



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
Kandlakoya (V), Medchal Road, Hyderabad – 501401
DEPARTMENT OF MASTER IN BUSINESS ADMINISTRATION

Date: 27/09/2014

DEPARTMENT OF MASTER IN BUSINESS ADMINISTRATION
COMPOSITION OF BOARD OF STUDIES AS PER UGC NORMS

S.No	POSITION	Composition	Name	Signature
1	Chairman	Professor	Mr A.Kotishwar	<i>A. Kotishwar</i>
2	Member	Senior Faculty of the Branch	Mrs. P.Hima Bindu	<i>P. Hima Bindu</i>
3	Member	Senior Faculty of the Branch	Ms. Usha Vaidehi	<i>P. Usha Vaidehi</i>
4	Member	Senior Faculty of the Branch	Mrs. Alekhya	<i>P. Alekhya</i>
5	Member	Expert Nominated by Vice-Chancellor/ University	Dr. D. Raghunath Reddy, Professor, JNTU(H)	<i>[Signature]</i>
6	Member	Expert from Industry/ R&D	Dr Suryakant Sharma, Head, HR&Operations, ICR ISAT	<i>[Signature]</i>
7	Member	External Expert nominated by the Academic Council (1)	Dr Satyanarayana Chary, Professor, Telangana University	ABSENT

A. Kotishwar

A. KOTISHWAR
 MBA, M.Com., M.Phil. (E&D)
 Associate Professor & Head of the Department
 Dept. of Master in Business Administration
 CMR College of Engineering & Technology



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FIRST BOARD OF STUDIES MEETING DATED 27TH September 2014

Minutes of the meeting:

The first Board of studies meeting at Dept of Masters in Business Administration held on 27/09/2014 held at CMR College of Engineering & Technology.

AGENDA:

1. Discussion of Academic Regulations .
2. Sugestions by Experts nominated by JNTU and Academic Council for smooth conduct of course under Autonomous status
3. Suggestions, Discussion Incorporation of changes in syllabus and exam pattern.

The following are the minutes of Minutes of the meeting at Board of Studies meeting:

1. A change in examination pattern was proposed by Department of MBA from present 40 marks of evaluation for Internal assessment averaged for two mids for each semester. This was changed to 30 marks for internal written exam for each mid restricting the pattern with 4 question for 3 marks each ($4 \times 3 = 12$) of Part A and Part B will have 5 question out of which 3 will be answered each carrying 6 marks. 10 marks will be based on continuous assessment of assignments both in Mid 1 and Mid 2
2. Option for electives must be as per 2013 JNTU MBA regulation as suggested by Prof. Raghunath Reddy. All elective must be offered in the same stream.
3. Prof Sudhakar, Vice Principal, CMRCET has suggested to add a non credit course during III semester which will reflect in electives.
4. The expert panel suggested to bring about changes gradually as observed and needed during course implementation.
5. The Project in the respective specialization must begin in IV semester and must be completed in 6 months of time and faculty must ensure continuous evaluation stage wise which must be submitted before Final Semester External Examination. The VIVA VOCE will be conducted after declaration of Results.
6. All the specific Seminar paper in each semester viz. Personal effectiveness (II sem), Annual report analysis (II sem), summer internship (III sem), Business Best Practices (III sem), Success story of entrepreneur (IV Sem) must be evaluated



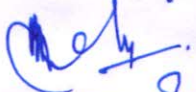

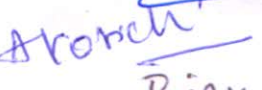
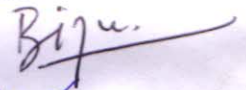
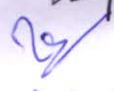
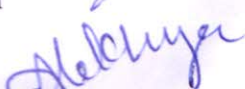


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continuously throughout semester by following specific time table and time schedules.

7. Dr Suryakanth Sharma suggested to continue with single specialization option and to strengthen student skill sets by practical orientation towards subjects.
8. Suggestion was made to recommend VIVA VOCE examiners and Examination paper setting must be Ph.D or M.Phil holders with experience from reputed colleges.
9. Recommendation was made not to add books written by JNTU faculty and other Internal faculty in Text Books or in References.
10. Recommendation were made to change syllabus of MEFA & MS
MEFA: In Unit 5 Conversion of Ratios into preparation of Financial Statements were recommended to be added to present syllabus
Management Science: In Unit 2 Purchase procedure, Store management, Store Records, JIT System, Supply Chain Management were suggested to be removed
 In Unit 3: Capability Maturity Model and Levels of performance Mgmt system were suggested to be removed.
11. Case studies were suggested to be added in question papers and paper setter remuneration must be awarded according to challenge involved in paper setting.

Signature of Members attended:

1. Prof Raghunath Reddy, Professor, SMS, JNTU(H) 
2. Dr Suryakanth Sharma, Head – HR & Operations, ICRISAT 
3. Prof.M.Sudhakar, Vice Principal, CMRCET 
4. Dr.Narsi Reddy, Controller of Examinations, CMRCET 
5. Prof.A.Kotishwar, HOD, Dept of MBA, CMRCET 
6. Mrs.P.Hima Bindu, Assoc Prof, Dept of MBA, CMRCET 
7. Ms.P.Usha Vaidehi, Asst Prof, Dept of MBA, CMRCET 
8. Mrs.P.Alekhyas, Asst Prof, Dept of MBA, CMRCET 



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COURSE STRUCTURE

I SEMESTER						
Code	Subjects	Approach	Theory	Practical	Credits	Marks
C1101	Management Fundamentals	Concepts and Cases	4	0	3	100
C1102	Business Laws & Regulations	Concepts and Cases	4	0	3	100
C1103	Financial Accounting & Analysis	Concepts & Problem Solving	4	0	3	100
C1104	Managerial Economics	Concepts and Cases	4	0	3	100
C1105	Business Environment	Concepts and Cases	4	0	3	100
C1106	Research Methodology & Statistical Analysis	Concepts & Problem Solving	4	0	3	100
C1107	Statistical Data Analysis - Practical	MS Excel(LAB)	1	3	2	100
C1108	Business Communication- Practical	LAB Practice	2	2	2	100
II SEMESTER						
C1109	Human Resource Management	Concepts and Cases	4	0	3	100
C1110	Quantitative Analysis for Business Decisions	Concepts & Problem Solving	4	0	3	100
C1111	Financial Management	Concepts Cases & Problem Solving	4	0	3	100
C1112	Management Information system	Concepts and Cases	4	0	3	100
C1113	Marketing Management	Concepts and Cases	4	0	3	100
C1114	Business Ethics & Corporate Governance	Concepts and Cases	4	0	3	100

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C1115	Personal Effectiveness Seminar	-	Presentations, Group Discussions, Mock interviews in the class.	4	0	2	50
C1116	Annual Report Analysis Seminar	-	Using CMIE Prowess Database/Annual reports of companies & MSEExcel	4	0	2	50

III SEMESTER

C1117	Summer Internship-Seminar		Working in any organization during summer vacation	1	0	2	50
C1118	Production & Operation Management		Concepts, Cases & Problem Solving	4	0	3	100
C1119	Strategic Management		Concepts and Cases	4	0	3	100
C1120	Organizational Behaviour		Concepts and Cases	4	0	3	100
C1121	Business Best Practices Seminar	-	Internet & Interaction with Executives	2	0	2	50
	Elective 1		Concepts and Cases	4	0	3	100
	Elective 2		Concepts and Cases	4	0	3	100
	Elective 3		Concepts and Cases	4	0	3	100

IV SEMESTER

C1122	Entrepreneurship		Concepts and Cases	4	0	3	100
	Elective 4		Concepts and Cases	4	0	3	100
	Elective 5		Concepts and Cases	4	0	3	100
	Elective 6		Concepts and Cases	4	0	3	100
C1123	Success Story of an Entrepreneur-Seminar		Field Visit	2	0	2	50

Main Project Work

C1124	Stage-I: Research Methodology for the Main Project Work & Collection of Main Project Related Data from CMIE Prowess DATABASE or any source, or Data collected from the field- Seminar	12	0	2	50
C1125	Stage-II : Statistical Analysis of Main project data using either Excel, SPSS, MINI TAB, or R- Seminar Presentation			2	50
C1126	Stage-III: MAIN PROJECT REPORT & VIVA			4	GRADE
TOTAL CREDITS = 66 CREDITS FOR 22 THEORY SUBJECTS + 22 CREDITS FOR 2 PRACTICALS, 7 SEMINARS AND MAIN PROJECT.				88	2750

Arora

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CHOOSE ANY ONE OF THE MARKETING OR FINANCE OR HR OR SYSTEMS ELECTIVES

MARKETING ELECTIVE SUBJECTS						
Code	Subjects	Approach	Theory	Practical	Credits	Marks
C1127	Consumer Behaviour	Concepts and Cases	4	0	3	100
C1128	Sales & Distribution Management	Concepts and Cases	4	0	3	100
C1129	Integrated Marketing Communications	Concepts and Cases	4	0	3	100
C1130	Retailing Management	Concepts and Cases	4	0	3	100
C1131	Services Marketing	Concepts and Cases	4	0	3	100
C1132	International Marketing	Concepts and Cases	4	0	3	100
FINANCE ELECTIVE SUBJECTS						
C1133	Cost & Management Accounting	Concepts and Cases	4	0	3	100
C1134	Security and Portfolio management	Concepts and Cases	4	0	3	100
C1135	Financial Institutions, Markets & Services	Concepts and Cases	4	0	3	100
C1136	Strategic Investment in Financing Decisions	Concepts and Cases	4	0	3	100
C1137	International Financial Management	Concepts and Cases	4	0	3	100
C1138	Financial Derivatives	Concepts and Cases	4	0	3	100
HR ELECTIVE SUBJECTS						
C1139	Performance Management	Concepts and Cases	4	0	3	100
C1140	Training & Development	Concepts and Cases	4	0	3	100
C1141	Management of Industrial Relations	Concepts and Cases	4	0	3	100
C1142	Compensation & Reward Management	Concepts and Cases	4	0	3	100
C1143	Management of Change	Concepts and Cases	4	0	3	100
C1144	Leadership	Concepts and Cases	4	0	3	100
SYSTEMS ELECTIVE SUBJECTS						
C1145	Business Intelligence	Concepts and Cases	4	0	3	100

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C1146	Enterprise Resource Planning	Concepts and Cases	4	0	3	100
C1147	Decision Support System	Concepts and Cases	4	0	3	100
C1148	E-Business	Concepts and Cases	4	0	3	100
C1149	Cyber Security	Concepts and Cases	4	0	3	100
C1150	Information System Control and Audit	Concepts and Cases	4	0	3	100

OTHER SERVICE SUBJECTS

ELECTIVE SUBJECTS

Code	Subjects	Approach	Credits	Marks
C1151	Managerial economics and Financial analysis	Concepts		100
C1152	Management Science	Concepts		100

MBA PROGRAMME EDUCATION OBJECTIVES (PEO's):

1. To impart the knowledge of critical functions of business viz. Marketing, Finance, Human Resources and Systems.
2. To enhance necessary quantitative skills for analyzing a firm's numerical data to make intelligent and effective decisions.
3. To understand the techniques and tools useful for Financial Analysis and Control.
4. To develop Leadership, Team work, Social, Legal and Ethical responsibilities in Business and Society.
5. To enhance knowledge and skills in Strategic Management.
6. To achieve better communication skills and higher levels of proficiency for successful career in Industry, Business and Entrepreneurship.

PROGRAM OUT COMES (POC's):

- a) To understand the global, environmental, political, economic, legal and regulatory context of business.
- b) To understand individual ethical behavior and community responsibilities in organization and society.
- c) To create value through identifying customer needs and implementing integrated production and distribution of goods, services, and information.
- d) To develop capacity to apply knowledge in new and unfamiliar circumstances through a conceptual understanding of relevant disciplines.
- e) To develop capacity to adapt and innovate to solve problems, to cope with unforeseen events, and to manage in unpredictable environments.
- f) Able to manage diversity, contemporary societal and global issues.
- g) To demonstrate Leadership and Team work capabilities.
- h) Able to enhance in verbal, written and presentation communication skills.
- i) Analyzing financial statements, portfolio management, Investment decisions.
- j) To demonstrate capabilities in new venture creation & entrepreneurship.
- k) Achieve higher levels of proficiency and self-actualization through pursuing life long learning.

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