# MEETING MINUTES

# of

# THIRD BOARD OF STUDIES

## ACADEMIC YEAR: 2026-27

## Date & Time: 28/04/2026 at 10:30AM

## Venue: Conference Hall, AU Main Block

**Ref.No.:/AU/SoE/MBA/BOS-03/2026-27/MOM-03** **Date:28/04/2026**

## DEPARTMENT OF BUSINESS ADMINISTRATION

**3rd BoS Minutes of Meeting**

The 3rd meeting of the Board of Studies (BoS) for the Department of Business Administration was held in offline mode on 28th April 2026 in the Conference Hall, Main Block, Annamacharya University, at 10:30 AM, with the following members of the board present.

**Members Present:**

| S.No | Member | Affiliation | Role in BoS |
|---|---|---|---|
| 1 | Dr. T. Navaneetha | Assistant Professor & Head,<br>MBA Department,<br>Annamacharya University, Rajampet.<br>Ph: 9494034143<br>Email: thotanavaneetha@gmail.com | Chairperson |
| 2 | Dr. P. Subramanyam | Assistant Professor, MBA Department,<br>Annamacharya University, Rajampet.<br>Ph: 7093769885<br>Email: subbu_phd@yahoo.com | Senior Faculty – Member |
| 3 | Dr. P. Krishna Moorthy | Professor, MBA Department,<br>Annamacharya University, Rajampet.<br>Ph: 9515063276<br>Email: drkmurthy.aits@gmail.com | Senior Faculty – Member |
| 4 | Dr. G. Kanuka Raju | Assistant Professor , Annamacharya University, Rajampet.<br>Ph: 9704210456<br>Email: kanukaraju2021@gmail.com | Course Coordinator-Member |
| 5 | Dr. B. Vijaya Lakshmi | Professor, Dept. of Business Management,<br>Sri Padmavathi Mahila Visvavidylayam,<br>(Women's University), Tirupathi.<br>Ph: 9849552836<br>Email: vijayamba65@yahoo.com | Subject Expert – Member |
| 6 | Dr. S. Raghunatha Reddy | Professor, Dept. of commerce,<br>Yogi Vemana University, Kadapa.<br>Ph: 9985864008<br>Email: raghunathsamanu@gmail.com | Subject Expert – Member |
| 7 | Dr. R. Prasanth Kumar | Professor, School of Management Studies,<br>University of Hyderabad, Hyderabad.<br>Ph:8199950506<br>Email: rpkumar@uohyd.ac.in | University Nominee-Member |

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| 8 | Mr. Sudam Jena | Senior Data Analyst,<br>Connected X Tech sol Pvt.Ltd, Hyderabad.<br>Ph: 7008524554<br>Email: sudamjena20@gmail.com | Industry Representative – Member |
| 9 | Mr. B. Venkata Prasad | Senior Manager - Projects<br>Thomas Cook Travel Ltd,<br>Bangalore, Ph: 988550602<br>Email: venkataprasad.barre@thomascook.in | Alumni Representative - Member |

**Members of Absence: NIL**

**Agenda of the Meeting:**

| Item No | Particulars |
|---|---|
| **BoS/2026/MBA/3.1** | Welcome and Introduction |
| **BoS/2026/MBA/3.2** | Confirmation of the Minutes of the 2nd Board of Studies Meeting. |
| **BoS/2026/MBA/3.3** | To discuss and approve the syllabus for BBA Course. |
| **BoS/2026/MBA/3.4** | To review and address any discrepancies observed in the PG course (MBA) under AU-24 Regulations. |
| **BoS/2026/MBA/3.5** | To discuss and approve First Year MBA and BBA Syllabus under AU-26 Regulations. |
| **BoS/2026/MBA/3.6** | To approve the II B. Tech Syllabus offered by MBA Department - Management Science for Engineers. |
| **BoS/2026/MBA/3.7** | To approve the III B. Tech Syllabus offered by MBA Department – Technical Paper Writing and Intellectual Property Rights. |
| **BoS/2026/MBA/3.8** | To approve the IV B. Tech Syllabi offered by MBA Department.<br>1. Human Resource Management.<br>2. Start-Up Management. |
| **BoS/2026/MBA/3.9** | To discuss and Approve Research Methodology for Social Sciences & Humanities offered for Ph.D. Students in their course work. |

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| **BoS/2026/MBA/3.10** | To discuss and approve Self-awareness and Personality Development course for B.Sc. Forensic Science. |
| **BoS/2026/MBA/3.11** | To approve the list of examiners for Various courses. |
| **BoS/2026/MBA/3.12** | Any other item with the permission of the Chair |

**MINUTES OF THE MEETING**

**Agenda Item No. BoS/2026/MBA/3.1: Welcome and Introduction to the Meeting.**

**Welcome:**

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

**Introduction:**

At the outset, Dr. T. Navaneetha, Head, Department of Business Administration introduced all the members of the Board of Studies and thanked them for accepting the invitation to the 3rd BoS meeting.

**Agenda Item No. BoS/2026/MBA/3.2: Confirmation of the Minutes of the 2nd Board of Studies Meeting.**

The chairperson of the Board of Studies has presented the minutes of 2nd Board of Studies and requested the Board members to confirm the 2nd BoS meeting minutes.

2nd BoS Minutes of Meeting is enclosed as **Annexure-I**

**Resolution:**

All the Board members has confirmed the minutes of 2nd Board of studies Meeting.

**Agenda Item No. BoS/2026/MBA/3.3: To discuss and approve the syllabus for BBA Course.**

Dr. T. Navaneetha presented the **Three-year BBA** programme structure and detailed syllabi to the members for consideration. The Board of Studies Members deliberated on the proposed curriculum and offered the following suggestions.

1. Prof. R. Prasanth Kumar has suggested to revise the title of the Course "**Corporate Social Project**" to "**Community Social Project**".
2. Prof. B. Vijaya Lakshmi has suggested to Modify the Title of the course from "**E-commerce**" to "**E- Business**".
3. Prof. B. Raghunath Reddy and Prof. B. Vijaya Lakshmi have expressed to strengthen Entrepreneurship course by-
    - Incorporating **Business Canvas Model** in Unit-1.
    - Including **Start-Up related concepts** in Unit-V
4. Prof. B. Vijaya Lakshmi has suggested to enhance the Fundamentals of Accounting Course by-
    - Introducing **Tally related concepts** in the final Unit.
    - Replacing the existing Unit-V on **"Incomplete Records of Accounts**" with "Basics of Tally."

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

**Resolutions:**

After detailed deliberations and thorough discussion, the Board of Studies (BoS) resolved the following:

1. The title of the course **"Corporate Social Project"** shall be revised to **"Community Social Project"**, as recommended.
2. The course title **"E-Commerce"** shall be modified to **"E-Business"** to better reflect the scope and contemporary relevance of the subject.
3. In the **Entrepreneurship** course:
    - The **Business Canvas Model** shall be incorporated into **Unit I**.
    - **Start-up related concepts** shall be introduced in **Unit V**, enhancing practical and industry-oriented learning.
4. In the **Fundamentals of Accounting** course:

- The existing unit on **"Incomplete Records of Accounts"** shall be removed.
- A new unit on **"Basics of Tally"** shall be introduced in its place.
- Relevant **Tally-related concepts** shall be included to strengthen practical accounting skills.

The revised **BBA course structure and syllabus**, incorporating the above modifications, were **unanimously approved** by the Board members.

**Agenda Item No. BoS/2026/MBA/3.4: To review and address any discrepancies observed in the PG course (MBA) under AU-24 Regulations.**

Dr. T. Navaneetha presented the **MBA syllabus** to the Board members for review and consideration. The members examined the proposed curriculum and identified certain discrepancies, offering the following suggestions for improvement:

1. **Business Research Methodology Course**

   Prof. R. Prasanth Kumar recommended revising the course title from **"Business Research Methodology"** to **"Business Research Methods using SPSS"** to emphasize practical application. He also suggested reframing the title of **Unit IV** to better align with the revised course focus.

2. **Financial Management Course**

   Prof. B. S. Raghunatha Reddy proposed the following modifications to ensure better conceptual flow and sequential learning:

   - Inclusion of the **Time Value of Money** concept in **Unit I**.
   - Reorganization of topics so that **Cost of Capital** is covered prior to **Capital Structure**.
   - Rearrangement of **Unit III and Unit IV** to improve logical progression of the subject.

3. **Industry Interface**

   Mr. Venkata Prasad suggested inviting **industry experts** to handle sessions on **Industry 4.0 and Innovation**, thereby enhancing practical exposure for students.

4. **Economic Analysis for Business Decisions Course**

Mr. Sudam Jena recommended removing the topics **"Profit Maximization"** and **"Wealth Maximization"** to avoid duplication with the Financial Management course. Additionally, the Board suggested rationalizing **Unit V** by removing certain topics, as the unit was found to be extensive.

5. **Strategic Management Course**

   Prof. S. Raghunath Reddy suggested strengthening the course content by:

   - Adding **"Strategic Intent"** in **Unit I**.
   - Including **"Strategic Alliances"** in **Unit IV**.

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

**Resolutions:**

After detailed deliberations, the Board of Studies resolved as follows:

1. The course title **"Business Research Methodology"** is approved to be revised as **"Business Research Methods using SPSS."** Further, the title of **Unit IV** in the course shall be appropriately reframed from **"Introduction to SPSS and Data Analysis Using Techniques"** to **"Introduction to SPSS and Techniques of Data Analysis".**
2. In the **Financial Management** course:

   - The concept of **Time Value of Money** shall be included in **Unit I**.
   - The topics shall be reorganized to ensure that **Cost of Capital** precedes **Capital Structure**.
   - **Unit III and Unit IV** shall be rearranged to maintain logical sequence and enhance conceptual clarity.

3. The department shall **invite industry experts** to deliver sessions on **Industry 4.0 and Innovation** to strengthen industry-academia interface.
4. In the **Economic Analysis for Business Decisions** course:
   - The topics **"Profit Maximization"** and **"Wealth Maximization"** shall be removed to avoid duplication with Financial Management.
   - **Unit V** shall be rationalized by removing select topics to ensure appropriate content balance. The topics like Government New Economic Policy,

Economic Integrated and Preferential Trading Arrangement and International Trade policy shall be removed.

5. In the **Strategic Management** course:
    - The topic **"Strategic Intent"** shall be included in **Unit I**.
    - The topic **"Strategic Alliances"** shall be incorporated in **Unit IV**.

The revised **MBA syllabus**, incorporating the above modifications, is **hereby approved** by the Board for implementation.

**Agenda Item No. BoS/2026/MBA/3.5: To discuss and approve First Year MBA and BBA Syllabus under AU-26 Regulations.**

Dr. T. Navaneetha presented the First Year MBA and BBA Syllabus under AU-26 Regulations.

The detailed syllabus of the course is attached in **Annexure-IV.**

**Resolution**:

The Board of Studies unanimously approved the First year MBA and BBA Syllabus Under AU-26 Regulation.

**Agenda Item No. BoS/2026/MBA/3.6: To approve the II B. Tech Syllabus offered by MBA Department - Management Science for Engineers.**

Dr. T. Navaneetha presented the syllabus of the **Management Science for Engineers** course offered to **II B. Tech students (2-credit course)** for the consideration of the Board members. During the presentation, it was proposed to revise the title of **Unit V** from "**Marketing Management and Modern Management Practices**" to "**Marketing Management and Business Ethics"** in order to incorporate ethical dimensions in management practices.

The detailed syllabus of the course is attached in **Annexure-V.**

**Resolution**:

The Board of Studies unanimously resolved to revise the title of **Unit V** from **"Marketing Management and Modern Management Practices"** to **"Marketing Management and Business Ethics"** in the course **Management Science for Engineers** offered to **II B. Tech**

**students (2-credit course)**. Further, relevant **Business Ethics concepts** shall be incorporated into **Unit V**.

**Agenda Item No. BoS/2026/MBA/3.7: To approve the III B. Tech Syllabus offered by MBA Department – Technical Paper Writing and Intellectual Property Rights.**

The Chairperson presented the syllabus of the course **"Technical Paper Writing and Intellectual Property Rights"** offered to III B. Tech students across all departments. The Board reviewed the proposed syllabus in detail and found no discrepancies. The detailed syllabus of the course is attached in **Annexure -VI.**

**Resolution**:

After careful review, the Board of Studies unanimously resolved to approve the syllabus of **"Technical Paper Writing and Intellectual Property Rights"** for III B. Tech students across all departments, as presented, with no modifications.

**Agenda Item No. BoS/2026/MBA/3.8: To approve the IV B. Tech Syllabi offered by MBA Department.**

**1. Human Resource Management.**

**2. Start-Up Management.**

The Chairperson presented the syllabi of the courses **"Human Resource Management"** and **"Start-Up Management"**, offered as **Open Electives to IV B. Tech students** from the MBA Department. The Board members reviewed the proposed syllabi in detail.

The Syllabi of **Human Resource Management** and **Start-up Management** is enclosed in **Annexure-VII**.

**Resolution**:

After due consideration, the Board of Studies unanimously resolved to approve the syllabi of **"Human Resource Management"** and **"Start-Up Management"** offered as Open Elective courses to IV B. Tech students, as presented.

**Agenda Item No. BoS/2026/MBA/3.9: To discuss and Approve Research Methodology for Social Sciences & Humanities offered for Ph.D. Students in their course work.**

The Chairperson presented the syllabus of the course **"Research Methodology for Social Sciences & Humanities"** offered for **Ph.D. coursework**. The Board members reviewed the syllabus and offered the following suggestions:

1. Prof. R. Prasanth Kumar has suggested to revise the title of **Unit-3** from **"Measurement and Scaling Techniques"** to **"Scaling Techniques and Research Instrument"**.
2. Prof. S. Raghunath Reddy has suggested to add **Review of literature** concept in **Unit-1.**
3. Prof. B.Vijaya Lakshmi has suggested to rename the title of Unit-2 as "**Research design and Sampling methods"** instead of "**Research design and Sampling Methodology**".

The Syllabi of Research Methodology for Social Sciences & Humanities is enclosed in **Annexure-VIII**.

**Resolutions**:

After due deliberation, the Board of Studies resolved as follows:

1. The title of **Unit III** shall be revised to **"Scaling Techniques and Research Instrument."**
2. The concept of **Review of Literature** shall be incorporated in **Unit I**.
3. The title of **Unit II** shall be modified to **"Research Design and Sampling Methods."**
4. The revised syllabus of the course **"Research Methodology for Social Sciences & Humanities"**, incorporating the above modifications, is **hereby approved** for implementation in **Ph.D. coursework**.

**Agenda Item No. BoS/2026/MBA/3.10: To discuss and approve Self-awareness and Personality Development course for B.Sc. Forensic Science.**

The Chairperson presented the syllabus of the course **"Self-Awareness and Personality Development"** offered to **B.Sc. Forensic Science students**. The Board members reviewed the syllabus in detail and found no discrepancies.

The detailed syllabus of the course is attached in **Annexure -IX**.

**Resolution**:

After careful review, the Board of Studies unanimously resolved to approve the syllabus of **"Self-Awareness and Personality Development"** for B.Sc. Forensic Science students, as presented, with no modifications.

**Agenda Item No. BoS/2026/MBA/3.11: Approval of the List of Examiners for Various Courses.**

Dr. T. Navaneetha presented the list of examiners for Various courses. Members suggested for modifications in the list of examiners and suggested to follow the guidelines as per the norms of the University. The List of examiners is provided in the **Annexure-X**.

**Resolution:**

Members approved the List of examiners for the BBA and MBA Courses.

**Agenda Item No. BoS/2026/MBA/3.12: Any other items with the Permission of the Chair.**

**-NIL-**

**Attendance sheet - BoS Members:**

| S.No | Member | Role in BoS | Signature |
|---|---|---|---|
| 1 | Dr. T. Navaneetha<br>Assistant Professor & Head,<br>MBA Department,<br>Annamacharya University, Rajampet.<br>Ph: 9494034143<br>Email: thotanavaneetha@gmail.com | Chairperson | |
| 2 | Dr. P. Subramanyam<br>Assistant Professor, MBA Department,<br>Annamacharya University, Rajampet.<br>Ph: 7093769885<br>Email: subbu_phd@yahoo.com | Senior Faculty – Member | |
| 3 | Dr. P. Krishna Moorthy<br>Professor, MBA Department,<br>Annamacharya University, Rajampet.<br>Ph: 9515063276<br>Email: drkmurthy.aits@gmail.com | Senior Faculty – Member | |
| 4 | Dr. G. Kanuka Raju<br>Assistant Professor , Annamacharya University, Rajampet.<br>Ph: 9704210456<br>Email: kanukaraju2021@gmail.com | Course Coordinator-Member | |
| 5 | Dr. B. Vijaya Lakshmi<br>Professor, Dept. of Business Management,<br>Sri Padmavathi Mahila Visvavidylayam, (Women's University), Tirupathi.<br>Ph: 9849552836<br>Email: vijayamba65@yahoo.com | Subject Expert – Member | |
| 6 | Dr. S. Raghunatha Reddy<br>Professor, Dept. of commerce,<br>Yogi Vemana University, Kadapa.<br>Ph: 9985864008<br>Email:<br>raghunathsamanu@gmail.com | Subject Expert – Member | |
| 7 | Dr. R. Prasanth Kumar<br>Professor, School of Management Studies,<br>University of Hyderabad, Hyderabad.<br>Ph:8199950506<br>Email: rpkumar@uohyd.ac.in | University Nominee-Member | |

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| 8 | Mr. Sudam Jena<br>Senior Data Analyst,<br>Connected X Tech sol Pvt.Ltd,<br>Hyderabad.<br>Ph: 7008524554<br>Email: sudamjena20@gmail.com | Industry Representative – Member | |
| 9 | Mr. B. Venkata Prasad<br>Senior Manager - Projects<br>Thomas Cook Travel Ltd,<br>Bangalore, Ph: 988550602<br>Email:<br>venkataprasad.barre@thomascook.in | Alumni Representative - Member | |

**Snapshots of the Meeting:**





