

**KL UNIVERSITY  
KLU BUSINESS SCHOOL**

Minutes of the Meeting of 13<sup>th</sup> Board of Studies of the Department of Management, KLU Business School held on June 11, 2016 at Vaddeswaram.

**Members Present:**

S.NO.	Name	Designation
1	Dr.M. Kishore Babu	Professor, HOD - Chairman
2	Dr. T Uma Maheswara Rao	Professor, KLU – Member
3	Dr. N. Rangaiah	Professor & Principal, College of Law, KLU - Member
4	Dr. D Srinivasa Rao	Professor – Member
5	Dr.A.V.S.Kamesh	Associate Professor – Member
6	Dr. P.Raja Babu	Associate Professor - Member (New addition)
7	Ms. K Hema Divya	Assistant Professor – Member
8	Mr. K S Venkateswara Kumar	Assistant Professor – Member
9	Dr. N. Bindu Madhavi	Assistant Professor –Member (New Addition)
10	Dr.G.V.R.K.Acharyulu	Professor, Central University, Hyderabad – Member
11	Mr.Mathew Anthony	Academic Head, iNurture – Invitee

**Members Absent:**

S.NO.	Name	Designation
1	Dr. K. Rama Krishna	Registrar & Dean HSM– Member
2	Dr.N.Venkat Ram	Dean Academics - Permanent Member
3	Dr. A.V.N.Murthy	Professor - Co-opted Member
4	Ms E. Sravanthi	Faculty, Times Pro – Member

Dr. K. Rama Krishna, Dean HSM, Dr.N.Venkat Ram, Dean Academics, Dr.A.V.N.Murthy, Professor and Ms.E.Sravanthi , Faculty, Times Pro could not attend the meeting and were granted leave of absence.

**RESOLUTIONS**

13.01 Dr.M.Kishore Babu, Chairman, Board of Studies invited all the members cordially to the meeting. Dr.P.Raja Babu and Dr.N.Bindu Madhavi are the new members of Board of Studies. Dr.G.V.R.K.Acharyulu and Mr.Mathew Anthony are the external members. They were presented to Board and welcomed.

13.02 The minutes of 12<sup>th</sup> Board of Studies meeting were ratified.

13.03 Few suggestions were made with regard to MBA Digital Marketing program which is going to roll out from this academic year ie.2016-17.

- It is suggested to revise the syllabus of the Course 'Introduction to Digital Marketing'

- It is suggested to add the concept of Working Capital management to Financial Management and Multivariate Analysis to Business Research Methodology.

- It is resolved to replace the subject IT for Managers with Quantitative Methods in MBA Digital Marketing Program.

- It is suggested to increase the number of references and recommended books for Digital Marketing Courses.

13.04 Syllabi of the new Sectoral Specialization courses for the MBA Program were presented. It is suggested to include Excel Mining topic in the Course "Overview of Business Analytics".

13.05. Revised course curriculum of BBA-MBA Program in line to OBE Model was approved.

13.06 Academic calendars of MBA General, MBA Health care, MBA (B& FS) Times Pro, MBA (Business Analytics), MBA (Autumn Batch) and BBA-MBA Integrated Program were presented and approved.

13.07 List of Ph.D Scholars admitted during 2016 along with their research guides and doctoral committees were presented and approved.

13.08 It is resolved to change the name of the certification course from Taxation to Direct Taxation and also it is suggested to add the concept of Wealth Tax and Goods and Services Tax to the syllabus of the certification course.

13.09 Course codes and L-T-P Structure of MBA Business Analytics were presented. It is suggested to include Tutorial classes for Business Analytics courses wherever necessary.

13.10 Syllabus of MBA Business Analytics was presented and approved.

13.11 Revised L-T-P Structure of Core Banking Solutions Finncle in MBA (B&FS) program (from 3-0-0 to 1-0-4) was approved.

13.12 Changes in L-T-P structure of MBA (General, B & FS and Health Care) and MBA-BBA courses, which were made as per the instructions of Dean Academics, were approved.

13.13 Change in L-T-P structure of Marketing Management (15BB31C3) in BBA-MBA Integrated Program from 5-0-0 to 3-0-0 and Management Accounting (15BB31C0) from 2-2-0 to 3-4-0 was approved.

13.14 Revised pattern of Evaluation Scheme for SIP was approved.

13.15 Proposal for revising internal evaluation pattern for MRP was approved.

13.16 Revised course curriculum of Open Electives offered in II & III year B.Tech Program in line to OBE Model was approved with suggestion to include the concept of Consumer Behaviour in the HS Elective Course Behavioural Science (16HS206).

13.17 Proposal for reintroduction of Entrepreneurship Course (16MB62C2) in fourth Semester of MBA Program and revision of MBA Program Structure were approved. Merging Strategic management I and II into single course entitled Strategic Management (16MB61C0) to accommodate Entrepreneurship Course was also approved

13.18 a. Changes in the curriculum of the following courses were approved

1. Overview of Banking (15MB61B0)
2. Banking Service Operations (15MB62B1)
3. Performance Management Systems (15MB61H0)
4. Compensation Management (15MB61H4)

b. Changes in the Program Structure of MBA (B& FS) were also approved.

c. Proposal to change the titles of following two MBA Courses was approved in view of similar titled courses in BBA -MBA Integrated Program.

Soft Skills I (15HS113) to Soft Skills for Managers I

Soft skills II (15HS114) to Soft Skills for Managers II

d. Proposal to introduce two programs Bachelor of Journalism and Mass Communication and Dual degree B.Com (Hons) -MBA were considered for the introduction in the next academic year.

e. Future Group proposal to align various programs like Karm Rekha, Jeevan Rekha, Retail Yatra, On the Job Training, Campus to Corporate, Faculty Development Program may be considered to enhance better learning to the students of Retail management for Sectoral Specialization Stream which will enhance better prospects for placements.

13.19 Meeting ended with thanks to chair.



**Prof. M. Kishore Babu**  
Chairman, Board of Studies

**Jr M. KISHORE BABU MBA, M.Phil, Ph.D**  
Head, KLU Business School  
KLU University, GUNTUR - 522 502

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

Minutes of the Meeting of 14<sup>th</sup> Board of Studies of the Department of Management, KLU Business School held on November 23, 2016 at Vaddeswaram.

**Members Present:**

S.NO.	Name	Designation
1	Dr.M.Kishore Babu	Professor & HOD - Chairman
3	Dr. T Uma Maheswara Rao	Professor & Registrar, KLU - Member
5	Prof. A V N Murthy	Co-opted Member (Chairman BOS Commerce)
6	Dr. D Srinivasa Rao	Professor - Member
7	Dr.P.Raja Babu	Associate Professor - Member
8	Ms. K Hema Divya	Assistant Professor - Member
9	Mr. K S Venkateswara Kumar	Assistant Professor - Member
10	Dr.N.Bindu Madhavi	Assistant Professor -Member
11	Dr.K.Raja Sekhar	Vice President, L&T, Oman - Member
12	Ms E. Sravanthi	Faculty, Times Pro - Invitee

**Members Absent:**

S.NO.	Name	Designation
1	Dean Academics	Permanent Member
2	Dr.N. Rangaiah	Professor & Principal, College of Law, KLU - Member
3	Dr.A.V.S.Kamesh	Associate Professor - Member
4	Ms.M. Leela	Academic Co-Ordinator, iNurture - Invitee

Dr.N.Venkat Ram, Dean Academics, Dr.N.Rangaiah, Professor & Principal college of Law, Dr.A.V.S.Kamesh, Associate Professor and Ms.M.Leela, Academic Co-Ordinator, iNurture could not attend the meeting and were granted leave of absence.



**KL UNIVERSITY  
KLU BUSINESS SCHOOL**

Minutes of the Meeting of 15<sup>th</sup> Board of Studies of the Department of Management,  
KLU Business School held on June 07, 2016 at Vaddeswaram.

**RESOLUTIONS:**

14.01 Dr.M.Kishore Babu, Chairman, Board of Studies invited all the members cordially to the meeting.

14.02 The minutes of 12<sup>th</sup> Board of Studies meeting were ratified.

14.03 It is suggested to revise Course objectives and course Outcomes of III & IV Semester courses of MBA Digital Marketing & E-Commerce Program to bring them inline to OBE Model. It is suggested to include 4 objectives and 4 outcomes for all the courses.

14.04 Academic calendar of MBA (B&FS) Times Pro was presented and approved.

14.05 Revised internal evaluation pattern for MRP was presented and approved.

14.06 Revised Evaluation pattern of Seminar Course (BBA-MBA Integrated Program IX Semester)(15BB51C0) was presented and approved. It is suggested to make students to organize seminars by dividing them into group of 12. Each group should plan and organize one seminar during this semester as apart of Event management.

14.07. Modified curriculum of the BBA –MBA II Semester Business Statistics (15BS115) course was presented and approved.

- It is suggested to add the concepts of Demonetization & GST to the curriculum of Indian Business Environment (16BB12C3 &16MB51C1).


-It is suggested to replace the concept of Financial Analysis with Debentures, Journal Entries, Issues at Par, Premium and Discount in the curriculum of Financial Accounting (16BB21C1) (BBA-MBA III Semester Course).

- It is suggested to stress upon practical sessions of the concepts of SPSS & R in MBA II Semester in Business Research Methodology (16MB52C2) course.

14.08 It is suggested to add the concepts of SPSS & R and reflect the same in the objectives in the syllabus of BBA –MBA IX Semester Business Research Methods (15BB52C0) course.

- Redistribution of L-T-P Components for few Courses was presented and approved.

14.09 Meeting ended with thanks to chair.

  
**Prof. M. Kishore Babu**  
Chairman, Board of Studies

Dr. M. KISHORE BABU  
Chairman, Board of Studies  
KLU Business School  
KL University, Guntur - 522 502

**Members Present:**

S.NO.	Name	Designation
1	Dr.M.Kishore Babu	Professor & HOD - Chairman
2	Dr. T Uma Maheswara Rao	Professor & Registrar, KLU – Member
3	Prof. A V N Murthy	Co-opted Member (Chairman BOS Commerce)
4	Dr. D Srinivasa Rao	Professor – Member
5	Dr.A.V.S.Kamesh	Associate Professor – Member
6	Dr.P.Raja Babu	Associate Professor - Member
7	Ms. K Hema Divya	Assistant Professor – Member
8	Mr. K S Venkateswara Kumar	Assistant Professor - Member
9	Dr.N.Bindu Madhavi	Assistant Professor -Member

**Members Absent:**

S.NO.	Name	Designation
1	Dean Academics	Permanent Member
2	Dr.N. Rangaiah	Professor & Principal, College of Law, KLU – Member
3	Dr.K.Raja Sekhar	Vice President, OSCO, Oman – Member
4	Dr.G.V.R.K.Acharyulu	Professor, Central University, Hyderabad – Member

Dr.N.Venkat Ram, Dean Academics, Dr.N.Rangaiah, Professor & Principal college of Law, Dr.K.Raja Sekhar, Vice President, OSCO, Oman and Dr.G.V.R.K Acharyulu, Professor, Central University could not attend the meeting and were granted leave of absence.

  
**Dr. M. KISHORE BABU** MBA, M.Phil, Ph.D  
Head, KLU Business School  
KL University, GUNTUR - 522 502

## RESOLUTIONS

15.01 Dr.M.Kishore Babu, Chairman, Board of Studies invited all the members cordially to the meeting.

15.02 The minutes of 14<sup>th</sup> Board of Studies meeting were presented and ratified.

15.03 It is resolved to float new verticals in BBA & MBA Programs in association with GFTI Limited, Bangalore. In this connection BBA with ACCA and MBA with ACCA will be offered from the Academic Year 2017-18. The program structure that is presented for approval has been approved. The members advised to consider the continuation of core courses, which are of Industry driven courses.

15.04 Introduction of Business Analytics and Digital Marketing as functional specialization areas under MBA Program is presented and was suggested to frame course Objectives and Outcomes for the courses to be introduced under these two streams. It is also suggested to concise the syllabus of Digital Marketing courses considering the number of sessions available for these courses.

15.05 It is resolved to review the progress and academic delivery of MBA Digital Marketing & MBA (B&FS). However in view of non-performance of MBA (Business Analytics), it is resolved not to promote MBA (Business Analytics) from 2017-18 Academic Year onwards.

15.06 Academic calendar of MBA Dual, MBA (B&FS) Times Pro and BBA –MBA Integrated Program were presented and approved.

15.07 Proposal for introducing Business Analytics as core course in MBA II Semester in view of introduction of Business Analytics as a functional specialization area was approved.

15.08 List of Ph.D Scholars admitted during 2017 along with their research guides and doctoral committees were presented and approved.

15.09 Proposal for revising internal evaluation pattern for MRP was approved.

15.10 Changes in the program structure of BBA-MBA integrated Program and MBA (Dual) Program were approved.

15.11 Revised syllabus of the following courses was approved

- a) Consumer Behaviour (15MB61M0)
- b) Overview of Banking (15MB51B0)
- c) International Marketing (15MB61M3)
- d) Training & Development (15MB61H1)

e) Organization Behaviour (15BB31C2)

15.12 Revised L-T-P structure of few courses of MBA (B&FS) in view of course composition in terms of theory and practical is presented and approved.

15.13 Following table items have been approved

a) Change in L-T-P of French course in BBA-MBA Integrated Program (15BB21K3) from 2-2-0 to 2-0-2 and

b) Conversion of Environmental Science (15HS112) from non-credit course to 2- credit course.

Meeting ended with thanks to chair.

  
Prof. M. KISHORE BABU  
(Chairman, Board of Studies)

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