



SREE RAMA ENGINEERING COLLEGE

(AUTONOMOUS)

Approved by AICTE, New Delhi – Affiliated to JNTUA, Ananthapuramu

Accredited by NAAC with 'A' Grade

Rami Reddy Nagar, Karakambadi road, Tirupati-517507

Department of Master of Business Administration

First Meeting of Board of Studies (BOS) held on 18th August 2024 at 3:00 PM

Minutes of the Meeting

The First BOS Meeting of department of MBA, Sree Rama Engineering College (Autonomous) was conducted through Hybrid mode at the IQAC cell of SRET on 18-08-2024 (Sunday) at 03.00 PM.

Meeting Link: <https://meet.google.com/rqk-juaf-kto>

The agenda points of the meeting are as follows:

Item - 1: Welcome address by BOS Chairman & Introduction of BOS members

Item - 2: Profile of the Department

Item - 3: To review SRET24 draft curriculum & course structure and Detailed Syllabus & lesson plans of the courses in the I MBA Program

Item - 4: Any other point (or) suggestions.

The following members are present for the meeting:

S. No	Name of the Person	Role/ Category
1.	Dr. M.S. VASU , Professor & HOD, Department of MBA Sree Rama Engineering College, Tirupati	Chairman
2.	Prof. T. NARAYANA REDDY , Professor in Humanities & Head, School of Management Studies JNTUA, Ananthapuramu	Subject expert (Nominated by JNTUA, Ananthapuramu)
3.	Prof. P.V. NARASIAH , Professor, College of Commerce, Management and Computer Science S.V. University, Tirupati	Subject expert (Nominated by Academic Council)
4.	Dr. JESSICA MARY Professor of Department of MBA Central University of Hyderabad Hyderabad	Subject expert (Nominated by Academic Council)
5.	Dr. J.MURTHY Business Analyst-II, SAP SF Consultant Novo Nordisk Company, Bangalore	Industry Expert (Nominated by Academic Council)
6.	Mr. D.KISHORE KUMAR Senior Software Consultant Hindustan Unilever Enterprises Pvt. Ltd Shanthinikethan, White field, Bangalore	Alumni Member (Nominated by Academic Council)

7.	Mrs. R.V.SNIGDHA PREETHI Professor of MBA Sree Rama Engineering College, Tirupati	Member
8.	Mr. K.ASHOK KUMAR Associate Professor of MBA Sree Rama Engineering College, Tirupati	Member
9.	Mr. K.SARADA SIVA REDDY Associate Professor of MBA Sree Rama Engineering College, Tirupati	Member
10.	Mrs. T.SARITHA Assistant Professor of MBA Sree Rama Engineering College, Tirupati	Member
11.	Mrs. P.SYAMILI Assistant Professor of MBA Sree Rama Engineering College, Tirupati	Member
12.	Mr. SELVAM RAJESH Assistant Professor of MBA Sree Rama Engineering College, Tirupati	Member
13.	Ms.V.PADMAJA Assistant Professor of MBA Sree Rama Engineering College, Tirupati	Member



Item – 1: Welcome address by BOS Chairman & Introduction of BOS members

Resolutions:

Dr.M.S.Vasu, Chairman BOS has welcomed the members of the BOS and introduced experts & academicians from outside SRET nominated by JNTUA, Ananthapuramu and Academic Council of SRET.

The members congratulated the Management, Teaching and Non-Teaching staff for their contribution in achieving Autonomous status.

Agenda – 2: Profile of the Department.

Resolutions:

Chairman BOS has presented the profile of the department to the BOS members and the members appreciated and noted the growth of the department from the inception.

Agenda – 3: To review SRET24 curriculum & course structure and Detailed Syllabus of the courses in the I MBA Program

Resolutions:

Chairman BOS has presented the SRET24 Curriculum, Course Structure and detailed syllabus of the courses in the I MBA Program which are offered by the Department of MBA.

The suggestions and approval are tabulated as below:

S. No	Name of the Member and Role	Approval and Suggestions
1	Prof.T.NARAYANA REDDY, Subject expert (Nominated by JNTUA, Ananthapuramu)	Regarding syllabus, he Approved and No Suggestions
2	Prof.P.V. NARASIAH, Subject expert (Nominated by Academic Council)	Regarding the syllabus, he stated that it would be better to include current trends and latest developments in each subject to a certain extent, if possible and also stated on the whole, the syllabus framed is relevant and appropriate. Regarding syllabus he stated that approved.
3	Dr. JESSICA MARY Subject expert (Nominated by	Regarding the syllabus, she stated that approved and No Suggestions

	Academic Council)	
4	Dr. J.MURTHY Industry Expert (Nominated by Academic Council)	Regarding the syllabus he stated that it's look good and move forward and he has approved. He also stated that if possible, add "COMPANY FINANCIAL STATEMENTS " preparation in Financial Accounting for Managers course and very much impressed with the "DATA ANALYTICS LAB" course and make students good at using M.S.EXCEL. In addition to that he suggested: <ul style="list-style-type: none"> • Suggestion 1: If possible add any course related to "Business Ethics and Leadership Values" to inculcate ethical behavior among the students and to mould them as future business leaders. • Suggestion 2: Add courses related to "Innovation and Entrepreneurship "in the second semester if possible. (To make students to start their own Start-UPs)
5	Mr.D.KISHORE KUMAR Alumni Member (Nominated by Academic Council)	Regarding syllabus, he stated that it's look good and move forward and from end it is approved.

Item – 4: Any other point (or) suggestions

Resolutions:

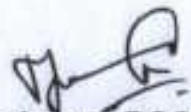
The members have approved the Vision, Mission, Program Educational Objectives and Program Specific Outcomes of the PG MBA Program.

Suggestions from the BOS Members:

- Prof. T.Narayana Reddy, Professor of Humanities & Head, School of Management Studies, JNTUA, Ananthapuramu suggested that the implementation of Case Study discussion in the class room gives industry exposure to the students and also he suggested to introduce the basics of R-Programming and AI courses in the laboratory.
- Prof. P.V.Narasaiah, Professor of College of Commerce, Management and Computer Scicncc, S.V. University, Tirupati suggested that the students enroll and learn the courses such as R-Programming and AI relevant to the MBA programme through Edx platform. Regarding the syllabus, he stated that it would be better to include current trends and latest developments in each subject to a certain extent, if possible and also stated on the whole, the syllabus framed is relevant and appropriate.

- Dr. Jessica Mary, Professor of Department of MBA, Central University of Hyderabad suggested that it is better to include Start-ups, Innovation and Entrepreneurship related concepts in Finance area and exposure of the Central government support.
- Dr. J. Murthy, Business Analyst-II, SAP SF Consultant, Novo Nordisk Company, Bangalore suggested that the students can get industry exposure by introducing financial technology (FinTech) courses like Crypto currency, R-Programming, Analytical courses in II, III and IV semesters from basics to advanced.
- Mr. Kishore Kumar, Senior Software Consultant, Hindustan Unilever Enterprises Pvt. Ltd, Bangalore suggested that students should require practical exposure in the lab from basics and latest in advancement. Regarding syllabus, he stated that it's look good and move forward and from end it is approved.

Meeting ended with thanks to the members


Chairman, BOS, MBA
(Dr. M. S. VASU)



SREE RAMA ENGINEERING COLLEGE

(AUTONOMOUS)

Approved by AICTE, New Delhi – Affiliated to JNTUA, Ananthapuramu

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Rami Reddy Nagar, Karakambadi road, Tirupati-517507

Members Present:

S. No	Name of the Person	Role/ Category	Mode of Attendance	Signature
1.	Dr. M.S. VASU , Professor & HOD of MBA Sree Rama Engineering College, Tirupati	Chairman	Offline	
2.	Prof. T. NARAYANA REDDY , Professor in Humanities & Head, School of Management Studies SVU College of Engineering, Tirupati	Subject expert (Nominated by JNTUA, Ananthapuramu)	Online	-
3.	Prof. P.V. NARASIAH , Professor, College of Commerce, Management and Computer Science S.V. University, Tirupati	Subject experts (Nominated by Academic Council)	Online	-
4.	Dr. JESSICA MARY Professor of Department of MBA Central University of Hyderabad Hyderabad	Subject experts (Nominated by Academic Council)	Online	-
5.	Dr. J.MURTHY Business Analyst-II, SAP SF Consultant Novo Nordisk Company, Bangalore	Industry Expert (Nominated by Academic Council)	Online	-
6.	Mr. D.KISHORE KUMAR Senior Software Consultant Hindustan Unilever Enterprises Pvt. Ltd Shanthinikethan, White field, Bangalore	Alumni Member (Nominated by Academic Council)	Online	-
7.	Mrs. R.V.SNIGDHA PREETHI Professor of MBA Sree Rama Engineering College, Tirupati	Member	On leave	-
8.	Mr. K.ASHOK KUMAR Associate Professor of MBA Sree Rama Engineering College, Tirupati	Member	Offline	
9.	Mr. K.SARADA SIVA REDDY Associate Professor of MBA Sree Rama Engineering College, Tirupati	Member	Offline	
10.	Mrs. T.SARITHA Assistant Professor of MBA Sree Rama Engineering College, Tirupati	Member	Offline	
11.	Mrs. P.SYAMILI Assistant Professor of MBA Sree Rama Engineering College, Tirupati	Member	Offline	
12.	Mr. SELVAM RAJESH Assistant Professor of MBA Sree Rama Engineering College, Tirupati	Member	Offline	
13.	Ms.V.PADMAJA Assistant Professor of MBA Sree Rama Engineering College, Tirupati	Member	Offline	

Fwd: Sub: SRET (Autonomous) – First Board of Studies(BOS) Meeting of MBA Department - Changes to be made in the syllabus of I and II semesters of MBA Programme - Request - Reg.

Dr.M.S. Vasu <drmsvasu999@gmail.com>

Thu, Aug 29, 2024 at 5:36 PM

To: naac co-ordinator <naac.co-ordinator@sreerama.ac.in>

----- Forwarded message -----

From: **Dr.T.Narayana Reddy** <tnreddyjntua@gmail.com>

Date: Wed, Aug 28, 2024, 11:25

Subject: Re: Sub: SRET (Autonomous) – First Board of Studies(BOS) Meeting of MBA Department - Changes to be made in the syllabus of I and II semesters of MBA Programme - Request - Reg.

To: Dr.M.S. Vasu <drmsvasu999@gmail.com>

Approved

On Tue, 20 Aug, 2024, 4:42 pm Dr.M.S. Vasu, <drmsvasu999@gmail.com> wrote:

From

Dr. M.S.VASU,**Professor & HOD**

Sree Rama Engineering College

Karakambadi Road,

Tirupati - 517 507.

To

Prof. T.NARAYANA REDDY

Professor of Humanities & Head,

School of Management Studies

JNTUA, Ananthapuramu

Dear Sir,

Sub: SRET (Autonomous) – First Board of Studies(BOS) Meeting of MBA Department - Changes to be made in the syllabus of I and II semesters of MBA Programme - Request - Reg.

Thank you very much for attending the first Board of Studies meeting of the MBA Department, Sree Rama Engineering College, Tirupati.

As per your instruction I am herewith attaching the syllabus of I and II semesters of MBA programme for adding/changes to the syllabus.

Sree Rama Engineering College has adopted the syllabus of I MBA Programme of JNTUA, Ananthapuram as it is. Please, keeping in view and also as per the Academic Council instruction stated that you can add the concepts which are relevant up to 10% to 20% in each course of I and II semester of MBA Programme.

Now, I am requesting you kindly add the relevant contents in each course syllabus if any is required and send it by tomorrow.**Please find the attached syllabus in ppt format for your reference.**

Thank you and

With warm regards,

Dr. M.S.VASU
Chairman BOS of MBA
Sree Rama Engineering College
Tirupati - 517507
Mobile: 7330692733

Fwd: Sub: SRET (Autonomous) – First Board of Studies(BOS) Meeting of MBA Department - Changes to be made in the syllabus of I and II semesters of MBA Programme - Request - Reg.

Dr.M.S. Vasu <drmsvasu999@gmail.com>

Fri, Aug 30, 2024 at 2:18 PM

To: naac co-ordinator <naac.co-ordinator@sreerama.ac.in>

----- Forwarded message -----

From: **Venkata Narasaiah** <drpvnarasaiah@gmail.com>

Date: Thu, Aug 29, 2024, 12:10

Subject: Re: Sub: SRET (Autonomous) – First Board of Studies(BOS) Meeting of MBA Department - Changes to be made in the syllabus of I and II semesters of MBA Programme - Request - Reg.

To: Dr.M.S. Vasu <drmsvasu999@gmail.com>

Dear Sir,

I have gone through the contents of the syllabus of different papers. In my perception it would be better to include current trends and latest developments in each subject to a certain extent, if possible. on the whole, the syllabus framed is relevant and appropriate. I therefore express my approval for the same.

Thanking you.

On Tue, Aug 20, 2024 at 4:44 PM Dr.M.S. Vasu <drmsvasu999@gmail.com> wrote:

From

Dr. M.S.VASU,**Professor & HOD**

Sree Rama Engineering College

Karakambadi Road,

Tirupati - 517 507.

To

Prof. P.V. NARASIAH

Professor

College of Commerce, Management & Computer Science

S.V.University, Tirupati

Dear Sir,

Sub: SRET (Autonomous) – First Board of Studies(BOS) Meeting of MBA Department - Changes to be made in the syllabus of I and II semesters of MBA Programme - Request - Reg.

Thank you very much for attending the first Board of Studies meeting of the MBA Department, Sree Rama Engineering College, Tirupati.

As per your instruction I am herewith attaching the syllabus of I and II semesters of MBA programme for adding/changes to the syllabus.

Sree Rama Engineering College has adopted the syllabus of I MBA Programme of JNTUA, Ananthapuram as it is. Please, keeping in view and also as per the Academic Council instruction stated that you can add the concepts which are relevant up to 10% to 20% in each course of I and II semester of MBA Programme.

Now, I am requesting you kindly add the relevant contents in each course syllabus if any is required and send it by tomorrow.

Please find the attached syllabus in ppt format for your reference.

Thank you and

With warm regards,

Dr. M.S.VASU
Chairman BOS of MBA
Sree Rama Engineering College
Tirupati - 517507
Mobile: 7330692733

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With warm regards
(Prof.P.V.NARASIAH)
Dept. of Commerce
S.V.University
TIRUPATI - 517 502, A.P.

Fwd: Sub: SRET (Autonomous) – First Board of Studies(BOS) Meeting of MBA Department - Changes to be made in the syllabus of I and II semesters of MBA Programme - Request - Reg.

Dr.M.S. Vasu <drmsvasu999@gmail.com>

Fri, Aug 30, 2024 at 2:19 PM

To: naac co-ordinator <naac.co-ordinator@sreerama.ac.in>

----- Forwarded message -----

From: **Mary Jessica** <vmjsun@gmail.com>

Date: Wed, Aug 28, 2024, 19:36

Subject: Re: Sub: SRET (Autonomous) – First Board of Studies(BOS) Meeting of MBA Department - Changes to be made in the syllabus of I and II semesters of MBA Programme - Request - Reg.

To: Dr.M.S. Vasu <drmsvasu999@gmail.com>

Dear sir,

Approved from my side.

Prof.V.Mary Jessica
School of Management Studies
University of Hyderabad

On Tue, 20 Aug, 2024, 16:47 Dr.M.S. Vasu, <drmsvasu999@gmail.com> wrote:

From

Dr. M.S.VASU,
Professor & HOD
Sree Rama Engineering College
Karakambadi Road,
Tirupati - 517 507.

To

Dr. JASSICA MAERRY
Professor, MBA Department
Central University of Hyderabad
Hyderabad

Dear Madam,

Sub: SRET (Autonomous) – First Board of Studies(BOS) Meeting of MBA Department - Changes to be made in the syllabus of I and II semesters of MBA Programme - Request - Reg.

Thank you very much for attending the first Board of Studies meeting of the MBA Department, Sree Rama Engineering College, Tirupati.

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Now, I am requesting you kindly add the relevant contents in each course syllabus if any is required and send it by tomorrow.

Please find the attached syllabus in ppt format for your reference.

Thank you and

With warm regards,

Dr. M.S.VASU
Chairman BOS of MBA
Sree Rama Engineering College
Tirupati - 517507
Mobile: 7330692733

Fwd: Sub: SRET (Autonomous) – First Board of Studies(BOS) Meeting of MBA Department - Changes to be made in the syllabus of I and II semesters of MBA Programme - Request - Reg.

Dr.M.S. Vasu <drmsvasu999@gmail.com>

Fri, Aug 30, 2024 at 2:20 PM

To: naac co-ordinator <naac.co-ordinator@sreerama.ac.in>

----- Forwarded message -----

From: **Dr Murthy** <dearmurthymba@gmail.com>

Date: Wed, Aug 28, 2024, 12:21

Subject: Re: Sub: SRET (Autonomous) – First Board of Studies(BOS) Meeting of MBA Department - Changes to be made in the syllabus of I and II semesters of MBA Programme - Request - Reg.

To: Dr.M.S. Vasu <drmsvasu999@gmail.com>

Sir,

Greetings of the day!

I have gone through the syllabus for MBA I sem and MBA II semester.

It looks good.

Courses are very good in both the semesters.

If possible, please add " **COMPANY FINANCIAL STATEMENTS** " preparation in Financial Accounting for Managers course.

I am very much impressed with the "DATA ANALYTICS LAB". course.

Please make students good at using M.S. EXCEL.**Suggestion 1:** If possible add any course related to " **Business Ethics and Leadership Values**" to inculcate ethical behaviour among the students and to mould them as future business leaders.**Suggestion 2:** Add courses related to "Innovation and Entrepreneurship" in the second semester if possible. (To make students to start their own Start-UPs)**The syllabus is approved from my end.**

Thanks and Regards

Dr Murthy
Business Analyst
Novo Nordisk India Pvt. Ltd
Bangalore
Mobile No: 9866286629

On Sun, Aug 25, 2024 at 1:56 PM Dr Murthy <dearmurthymba@gmail.com> wrote:

Sir,

I have gone through the syllabus for MBA I sem and MBA II semester.

It looks good.

Courses are very good in both the semesters.

If possible, please add " **COMPANY FINANCIAL STATEMENTS** " preparation in Financial Accounting for Managers course.

I am very much impressed with the "DATA ANALYTICS LAB". course.

Please make students good at using M.S. EXCEL.

Suggestion 1: If possible add any course related to "**Business Ethics and Leadership Values**" to inculcate ethical behaviour among the students and to mould them as future business leaders.

Suggestion 2: Add courses related to "**Innovation and Entrepreneurship**" in the second semester if possible. (To make students to start their own Start-UPS)

Thanks and Regards

Dr Murthy
Business Analyst
Novo Nordisk India Pvt. Ltd
Bangalore
Mobile No: 9866286629

Thanks & Regards

Dr.J. MURTHY Ph.D
SEBI SMART

Tirupati
Andhra Pradesh
Phone No: 9866286629

On Tue, Aug 20, 2024 at 4:48 PM Dr.M.S. Vasu <drmsvasu999@gmail.com> wrote:

From

Dr. M.S.VASU,
Professor & HOD
Sree Rama Engineering College
Karakambadi Road,
Tirupati - 517 507.

To

Dr. J. MURTHY
Business Analyst-II, SAP SF Consultant,
Novo Nordisk Company,
Bangalore

Dear Sir,

Sub: SRET (Autonomous) – First Board of Studies(BOS) Meeting of MBA Department - Changes to be made in the syllabus of I and II semesters of MBA Programme - Request - Reg.

Thank you very much for attending the first Board of Studies meeting of the MBA Department, Sree Rama Engineering College, Tirupati.

As per your instruction I am herewith attaching the syllabus of I and II semesters of MBA programme for adding/changes to the syllabus.

Sree Rama Engineering College has adopted the syllabus of I MBA Programme of JNTUA, Ananthapuram as it is. Please, keeping in view and also as per the Academic Council instruction stated that you can add the concepts which are relevant up to 10% to 20% in each course of I and II semester of MBA Programme.

Now, I am requesting you kindly add the relevant contents in each course syllabus if any is required and send it by tomorrow.

Please find the attached syllabus in ppt format for your reference.

Thank you and

With warm regards,

Dr. M.S.VASU

Chairman BOS of MBA

Sree Rama Engineering College

Tirupati - 517507

Mobile: 7330692733

Fwd: Fw: [External] - ub: SRET (Autonomous) – First Board of Studies(BOS) Meeting of MBA Department - Changes to be made in the syllabus of I and II semesters of MBA Programme - Request - Reg.

Dr.M.S. Vasu <drmsvasu999@gmail.com>

Fri, Aug 30, 2024 at 2:22 PM

To: naac co-ordinator <naac.co-ordinator@sreerama.ac.in>

----- Forwarded message -----

From: **D, Kishorekumar** <Kishorekumar.D@unilever.com>

Date: Wed, Aug 28, 2024, 14:49

Subject: Fw: [External] - ub: SRET (Autonomous) – First Board of Studies(BOS) Meeting of MBA Department - Changes to be made in the syllabus of I and II semesters of MBA Programme - Request - Reg.

To: Dr.M.S. Vasu <drmsvasu999@gmail.com>

Respected Sir,

I have gone through the syllabus and looks good to move forward. I am **APPROVING** from my end

Thanking you and Department of M.B.A - SRET and College Management for giving me an opportunity as member of BOS.

Regards,
Kishore

From: D, Kishorekumar <Kishorekumar.D@unilever.com>**Sent:** Tuesday, August 20, 2024 10:14 PM**To:** Dr.M.S. Vasu <drmsvasu999@gmail.com>**Subject:** Re: [External] - ub: SRET (Autonomous) – First Board of Studies(BOS) Meeting of MBA Department - Changes to be made in the syllabus of I and II semesters of MBA Programme - Request - Reg.

Respected Sir,

I have gone through the syllabus and looks good to move forward.

Thanking you and Department of M.B.A - SRET and College Management for giving me an opportunity as member of BOS.

Regards,
Kishore

From: Dr.M.S. Vasu <drmsvasu999@gmail.com>**Sent:** Tuesday, August 20, 2024 4:50 PM**To:** D, Kishorekumar <Kishorekumar.D@unilever.com>**Subject:** [External] - ub: SRET (Autonomous) – First Board of Studies(BOS) Meeting of MBA Department - Changes to be made in the syllabus of I and II semesters of MBA Programme - Request - Reg.

From

Dr. M.S.VASU,
Professor & HOD
Sree Rama Engineering College

Karakambadi Road,
Tirupati - 517 507.

To

Mr. D.KISHORE KUMAR

Senior Software Consultant,

Hindustan Unilever Enterprises Pvt. Ltd.

Shantinikethan, Whitefield

Bengaluru

Dear Sir,

Sub: SRET (Autonomous) – First Board of Studies(BOS) Meeting of MBA Department - Changes to be made in the syllabus of I and II semesters of MBA Programme - Request - Reg.

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Sree Rama Engineering College has adopted the syllabus of I MBA Programme of JNTUA, Ananthapuram as it is. Please, keeping in view and also as per the Academic Council instruction stated that you can add the concepts which are relevant up to 10% to 20% in each course of I and II semester of MBA Programme.

Now, I am requesting you kindly add the relevant contents in each course syllabus if any is required and send it by tomorrow.

Please find the attached syllabus in ppt format for your reference.

Thank you and

With warm regards,

Dr. M.S.VASU
Chairman BOS of MBA
Sree Rama Engineering College
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Mobile: 7330692733

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