



Koneru Lakshmaiah Education Foundation

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Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.

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XXXIV - ACADEMIC COUNCIL - ANNEXURE A 4

KL Business School

18th Board of Studies Meeting Held on 7th July 2018

The Following members are present

1. Dr.P.V. Vijay Kumar Reddy, HOD, MBA, KLBS, Chairman
2. Dr. T Uma MaheswaraRao, Professor, KLBS, Member
3. Dr. M. Kishore Babu, Professor and Director, international relations., KLBS, Member
4. Sri.K. RajaSekhar, Director, Corporate strategy, KLBS, Member
5. Dr. D Srinivasa Rao, Professor, KLBS, Member
6. Dr A.V. S. Kamesh, Professor, KLBS, Member
7. Dr Narayana, Professor, KLBS, Member
8. Dr N Subramanyam, Professor, KLBS, Member
9. Dr.P. Raja Babu, Associate professor &Deputy HOD(BBA), KLBS, Member
10. Dr I Ramesh Babu, Associate professor &Deputy HOD(BBA), KLBS, Member
11. Dr. Prasanna Kumar, Associate Professor, KLBS, Member
12. Dr. A. Vasudeva Reddy, Assistant Professor, KLBS, Member
13. Dr. N. Bindu Madhavi, Assistant Professor, KLBS, Member
14. Prof Sanjay Varma, President, CII, Vijayawada, Member
15. Dr. Uday Lakshmi, Vice President and Head training and Development, Adani Electricity, Mumbai , Member
16. Mr. P Ravi Kiran, President, CII Vijayawada, member
17. Prof S Ganesan, Head- Education Initiative Logistics and supply Chain, Member
18. Mr Pavan Kumar, I Nurture solutions, Business Relationship manager, Member
19. Dr. M. Subramanyam Academic Head (Financial Services & Business Analytics) I nurture Education Solutions Private Limited, Bangloare, Member
20. Mr. Michael Wagner, Vice – president, Miles Education, Member
21. Mr Kiran Regional Manager- North, Operations & Sales, Miles Education, Member
22. Dr. S. Padma, HOD, Department of Management, Hyderabad, Member
23. Dr P. V Ravi Kumar , HOD, Department of English, KLBS, Member
24. Dr E Deepa, Assistant professor, Department of Management, KLBS, Member
25. Mr. Yaswini, CEO, Hodzaa sizzlers, Hyderabad, Alumni, External Member
26. Mr A Sudhakar Chaintanya, People soft HR Analyst, Harvard University, USA, Alumni
27. Mr V Sandeep, General manager, Leap International Pvt Ltd, Alumni .


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AGENDA ITEM-1

Agenda Item description

Shortening the duration of the SIP from 12 weeks to 10 weeks for MBA Y 17 Batch Students

During the deliberations of the department Academic Committee a proposal was made based for approval of MBA SIP from 12 weeks to 10 weeks for Y 17 Batch.

The proposal was approved by the members of the Board of studies and forwarded to Academic council for Approval.

AGENDA ITEM-2

Agenda Item Description

Introduction of following value-added courses for Y 18 MBA program

1. SAP FICO (Finance and controlling)
2. SAP HCM (Human Capital Management)
3. SAP SD (sales and Distribution)

Taking into consideration the recommendations made by the students Mr. Bommisetti Sravan Kumar (Roll No : 172510077) and Miss Chagantipati Mounika (Roll No : 17251008) a proposal was made to offer value added courses for MBA Y 18 program.

Value added course -Title	Domain
SAP FICO (Finance and Controlling)	Finance
SAP HCM (Human Capital Management)	Human Resources Management
SAP SD (Sales and Distribution)	Marketing

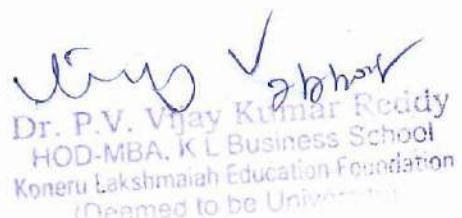
Agenda – 3

Agenda Item Description

Revise the syllabus of the course "Operations Management" with course code 15BB32CO of BBA program for Y 18 Batch

Consider the feedback provided by Dr. K. Srinivasa Rao, Professor at TJPS College, Guntur, and Mr. Bhakara Rao, the parent to revise syllabus of Operations Management with course Code 15BB32CO to align with industry needs and enhance employment opportunities for students.

Approved the proposal and forwarded to Academic Council.


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BOS Members

Sl. No	Name	Designation	Organization	Position in the Meeting	Signature
1.	Dr.P.V.VijaykumarReddy	Head of the Department	KL Business school	Chairman	
2.	Dr. T Uma MaheswaraRao	Professor	KL Business school	Member	
3.	Dr.M.KishoreBabu	Professor and Director, international relations.	KL Business school	Member	
4.	Sri.K.RajaSekhar	Director, corporate strategy.	KL Business school	Member	
5.	Dr. D SrinivasaRao	professor	KL Business school	Member	
6.	Dr.A.V.S.Kamesh	professor	KL Business school	Member	
7.	Dr.M.S.Narayana	professor	KL Business school	Member	
8.	Dr.Subramanyam	professor	KL Business school	Member	
9.	Dr.P.RajaBabu	Associate professor&Alternate HOD(MBA)	KL Business school	Member	
10.	Dr.L.Ramesh	Associate professor&Deputy HOD(BBA)	KL Business school	Member	
11.	Dr.Prasanna Kumar	Associate Professor	KL Business school	Member	
12.	Dr.A.Vasudeva Reddy	Assistant Professor	KL Business school	Member	
13.	Dr.N.BinduMadhavi	Assistant Professor	KL Business school	Member	
14.	Prof.Sanjay Sharma	President	CII Vijayawada	Member	
15.	Dr.UdayLajmi	Vice President and Head-Training and Development Adani Electricity Mumbai Limited.	Mumbai	Member	
16.	Mr.P.RaviKiran	President	CII Vijayawada	Member	
17.	Prof.S.Ganesan	Head-Education Initiatives, Logistics and Supply Chain.	Education Initiatives, Logistics and Supply Chain	Member	
18.	Mr.Pavan Kumar	Business Relationship Manager		Member	
19.	Dr.M.Subramanian	Academic Head (Financial Services & Business Analytics)	Bangalore	Member	

J. P. Vijay Kumar Reddy
HOD-MBA, KL Business School
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		Inuture Education Solutions Private Limited			
20.	Mr.Michael Wagner	Vice president	Miles Education	Member	M.Wagner
21.	Mr.KiranJangam	Regional Manager-North, Operations & Sales	Miles Education	Member	K.Jangam
22.	Dr.S.Padma	HOD Department of Management	KL Hyderabad	Member	S.Padma
23.	Dr.P.V.Ravi Kumar	HOD Department of English	KLEF	Member	Dr.Ravikumar
24.	Dr.E.Deepa	Assistant Professor, Dept of Management	KL Hyderabad	Member	E.Deepa
25.	Ms.Yasaswini	CEO-Hodzaa Sizzlers		Alumni	Yasaswini
26.	Mr.A.SundharChaitanya	People Soft HR Analyst	Harvard University, USA	Alumni	Chaitanya
27.	Mr.V.Sandeep	General Manager, Leaap International Pvt Ltd		Alumni	Sandeep


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COURSE TITILE: OPERATIONS MANAGEMENT (EXISTING)

COURSE CODE: 15BB32BO

L-T-P-S : 3-2-0-0

COURSE RATIONALE: Operations management familiarizes the students about the org

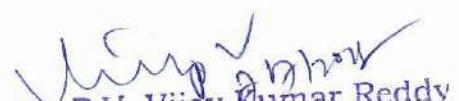
COURSE OBJECTIVE : The basic purpose of this course is to provide students with a broad understanding and knowledge of several operations management concepts. 2. To emphasize more on operations strategy, process design, forecasting, inventory management, scheduling, and quality management. 3. To place emphasis on the application of these concepts to actual business situations

COURSE OUTCOMES (COs):

CO NO	Course Outcome (CO)	PO/PSO	Blooms Taxonomy Level (BTL)
CO1	Illustrate the general concepts of overall plant and production management using appropriate analysis tools	PO1,PO4	2
CO2	Establish methods for maximizing productivity and understand the purpose of setting and attaining high levels of throughput, quality, and customer service	PO11,PO1	3
CO3	Optimize the use of resources which include: people, plant, equipment, tools, inventory, premises and information systems	PO1	3
CO4	Make the best use of computers to achieve maximum efficiency, especially in the planning and control of operations	PO1	2

Syllabus:

Introduction to operations management- Overview of operations management, functions of operations manager, types of production processes and their suitability, just in time manufacturing, manufacturing operations versus service operations. Production planning and control- levels in production planning and Control; strategic planning, aggregate planning, shop floor planning, planning devices. Gantt chart, Master production schedule, PERT/CPM. Plant location and layout - factors influencing facility location decision, location modeling, factors influencing layout decision, facility layout modelling, types of material handling equipment and their purposes. Productivity: Factors affecting productivity, job design, work-


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study, work measurement. Materials and quality management- Inventory -costs associated with inventory, Economic order quantity, acceptance sampling, SQC, Control charts for variables – X and R charts and control charts for attributes – p, np, c charts; Ergonomics, Kaizen, TQM. - Total Quality management Concept, Deming's 14 principles, Balridge & Juran's contribution; Six sigma – Concept and principles.

REFERENCE BOOKS:

1. Everett Adam and Ronald Ebert, Production and Operations Management: Concepts, models and behavior, 5th edition, 2009.
2. William Stevenson, Operations Management, Tata McGraw Hill Company, New Delhi, 2009.
3. S.N. Chary, Production and Operations Management, Tata McGraw Hill Company, New Delhi, 2000.
4. K. Sridhara Bhat, Operations Management, Himalaya Publishing House, 1st edition, 2009.

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COURSE TITILE : OPERATIONS MANAGEMENT (REVISED)

COURSE CODE : 15BB32BO

L-T-P-S : 3-2-0-0

COURSE RATIONALE :

Operations management familiarizes the students about the organizational processes for sustainability

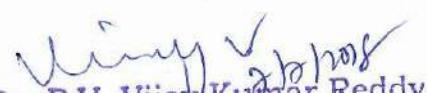
Course Objectives : 1. The basic purpose of this course is to provide students with a broad understanding and knowledge of several operations' management concepts. 2. To emphasize more on operations strategy, process design, forecasting, inventory management, scheduling, and quality management. 3. To place emphasis on the application of these concepts to actual business situations.

COURSE OUTCOMES (COs):

CO NO	Course Outcome (CO)	PO/PSO	Blooms Taxonomy Level (BTL)
CO1	Illustrate the general concepts of overall plant and production management using appropriate analysis tools	PO1,PO4,PO11	2
CO2	Establish methods for maximizing productivity and understand the purpose of setting and attaining high levels of throughput, quality, and customer service	PO1,PO11	3
CO3	Optimize the use of resources which include: people, plant, equipment, tools, inventory, premises and information systems	PO4	3
CO4	Make the best use of computers to achieve maximum efficiency, especially in the planning and control of operations	PO1	3

SYLLABUS :

Introduction to operations management- Overview of operations management, functions of operations manager, types of production processes and their suitability, just in time manufacturing, manufacturing operations versus service operations. Production planning and control- levels in production planning and Control; strategic planning, aggregate planning, shop floor planning, planning devices. Gantt chart, Master production schedule, PERT/CPM.


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Plant location and layout - factors influencing facility location decision, location modeling, factors influencing layout decision, facility layout modeling, types of material handling equipment and their purposes. Productivity: Factors affecting productivity, job design, work-study, work measurement. Materials and quality management- Inventory -costs associated with inventory, Economic order quantity, acceptance sampling, SQC, Control charts for variables – X and R charts and control charts for attributes – p, np, c charts; Ergonomics, Kaizen, TQM. - Total Quality management Concept, Deming's 14 principles, Balridge & Juran's contribution; Six sigma – Concept and principles.

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Reference Annexure for Program Structures and Syllabus Revision

MBA- Y18 Programme Structure

Course Code	Course Name	Course category	L	T	P	S	C r	New Course/Revised Course/ Retained Course	Changes Proposed by	Focused on Employability/Entrepreneurship/Skill Development
17MB51C0	Quantitative Methods	BS	3	0	0	0	3	Retained		Skill Development
17MB51C1	Indian Business Environment	PC	3	0	0	0	3	Retained		Entrepreneurship
17MB51C2	Managerial Economics	PC	3	0	0	0	3	Retained		Entrepreneurship
17MB51C3	Financial and Management Accounting	PC	2	0	2	0	3	Retained		Skill Development
17MB51C4	Marketing Management	PC	3	0	0	0	3	Retained		Employability
17MB51C5	Organizational Behavior	PC	3	0	0	0	3	Retained		Employability
18MB51C7	Principles of Management	PC	3	0	0	0	3	Retained		Entrepreneurship
17MB52C0	Human Resource Management	PC	3	0	0	0	3	Retained		Employability
17MB52C1	Financial Management	PC	2	0	2	0	3	Retained		Skill Development
17MB52C2	Business Research Methodology	BS	3	0	0	0	3	Retained		Employability
17MB52C3	Introduction to Business Analytics	PC	2	0	2	0	3	Retained		Skill Development
17MB52C4	Operations Management	PC	3	0	0	0	3	Retained		Employability
17MB52C5	Business Legislation	PC	3	0	0	0	3	Retained		Employability
17MB52C6	Enterprise Resource Planning	PC	3	0	0	0	3	Retained		Entrepreneurship
17MB52K7	Business Communication	HSS	1	2	0	0	2	Retained		Skill Development
17MB61C0	Strategic Management	PC	3	0	0	0	3	Retained		Entrepreneurship
18HS113	Soft Skills for Managers	HSS	2	0	2	0	3	Retained		Skill Development
18MB62C0	International Business Environment	PC	3	0	0	0	3	Retained		Entrepreneurship

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17MB62C1	Business Ethics & Corporate Governance	PC	3	0	0	0	3	Retained		Entrepreneurship
17MB62C2	Entrepreneurship	PC	3	0	0	0	3	Retained		Entrepreneurship
17MB62E8	Management Research Project	PR	3	0	6	0	6	Retained		Skill Development
17MB61M0	Consumer Behaviour	PE	3	0	0	0	3	Retained		Employability
17MB61M1	Services Marketing	PE	3	0	0	0	3	Retained		Employability
17MB61M2	B2B Marketing	PE	3	0	0	0	3	Retained		Employability
17MB61M3	International Marketing	PE	3	0	0	0	3	Retained		Employability
17MB62M4	Sales and Distribution Management	PE	3	0	0	0	3	Retained		Employability
17MB62M5	Business Analytics in Marketing	PE	3	0	0	0	3	Retained		Employability
17MB62M6	Brand Management	PE	3	0	0	0	3	Retained		Employability
17MB62M7	Customer Relationship Management	PE	3	0	0	0	3	Retained		Employability
17MB61F0	Financial Services and Markets	PE	3	0	0	0	3	Retained		Employability
17MB61F1	Security Analysis & Portfolio Management	PE	2	0	2	0	3	Retained		Skill Development
17MB61F2	International Financial Management	PE	2	0	2	0	3	Retained		Skill Development
17MB61F3	Principles of Taxation	PE	2	0	2	0	3	Retained		Skill Development
17MB62F4	Financial Derivatives	PE	2	0	2	0	3	Retained		Skill Development
17MB62F5	Business Analytics in Finance	PE	2	0	2	0	3	Retained		Skill Development
17MB62F6	Planning and Assessment of Income Tax	PE	2	0	2	0	3	Retained		Skill Development
17MB62F7	Project Management	PE	2	0	0	0	3	Retained		Employability
17MB61H0	Performance Management System	PE	3	0	0	0	3	Retained		Employability
17MB61H1	Training and Development	PE	3	0	0	0	3	Retained		Employability
17MB61H2	Industrial Relations & Labour Legislation	PE	3	0	0	0	3	Retained		Employability

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17MB61H3	Leadership in Organizations	PE	3	0	0	0	3	Retained		Employability
17MB62H4	Compensation Management	PE	3	0	0	0	3	Retained		Employability
17MB62H5	Strategic Human Resource Management	PE	3	0	0	0	3	Retained		Employability
17MB62H6	Human Resource Development	PE	3	0	0	0	3	Retained		Employability
17MB62H7	Business Analytics in HR	PE	3	0	0	0	3	Retained		Employability
17MB62H8	Organizational Change & Development	PE	3	0	0	0	3	Retained		Employability
17MB52L1	Materials Management	PE	3	0	0	0	3	New	faculty and industry	Employability
17MB52L2	Fundamentals of Supply Chain Management	PE	3	0	0	0	3	New	faculty and industry	Employability
17MB52L3	Operations Strategy	PE	3	0	0	0	3	New	faculty and industry	Employability
17MB52L4	Total Quality Management	PE	3	0	0	0	3	New	faculty and industry	Employability
19MB61L5	Lean Management	PE	3	0	0	0	3	New	faculty and industry	Employability
17MB61L6	Warehouse Management	PE	3	0	0	0	3	New	faculty and industry	Employability
17MB61L7	Supply Chain Analytics	PE	2	0	2	0		New	faculty and industry	Employability
17MB61L8	International Logistics Management	PE	3	0	0	0	3	New	faculty and industry	Employability
17MB61U0	Advanced Analytics with R	PE	3	0	0	0	3	Retained		Employability
17MB61U1	Business Analytics in Marketing -I	PE	2	0	2	0	3	Retained		Skill Development
17MB61U2	Business Analytics in HR -I	PE	2	0	2	0	3	Retained		Skill Development
17MB61U3	Business Analytics in Finance -I	PE	2	0	2	0	3	Retained		Skill Development
17MB62U4	Business Forecasting & Econometrics	PE	3	0	0	0	3	Retained		Employability
17MB62U5	Business Analytics in Marketing -II	PE	2	0	2	0	3	Retained		Skill Development
17MB62U6	Business Analytics in HR -II	PE	2	0	2	0	3	Retained		Skill

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										Development
17MB62U7	Business Analytics in Finance -II	PE	2	0	2	0	3	Retained		Skill Development
17MB61K0	Media Planning	PE	3	0	0	0	3	Retained		Employability
17MB61K1	SEO	PE	2	0	2	0	3	Retained		Skill Development
17MB61K2	Affiliate marketing	PE	3	0	0	0	3	Retained		Employability
17MB61K3	Social Media Marketing &Analytics	PE	2	0	2	0	3	Retained		Skill Development
17MB62K4	Mobile Marketing	PE	3	0	0	0	3	Retained		Employability
17MB62K5	E-Mail & Content Marketing	PE	2	0	2	0	3	Retained		Skill Development
17MB62K6	E Commerce	PE	3	0	0	0	3	Retained		Entrepreneurship
17MB62K7	Digital PR & Corporate Communication	PE	2	2	0	0	3	Retained		Employability
17MB61R0	Overview of Retailing	PE	3	0	0	0	3	Retained		Employability
17MB62R1	Management of Retail Operations	PE	3	0	0	0	3	Retained		Employability
17MB62S0	Life Insurance	PE	3	0	0	0	3	Retained		Employability
17MB62S1	General Insurance	PE	3	0	0	0	3	Retained		Employability
17MB61B0	Overview of Banking	PE	3	0	0	0	3	Retained		Employability
17MB62B1	Banking Service Operations	PE	3	0	0	0	3	Retained		Employability
17MB61T0	International Logistics Management	PE	3	0	0	0	3	Retained		Employability
17MB62T1	Export & Import Documentation & Insurance	PE	3	0	0	0	3	Retained		Employability
17MB61D0	Overview of Healthcare Management	PE	3	0	0	0	3	Retained		Employability
17MB62D1	Management of Healthcare Operations	PE	3	0	0	0	3	Retained		Employability
17MB61I0	IT Enabled Services	PE	3	0	0	0	3	Retained		Employability
17MB62I1	Marketing of Software Solutions (Pre-requisite: Project Management)	PE	3	0	0	0	3	Retained		Employability

Very Good
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