



# K L UNIVERSITY

## K L U BUSINESS SCHOOL

Green Fields, Vaddeswaram, (via) K.C. Works P.O. - 522 502, Guntur District,  
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Constituent College KLCE Accredited by NAAC with CGPA 3.76/4.00  
Approved by A.I.C.T.E. ♦ Accredited by N.B.A. ♦ ISO 9001-2000 Certified

Date of BOS meeting: 20-07-2012

Members Present

*found o.k. by 24/8/12*  
*Dean, Acad*  
*for scrutiny*  
*22/8/12*

Sl No	Name of the BOS Member	Signature
1	Prof. M. Bhaskara Rao (Chairman)	<i>M. Bhaskara Rao</i>
2	Mr. C. Udaya Kumar (HoD)	<i>C. Udaya Kumar</i>
3	Mr. K. Rajasekhar (L&T Urban Infrastructure Ltd.)	<i>K. Rajasekhar</i>
4	Dr. G V R K Acharyulu (University of Hyderabad.)	<i>G. V. R. K. Acharyulu</i>
5	Prof. G. Prasad	<i>G. Prasad</i>
6	Prof. V. Rama Devi	<i>V. Rama Devi</i>
7	Prof. B M Harshavardhan	<i>B. M. Harshavardhan</i>
8	Mr. M. Kishore Babu	<i>M. Kishore Babu</i>
9	Dr. D. Srinivasa Rao	<i>D. Srinivasa Rao</i>
10	Mr. V. Srinivas	<i>V. Srinivas</i>
11	Mr. P V Vijay Kumar Reddy	<i>P. V. Vijay Kumar Reddy</i>
12	Mrs. K. Hema Malini (Invitee)	<i>K. Hema Malini</i>

## Item 08.03

### Minutes of the Meeting of the 7<sup>th</sup> Board of Studies of the KLU Business School held on July, 2012 at Vaddesawaram

#### Present

- 1) Prof. M. Bhaskara Rao
- 2) Mr. K. Rajasekhar
- 3) Dr. G. V. R. K. Acharyulu
- 4) Mr. M. Kishore Babu
- 5) Prof. G. Prasad
- 6) Prof. V. Rama Devi
- 7) Prof. B. M. Harshavardhan
- 8) Dr. D. Srinivasa Rao
- 9) Mr. V. Srinivas
- 10) Mr. P. Vijay Kumar Reddy

#### Invitees

1. Mrs. K. Hema Malini

Prof. M. Bhaskara Rao, Director presided over the meeting and the following items of business were transacted:

**07.01 Grant of leave of absence, if any**  
Nil

**07.02 Welcoming the New Members**

Mr. K. Rajasekhar, Dr. G. Prasad, Mr. C. Uday Kumar, Dr. D. Srinivasa Rao, Mr. P. Vijay Kumar Reddy, the new members on the Board of Studies and Mrs. K. Hema Malini, the invitee were welcomed.

**07.03 Confirmation of Minutes of 6<sup>th</sup> meeting of the Board of Studies.**

The minutes of the 6<sup>th</sup> meeting of the Board of Studies were confirmed.

**07.04 Follow-up action on the minutes of the 6<sup>th</sup> Meeting of the Board of Studies and minutes of Department Academic Committee**

The follow-up actions on the previous meeting were presented and minutes of DAC held on 23<sup>rd</sup> June 2012 were presented and approved.

**07.05 Modification of curriculum of the existing courses in the MBA program**

Modification of curriculum of the existing courses viz., Strategic Management II, Security Analysis, Portfolio Management and Human Resource Development were presented and approved. Suggestions were made in respect of inclusion of books titled "Organizational Development" authored by Ram Narayan and T. V. Rao, "Talent Management" authored by Ganesh Sharma as the reference books for Human Resource Development course. These suggestions are implemented.

**07.06 Approval of open elective courses in Management discipline at UG level**

Introduction of open elective courses in Management discipline at UG level viz., Total Quality Management, Supply Chain Management, Project Management,

Perspectives of Management, Operations Management, Marketing Management, Human Resource Management, Innovation and Entrepreneurship and Accounting & Finance were presented and approved.

**07.07 Introduction of dual degree integrated BBA-MBA Program**

The introduction of dual degree integrated BBA – MBA Program was presented and approved.

**07.08 Program structure and course curriculum for the dual degree integrated BBA – MBA Program**

The Program structure and course curriculum for dual degree integrated BBA-MBA Program was presented, discussed and approved. Suggestions were made to fine-tune the curriculum for Taxation course and present in the next meeting.

**07.09 Program Structure for the MBA in Healthcare Management**

The Program structure for the MBA in Healthcare Management was presented and approved. The following suggestions were made during the deliberations:

- a) To integrate two courses viz., legal issues in Healthcare and Ethical issues in Healthcare and title it as ‘Hospital Governance’; and
- b) Include ‘Marketing of Healthcare Services’ as the core course, instead of an elective course.
- c) To include ‘Management of diet’ as one of the elective courses.

**07.10 Curriculum for the MBA Program in Technology Management**

The curriculum for Year I courses of MBA Program in Technology Management was presented and approved.

**07.11 Curriculum for courses in BBA Program**

The curriculum for Year III courses in BBA Program was presented and approved.

**07.12 Curriculum for courses in BHM Program**

The curriculum for Year II and III courses was presented and approved.

**07.13 Placement report for the batch 2011-12**

The placement report for the MBA batch 2011-12 was presented. The Board appreciated the placement achievements and suggested to improve on it in the coming year.

**07.14 Summer Internship Program report**

The Summer Internship Program report was presented. Suggestions were made in respect of place of internship to get good exposure for the students and the distance should not be a deterring factor in this regard.

**07.15 Any other item with the permission of the Chair.**

The Board deliberated on the feasibility of introducing an autumn batch for MBA Program (Regular) during the current academic year. Based on the response, the

matter can be taken forward. The Board is of the view that subject to a minimum of 30 admissions autumn batch could be commenced with academic year starting in January and ending in December.

The meeting ended with thanks to the Chair.



**M. Bhaskara Rao**  
**Chairperson, Board of Studies**

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