ANNAMACHARYA UNIVERSITY

EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

Rajampet, Annamayya District, A.P – 516126, INDIA

MEETING MINUTES

of

FIRST BOARD OF STUDIES

ACADEMIC YEAR: 2024-25

Date & Time: 31/08/2024 at 11:00AM

Venue: PG Block, Room Number-PG437

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Ref.No.:/AU/SoE/ME/BOS-01/2024-25/MOM-01 Date: 31/08/2024

DEPARTMENT OF BUSINESS ADMINISTRATION

1st BoS Minutes of Meeting

The 1st meeting of the Board of Studies (BoS) for the Department of Business Administration was held in hybrid mode on 31st August 2024 in Room No. PG 437 of the PG Block at 11:00 AM, with the following members of the board present.

Members Present:

Sl.No	Name	Affiliation	Role in BoS
1	Dr. P.Subramanyam	Assistant Professor& Head Dept. of Business Administration Annamacharya University Rajampet. Ph: 7093769885 Email: subbu_phd@yahoo.com	Chairman
2	Dr. T.Navaneetha	Assistant Professor Dept of Business Administration Annamacharya University Rajampet. Ph: 9494034143 Email: thotanavaneetha@gmail.com	Senior Faculty – Member
3	Dr.V.Mouneswari	Assistant Professor Dept of Business Administration Annamacharya University Rajampet. Ph: 9515337737 Email:mouni.vangimalla@gmail.com	Senior Faculty – Member
4	Dr.G.Kanukaraju	Assistant Professor Dept of Business Administration Annamacharya University Rajampet. Ph: 9704210456 Email: kanukaraju2021@gmail.com	Course Coordinator-Member
5	Prof. Vijaya Bhaskar Marisetty	Professor & Dean (Academics) Indian Institute of Management Visakhapatnam, Ph: 9866896553 Email: marisetty@iimvc.ac.in	Subject Expert – Member
6	Prof. Ravindra Reddy Meka	Professor and Head National Institute of Technology Warangal. Ph: 9849552879 Email: mnrncc@gmail.com	Subject Expert – Member
7	Prof M Nirmala	Professor & HOD Canara Bank School of Management Studies Bangalore City University. Ph:990845325 Email: nirmala.cbsms@gmail.com	University Nominee-Member

8	Dr. Mahesh Pavan Sathavalli	Workstream Led WPP IT India Pvt.Ltd Ph: 9945212685 Email: Mahesh.sastri@gmail.com	Industry Representative – Member
9	Mr.C. Jagadeesh	Senior Financial Analyst VXL Service Ltd Banglore, Ph: 9000311440 Email: Jagadeeshchavana@gmail.com	Alumni Representative - Member

Members of Absence: NIL

Agenda of the Meeting:

Item No	Particulars
BoS/2024/MBA/1.1	Welcome and Introduction
BoS/2024/MBA/1.2	Review and Approval of Two-Year MBA Course Structure and Syllabi under AU24 Regulations
BoS/2024/MBA/1.3	Review and Approval of MTech Courses offered by MBA Department
BoS/2024/MBA/1.4	Discussion and Approval of Annamacharya University Research Admission Test -2024 (AURAT) Syllabus for the MBA Department.
BoS/2024/MBA/1.5	Discussion and Approval of the course work, including Core subjects and Research Methodology, for Research Programs.
BoS/2024/MBA/1.6	Approval of the List of Examiners for First-Year Courses/Subjects
BoS/2024/MBA/1.7	Any other item with permission of the Chair

MINUTES OF THE MEETING

Agenda Item No. BoS/2024/MBA/1.1: Welcome and Introduction

Welcome:

Dr. P. Subramanyam, Head, Department of Business Administration has extended warm welcome to all the members.

Introduction:

At the outset, Dr. P. Subramanyam, Head, Department of Business Administration introduced all the members of the Board of Studies and thanked them for accepting the invitation to the 1st BoS meeting.

The Chairman has presented the Vision, Mission, Program Educational Objectives and Program Outcomes of the MBA Department. After the discussion the members resolved to approve the Vision, Mission, Program educational objectives and Program Outcomes.

The vision, Mission, PEO's and POs are stated in Annexure-1.

Resolution:

The BOS members resolved and approved the Vision, Mission, PEO's and POs of the MBA Department.

Agenda Item No. BoS/2024/MBA/1.2: Review and Approval of Two-Year MBA Course Structure and Syllabi under AU24 Regulations

Dr.P.Subramanyam presented the Two-year course structure and syllabi to the members. The following discussions are made.

i. Prof.M.Vijaya Bhaskar has suggested to combine Design Thinking and Start-up Management Syllabus in 1st semester course structure.
ii. S. Mahesh Pavan has suggested to add Management Information System in 1st Semester.
iii. Prof M Nirmala has suggested to change unit- 4 Dividend Decision to Unit-5 in financial management subject.
iv. Prof. M Ravindra Reddy has suggested to change the titles of unit-3, 4 and 5 of Research methodology using SPSS subject by considering its reliability.

The Two-year course structure and detailed syllabi of MBA department is shown in Annexure-II.

Resolution:

After the deliberations the members of BoS accepted for combing Design Thinking and Start-up Management. Bos Members has accepted to add Management Information Systems in 1st year. In the course "Financial management" Dividend decision is accepted to change and the change of titles in Research methodology using SPSS is also accepted. The members unanimously approved the First-year course structure & syllabi under AU24 regulations.

Agenda Item No. BoS/2024/MBA/1.3: Review and Approval of MTech Courses offered by MBA Department.

The chairman of Board of Studies opened the discussion on introduction of Research Methodology and IPR in Semester-II and Cost Management for Engineering projects in Semester-III for MTech students.

The detailed syllabi of the above course is attached in Annexure-III.

Resolution:

After the deliberations the members approved the introduction of Research methodology and IPR, Academic and research report writing and Cost Management for Engineering projects.

Agenda Item No. BoS/2024/MBA/1.4: Discussion and Approval of Annamacharya University Research Admission Test -2024 (AURAT) Syllabus for the MBA Department.

Dr.P.Subramanyam presented the syllabus of MBA Department for Research admission test i.e.., AURAT-2024.

Resolution:

Members unanimously approved the syllabus of MBA Department for Research admission test.

Agenda Item No. BoS/2024/MBA/1.5: Discussion and Approval of the course work, including Core subjects and Research Methodology, for Research Programs.

Dr.P.Subramanyam presented the syllabus of Research methodology, Research Publications and ethics. The course work including the core subjects is also presented.

i. For marketing scholars, the core subjects discussed are:
   a) Advanced Marketing theory
   b) Innovation and Diffusion of Innovations and
   c) Marketing ethics and corporate social responsibility
ii. For Human Resource Management scholars, the core subjects discussed are:
   a) Advanced Human resource Management
   b) Organizational Behaviour and Development
   c) Diversity, Equity and Inclusion in Human resources
iii. For Financial Management scholars, the core subjects discussed are:
   a) Equity Research
   b) Strategic Financial Management.
   c) Security analysis and Portfolio Management.

Resolution:

Members approved the syllabus of Research Methodology, research and Publication ethics. For the core subjects in marketing Advanced Marketing theory and Innovation and Diffusion of Innovations is approved. In HRM, Advanced Human resource Management and Diversity, Equity and Inclusion in Human resources is approved. In Finance Stream, Equity Research and Strategic Financial Management are approved.

The detailed syllabi of the above course is attached in Annexure-IV.

Agenda Item No. BoS/2024/MBA/1.6: Approval of the List of Examiners for First-Year Courses/Subjects.

Dr.P.Subramanyam presented the list of examiners for First year courses. Members suggested for modifications in the list of examiners and suggested to follow the guidelines as per the norms of the University.

List of examiners is provided in the Annexure-V.

Resolution:

Members approved the List of examiners for the First-year courses/Subjects.

Agenda Item No. BoS/2024/MBA/1.7: Any other items with the Permission of the Chair.

-NIL-

Attendance sheet:

BoS Members:

Sl.No	Name	Role in BoS	Signature with Date
1	Dr. P.Subramanyam Assistant Professor & Head Dept. of Business Administration Annamacharya University Rajampet. Ph: 7093769885 Email: subbu_phd@yahoo.com	Chairman	
2	Dr. T.Navaneetha Assistant Professor Dept of Business Administration Annamacharya University Rajampet. Ph: 9494034143 Email: thotanavaneetha@gmail.com	Senior Faculty – Member	
3	Dr.V.Mouneswari Assistant Professor Dept of Business Administration Annamacharya University Rajampet. Ph: 9515337737 Email:mouni.vangimalla@gmail.com	Senior Faculty – Member	
4	Dr.G.Kanukaraju Assistant Professor Dept of Business Administration Annamacharya University Rajampet. Ph: 9704210456 Email: kanukaraju2021@gmail.com	Course Coordinator-Member	
5	Prof. Vijaya Bhaskar Marisetty Professor & Dean (Academics) Indian Institute of Management Visakhapatnam, Ph: 9866896553 Email: marisetty@iimvc.ac.in	Subject Expert – Member	Attended Online
6	Prof. Ravindra Reddy Meka Professor and Head National Institute of Technology Warangal. Ph: 9849552879 Email: mnrncc@gmail.com	Subject Expert – Member	Attended Online
7	Prof M Nirmala Professor & HOD Canara Bank School of Management Studies Bangalore City University. Ph:990845325 Email: nirmala.cbsms@gmail.com	University Nominee-Member	Attended Online

8	Dr. Mahesh Pavan Sathavalli Workstream Led WPP IT India Pvt.Ltd Ph: 9945212685 Email: Mahesh.sastri@gmail.com	Industry Representative – Member	Attended Online
9	Mr.C. Jagadeesh Senior Financial Analyst VXL Service Ltd Banglore, Ph: 9000311440 Email: Jagadeeshchavana@gmail.com	Alumni Representative - Member	Absent

ANNEXURE-I

Vision of the Department:

"To establish a globally renowned programme that nurtures value-based leadership, drives innovative thinking, and promotes research for the betterment of society."

Mission of the Department:

1. **To Develop Leaders with Integrity:** Cultivate future leaders who embody ethical values and demonstrate a commitment to responsible decision-making in business and society
2. **To Innovate for a Better Future:** Encourage and support innovative thinking and problem-solving skills, equipping students to drive positive change in the global business landscape.
3. **To get Advanced Knowledge through Research:** Promote rigorous research that contributes to academic excellence and addresses real-world challenges, benefiting society and the global community.
4. **To Foster a Global Perspective:** Provide a diverse and inclusive learning environment that prepares students to excel in a rapidly evolving, interconnected world

Programme outcomes:

1. **Management Knowledge:** Apply knowledge of Management Theories and Practices to solve Business Problems.
2. **Critical Thinking:** Foster Analytical and Critical thinking abilities for Data – based decision making.
3. **Value Based Leadership:** Exhibit Leadership and collaboration skills within diverse, cross-functional teams.
4. **Communication and Ethics:** Ability to understand, analyse and communicate global, economic, legal, and ethical aspects of business.
5. **Multidisciplinary Environment:** The ability to lead oneself and others in achieving organizational goals by effectively using statistical and data analysis tools, contributing to better decision-making, and fostering a collaborative team environment
6. **Entrepreneurship:** Ability to evaluate best entrepreneurial opportunities and manage start-ups in the present Business world.
7. **Social Responsiveness:** Ability to navigate the complexities of modern business landscape with a strong sense of social responsibility and commitment to sustainable and inclusive business practices.

8. **Life Long Learning:** Ability to engage in independent and lifelong learning in the context of managing unpredictable Societal and Global issues.

Programme Educational Objectives:

S.No	Program Educational Objectives
PEO1	The program aims to equip students with the fundamentals of management principles and its application in solving business problems.
PEO2	The program seeks to Cultivate advanced analytical and critical thinking ability, empowering Participating to optimize business operations and Strategic goals
PEO3	The program demonstrates leadership capabilities that prioritize ethical decision making and foster collaborative management that drives organisational goals with integrity and responsibility.
PEO4	The program is designed to Prepare students to navigate global business challenges, enabling them to make well-informed decisions by thoroughly evaluating all relevant environmental fax
PEO5	The program aims to cultivate an entrepreneurial mindset, while committing to socially responsible and sustainable business practices that contribute positively to society.