

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

CMRCET/MBA/2022-23/ BOS/1

Date: 27/10/2022

MINUTES OF MEETING OF BOARD OF STUDIES OF MASTER OF BUSINESS ADMINISTRATION (MBA) DEPARTMENT CONDUCTED

1. The Board of Studies of MBA Department held its meeting in virtual mode on 27th Oct, 2022 and the following members were present:

S No	Name	Position	Designation
1.	Dr.A Kotishwar	Chairman	HoD, MBA, CMRCET
2.	Professor Sindhu	Member	University nominee, Director, SMS, JNTU Hyderabad
3.	Dr Chetan Srivastava	Member	Associate Professor, University of Hyderabad.
4.	Dr.Surya Kanth Sharma	Member	Senior Consultant, Industries Promotion (Electronics), Government of Telangana
5.	Ms Krupali Raval	Member	Distinguished Alumni of CMRCET and Senior Manager, HR , Disney Star
6.	Dr P Hima Bindu	Member	Dean Placements & Training CMRGI
7.	Dr P Alekhya	Member	Associate Professor of MBA, CMRCET
8.	Dr.Dowlath Ahammed	Member	Assistant Professor of MBA, CMRCET
9.	Dr T Shesadri Kiran	Member	Assistant Professor of MBA, CMRCET
10.	Dr P Umapathi	Member	Assistant Professor of MBA, CMRCET

2. Chairman welcomed the members for the meeting and proposed Curriculum of MBA. He presented the curriculum followed by JNTUH and other prestigious institutions. He welcomed suggestions from all the members for finalization of the curriculum.
3. The members of the board had prolonged deliberations upon the issue and finally recommended the curriculum whose outlines are as given below.
4. The Course structure and detailed syllabus for MBA program is placed as **Annexure-I & II** to these minutes. The board recommended the below curriculum to the concerned Boards of studies and College Academic Council for necessary approval.
5. Paper setters list and paper valuers list for end semester examinations is examined by BoS Members and approved. It is placed as annexure-II to these minutes.
6. The chairman thanked all the members for sparing their valuable time and for their valuable contribution in framing the curriculum.


27/10/22

(Dr.A Kotishwar)

HEAD OF THE DEPARTMENT

Dr. A. KOTISHWAR

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

CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

Master of Business Administration
CBCS & OUTCOME BASED COURSE STRUCTURE

SEMESTER - I								
Course Code	Course Title	Category	Hours per Week			Credits	Maximum Marks	
			L	T	P		CIE	SEE
C400301	Management and Organization Behavior	PC	4	0	0	4	40	60
C400302	Business Law and Environment	PC	4	0	0	4	40	60
C400303	Financial Accounting and Analysis	PC	3	1	0	4	40	60
C400304	Managerial Economics	PC	4	0	0	4	40	60
C400305	Research Methodology and Statistical Analysis	PC	3	1	0	4	40	60
C400501	Technical Skills for Business Management	LC	0	0	3	1.5	40	60
C400502	Corporate Communication	LC	0	0	3	1.5	40	60
Choice Based Electives: Student has to choose any one Subject								
C400601	Business Ethics and Corporate Governance	OE	3	0	0	3	40	60
C400602	Rural Marketing	OE						
C400603	Corporate Social Responsibility	OE						
C4006004	International Business	OE						
C400605	Financial Institutions, Markers and Services	OE						
C400701	Mandatory Non Credit Course: NPTEL / Ms-Office / Python (Minimum 8 Week Course from certified institutions.)							
Total:			21	2	6	26		
Total hours per Week:			29					
SEMESTER - II								
Course Code	Course Title	Category	Hours per Week			Credits	Maximum Marks	
			L	T	P		CIE	SEE
C400306	Human Resource Management	PC	4	0	0	4	40	60
C400307	Financial Management	PC	3	1	0	4	40	60
C400308	Marketing Management	PC	4	0	0	4	40	60
C400309	Quantitative Analysis for Business Decisions	PC	3	1	0	4	40	60
C400310	Entrepreneurship and Design Thinking	PC	3	0	0	3	40	60
C400311	Logistics and Supply Chain Management	PC	4	0	0	4	40	60
C400801	Annual Report Analysis	Seminar	0	0	2	2		50
Choice Based Electives: Student has to choose any one Subject								
C400606	Customer Relationship Management	OE	3	0	0	3	40	60
C400607	Project Management	OE						
C400608	Data Analysis using Python	OE						
C400609	Marketing Research	OE						
C400702	Mandatory Non Credit Course: Power BI / Tableau							
Total:			24	2	2	28		
Total hours per Week			28					
Total Credits in I Year: 54								

SEMESTER - III								
Course Code	Course Title	Category	Hours per Week			Credits	Maximum Marks	
			L	T	P		CIE	SEE
C400312	ERP and MIS	PC	3	0	0	3	40	60
C400313	Strategic Management	PC	4	0	0	4	40	60
C400314	Business Analytics	PC	4	0	0	4	40	60
C400802	Personal Effectiveness	Seminar	0	0	2	2		50
C400803	Summer Internship- Seminar	Internship	0	0	2	2		50
	Elective I	PE	4	0	0	4	40	60
	Elective II	PE	4	0	0	4	40	60
	Elective III	PE	3	0	1	4	40	60
Total:			22	0	5	27		
Total hours per Week:			27					
SEMESTER - IV								
Course Code	Course Title	Category	Hours per Week			Credits	Maximum Marks	
			L	T	P		CIE	SEE
C400315	Production and Operations Management	PC	3	0	0	3	40	60
	Elective IV	PE	4	0	0	4	40	60
	Elective V	PE	4	0	0	4	40	60
	Elective VI	PE	4	0	0	4	40	60
Main Project Work								
C400804	Stage - I	Seminar	0	0	1	1	50	
C400805	Stage - II	Seminar	0	0	1	1	50	
C400806	Final Project Viva	Project	0	0	4	4	40	60
Total:			15	0	6	21		
Total hours per Week			21					
Total Credits in I Year: 48								

- * PC – Professional Core
- * LC – Laboratory Courses
- * OE – Open Elective
- * PE – Professional Electives

**CHOOSE ANY ONE OF THE MARKETING (OR) FINANCE (OR) HR (OR) ENTREPRENEURSHIP
ELECTIVES**

MARKETING ELECTIVE SUBJECTS					
Course Code	Course Title	Hours Per Week			Credits
		L	T	P	
C400401	Consumer Behaviour	4	0	0	4
C400402	Sales and Promotion Management	4	0	0	4
C400403	Marketing Analytics	3	0	1	4
C400404	Retailing Management	4	0	0	4
C400405	Services Marketing	4	0	0	4
C400406	Digital Marketing	4	0	0	4
FINANCE ELECTIVE SUBJECTS					
C400407	Cost and Management Accounting	4	0	0	4
C400408	Security Analysis and Portfolio Management	4	0	0	4
C400409	Financial Analytics	3	0	1	4
C400410	Strategic Investment and Financing Decisions	4	0	0	4
C400411	International Financial Management	4	0	0	4
C400412	Risk Management and Insurance	4	0	0	4
HR ELECTIVE SUBJECTS					
C400413	Performance Management	4	0	0	4
C400414	Strategic Human Resource Management	4	0	0	4
C400415	HR Analytics	3	0	1	4
C400416	Compensation and Reward Management	4	0	0	4
C400417	Leadership and Change Management	4	0	0	4
C400418	Management of Industrial Relations	4	0	0	4
ENTREPRENEURSHIP ELECTIVES SUBJECTS					
C400419	Start-up and MSME Management	4	0	0	4
C400420	Technology Business Incubation	4	0	0	4
C400421	Family Business Management	4	0	0	4
C400422	Entrepreneurial Finance	4	0	0	4
C400423	Entrepreneurial Marketing	4	0	0	4
C400424	Creativity, Innovation and Entrepreneurship	4	0	0	4

Signature of BOS Members

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1	Dr.A Kotishwar	Chairman	HoD, MBA, CMRCET	<i>[Signature]</i> 22/10/22
2	Professor Sindhu	Member	University nominee, Director, SMS, JNTU Hyderabad	<i>[Signature]</i>
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