

VAAGDEVI COLLEGE OF ENGINEERING
Autonomous
Bollikunta, Warangal-506005 (T.S)

MINUTES OF BOARD OF STUDIES IN BUSINESS MANAGEMENT

The Meeting of Board of Studies for MBA course of Department of Business Management, Vaagdevi College of Engineering (Autonomous) Bollikunta, Warangal held on 07-03-2020 at 11:00 a.m. in the Chambers of the Head, Department of Business Management, Vaagdevi College of Engineering (Autonomous) to discuss the Regulations, course structure and syllabus of MBA course (R-20 Regulations) under CBC system, from the academic year 2020-21 onwards.









Present:

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| 1. Dr. Y. Bhaskar Rao
Head, Dept. of Business Management, VCE, Warangal. | Chairman |
| 2. Prof. D. Raghunatha Reddy
School of Management, JNTU, Hyderabad. | Member |
| 3. Prof. P. Indrasena Reddy
Director, Vaagdevi Institute of Management Sciences, Warangal. | Member |
| 4. Prof. G. Krishnamurthy
Director, Jayamukhi Institute of Management Sciences. | Member |
| 5. Sri Y. Kiran
Sr. Director, Dr. Reddys Lab, Hyderabad. | Member |
| 6. Dr. P. Shiva Shankar
Head & Professor, Vaagdevi Engineering College | Member |
| 7. Smt. G. Saroja
Assistant Professor, Vaagdevi College of Engineering. | Member |
| 8. Mr. M. Murali
Asst. Prof., Dept. of Business Management VCE, Warangal. | Member |
| 9. Mr. Rakesh Jail
Manager, Franklin Templeton, Hyderabad. | Member |

Resolutions:

The Board discussed the draft syllabus of MBA and

- 1) Resolved to approve the scheme of I & II Year MBA program (under R-20 Regulations) from 2020-21 onwards.
- 2) Resolved to approve the syllabus for MBA I & II Year (under R-20 Regulations) from 2020-21 onwards.

Sl.No.	Members Name	Signature
1	Dr. Y. Bhaskar Rao	
2	Prof. D. Raghunatha Reddy	 07-03-2020
3	Prof. P. Indrasena Reddy	
4	Prof. G. Krishnamurthy	
5	Sri Y. Kiran	
6	Dr. P. Shiva Shankar	
7	Smt. G. Saroja	
8	Mr. M. Murali	
9	Mr. Rakesh Jail	

VAAGDEVI COLLEGE OF ENGINEERING
AUTONOMOUS

DEPARTMENT OF BUSINESSMANAGEMENT
MBA Course under CBCS COURSE STRUCTURE

(Applicable from the batch admitted during 2020-21 and onwards)

I- SEMESTER

S.No	Course Code.	Title of the Course	L	T	P	Credits
1	M20MB01	Business Environment	4	0	0	4
2	M20MB02	Managerial Economics	4	0	0	4
3	M20MB03	Management and Organization Behaviour	4	0	0	4
4	M20MB04	Accounting for Management	4	0	0	4
5	M20MB05	Statistics for Management	4	0	0	4
6	M20MB06	Business Communication	4	0	0	4
7	M20MB07	Information Technology - LAB	0	0	4	3
		Total Credits	24	0	4	27

II-SEMESTER

S.No	Course Code.	Title of the Course	L	T	P	Credits
1	M20MB08	Marketing Management	4	0	0	4
2	M20MB09	Human Resource Management	4	0	0	4
3	M20MB10	Financial Management	4	0	0	4
4	M20MB11	Business Research Methods	4	0	0	4
5	M20MB12	Quantitative Analysis for Business Decisions	4	0	0	4
6	M20MB13	Cost and Management accounting	4	0	0	4
7	M20MB14	Soft skills - LAB	0	0	4	3
		Total Credits	24	0	4	27

07/03/2020

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III-SEMESTER

S.No.	Course Code.	Title of the Course	L	T	P	Credits
1	M20MB15	Strategic Management	4	0	0	4
2	M20MB16	Entrepreneurship	4	0	0	4
3		OPEN ELECTIVES	4	0	0	3
	M20MB17A	Intellectual Property Rights				
	M20MB17B	Stress management				
	M20MB17C	Data analytics				
	M20MB17D	Tourism and Hospitality Management				
	M20MB17E	Indian Constitution				
	M20MB17F	Data Mining and Data Warehousing				
4	M20MB18 (M1/F1/H1/E1)	Specialization (MRK/FIN/HRM/EP)	4	0	0	3
5	M20MB19 (M2/F2/H2/E2)	Specialization (MRK/FIN/HRM/EP)	4	0	0	3
6	M20MB20 (M3/F3/H3/E3)	Specialization (MRK/FIN/HRM/EP)	4	0	0	3
7	M20MB21	Internship and Seminar				2
		Total Credits	24		0	22

IV-SEMESTER

S.No.	Course Code	Title of the Course	L	T	P	Credits
1	M20MB22	Business Laws and Ethics	4	0	0	4
2	M20MB23	Production and Operations Management	4	0	0	4
3		OPEN ELECTIVES	4	0	0	3
	M20MB24A	Artificial Intelligence				
	M20MB24B	Health Care Management				
	M20MB24C	Disaster Management				
	M20MB24D	Agri Business Management				
	M20MB24E	Relational Data Base Management System				
	M20MB24F	Sustainability Management				
4	M20MB25 (M4/F4/H4/E4)	Specialization (MRK/FIN/HRM/EP)	4	0	0	3
5	M20MB26 (M5/F5/H5/E5)	Specialization (MRK/FIN/HRM/EP)	4	0	0	3
6	M20MB27 (M6/F6/H6/E6)	Specialization (MRK/FIN/HRM/EP)	4	0	0	3
7	M20MB28	Comprehensive Subject Viva- Voce				2
8	M20MB29	Main Project Report and Viva-Voce				4
		Total Credits	24	0	0	26

List of Elective papers for III-Semester and IV-Semester

MARKETING MANAGEMENT ELECTIVES		
S.No.	COURSE CODE	MARKETING
1	M20MB18M1	Consumer Behaviour
2	M20MB19M2	Sales and Distribution Management
3	M20MB20M3	Supply Chain Management
4	M20MB25M4	Customer Relationship Management
5	M20MB26M5	Services Marketing
6	M20MB27M6	International Marketing
FINANCE ELECTIVES		
S.No.	COURSE CODE	FINANCE
1	M20MB18F1	Security Analysis and Portfolio Management
2	M20MB19F2	Financial Institutions, Markets and Services
3	M20MB20F3	International Financial management
4	M20MB25F4	Financial Derivatives
5	M20MB26F5	Strategic Investment and Financing Decisions
6	M20MB27F6	Corporate Taxation and planning
HR ELECTIVES		
S.No.	COURSE CODE	HUMAN RESOURCE
1	M20MB18H1	Leadership and Change Management
2	M20MB19H2	Management of Industrial Relations
3	M20MB20H3	Compensation Management
4	M20MB25H4	International HRM
5	M20MB26H5	Performance Management Systems
6	M20MB27H6	Strategic HRM
EP ELECTIVES		
S.No.	COURSE CODE	ENTREPRENEURSHIP
1	M20MB18E1	Global Entrepreneurship
2	M20MB19E2	MSME Management
3	M20MB20E3	Women Entrepreneurship
4	M20MB25E4	Entrepreneurial Finance
5	M20MB26E5	Entrepreneurial Marketing
6	M20MB27E6	Creativity Innovation and Entrepreneurship

SUMMARY

S.No.	Semesters	Credits
1	First Semester	27 Credits
2	Second Semester	27 Credits
3	Third Semester	22 Credits
4	Fourth Semester	26 Credits
	TOTAL	102 Credits
