

**Item 09.03**

**MINUTES OF THE MEETING OF 8<sup>TH</sup> BOARD OF STUDIES OF THE DEPARTMENT OF MANAGEMENT, KLU BUSINESS SCHOOL HELD ON FEBRUARY 09, 2013 AT VADDESWAREM.**

**Present:**

1. Prof. M.Bhaskara Rao .... Chairperson
2. Mr. K.Rajasekhar, L&T Urban Infrastructure Ltd.
3. Mr. G.V.R.K.Acharyulu, University of Hyderabad
4. Dr.M. Kishore Babu
5. Prof. V.Rama Devi
6. Prof.B.M.Harshavardhan
7. Dr.D.Srinivasa Rao
8. Mr.V.Srinivas
9. Mr.P.V.Vijay Kumar Reddy
10. Dr.P.Raja Babu ... Invitee
11. Mrs. K.Hema Malini ... Invitee

**8.01 Grant of Leave of Absence.**

Prof. N.Rangaiah, Prof.K.Koteswara Rao and Prof.G.Prasad could not attend the meeting and were granted leave of absence.

**8.02 Welcoming the new members.**

Dr.M.Kishore Babu who has taken over as Head of the Department of Management, KLUBS was invited in his capacity as HOD. Prof. N.Rangaiah, Prof.K.Koteswara Rao and Prof.G.Prasad were also invited in absentia

**8.03 Confirmation of Minutes of 7<sup>th</sup> Meeting of the Board of Studies.**

The Minutes of the 7<sup>th</sup> Meeting of Board of Studies were confirmed.

**8.04 Follow up action on the Minutes of the 7<sup>th</sup> Meeting of the Board of Studies. and minutes of Department Academic Committee**

The follow-up actions on the previous BoS meeting were presented and minutes of DAC held on 2<sup>nd</sup> January 2013 were presented and except 2<sup>nd</sup> item others proposals were approved

**8.05: Open Management Elective Courses for Under Graduate Programs.**

Curriculum for open electives courses in respect of Emotional Intelligence, History of Management Thought, Indian Economy, Professional Ethics and Values, Behavioral Science, Managing Personal Finance, Basics of Marketing for Engineers and Self-Management were presented.

The curriculum in respect of Emotional Intelligence, Behavioral Science and Self-Management were approved.

It is suggested to modify the title of the course "History of Management Thought" to "Paradigms in Management Thought". Further suggestions were made to make Unit-I more specific to include contemporary topics such as Worker Management, Employee Engagement, Training and Development, People Capability Maturity Model, Six Sigma in the syllabus at appropriate Units.

The course on Indian Economy is approved with the inclusion of Role of Planning Commission, NABARD, World Bank in 5<sup>th</sup> Unit.

The course in Professional Ethics and Values is approved with the inclusion of women related issues, Work place ethics and Green Practices.

Managing Personal Finance is approved with the inclusion of Mutual funds in Unit-4.

Course in basics for Marketing for Engineers is approved with the inclusion of Product Life Cycle concept, Techno Marketing and Introduction to Market Study.

#### **8.06 The program structure for MBA in Healthcare Management.**

The program structure for MBA in Health Care Management was approved in Board of Studies Meeting. The matter was further deliberated in the current meeting. In the light of the recently conducted conference on Hospital Administration Healthcare Management, the program title was deliberated once again. The Members unanimously suggested to modify the title of the program from the existing to “Master Business Administration in Healthcare and Hospital Administration”. Further to maintain uniformity with other MBA Programs offered it was agreed to replace the course title “Financial Management” with “Financial & Management Accounting” in Semester-I. Consequently the course “Cost and Management Accounting for Healthcare” would be replaced by “Cost Accounting for Healthcare”.

1. The course titled “Demographics and Bio-statistics” and “Research Methodology for Healthcare” need to be reworked and rationalized.
2. Course on Indian Healthcare Environment to include Policies and Procedures of the Government. Course on Medical Technology & Medical Records was approved. Course on Hospital Governance and Strategic Management of Healthcare, Hospital Planning & Organization, Patient Care Services, Patient Behaviour Marketing of Healthcare Services, Counseling Skills for Healthcare Managers were approved. The course in Hospital Information Systems is approved with the addition of Introduction to Database, Information seeking behavior through Internet at appropriate places. The course on Total Quality Management on Healthcare is to be reworked and presented in the next meeting.

The curriculum for the courses titled “Management of Non-Clinical Services” and “Supply Chain Management for Hospitals” have to be reworked and presented in the next meeting. The course curriculum in respect of Management Diet was discussed. After due deliberations it was felt that offering of this course may not be of any significance to the students of this program and hence the course was dropped from the program structure.

#### **8.07 Modifications of curriculum of the existing courses in MBA.**

- The modified curriculum in respect of courses titled “Human Resource Management (11BB2C4/11BC22C5)” is approved.
- The curriculum in respect of “Management Information Systems (11BB22C5), “Performance Management System (10MB61H0)”, “Compensation Management System (10MB62H4)”, “Business Legislation (10MB52C5)” and Human Resource Management (10MB52C0) are approved.

### **8.08. Curriculum for MBA in Technology Management:**

The curriculum in respect of 20 courses was presented.

Curriculum in respect of the following courses was approved.

1. Corporate Social Responsibility
2. Strategic Management Technology
3. Innovation and R&D Management
4. Digital Marketing
5. B to B Marketing
6. Rural Marketing
7. Corporate Valuation
8. Corporate stress Management
9. Project management
10. Negotiation Skills
11. Project appraisal and Financing
12. Performance Management in Technology based Industries
13. Comprehensive mapping for Technology based Industries
14. Entrepreneurship

i) Curriculum in respect of the following courses need to be reworked and presented in the next meeting.

1. Supply Chain management
2. Applied Marketing Analysis
3. Compensation Management System in Technology based Industries

ii) The course titled “Strategic Financial Management” is revised as “Functional & Strategic Finance”. The course curriculum is to be presented in the next meeting.

iii) The course curriculum for course “Management of Change” is approved. However, the course title is modified as “Change Management”.

### **8.09. Curriculum for Courses in BBA and BHM Programs.**

The curriculum for courses in BBA and BHM was presented. Curriculum in respect of the following courses is approved.

1. Microfinance ( Course Code :11BB3353E)
2. Tourism in India ( Course Code : 11BH31C0)
3. Event Management ( Course Code : 11BH31C1)
4. Advanced Food & Beverage Operations( Course Code : 11BH31C2)
5. Advanced accommodation and Management( Course Code : 11BH31A1)
6. Facility Planning( Course Code : 11BH31A2)
7. Geography of Tourism( Course Code : 11BH31A3)
8. French( Course Code : 11BH31L0)
9. Consumer Behaviour( Course Code : 11BH31M0)
10. Service Marketing( Course Code : 11BH31M1)
11. Sales Management( Course Code : 11BH31M2)
12. Customer Relationship Management( Course Code : 11BH31M3)

### **8.10 Introduction of new audit course titled “Disaster Management”.**

Introduction of the above course for UG Programs is approved as an Audit Course and the curriculum is approved.

### **8.11. Review of evaluation components for various programs.**

A variety of evaluation components which are used for internal/continuous assessment are presented. The components are approved after due deliberations.

**8.12. Modification in scheme of evaluation for Internship Program.**

The existing evaluation scheme modifications suggested in the evaluation scheme were presented. After due deliberations the modified scheme is proposed are approved for implementation from the Summer 2013.


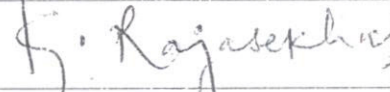






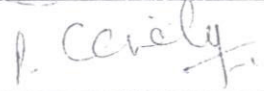
The meeting ended with thanks to the Chair.



**(M.BHASKARA RAO)**

**Chairperson, Board of Studies**

9<sup>th</sup> Board of Studies Meeting Members Present

Sl No	Name of the BOS Member	Signature
1	Dr.M.Kishore Babu	
2	Mr. K. Rajasekhar	
3	Dr. G. V. R. K. Acharyulu.	
4	Prof. M. Bhaskara Rao	
5	Prof.N.Rangaiah	
6	Prof.K.Koteswara Rao	
7	Prof. G. Prasad	
8	Prof. V. Rama Devi	
9	Prof. B. M. Harshavardhan	
10	Dr. D. Srinivasa Rao	
11	Mr. V. Srinivas	
12	Mr. P.V. Vijay Kumar Reddy	
13	Dr. P. Raja Babu	

### Item 10.03

#### **Minutes of the Meeting of the 9<sup>th</sup> Board of Studies of the Department of Management, KLU Business School held on June 8, 2013 at Vaddesawaram**

##### **Present:**

12. Dr. M. Kishore Babu .... Chairperson
13. Mr. K.Rajasekhar, L&T Urban Infrastructure Ltd.
14. Mr. G.V.R.K.Acharyulu, University of Hyderabad
15. Prof. V. Rama Devi
16. Prof. B.M.Harshavardhan
17. Dr.D. Srinivasa Rao
18. Mr. V. Srinivas
19. Mr. P. V. Vijay Kumar Reddy
20. Dr. P. Raja Babu ... Invitee

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##### **9.01 Grant of Leave of Absence.**

Prof. N. Rangaiah, Prof. K. Koteswara Rao, Prof. M. Bhaskara Rao and Prof. G. Prasad could not attend the meeting and were granted leave of absence.

##### **9.02 Welcoming the new members.**

Dr.M.Kishore Babu, Head has invited all the members cordially to the meeting. Prof. N. Rangaiah, Prof. K. Koteswara Rao, Prof. M. Bhaskara Rao and Prof. G. Prasad were also invited in absentia. Briefly presented the agenda to the august members

##### **9.03 Confirmation of Minutes of 8<sup>th</sup> Meeting of the Board of Studies.**

The Minutes of the 8<sup>th</sup> Meeting of Board of Studies were confirmed.

##### **9.04 Follow up action on the Minutes of the 8<sup>th</sup> Meeting of the Board of Studies. and Minutes of Department Academic Committee**

The follow-up actions on the previous BoS meeting and minutes of DAC which was held on May 3<sup>rd</sup> 2013 were presented by Dr V Rama Devi and except 4<sup>th</sup> point of DAC other proposals were approved

##### **9.04 Modifications in Open Management Elective Courses for Under Graduate Programs.**

Curriculum for open electives courses in respect of Paradigms in Management Thought (earlier proposed title- History of Management Thought), Indian Economy, Professional Ethics and Values, Managing Personal Finances, Basics of Marketing for Engineers were presented with suggested modifications & inclusions and approved.

##### **9.05 Modifications in proposed course curriculum in select courses of MBA in Healthcare and Hospital Administration.**

In continuation to approval of the program structure for MBA in Health Care & Hospital Administration in 8th Board of studies meeting, the curriculum for following

courses have been presented with modifications for some courses suggested by members in 8<sup>th</sup> BoS and approved.

1. Research Methodology for Health Care (Course code 12MH52C1)
2. Supply Chain Management for Hospitals (Course Code 12MH62C4)
3. Total Quality Management in Healthcare (Course Code 12MH62C1)
4. Management of Non-clinical Services (Course Code 12MH62C2)
5. Cost Accounting for Healthcare (Course Code 12MH61C5)
6. Indian Healthcare Environment (Course Code 12MH51C4)
7. Hospital Information Systems (Course Code 12MH52C6)
8. Demographics & Bio-statistics (Course Code 12MH51C1)
9. Health economics Course Code 12MH51C3)

**9.06 Curriculum for select courses of MBA in Technology Management:**

Curriculum in respect of the following courses are presented and approved.

4. Supply Chain Management (Code 11MT61C0)
5. Applied Marketing Analysis (Code 11MTXM2)
6. Corporate Social Responsibility (Code 11MT61C3)
7. Rural Finance (Code 11MT6xU2)
8. Project Resource Allocation and Risk Management (Code 11MT6xO3)
9. Rural Technology Management (Code 11MT6xU3)
10. Rural economy & development interventions (Code 11MT6xU4)
11. Lean Manufacturing Management (Course Code 11MT6xO0)
12. Six Sigma and Modern Manufacturing System (Code 11MT6xO1)
13. Management of Intellectual Property (Code 11MT61C4)
14. Functional & Strategic Finance (Code 11MT6xF2)
15. Project Management (Code 11MT6xF3)
16. Management of Technology Acquisition and Transfer (Code 11MT62C2)
17. Operations Strategy (Code 11MT6XO6)

Curriculum in respect of the courses Supply Chain management (Code 11MT61C0) and Applied Marketing Analysis (Code 11MTXM2) are reworked based on the suggestions of members during 8<sup>th</sup> BoS and represented and approved.

**9.07. Modification in LTP structure of Soft skills II course:**

In order to bring uniformity in LTP structure of Soft skills II among undergraduate programs, the following modification is suggested:

BBA-MBA course Soft skills-II (code 12BB 31K1) and BBA course soft skill –II (code 11BB22K4) the structure L-2 T- 0 P-4 total 4 contact hours have been equalized. Presented and approved.


**9.08 Review of evaluation components for Management Research Project.**

The existing evaluation scheme and modifications suggested in the evaluation scheme were presented. After due deliberations the modified scheme is proposed and approved for implementation for the 2012-13 MBA batch onwards.

**9.09 Any other issue:**

BBA course “**Current issues in Management**” course curriculum (code: 11 BB 31 C0) presented and approved.

The meeting ended with thanks to the Chair.

  
(Dr. M. Kishore Babu)  
Chairperson, Board of Studies

COLLEGE OF MANAGEMENT  
K. L. UNIVERSITY, A.P.





# K L U Business School

## K L UNIVERSITY

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Constituent College KLCE Accredited by NAAC with CGPA 3.76/4.00  
Approved by A.I.C.T.E. ♦ Accredited by N.B.A. ♦ ISO 9001-2000 Certified

Date of BoS meeting: 10-11-2013.

### Members Present:

S.No.	Name of the BoS Member	Signature
1	Dr. M. Kishore Babu, Head of the Department	
2	Mr. K. Rajasekhar, L & T Urban infrastructure Ltd	
3	Dr. G. V. R. K. Acharyulu, University of Hyderabad	
4	Prof. N.Rangaiah	
5	Prof.K.Koteswara Rao	
6	Prof. M. Bhaskara Rao	
7	Dr. D. Srinivasa Rao	
8	Mr. V. Srinivas	
9	Mr. P.V. Vijay Kumar Reddy	
10	Dr. P. Raja Babu. ....Invitee	
11	Mr. Bhaskar Ranganath Vardhi .....Invitee	
12	Mr. K S L N S Subrahmanyam .....Invitee	

**KL UNIVERSITY**  
**KLU BUSINESS SCHOOL**

**Minutes of the Meeting of 10<sup>th</sup> Board of Studies of the Department of Management of  
the Business School held on November 10 , 2013 at Vaddeswaram**

**Present:**

1. Dr.M.KishoreBabu, Head of the Department ... in the chair
2. Mr. K.Rajasekhar, L&T Urban infrastructure ltd
3. Mr.G.V.R.K. Acharyulu, University of Hyderabad
4. Prof.M. BhaskaraRao
5. Dr.D.SrinivasaRao
6. Mr.V.Srinivas
7. Mr.P.Vijay Kumar Reddy
8. Dr.P.RajaBaḃu ...Invitee
9. Mr.BhaskarRanganathVardhi ...Invitee
10. Mr.K.S.L.N.S.Subrahmanyam ...Invitee

10.01 Grant of Leave of Absence

Prof.N.Rangaiah, Prof.K.KoteswaraRao could not attend the meeting and were granted leave of absence

10.02 Welcoming the new members

Mr.BhaskarRanganathVardhi, Associate Professor was welcomed to the meeting.

10.03. Confirmation of Minutes of 9<sup>th</sup> Meeting of the Board of Studies.

The Minutes of the 9<sup>th</sup> Meeting of Board of Studies were confirmed There were no follow up actions on the minutes of the 9<sup>th</sup> meeting of the BoS. Minutes of Department Academic Committee Meeting held on 2nd January 2013 were presented and approved.

10.04. Admissions for the academic year 2013-14

The students admitted into the first year of various academic programs offered by the Department of Management, KLUBS were presented. The number of students admitted to BHM Program was three, which was not reported by oversight. Thus the total number of students admitted to various academic progress stood at 166.

10.05: Introduction of new programs:

In view of the changing preferences for the academic programs and with a view to increase the variety of programs offered to the students, introduction of following programs is approved.

1. Five year integrated degree program in Hotel Management and Catering Technology.

2. Five year integrated dual degree program in of B.Com and MBA in Accounting and Finance.
3. Five year integrated dual degree program in Management and Computer Applications.

The programs structure and the detailed curriculum in respect of these programs would be presented in the next BoS meeting.

10.06 Revision in eligibility criterion for BHM Program:

The eligibility criterion for admission into BHM Program is revised from the existing as "A pass in 10+2/Higher Secondary Certificate/Intermediate or Equivalent by recognized Board with 45% marks in aggregate."

10.07 Reviewing the sectoral specializations for the MBA (Regular) Program:

Currently six sectoral specializations are offered for the MBA (Regular) Program. In view of launching of a separate MBA Program in Healthcare & Hospital Administration, it is resolved to drop Healthcare sectoral specialization from the MBA (Regular) Program and offer only five sectoral specializations.

10.08 Modification to the existing curriculum of UG/PG Programs:

Curriculum in respect of the following three courses is modified as presented:

- a) Management of Intellectual Property (Course Code 11T6164) for the MBA in Technology Management.
- b) Human Skills (Course Code 12BB11C3) for the BBA.
- c) Current Issues (Course Code 11BB1C0) for the BBA.

10.09 Program structure for five year integrated dual degree Program BHMCT, MHMCT Program:

The Program structure and the curriculum for the 5-Year integrated BHMCT-MHMCT Program were presented.

On thorough scrutiny, it was decided that the program structure be reviewed and re-presented in the next meeting of the BoS. However, as the program is currently in vogue and needs facilitation for the implementation, the program structure and curriculum in respect of the first semester courses of the first year were approved as provided in the *Annexure A*.

Further, it was decided to constitute a committee comprising of two industry experts and two academicians of reputed Hotel Management Institutes in Hyderabad for reviewing and recommending an industry and employability oriented program. The Committee shall include the following members:

- a) Head, Department of Management, KLUBS
- b) Two experts from Hotel industry

Dr. A. V. S. Kamesh, Member

Dr. P. Raja Babu, Member

Dr. T. Ravi Prasad, Director, KLU DEC, Member

Dr. M. Kishore Babu, Convener

**10.16 Establishment of Centre for Financial Inclusion:**

A proposal for the establishment of a research centre titled "Centre for Financial Inclusion" was presented and approved. Members suggested that the Centre can explore the possibilities of the consultancy and the assignments in the areas of financial inclusion.

**10.17 Other items:**

The members have recommended commencement of a house journal in the disciplines of Management & Commerce.

The meeting was ended with thanks to the Chair.



(Dr. M. Kishore Babu)

Chairperson

Head, Department of Management

Dr. M. KISHORE BABU M.B.A., M.Phil., Ph.D

Head, KLU Business School

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