



# 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](http://www.avanthienggcollege.ac.in), [principal\\_aiet@yahoo.com](mailto:principal_aiet@yahoo.com), [principal@avanthienggcollege.ac.in](mailto:principal@avanthienggcollege.ac.in)

## Minutes of Second Board of Studies (BoS) Meeting

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

**Department of MBA**

**Date: 27<sup>th</sup> 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

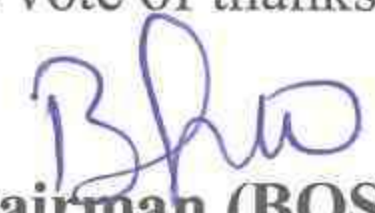
No additional academic matters were raised.

## 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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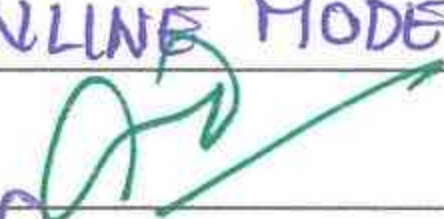
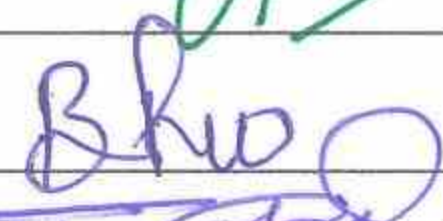


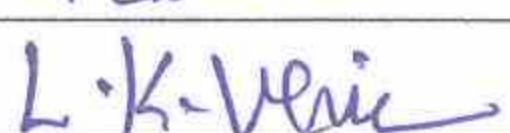

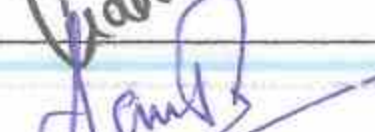
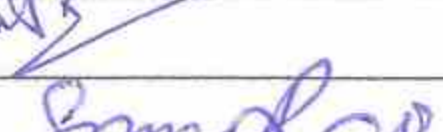
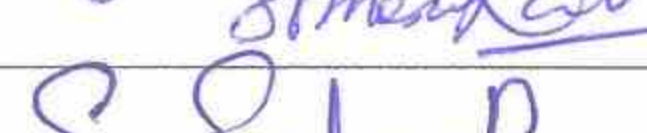
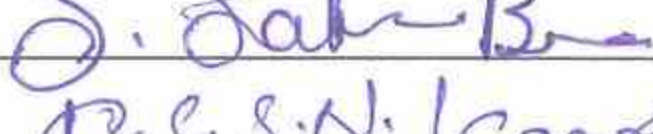
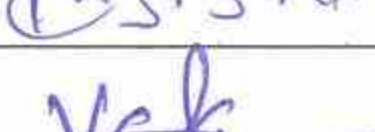
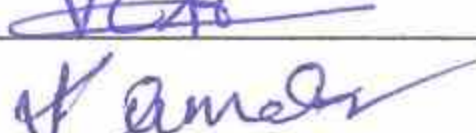
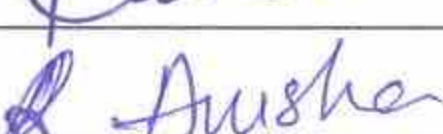
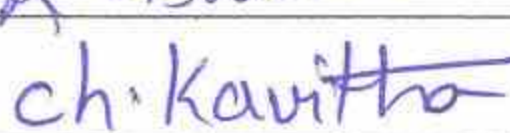
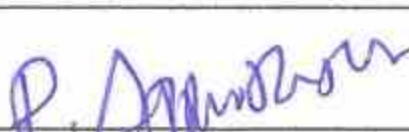

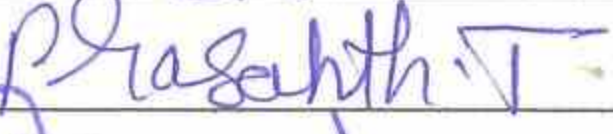

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## Signatures of the Members attended:

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 Avanathi 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	
11.	Mr. P. Ganesh Associate Professor	
12.	Mr. Shankar Rao Assistant Professor	
13.	Mr. Someswara Rao. B Assistant Professor	
14.	Mr. S.Sathi Babu Assistant Professor	
15.	Mrs. Satya Sai Naga Keerthi Assistant Professor	
16.	Mrs. V. Chinni Kamakshi Assistant Professor	
17.	Mr. T. Kumar Assistant Professor	
18.	Miss. R. Anusha Assistant Professor	
19.	Mrs. Ch. Kavitha Assistant Professor	
20.	Mr. P. Appala Raju Assistant Professor	
21.	Mrs. V.Usha Assistant Professor	
22.	Mr. Prasanth Tamanara Assistant Professor	
23.	Mrs. V.Vani Chandana Assistant Professor	





## DEPARTMENT OF MBA

### Program– Master of Business Administration

#### II Year III Semester- Course Structure

**Regulation: R24**

S.No.	Course Code	Category	Course Name	M	Hours per Week			Credits
					L	T	P	
1	24E00PC10	PC	Strategic Management	100	4	0	0	4
2	24E00PC11.1	PC	Business Ethics and Corporate Governance	100	4	0	0	4
	24E00PC11.2	MOOCs	MOOCs-Swayam/NPTEL-Related to Management courses other than listed courses in the Syllabus.	100				
3	24E00XXX	PE	Functional Area 1 Elective – 1	100	3	0	0	3
4	24E00XXX	PE	Functional Area 1 Elective – 2	100	3	0	0	3
5	24E00XXX	PE	Functional Area 2 Elective – 1	100	3	0	0	3
6	24E00XXX	PE	Functional Area 2 Elective – 2	100	3	0	0	3
7	24E00PR01	PR	Industrial Project based on Summer Internship	100	4	0	0	4
Total					<b>24</b>	<b>0</b>	<b>0</b>	<b>24</b>

\* M-Marks

L-Lectures

T- Tutorial

P- Practical

C-Credits

#### Core Electives – Dual Specialization (Third Semester):

- The department offers four functional areas of core electives.
- In the third semester, students are required to select two of these areas as their dual specialization (e.g., Functional Area 1 and Functional Area 2).
- Each functional area includes three elective courses. From each selected area, students must choose any two courses to study during the third semester.

#### MOOCs-Swayam/NPTEL

- Students are encouraged to enroll in MOOC courses offered through SWAYAM/NPTEL that are related to Management, but not listed in the existing syllabus with the prior approval of the department.



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## FUNCTIONAL AREAS

### III Semester - FINANCE (Electives)

S.No.	Course Code	SUBJECT TITLE
1	24E00FE01	Security Analysis and Portfolio Management
2	24E00FE02	Financial Markets and Services
3	24E00FE03	Mergers, Acquisitions and Corporate Restructuring

### III Semester - HUMAN RESOURCE MANAGEMENT (Electives)

S.No.	Course Code	SUBJECT TITLE
1	24E00HE01	Leadership and Change Management
2	24E00HE02	Performance Evaluation and Compensation Management
3	24E00HE03	Human Resource Development

### III Semester - MARKETING (Electives)

S.No.	Course Code	SUBJECT TITLE
1	24E00ME01	Consumer Behavior
2	24E00ME02	Retail Management
3	24E00ME03	Customer Relationship Management

### III Semester - LOGISTICS AND SUPPLY CHAIN MANAGEMENT (Electives)

S.No.	Course Code	SUBJECT TITLE
1	24E00LE01	Store keeping and Warehousing management
2	24E00LE02	Transportation and Infrastructure Management for SCM
3	24E00LE03	Reverse Logistics

Category	Courses	Credits
PC-Program Core Course	2	8
PE-Program Elective	4	12
PR- Project based on Summer Internship	1	4
<b>Total</b>	<b>7</b>	<b>24</b>



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## DEPARTMENT OF MBA

### Course Structure Program– Master of Business Administration

#### II Year IV Semester- Course Structure

Regulation: R24

S.No.	Course Code	Category	Course Name	M	Hours per Week			Credits
					L	T	P	
1	24E00PC12	PC	Innovation and Entrepreneurship	100	4	0	0	4
2	24E00PC13	PC	Supply Chain Management and Analytics	100	4	0	0	4
2	24E00XXX	PE	Functional Area 1 Elective – 3	100	3	0	0	3
3	24E00XXX	PE	Functional Area 1 Elective – 4	100	3	0	0	3
5	24E00XXX	PE	Functional Area 2 Elective – 3	100	3	0	0	3
6	24E00XXX	PE	Functional Area 2 Elective – 4	100	3	0	0	3
7	24E00CV01	CVV	Comprehensive Viva-Voce	50	0	0	0	2
<b>Total</b>					<b>20</b>	<b>0</b>	<b>0</b>	<b>22</b>
<b>Total Credits = 104</b>								

\* M-Marks

L-Lectures

T- Tutorial

P- Practical

C-Credits

#### Core Electives – Dual Specialization (Fourth Semester)

- In the third semester, students select two functional areas as part of their dual specialization.
- Each chosen area offers three courses in the fourth semester, from which students are required to select two courses.

## FUNCTIONAL AREAS

### IV Semester - FINANCE (Electives)

S.No.	Course Code	SUBJECT TITLE
1	24E00FE04	Financial Derivatives
2	24E00FE05	Global Financial Management
4	24E00FE06	Strategic Financial Management





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## IV Semester - HUMAN RESOURCE MANAGEMENT (Electives)

S.No.	Course Code	SUBJECT TITLE
1	24E00HE04	Labor Welfare and Employment laws
2	24E00HE05	International HRM
3	24E00HE06	Employee Relations and Engagement

## IV Semester - MARKETING (Electives)

S.No.	Course Code	SUBJECT TITLE
1	24E00ME04	Services Marketing
2	24E00ME05	Digital and Social Media Marketing
3	24E00ME06	Advertising and Brand Management

## IV Semester - LOGISTICS AND SUPPLY CHAIN MANAGEMENT (Electives)

S.No.	Course Code	SUBJECT TITLE
1	24E00LE04	Enterprise Resource Planning
2	24E00LE05	International Logistics Management
3	24E00LE06	Lean Supply Chain Management

Category	Courses	Credits
PC-Program Core Course	2	8
PE- Program Elective	4	12
CV-Comprehensive Viva-Voce	1	2
<b>Total</b>	<b>7</b>	<b>22</b>

### Industrial Project and Comprehensive Viva-Voce:

- An Industrial Project, based on a one-month Summer Internship, is mandatory and will be evaluated at the end of 3rd semester of the second year.
- The project report must be checked using anti-plagiarism software (Turnitin). The permissible similarity index should be less than 30%.
- A Comprehensive Viva-Voce will be conducted to assess the student's overall knowledge gained during the entire two-year course.

**Chairperson**  
**Board of Studies (MBA)**