

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 held on 11-11-2022 at 10.30 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-22 Regulations) under CBC system, from the academic year 2022-23 onwards.








Present:


1. **Dr. G. Saroja** Chairman, BOS
Head, Dept. of Business Management, VCE, Warangal.
2. **Dr. Sindhu** University Nominee
Prof. & Director School of Management
3. **Dr. Y. Bhaskar Rao** Member
Head, Vaagdevi Institute of Management Sciences, Warangal.
4. **Dr. E. Sree Ram** Member
Professor. Department of MBA. Jayamukhi Institute of Technology
Sciences, Narsampet
5. **Mr. Y. Kiran** Member
Treasure, Dr. Reddys Lab, Hyderabad.
6. **Dr. M. Murali** Member
Assistant Professor, Vaagdevi College of Engineering
7. **Dr. K. Venu Reddy** Member
Assistant Professor, Vaagdevi College of Engineering.
8. **Dr. B. Vijay** Member
Assistant Professor, Vaagdevi College of Engineering.
9. **Mr. B. Pradeep Kumar** Member
Larsen & Turbo Infutech Sr. Talent Acquisition.

Resolutions:

The Board discussed the draft syllabus of MBA and

- 1) Resolved to approve the Course Structure of I & II Year MBA program (under R-22 Regulations) from 2022-23 onwards.
- 2) Resolved to approve the syllabus of the courses for MBA I & II Year (under R-22 Regulations) from 2022-23 onwards.
- 3) Resolved to approve the syllabus of MBA department offering courses to B.Tech Programme under R22 Regulations

Sl.No.	Members Name	Signature
1	Dr. G. Saroja	
2	Prof. Sindhu	
3	Dr. Y. Bhaskar Rao	
4	Dr. E. Sreeram	
5	Sri Y. Kiran	
6	Dr. M. Murali	
7	Dr. K. Venu Reddy	
8	Dr. Vijay Bose	
9	Mr. D. Pradeep Kumar	


CHAIRMAN
Board of Studies, Dept. of MBA
VAAGDEVI COLLEGE OF ENGINEERING
Bollikunta, Warangal (T.S)-506 005

VAAGDEVI COLLEGE OF ENGINEERING – AUTONOMOUS

AFFILIATED TO JNTUH

BOLLIKUNTA, KHILA WARANGAL (MANDAL), WARANGAL URBAN – 506 005 (TS)

MASTER OF BUSINESS ADMINISTRATION

MBA (Regular) R-22 COURSE STRUCTURE AND SYLLABUS

Effective from Academic Year 2022-23 Admitted Batch

I Year I Semester

Course Code	Course Title	L	T	P	Credits
M22MB01	Management and Organizational Behavior	4	0	0	4
M22MB02	Business Economics	4	0	0	4
M22MB03	Financial Reporting & Analysis	4	0	0	4
M22MB04	Research Methodology and Statistical Analysis	4	0	0	4
M22MB05	Legal and Business Environment	4	0	0	4
Open Elective-I M22MB06	6A Business Ethics and Corporate Governance 6B Project Management 6C Sustainability Management 6D Cross Cultural Management	3	0	0	3
M22MB07	Business Communication Lab	0	0	2	2
M22MB08	Statistical Data Analysis Lab	0	0	2	2
	TOTAL	23	0	4	27

I Year II Semester

Course Code	Course Title	L	T	P	Credits
M22MB09	Human Resource Management	4	0	0	4
M22MB10	Marketing Management	4	0	0	4
M22MB11	Financial Management	4	0	0	4
M22MB12	Quantitative Analysis for Business Decisions	4	0	0	4
M22MB13	Entrepreneurship and Design Thinking	4	0	0	4
M22MB14	Logistics & Supply Chain Management	4	0	0	4
Open Elective-II M22MB15	15A Total Quality Management 15B Marketing Research 15C International Business 15D Rural Marketing	3	0	0	3
	TOTAL	27	0	0	27

Internship during Summer vacation (after Semester –II)**II Year I Semester**

Course Code	Course Title	L	T	P	Credits
M22MB16	Production & Operations Management	4	0	0	4
M22MB17	Management Information Systems	4	0	0	4
M22MB18	Business Analytics	4	0	0	4
M22MB19 M1/H1/F1/E1	(MRKG/HRM/FIN/ENTP)	4	0	0	4
M22MB20 M2/H2/F2/E2	(MRKG/HRM/FIN/ENTP)	4	0	0	4
M22MB21 M3/H3/31/E3	(MRKG/HRM/FIN/ENTP)	4	0	0	4
M22MB22	Summer Internship	0	0	2	2
	TOTAL	24	0	2	26

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II Year II Semester

Course Code	Course Title	L	T	P	Credits
M22MB23	Strategic Management	4	0	0	4
M22MB24 M4/H4/F4/E4	(MRKG/HRM/FIN/ENTP)	4	0	0	4
M22MB25 M5/H5/F5/E5	(MRKG/HRM/FIN/ENTP)	4	0	0	4
M22MB26 M6/H6/F6/E6	(MRKG/HRM/FIN/ENTP)	4	0	0	4
M22MB27	Pre-submission project Seminar	0	0	2	2
M22MB28	Main Project Viva-Voce	0	0	4	4
	TOTAL	16	0	6	22

LIST OF ELECTIVE SUBJECTS

Students have to select any One Specialization (Marketing, Finance, Human Resources, and Entrepreneurship) and he/she needs to select the Core Elective subjects listed under the chosen specialization only.

Course Code	Specialization	Credits
	MARKETING	
M22MB19M1	Digital Marketing	4
M22MB20 M2	Sales and Promotion Management	4
M22MB21 M3	Consumer Behavior	4
M22MB24 M4	International Marketing	4
M22MB25 M5	Services Marketing	4
M22MB26 M6	Marketing Analytics	4
	FINANCE	
M22MB19F1	Security Analysis and Portfolio Management	4
M22MB20 F2	Risk Management and Financial Derivatives	4
M22MB21 F3	Strategic Cost and Management Accounting	4
M22MB24 F4	International Financial Management	4
M22MB25 F5	Strategic Financial Management	4
M22MB26F6	Financial Analytics	4
	HUMAN RESOURCES	
M22MB19H1	Talent and Performance Management Systems	4
M22MB20H2	Learning and Development	4
M22MB21H3	Employee Relations	4
M22MB24H4	International Human Resource Management	4
M22MB25H5	Leadership and Change Management	4
M22MB26H6	HR Analytics	4
	ENTREPRENEURSHIP	
M22MB19E1	Startup and MSME Management	4
M22MB20E2	Technology Business Incubation	4
M22MB21E3	Innovation and Entrepreneurship	4
M22MB24E4	Entrepreneurial Finance	4
M22MB25E5	Entrepreneurial Marketing	4
M22MB26E6	Family Business Management	4

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CHAIRMAN

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