

File No.

Date: 4<sup>th</sup> September 2015

## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### MINUTES OF SECOND BOARD OF STUDIES MEETING DATED 2<sup>ND</sup> SEPTEMBER 2015 HELD AT CMR COLLEGE OF ENGINEERING & TECHNOLOGY

#### Minutes of the meeting:


The second Board of studies meeting at Dept of Master of Business Administration held on 02/09/2015 held at CMR College of Engineering & Technology.

#### Members attended:

1. Prof D. Raghunath Reddy, Professor, SMS,JNTU(H)
2. Dr Suryakanth Sharma, VP-HR, Micromax
3. Dr.K. Narsimha Reddy, Dean ,MBA Dept, CMRGI
4. Dr.T. Satyanarayana Chary, Prof, Dept of Business Mgmt, TU.
5. Dr. Narsi Reddy, Controllor of Examinations, CMRCET
6. Dr.A. Kotishwar, HOD, Dept of MBA,CMRCET
7. Mrs. P. Hima Bindu, Assoc Prof, Dept of MBA,CMRCET
8. Ms.P. Usha Vaidehi, Asst Prof, Dept of MBA,CMRCET
9. Mrs. P. Alekhya, Asst Prof, Dept of MBA,CMRCET

#### AGENDA:

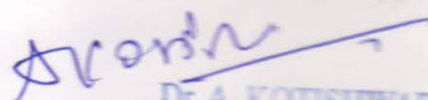
1. Discussion of Academic Regulations for MBA Program.
2. Formulation of course structure and syllabus for MBA program under CBCS model.

  
Dr. A. KOTISHWAR  
M. A. J. M. Ph. D.  
Head of Department  
Dept. of Master of Business Administration  
CMR College of Engineering & Technology

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

The chairman welcomed all the members to the meeting. The proposed Course structure and syllabus of MBA program was circulated and the suggestions of the members invited. The following were the deliberations.

1. A change in examination pattern was proposed by Department of MBA from present 30(Internal Exam) +10 marks (assignment) 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(4X3=12) of Part A and Part B will have 5 questions out of which 3 will be answered each carrying 6 marks. Two mids marks will be averaged.
2. Option for electives must be as per 2015 JNTU MBA regulation as suggested by Prof. Raghunath Reddy. All electives must be offered in the same stream in III & IV sem.
3. Change in course structure was proposed. Introduction of Core and Open Elective proposed and accepted as per **CBCS guidelines** and JNTU norms. As per conclusion 5 core subject and 1 open elective will be offered during Semester I and Semester II. Student will be given option of selecting one among 5 open electives.(List of Core subjects and Open and General electives is attached semester wise)
4. The Project in the respective specialization begins 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 for students with no backlogs  
**Evaluation of Final Project: Pre submission seminar(50 marks) and 100 marks for Final project (25 Internal and 75 External) and both are independent evaluations**
5. All the specific Seminar papers in each semester viz. Personal effectiveness (II semester), Annual report analysis(II semester), summer internship(III semester), Business Best Practices(III semester), Success story of Contemporary and Emerging leaders (IV semester) must be evaluated continuously throughout semester by following specific time table and time schedules. The evaluation pattern will be both by one Internal examiner and one external examiner and the average marks of both examiners will be awarded.
6. Each core subject and Open elective is awarded 3 credits each, lab and seminar 2 credits each. Each semester has 22 credits. A total of 44 credits will be awarded for I

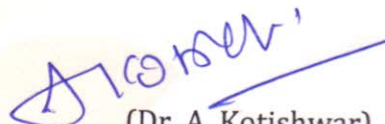
  
Dr. A. KOTISHWAR  
Head of the Department  
Dept. of Master of Business Administration  
CMR College of Engineering & Technology



- & II semester. The student must have minimum 22 credits after II sem if he/she has to be promoted to III sem.
- 7. Comprehensive Viva will be awarded 2 credits, Pre submission seminar will be awarded 2 credits and Final Project 4 credits in IV semester.
- 8. The course structure and course revised syllabus were finalized and approved by the expert committee on 2/09/2015.
- 9. Summer Internship- **Seminar** is to be shifted from III Semester to II Semester & Personal Effectiveness - **Seminar** is shifted from III Semester to II Semester.

**Resolution:** The Board approved the Course Structure and Syllabus for MBA program effective from academic year 2015-16. The same are enclosed.

The chairman thanked all the members for their valuable contributions and the meeting concluded.



(Dr. A. Kotishwar)  
Head, Dept of MBA  
Chairman BOS

Dr. A. KOTISHWAR  
MBA, M.Com, M.Phil., Ph.D.  
Head of the Department  
Dept. of Master of Business Administration  
CMR College of Engineering & Technology

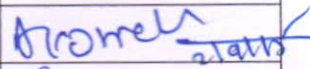
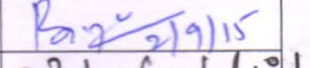
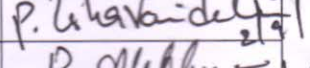


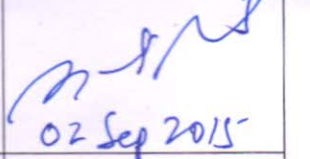
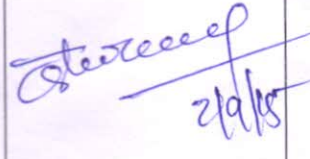

# CMR COLLEGE OF ENGINEERING & TECHNOLOGY (AUTONOMOUS)

Kandlakoya (V), Medchal Road, Hyderabad – 501401

DEPARTMENT OF MASTER IN BUSINESS ADMINISTRATION

COMPOSITION OF BOARD OF STUDIES AS PER UGC NORMS


Date : 02/09/2015

Position	Composition	Name	Signature
Chairman	Professor	Dr. A Kotishwar	
Member	Senior Faculty of the Branch	Mrs P Hima Bindu	
Member	Senior Faculty of the Branch	Ms P Usha Vaidehi	
Member	Senior Faculty of the Branch	Mrs P Alekhya	
Member	Expert Nominated by Vice-Chancellor / University	Prof D Raghunath Reddy, Professor , JNTU (H)	
Member	Expert from Industry / R & D	Dr Suryakant Sharma, Head & Operation, ICR ISAT	
Member	External Expert nominated by the Academic Council	Dr Satyanarayana Chary, Professor , Business Management dept, Telangana University, Nizamabad	
Member	Special Invitee	Dr. Narsimha Reddy, K Dean MBA, CMR TC	



**COURSE STRUCTURE: MBA PROGRAMME**  
**REGULATION: R02 EFFECTIVE FROM AC YEAR 2015-16**

I SEMESTER								
Code	Subjects	Approach	T	P	C	Int Marks	Ext Marks	Total Marks
C2101	Management & Organization Behavior	Concepts and Cases	4	0	4	30	70	100
C2102	Business Laws & Regulations	Concepts and Cases	4	0	4	30	70	100
C2103	Financial Accounting & Analysis	Concepts & Problem Solving	4	0	4	30	70	100
C2104	Managerial Economics	Concepts and Cases	4	0	4	30	70	100
C2105	Business Environment	Concepts and Cases	4	0	4	30	70	100
C2106	Statistical Data Analysis - Lab	LAB	0	2	2	30	70	100
C2107	Business Communication- Seminar	Seminar	2	0	2	50	-	50
Choice Based Electives: Student has to choose any one Subject								
C2108	Management of Technology	Concepts and Cases	4	0	4	30	70	100
C2109	Data Base Management Systems	Concepts and Cases						
C2110	ERP & MIS	Concepts and Cases						
C2111	Income Tax	Concepts and Cases						
C2112	Risk Management & Insurance	Concepts and Cases						
Total No of Credits					28			
II SEMESTER								
C2113	Human Resource Management	Concepts and Cases	4	0	4	30	70	100
C2114	Statistics for Management	Concepts & Problem Solving	4	0	4	30	70	100
C2115	Financial Management	Concepts Cases & Problem Solving	4	0	4	30	70	100
C2116	Strategic Management	Concepts and Cases	4	0	4	30	70	100
C2117	Marketing Management	Concepts and Cases	4	0	4	30	70	100
C2118	Summer Internship- Seminar*	Working in any organization during summer vacation	2	0	2	50	-	50
C2119	Annual Report Analysis - Seminar	Seminar	2	0	2	50	-	50
Choice Based Electives: Student has to choose any one Subject								
C2120	Business Ethics & Corporate Governance	Concepts and Cases	4	0	4	30	70	100
C2121	Project Management	Concepts and Cases						
C2122	Industrial Engineering & Management	Concepts and Cases						
C2123	Decision Support System	Concepts and Cases						
C2124	Total Quality Management	Concepts and Cases						
Total No of Credits					28			

  
Dr. A. KOTISHWAR  
MBA, M. Phil, Ph.D.  
Head of the Department  
Dept of Master of Business Administration  
CMR College of Engineering & Technology




III SEMESTER								
C2125	Personal Effectiveness Seminar	Presentations, Group Discussions, Mock interviews in the class.	2	0	2	50	-	50
C2126	Production & Operations Management	Concepts, Cases & Problem Solving	4	0	4	30	70	100
C2127	Quantitative analysis & Business Decisions	Concepts, & Problem Solving	4	0	4	30	70	100
C2128	Research Methodology	Concepts and Cases	4	0	4	30	70	100
C2129	Business Best Practices – Seminar	Internet & Interaction with Executives	2	0	2	50	-	50
	Elective 1	Concepts and Cases	4	0	4	30	70	100
	Elective 2	Concepts and Cases	4	0	4	30	70	100
	Elective 3	Concepts and Cases	4	0	4	30	70	100
Total No of Credits					28			700
IV SEMESTER								
C2130	Entrepreneurship	Concepts and Cases	4	0	4	30	70	100
	Elective 4	Concepts and Cases	4	0	4	30	70	100
	Elective 5	Concepts and Cases	4	0	4	30	70	100
	Elective 6	Concepts and Cases	4	0	4	30	70	100
C2131	Success Story of Contemporary & Emerging Leaders- Seminar	Field Visit	2	0	2	50	-	50
C2132	Comprehensive Viva	(Subject Viva)	2	0	2	-	50	50
Main Project Work								
C2133	Pre-submission Project Seminar		2	0	2	50	-	50
C2134	Final Project Viva		6	6	6	30	70	100
Total No of Credits					28			650

**\*Note: Banking, Finance & Business related Documents have to be collected by the students from 1to 19 as a part of Summer Internship. It has to be included in the summer Internship Project Report.**

**CHOOSE ANY ONE OF THE MARKETING OR FINANCE OR HR OR SYSTEMS ELECTIVES**  
**MARKETING ELECTIVE SUBJECTS**

Code	Subjects	Approach	Theory	Practical	Credits	Marks
C2135	Consumer Behaviour	Concepts and Cases	4	0	4	100
C2136	Sales & Distribution Management	Concepts and Cases	4	0	4	100
C2137	Integrated Marketing Communications	Concepts and Cases	4	0	4	100
C2138	Retailing Management	Concepts and Cases	4	0	4	100
C2139	Services & Digital Marketing	Concepts and Cases	4	0	4	100
C2140	International Marketing	Concepts and Cases	4	0	4	100

  
**Dr. A. KOTISHVAR**  
MBA, M.Com, M.Phil, Ph.D.  
Head of the Department  
Dept. of Mas. of Business Administration  
CMR College of Engineering & Technology

FINANCE ELECTIVE SUBJECTS						
C2141	Strategic Management Accounting	Concepts and Cases	4	0	4	100
C2142	Security Analysis and Portfolio Management	Concepts and Cases	4	0	4	100
C2143	Financial Institutions, Markets & Services	Concepts and Cases	4	0	4	100
C2144	Strategic Investment and Financing Decisions	Concepts and Cases	4	0	4	100
C2145	International Financial Management	Concepts and Cases	4	0	4	100
C2146	Financial Derivatives	Concepts and Cases	4	0	4	100
HR ELECTIVE SUBJECTS						
C2147	Performance Management	Concepts and Cases	4	0	4	100
C2148	Training & Development	Concepts and Cases	4	0	4	100
C2149	Management of Industrial Relations	Concepts and Cases	4	0	4	100
C2150	Compensation & Reward Management	Concepts and Cases	4	0	4	100
C2151	Management of Change	Concepts and Cases	4	0	4	100
C2152	Leadership	Concepts and Cases	4	0	4	100
SYSTEMS ELECTIVE SUBJECTS						
C2153	Business Intelligence	Concepts and Cases	4	0	4	100
C2154	Data Warehousing & Data Mining	Concepts and Cases	4	0	4	100
C2155	System Analysis & Design	Concepts and Cases	4	0	4	100
C2156	E-Business	Concepts and Cases	4	0	4	100
C2157	Cyber Security	Concepts and Cases	4	0	4	100
C2158	Information System Control and Audit	Concepts and Cases	4	0	4	100

*A. K. Kotishwar*  
Dr. A. KOTISHWAR



**Guidelines:**

The guidelines of the MBA four semesters programme under CBCS are as follows:

**I Semester and II Semester:**

The I and II semesters contain 8 courses out of which first seven are core courses and are compulsory for all the students. The 8th course is an Open Elective and consists of courses offered by various department of the institute.

**Specialization in MBA:** Four different streams of Specializations are offered in MBA programme from III semester onwards which are Marketing, HRM, Finance and Systems. The students have to opt for one of the specializations. Under each specialization 6 different courses are offered which will be covered in III and IV semester and are as given below.

**III Semester:**

In III semester, first three core courses are compulsory to all the students. Fourth, fifth and sixth are course are core electives. These Core Electives are to be chosen as per the specialization.

**IV Semester:**

The first course of IV semester is core course which is compulsory to all the students. The 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> courses are Core Elective Courses. These Core Electives are to be chosen as per the specialization.

*Dr. A. K. KOTISHWAR*  
Dr. A. KOTISHWAR  
Head of the Department  
Dept. of Master of Business Administration  
CMR College of Engineering & Technology