

**PRASAD V. POTLURI SIDDHARTHA INSTITUTE OF TECHNOLOGY**  
**Department of Business Administration (M.B.A) Board of Studies 2024 – 25**

**Minutes of the Board of Studies Meeting**  
**(06<sup>th</sup> January 2025)**

The following resolutions are made in the BOS Meeting of the Business Administration that was conducted from 11.30 AM on 06-01-2025.

**Agenda:**

1. To Discuss and finalize the proposed new regulations (PVP24) to be implemented from the Academic Year 2024-25.
2. Requested the members for suggestions and improvements regarding changes in syllabi and program structure of MBA program for the PVP24 Regulations.

**Resolutions:**

1. It is resolved and recommended to ratify the new course structure under PVP24 regulations for the MBA program (Annexure-I) to be applicable from the batch of students admitted in the AY 2024-25.
2. It is resolved and recommended to introduce a new course titled **Business Analytics (24BA201A)** as an open elective in the second semester.
3. It is resolved and recommended to change the following course titles and the syllabi of II and III Semesters of MBA Program in the new proposed structure:
  - a. **Business Research Methods (24BA2T5) to Research Methods for Business Decisions (24BA2T5)**
  - b. **Innovation Management (24BA3T2) to Management of Innovation (24BA3T2)**
  - c. **Performance Evaluation and Compensation Management (24BA3T6HA) to Performance and Compensation Management (24BA3T6HA).**
4. It is resolved and ratified that, the total number of credits for the program is 111 in the PVP24 Regulations.

P. A. 

**HEAD**  
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**DEPARTMENT OF BUSINESS ADMINISTRATION**

**COURSE STRUCTURE (effective from the Academic Year 2024-25)**  
**MBA I Year I Semester**

**ANNEXURE-I**

Course Code	Courses	Periods per week		Marks			Credits
		Theory	Lab/Practi ce	Internal	External	Total	
24BA1T1	Management and Organizational Behavior	4	-	30	70	100	4
24BA1T2	Managerial Economics	4	-	30	70	100	4
24BA1T3	Accounting for Managers	4	-	30	70	100	4
24BA1T4	Business Environment	4	-	30	70	100	4
24BA1T5	Quantitative Analysis for Business Decision	4	-	30	70	100	4
24BA1T6	Managerial Communication	4	-	30	70	100	4
24BA1O1 A/B/C/D	A. Digital Transformation and IT Automation B. Rural Development C. Intellectual Property Rights and Patents D. MOOCs : SWAYAM/NPTEL (Related to Management Courses other than listed courses in the syllabus)	3	-	30	70	100	3
24BA1L1	Information Technology and Tally LAB	-	4	20	30	50	2
24BA1E P1	Entrepreneurship Project-I	-	2	50	-	50	2
<b>TOTAL</b>		<b>27</b>	<b>6</b>	<b>280</b>	<b>520</b>	<b>800</b>	<b>31</b>

\* The Entrepreneur Project can be done either maximum of 4 members.

**MBA I Year II Semester**

Course Code	Courses	Periods per week		Marks			Credits
		Theory	Lab/ Practice	Internal	External	Total	
24BA2T1	Financial Management	4	-	30	70	100	4
24BA2T2	Human Resource Management	4	-	30	70	100	4
24BA2T3	Marketing Management	4	-	30	70	100	4
24BA2T4	Manufacturing and Services Operations Management	4	-	30	70	100	4
24BA2T5	Research Methods for Business Decisions	4	-	30	70	100	4
24BA2T6	Entrepreneurship Development and Business Models	4	-	30	70	100	4
24BA2O1 A/B/C/D	A. Business Analytics B. Cross Cultural Management C. Project Management D. MOOCs: SWAYAM/NPTEL: (Related to Management Courses other than listed courses in the syllabus)	3	-	30	70	100	3
24BA2L1	Statistical Data Analysis using R- Programming Lab	-	4	20	30	50	2
24BA2EP2	Entrepreneurship Project-II	-	2	50	-	50	2
Total		27	6	280	520	800	31

- Entrepreneurship Project can be done individually to study on different loan schemes of State, Central Government and prepare a project proposal report.

### MBA II Year I Semester

Code	Subject	Periods per week		Marks			Credits
		Theory	Lab/ Practice	Internal	External	Total	
24BA3T1	Strategic Management	4	-	30	70	100	4
24BA3T2	Management of Innovation	4	-	30	70	100	4
24BA3T3M	Elective-I	3	-	30	70	100	3
24BA3T4M	Elective-II	3	-	30	70	100	3
24BA3T5 F/H/E	Elective-III	3	-	30	70	100	3
24BA3T6 F/H/E	Elective-IV	3	-	30	70	100	3
24BA3L1	Professional Skills Development	-	3	50	--	50	2
24BA3SME	Analysis of SME Enterprises and Success stories of emerging leaders		2	50	-	50	2
Total		20	5	280	420	700	<b>24</b>

- Analysis of SME Enterprises and Success stories of emerging leaders can be done by forming group (limited to maximum of 3 members).

### MBA II Year II Semester

Code	Subject	Periods per week		Marks			Credits
		Theory	Lab/ Practice	Internal	External	Total	
24BA4T1	Logistics and Supply Chain Management	4	-	30	70	100	4
24BA4T2	Corporate Laws	4	-	30	70	100	4
24BA4T3M	Elective-V	3	-	30	70	100	3
24BA4T4M	Elective-VI	3	-	30	70	100	3
24BA4T5 F/H/E	Elective-VII	3	-	30	70	100	3
24BA4T6 F/H/E	Elective-VIII	3	-	30	70	100	3
24BA4PPS	Pre-submission project Seminar	-	2	30	-	30	1
24BA4IPV	Industrial Project based on Summer Internship Viva-Voce	-	4	-	100	100	4
Total		20	6	210	520	730	<b>25</b>

## Dual Electives

Department offers Specialization in three functional areas i.e., Finance, Human Resource Management, and Entrepreneurship and Small Enterprise Management in the third and fourth semesters. However, Marketing is Mandatory for all students. The student has to choose two electives in each semester, which should belong to the same specialization area.

### SEMESTER III

<b>Marketing (Elective I)</b>	
24BA3T3MA	Advertising and Brand Management
24BA3T3MB	Digital and Social Media Marketing
<b>Marketing (Elective II)</b>	
24BA3T4MA	Service Marketing
24BA3T4MB	Consumer Behaviour

<b>Finance (Elective III)</b>	
24BA3T5FA	Security Analysis & Portfolio Management
24BA3T5FB	Tax Management
<b>Finance (Elective IV)</b>	
24BA3T6FA	Financial Markets and Services
24BA3T6FB	Banking and Insurance Management

<b>Human Resource Management (Elective III)</b>	
24BA3T5HA	Leadership and Change Management
24BA3T5HB	Human Resources Development
<b>Human Resource Management (Elective IV)</b>	
24BA3T6HA	Performance and Compensation Management
24BA3T6HB	Human Resources Planning

<b>Entrepreneurship and Small Enterprise Management (Elective III)</b>	
24BA3T5EA	Indian Models in Entrepreneurship
24BA3T5EB	Social Entrepreneurship
<b>Entrepreneurship and Small Enterprise Management (Elective IV)</b>	
24BA3T6EA	Entrepreneurial Leadership
24BA3T6EB	Entrepreneurial Marketing

#### SEMESTER IV

<b>Marketing (Elective V)</b>	
24BA4T3MA	Global Marketing Management
24BA4T3MB	Sales and Distribution Management
<b>Marketing (Elective VI)</b>	
24BA4T4MA	Customer Relationship Management
24BA4T4MB	Retail Management

<b>Finance (Elective VII)</b>	
24BA4T5FA	Global Financial Management
24BA4T5FB	Strategic Financial Management
<b>Finance (Elective VIII)</b>	
24BA4T6FA	Financial Derivatives
24BA4T6FB	Corporate Finance

<b>Human Resource Management (Elective VII)</b>	
24BA4T5HA	Labour Welfare and Employment Laws
24BA4T5HB	Employee Relations and Engagement
<b>Human Resource Management (Elective VIII)</b>	
24BA4T6HA	International HRM
24BA4T6HB	Strategic HRM

<b>Entrepreneurship and Small Enterprise Management (Elective VII)</b>	
24BA4T5EA	Marketing for Small Business
24BA4T5EB	Finance and Accounting for Small Business
<b>Entrepreneurship and Small Enterprise Management (Elective VIII)</b>	
24BA4T6EA	Technology Appreciation and Intellectual Property Rights
24BA4T6EB	Venture Valuation and Accounting

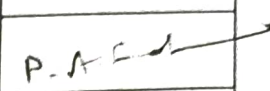
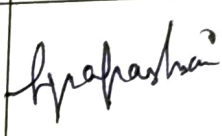

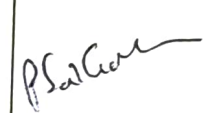
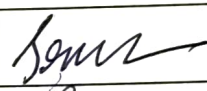
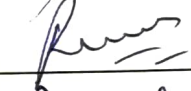
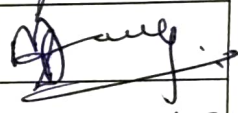
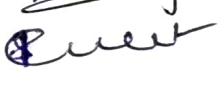
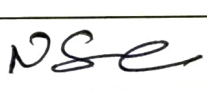
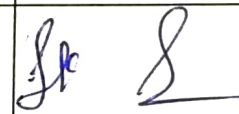
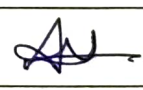

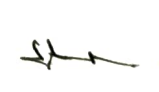
**Total No. of Credits: PVP 24 Regulations**

Semester -I	Semester -II	Semester -III	Semester -IV	Total Credits
31	31	24	25	111

P. Adithyana  
**HEAD**

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**Prasad. V. Potluri Siddhartha Institute of Technology**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**Board of Studies Members**

Sl. No.	Name & Contact details of the member	Designation of the member	Signature
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2	<b>Prof. Rama Devi V</b> Professor, Department of School of Management, National Institute of Technology, Warangal - 506004, Telangana, India, Ph: 9000453743	Member, University Nominee	ONLINE
3	<b>Dr. L Prakash Sai</b> Professor, Department of Management Studies, IITM, Chennai - 600 036, Ph: + 91 (44) 2257 4568, Email: lps@iitm.ac.in	Member	
4	<b>Dr. Rajesh C. Jampala</b> Dean (Academic & Administration), PB Siddhartha College of Arts & Science, Vijayawada, Andhra Pradesh, Ph: 9866806069, Email: rajeshjampala@yahoo.co.in	Special invitee	
5	<b>Mr. Gautam Sai Polavarapu</b> , Director, Better Blanc Private Limited, Bangalore, Karnataka, India Ph: 9618488955 Email: gaouthamsai18@gmail.com	Member, Representative from Industry	
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15	<b>Sri. V. Satish</b> Parent of Ms. A. Ankit Chowdary MBA, Reg. No. 22501E0003, Ph: 9951614520 Email: vsrao747@gmail.com	Member, Parent Representative	