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

SECOND BOARD OF STUDIES

ACADEMIC YEAR: 2025-26

Date & Time: 09/06/2025 at 10:30AM

Venue: PG Block, Room Number-PG437

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Ref.No.:/AU/SoM/MBA/BOS-02/2025-26/MOM-02 Date: 10/06/2025

DEPARTMENT OF BUSINESS ADMINISTRATION

2nd BoS Minutes of Meeting

The 2nd meeting of the Board of Studies (BoS) for the Department of Business Administration was held in hybrid mode on 9th June 2025 in Room No. PG 437 of the PG Block at 10:30 AM, with the following members of the board present.

Members Present:

S.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	University Nominee-Member

		Email: nirmala.cbsms@gmail.com	
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: 01

Agenda of the Meeting:

Item No	Particulars
BoS/2025/MBA/2.1	Welcome and Introduction
BoS/2025/MBA/2.2	Confirmation of the Minutes of the 1st Board of Studies Meeting
BoS/2025/MBA/2.3	To discuss and finalize the course structure and syllabus for II -MBA under the AU-24 Regulations
BoS/2025/MBA/2.4	To approve the II B.Tech Syllabus offered by School of Management for the following mentioned courses a. Managerial Economics & Financial Analysis (MEFA) b. Management Science (MS)
BoS/2025/MBA/2.5	To review and address any discrepancies observed in the first-year PG courses (MBA) under the AU-24 Regulations.
BoS/2025/MBA/2.6	To discuss and approve the Programme Educational Objectives (PEOS), Programme Specific Outcomes (PSOs), and Course Outcomes (COs) of the Management Department.
BoS/2025/MBA/2.7	To discuss and approve the syllabus for the Annamacharya University Research Admission Test (AURAT)-2025 for the MBA department.
BoS/2025/MBA/2.8	To approve the list of examiners for second-year courses/subjects.
BoS/2025/MBA/2.9	Discussion on feedback received regarding the curriculum
BoS/2025/MBA/2.10	Discussion on the inclusion of Courses aligned With Sustainable Development Goals, Cross – Cutting issues and Indian Knowledge System (IKS) in the Curriculum
BoS/2025/MBA/2.11	Any other item with the permission of the Chair

MINUTES OF THE MEETING

Agenda Item No. BoS/2025/MBA/2.1: 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 2nd BoS meeting.

Agenda Item No. BoS/2025/MBA/2.2: Confirmation of the Minutes of the 1st Board of Studies Meeting.

The chairman of Board has presented the minutes of 1st Board of Studies and requested the Board members to confirm the 1st BoS meeting minutes.

1st BoS Minutes of Meeting is enclosed as Annexure-I

Resolution:

All the Board members has confirmed the minutes of 1st Board of studies Meeting.

Agenda Item No. BoS/2025/MBA/2.3: To discuss and finalize the course structure and syllabus for II -MBA under the AU-24 Regulations.

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

1. Prof. Ravindra Reddy Meka has suggested to change the title of the course "Sustainable and Innovation Management" to "Environmental Sustainability and Governance".
2. Prof.M.Nirmala, External BoS member has suggested to change the credits of Business Analytics Lab and Business analytics Theory in III semester course structure.
3. Prof. Vijaya Bhaskar Marisetty has suggested to add Minimum Alternative Tax in the course Corporate Tax Planning.
4. Prof. Ravindra Reddy Meka suggested to Rewrite Unit-1 in Brand Management course.
5. Dr. Mahesh Pavan Sathavalli has suggested to add Latest trends and Artificial intelligence related contents in suitable courses.

The detailed course structure and syllabi is attached in Annexure-II.

Resolution:

After the deliberations the members of BoS the members has accepted to change the title of "Sustainable and Innovation Management" to "Environmental Sustainability and Governance", modify the credits of Business analytics Lab and Theory, add Minimum Alternative Tax concept in Corporate Tax Planning, rewrite first unit in Brand Management Course and finally to add AI related contents in the applicable

courses. The members unanimously approved the Second-year course structure & syllabi under AU24 regulations.

Agenda Item No. BoS/2025/MBA/2.4: To approve the II B.Tech Syllabus offered by School of Management for the following mentioned courses. 1. MEFA 2. MS.

The detailed syllabi of the above courses are attached in Annexure-III.

Resolution:

After the deliberations the members approved the Managerial Accounting and Financial Analysis syllabus and Management science courses for II B.Tech I Semester.

Agenda Item No. BoS/2025/MBA/2.5: To review and address any discrepancies observed in the first-year PG courses (MBA) under the AU-24 Regulations.

Dr.P.Subramanyam presented the syllabus of first year to the Board members and no discrepancies are traced by the members.

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

Agenda Item No. BoS/2025/MBA/2.6: To discuss and approve the Programme Educational Objectives (PEOS), Programme Specific Outcomes (PSOs), and Course Outcomes (COs) of the Management Department.

The Chairman has presented the Programme Educational Objectives, Programme Specific Outcomes and Course Outcomes of the MBA Department. After the discussion the members resolved to approve the Programme Educational Objectives, Programme Specific Outcomes and Course Outcomes.

The Programme Educational Objectives, Programme Specific Outcomes and Course Outcomes are stated in Annexure-V.

Resolution:

The BOS members resolved and approved the Programme Educational Objectives, Programme Specific Outcomes and Course Outcomes of the MBA Department.

Agenda Item No. BoS/2025/MBA/2.7:To discuss and approve the syllabus for the Annamacharya University Research Admission Test (AURAT)-2025 for the MBA department.

Dr.P.Subramanyam presented the syllabus of MBA Department for Research admission test i.e.., AURAT-2025.

Sllabus for AURAT-2025 is enclosed in Annexure-VI.

Resolution:

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

Agenda Item No. BoS/2025/MBA/2.8: Approval of the List of Examiners for Second-Year Courses/Subjects.

Dr.P.Subramanyam presented the list of examiners for Second 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-VII.

Resolution:

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

Agenda Item No. BoS/2025/MBA/2.9: Discussion on feedback received regarding the curriculum.

The chairman of the Board has discussed the feedback received from various stakeholders like Teachers, students, Parents, Alumni and Employer.

Resolution:

The Curriculum Review Committee resolved to accept the feedback received from stakeholders and initiate the revision of the curriculum in alignment with industry demands, student preferences, and academic standards. The Board members has accepted the Feedback Based suggestion.

Agenda Item No. BoS/2025/MBA/2.10: Discussion on the inclusion of Courses aligned With Sustainable Development Goals, Cross – Cutting issues and Indian Knowledge System (IKS) in the Curriculum.

Dr.P.Subramanyam has initiated a discussion on inclusion of courses related to Sustainable Development Goals, Cross – Cutting issues and Indian Knowledge System (IKS) in the Curriculum.

Resolution:

The Board members acknowledged the proposal initiated by Dr. P. Subramanyam to integrate courses and modules related to the Sustainable Development Goals (SDGs), Cross-Cutting Issues (such as gender, climate change, ethics, human rights, and health), and the Indian Knowledge System (IKS) into the academic curriculum.

After thorough discussion, the committee unanimously resolved to:

1. Include interdisciplinary courses and modules that promote awareness and action on Sustainable Development Goals.
2. Incorporate cross-cutting themes across existing subjects to ensure holistic development and social responsibility among students.
3. Introduce foundation and elective courses on Indian Knowledge Systems to reflect India's cultural, scientific, and philosophical heritage in alignment with NEP 2020 guidelines.

Agenda Item No. BoS/2025/MBA/2.11: Any other items with the Permission of the Chair.

-NIL-

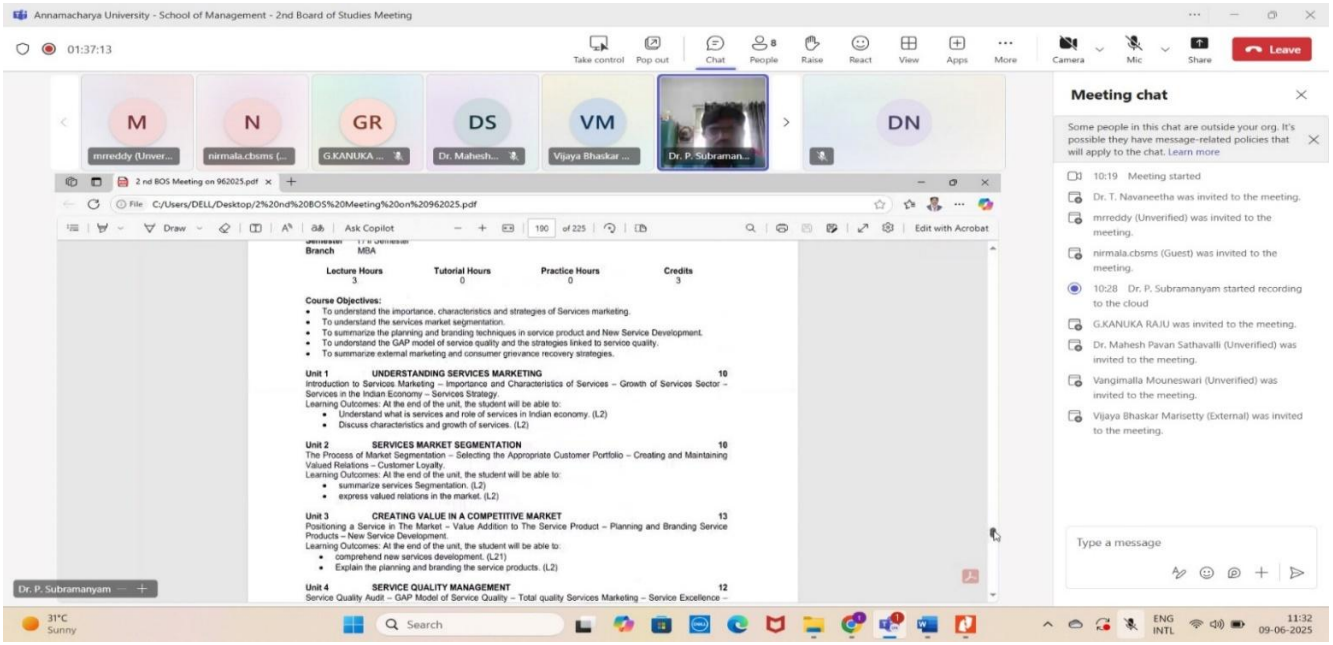
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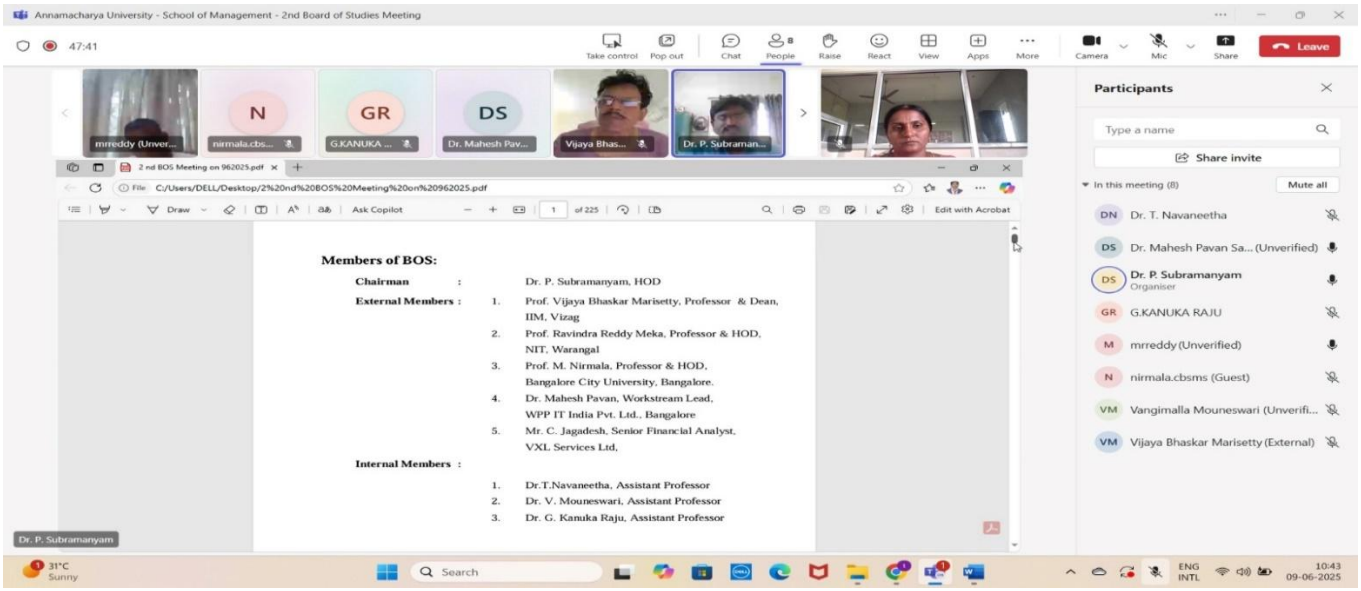
BoS Members:

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	University Nominee-Member	Attended Online

	Canara Bank School of Management Studies Bangalore City University. Ph:990845325 Email: nirmala.cbsms@gmail.com		
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

Snapshots of the Meeting:





SCHOOL OF MANAGEMENT

DEPARTMENT OF BUSINESS MANAGEMENT

S. NO	COMMENTS BY VC	REMARKS
1	Each page of the minutes of board shall be signed by the board members	Each page of minutes of board is duly signed by all the board members.
2	No signature of BoS Members on course Structure	Each Board Member has duly signed on the course Structure.
3	Text Books can not be more than two	The contents of the courses can not be covered in a single text book.

Signature of Head of the Department