

**KL UNIVERSITY**  
**KLU BUSINESS SCHOOL**

Minutes of the Meeting of 16<sup>th</sup> Board of Studies of the Department of Management, KLU Business School held on January 24, 2018 at Vaddeswaram.

**Members Present:**

<b>S.NO.</b>	<b>Name</b>	<b>Designation</b>
1	Dr.M.Kishore Babu	Head, Department of Management - Chairman
2	Dr. T Uma Maheswara Rao	Professor& Registrar, KLU – Member
3	Dr.N. Rangaiah	Professor & Principal, College of Law, KLU – Member
4	Mr.K.Raja Sekhar	Professor, Director- Corporate Strategy - Member
5	Dr. A V N Murthy	Co-opted Member (Chairman BOS Commerce)
6	Dr. D Srinivasa Rao	Professor – Member
7	Dr.A.V.S.Kamesh	Professor – Member
8	Dr.P.Raja Babu	Associate Professor - Member
9	Dr. D.Prasanna Kumar	Associate Professor – Member
10	Mr. K S Venkateswara Kumar	Assistant Professor - Member
11	Dr.N.Bindu Madhavi	Assistant Professor -Member

**Members Absent:**

<b>S.NO.</b>	<b>Name</b>	<b>Designation</b>
1	Dean Academics	Permanent Member

Dr.N.Venkat Ram, Dean Academics, could not attend the meeting and was granted leave of absence.

**Agenda:**

16.01 Welcoming the members to 16<sup>th</sup> BoS Meeting.

- 16.02 Confirmation of Minutes of the 15<sup>th</sup> meeting of the Board of Studies.
- 16.03 Approval for change in LTP structure of a few courses.
- 16.04 Approval for introduction of HS elective Innovation & Entrepreneurship for B.Tech students.
- 16.05 Approval for introduction of Executive MBA Program.
- 16.06 Approval for introduction of certificate course in Financial Technology (Fintech).
- 16.07 Approval for introduction of certification courses in Banking & Finance in association with FLIP, leader in Online Skilling : exclusively in Financial Services.
- 16.08 Approval of list of scholars admitted into Ph.D Program in Management during 2017- 2018, their research guides and Doctoral Committees.
- 16.09 Approval for revised syllabus of Advanced Business Analytics and Business Analytics in HR and courses of Digital Marketing functional specialization.
- 16.10 Approval for syllabus of Business Analytics in Marketing I & II.
- 16.11 Any other item with the approval of the chair

## **RESOLUTIONS**

- 16.01** Dr.M.Kishore Babu, Chairman, Board of Studies invited all the members cordially to the meeting.
- 16.02** The minutes of 15<sup>th</sup> Board of Studies meeting were presented and ratified.
- 16.03 Revised L-T-P structure of a few courses of MBA & BBA-MBA integrated program in view of total number of sessions and course composition in terms of theory and practical is presented and approved.
- 16.04 Proposal for introduction of new HS elective course ' Innovation and Entrepreneurship' for B.Tech Students was approved.
- 16.05 Proposal for introduction of Executive MBA program for working professionals with 16months duration was approved.
- 16.06 Proposal for introduction of certificate course in Financial Technology (Fintech) for all Finance specialization students along with the proposed syllabus was approved.
- 16.07 Proposal to offer three job oriented Online Certification Programs for MBA Second year students who are interested in either marketing /finance career in Banks

and Financial Services through **Finitiatives Learning India Pvt. Ltd** (FLIP) was approved. These approved certification programs offered from placement perspective are **Branch Relationship Manager , Wealth Advisor and Equity Researcher.**

16.08 List of Ph.D Scholars admitted during 2017-18 along with their research guides and doctoral committees were presented and approved.

16.09 Revised syllabus of Advanced Business Analytics, Business Analytics in HR and functional specialization courses of Digital marketing were approved.

16.10 Syllabus of Business Analytics in Marketing I & II were presented and approved.

16.11 Following tabled items have been approved

a) Introduction of new course under marketing stream ' Supply Chain & Logistics Management'. It was suggested to convert the syllabus from modular form to OBE model.

b) Reintroduction of Principles of Management in MBA Program

c) Revising the syllabus of Industrial Relations and Labour Legislation. It was suggested to decrease the content of the syllabus so as to enable it to fit into semester system.

Meeting ended with thanks to chair.

**Prof.M.KISHORE BABU**  
**(Chairman, Board of Studies)**