

PRASAD V. POTLURI SIDDHARTHA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF BUSINESS ADMINISTRATION

Minutes of the Board of Studies Meeting
(06th April 2026)

An internal Board of Studies is conducted on 06-04-2026 at 1.00 PM

Agenda of the BoS Meeting:

1. To review and analyze feedback collected from students, alumni, faculty, employers, and parents, and to consider necessary curriculum enhancements.
2. To discuss and approve the introduction of the certificate course titled "Next-Gen Digital Marketing with AI" for MBA students.
3. To deliberate on encouraging students to enrol in NPTEL courses and enhance their academic and professional skills.
4. To review and finalize the structure and content of the pre-talk session aimed at guiding students in effective pre-project submission.

The following internal members of the Board of Studies attended the meeting

S. No	Name of the Member	Designation	Signature
1.	Dr. P. Adi Lakshmi	Chair Person, Professor & Head	P. A. Lakshmi
2.	Dr. D. Srinivasa Rao	Associate Professor & Internal Member	[Signature]
3.	Mr. V. Praveen Kumar	Assistant Professor & Internal Member	[Signature]
4.	Dr. Lt. M. Dhadurya Naik	Assistant Professor & Internal Member	[Signature]
5.	Dr. N. Siva Surendra	Assistant Professor & Internal Member	[Signature]
6.	Dr. N. Suresh Babu	Assistant Professor & Internal Member	[Signature]
7.	Mr. Sk. Subhan Saheb	Assistant Professor & Internal Member	[Signature]
8.	Ms. J. Ambica	Assistant Professor & Internal Member	[Signature]

Resolutions:

1. It is resolved and recommended to review and analyze the feedback collected from students, alumni, faculty, employers, and parents, and to incorporate necessary enhancements in the curriculum, wherever required, to ensure continuous improvement and alignment with industry and academic standards.
2. It is resolved and recommended to approve the introduction of the certificate course titled "**Next-Gen Digital Marketing with AI**" for MBA students, with appropriate content, and evaluation methods, to enhance students' digital competencies and industry readiness.
3. It is resolved and recommended to encourage students to enrol in NPTEL courses and actively participate in such online learning platforms, with the objective of enhancing their academic knowledge, skill development, and professional competencies. Faculty members were also advised to guide and motivate students in selecting relevant courses aligned with their specialization and career goals.
4. It is resolved and recommended to review and finalize the structure and content of the pre-talk session, aimed at effectively guiding students in the preparation and submission of their pre-project work, ensuring clarity, quality, and adherence to academic expectations.

The meeting was ended with vote of thanks.

P. Adi Lakshmi
HEAD
Department of Business Administration
PRASAD V. POTLURI
SIDDHARTHA INSTITUTE OF TECHNOLOGY
KANURU, VIJAYAWADA-520 007