


MALLA REDDY ENGINEERING COLLEGE

(AUTONOMOUS)

Maisammaguda, Dhullapally, Secunderabad – 500100

DEPARTMENT OF BUSINESS MANAGEMENT BOARD OF STUDIES – 2015 MINUTES OF BOARD OF STUDIES

1. Delete cases in business communication.
2. Rural marketing is included as a subject in marketing electives in place of retailing management.
3. Services marketing are replaced by Services and Retail marketing.
4. Innovative and creative workshop is placed in place of Leadership.
5. Digital marketing is included as one unit in Service ~~marketing~~. Marketing
6. The name of business intelligence is replaced by Data warehousing and Data mining.
7. Sales and Distribution is replaced by Advertising and sales ~~promotion~~. Management.
8. Management of change is included as one unit in MIS & ERP.
9. Working capital management is shifted from 4th unit to 5th Unit and the Title of 5th unit is Management of Current Assets and Working Capital.
10. Corporate restructuring is Eliminated.
11. Mergers and acquisition is deleted from 5th Unit from Financial management.
12. Enterprise Resource Planning is Replaced by Relational Data Base Management System(RDBMS)
13. Entrepreneurship – from 4th unit delete poor financial understanding - critical factors for new venture development – the evaluation process – feasibility criteria approach
14. Remove 5th Unit in Entrepreneurship and add Introduction to Start-ups, Success stories of new Entrants, Social and Corporate Entrepreneurship.



Mani

Buele

Ustf.

Mohamed



V Ramesh -

Sankarsha

Vineela



Malla Reddy Engineering College (AUTONOMOUS)

(An Autonomous Institution approved by UGC and affiliated to JNTUH Hyderabad Accredited by NAAC with 'A' Grade
Accredited by NBA of AICTE & Recipient of World Bank Assistance under TEQIP Phase - II, S.C 1.1)

Date: 10-10-2015

ANNEXURE - XI

Reconstituted Board of Studies (BOS) - MBA (2015-16)

S no.	Name	Position	Designation in BOS	Subject Specialization	Contact number	Status
1	Dr.S.Sudhakara Reddy	Principal,	Special Invitee	HR, Production Engineering	9348161125	Existing
2	Dr. Sindu	Professor, SMS, JNTUH	Nominee of JNTUH	Finance	9849061654	New
3	Dr.K. Veeraiah	professor,	BOS Chairman	Finance	9885650478	New
4	Mr.D.Mohan Rao	Assoc. Professor	Member	Finance	9866262388	Existing
5	Mrs. P.Buela Prasanna Kumari	Assoc. professor	Member	HR, Marketing	9703471177	Existing
6	Dr.D. Raghunatha Reddy	Professor, SMS, JNTUH	Subject Expert	Finance	9666924862	Existing
7	P. Raji Reddy	Managing Director, CRVJ Investment Consultants Pvt. Ltd.	Subject Expert	Investment	9849768390	New
8	Dr. Ramesh Vemuganti	CEO, Chanakya consulting, Hyd.	Industry	MOT, HR, Marketing	9849590511	Existing
9	A.Geetesh	Financial Analyst	Alumni	Finance	9441458524	New


PRINCIPAL

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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

BOARD OF STUDIES MEETING

On 17-10-2015 at 10.00 AM

The Fifth Board of Studies (For the Department of Master of Business Administration) Meeting is convened on 17th October 2015 at Department of Master of Business Administration at 10.00 AM. The Agenda of the Meeting is as follows:

AGENDA

1. Review of the syllabus of the last academic year.
2. Approval of the scheme of instruction of MBA(CBCS) for the academic year 2015-16. Periods per week and number of credits allotted for MBA(CBCS) course (MR15 Regulations)
3. Approval of the syllabus offering subjects for other Departments.
 1. Engineering Economics and Accountancy for Engineering Branches of Civil, Mechanical, Mining, Electrical and Electronics Engineering, Electronics and Communication Engineering Computer Science and Engineering.
 2. Management Science for Engineering Branches of Electrical and Electronics Engineering, Electronics and Communication Engineering Computer Science and Engineering.
 3. Human Values and Professional Ethics for Engineering Branches of Civil, Mechanical, Mining, Electrical and Electronics Engineering, Electronics and Communication Engineering, Computer Science and Engineering.
 4. Law for Engineers for all Engineering Branches
 5. Intellectual Property Rights for Engineering Branches of Civil, Mechanical, Mining, Electrical and Electronics Engineering, Electronics and Communication Engineering . Computer Science and Engineering.
 6. Industrial Management for Mechanical Engineering.
5. Suggestion and approval of panel for Paper setters, Valuers for both theory & Lab
6. Delegation of power to the BOS Chairman, for any modification in Syllabus, panel For paper setters and valuers and shifting of subjects in the scheme of instructions..
7. Any other item with the permission of the chair.

Yours sincerely

E. Gov
Chairman
BOS- MBA