



Koneru Lakshmaiah Education Foundation

(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

Accredited by NAAC as 'A++' ♦ Approved by AICTE ♦ ISO 9001-2015 Certified

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

Phone No. 08645 - 350200, www.klef.ac.in, www.klef.edu.in, www.kluniversity.in

Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002 Ph: +91 - 866 - 3500122, 2577715, 2576129

XXX Academic Council – Annexure 2.7


KL Business School

21st Board of Studies Meeting

Held on 15th June, 2020 – Through Online

The Following Members are present in 21st Board of studies:

1. Dr. P. Vijayakumar Reddy, Chairman, BoS &HOD, MBA, KLEF, Vaddeswaram, Chairman-BOS
2. Dr.P. Venkateswara Rao, Professor &HOD, BBA& Dy HOD, MBA, Secretary-BOS
3. Dr. A. Rama Kumar, Professor& Pro Vice-chancellor, KLEF, Member
4. Dr.N. Venkata Ram, Dean Academics, KLEF, Member
5. Dr.M. Kishore Babu, Professor &Director, international relations, KLEF, Member
6. Dr.M. Srinivas Rao, Professor, KLEF, Member
7. Dr.M.S. Narayana, Professor, KLEF, Member
8. Dr.N. Subramanyam, Professor, KLEF, Member
9. Dr. Atanu Tadulkar, Professor, KLEF, Member
10. Dr. M. Srinivasarao, Professor, KLEF, Member
11. Dr. P. Raja Babu, Associate Professor, KLEF, Member
12. Dr.K. Hema Divya, Associate Professor & Deputy HOD, MBA, KLEF, Member
13. Dr. V.N. Sailaja, Associate Professor, KLEF, Member
14. Dr. A.B. Saraswathi, Associate Professor, KLEF, Member
15. Dr. N. Bindu Madhavi, Associate Dean, Academics, KLEF, Member
16. Dr. K. Anusha, Assistant Professor, Academic Coordinator, MBA, KLEF, Member
17. Dr.S. Durga, Assistant Professor, Academic Coordinator, KLEF, Member
18. Mr.M.V.A.L. Narasimha Rao, Assistant Professor, KLBS, KLEF, Member
19. Mr.S.V. Sriresh, Assistant Professor, CIIE, KLEF, Member
20. Dr. Subramaniyam Shanmugam, Associate Professor, Dept of commerce & Business Studies, School of management, Central University, Central University of South Bihar, External Member
21. Dr. Prof.Bhushan D. Sudhakar, Dept. of international business studies, School of Management, Pondicherry University, Pondicherry, Pondicherry University, External Member


Dr. P.V. Vijay Kumar Reddy
HOD-MBA, K L Business School
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22. Prof.K.V.S.N. Jawahar Babu Professor and Dean of Examination, Vikrama Simhapuri University College, Kakatur, Simhapuri University, External Member
23. Mr. Sai Krishna Balla, Senior HR, HCL, External Member
24. Dr. CH. Kiran Kumar, Senior Project Manager, Atos-Syntel Inc,UK, Atos-syntl Inc, External Member
25. Mr. Satya Kumar Pamula, Vice President, Services pvt Ltd, External Member
26. Mr. Philip Varghese, Vice President, Accenture, External Member
27. Mr A. Sundara Chaitanya, HR Analyst, Harvard University, External member
28. Mr Prajwal kranth, Senior Manager-Operations, Cognizant, External Member
29. Mr. Sandeep, General manager, LEAAP International Pvt., External Member
30. Dr. Kirankumar, Head of Department-KLH(MBA), KL Hyderabad, Member
31. Dr.T.Deepa, Deputy HOD,MBA, KL Hyderabad, Member

Number of Members Absent : Nil

Dr. P.V. Vijay Kumar Reddy
HOD-MBA, K L Business School
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Koneru Lakshmaiah Education Foundation

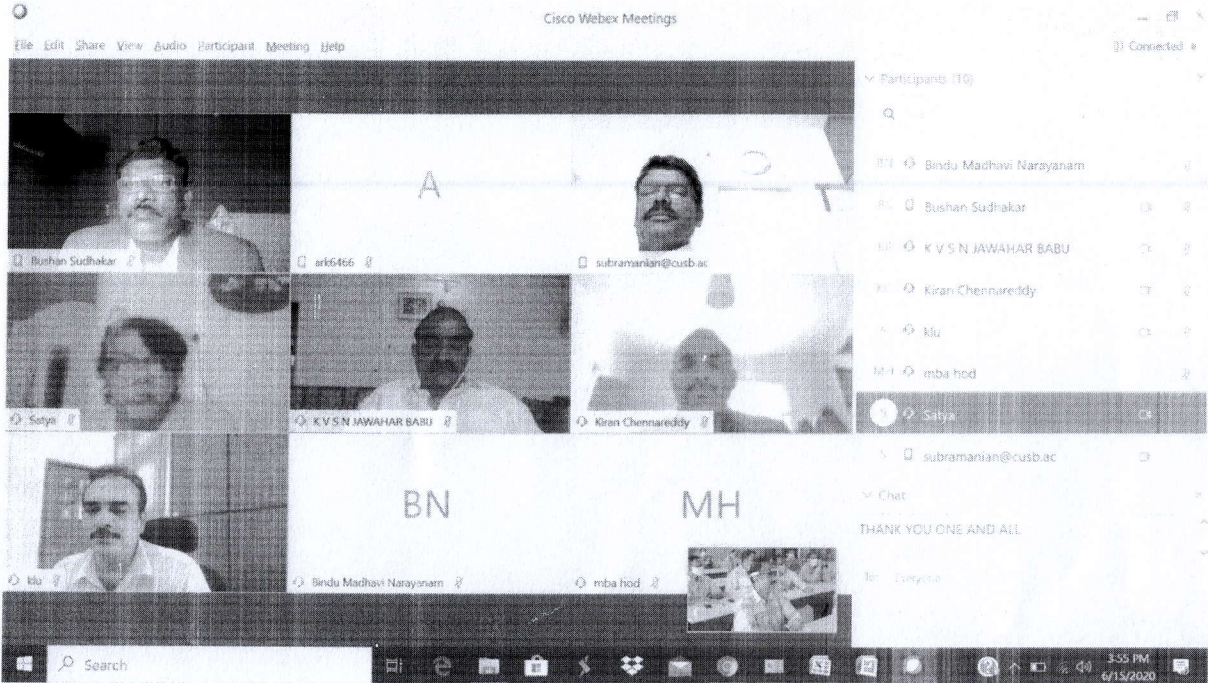
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XXXIII Academic Council – Annexure 2.7

AGENDA and RESOLUTIONS

Welcoming the Members by - Dr. P. V. Vijay Kumar Reddy, Chairman, BoS

AGENDA ITEM-1


AGENDA ITEM Description

Introduction of Machine Learning with Business Applications course (using R and Python) under Business Analytics Specialization offered to MBA Y19 Batch.

Mr. T. Ashok, Data Science Architect, Cognizant Technology Solutions and Dr. A. Srikanth, Associate Professor, Department of MBA, K L Business School recommended **Machine Learning with Business Applications** course (using R and Python), under Business Analytics Specialization, for MBA Y19 batch students, during second year odd semester, to enhance their employability skills and meet the demands of corporate world.

The proposal was approved by the members of the Board of Studies and forwarded to the Academic Council.

Annexure-1: 20MB61U11 - Machine Learning with Business Applications (with using R and Python) Course Syllabus


Dr. P.V. Vijay Kumar Reddy
HOD-MBA, K L Business School
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AGENDA ITEM-2

AGENDA ITEM Description

Proposed for approval of revised L-T-P-S structure of Business Analytics courses and proposal for offering two courses Data Visualization using TABLEAU and Data Visualization Using Excel/R/PYHTON under Business Analytics specialisation, for MBA Y20 batch.

Based on the feedback given by the faculty Dr. A Srikanth Associate Professor, Department of MBA, K L Business School and Dr. J Venkata Ramana Assistant Professor, Department of MBA, K L Business School a proposal was made to approve revised L-T-P-S structure of Business Analytics courses and offer Data Visualization using TABLEAU and Data Visualization Using Excel/R/PYHTON.

The proposal was approved by the members of BoS and forwarded to Academic Council.

Annexure-2: Revised L-T-P-S structure of Business Analytics Specialization Courses

AGENDA ITEM-3

AGENDA ITEM Description

Change in nomenclature of the course ERP & Information Systems to Information Systems & ERP (19MB61C0) for MBA III Semester Y20 batch.

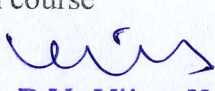
Based on the faculty feedback, a proposal was made to change the nomenclature of the course ERP & Information Systems (19MB61C0) to Information Systems & ERP for MBA III Semester, Y20 batch. The proposal was approved by the members of BoS and forwarded to Academic Council.

AGENDA ITEM Description

French III & IV Courses were replaced with Business Model Generation for Y 19 BBA program.

Taking into consideration the recommendations made by Mr. Sai Krishna Balla, Senior Human Resources Manager, HCL, Hyderabad, and Mr Rassol (Roll No: 1900541151) of KL Business school, French III & IV courses are replaced by "Business Model Generation" course (19BB22C5) for Y 19 BBA batch in II - II (Second year second semester). The proposal was approved by the members of Board of Studies and forwarded to Academic Council.

Annexure-3 - Enclosed syllabus of Business Model Generation course


Dr. P.V. Vijay Kumar Reddy
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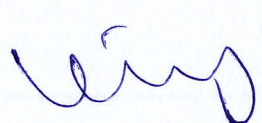
K L Business School

Members of 21st Board of Studies

Sl. No	Name	Designation	Organisation	Position In the Meeting	Signature
1	Dr. P. Vijayakumar Reddy	Chairman, Bos&HOD, MBA	KLEF	Chairman-BOS	<i>[Signature]</i>
2	Dr.P.Venkateswara Rao	Professor&HOD, BBA& Dy HOD, MBA	KLEF	Secretary-BOS	<i>[Signature]</i>
3	Dr. A. Rama kumar	Professor& Pro Vice-chancellor, KLEF	KLEF	Member	<i>[Signature]</i>
4	Dr.N. Venkata Ram	Dean Academics	KLEF	Member	<i>[Signature]</i>
5	Dr.M. Kishore Babu	Professor&Director, international relations,KLEF	KLEF	Member	<i>[Signature]</i>
6	Dr.M. Srinivas Rao	Professor	KLEF	Member	<i>[Signature]</i>
7	Dr.M.S.Narayana	Professor	KLEF	Member	<i>[Signature]</i>
8	Dr.N.Subramanyam	Professor	KLEF	Member	<i>[Signature]</i>
9	Dr.Atanu Tadulkar	Professor	KLEF	Member	<i>[Signature]</i>
10	Dr.M.Srinivasarao	Professor	KLEF	Member	<i>[Signature]</i>
11	Dr.P. Raja Babu	Associate Professor	KLEF	Member	<i>[Signature]</i>
12	Dr.K. Hema Divya	Associate Professor &Deputy HOD	KLEF	Member	<i>[Signature]</i>
13	Dr.V.N. Sailaja	Assistant Professor	KLEF	Member	<i>[Signature]</i>
14	Dr.A.B.Saraswati	Assistant Professor	KLEF	Member	<i>[Signature]</i>
15	Dr.N.Bindu Madhavi	Associate Dean, Academics	KLEF	Member	<i>[Signature]</i>
16	Dr.K .Anusha	Assistant Professor, Academic Coordinator, MBA	KLEF	Member	<i>[Signature]</i>
17	Dr.S. Durga	Assistant professor, Academic co-ordinator, BBA	KLEF	Member	<i>[Signature]</i>
18	Mr.M.V.A.L. Narasimharao	Assistant Professor, KLBS	KLEF	Special invitee	<i>[Signature]</i>
19	Mr.S.V. Srikesh	Assistant Professor, CIIE	KLEF	Special invitee	<i>[Signature]</i>
20	Dr. Subramaniyam Shanmugam	Associate Professor, Dept of commerce & Business Studies, School of management, Central University	Central University of South Bihar	External Member	<i>[Signature]</i>
21	Prof.Bhushan D. Sudhakar	Dept. of international business studies,	Pondicherry University	External Member	<i>[Signature]</i>

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		School of management, Pondicherry University, Pondicherry			
22	Prof.K.V.S.N.Jawahar Babu	Professor and Dean of Examination, Vikrama Simhapuri University College, Kakatur.	Simhapuri University	External Member	K.V.S.N. Jawahar
23	Mr Ch.Kirankumar	Senior Project Manager, Atos-Syntel Inc,UK	Atos-syntel Inc	External Member	Ch.Kirankumar
24	Mr. Satya Kumar Pamula	Vice President	Services pvt Ltd	External Member	Satya Kumar
25	Mr.Philip Varghese	Vice President	Accenture	External Member	Philip Varghese
26	Mr A. Sundara Chaitanya	HR-Analyst	Harvard	External Member	Chaitanya
27	Mr Prajwal kranth	Senior Manager-Operations	Cognizant	External Member	Prajwal Kranth
28	Mr.V.Sandeep	GM	LEAAP International Pvt.	External Member	Sandeep
29	Dr.Kirankumar	Head of Department-KLH(MBA)	KL Hyderabad	Member	Kirankumar
30	Dr.T.Deepa	Deputy HOD,MBA	KL Hyderabad	Member	Deepa


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Annexure-1

Syllabus

Course Title: Machine Learning with Business Applications (with R and Python)

Course Code : 20MB61U11 L-T-P-S structure : 2- 0 -2-0

Course Objective:

This course enables the students to have a formal introduction to Machine Learning and its applications in solving Business Problems.

COURSE RATIONALE:

Machine Learning algorithms can be used to identify the factors that influence the key performance indicators (KPI) of the of the organization which can be further used for decision making and value creation.

Course Outcomes (CO): At the end of the course the student is expected to :

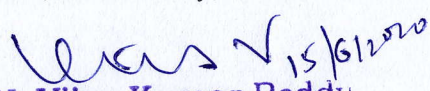
CO No:	CO	PO	BTL
1.	To acquire basic ideas and intuitions behind modern machine learning methods	1,2	2
2.	Developing Machine Learning Algorithms	1,2	5
3.	Executing the ML algorithms using R and Python	1,2	4
4.	A formal understanding of how, when and why machine learning methods can be applied to solve business problems	1,2	5

Syllabus

Introduction to Machine Learning: Human Learning and Machine Learning; types of machine learning; Applications of machine learning in business. Languages and tools in Machine Learning. Framework for Developing Machine Learning Models; Preparing to model; Modeling and evaluation. Basics of Features of Feature Engineering: Feature Transformation ,Feature scaling, Feature Construction and Feature reduction. Brief Overview of Probability and Bayesian Statistics. Supervised Learning: Introduction; Classification: common classification algorithms: naïve Bayes, KNN, Decision trees, Random Forest, Support Vector Machines. Regression: Common Regression Algorithms: Simple Linear Regression and Multiple Linear Regression, Polynomial Regression; Logistic Regression. Business Applications of Supervised Learning Models. Unsupervised Learning: Introduction, Unsupervised Vs Supervised Learning; Unsupervised Learning Models: Dimensionality Reduction, Clustering; Association Rule Mining. Applications of Unsupervised Learning. Basics of Neural Network. Forecasting Overview. Text Analytics.

Text Books

1. Hastie, T., R. Tibshirani, and J. H. Friedman. *The Elements of Statistical Learning: Data Mining, Inference and Prediction*. New York, NY: Springer, 2011. ISBN: 97803879
2. ManaranjanPradhan and Dinesh Kumar. *Machine Learning with Python*, Wiley, 2019.
3. *Machine Learning*, Tom Mitchell, Tata McGraw Hill, 2013.


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proposal was approved by the members of Board of Studies and forwarded to Academic Council.

Annexure-3 - Enclosed syllabus of Business Model Generation course

Annexure-1

Syllabus

Course Title: Machine Learning with Business Applications (with R and Python)

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CO No:	CO	PO	BTL
1.	To acquire basic ideas and intuitions behind modern machine learning methods	1,2	2
2.	Developing Machine Learning Algorithms	1,2	5
3.	Executing the ML algorithms using R and Python	1,2	4
4.	A formal understanding of how, when and why machine learning methods can be applied to solve business problems	1,2	5

Syllabus

Introduction to Machine Learning: Human Learning and Machine Learning; types of machine learning; Applications of machine learning in business. Languages and tools in Machine Learning. Framework for Developing Machine Learning Models; Preparing to model; Modeling and evaluation. Basics of Features of Feature Engineering: Feature Transformation ,Feature scaling, Feature Construction and Feature reduction. Brief Overview of Probability and Bayesian Statistics. Supervised Learning: Introduction; Classification: common classification algorithms: naïve Bayes, KNN, Decision trees, Random Forest, Support Vector Machines. Regression: Common Regression Algorithms: Simple Linear Regression and Multiple Linear Regression, Polynomial Regression; Logistic Regression. Business Applications of Supervised Learning Models. Unsupervised Learning: Introduction, Unsupervised Vs Supervised Learning; Unsupervised Learning Models: Dimensionality Reduction, Clustering; Association Rule Mining. Applications of Unsupervised Learning. Basics of Neural Network. Forecasting Overview. Text Analytics.

Text Books

- Hastie, T., R. Tibshirani, and J. H. Friedman. *The Elements of Statistical Learning: Data Mining, Inference and Prediction*. New York, NY: Springer, 2011. ISBN:

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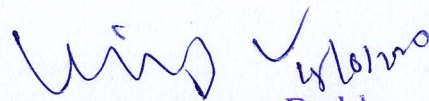
97803879

2. Manaranjan Pradhan and Dinesh Kumar. Machine Learning with Python, Wiley, 2019.
3. Machine Learning, Tom Mitchell, Tata McGraw Hill, 2013.

Annexure-2

Revised L-T-P-S structure of Business Analytics Specialization Courses

COURSE CODE	COURSE TITLE	Existing L-T-P-S	Credits	Proposed L-T-P-S	Credits
20MB52U1	DATA VISUALIZATION USING TABLEAU	3-0-0-0	3	2-0-2-0	3
19MB52U2	ECONOMETRICS WITH BUSINESS APPLICATIONS USING R	3-0-0-0	3	2-0-2-0	3
19MB52U3	DATA ANALYSIS USING SPSS	3-0-0-0	3	2-0-2-0	3
19MB52U4	DATA WAREHOUSING AND DATA MINING	3-0-0-0	3	2-0-2-0	3
19MB61U5	ADVANCED BUSINESS ANALYTICS WITH R	3-0-0-0	3	2-0-2-0	3
19MB61H8	PEOPLE ANALYTICS	3-0-0-0	3	2-0-2-0	3
19MB61U6	BUSINESS ANALYTICS IN MARKETING	3-0-0-0	3	2-0-2-0	3
19MB61U7	BUSINESS ANALYTICS IN FINANCE	3-0-0-0	3	2-0-2-0	3
19MB61U8	BUSINESS FORECASTING WITH R	3-0-0-0	3	2-0-2-0	3
19MB61U9	ADVANCED EXCEL	3-0-0-0	3	2-0-2-0	3
19MB61U10	BIG DATA ANALYTICS WITH R AND HADOOP	3-0-0-0	3	2-0-2-0	3
20MB61U11	MACHINE LEARNING WITH BUSINESS APPLICATIONS (WITH R AND PYTHON)	3-0-0-0	3	2-0-2-0	3
20MB61U12	DATA VISUALIZATION USING EXCEL/R/PYTHON	3-0-0-0	3	2-0-2-0	3


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Course Title: DATA VISUALIZATION USING EXCEL/R/PYHTON

Course Code: 20MB61U12

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

CREDITS: 3

Mapping of Course Outcomes with PO/PSO :

CO#.	Course Outcome	PO	BTL
1	Able to Understand and apply the Data Visualization using Excel and the associated concepts.	1,6	3
2	Able to Understand and apply the Data Visualization using R and the associated concepts.	1,6	3
3	Able to Understand and apply the Data Visualization using Python and the associated concepts.	1,6	3
4	Able to apply the Data Visualization for various management situations	1,6	3

SYLLABUS

Data Visualization Using Excel: Types of Data, Meaning, Chart Elements and Chart Types, Data Labels, Using Pictures in Column Charts, Creating Combination charts, Creating Combo charts with second axis, Discriminating Series & Categorical Axis, Other charts: Band chart, Waterfall chart; Pivot charts, Pivot charts with pivot table, Pivot chart without pivot table. **Data Visualization Using R- Base Graphics & ggplot2:** Advantages of R over Excel, Packages for Graphics in R: Base Graphics and Deducer; Base Graphics: Bar Charts – simple, stacked and multiple; Pie-charts -2D and 3D; Scatter Plot; Line Charts –Comparing two Companies performance; Simple Lorenz Curve; Introducing Grammar of Graphics – ggplot2, Mosaic Plot, Heat map and Tree map. **Data Visualization Using Deducer in R:** Introduction of R Deducer, Installation and Usage: Bar chart, Histogram, Density Plot, Dot plot (simple & grouped), line (simple & grouped), scatter (simple & smooth), Bubble chart (Understanding level). **Data Visualization Using Python:** Introduction, Features of python, Importing libraries in python, types of plots –simple plots –Quiver Plot, Violin Plot, 3D plots, Working with text, images and Mathematical Expressions.

RECOMMENDED TEXTBOOK(S):

- R Cook Book by Paul Teetor, Published by O'Reilly Media, Inc. in 2011.
- Statistical Analysis with Excel® For Dummies®, 3rd Edition, Published by John Wiley & Sons, Inc.
- Data Visualization with R: 100 Examples By Thomas Rahlf.
- Python Data Visualization CookBook by Igor Milovanovic , PACKT publishing in 2013

REFERENCE BOOKS:

- R For Dummies®, 2nd Edition, 2015, Published by John Wiley & Sons, Inc.
- Data Analysis Using Excel, Printed by Tutorialpoint.

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Course Title: DATA VISUALIZATION USING TABLEAU

Course Code: 20MB52U1

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

CREDITS: 3

Mapping of Course Outcomes with PO/PSO:

CO#.	Course Outcome	PO	BTL
1	Able to Understand and apply the Data Visualization for simple calculations.	1,6	3
2	Able to Understand and apply the Data Visualization for Sorting, filtering by importing from different data sources.	1,6	3
3	Able to Understand and apply the Data Visualization for different types of data	1,6	3
4	Able to apply the Data Visualization for various management situations.	1,6	3

SYLLABUS

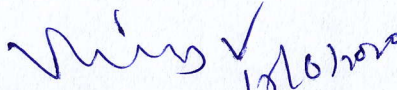
Data Visualization Using Tableau: Significance of Tableau, Advantages of Tableau over R and Excel, Components and Applications, Installation and Usage, File and Data types, show me button (Brain of Tableau), Simple calculations. Data Sorting – Introduction, Types of Sorting- Manual Sorting and Computer Sorting; Filters: Types of filters; Data Sources: Extracting data, Editing data, Joining and Blending; Data Worksheets: Add, Rename, Save and Delete; Chart types: Text table, Heat Map, Symbol vs Filled Map, Types of Bar chart, Area chart, Circle View, scatter plot, Gantt chart, Bullet graph; Managing Dashboards. Data Visualization Applications: Advanced techniques in Data Visualization: Advanced Data Visualization, Advantages Competitive tools to Tableau, Exercise on Real-time Examples.

RECOMMENDED TEXTBOOK(S):

- Tableau Dashboard Cook Book by Jen Stirrup, by PACKT Publishing in 2014
- Tableau your Data by Daniel G Murray, Wiley Publishing in 2013

REFERENCE BOOKS:

- Data Visualization using Tableau, Tutorial Point.


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Annexure-3

BUSINESS MODEL GENERATION

Course title	: BUSINESS MODEL GENERATION
Course Code	: 20BB22C5
Programme	: BBA
Year & Semester	: II year, even semester
Prerequisites	: Basic economics, Business economics and Marketing Management.

Course Objectives:

The course is designed to make the student:

- to learn the principles of Business Model Generation and to acquire the knowledge of different approaches to Business Model Innovations
- to identify the importance of Business Model Generation in the context of digital revolution and to adopt accordingly
- to analyse the strategic aspects of Business Model Generation and to develop the skill of preparing a business canvas
- to analyse, to design, to evaluate and to modify the business models

Syllabus :

CO 1 – Introduction, Importance, Advantages, types of business models, Business Model Design Process (Idea Generation, Feasibility Study, proto typing, Decision making), Drivers for Business Model Change (Market Factors, technological Factors, Government related Factors), Nine Building Blocks

CO 2 – Apple Business Model, Amazon Business Model, Google Business Model, Zomato Business Model, Wow Momos Business Model, Case Study: Maggi

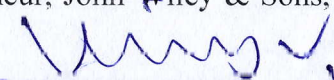
CO 3 – Uber Business Model, Facebook Business Model, Netflix Business Model, Spotify Business Model, Byju's Business Model, Case Study: Myntra

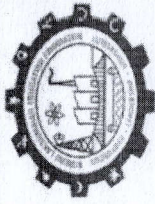
CO 4- Microsoft Business Model, ebay Business Model, Whatsapp Business Model, LinkedIn Business Model, OYO Business Model, Case Study: Urban Company

Text Books :

1.. Business Model Generation A Handbook for Visionaries, Game Changers, and Challengers, Written by Alexander Osterwalder and Yves Pigneur, John Wiley & Sons, Inc.

Reference Books .


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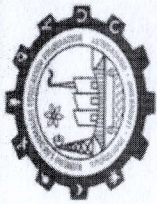
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Annexure for Program Structures and Syllabus Revision

Program structure (with all Courses) containing following categorization

Course Code	Course Name	Course Category	L	T	P	S	C	R	Pre-Requisite	New Course/Revised Course/Retained Course	Changes Proposed by ALUMNI/ACADEMIC PEER/INDUSTRY/PARENTS/STUDENTS	Focused on Employability/Entrepreneurship/Skill Development	Justification
20HS114	Soft Skills for Managers	HSS	2	0	2	0	3			Retained		Employability	Covering communication skills for employability
19MB51K7	Business Communication Skills	HSS	0	0	4	0	2			Retained		Employability	Covering communication skills for employability
19MB51C0	Quantitative Methods	BS	3	0	0	0	3			Retained		Employability	Covering analytical skills for employability
19MB52C1	Introduction to Business Analytics	BS	2	0	2	0	3			Retained		Skill Development	Provides basic understanding of data analysis
19MB52C2	Business Research Methodology	BS	3	0	0	0	3			Retained		Employability	Impart knowledge for employability
19MB51C1	Organization behaviour	PC	3	0	0	0	3			Retained		Employability	Impart knowledge for employability
19MB51C2	Business Economics	PC	3	0	0	0	3			Retained		Skill Development	Impart skills regarding economics

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		PC	2	1	0	0	3		Retained		Skill Development	Impart skills regarding
19MB51C3	Financial and Management Accounting	PC	2	1	0	0	3		Retained		Skill Development	Impart skills regarding accounting
19MB51C4	Marketing Management	PC	3	0	0	0	3		Retained		Employ ability	Enhance knowledge for employability
19MB51C5	Financial Management	PC	2	1	0	0	3		Retained		Employ ability	Enhance knowledge for employability
19MB51C6	Operations Management	PC	3	0	0	0	3		Retained		Employ ability	Enhance knowledge for employability
19MB51C7	Human Resource Management	PC	3	0	0	0	3		Retained		Employ ability	Enhance knowledge for employability
19MB51C8	Business Environment	PC	3	0	0	0	3		Retained		Employ ability	Enhance knowledge for employability
19MB61C0	ERP & Information Systems	PC	3	0	0	0	3		Retained		Employ ability	Enhance knowledge for employability
19MB62C0	Entrepreneurship & Family Business	PC	3	0	0	0	3		Retained		Employ ability	Enhance knowledge for employability
19MB62C1	Business Ethics & Corporate Governance	PC	3	0	0	0	3		Retained		Employ ability	Enhance knowledge for employability
19MB62C2	Leadership in Organizations	PC	3	0	0	0	3		Retained		Employ ability	Enhance knowledge for employability
19MB62C3	Business Law	PC	3	0	0	0	3		Retained		Employ ability	Enhance knowledge for employability
19MB62C4	Strategic Management	PC	3	0	0	0	3		Retained		Employ ability	Enhance knowledge for employability
19MB52M0	Digital and Social Media Marketing	PC	3	0	0	0	3		Retained		Employ ability	Enhance knowledge for employability
19MB52F0	Wealth Management	PC	3	0	0	0	3		Retained		Entrepreneurship	Equip with insights of managing funds

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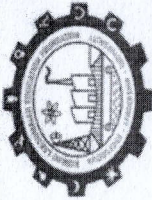
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19MB61M10	Event & Entertainment Management	PE	3	0	0	0	3	Retained	Employ ability	Provides competence for employability
19MB52M6	Digital Marketing	PE	3	0	0	0	3	Retained	Employ ability	Provides competence for employability
19MB52M8	Customer relationship Management	PE	3	0	0	0	3	Retained	Employ ability	Provides competence for employability
19MB61M11	Sales & Promotion Management	PE	3	0	0	0	3	Retained	Employ ability	Provides competence for employability
19MB61M12	Logistics & Supply Chain Management	PE	3	0	0	0	3	Retained	Employ ability	Provides competence for employability
19MB52F1	Financial Markets and Services	PE	3	0	0	0	3	Retained	Entrepreneurship	Impart competence for financial decision
19MB52F2	Security Analysis and Portfolio Management	PE	2	1	0	0	3	Retained	Entrepreneurship	Impart competence for financial decision
19MB52F3	Behavioural finance	PE	3	0	0	0	3	Retained	Entrepreneurship	Impart competence for financial decision
19MB52F4	Taxation management	PE	2	1	0	0	3	Retained	Employ ability	Provides competence for employability
19MB61F7	Strategic Financial Management	PE	2	1	0	0	3	Retained	Employ ability	Provides competence for employability
19MB61F8	Financial Derivatives	PE	2	1	0	0	3	Retained	Employ ability	Provides competence for employability


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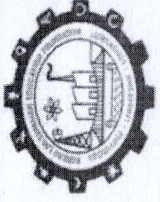
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19MB61F9	Project Management	PE	3	0	0	0	3		Retained		Employ ability	Provides competence for employability
19MB61F10	Infrastructure Finance	PE	3	0	0	0	3		Retained		Employ ability	Provides competence for employability
19MB61F11	International Financial Management	PE	2	1	0	0	3		Retained		Employ ability	Provides competence for employability
19MB52F5	Indian Financial System	PE	3	0	0	0	3		Retained		Entrepreneurship	Provide insights of Indian financial system
19MB52F6	Managing Personal Finance	PE	3	0	0	0	3		Retained		Employ ability	Provides competence for employability
19MB61F12	Financial statement analysis	PE	3	1	0	0	3		Retained		Employ ability	Provides competence for employability
19MB61F13	Personal Taxation	PE	2	1	0	0	3		Retained		Employ ability	Provides competence for employability
19MB52H1	Talent and Competency Management	PE	3	0	0	0	3		Retained		Employ ability	Provides competence for employability
19MB52H2	Dynamics of Employee Relations	PE	3	0	0	0	3		Retained		Employ ability	Impart knowledge for employability
19MB52H3	Performance Management & Reward Systems	PE	3	0	0	0	3		Retained		Employ ability	Impart knowledge for employability
19MB52H4	Labour Legislation	PE	3	0	0	0	3		Retained		Employ ability	Impart knowledge for employability


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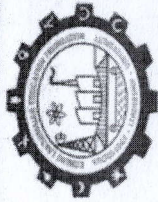
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19MB61H7	International Human Resource Management	PE	3	0	0	0	3	Retained	Employ ability	Impart knowledge for employability
19MB61H8	People Analytics	PE	2	0	2	0	3	Retained	Employ ability	Impart knowledge for employability
19MB61H9	Organizational Change & Change Management	PE	3	0	0	0	3	Retained	Skill Development	Impart skills regarding organisation
19MB61H10	Human Resource Development	PE	3	0	0	0	3	Retained	Employ ability	Provides competence for employability
19MB61H11	Strategic Human Resource Management	PE	3	0	0	0	3	Retained	Skill Development	Impart skills regarding HR practices
19MB52H5	Performance Management	PE	3	0	0	0	3	Retained	Employ ability	Provides competence for employability
19MB52H6	Human Resource Planning	PE	3	0	0	0	3	Retained	Employ ability	Provides competence for employability
19MB61H12	Compensation Management	PE	3	0	0	0	3	Retained	Skill Development	Impart skills regarding compensation management
19MB61H13	Training & Development	PE	3	0	0	0	3	Retained	Skill Development	Impart skills related to T&D
19MB61H14	Conflict Management & Negotiation	PE	3	0	0	0	3	Retained	Skill Development	Impart skills related to conflict Management
19MB52L1	Materials Management	PE	3	0	0	0	3	Retained	Employ ability	Provides competence for employability
19MB52L2	Supply Chain Management	PE	3	0	0	0	3	Retained	Employ ability	Provides competence for employability


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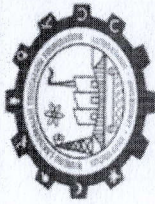
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19MB61U5	Advanced Business Analytics with R	PE	2	0	2	0	3	Retained	Skill Development	Impart skills for data analysis
19MB61U6	Business Analytics in Marketing	PE	2	0	2	0	3	Retained	Skill Development	Impart skills for data analysis
19MB61U7	Business Analytics in Finance	PE	2	0	2	0	3	Retained	Skill Development	Provides competence for employability
19MB61U8	Business Forecasting with R	PE	2	0	2	0	3	Retained	Skill Development	Provides competence for employability
19MB61U9	Advanced Excel	PE	2	0	2	0	3	Retained	Employability	Provides competence for employability
19MB61U10	Big Data Analysis and Its Application	PE	2	0	2	0	3	Retained	Employability	Provides competence for employability
20MB61U11	Machine Learning with Business Applications (with R and Python)	PE	2	0	2	0	3	New Course	Industry & Academic peers	Provides competence for employability
20MB61U12	Data Visualization using R/Excel/Python	PE	2	0	2	0	3	New Course	Faculty & Students	Provides competence for employability
19MB61B0	Overview of Banking	PE	3	0	0	0	3	Retained	Employability	Provides competence for employability
19MB62B1	Banking Service Operations	PE	3	0	0	0	3	Retained	Employability	Provides competence for


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19MB52L3	Operations Strategy	PE	3	0	0	0	3		Retained		Employ ability	employability
19MB52L4	Total Quality Management	PE	3	0	0	0	3		Retained		Employ ability	Provides competence for employability
19MB61L5	Lean Management	PE	3	0	0	0	3		Retained		Skill Development	Provides competence for employability
19MB61L6	Warehouse Management	PE	3	0	0	0	3		Retained		Skill Development	Impart skills related to lean management
19MB61L7	Supply Chain Analytics	PE	2	0	2	0	3		Retained		Skill Development	Impart skills regarding SCM
19MB61L8	International Logistics Management	PE	3	0	0	0	3		Retained		Skill Development	Impart skills regarding LM
20MB52U1	Data Visualization using Tableau	PE	2	0	2	0	3		New Course	Faculty and Students	Employ ability	Impart skills for employability
19MB52U2	Econometrics with Business Applications	PE	2	0	2	0	3		Retained		Employ ability	Impart skills for employability
19MB52U3	Data analysis using SPSS	PE	2	0	2	0	3		Retained		Skill Development	Impart skills for data analysis
19MB52U4	Data Warehousing & Data Mining	PE	2	0	2	0	3		Retained		Employ ability	Impart skills for data analysis


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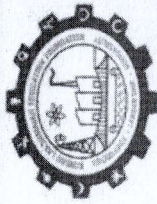
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19MB61R0	PE	3	0	0	0	3					Retained	Employ ability	employability
19MB62R1	PE	3	0	0	0	3					Retained	Employ ability	Impart knowledge for employability
19MB51D0	PE	3	0	0	0	3					Retained	Employ ability	Impart knowledge for employability
19MB61D1	PE	3	0	0	0	3					Retained	Employ ability	Impart knowledge for employability
19MB61I0	PE	3	0	0	0	3					Retained	Employ ability	Impart knowledge for employability
19MB62I1	PE	3	0	0	0	3					Retained	Employ ability	Impart knowledge for employability
19MB62S0	PE	3	0	0	0	3					Retained	Employ ability	Impart knowledge for employability
19MB62S1	PE	3	0	0	0	3					Retained	Employ ability	Impart knowledge for employability
19MB61P0	PE	3	0	0	0	3					Retained	Employ ability	Impart knowledge for employability
19MB62P1	PE	3	0	0	0	3					Retained	Employ ability	Impart knowledge for employability
19MB61G0	PE	3	0	0	0	3					Retained	Employ ability	Impart knowledge for employability
19MB62G1	PE	3	0	0	0	3					Retained	Employ ability	Impart knowledge for employability

Percentage of Syllabus Revision = 4%

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Percentage of Courses focusing on Employability= 74.4%

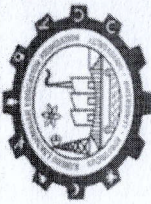
Percentage of Courses focusing on Entrepreneurship= 10.2%

Percentage of Courses focusing on Skill Development = 15.3%

BBA V20 Programme Structure

Course Code	Course Name	Course Category	L	T	P	S	CR	Pre-Requisite	New Course/Revised Course/Retained Course	Changes Proposed by	Focused on Employability/Skill Development	Justification
20BB11C0	Business Communication Skills I	HSS	0	0	4	0	2		RETAINED		Skill Development	Covering communication skills for employability
20BB11C1	Business Mathematics	PC	3	1	0	0	4		RETAINED		employability	In order to provide analytical skills
20BB11C2	Business Environment	PC	3	0	0	0	3		RETAINED		employability	To meet the regional need of Business Environment regulation
20BB11C3	Business Economics	PC	3	0	0	0	3		RETAINED		employability	To meet the regional need of Business Environment regulation
20BB11C4	Perspectives of Management	BS	3	0	0	0	3		RETAINED		employability	For Better Management abilities
20BB11K1	Foreign Language I	HSS	2	0	2	0	3					To impart better communication skills to meet the Global need of communication with corporate
20BB11C6	Campus to Corporate I	HSS	0	0	2	0	1		RETAINED		Skill Development	Covering communication skills for employability
20UC1101	Design Thinking and Innovation I	BS	1	0	0	4	2		RETAINED		Entrepreneurship	Impart Entrepreneurship skills
20BB12C0	Business Communication Skills II	HSS	0	0	4	0	2		RETAINED		Skill Development	To impart better communication skills
20BB12C1	Introduction to Financial Accounting	PC	3	1	0	0	4		RETAINED		Employability	To provide analytical skills
20BS1115	Business Statistics	BS	3	1	0	0	4	Faculty & Industry	RETAINED		Employability	Syllabus revised required by the industry for better employability

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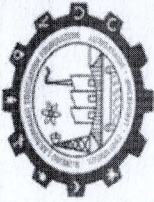
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20BB12C3	Organizational Behaviour	PC	3	0	0	0	3	RETAINED	Employability	To provide analytical skills
20UC0009	Eccology & Environment	BS	2	0	0	0	2	RETAINED	Employability	To provide analytical skills
20UC1102	Design Thinking and Innovation I	BS	1	0	0	4	2	RETAINED	Skill Development	To provide analytical skills
20BB12C6	Campus to Corporate 2	HSS	0	0	2	0	1	RETAINED	Employability	Covering communication skills for employability
20BB21C0	Business Communication Skills - III	HSS	0	0	4	0	2	RETAINED	Skill Development	To impart better communication skills to meet the Global need of communication with corporate
20BB21C1	Management Accountancy	PC	3	1	0	0	4	RETAINED	Employability	To provide analytical skills
20BB21C2	Marketing Management	PC	3	0	0	0	3	RETAINED	Employability	To provide analytical skills
20BB21C3	Human Resource Management	PC	3	0	0	0	3	RETAINED	Employability	To provide analytical skills
20BB21C4	Business Research Methods	PC	3	0	0	0	3	RETAINED	Employability	To provide analytical skills
20BB21C5	Macro Economics	PC	3	0	0	0	3	RETAINED	Employability	To provide analytical skills
20UC1203	Design Thinking and Innovation II	BS	1	0	0	4	2	New Course	Academic peers	Course is required to attain the regional need of Business regulatory environment for better employability
20BB22C0	Cost Accountancy	HSS	3	1	0	0	4	RETAINED	Entrepreneurship	To impart accountancy skills for better employability
20BB22C1	Production and Operations Management	PC	3	1	0	0	4	RETAINED	Employability	To impart accountancy skills for better employability
20BB22C3	Business Law	BS	3	0	0	0	3	RETAINED	Skill Development	To impart better technical skills
20BB22C4	Financial Management	PC	3	0	0	0	3	RETAINED	Employability	To enable the students learn about legal procedures
20BB22C5	Business Model Generation	PC	3	0	0	0	3	RETAINED	Employability	To enable the students learn Financial Mgt in organisations
								New Course	students , Industry and academic	to attain the regional needs of Entrepreneurs

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Percentage of Syllabus Revision = 4%

Percentage of Courses focusing on Employability = 68%

Percentage of Courses focusing on Entrepreneurship = 20%

Percentage of Courses focusing on Skill Development = 6%

V.V.R.
15/6/2022

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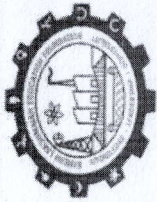


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Course wise Syllabus revision of approved structure

Course Code	Course Name	Course Category	Existing Syllabus	New Syllabus	Topics Added/Removed/Replaced	Change in Outcome	Justification for Modification	Revision Percentage
20MB61U11	Machine Learning with Business Applications (with R and Python)	PE		<p>Introduction to Machine Learning: Human Learning and Machine Learning; types of machine learning; Applications of machine learning in business. Languages and tools in Machine Learning. Framework for Developing Machine Learning Models; Preparing to model; Modeling and evaluation. Basics of Features of Feature Engineering: Feature Transformation, Feature scaling, Feature Construction and Feature reduction. Brief Overview of Probability and Bayesian Statistics. Supervised Learning: Introduction; Classification: common classification algorithms: naïve Bayes, KNN, Decision trees, Random Forest, Support Vector Machines. Regression: Common Regression</p>			Industry and Academic Peers	100%

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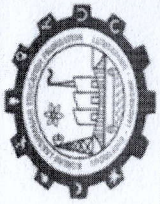


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20MB 52U1	Data Visualiza tion using Tableau	PE	<p>Algorithms: Simple Linear Regression and Multiple Linear Regression, Polynomial Regression; Logistic Regression. Business Applications of Supervised Learning Models. Unsupervised Learning: Introduction, Unsupervised Vs Supervised Learning; Unsupervised Learning Models: Dimensionality Reduction, Clustering; Association Rule Mining. Applications of Unsupervised Learning. Basics of Neural Network. Forecasting Overview. Text Analytics.</p>		
			<p>Data Visualization Using Tableau: Significance of Tableau, Advantages of Tableau over R and Excel, Components and Applications, Installation and Usage, File and Data types, show me button (Brain of Tableau), Simple calculations. Data Sorting – Introduction, Types of Sorting- Manual Sorting and Computer Sorting; Filters: Types of filters; Data Sources: Extracting data, Editing data, Joining and Blending; Data Worksheets: Add, Rename, Save and Delete; Chart types: Text table, Heat Map, Symbol vs Filled Map, Types of Bar chart, Area chart, Circle View, scatter plot, Gantt chart, Bullet graph;</p>		Faculty and Students 100%

Vijay Kumar Konda
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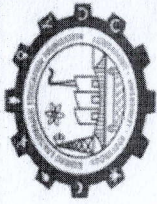


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	<p>Managing Dashboards. Data Visualization Applications: Advanced techniques in Data Visualization: Advanced Data Visualization, Advantages Competitive tools to Tableau, Exercise on Real-time Examples.</p>		
	<p>Data Visualization Using Excel: Types of Data, Meaning, Chart Elements and Chart Types, Data Labels, Using Pictures in Column Charts, Creating Combination charts, Creating Combo charts with second axis, Discriminating Series & Categorical Axis, Other charts: Band chart, Waterfall chart; Pivot charts, Pivot charts with pivot table, Pivot chart without pivot table. Data Visualization Using R- Base Graphics & ggplot2: Advantages of R over Excel, Packages for Graphics in R: Base Graphics and Deducer; Base Graphics: Bar Charts - simple, stacked and multiple; Pie-charts - 2D and 3D; Scatter Plot; Line Charts - Comparing two Companies performance; Simple Lorenz Curve; Introducing Grammar of Graphics -ggplot2, Mosaic Plot, Heat map and Tree map. Data Visualization Using Deducer in R: Introduction of R Deducer, Installation and Usage: Bar chart, Histogram, Density Plot, Dot plot (simple & grouped), line (simple & grouped), scatter (simple & smooth), Bubble chart</p>		<p>20MB 61U12</p> <p>Data Visualizat or Using EXCEL/R PYTHON</p>
			<p>Faculty and Students</p>

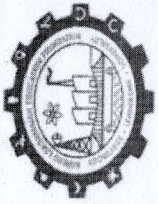
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		<p>(Understanding level). Data Visualization Using Python: Introduction, Features of python, Importing libraries in python, types of plots -simple plots -Quiver Plot, Violin Plot, 3D plots, Working with text, images and Mathematical Expressions.</p>		
<p>19MB6 1M8</p> <p>Customer Relationship Management</p>	<p>Relationship Management: CRM Definition, Need and Importance ; Conceptual Framework of Customer Relationship Management ; The Value Pyramid , Customer Interaction Cycle , Customer Profiling and Total Customer Experience, Goals of a CRM Strategy and Obstacles, CRM Solutions Map, Discussing People, Processes and Technology, CRM myths, CRM as a Business Strategy: CRM - Issues and Strategies; Winning Markets through Effective CRM; CRM as a business strategy, CRM Process, Effective Customer Relation Management through Customer Knowledge Management; Customer Interaction Management, Call</p>	<p>UNIT I- INTRODUCTION Definitions - Concepts and Context of relationship Management - Evolution Approach - Conceptual Framework of Customer Relationship Management - CRM as a strategic marketing tool - CRM significance to the stakeholders, Discussing People, Processes and Technology, CRM myths UNIT II -UNDERSTANDING CUSTOMERS Customer information Database - Customer Profile Analysis - Customer perception, Expectations analysis - Customer behavior in relationship perspectives; individual and group customer's - Selection of Profitable customer segments. The Value Pyramid, Customer Interaction Cycle, Customer Profiling and</p>	<p>Topic Added Concepts and Context of relationship Management - Evolution - Transactional Vs Relationship Approach Customer information Database Customer Profile Analysis - Customer perception, Expectations analysis - Customer behavior in relationship perspectives; individual and group customer's - Customer life time value - Selection of</p>	<p>15%</p> <p>BoS Member s</p>


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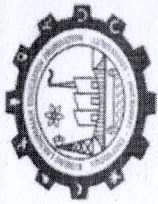


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<p>Centre management in CRM. Customer Centricity in CRM- Concept of Customer touch centricity, Customer touch points, Customer Service, Measuring Customer life time value-. Customer life cycle Management. Technological Tools for CRM and Implementation Data Mining for CRM - Some Relevant Issues; Changing Patterns of e-CRM Solutions in the Future; Structuring a Customer Focused IT Organization to Support CRM; Organizational Framework for Deploying Customer Relationship; measuring profitability CRM implementation -set by step process. CRM in Services Status of Customer Relationship Management in service industry in India; Relevance of CRM for Hospital Services; Customer Relationship Management in Banking and Financial Services; CRM in Insurance Sector, Supply-Demand Mismatches and their impact on CRM; and Future of CRM.</p>	<p>Total Customer Experience, UNIT III -CRM STRUCTURES Elements of CRM - CRM Process - Strategies for Customer acquisition - Retention and Prevention of defection - Models of CRM - Customer Centricity in CRM- Concept of Customer centricity, Customer tou chpoints, Customer Service, Measuring Customer life time value- .Customer lifecycle Management CRM road map for business applications. UNIT IV -CRM PLANNING AND IMPLEMENTATION Strategic CRM planning process - Implementation issues - CRM Tools- Operational CRM- Analytical CRM - Collaborative CRM -- Data Warehousing and Data Mining concepts- Data analysis - Market Basket Analysis (MBA), Click stream Analysis, Personalization and Collaborative Filtering. Sales force Automation-Call center management - Role of CRM Managers. Measuring profitability CRM implementation-set by step process UNIT V- TRENDS IN CRM e- CRM Solutions - Data Warehousing- an introduction to CRM software packages. Status of Customer Relationship Management in service industry in India; Relevance of CRM for Hospital Services; Cust</p>	<p>Profitable customer segments. Elements of CRM - CRM Process - Strategies for Customer acquisition Retention Prevention of defection - Models of CRM Strategic CRM planning process - Implementation issues - CRM Tools-Operational CRM- Analytical CRM Collaborative CRM - Warehousing and Data Mining concepts- Data analysis - Market Basket Analysis (MBA), Click stream Analysis, Personalization and Collaborative Filtering. REMOED: The Value Pyramid ,</p>
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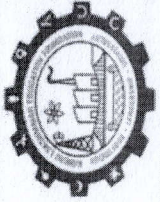
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20BB2 1C5	Macro Economi CS		<p>omer Relationship Management in Banking and Financial Services; CRM in Insurance Sector, Supply-Demand Mismatches and their impact on CRM; and Future of CRM;</p>	<p>Customer Interaction Cycle</p> <p>Customer Profiling and Total Customer Experience, Goals of a CRM Strategy and Obstacles, CRM Solutions Map</p>		
20BB2 1C5		<p>National Income: Macro Economics</p> <ul style="list-style-type: none"> - Meaning, Definition and importance of Macro Economics - National Income- various concepts relating to National Income- Different methods of measuring national income - Growth of national income and per capita income in various plans - Uses of National Income Statistics. <p>Theories of Employment: Unemployment - Types, causes and incidence of unemployment - Concept of full employment - Classical theory of full employment - Keynes's Theory of Income and Employment - Consumption Function - Factors influencing consumption function -</p> 				

Handwritten signature and date: 15/6/2022

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			<p>Investment function – Concept of Multiplier – Types of Multiplier - Accelerator. Money and Banking: Money - Meaning and functions – Classification of Money – Supply of Money – Concepts – Determinants – Control of Money supply – Commercial Banks – Role and Functions – Reserve Bank of India – Role and Functions – Monetary Policy. Business Cycles and Inflation: Business Cycles – Meaning and definition Phases of Business cycles – Inflation – Definition – Types of Inflation – Causes and effects of Inflation - Measures to control Inflation. Public Finance and Balance of Payments: Government's Budget – Meaning and Components – Classification of Receipts and Expenditure – Types of Budgets, Balance of Payments – its meaning and components, External Debts – Fiscal Policy.</p>			
20BB2 2C5	Business Model Generation		<p>Concept of Business Model: Introduction, Definition of a Business Model, The 9 Building Blocks- Customer Segments, Value</p>			

Vijay
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