

GODAVARI INSTITUTE OF ENGINEERING AND TECHNOLOGY(A)
Department of Management Studies

Minutes of Board of Studies (BOS) Meeting held on 27.11.2020(On-line)

The Board of Studies Meeting was held on 27th November, 2020 (online) and the following Members were present:

1. Dr. P R K RAJU, Director-DMS & Chairman, BOS
 2. Dr. P. Vijay Kumar, Retired Programme Director, SMS, JNTUK, Kakinada.
 3. Dr. Krishna Mohan, Director, SMS, JNTUK, Kakinada.
 4. Dr. S V S N Murthy, Professor, DMS-GIET(A)
 5. Dr. P. Subba Raju, Professor, DMS-GIET(A)
 6. Dr. P. Subba Rao, Professor, DMS-GIET(A)
 7. Dr. M. V. Subba Rao, Associate Professor, DMS-GIET(A)
 8. Mrs. M. Somalatha, Asst. Professor, DMS-GIET(A)
 9. Mrs. CH. Nageswari, Asst. Professor, DMS-GIET(A)
 10. Mr. K. Vinod Varma, Asst. Professor, DMS-GIET(A)
 11. Mr. K. Babulu, Asst. Professor, DMS-GIET(A)
 12. Mrs. R. Baladinkar, Asst. Professor, DMS-GIET(A)
 13. Mrs. R. Raja, Asst. Professor, DMS-GIET(A)
 14. Dr. Arunmai, Associate Professor, HBS-GIET(A)
- Dr. P R K RAJU, Director-DMS & Chairman-BOS has welcomed the Guest Professors from JNTUK and all other members. The following points were proposed and finalised:

AGENDA:

Finalization of:

1. Course Structure for 2 Years (GRMBA-20)
2. Syllabus for I Year (I&II SEM)

P.R.K.Raju
27/11/20
Dr. P R K Raju
(BOS Chairman)

P.Vijay Kumar
27/11/20
Dr. P. Vijay Kumar
(V C Nominee)

K. Krishna Mohan
27/11/20
Dr. A. Krishna Mohan
(Director-SMS, JNTUK)

3. Academic Regulations (GRMBA-20)
 4. Model Question Papers (Internal & External)
 5. Courses of MCA (Human Resource Management) & M.Tech – Digital Marketing and Entrepreneurship Development respectively.
 6. Any other related points there-of with the permission of the Chair.
- Points:**
1. The title of the subject Business Environment is now changed as subject Legal And Business Environment and shifted from I sem to II sem to enable students to easily comprehend the legal environment. This point was discussed elaborately and it was agreed to by Members. Accordingly, I semester consists of 5+1(open elective)+1(Business Communication Lab)+1(IT-Lab).
 2. In GRMBA20, the division of marks between External examination and Internal Evaluation shall be 70 marks and 30 marks respectively instead of 60 and 40 marks as was hitherto. After detailed discussions, the following decision was taken regarding setting of Question paper of all subjects:
 - Each Question Paper consists of 6 Questions, out of which the 6th question case study is compulsory for all subjects.
 - The remaining 5 questions will consist of A and B and from each Unit.
 - All five questions carry 12 marks each and case study shall carry 10 marks and total marks consists of 70 marks.
- In the Internal Evaluation out of 30 marks, 20 marks shall be for the descriptive examination, 5 marks for Report writing and 5 marks for Presentation in each subject. There should be two Internal examinations before the semester examination. The average marks obtained by the student in both internal mid examinations shall be awarded while calculating the grade.
3. The students shall undergo Summer Internship for 5 weeks at the end of II semester and prepare and submit the Project Report at the end of III semester itself instead of IV semester as has been the case at present. The student shall be awarded 100 marks for Project Report instead of Grade hitherto, out of 100 marks, 50 marks shall be awarded for dissertation / Project Report and 50 marks for the Project Viva Voce.

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(Director-SMS, JNTUK)

4. After deliberations, it was agreed to introduce Open Electives in the I & II Semester. Students have to select one course out of 4 courses enlisted in the I Semester and have to select one course out of 2 courses enlisted or should choose MOOCS i.e., select one course from NPTEL or SWAYAM related to management courses which are not listed in the structure GRMBA20 in the II Semester.

5. GRMBA20 Comprehensive Viva will be conducted now only once instead of twice existed earlier. The Comprehensive Viva now will be conducted after II mid examination and before IV Semester End Examinations and commencement of Summer Project.

6. The following 7 Specialisation subjects are being offered during III & IV Semesters. Students should opt 2 streams as their dual specialisation in III Semester:

Specialisation	III Semester Electives	IV Semester Electives
Marketing	1. Digital And Social Media Marketing 2. Consumer Behaviour	1. Services Marketing 2. Global Marketing Management
Finance	1. Investment Analysis And Portfolio Management 2. Managing Banks And Financial Institutions	1. Global Finance Management 2. Strategic Finance Management
Human Resources Management	1. Performance Evaluation and Compensation Management 2. Human Resource Matrics And Analytics	1. Global Human Resource Management 2. Employee Relations Labour Laws
Systems	1. Managing Innovation And Transformation 2. Web Designing	1. Big Data Analytics 2. Enterprise Resource Planning
Travel & Tourism Management	1. Hospitality Management 2. Travel Media & Journalism	1. Eco Tourism Practices 2. Tourism, Tourism Policy And Planning.
Entrepreneurship And Small Enterprise Management	1. Social Entrepreneurship 2. Planning, Structuring And Financing Small Business	1. Finance And Accounting For Small Business 2. Venture Valuation Accounting
Business Analytics	1. Text, Social Media And Web Management 2. Big Data Analytics	1. Financial Analytics 2. Econometrics Business Forecasting

7. The syllabus of I & II Semesters have been perused by the BOS and after discussions, few changes were suggested:

8. AFM: Cash Flow And Funds Flow Analysis topics will be retained & Variance Analysis concept can be deleted considering the huge syllabus.

9. The syllabus for IT-Lab in I and II Semester and Database Management Systems in I Semester will be submitted to MCA BOS.

10. After discussions, it was decided to have supplementary exams & Advanced supplementary exams for MBA Programme.

11. The syllabus of MCA i.e., HRM & M.Tech i.e., Digital Marketing & Entrepreneurship Development respectively have been perused by the BOS and finalised.

The Meeting ended with Vote of Thanks by Director, DMS

Prabha
27/11/20
Dr. P. R. K. Raju
(BOS Chairman)

Ramesh
27/11/20
Dr. P. Vijay Kumar
(V C Nominee)

Dr. A. Krishna Mohan
(Director-SMS, JNTUK)

Dr. S. V. S. N. Murthy
27/11/20
(Professor, DMS)

Dr. P. Subba Rao
(Professor, DMS)

Dr. M. V. Subba Rao
(Assoc. Prof, DMS)

M. S. Somaiah
(Asst. Prof, DMS)

CH. N. Nagaraju
27/11/20
(Asst. Prof, DMS)

Mr. K. Vinod Varma
(Asst. Prof, DMS)

Prabha
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Dr. P. R. K. Raju
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Dr. P. Vijay Kumar
(V C Nominee)

Dr. A. Krishna Mohan
(Director-SMS, JNTUK)

Mr. K. Babulu
(Asst. Prof, DMS)

Mr. R. Raja
(Asst. Prof, DMS)

DEPARTMENT OF MANAGEMENT STUDIES

Minutes of 9th Board of Studies (BOS) Meeting held on 7.10.2021(On-line)

The 9th Board of Studies Meeting(BOS) was held on 7th October, 2021(online) and the following Members were present:

- 1.Dr. P R K RAJU, Director-DMS & Chairman,BOS
- 2.Dr. P. Vijay Kumar,Director(Rtd.),SMS, JNTUK, Kakinada, UniversityNominee
- 3.Dr. Krishna Mohan, Director, SMS, JNTUK, Kakinada.
- 4.Dr.S V S N Murthy,Professor,DMS-GIET(A)
- 5.Dr.P. Subba Raju, Professor,DMS-GIET(A)
6. Dr.M.V.Subba Rao, Associate Professor,DMS-GIET(A)
7. Mrs.CH.Nageswari,Asst. Professor,DMS-GIET(A)
8. Mr.K.Vinod Varma, Asst. Professor,DMS-GIET(A)
9. Mr.K.Babulu, Asst. Professor,DMS-GIET(A)
10. Mr.P.R.Baladinkar,Asst. Professor,DMS-GIET(A)
11. Mr.P.R.Raja,Asst. Professor,DMS-GIET(A)
- 12.Mr.K.Mahesh, Asst. Professor,DMS-GIET(A)
- 13.Dr.P.Subba Rao, Professor,(Subject Expert)DMS-GEC

Dr. P R K RAJU, Director-DMS & Chairman-BOS has welcomed the Guest Professors from JNTUK and all other Members of BOS. The following points were discussed atlength and the following is proposed:

AGENDA:

1. Changes in II year MBA Course Structure
2. Changes in Academic Regulations
3. Syllabus for II MBA – III & IV Semesters (GRMA20)
4. Model Question Papers

Dr. P R K Raju
(BOS Chairman)

Dr. R. Mahesh Kumar
(University Nominee)

Dr. A. Krishna Mohan
(Director-SMS, JNTUK)

6. Dr. N V Subba Rao
(Associate Professor- DMS)

7. Mrs. CH. Nageswari
(Asst. Prof & Coordinator)

8. Mr. K. Vinod Varma
(Asst. Prof - DMS)

9. Mr. K. Babulu
(Asst. Prof - DMS)

10. Mr. R. Baladinkar
(Asst. Prof - DMS)

11. Mr. R. Raja
(Asst. Prof- DMS)

12. Mr. K. Mahesh
(Asst. Prof- DMS)

13) Dr. P. Subba Rao
(Subject Expert &
Professor - DMS -
GEC)

CH. Nageswari
7/10/21

(R. Baladinkar)
7/10/21

(R. Raja)
7/10/21

(K. Mahesh)
7/10/21

(P. Subba Rao)
7/10/21

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DEPARTMENT OF MANAGEMENT STUDIES

5. Experts for Paper Setting
6. Examiners for Valuation (Theory)
7. Engineering related Management subjects
8. Any other related points thereof with the permission of the Chair.

1. It was discussed to introduce a subject either Green Marketing or Consumer Behaviour. An elaborate discussion was held and identified the significance of both the subjects. Finally it was advised to introduce both the subjects in the III Semester, out of which Consumer Behaviour would be the specialization course for the students who are opting for Marketing Management and Green Facets of Management would be the common Audit/ add on course for all the students with 50 marks and one credit.

2. After deliberations, it was agreed to introduce the course of 'Managerial Skills Development' in IV semester as an Audit Course with 50 marks and one Credit. There will be only internal evaluation.

3. GRMBA20 offering Dual Specialization: Students can opt any 2 specialization combination out of 7 specializations. One third of the students strength is compulsory to offer any dual specialization and combination the final decision vests will the Department Academic Council.

4. The syllabus of III & IV Semesters have been perused by the BOS and discussions were made on variations in syllabus of GR17 & GRMBA20 and finalised.

5. GRMBA20 Question paper pattern:

a) Question paper pattern for External Exam: The question paper consists of six questions which carries maximum of 70 marks. A student shall answer all the 6 questions. Questions from one to five consists of either or questions which carry 12 marks. Sixth question is a Case Study which is compulsory and carries 10 marks.

b) Question paper pattern for Internal Exam: The Internal examination is meant for 30 marks out of which a student has to appear for 20 marks of descriptive exam (4Q X 5M) and the remaining 10 marks are divided into 5 marks for assignment Report submission and 5 marks are for Seminar presentation.

Dr. P. R. K. Raju
(BOS Chairman)

Dr. Vijay Kumar
(University Nominee)

Dr. A. Krishna Mohan
(Director-SMS, JNTUK)

DEPARTMENT OF MANAGEMENT STUDIES

6. The following 7 Specialisation subjects are being offered during III & IV Semesters and students should opt 2 streams as their dual specialisation after completion of II Semester:

Specialisation	III Semester Electives	IV Semester Electives
Marketing	1. Digital And Social Media Marketing 2. Consumer Behaviour	1. Services Marketing 2. Global Marketing Management
Finance	1. Investment Analysis And Portfolio Management 2. Managing Banks And Financial Institutions	1. Global Financial Management 2. Strategic Financial Management
Human Resources Management	1. Performance Evaluation and Compensation Management 2. Human Resource Metrics And Analytics	1. Global Human Resource Management 2. Employee Relations And Labour Laws
Systems	1. Managing Digital Innovation and Transformation 2. Web Designing	1. Big Data Analytics 2. Enterprise Resource Planning
Travel & Tourism Management	1. Hospitality Management 2. Travel Media & Journalism	1. Eco Tourism Practices 2. Tourism, Tourism Policy And Planning.
Entrepreneurship And Small Enterprise Management	1. Social Entrepreneurship 2. Planning, Structuring And Financing Small Business	1. Finance And Accounting For Small Business 2. Venture Valuation And Accounting
Business Analytics	1. Text, Social Media And Web Management 2. Big Data Analytics	1. Financial Analytics 2. Econometrics And Business Forecasting

The syllabus of Engineering related Management courses for B.Tech-II year i.e., Managerial Economics and Financial Analysis and Professional Ethics and Human Values have been perused by the BOS and finalised.

The Meeting ended with Vote of Thanks by Director, DMS.

Dr. P. R. K. Raju
(BOS Chairman)

Dr. Vijay Kumar
(University Nominee)

Dr. A. Krishna Mohan
(Director-SMS, JNTUK)