Strategic Management	0
23	III	194MB3T13	Operations Research	100
24	III	194HR3E01	Leadership and Change Management	100
25	III	194HR3E02	Performance Evaluation and Compensation Management	40
26	III	194HR3E03	Human Capital Management	100
27	III	194HR3E04	Manpower Planning, Recruitment, and Selection	100
28	III	194HR3E02	Investment Analysis and Portfolio Management	50
29	III	194FI3E02	Managing Banks and Financial Institutions	20
30	III	194FI3E03	Financial Markets and Services	20
31	III	194FI3E04	Taxation	50
32	III	194MA3E01	Consumer Behavior	40
33	III	194MA3E02	Retail Management	50
34	III	194MA3E03	Strategic Marketing Management	0
35	III	194MA3E04	Digital and Social Media Marketing	100
36	III	194MB3P01	Industrial Project based on Summer Internship	0
37	IV	194MB4T14	Supply Chain Management and Analytics	20

S.No	Semester	Course Code	Course Name	% of content revised for the existing year
38	IV	194MB4T15	Innovation and Entrepreneurship	100
39	IV	194HR4E05	Labour Welfare and employment laws	100
40	IV	194HR4E06	International HRM	40
41	IV	194HR4E07	Employee Relations and Engagement	100
42	IV	194HR4E08	Strategic HRM	0
43	IV	194FI4E05	Financial Derivatives	100
44	IV	194FI4E06	International HRM	0
45	IV	194FI4E07	Risk Management	20
46	IV	194FI4E08	Behavioral Finance	100
47	IV	194MA4E05	Services Marketing	0
48	IV	194MA4E06	Promotional and Distribution Management	20
49	IV	194MA4E07	Green Marketing	100
50	IV	194MA4E08	Global Marketing Management	100
51	IV	194MB4C01	Comprehensive Viva - Voce	0
52	III	194SY3E01	Data Mining for Business Decisions	100
53	III	194SY3E02	Managing Software Projects	100
54	III	194SY3E03	Web Designing	0
55	III	194SY3E04	Business Analytics	0
56	IV	194SY4E05	Big Data Analytics	0
57	IV	194SY4E06	Enterprise Resource Planning	0
58	IV	194SY4E07	Cyber Laws & Security	0

S.No	Semester	Course Code	Course Name	% of content revised for the existing year
59	IV	194SY4E08	Artificial Intelligence and Machine Learning	100

Total number of courses in the academic year 2020-2021	= 59
Number of courses having revision in syllabus content $\geq 20\%$ in the academic year 2020-2021	= 27
Percentage of syllabus revision carried out in the academic year 2020-2021 = $(27/59) \times 100$	= 45.7%

D. Meheri
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

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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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