



AVANTHI INSTITUTE OF ENGINEERING & TECHNOLOGY

(Autonomous)

(Approved by A.I.C.T.E., New Delhi & Permanently Affiliated to J.N.T.U-GV, Vizianagaram)

NAAC "A+" Accredited Institute

Makavarapalem, Narsipatnam (R.D), **Anakapalle** (Dist), Pin-531113

www.avanthienggcollege.ac.in, principal_aiet@yahoo.com, principal@avanthienggcollege.ac.in

Minutes of Second Board of Studies (BoS) Meeting

The second BoS meeting of the department of MBA is held on 27th May 2025, 2:00 P.M through hybrid mode (offline & online) in the conference room, AIETM.

Department of MBA

Date: 27th May 2025

Time: 2:00 P.M.

Mode: Hybrid (Offline & Online)

Venue: Conference Room, AIETM

Zoom Meeting Link :

<https://us06web.zoom.us/j/9030986321?pwd=YbCxwrCJ0uwgScGEnI3ynQEd85PU3M.1&omn=85907652803>



Members Present

S.No.	Name	Designation / Affiliation	Role
1	Dr. P. Sree Devi,	Assistant Professor, JNTUGV-Vizianagaram.	Nominated by University (JNTU-GV)
2	Prof. A. Prasad,	Head of the Department Department of Humanities, Andhra University.	nominated by Academic Council
3	Dr.K.V. Ramana Murthy,	Associate Professor, Department of Commerce and Management, Andhra University, Visakhapatnam.	nominated by Academic Council
4	Dr Paramata Satyanarayana,	Dy. General Manager, IT & ERP Dept, RINL/Vizag Steel.	Nominated from Industry
5	Sanyasi Naidu Pyla	Team leader (Talent acquisition) Copart India pvt Limited, Madhapur IT ParkTS/IC HITEC City, Hyderabad, Rangareddi, TG.	Nominated from Alumni



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6	Dr. C P V N J Mohan Rao,	Avanthi Institute of Engineering and Technology, Makavarapalem.	Principal
7	Dr. Lova Baliji	Associate Professor	Chairman, BOS
8	Mr. T. Gopi	Associate Professor	Faculty Member
9	Dr. G.C. Eswara Naidu	Associate Professor	Faculty Member
10	Mrs. L. Krishnaveni	Associate Professor	Faculty Member
11	Mr. P. Ganesh	Associate Professor	Faculty Member
12	Mr. Shankar Rao	Assistant Professor	Faculty Member
13	Mr. Someswara Rao. B	Assistant Professor	Faculty Member
14	Mr. S.Sathi Babu	Assistant Professor	Faculty Member
15	Mrs. Satya Sai Naga Keerthi	Assistant Professor	Faculty Member
16	Mrs. V. Chinni Kamakshi	Assistant Professor	Faculty Member
17	Mr. T. Kumar	Assistant Professor	Faculty Member
18	Miss. R. Anusha	Assistant Professor	Faculty Member
19	Mrs. Ch. Kavitha	Assistant Professor	Faculty Member
20	Mr. P. Appala Raju	Assistant Professor	Faculty Member
21	Mrs. V.Usha	Assistant Professor	Faculty Member
22	Mr. Prasanth Tamanara	Assistant Professor	Faculty Member
23	Mrs. V.Vani Chandana	Assistant Professor	Faculty Member

Proceedings

Dr. C P V N J Mohan Rao, Principal, delivered the opening remarks. Dr. Lova Baliji, Chairman of the Board of Studies, conducted the meeting proceedings as per the scheduled agenda.

Agenda Items and Resolutions

1. Welcome Address

Dr. Lova Baliji welcomed all members and initiated the proceedings of the meeting.

2. Approval of Proposed Curriculum for II MBA – III & IV Semesters (2025–2026)

The Chairman presented the proposed curriculum, syllabi for III and IV Semesters, and guidelines for:

- Dual Specialization
- MOOCS/NPTEL Courses
- Industrial Project based on Summer Internship
- Comprehensive Viva Voce

III Semester Courses:

- **Program Core:**
 - Strategic Management
 - Business Ethics and Corporate Governance / MOOCS (Management domain)



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- **Program Electives:**

- Functional Area 1: Electives 1 & 2
- Functional Area 2: Electives 1 & 2

- **Project:**

- Industrial Project based on Summer Internship

IV Semester Courses:

- **Program Core:**

- Innovation and Entrepreneurship
- Supply Chain Management and Analytics

- **Program Electives:**

- Functional Area 1: Electives 3 & 4
- Functional Area 2: Electives 3 & 4

- **CVV:**

- Comprehensive Viva-Voce

Suggestions & Decisions:

- Dr. P. Sridevi raised concerns about dual specialization due to placement challenges.
- Prof. A. Prasad proposed a "Major–Minor" model with credit differentiation and inclusion of certifications like NISM/NCFM and AI-oriented topics in future updates.
- Dr. K.V. Ramana Murty highlighted implementation challenges with dual specialization.
- Mr. Sanyasi naidu supported the Major–Minor structure for better placement outcomes.

Resolution: Approved with a recommendation to consider a Major–Minor specialization model in future revisions.

3. Approval of MBA Program Core Courses, Functional Areas and Electives

The Chairman presented the Program Core Courses and Electives for both semesters.

Functional Areas:

1. Finance
2. Human Resource Management
3. Marketing
4. Logistics and Supply Chain Management

III Semester Core:

- Strategic Management
- Business Ethics and Corporate Governance

Electives by Area:

- *Finance:* Security Analysis, Financial Markets, Mergers & Acquisitions.
- *HRM:* Leadership, Performance Evaluation, HR Development.
- *Marketing:* Consumer Behavior, Retail Management, CRM.
- *Logistics & SCM:* Store keeping Warehousing, Transportation, Reverse Logistics.



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IV Semester Core:

- Innovation and Entrepreneurship
- Supply Chain Management and Analytics

Electives by Area:

- *Finance*: Financial Derivatives, Global Finance, Strategic Finance.
- *HRM*: Labor Laws, International HRM, Employee Engagement.
- *Marketing*: Services Marketing, Digital Marketing, Advertising.
- *Logistics & SCM*: ERP, International Logistics, Lean SCM.

Resolution: Approved as presented.

4 & 5. Finalization of Syllabus for III & IV Semesters

The proposed syllabi for professional core and electives for both semesters were presented.

Resolution: Approved the syllabi for both III and IV semesters as per the proposed structure.

6. Guidelines for MOOCS, Industrial Project, and Comprehensive Viva

Proposals:

- One MOOCS course of 12 weeks (4 credits) in III Semester.
- Industrial Project based on one-month Summer Internship (evaluated in III Semester).
- Comprehensive Viva-Voce at the end of IV Semester to assess overall learning.

Resolution: Approved all proposals.

7. Teaching Methodology and Student Activities

Suggestions:

- Adoption of improved teaching-learning strategies.
- Increased focus on co-curricular and extracurricular engagement.

Resolution: Suggestions noted for implementation in AY 2025–2026.

8. Other Academic Matters

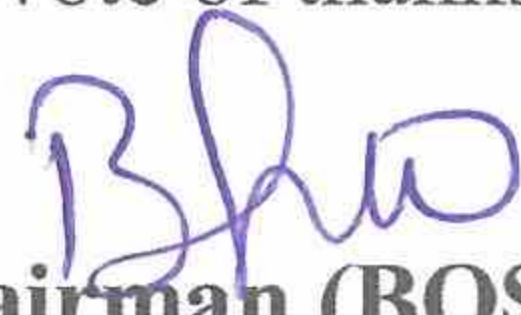
No additional academic matters were raised.

9. Miscellaneous Items

No miscellaneous issues were discussed.

Conclusion

Dr. Lova Baliji, BoS Chairman, thanked all members for their active participation and valuable suggestions. The meeting concluded at **03:00 PM** with a formal vote of thanks.


Chairman (BOS)



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Signatures of the Members attended:

S.No	Name of the Member	Signature
1.	Dr. P. Sree Devi, Assistant Professor, JNTUGV-Vizianagaram.	
2.	Prof. A. Prasad, HOD, Department of Humanities, Andhra University.	ONLINE MODE
3.	Dr.K.V. Ramana Murthy, Associate Professor, DCMS, Andhra University, Visakhapatnam.	ONLINE MODE
4.	Dr Paramata Satyanarayana, Dy. General Manager, IT & ERP Dept, RINL/Vizag Steel.	ONLINE MODE
5	Sanyasi Naidu Pyla Team leader (TA), Copart India pvt Limited, Hyderabad	ONLINE MODE
6	Dr. C P V N J Mohan Rao, Principal Avanthi Institute of Engineering and Technology	
7	Dr. Lova Balija , Chairman - BOS Associate Professor	
8	Mr. T. Gopi Associate Professor	
9	Dr. G.C. Eswara Naidu Associate Professor	
10	Mrs. L. Krishnaveni Associate Professor	
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