



Malla Reddy Engineering College

(A UGC Autonomous Institution, Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)
Accredited by NAAC with 'A++' Grade (Cycle- III), NBA Tier -I Accredited
(B Tech – CE, EEE, ME, ECE & CSE, M Tech – Structural Engg, Electrical Power Systems, Thermal Engg.)
IIC – Four Star Rating, NIRF Rank Band 250-300, ARIIA Band Performer

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Date: 22-10-2022

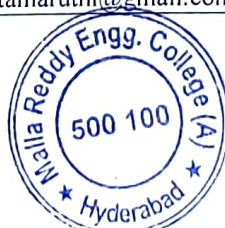
ORDER

Malla Reddy Engineering College (Autonomous) is a self-financed UGC-Autonomous Institution, Approved by AICTE and affiliated to Jawaharlal Nehru Technological University, Hyderabad, Recognized under 2(f) & 12 (B) of UGC Act 1956, Accredited by NAAC with 'A++' Grade (III Cycle) and NBA (UG-CE, EEE, ME, ECE, CSE & PG-SE, TE and EPS). The department academic activities are governed through a Board of Studies which is responsible for its overall framing of schema and syllabus for various courses in the keeping in view the objectives of the college, interest of the stakeholders and national requirement for consideration and forwards for approval of the Academic Council.

The MBA Board of Studies for the Academic Years 2022-23 to 2024-25 have been reconstituted as some of the previous members' relieved from the institute and as per the UGC guidelines with the following members.

The following is the list of Board of Studies members Constituted for the Academic Year 2022-23 to 2024-25

S. No.	Name of the Member	Qualification	Phone no. & e-mail id	Subject Specialization	Position	Category
Chairman (Head of the Department concerned)						
1	Dr. N. Ramanjaneyulu	Ph.D	9491363735/ mbahod@mrec.ac.in	FINANCE/ MARKETING	Chairman	Chairman
One expert to be nominated by the Vice-Chancellor of the Affiliating University						
2	Dr. Sindhu	Ph.D	9849061654 sindhu999@jntuh.ac.in	FINANCE	Member	University Nominee
Three subject experts from outside the Parent University to be nominated by the Academic Council						
3	Dr. Chetan Srivastava	Ph.D	9849210185/ dr.chetansrivastava@gmail.com	MARKETING	Member	Subject Expert
4	Dr.K.Sreekanth	Ph.D	9983695995/ dr.k.sreekanth@gmail.com	HRM/ENT	Member	Subject Expert
One representative from industry/corporate sector/allied area relating to placement.						
5	Mr. G. Raja Sekhar Reddy	MBA	8499994624 sekhargade_1@yahoo.co.in	MARKETING	Member	Industry Expert
The faculty of specialization.						
6	Dr. M. Rajesh	Ph.D	9985507923/ srirajesh@mrec.ac.in	HRM/ MARKETING	Member	Teaching staff
7	Mr. B. Kiran Kumar Reddy	MBA/M.Com	9052222478/ b.kiranreddy@mrec.ac.in	FINANCE/ MARKETING	Member	Teaching staff
8	Ms. M. Ramya Sree	MBA	7097373749/ mramyasree004@gmail.com	FINANCE / HRM	Member	Teaching staff
9	Ms. B. Dharani	MBA	7981998323/ dharanibodhanna777@gmail.com	MARKETING/ FINANCE	Member	Teaching staff
One postgraduate meritorious alumnus to be nominated by the principal.						
10	Mr. P. Maruthi	MBA	7989027427/ pendhotamaruthi@gmail.com	FINANCE	Member	Alumni



PRINCIPAL
Principal

Malla Reddy Engineering College
Maisammaguda, Dhulapally,
(Post Via Kompally), Sec'bad-500100.

Maisammaguda(H), Medchal - Malkajgiri District, Secunderabad, Telangana State – 500100.

Ph: 09348161125, 0934816103

www.mrec.ac.in, email: prinicpal@mrec.ac.in



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Telangana State – 500100, www.mrec.ac.in

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION
BOARD OF STUDIES MEETING

On 28-10-2022 at 11.00 Am

The 17th Board of Studies (For the Department of Master of Business Administration) meeting is convened on 22nd October 2022 at Department of Master of Business Administration at 11.00 AM. The Agenda of the Meeting is as follows:

AGENDA

1. Discussion and Approval MBA MR22 Regulations for the Academic Year 2022-23.
2. Approval of the scheme of instruction of MBA (CBCS) for the academic year 2022-23, Periods per week and number of credits allotted for MBA (CBCS) course.
3. Suggestion and approval of panel for Paper setters, Valuers for both theory & Lab
4. 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.
5. Approval of any other item with the permission of the chairman.

[Handwritten signatures of Board members]

[Signature of Chairman]
Chairman
BOS-MBA

HEAD OF THE DEPARTMENT
Master of Business Administration
MALLAREDDY ENGINEERING COLLEGE
(AUTONOMOUS)
Maisamma Guda, Sec'bad - 500 100



MALLA REDDY ENGINEERING COLLEGE

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Department of Master of Business Administration

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

28-10-2022

The 17th Board of studies meeting for the MBA - BOS is conducted on 28-10-2022 at 11.00 AM in the conference hall of Malla Reddy Engineering College (Autonomous), Secunderabad-500100

The following Members have attended the meeting.

S. No.	Name of the Member	Designation & Official Address	Designation in the Board
1	DR. N. RAMANJANEYULU	PROFESSOR, HOD, MBA, MREC(A).	BOS-CHAIRMAN
2	DR. SINDHU	PROFESSOR, SMS, JNTUH	NOMINEE- UNIVERSITY (JNTUH)
3	DR.CHETAN SRIVASTAVA	ASSOCIATE PROFESSOR,SCHOOL OF MANAGEMENT STUDIES,UNIVERSITY OF HYDERABAD	SUBJECT EXPERT
4	DR. K. SREEKANTH	ASSOCIATE PROFESSOR,GITAM	SUBJECT EXPERT
5	MR. G. RAJASHEKAR REDDY	MANAGER- ALPLA PVT. LTD.,	INDUSTRY EXPERT
6	DR. M. RAJESH	ASSOCIATE PROFESSOR	MEMBER
7	MR. B. KIRAN KUMAR REDDY	ASSISTANT PROFESSOR	MEMBER
8	MS. M. RAMYA SREE	ASSISTANT PROFESSOR	MEMBER
9	MS. B. DHARANI	ASSISTANT PROFESSOR	MEMBER
10	MR. MARUTHI	SHORE INFOTECH	ALUMNI

The following is the agenda for the meeting:

1. Action Taken Report (ATR) on previous BoS Meeting in A.Y 2022-23
2. Discussion on the syllabus of the academic year 2022-23.

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3. Approval of the scheme of instruction of MBA (CBCS) for the academic year 2022-23, Periods per week and number of credits allotted for MBA (CBCS) course.
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.

At the outset, Dr. N. RAMANJANEYULU, 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 MR22 regulations and also proposed to approve the same regulations and syllabus for MR-22 (2022-23 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 2022-23 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 2022-23 onwards.

1. The board approved the existing MBA Schema, regulations and the syllabus with 104 credits of MR22 Regulations for 2022-23 admitted Batch.
2. 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.
3. 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.

There are no changes in other course including the courses offering to B.Tech and M.Tech.

Dr. N. RAMANJANEYULU

(Chairman, BOS – MBA)
HEAD OF THE DEPARTMENT
 Master of Business Administration
 MALLAREDDY ENGINEERING COLLEGE
 (AUTONOMOUS)
 Maisamma Guda, Sec'bad - 500 100

Dr. N. Ramanjaneyulu
Dr. N. Ramanjaneyulu
B. D. Dhanraj
Dr. N. Ramanjaneyulu
Dr. N. Ramanjaneyulu



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Department of Master of Business Administration

Action Taken Report (ATR) on previous BOS Meeting held in AY 2022-2023 (28-10-2022)

The previous board of studies (PG) meeting for AY 2022-2023 was held on dated 13-05-2022.

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 2022-23 onwards.
	Action taken	The Revised scheme instruction will be implemented in MR22 regulations for MBA course and schema of instructions from academic year 2022-2023 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 MR22 regulation MBA course syllabus with 104 credits for the academic year 2022-2023 onwards
3	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
4	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 2022-2023

Shiv
Rish
B.D. Daraj
Sanyasree.H
Maur -
K. S. S.

HOD-MBA
HEAD OF THE DEPARTMENT
Master of Business Administration
MALLAREDDY ENGINEERING COLLEGE
(AUTONOMOUS)
Maisamma Guda, Sec'bad - 500 100



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

BOARD OF STUDIES MEETING

The board of studies of department of Master of Business Administration is organized on 28-10-2022 at 11.00 AM at the conference Hall of Malla Reddy Engineering College (Autonomous) Maisammaguda, Secunderabad- 500100

The following members were present:

S no.	Name	Position	Designation in BOS	Subject Specialization	Signature
1	Dr. N. RAMANJANEYULU	PROFESSOR, HOD, MBA, MREC (A)	BOS-CHAIRMAN	FINANCE & MARKETING	
2	Dr. SINDHU	PROFESSOR, SMS, JNTUH	UNIVERSITY NOMINEE (JNTUH)	FINANCE	
3	Dr. CHETAN SRIVASTAVA	ASSOCIATE PROFESSOR, SCHOOL OF MANAGEMENT STUDIES, UNIVERSITY OF HYDERABAD	SUBJECT EXPERT	MARKETING	
4	Dr. K. SREEKANTH	ASSOCIATE PROFESSOR GITAM	SUBJECT EXPERT	HRM/ENT	
5	Mr. G. RAJASHEKAR REDDY	MANAGER- ALPLA Pvt. Ltd.,	INDUSTRY EXPERT	MARKETING	
6	DR. M. RAJESH	ASSOCIATE PROFESSOR	MEMBER	HRM/ MARKETING	
7	Mr. B. KIRAN KUMAR REDDY	ASSISTANT PROFESSOR	MEMBER	FINANCE/ MARKETING	
8	MS. M. RAMYA SREE	ASSISTANT PROFESSOR	MEMBER	FINANCE / HRM	
9	Ms. B. DHARANI	ASSISTANT PROFESSOR	MEMBER	FINANCE/ MARKETING	
10	MR. P. MARUTHI	RESEARCH ANALYST-SHORE INFOTECH	ALUMNI	FINANCE	

Chairman

PG-MBA Board of Studies

HEAD OF THE DEPARTMENT
Master of Business Administration
MALLAREDDY ENGINEERING COLLEGE
(AUTONOMOUS)
Maisamma Guda, Sec'bad - 500 100.

MALLA REDDY ENGINEERING COLLEGE

(Autonomous)

COURSE STRUCTURE – MASTER OF BUSINESS ADMINISTRATION [MBA]

(Choice Based Credit System)

(MR22 Regulations - Effective from Academic Year 2022-23 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 MR22 Regulation (for the batches admitting from Academic Year 2022-23 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	C1E01	Management And Organizational Behavior	4	-	-	4
2	CC	C1E02	Business And Legal Environment	4	-	-	4
3	CC	C1E03	Financial Accounting & Analysis	4	-	-	4
4	CC	C1E04	Managerial Economics	4	-	-	4
5	CC	C1E05	Research Methodology And Statistical Analysis	4	-	-	4
6	CC	C1E06	Indian Ethos And Values	4	-	-	4
7	CC	C0H07	Business English And Communication Skills Lab	-	1	2	2
8	MC	C1EM1	Computer Applications in Business (Report and seminar)	-	-	2	-
Total credits				24	1	4	26

II-SEMESTER

S. No	Category	Course code	Name of the course	Contact hours/ week			Credits
				L	T	P	
1	CC	C1E08	Marketing Management	4	-	-	4
2	CC	C1E09	Financial Management	4	-	-	4
3	CC	C1E10	Human Resource Management	4	-	-	4
4	CC	C1E11	Logistics and Supply Chain Management	4	-	-	4
5	CC	C1E12	Entrepreneurship And Design Thinking	4	-	-	4
6	CC	C1E13	Operations Research	4	-	-	4
7	CC	C1E14	Business Analytics	4	-	-	4
8	MC	C1EM2	Business Analysis (Report And Seminar)	-	-	2	-
Total credits				28	-	2	28



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





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III-SEMESTER





S. No	Category	Course code	Name of the course	Contact hours/ week			Credits
				L	T	P	
1	CC	C1E15	Production And Operations Management	4	-	-	4
2	CC	C1E16	Management Information System & ERP	4	-	-	4
3	PE	C1E17	Retailing Management	4	-	-	4
		C1E18	Security Analysis and Portfolio Management				
		C1E19	Learning and Development				
		C1E20	Management of Start-up				
4	PE	C1E21	Consumer Behavior	4	-	-	4
		C1E22	Financial institutions, markets and services				
		C1E23	Employee relations and labor laws				
		C1E24	Management of MSME				
5	PE	C1E25	Marketing Analytics	4	-	-	4
		C1E26	Financial Analytics				
		C1E27	Human Resource Analytics				
		C1E28	Family Business Management				
6	PE	C1E29	Digital Marketing	4	-	-	4
		C1E30	Financial Derivatives and risk management				
		C1E31	Strategic Human Resource Management				
		C1E32	Creativity, innovation and entrepreneurship				
7	OE	C1E33	International Business	3	-	-	3
		C1E34	Quality Management				
		C1E35	Project management				
		C1E36	R- Programming				
		C1E37	Environment and Sustainability Management				
		C1E38	Business Intelligence				
8	PR	C1E39	Summer Internship & Seminar	--	--	4	2
Total credits				27	-	4	29

IV-SEMESTER

S. No	Category	Course code	Name of the course	Contact hours/ week			Credits
				L	T	P	
1	CC	C1E40	Strategic Management	4	-	-	4
2	PE	C1E41	Services Marketing	4	-	-	4
		C1E42	Strategic Investment and Financing Decisions				
		C1E43	Compensation and Reward Management				
		C1E44	Entrepreneurial Marketing				
3	PE	C1E45	International Marketing	4	-	-	4
		C1E46	International Financial Management				
		C1E47	International Human Resource Management				
		C1E48	Entrepreneurial Finance				
4	OE	C1E49	Consumer Protection Laws	3	-	-	3
		C1E50	Tax Laws And Planning				
		C1E51	Intellectual Property Rights				
		C1E52	Corporate Governance				
		C1E53	Data Exploration And Application Using Python				
		C1E54	E-Business				
5	PR	C1E55	Pre-submission Project Seminar	---	---	4	2
6	PR	C1E56	Main Project Viva-Voce	---	---	8	4
Total credits				15	--	12	21

 Nijesh

 B.D. Dargy

 Manu

 K. S. S. H.



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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Date: 22-10-2022

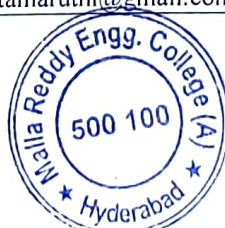
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1	Dr. N. Ramanjaneyulu	Ph.D	9491363735/ mbahod@mrec.ac.in	FINANCE/ MARKETING	Chairman	Chairman
One expert to be nominated by the Vice-Chancellor of the Affiliating University						
2	Dr. Sindhu	Ph.D	9849061654 sindhu999@jntuh.ac.in	FINANCE	Member	University Nominee
Three subject experts from outside the Parent University to be nominated by the Academic Council						
3	Dr. Chetan Srivastava	Ph.D	9849210185/ dr.chetansrivastava@gmail.com	MARKETING	Member	Subject Expert
4	Dr.K.Sreekanth	Ph.D	9983695995/ dr.k.sreekanth@gmail.com	HRM/ENT	Member	Subject Expert
One representative from industry/corporate sector/allied area relating to placement.						
5	Mr. G. Raja Sekhar Reddy	MBA	8499994624 sekhargade_1@yahoo.co.in	MARKETING	Member	Industry Expert
The faculty of specialization.						
6	Dr. M. Rajesh	Ph.D	9985507923/ srirajesh@mrec.ac.in	HRM/ MARKETING	Member	Teaching staff
7	Mr. B. Kiran Kumar Reddy	MBA/M.Com	9052222478/ b.kiranreddy@mrec.ac.in	FINANCE/ MARKETING	Member	Teaching staff
8	Ms. M. Ramya Sree	MBA	7097373749/ mramyasree004@gmail.com	FINANCE / HRM	Member	Teaching staff
9	Ms. B. Dharani	MBA	7981998323/ dharanibodhanna777@gmail.com	MARKETING/ FINANCE	Member	Teaching staff
One postgraduate meritorious alumnus to be nominated by the principal.						
10	Mr. P. Maruthi	MBA	7989027427/ pendhotamaruthi@gmail.com	FINANCE	Member	Alumni



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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

BOARD OF STUDIES MEETING

On

06-03-2023 at 11.00 Am

The 18th Board of Studies (For the Department of Master of Business Administration) meeting is convened on 06th March 2023 at Department of Master of Business Administration at 11.00 AM. The Agenda of the Meeting is as follows:

AGENDA

1. Review of MBA MR22 course structure and syllabus for the Academic Year 2023-2024.
2. Suggestion and approval of panel for Paper setters, Valuers for both theory & Lab
3. 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.
4. Approval of any other item with the permission of the chairman.
5. Any other item with the permission of the chair.

Chairman
Rajesh
B. Dilwaraj
Laxmabai
Mauri
K. S. S. S.
K. S. S. S.

Chairman

PG-MBA Board of Studies
HEAD OF THE DEPARTMENT
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Department of Master of Business Administration

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

06-03-2023

The 18th Board of studies meeting for the MBA - BOS is conducted on 06-03-2023 at 11.00 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. N. RAMANJANEYULU	PROFESSOR, HOD, MBA, MREC (A)	BOS-CHAIRMAN
2	DR. SINDHU	PROFESSOR, SMS, JNTUH	UNIVERSITY NOMINEE (JNTUH)
3	DR. CHETAN SRIVASTAVA	ASSOCIATE PROFESSOR, SCHOOL OF MANAGEMENT STUDIES, UNIVERSITY OF HYDERABAD	SUBJECT EXPERT
4	DR. K. SREEKANTH	ASSOCIATE PROFESSOR, GITAM	SUBJECT EXPERT
5	MR. G. RAJASHEKAR REDDY	MANAGER- ALPLA PVT. LTD.,	INDUSTRY EXPERT
6	DR. M. RAJESH	ASSOCIATE PROFESSOR	MEMBER
7	MR. B. KIRAN KUMAR REDDY	ASSISTANT PROFESSOR	MEMBER
8	MS. M. RAMYA SREE	ASSISTANT PROFESSOR	MEMBER
9	MS. B. DHARANI	ASSISTANT PROFESSOR	MEMBER
10	MR. MARUTHI	RESEARCH ANALYST-SHORE INFOTECH	ALUMNI

The following is the agenda for the meeting:

1. Action Taken Report (ATR) on previous BOS Meeting in A.Y 2023-24

[Handwritten signatures and initials of the meeting participants]

- At the outset, Dr. N. RAMANJANEYULU, 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 MR22 regulations and also proposed to approve the same regulations and syllabus for MR-22 (2023-24 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 2023-24 and onwards.

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 2023-24 onwards.

- There are no changes in other course including the courses offering to B.Tech and M.Tech.

(Chairman, BOS – MBA)
HEAD OF THE DEPARTMENT
 Master of Business Administration
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Department of Master of Business Administration

Action Taken Report (ATR) on previous BOS Meeting held in AY 2023-2024 (06-03-2023)

The previous board of studies (PG) meeting for AY 2022-2023 was held on dated 28-10-2022.

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 2023-24 onwards.
	Action taken	The Revised scheme instruction will be implemented in MR22 regulations for MBA course and schema of instructions from academic year 2023-2024 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 MR22 regulation MBA course syllabus with 104 credits for the academic year 2023-2024 onwards
3	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
4	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 2023-2024











HOD-MBA
 HEAD OF THE DEPARTMENT
 Master of Business Administration
 MALLAREDDY ENGINEERING COLLEGE
 (AUTONOMOUS)
 Maisamma Guda, Sec'bad - 500 100



Malla Reddy Engineering College



(An UGC Autonomous Institution approved by AICTE and affiliated to JNTU Hyderabad,

Accredited by NAAC with 'A++' Grade (III - cycle)

NBA Accredited Programmes - UG (CE, EEE, ME, ECE & CSE) PG (CE - Structural Engg., EEE-Electrical Power Systems, ME - Thermal Engg.)

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

BOARD OF STUDIES MEETING

The board of studies of department of Master of Business Administration is organized on 06-03-2023 at 11.00 AM at the conference Hall of Malla Reddy Engineering College (Autonomous) Maisammaguda, Secunderabad-500100

The following members were present:

S no.	Name	Position	Designation in BOS	Subject Specialization	Signature
1	Dr. N. RAMANJANEYULU	PROFESSOR, HOD-MBA, MREC (A)	BOS-CHAIRMAN	FINANCE & MARKETING	
2	Dr. SINDHU	PROFESSOR, SMS, JNTUH	UNIVERSITY NOMINEE (JNTUH)	FINANCE	
3	Dr. CHETAN SRIVASTAVA	ASSOCIATE PROFESSOR, SCHOOL OF MANAGEMENT STUDIES, UNIVERSITY OF HYDERABAD	SUBJECT EXPERT	MARKETING	
4	Dr. K. SREEKANTH	ASSOCIATE PROFESSOR, GITAM	SUBJECT EXPERT	HRM/ENT	
5	Mr. G. RAJASHEKAR REDDY	MANAGER- ALPLA Pvt. Ltd.,	INDUSTRY EXPERT	MARKETING	
6	DR. M. RAJESH	ASSOCIATE PROFESSOR	MEMBER	HRM/ MARKETING	
7	Mr. B. KIRAN KUMAR REDDY	ASSISTANT PROFESSOR	MEMBER	FINANCE/ MARKETING	
8	MS. M. RAMYA SREE	ASSISTANT PROFESSOR	MEMBER	FINANCE / HRM	
9	Ms. B. DHARANI	ASSISTANT PROFESSOR	MEMBER	FINANCE/ MARKETING	
10	MR. P. MARUTHI	RESEARCH ANALYST-SHORE INFOTECH	ALUMNI	FINANCE	

Chairman

PG-MBA Board of Studies
HEAD OF THE DEPARTMENT
Master of Business Administration
MALLAREDDY ENGINEERING COLLEGE
(AUTONOMOUS)
Maisamma Guda, Sec'bad - 500 100

MALLA REDDY ENGINEERING COLLEGE

(Autonomous)

COURSE STRUCTURE – MASTER OF BUSINESS ADMINISTRATION [MBA]

(Choice Based Credit System)

(MR22 Regulations - Effective from Academic Year 2023-24 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 MR22 Regulation (for the batches admitting from Academic Year 2023-24 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	C1E01	Management And Organizational Behavior	4	-	-	4
2	CC	C1E02	Business And Legal Environment	4	-	-	4
3	CC	C1E03	Financial Accounting & Analysis	4	-	-	4
4	CC	C1E04	Managerial Economics	4	-	-	4
5	CC	C1E05	Research Methodology And Statistical Analysis	4	-	-	4
6	CC	C1E06	Indian Ethos And Values	4	-	-	4
7	CC	C0H07	Business English And Communication Skills Lab	-	1	2	2
8	MC	C1EM1	Computer Applications in Business (Report and seminar)	-	-	2	-
Total credits				24	1	4	26

II-SEMESTER

S. No	Category	Course code	Name of the course	Contact hours/ week			Credits
				L	T	P	
1	CC	C1E08	Marketing Management	4	-	-	4
2	CC	C1E09	Financial Management	4	-	-	4
3	CC	C1E10	Human Resource Management	4	-	-	4
4	CC	C1E11	Logistics and Supply Chain Management	4	-	-	4
5	CC	C1E12	Entrepreneurship And Design Thinking	4	-	-	4
6	CC	C1E13	Operations Research	4	-	-	4
7	CC	C1E14	Business Analytics	4	-	-	4
8	MC	C1EM2	Business Analysis (Report And Seminar)	-	-	2	-
Total credits				28	-	2	28

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



 B. Dilany

III-SEMESTER

S. No	Category	Course code	Name of the course	Contact hours/ week			Credits
				L	T	P	
1	CC	CIE15	Production And Operations Management	4	-	-	4
2	CC	CIE16	Management Information System & ERP	4	-	-	4
3	PE	CIE17	Retailing Management	4	-	-	4
		CIE18	Security Analysis and Portfolio Management				
		CIE19	Learning and Development				
		CIE20	Management of Start-up				
4	PE	CIE21	Consumer Behavior	4	-	-	4
		CIE22	Financial institutions, markets and services				
		CIE23	Employee relations and labor laws				
		CIE24	Management of MSME				
5	PE	CIE25	Marketing Analytics	4	-	-	4
		CIE26	Financial Analytics				
		CIE27	Human Resource Analytics				
		CIE28	Family Business Management				
6	PE	CIE29	Digital Marketing	4	-	-	4
		CIE30	Financial Derivatives and risk management				
		CIE31	Strategic Human Resource Management				
		CIE32	Creativity, innovation and entrepreneurship				
7	OE	CIE33	International Business	3	-	-	3
		CIE34	Quality Management				
		CIE35	Project management				
		CIE36	R- Programming				
		CIE37	Environment and Sustainability Management				
		CIE38	Business Intelligence				
8	PR	CIE39	Summer Internship & Seminar	--	--	4	2
Total credits				27	-	4	29

The bottom section of the page contains several handwritten signatures and initials in blue and green ink. These appear to be approvals or signatures of faculty members or administrative staff. The signatures are somewhat stylized and difficult to read precisely, but they are clearly handwritten.

IV-SEMESTER

S. No	Category	Course code	Name of the course	Contact hours/ week			Credits
				L	T	P	
1	CC	CIE40	Strategic Management	4	-	-	4
2	PE	CIE41	Services Marketing	4	-	-	4
		CIE42	Strategic Investment and Financing Decisions				
		CIE43	Compensation and Reward Management				
		CIE44	Entrepreneurial Marketing				
3	PE	CIE45	International Marketing	4	-	-	4
		CIE46	International Financial Management				
		CIE47	International Human Resource Management				
		CIE48	Entrepreneurial Finance				
4	OE	CIE49	Consumer Protection Laws	3	-	-	3
		CIE50	Tax Laws And Planning				
		CIE51	Intellectual Property Rights				
		CIE52	Corporate Governance				
		CIE53	Data Exploration And Application Using Python				
		CIE54	E-Business				
5	PR	CIE55	Pre-submission Project Seminar	---	---	4	2
6	PR	CIE56	Main Project Viva-Voce	---	---	8	4
Total credits				15	--	12	21









B.D. Dharaj

Ranjana M