

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.

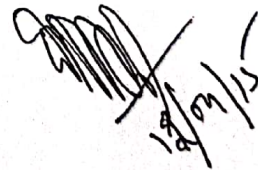


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M. J. S. Reddy



V Ramash

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Vineela