

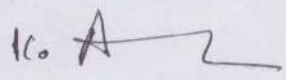
**MALLA REDDY ENGINEERING COLLEGE**  
**(AUTONOMOUS)**  
Maisammaguda, Dhulapally (Post via Kompally) Secunderabad – 500100

**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION**

**BOARD OF STUDIES MEETING**

The board of studies of department of Master of Business Administration is convened on 08-02-2021 at 11.00 AM at the conference Hall of Malla Reddy Engineering College (Autonomous) through online, Maisammaguda, Secunderabad. The following members were present:

S no.	Name	Position	Designation in BOS	Subject Specialization	Signature
1	Dr. K. Anil Kumar	Professor, HOD, MBA, MREC(A).	BOS Chairman	HRM	
2	Dr.D. Raghunatha Reddy	Professor, SMS, JNTUH	Nominee of JNTUH	Finance	
3	Dr. Sindhu	Professor, SMS, JNTUH	Subject Expert	Finance	
4	Dr.Chetan Srivastava	Associate Professor,School Of Management studies ,University of Hyderabad	Subject Expert	Marketing	
5	Dr. G. Manchala	Professor, VJIM	Subject Expert	HRM	
6	Mr.Praveen Kumar	Managing Director,Planet Finance	Industry Expert	Chartered Accountant	
7	Ms. P.Buela Prasanna Kumari	Associate Professor	Member	HR/Marketing	
8	Ms.K.Neeraja	Assistant Professor	Member	Finance	
9	Ms. P.Rajitha	Assistant Professor	Member	HR/Marketing	
10	Mr. A.Geethesh	Delloit Tax consultant	Alumni	Finance	

  
**Chairman**  
**PG-MBA Board of Studies**

**MALLA REDDY ENGINEERING COLLEGE (Autonomous)**  
Maisammaguda, Dhulapally (post & via Kompally), Secunderabad-500 100.

**Minutes of meeting - Master of Business Administration (MBA) Board of Studies**

08-02- 2021

The 14<sup>th</sup> Board of studies meeting for the MBA - BOS is conducted on 08-02-2021 at 11.15 AM in the conference hall of Malla Reddy Engineering College (Autonomous), Secunderabad.

The following Members have attended the meeting.

S. No.	Name of the Member	Designation & Official Address	Designation in the Board
1	Dr. K. Anil Kumar	Professor, HOD, MBA, MREC(A)	Chairman- BOS
2	Dr.D. Raghunatha Reddy	Professor, SMS, JNTUH	University Nominee
3	Dr.Chetan Srivastava	Associate Professor, School Of Management studies ,University of Hyderabad	Subject Expert
4	Dr. G. Manchala	Professor, VJIM	Subject Expert
5	Dr.Sindhu	Professor & director SMS, JNTUH	Subject Expert
6	Mr.Praveen Kumar	Managing Director, Planet Finance	Industry Expert
7	Ms. P.Buela Prasanna Kumari	Associate Professor	Member
8	Ms.K.Neeraja	Associate Professor	Member
9	Ms. P. Rajitha	Associate Professor	Member
10	Mr. A.Geetesh	Delloit Tax consultant	Alumni

The following is the agenda for the meeting.

1. Action Taken Report (ATR) on previous BoS Meeting in A.Y 2020-21
2. Review of the existing syllabus of the last academic year.
3. Approval of the scheme of instruction of MBA (CBCS) for the academic year 2020-21, Periods per week and number of credits allotted for MBA (CBCS) course.



4. 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. **Intellectual Property Rights** for Engineering Branches of Civil, Mechanical, Mining, Electrical and Electronics Engineering, Electronics and Communication Engineering, Computer Science and Engineering, Information Technology
  4. **Industrial Management** for Engineering Branches of Civil, Mechanical, Mining.
  5. **Entrepreneurship** Engineering Branches of Civil, Mechanical, Mining, Electrical and Electronics Engineering, Electronics and Communication Engineering, Computer Science and Engineering, Information Technology.
  6. **Digital marketing (Open Elective)** Engineering Branches of Civil, Mechanical, Mining, Electrical and Electronics Engineering, Electronics and Communication Engineering, Computer Science and Engineering, Information Technology.
  7. **Training and Organisation Development (Open Elective)** Engineering Branches of Civil, Mechanical, Mining, Electrical and Electronics Engineering, Electronics and Communication Engineering, Computer Science and Engineering, Information Technology.
  8. **Research Methodology and intellectual property rights** for all M. Tech Branches.
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.

At the outset, Dr. K. Anil Kumar, HOD and Chairman of the MBA - Board of Studies welcomed the members to the Board of Studies meeting. The Chairman placed on record, the existing syllabus of MR 20 regulations and also proposed to approve the same regulations and syllabus for MR-20(2020-21 Admitted batch). Later Board of studies Members had in detailed discussion and reviewed each item of the proposed agenda and finally the following items have been resolved unanimously by all the members of BOS to implement from the academic year 2020-21 and onwards.

**The following resolutions are approved after careful discussion and observations.**

The BOS Members have thoroughly reviewed and discussed the Scheme of instructions, periods per week, and number of credits for 2 years of MBA Programme as per the guide lines of the AICTE and JNTUH, Hyderabad. The BOS has collectively approved and

resolved to implement this scheme of Instructions, periods per week and number of credits for 2 years of MBA Programme from the academic year 2020-21 onwards.

1. The board approved the existing MBA Schema, regulations and the syllabus with 104 credits of MR20 Regulations for 2020-21 admitted Batch.
2. The BOS has approved the syllabus of the B.Tech. Subjects offered by MBA department as per the guide lines of the UGC, AICTE & JNTUH, and Hyderabad and approved to implement from the academic year 2020-21 onwards.
3. The BOS members have agreed to suggest a panel for paper setters and Valuers /examiners for both theory and practical of all the subjects of MBA programme.
4. If any item needs to be modified /added/ deleted, the same may be circulated by E-mail to all members and after taking electronic/E-mail approval the modification may be made operational.

11. A Z.

Dr. K. Anil Kumar

(Chairman, BOS – MBA)

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2) Buele

3) K. Meera -

4) P. Rajitha

5) G. Lanchala

6) D.S.J. praveen Kumar

Bijitha  
[Signature]  
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# MALLA REDDY ENGINEERING COLLEGE (Autonomous)

Maisammaguda, Dhulapally (post & via Kompally), Secunderabad-500 100.

## Department of Master of Business Administration

Action Taken Report (ATR) on previous BOS Meeting held in AY 2020-2021(02/02/2021)

The previous board of studies (PG) meeting for AY 2020-2021 was held on dated 21/09/2021.

The following are the resolutions made in the meeting and corresponding actions taken:

1	Resolution	The BOS Members have thoroughly reviewed and discussed the Scheme of instructions, periods per week, and number of credits for 2 years of MBA Programme as per the guide lines of the AICTE and JNTUH, Hyderabad. The BOS has collectively approved and resolved to implement this scheme of Instructions, periods per week and number of credits for 2 years of MBA Programme from the academic year 2020-21 onwards.
	Action taken	The Revised scheme instruction will be implemented in MR-20 regulations for MBA course and schema of instructions from academic year 2020-2021 onwards.
2	Resolution	After formulation of schema of instruction, the BOS has reviewed and designed the syllabus for MBA programme as per the guide lines of AICTE model curriculum and approved the same with 104 credits
	Action taken	The Revised syllabus will be implemented in MR-20 regulation MBA course syllabus with 104 credits for the academic year 2020-2021 onwards
3	Resolution	The BOS has approved the syllabus of various courses of MBA, B.Tech and M.Tech programme offered by MBA department as per the guide lines of the UGC, AICTE & JNTUH and approved to implement from the academic year 2020-2021 onwards.
	Action taken	Syllabus of the MBA, B.Tech and M.Tech programme subjects reviewed (subjects offered to various engineering branches namely Civil, Mechanical, Mining, Electrical and Electronics Engineering, Electronics and Communication Engineering, Computer Science and Engineering)
4	Resolution	The BOS members have agreed to suggest the panel of paper setters and valuers
	Action taken	The panel of paper setters and valuers are implemented
5	Resolution	If any item needs to be modified/ added/deleted the same may be circulated E-MAIL to all members and after taking electronic E-Mail approval, the modification may be operational
	Action taken	Implement from the academic year 2020-2021
6	Resolution	Suggested to introduce Entrepreneurship as a common paper in II semester and Management Information system in IV sem
	Action taken	Entrepreneurship and Management Information system subjects will be introduced and implemented in MR20 II sem and IV semester 2020-2021 academic year.

7.	Resolution	Crouses added as Mandatory course(MC) are, Business analysis Report and seminar- I SEM, Computer Appilications in Business -(Report and Seminar)-II SEM, Research work and article writing-seminar-III SEM,
	Action taken	Implement from the academic year 2020-2021
8	Resolution	Review of MR-20 Regulations were discussed and no new proposals were introduced for existing regulations MR-20.
	Action taken	Review Conducted and no changes were advised by BoS members.

Ac. A. C.

MBA HOD

Buele  
K. Aleee

P. Rajitha  
G. Lanchala

D. S. S. P. K. K. K.

Signature

Signature



# MALLA REDDY ENGINEERING COLLEGE

(AUTONOMOUS)

Maisammaguda, Secunderabad-500100

## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### BOARD OF STUDIES MEETING

On 08-02-2021 at 11.15 AM

The 14<sup>th</sup> Board of Studies (For the Department of Master of Business Administration) meeting is convened on 08<sup>th</sup> February 2021 at Department of Master of Business Administration at 11.15 AM. The Agenda of the Meeting is as follows:

#### AGENDA

1. Review of the existing syllabus of the last academic year.
2. Approval of the scheme of instruction of MBA (CBCS) for the academic year 2020-21, Periods per week and number of credits allotted for MBA (CBCS) course.
3. Approval of the syllabus of subjects offering 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. **Intellectual Property Rights** for Engineering Branches of Civil, Mechanical, Mining, Electrical and Electronics Engineering, Electronics and Communication Engineering, Computer Science and Engineering, Information Technology
  4. **Industrial Management** for Engineering Branches of Civil, Mechanical, Mining.
  5. **Entrepreneurship** Engineering Branches of Civil, Mechanical, Mining, Electrical and Electronics Engineering, Electronics and Communication Engineering, Computer Science and Engineering, Information Technology.
  6. **Digital marketing (Open Elective)** Engineering Branches of Civil, Mechanical, Mining, Electrical and Electronics Engineering, Electronics and Communication Engineering, Computer Science and Engineering, Information Technology.
  7. **Learning and Development (Open Elective)** Engineering Branches of Civil, Mechanical, Mining, Electrical and Electronics Engineering, Electronics and Communication Engineering, Computer Science and Engineering, Information Technology.
  8. **Research Methodology and intellectual property rights** for all M. Tech Branches.
4. Suggestion and approval of panel for Paper setters, Valuers for both theory & Lab
5. 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.
6. Any other item with the permission of the chair.

1c. A  
Chairman BOS- MBA

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K. Ule

P. Pitha  
G. Raghavula

P. Pitha  
D.S.S. Praveen Kumar



**MALLA REDDY ENGINEERING COLLEGE** (Autonomous)  
**COURSE STRUCTURE – MASTER OF BUSINESS ADMINISTRATION [MBA]**  
 (Choice Based Credit System)  
 (MR20 Regulations - Effective from Academic Year 2020-21 onwards)

**Approved Course Structure for Master of Business Administration (MBA) Programme**

After careful and detailed discussions, the following course structure and syllabus of **Master of Business Administration (MBA)** 2 year programme under MR20 Regulation (for the batches admitting from Academic Year 2020-21 onwards) has been approved by the BOS members.

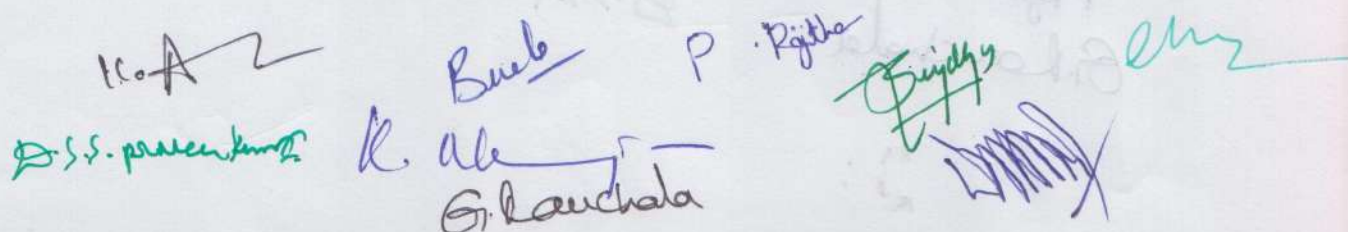
**I SEMESTER**

S. No	Category	Course code	Name of the course	Contact hours/ week			Credits
				L	T	P	
1	CC	AB101	Management and Organizational Behavior	4	-	-	4
2	CC	AB102	Business and Legal Environment	4	-	-	4
3	CC	AB103	Financial Accounting & Analysis	4	-	-	4
4	CC	AB104	Managerial Economics	4	-	-	4
5	CC	AB105	Research Methodology and Statistical Analysis	4	-	-	4
6	CC	AB106	Indian Ethos and Values	4	-	-	4
7	CC	AB107	English Language communication skills Lab		-	3	2
8	MC	AB108	Business Analysis – (Report and seminar)	-	-	2	-
<b>Total credits</b>				<b>24</b>	<b>-</b>	<b>5</b>	<b>26</b>

**II-SEMESTER**

S. No	Category	Course code	Name of the course	Contact hours/ week			Credits
				L	T	P	
1	CC	AB201	Marketing management	4	-	-	4
2	CC	AB202	Financial Management	4	-	-	4
3	CC	AB203	Human Resource Management	4	-	-	4
4	CC	AB204	Operations Management	4	-	-	4
5	CC	AB205	Entrepreneurship	4	-	-	4
6	CC	AB206	Operations Research	4	-	-	4
7	CC	AB207	Business Analytics	4	-	-	4
8	MC	AB208	Computer Applications in Business- (Report and seminar)	-	-	2	-
<b>Total credits</b>				<b>28</b>	<b>-</b>	<b>2</b>	<b>28</b>

\*Students must undergo summer internship of minimum four weeks in the summer vacation and has to give seminar and submit the report of the same in third semester.





### III-SEMESTER

S. No	Category	Course code	Name of the course	Contact hours/ week			Credits
				L	T	P	
1	CC	AB301	Strategic Management	4	-	-	4
2	CC	AB302	Logistics and supply chain management	4	-	-	4
3	PE	AB303	International marketing	4	-	-	4
		AB304	Security Analysis and Portfolio Management				
		AB305	Learning and Development				
		AB306	Management of Start-up				
4	PE	AB307	Integrated Marketing Communication	4	-	-	4
		AB308	Financial institutions, markets and services				
		AB309	Employee relations and labour laws				
		AB310	Management of MSME				
5	PE	AB311	Consumer Behavior	4	-	-	4
		AB312	Strategic Management Accounting				
		AB313	Performance management				
		AB314	Family Business Management				
6	PE	AB315	Digital Marketing	4	-	-	4
		AB316	Financial Derivatives and risk management				
		AB317	Strategic Human Resource Management				
		AB318	Creativity, innovation and entrepreneurship				
7	OE	AB319	Management of stress	3	-	-	3
		AB320	Quality Management				
		AB321	Project management				
		AB322	Environment management				
		AB323	Indian Economy				
8	PR	AB324	Summer Internship & Seminar	--	--	2	2
9	MC	AB325	Research work and article writing-seminar	-	-	2	-
Total credits				27	-	4	29

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K. Ale -

P. Rajitha

G. R. Chachala

*[Signature]*

*[Signature]*

D. S. S. Praveen Kumar

*[Signature]*



# IV-SEMESTER

S. No	Category	Course code	Name of the course	Contact hours/ week			Credits
				L	T	P	
1	PC	AB401	Management Information System & ERP	4	-	-	4
2	PE	AB402	Services Marketing	4	-	-	4
		AB403	Strategic Investment and Financing Decisions				
		AB404	Compensation and Reward Management				
		AB405	Entrepreneurial Marketing				
3	PE	AB406	Retailing Management	4	-	-	4
		AB407	International Financial Management				
		AB408	International Human Resource Management				
		AB409	Entrepreneurial Finance				
4	OE	AB410	Consumer Protection Laws	3	-	-	3
		AB411	Tax Laws and Planning				
		AB412	Disaster Management				
		AB413	Corporate Governance				
		AB414	Indian Constitution				
5	PR	AB415	Comprehensive Viva	---	---	--	2
6	PR	AB416	Project pre submission seminar and Report submission	---	---	2	1
7	PR	AB417	Project Viva-Voce	---	---	3	3
Total credits				15	--	5	21

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