



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.

To
The Dean -Academics
K L Deemed to be University
Vaddeswaram

Dear Sir,

Sub: Minutes of the 25th BOS meeting-K L Business School Department of MBA and BBA held on 12-03-2022 through Online from 02:00 pm to 03:45 pm-Reg.

Greetings to you

The 25th Board of Studies meeting has been conducted in K L Business School including MBA & BBA on 12-03-2022 through online from 02:00 pm to 03:45 pm. We are here with submitting the minutes of 25th Board of Studies meeting for your kind perusal.

Thanking You,

Yours sincerely

Dr. P. Venkateswara Rao

Co-Chairman BoS

K L Business School

Head

Department of BBA

K.L. Business School

Koneru Lakshmaiah Education Foundation
(Deemed to be University)

Dr. P. V. Vijay Kumar Reddy

Chairman BoS
HOD-MBA, K L Business School
K L Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)



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.

AGENDA and RESOLUTIONS

AGENDA ITEM-1

Agenda Item Description	Resolution Passed
Proposal for review of MBA Y21 programme structure and courses: It is proposed to offer 21UC1203-Design Thinking and Innovation (DTI) in II Semester in place of 20UC1102-Design Thinking and Innovation I (II Semester) and 20UC1203-Design Thinking and Innovation II (IV Semester). Proposal for approval for revision of LTPS structure and credits for the course 21MB52C2-Business Research Methodology (II Semester, L-T-P-S 3-0-0-0, Cr 3) to 4 Credits with LTPS: 4-0-0-0	Proposals were approved by the BoS members and forwarded to XXXV Academic Council.

The proposal for offering 21UC1203-Design Thinking and Innovation in II Semester in place of 20UC1102- DTI-I (II Semester) and 20UC1203- DTI-II (IV Semester) was referred by university authorities at central level and the revision of LTPS structure and credits for the course 21MB52C2-Business Research Methodology was suggested by faculty members was approved by BoS.

AGENDA ITEM-2

Agenda Item Description	Resolution Passed
Proposal to introduce the new courses i) Logical Thinking skills for Managers with LTPS: 0-0-4-0 (2 Credits) in I MBA I Semester and ii) Professional Skills for Managers with LTPS: 0-0-4-0 (2 Credits) I MBA II Semester.	Approved and forwarded to XXXV Academic Council.

Based on the recommendations of the university authorities at central level a proposal was made to introduce the new courses i) Logical Thinking skills for Managers with LTPS: 0-0-4-0 (2 Credits) in I MBA I Semester and ii) Professional Skills for Managers with LTPS: 0-0-4-0 (2 Credits) I MBA II Semester for enhancing the communication skills and logical skills for MBA Y22 batch, was approved by members of BoS and forwarded for approval of Academic Council.

Annexure-1

12/3/22
Viced
Department of BBA
K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)



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

AGENDA ITEM-3

Agenda Item Description	Resolution Passed
Proposal to introduce the course 22MB62C0-Leadership in Organisations with LTPS: 3-0-0-0 in II MBA IV Semester as professional core course.	Approved and forwarded to XXXV Academic Council.

Based on the feedback from Dr. D Sundari, faculty member it is proposed to introduce a new course Leadership in Organisations as professional core for MBA Y22 Batch for enhancing leadership skills. The proposal was approved by BoS members and forwarded to Academic Council.

Annexure-2

AGENDA ITEM-4

Agenda Item Description	Resolution Passed
Proposal to revise the syllabus for the courses i) Introduction to Business Analytics & R Programming (LTPS: 3-0-2-0, 4 Credits) and ii) Operations Management (LTPS: 3-0-0-0, 3 Credits) I MBA II Semester.	Approved and forwarded to XXXV Academic Council.

Based on the feedback from faculty members Dr. A Srikanth and Dr. J V RamanaAs per the recommendations of the faculty members a proposal was made to revise the syllabus for the courses i) Introduction to Business Analytics & R Programming and ii) Operations Management for enhancing problem solving skills. The proposal was approved by members of BoS and forwarded for Academic Council.

Annexure-3

AGENDA ITEM-5

Agenda Item Description	Resolution Passed
Proposal to finalise MBA Y22 Programme Structure for approval by BoS members.	Approved and forwarded to XXXV Academic Council.

MBA Y22 Programme Structure is presented to BoS members for approval. It was approved by the BoS members and forwarded for further approval to Academic Council.

Annexure-4

12/8/22
Head
Department of BBA
K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)



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.

AGENDA ITEM-6

Agenda Item Description	Resolution Passed
Approval to incorporate two courses i) Entrepreneurship and Small Business Management and ii) Digital Marketing for pre Ph. D.	Approved the proposal and forwarded to XXXV Academic Council.

Based on the recommendations of Department Research Committee, it was proposed to incorporate Entrepreneurship and Small Business Management and Digital Marketing for pre Ph. D. and the proposal was approved by the members and forwarded to Academic Council.

AGENDA ITEM-7

Proposal to introduce new course Titled "Foundations of Logistics & Supply Chain Management" in Second Year First semester for Y 21 & in Third Year Second Semester for Y 20 Batch of BBA program	The proposal was approved by the BOS members and forwarded to Academic council
---	--

Based on feedback given by the Faculty, Dr. Giri Murugan, Assistant Professor, it is proposed to introduce a new course "Foundations of Logistics & Supply chain Management" with Course code (22BB21C5) in second year First semester for Y 21 Batch and in Third year second semester for Y 20 Batch of BBA for enhancing skills in Logistics and Supply chain management.

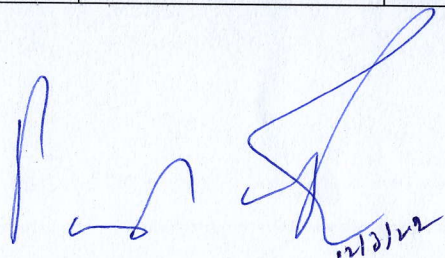
12/3/22

Head
Department of BBA
K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)

MEMBERS BOARD OF STUDIES

S. NO	NAME	DESIGNATION	ORGANIZATION	POSITION IN THE MEETING
1.	Dr. P. V. Vijay Kumar Reddy	HoD, MBA	KL Business School	Chairman BoS
2.	Dr. P. Venkateswara Rao	Professor & HoD, BBA	K L Business School	Co-Chairman BOS
4.	Dr. M. Kishore Babu	Professor & Dean MHS, Director, International Relations	K L Business School	Member
5.	Dr. Athanu Tadulkar	Professor, Group Head-HR, MBA	K L Business School	Member
6.	Dr. M. S. Narayana	Professor	K L Business School	Member
7	Dr. N.Subramanyam	Professor	K L Business School	Member
8	Dr. K. Hema Divya	Associate Professor, Deputy HoD, Group Head- Finance, MBA	K L Business School	Member
9.	Dr. A. Srikanth	Associate Professor, Group Head- BA, MBA	K L Business School	Member
10.	Dr. B Kishore Babu	Associate Professor, Group Head- Marketing, MBA	K L Business School	Member
11.	Dr. Pradeep Patnaik	Assistant Professor, Deputy HoD, B.B.A	K L Business School	Member
12.	Dr. V. N. Sailaja	Associate Professor, Associate Dean, Academics	K L Business School	Member
13.	Dr. N.B. Madhavi	Associate Professor, Associate Dean,	ODL, K L Business School	Member
14.	Dr. A. Ravi	Associate Professor, Coordinator, Management Programme	CDOE, K L Business School	Member
15.	Dr. K. Siva Prasad	Assistant Professor, RPAC Chairman	K L Business School	Member
16.	Dr. S. Ramesh Babu	Associate Professor, Prof in Charge-Academics, MBA	K L Business School	Member

17.	Dr. S. Durga	Assistant Professor, Prof in Charge- Academics, BBA	K L Business School	Member
18	Dr. Simanchal Das	Associate Professor, BBA	K L Business School	Member
19	Dr. A. B. Saraswati	Associate Professor, Group Head-BA, BBA	K L Business School	Member
20	Dr. S. Poojitha	Assistant Professor, Group Head-Marketing, BBA	K L Business School	Member
21	Dr. K. Soujanya	Assistant Professor, BBA	K L Business School	Member
22	Dr. V. Ramadevi	Associate Professor	School of Management, NIT, Warangal	Member
23	Dr. I. Lokanandha Reddy	Associate Professor	School of Management Studies, University of Hyderabad	Member
24	Mr. P. Venkata Satya Kumar	Vice-President	Integral Advisory Services Pvt. Ltd.	Member
25	Ms. Anne Violet	Alumna, KLBS	HR Head, CBIT Hyderabad	Member
26	Dr. A. Krishna Sudheer	Associate Professor, HoD, MBA	K L Business School, Hyderabad	Member
27	Dr. Ch. Shankar	Associate Professor, Programme Coordinator, BBA	K L Business School, Hyderabad	Member
28	Mr.M.V.A.L. NarasimhaRao	Assistant Registrar	K L Business School	Special Invitee
29	Dr. A. Uday Shankar	Associate Professor,MBA	K L Business School	Special Invitee



Department of BBA
 K.L. Business School
 Koneru Lakshmaiah Education Foundation
 (Deemed to be University)



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.

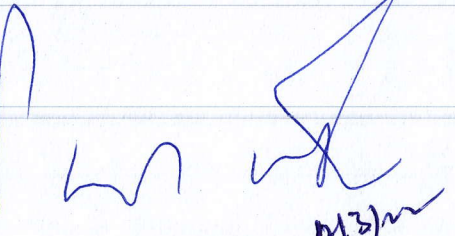
Phone No. 08645 - 350200; www.klef.ac.in; www.klef.edu.in; www.kluniversity.in

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

Department Academic Committee (DAC) Meeting

Recommendations of DAC AGENDA ITEMS

1. The programme structure and credits for MBA Y21 batch is reviewed. It is resolved to offer 21UC1203-Design Thinking and Innovation (LTPS: 0-0-4-0 Credits:2) in II Semester in place of 20UC1102-Design Thinking and Innovation I (II Semester) and 20UC1203-Design Thinking and Innovation II (IV Semester). Also the credits for the course 21MB52C2-Business Research Methodology (II Semester) are revised to 4 Credits with LTPS: 4-0-0-0
2. Approved the MBA Y22 Programme Structure and forwarded for further approval in BoS.
3. It is approved the proposal to incorporate Entrepreneurship and Digital Marketing courses for pre Ph.D.


Head
Department of BBA
K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)



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, 2577718, 2576129.

I MBA-ODD SEMESTER

Course Title : Logical Thinking skills for Managers

L T P S Structure : 0-0-4-0

Credits : 2

Course Outcomes:

CO No	Course Outcome (CO)	PO	Blooms Taxonomy Level (BTL)
CO1	Apply the concepts of mathematical principles besides logic and basic mathematical formulae to solve word based situational challenges.	2	2
CO2	Formulate the particulars of commercial math with logical tricks.	3	2
CO3	Estimate inductive reasoning, to categorize the rules-set from a given list of observations and relate them to predict the conclusions according to the given conditions.	3	2
CO4	Differentiate assumptions and arguments in critical reasoning.	2	2

Syllabus

Numbers- Divisibility Rules, Units Digit, Remainders, LCM & HCF, Simplification, Square roots & Cube Roots, Decimals & Fractions, Problems On Ages, Ratio & Proportion, Partnership, Averages & Alligations

Percentages, Profit & Loss, Simple & Compound Interest, Time & work, Problems on Pipes, Speed, Distance & Time, Problems on Trains, Boats & Streams, Data Interpretation

Clocks, Calendars, Number & Letter Series and Analogy, Coding-Decoding, Odd Man Out, Blood Relations, Direction Sense, Puzzle Test

Syllogisms, Cubes, Cuboids & Dices, Logical Venn Diagrams, Number, ranking and time sequence test, Data Sufficiency, Statement & Conclusions, Statements & Assumption

Textbooks

1. Logical Reasoning, Arun Sharma, McGraw Hill.
2. Quantitative Aptitude Quantum CAT by Sarvesh K Verma, Arihant Publications
3. Quantitative Aptitude for CAT by Arun Sharma, Mc Graw Hill Education
4. Analytical & Logical Reasoning, Peeyush Bhardwaj, Arihant Publications.

Reference Books:

1. Quantitative Aptitude by R.S. Agarwal, SCHAND Publications.
2. A Modern Approach to Verbal Reasoning by R.S. Agarwal, SCHAND Publications.

Head
Department of BBA
K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)



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

I MBA- EVEN SEMESTER

Course Title : PROFESSIONAL SKILLS FOR MANAGERS

L T P S Structure : 0-0-4-0

Credits : 2

Course Outcomes:

CO No	Course Outcome (CO)	PO	Blooms Taxonomy Level (BTL)
CO1	Updating grammar concepts and receptive skills to demonstrate in placement tests	5	2
CO2	Demonstrate intrapersonal in the process of setting the Goal.	5	2
CO3	Distinguishing different styles and forms of writing skills and using them while documenting	5	2
CO4	Able to present and communicate themselves effectively during discussions.	5	2

Syllabus:

CO 1: Critical reading, Tenses, Active and Passive voice, Direct and Indirect speech, Spotting errors, Sentence completion, and Sentence rearrangement

CO 2: Introduction to soft skills -Components of Soft Skills, Character Vs personality, Assertiveness, Building Confidence, Attitude, SWOT, Goal Setting

CO 3: Writing Skills – Paragraph writing, Product and Process description, speaking from the script, and Report writing

CO 4: Time Management, Presentation Skills, Public Speaking, Group Discussion, Leadership, Problem Solving-Decision Making, Etiquette, Body Language

Textbooks:

1. Objective English for Competitive Examination by Hari Mohan Prasad and Uma Sinha. McGraw Hill Education, 2017.
2. English Language Communication Skills, Cengage, 2014.
3. Effective Technical Communication by M Ashraf Rizvi, Tata McGraw Hill, 2010
4. Soft Skills by Dr. Alex, S. Chand Publications.

Reference Books:

1. Developing Soft Skills by Robert M. sherfield, Rhonda J., Patrica J. Moodi; Cornerstone Publications.



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 - 886 - 3500122, 2577715, 2576129.

22MB62C0-LEADERSHIP IN ORGANIZATIONS

Course Code	22MB62C0
L-T-P-S	3-0-0-0
Credits	3
Contact Hours	3
Pre requisite	Nil

Mapping of Course Outcomes with PO/PSO:

CO#.	Course Outcome	PO	BTL
1	Capacity to apply leadership in changing business environment	3	2
2	Equip the learners with skills, tactics, styles for leadership roles	3	2
3	Understanding of executing leadership in organizations	3	2
4	Ability to develop leaders in organizations	3	3

SYLLABUS

From Management to Leadership – Nature and Importance of Leadership –Difference between Leadership and Management – Leadership Theories – Trait Theories – Behavioral Theories – Scandinavian Studies – Contingency Approaches – Situational Theories - – Servant Leadership- Adaptive Leadership. Leadership Skills and Leadership Styles – Leadership Skills and Tactics – Social Skills- Persuasion Skills – Motivational Skills – Communication and Conflict Resolution Skills – Role Models – Story Telling — Leadership Styles-The Impact of Leadership Styles on Work Climate. Strategic Leadership by Executives-The Nature of Strategic Leadership-How leaders influence organizational performance- Constraints on Executives- Conditions Affecting the Need for Strategic Leadership- Political Power and Strategic Leadership-Research on Effects of CEO Leadership-Strategic Leadership by Executive Teams,- Women CEOs. Leadership Development and Succession-Development through Self-Awareness and Self-Discipline-Development through Education, Experience and Mentoring-Leadership Development Programs.Developing next Generation Leaders - Leadership Development and Organizational Goals – Coaching Leaders -Leadership Succession -Choosing the Right CEO

RECOMMENDED TEXTBOOK(S):

1. Yulk, Gary (2011).Leadership in Organizations, 7th e Pearson Education
2. Du Brin, Andrew J (2009), Leadership Principles, Cengage Learning, NewDelhi

REFERENCE BOOKS:

1. Allio, Robert J.(2005)Leadership Myths and Realities Tata Mcgraw Hill
2. Peter G Northouse (2013), Leadership: Theory and Practice, 6ed. Sage.



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

FOUNDATIONS TO LOGISTICS AND SUPPLY CHAIN MANAGEMENT

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

Credits : 3

Course Code : 22BB21C5

Pre-requisites : NIL

Table 1:2 Course Outcomes

C O#	Course Outcome	BTL
CO 1	Students will be able to understand the Basic knowledge of Logistics in the real life situation	2
CO 2	Students will be able to apply the Basic knowledge of Warehousing and distribution centre operations in the real life situation	3
CO 3	Students will be able to apply the knowledge about material management in the real-life business situation	3
CO 4	Students will be able to understand the Basic knowledge of International Logistics management in the real life situation	2

SYLLABUS

Unit I: INTRODUCTION TO LOGISTICS MANAGEMENT

Definition of Logistics Management, Functions and Objectives, Importance of logistics, Logistics-A systems concept, Logistics and customer service: Elements of customer service, Phases in customer service, Customer retention-Extension to customer service. **Introduction to Logistics Specialists and industry stakeholders:** Airlines, Shipping Lines, NVOCCs Freight Forwarders, Custom House Agents, Export Packers, 3PL & 4PL Companies, Trends, Issues and challenges in Logistics management.

Unit II: LOGISTICS AS A PART OF SUPPLY CHAIN MANAGEMENT

Introduction to Supply Chain management, Evolution and Concept, Logistics Versus Supply Chain Management, Drivers of Supply Chain – Logistical Drivers and Cross Functional Drivers, Role of Logistics in SCM, Concept of Value Chain; **Role of inventory in logistics:** Importance, Types of inventory, Functions of inventory, Costs for holding inventory, Inventory levels, Need for controlling inventory, Types of selective inventory control techniques. Inventory planning models.

Head
Department of BBA
K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)



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.

Unit III: INTRODUCTION TO MODES OF TRANSPORTATION; INBOUND LOGISTICS and OUTBOUND LOGISTICS

Transportation Mode and Mix Documentation and Processes, Rail, road, waterway, airways and pipelines, Transport mode Selection, Performance Characteristics, Policy Reforms and Govt. Initiatives, Multi Modal Transportation, Role of MTO **Concept and definition of Inbound logistics**; Decision making for inbound and outbound, improving inbound logistics performance – A DHL Case study, Strategic Sourcing Process **Concept of Outbound Logistics**: Same-day Parts Deliveries to Automotive Service Centres.

Unit IV: INTRODUCTION TO WAREHOUSING ACTIVITY

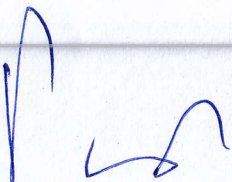
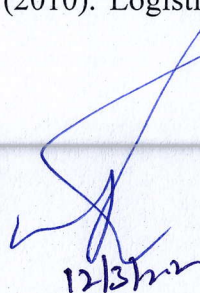
Ware house concept and Operations, Types of warehouses, Warehouse decisions, Benefits of warehousing, Site selection and methods of location, Design, Product mix analysis, Expansion, Role of CWC/FCI. **Introduction To Material Handling Techniques**: Introduction to material Handling and Types of MHEs, Criteria for selecting MHE, Inventory management and Classification techniques

Text Book

- a) Bowersox, D. J., Closs, D. J., & Cooper, M. B. (2013). Supply Chain Logistics Management. Ohio: McGraw-Hill Education.
- b) Sople, V. V. (2012). Logistics Management. New Delhi: Pearson Education.

Reference Books

- a) Ballou, R. H. (2007). Business Logistics Management, London: Pearson Education.
- b) Christopher, M. (2010). Logistics and Supply chain management. New Jersey: Prentice Hall.



12/3/22
Head
Department of BBA
K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)



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, Govindapuram, Vijayawada - 520 002 Ph: +91 - 866 - 3500122, 2577115, 2576128.

3. Annexure-4

4. MBA Y-22 Program Structure

Course Code	Course Name	Course Category	L	T	P	S	C	R	Pre-Req	New/Revised/Retained	Stakeholder feedback based on which change was proposed	Focused on Employability/Entrepreneurship/Skill Development or Career Advancement	Justification (Detailed Justification on how the course content maps to employability/entrepreneurship/skill category.)
22MB51C0	Quantitative Methods	BS	3	0	0	0	3	Nil	Retained			Skill Development	Imparting problem solving and analytical skills for employability
22MB51C1	POM & Organizational Behaviour	PC	3	0	0	0	3	Nil	Retained			Employability	Impart basic knowledge of managerial aspects for employability
22MB51C2	Business Economics	PC	3	0	0	0	3	Nil	Retained			Employability	Impart skills regarding economics
22MB51C3	Financial and Management Accounting	PC	2	1	0	0	3	Nil	Retained			Employability	Impart skills regarding accounting
22MB51C4	Marketing Management	PC	3	0	0	0	3	Nil	Retained			Employability	Build ability to understand marketing strategies

Head of Department of BBA
 K.L. Business School
 Koneru Lakshmaiah Education Foundation
 (Deemed to be University)



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

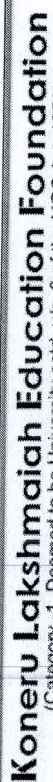
Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.

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

Admin Off: 29-36-38, Museum Road, Gonnampet, Vijayawada - 520 002. Ph: +91 - 866 - 3500122, 2577115, 2576128.

22MB 51C5	Business Environment (International & National)	PC	3	0	0	0	3	Nil	Retained			Employability	Enhance knowledge for employability
22MB 51C6	Business Legislation	PC	3	0	0	0	3	Nil	Retained			Employability	Enhance knowledge for employability
22UC 2109	Logical Thinking skills for Managers									Academic Peers	Skill Development		Imparting problem solving and analytical skills for employability
21UC1 203	Design Thinking and Innovation	HSS	0	0	4	0	2	Nil	New				Drive to explore the entrepreneurship skills for transforming the challenge into an opportunity.
		HSS	0	0	4	0	2	Nil	Retained			Entrepreneurship	
22MB 52C1	Introduction to Business Analytics & R Programming	PC	3	0	2	0	4	Nil	Revised		Faculty	Skill Development	Build Skills pertaining to business analytics
22MB 52C2	Business Research Methodology	BS	4	0	0	0	4	Nil	Retained			Employability	Enhance knowledge for execution of research
22MB 52C3	Human Resource Management	PC	3	0	0	0	3	Nil	Retained			Employability	Enhance knowledge for employability
22MB 52C4	Financial Management	PC	2	1	0	0	3	Nil	Retained			Employability	Enhance knowledge for employability
22MB	Operations	PC	3	0	0	0	3	Nil	Revised		Faculty	Employability	Enhance knowledge for

Head
Department of BBA
K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)

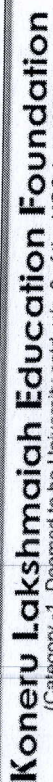


Accredited by NAAC as 'A++' ♦ Approved by AICTE ♦ ISO 9001:2015 Certified
Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.
 Phone No. 08645 - 350200; www.klef.ac.in; www.klef.edu.in; www.kluniversity.in
Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph: +91 - 866 - 39500122; 52777115, 25761129

52C5	Management Information Systems & ERP	PC	3	0	0	0	3	Nil	Retained		y	employability
22MB 52C6	Professional Skills for Managers Strategic Management	HSS	0	0	4	0	2	Nil	New	Academic Peers	Employability	Enhance knowledge for employability
22UC2 107												
22MB 61C0	Entrepreneurship & Family Business	PC	3	0	0	0	3	Nil	Retained		Employability	Build communication skills for employability
22MB 61C1	Leadership in Organisations	PC	3	0	0	0	3	Nil	Retained		Entrepreneurship	Build abilities for developing business strategies
22MB 62C0	Business Ethics & Corporate Governance	PC	3	0	0	0	3	Nil	New	Faculty	Skill Development	Promoting entrepreneurship spirit
22MB 62C1	Summer Internship Program	INT	0	0	8	0	9	Nil	Retained		Entrepreneurship	Impart skills to organise and lead teams
22MB 50N0	Management Research Project	PR	0	0	2	0	6	Nil	Retained		Skill Development	Promote ethics and responsible entrepreneurship
22MB 62E8	Product & Brand	PE	3	0	0	0	3	Nil	Retained		Skill Development	Impart practical training
22MB 61M1												Provide research skills
											Employability	Provides marketing knowledge for employability

Handwritten: 12/3/20

Department of BBA
K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)



Accredited by NAAC as 'A++' ♦ Approved by AICTE ♦ ISO 9001-2015 Certified
(Category -I), Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

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 Office: 29-35-38, Museum Road, Government, Vijayawada - 520 002 Ph: +91 - 866 - 3500122, 2577715, 2576128

[illegible]

Head
Department of BBA
K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)



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

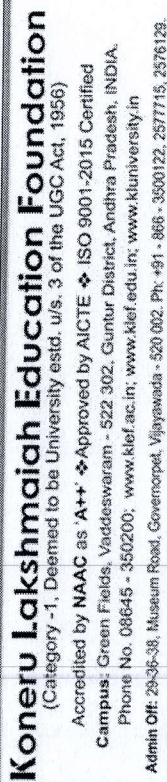
Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.

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

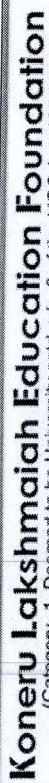
Admin Off: 29-36-38, Museum Road, Gunturpet, Vijayawada - 520 002. Ph: +91 - 866 - 3500122, 2577715, 2576129.

62M11	Promotion Management																		employability
22MB 62M12	Logistics & Supply Chain Management	PE	3	0	0	0	3	Nil	Retained									Employability	Provides marketing knowledge for employability
22MB 61F1	Wealth Management	PE	3	0	0	0	3	Nil	Retained									Entrepreneurship	Promote investment attribute
22MB 61F2	Financial Markets and Services	PE	3	0	0	0	3	Nil	Retained									Employability	Impart competence for financial decision
22MB 61F3	Security Analysis and Portfolio Management	PE	2	1	0	0	3	Nil	Retained									Employability	Impart competence for financial decision
22MB 61F4	Behavioural finance	PE	3	0	0	0	3	Nil	Retained									Skill Development	Impart competence for financial decision
22MB 62F5	Strategic Financial Management	PE	2	1	0	0	3	Nil	Retained									Employability	Provides competence for employability
22MB 62F6	Financial Risk Management	PE	2	1	0	0	3	Nil	Retained									Employability	Provides competence for employability
22MB 62F7	Project Management	PE	3	0	0	0	3	Nil	Retained									Employability	Provides competence for employability
22MB 62F8	Infrastructure Finance	PE	3	0	0	0	3	Nil	Retained									Employability	Provides competence for employability
22MB	International	PE	2	1	0	0	3	Nil	Retained									Employability	Provides competence for

Head
Department of BBA
K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)



Head
Department of BBA
K.L. Business School
Goneru Lakshmaiah Education Foundation
(Deemed to be University)



(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

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

Phone No. 08645 - 350200; www.klef.ac.in; www.kluniversity.in

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

[illegible]

Department of
K.L. Business School

Department of
K.L. Business School

**Koneru Lakshmaiah Education Foundation
(Deemed to be University)**

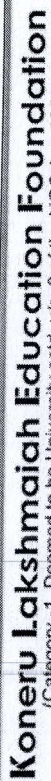


Koneru Lakshmaiah Education Foundation

(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: 29-35-38, Museum Road, Govenorpet, Vijayawada - 520 002. Ph: +91 - 866 - 3500122, 2577715, 2576128.

22MB 61U5	Advanced Business Analytics	PE	2	0	2	0	3	Nil	Retained		Skill Development	Impart skills for data analysis
22MB 61U6	Advanced Excel	PE	2	0	2	0	3	Nil	Retained		Skill Development	Impart skills for data analysis
22MB 62U7	People Analytics	PE	2	0	2	0	3	Nil	Retained		Skill Development	Provides competence for employability
22MB 62U8	Business Analytics in Marketing	PE	2	0	2	0	3	Nil	Retained		Skill Development	Provides competence for employability
22MB 62U9	Business Analytics in Finance	PE	2	0	2	0	3	Nil	Retained		Skill Development	Provides competence for employability
22MB 61U10	Business Forecasting with R	PE	2	0	2	0	3	Nil	Retained		Skill Development	Provides competence for employability
22MB 62U11	Big Data Analysis and Its Application	PE	2	0	2	0	3	Nil	Retained		Skill Development	Provides competence for employability
22MB 62U12	Machine Learning with Business Applications (with R and Python)	PE	2	0	2	0	3	Nil	Retained		Skill Development	Provides competence for employability
22MB	Data	PE	2	0	2	0	3	Nil	Retained		Skill Development	Impart skills for employability

Head
Department of BBA
K.L. Business School Foundation
Koneru Lakshmaiah Education Foundation
(Deemed to be University)
12/3/22



(Category -1, Deemed to be University esid. w/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.kiuniversity.in

Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph: +91 - 856 - 3500122, 2577715, 2576129.

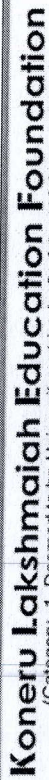
Rec'd
Department of BBA
K1 Business C
12/3/22

Department of Education

K.L. Business School

Koneru Lakshmalah Education Foundation

(Deemed to be University)



(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

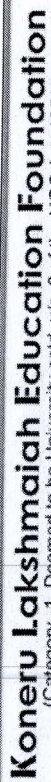
Accredited by NAAC as 'A++' ♦ Approved by AICTE ♦ ISO 9001:2015 Certified

Impus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.
Phone No. 08645 - 350200. www.kief.ac.in for more details.

Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada • 520 002. Ph. +91-886-3600122, 2577715, 2576129.

62B1	Service Operations																		operations
22MB 61D0	Overview of Healthcare Management	PE	3	0	0	0	3	Nil	Retained									Employability	Provide skills on Healthcare services
22MB 62D1	Management of Healthcare Operations	PE	3	0	0	0	3	Nil	Retained									Employability	Impart skills regarding marketing of healthcare services
22MB 61R0	Overview of Retailing	PE	3	0	0	0	3	Nil	Retained									Employability	Provide skills on retail marketing
22MB 62R1	Management of Retail Operations	PE	3	0	0	0	3	Nil	Retained									Employability	Impart skills regarding retail marketing strategies
22MB 61I0	IT Enabled Services	PE	3	0	0	0	3	Nil	Retained									Employability	Impart knowledge for employability
22MB 62I1	Marketing of Software Solutions	PE	3	0	0	0	3	Nil	Retained									Employability	Impart knowledge for employability
22MB 61P0	Pharmaceutical Marketing Management	PE	3	0	0	0	3	Nil	Retained									Employability	Impart knowledge for employability
22MB 62P1	Advanced Pharmaceutical Marketing Management	PE	3	0	0	0	3	Nil	Retained									Employability	Impart knowledge for employability
22MB 62MB	Overview of	PE	3	0	0	0	3	Nil	Retained									Employability	Impart knowledge for

Department of SBA
K.L. Business School
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, 2577115, 2576761

[illegible]

- | | | | | |
|----|--|--|--|--|
| 5. | Percentage of Syllabus Revision= 6% | | | |
| 6. | Percentage of Courses focusing on Employability= 69% | | | |
| 7. | Percentage of Courses focusing on Entrepreneurship= 6% | | | |
| 8. | Percentage of Courses focusing on Skill Development or Career advancement= 25% | | | |

Program Structure

Detailed structure of the program highlighting all the courses and their credits

12/3/22
Head
Department of BBA
K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)



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

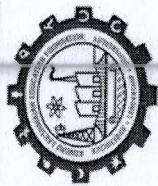
Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.

Phone No. 08645 - 350200; www.klef.ac.in; www.klef.edu.in; www.kuniversity.in

Admin Off: 29-35-38, Museum Road, Government, Vijayawada - 520 002. Ph: +91 - 866 - 3500122, 2577715, 2576129.

COURSE CODE	COURSE NAME	COURSE CATEGORY	L	T	P	S	C	R	PRE - REQUISITE	NEW/REVISED/RETAINED	STAKEHOLDER FEEDBACK BASED ON WHICH CHANGE WAS PROPOSED	FOCUSED ON EMPLOYABILITY /ENTREPRENEURSHIP/SKILL DEVELOPMENT OR CARRER ADVANCEMENT	JUSTIFICATION (DETAILED JUSTIFICATION ON HOW THE COURSE CONTENT MAPS TO EMPLOYABILITY/ENTREPRENEURSHIP/SKILL CATEGORY.)
22UC1101	INTEGRATED PROFESSIONAL ENGLISH	HSS	0	0	4	0	2		Nil	Retained	Faculty	EMPLOYABILITY	It fulfils needs of Local, national and International firms requirements
22BS114	BUSINESS MATHEMATICS	BS	3	1	0	0	4		Nil	Retained	Faculty	EMPLOYABILITY	It fulfils needs of Local, national and International firms requirements
22BB11C2	BUSINESS ENVIRONMENT	PC	3	0	0	0	3		Nil	Retained	Faculty	EMPLOYABILITY	

Head
Department of BBA
K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)



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, Gopuram, Vijayawada - 520 002, Ph: +91 - 866 - 3500122, 2577715, 2576129.

22BB11C3	BUSINESS ECONOMICS	PC	3	0	0	0	3	Nil	Retained	Faculty	EMPLOYABILITY
----------	--------------------	----	---	---	---	---	---	-----	----------	---------	---------------

22BB11C4	PERSPECTIVES OF MANAGEMENT	PC	3	0	0	0	3	Nil	Retained	Faculty	EMPLOYABILITY
22BB11C5	IT FOR BUSINESS MANAGERS	PC	2	0	2	0	3	Nil	Retained	Faculty	EMPLOYABILITY
22UC009	ECOLOGY & ENVIRONMENT	HSS	2	0	0	0	2	Nil	Retained	Faculty	EMPLOYABILITY
22UC1202	ENGLISH PROFICIENCY	HSS	0	0	4	0	2	Nil	Retained	Faculty	EMPLOYABILITY
22BB12C1	INTRODUCTION TO FINANCIAL ACCOUNTING	PC	3	1	0	0	4	Nil	Retained	Faculty	EMPLOYABILITY
22BS115	BUSINESS STATISTICS	BS	3	1	0	0	4	Nil	Retained	Faculty	EMPLOYABILITY
22BB12C3	ORGANIZATIONAL BEHAVIOUR	PC	3	0	0	0	3	Nil	Retained	Faculty	EMPLOYABILITY
22BB22C2	MANAGEMENT INFORMATION SYSTEMS	PC	3	0	0	0	3	Nil	Retained	Academic Peers	EMPLOYABILITY
22BB11K1	FOREIGN LANGUAGE	HSS	2	0	2	0	3	Nil	Retained	Industry	EMPLOYABILITY

Head
 Department of BBA
 K.L. Business School
 Koneru Lakshmaiah Education Foundation
 (Deemed to be University)
 12/3/22



Koneru Lakshmaiah Education Foundation

(Category -I, 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, 2576128.

22BB22C2	MARKETING MANAGEMENT	PC	3	0	0	0	3	Nil	Retained	Faculty	EMPLOYABILITY
22BB10P0	SIP1	PC	0	0	0	2	6	Nil	Retained	Faculty	EMPLOYABILITY
22UC2103	ESSENTIAL SKILLS FOR EMPLOYABILITY	HSS	0	0	4	0	2	Nil	Retained	Faculty	EMPLOYABILITY
22BB21C1	MANAGEMENT ACCOUNTANCY	PE1	3	1	0	0	4	Nil	Retained	Faculty	EMPLOYABILITY
22BB21C3	HUMAN RESOURCE MANAGEMENT	PC	3	0	0	0	3	Nil	Retained	Faculty	EMPLOYABILITY

22BB21C4	BUSINESS RESEARCH METHODS	PE2	3	0	0	0	3	Nil	Retained	Faculty	EMPLOYABILITY
22BB21C5	MACRO ECONOMICS	PC	3	0	0	0	3	Nil	Retained	Faculty	EMPLOYABILITY
22BB21C6	FUNDAMENTALS OF LSCM	PE3	3	0	0	0	3	NEW COURSE	NEW COURSE	FACULTY	EMPLOYABILITY
22UC1203	DESIGN THINKING AND INNOVATION	HSS	0	0	4	0	2	Nil	Retained	Faculty	EMPLOYABILITY
22BB22C0	COST ACCOUNTANCY	PC	3	1	0	0	4	Nil	Retained	Faculty	EMPLOYABILITY

Head
Department of BBA
K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)



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, Vijayawada - 520 002. Ph: +91 - 866 - 3500122, 2577715, 2576129.

22BB22C1	PRODUCTION AND OPERATIONS MANAGEMENT	PE1	3	1	0	0	4	Nil	Retained	Faculty	EMPLOYABILITY	
22BB22C3	BUSINESS LAW	PE2	3	0	0	0	3				EMPLOYABILITY	
22BB22C4	FINANCIAL MANAGEMENT	PE3	3	1	0	0	4	Nil	Retained	Faculty	EMPLOYABILITY	
22BB22C5	BUSINESS MODEL GENERATION	PC	3	0	0	0	3	Nil	Retained	Faculty	EMPLOYABILITY	
22UC2204	CORPORATE READINESS SKILLS	PE4	0	0	4	0	2				EMPLOYABILITY	
22BB22C7	DYNAMICS OF CAPITAL MARKETS	PC				0		Nil	Retained	Faculty	EMPLOYABILITY	NSE and BSE needs are fulfilled
22BB20P1	SIP2	PC	0	0	0	2	4	Nil	Retained	Faculty	SKILL DEVELOPMENT	
22BB31C0	BUSINESS ANALYTICS	PC	2	0	2	0	3	Nil	Retained	Faculty	SKILL DEVELOPMENT	
22HS115	SOFT SKILLS FOR MANAGERS	HSS	2	0	2	0	3	Nil	Retained	Faculty	EMPLOYABILITY	
22BB31C2	FUNDAMENTALS OF DIGITAL MARKETING	PC	3	0	0	0	3				EMPLOYABILITY	

12/12/2022

Head
Department of BBA
K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)



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

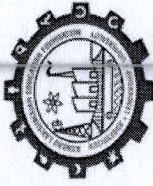
Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.

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

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

22BB31C7	RESEARCH PAPER WRITING	PC	1	0	0	8	3	Nil	Retained	Faculty	SKILL DEVELOPMENT
22BB32C0	ENTREPRENEURSHIP	PC	3	0	0	0	3	Nil	Retained	Faculty	ENTREPRENEURSHIP
22BB32C4	STRATEGIC MANAGEMENT	PC	3	0	0	0	3	Nil	Retained	Faculty	EMPLOYABILITY
22BB32C2	ENTERPRISE RESOURCE PLANNING	PC	3	0	0	0	3	Nil	Retained	Faculty	EMPLOYABILITY
22BB32C3	INCOME TAX & GST	PC	3	0	0	0	3	NEW COURSE	NEW COURSE	FACULTY & ACADEMIC PEERS	EMPLOYABILITY
22BB31M0	SERVICES MARKETING	PE	3	0	0	0	3	Nil	Retained	Faculty	EMPLOYABILITY
22BB31M1	ADVERTISING AND SALES PROMOTION	PE	3	0	0	0	3	Nil	Retained	Faculty	EMPLOYABILITY
22BB31M2	CUSTOMER RELATIONSHIP MANAGEMENT	PE	3	0	0	0	3	Nil	Retained	Faculty	EMPLOYABILITY
22BB31M3	CONSUMER BEHAVIOUR	PE	3	0	0	0	3	Nil	Retained	Faculty	EMPLOYABILITY
22BB31M4	PRODUCT AND BRAND MANAGEMENT	PE	3	0	0	0	3	Nil	Retained	Faculty	EMPLOYABILITY
22BB31M5	RURAL MARKETING	PE	3	0	0	0	3				EMPLOYABILITY

Head
Department of BBA
K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)



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, Mussam Road, Govenorpet, Vijayawada - 520 002. Ph: +91 - 866 - 3500122, 2577715, 2576129.

22BB31F0	BANKING & INSURANCE MANAGEMENT	PE	3	0	0	0	3	Nil	Retained	Faculty	EMPLOYABILITY	
22BB31F1	INVESTMENT MANAGEMENT	PE	3	0	0	0	3				EMPLOYABILITY	
22BB31F2	FINANCIAL SERVICES	PE	3	0	0	0	3	Nil	Retained	Faculty	EMPLOYABILITY	

22BB31F3	FINANCIAL MKTS	PE	3	0	0	0	3				EMPLOYABILITY	
22BB31F4	MANAGING PERSONAL FINANCE	PE	3	0	0	0	3				EMPLOYABILITY	
22BB31F5	FINANCIAL DERIVATIVES	PE	3	0	0	0	3				EMPLOYABILITY	
22BB31H0	PERSONAL EFFECTIVENESS AND SELF-LEADERSHIP SERVICES MARKETING	PE	3	0	0	0	3	Nil	Retained	Faculty	EMPLOYABILITY	
22BB31H1	DYNAMICS OF INDUSTRIAL RELATIONS	PE	3	0	0	0	3	Nil	Retained	Faculty	EMPLOYABILITY	
22BB31H2	HUMAN RESOURCE DEVELOPMENT	PE	3	0	0	0	3	Nil	Retained	Faculty	Faculty	

Head
 Department of BBA
 K.L. Business School
 Koneru Lakshmaiah Education Foundation
 (Deemed to be University)



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.

22BB31H3	PERFORMANCE MGT & REWARD SYSTEM	PE	3	0	0	0	3	Nil	Retained	Faculty	EMPLOYABILITY	
22BB31H4	LABOUR LEGISLATION	PE	3	0	0	0	3	Nil	Retained	Faculty	EMPLOYABILITY	
22BB31H5	TRAINING & DEVELOPMENT	PE	3	0	0	0	3	Nil	Retained	Faculty	EMPLOYABILITY	
22BB31E0	INTRODUCTION TO SOFTWARE ENGINEERING	PE	3	0	0	0	3		Retained	INDUSTRY	EMPLOYABILITY	
22BB31E1	ERP SYSTEMS DESIGN AND IMPLEMENTATION	PE	3	0	0	0	3		Retained	INDUSTRY	EMPLOYABILITY	
22BB31E2	ERP SYSTEM ADMINISTRATION	PE	3	0	0	0	3		Retained	INDUSTRY	EMPLOYABILITY	
22BB31E3	CRM IN ERP ENVIRONMENT	PE	3	0	0	0	3		Retained	Faculty	EMPLOYABILITY	
22BB31E4	ERP IN MSMEs	PE	3	0	0	0	3		Retained	Faculty	EMPLOYABILITY	
22BB31E5	TOTAL QUALITY MANAGEMENT	PE	3	0	0	0	3		Retained	Faculty	EMPLOYABILITY	
21BB31D0	E-COMMERCE AND STRATEGY	PE	3	0	0	0	3		Retained	Faculty	EMPLOYABILITY	
21BB31D1	SEARCH ENGINE OPTIMISATION	PE	3	0	0	0	3		Retained	Faculty	EMPLOYABILITY	

Head
Department of BBA
K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)



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: 25-36-38, Musaam Road, Governorpet, Vijayawada - 520 002. Ph. +91 - 866 - 3500122, 2577715, 2576129.

21BB31D2	SOCIAL MEDIA MANAGEMENT	PE	3	0	0	0	3	Retained	INDUSTRY	EMPLOYABILITY	
21BB31D3	DIGITAL BRANDING AND PLANNING	PE	3	0	0	0	3	Retained	INDUSTRY	EMPLOYABILITY	
21BB31D4	WEB ANALYTICS AND AFFILIATE MARKETING	PE	3	0	0	0	3	Retained	INDUSTRY	EMPLOYABILITY	
21BB31D5	DIGITAL MARKETING STRATEGY	PE	3	0	0	0	3	Retained	INDUSTRY	EMPLOYABILITY	

Percentage of Syllabus Revision= 19 %.

Percentage of Courses focusing on Employability= 91

Percentage of Courses focusing on Entrepreneurship= 3

Percentage of Courses focusing on Skill Development or Career advancement=6

[Handwritten signature]

Head
 Department of BBA
 K.L. Business School
 Koneru Lakshmaiah Education Foundation
 (Deemed to be University)



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.

To
The Dean -Academics
K L Deemed to be University
Vaddeswaram.

Dear Sir,

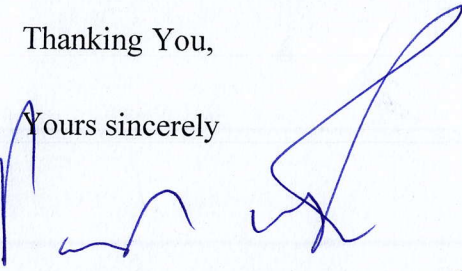
Sub: Minutes of the 27th BOS Meeting-K L Business School-Department of MBA and BBA held on 25-03-2023 at S714, from 02:00 pm to 04:00 pm-Reg.

Greetings to you

The 27th Board of Studies meeting has been conducted in K L Business School including MBA & BBA on 25-03-2023 at S714, SDC Block, from 02:00 pm to 04:00 pm. We are here with submitting the minutes of 27th Board of Studies meeting for your kind perusal.

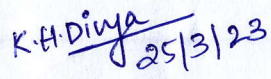
Thanking You,

Yours sincerely


Dr. P. Venkateswara Rao
Co-Chairperson BoS
K L Business School

Head
Department of BBA
K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)

25/03/2023


Dr. K. Hema Divya
Chairperson BoS

K L Business School
Dr. K. HEMA DIVYA
HOD-MBA, K L Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)



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.

AGENDA and RESOLUTIONS

AGENDA ITEM-1

Agenda Item Description	Resolution Passed
Proposal for approval of MBA Programme Structure for Y-23 batch	Proposal was approved by the members of BOS and forwarded to Academic Council.

A Proposal was made for approval of MBA Programme Structure for Y-23 batch and the proposal was approved by BOS members and forwarded to Academic Council..

Annexure-I

AGENDA ITEM-2

Agenda Item Description	Resolution Passed
Seeking approval for syllabus revision of Materials Management (22MB61L1) and Lean Management (22MB62L5) for MBA Y22 Batch.	Proposal was approved by the members of BOS and forwarded to Academic Council.

In accordance to the recommendations of Dr. K.Anusha, faculty it was proposed to revise the syllabus for the courses Materials Management (22MB61L1) and Lean Management (22MB62L5) for MBA Y22. The proposal was approved and forwarded to Academic Council

Annexure-II

AGENDA ITEM-3

Approval for Awarding Ph.D. Degree in the Faculty of Commerce and Management Studies in the place of Faculty of Management.	Proposal was approved by the members of BOS and forwarded to Academic Council.
---	--

Based on the observations and recommendations of the DRC and RPAC it was proposed to use Faculty of Commerce and Management Studies in place of Faculty of Management, all through the Ph.D. correspondence in proceedings of admissions, guide allotment, notification of Ph.D. etc. and on Original Degree (OD) certificate, the proposal was approved by the members of the Board and forwarded to Academic Council..

AGENDA ITEM-4

Agenda Item Description	Resolution Passed
Proposal for approval of BBA Programme Structure for Y-23 batch	Proposal was approved by the BoS members and forwarded to Academic Council.

A Proposal was made for the approval of BBA Programme Structure for Y-23 batch

Annexure -III

AGENDA ITEM-5

Agenda Item Description	Resolution Passed
Proposal for the revision of marketing specialization courses for Y21 & Y22 batch BBA.	Approved in RoS and forwarded to academic council for approval.

Based on the feedback given by the faculty, a proposal was made for the revision of marketing specialization courses for the approval of BoS members.

Head
Department of BBA
K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)

K.H. Divya
Dr. K. HEMA DIVYA
HOD-MBA, K L Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)



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.

MARKETING

	COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	S	C R	C H
1	21BB31M0/ 22BB31M0	Services Marketing	PE1	3	0	0	0	3	3
2	21BB31M1/ 22BB31M1	Advertising and Sales Promotion	PE2	3	0	0	0	3	3
3	21BB31M2/ 22BB31M2	Customer Relationship Management	PE3	3	0	0	0	3	3
4	21BB31M3/ 22BB32M3	Consumer Behaviour	PE4	3	0	0	0	3	3
5	21BB31M4/ 22BB32M4	Product and Brand Management	PE5	3	0	0	0	3	3
6	21BB31M5/ 22BB32M5	Rural Marketing	PE6	3	0	0	0	3	3

AGENDA ITEM-6

Agenda Item Description	Resolution Passed
Proposal for the revision of structure of Y 23 BBA ACCA courses.	Approved in BoS and forwarded to academic council for approval.

As per the guidelines of UGC a common course which is being taught in two departments with same course title should have the same LTPS, a proposal was made for the revision of LTPS structure of Y23 BBA ACCA courses.

NEW LTPS STRUCTURE

S.No	COURSE CODE	COURSE TITLE	Category	L	T	P	S	C	C H
1	23ACCAAA	Audit & Assurance	PE	4	0	0	0	4	4
2	23ACCAPM	Performance Management	PE	3	2	0	0	5	5
3	23ACCASBR	Strategic Business Reporting	PE	3	2	0	0	5	5
4	23ACCASBL	Strategic Business Leader	PE	3	2	0	0	5	5
5	23ACCAAAA	Advanced Audit & Assurance	PE	4	0	0	0	4	4
6	23ACCAATX	Advanced Taxation	PE	3	2	0	0	5	5
7	23ACCATX	Taxation	FC6	3	2	0	0	5	5
8	23ACCAFR	Financial Reporting	FC7	3	2	0	0	5	5
9	23ACCABT	Business And Technology	FC1	3	2	0	0	5	5
10	23ACCAFA	Financial Accounting	FC2	3	2	0	0	5	5
11	23ACCAMA	Management Accounting	FC3	3	2	0	0	5	5
12	23ACCALW	Corporate And Business Law	FC4	4	0	0	0	4	4
13	23ACCAFM	Financial Management	FC5	3	2	0	0	5	5

[Signature]
Head
Department of BBA
K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)

[Signature]
K.H. Divya
Dr. K. HEMA DIVYA
HOD-MBA, K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)



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.

OLD LTPS STRUCTURE

Sl No	COURSE CODE	COURSE TITLE	Category	L	T	P	S	C	CH
1	23ACCAAA	Audit & Assurance	PE	4	0	0	0	4	4
2	23ACCAPM	Performance Management	PE	3	1	0	0	4	4
3	23ACCASBR	Strategic Business Reporting	PE	4	0	0	0	4	4
4	23ACCASBL	Strategic Business Leader	PE	4	0	0	0	4	4
5	23ACCAAAA	Advanced Audit & Assurance	PE	3	1	0	0	4	4
6	23ACCAATX	Advanced Taxation	PE	3	1	0	0	4	4
7	23ACCATX	Taxation	FC6	4	0	0	0	4	4
8	23ACCAFR	Financial Reporting	FC7	3	1	0	0	4	4
9	23ACCABT	Business And Technology	FC1	4	0	0	0	4	4
10	23ACCAFA	Financial Accounting	FC2	3	1	0	0	4	4
11	23ACCAMA	Management Accounting	FC3	3	1	0	0	4	4
12	23ACCALW	Corporate And Business Law	FC4	4	0	0	0	4	4
13	23ACCAFM	Financial Management	FC5	3	1	0	0	4	4

AGENDA ITEM -7

	Resolution Passed
Proposal for the introduction of Digital Marketing, LSCM & Fintech & Block chain Technology specialization for Y21 & Y22 batch BBA.	Approved in BoS and forwarded to academic council for approval.

Based on the feedback of industry and faculty, a proposal was made before the members of the board seeking approval for the introduction of Digital marketing , Fintech & Block Chain Technology specializations.

Annexure IV

[Signature]
 Head
 Department of BBA
 K.L. Business School
 Koneru Lakshmaiah Education Foundation
 (Deemed to be University)
 25/03/23

[Signature]
 K.H. Divya
 25/3/23
 Dr.K.HEMA DIVYA
 HOD-MBA, K L Business School
 Koneru Lakshmaiah Education Foundation
 (Deemed to be University)



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.

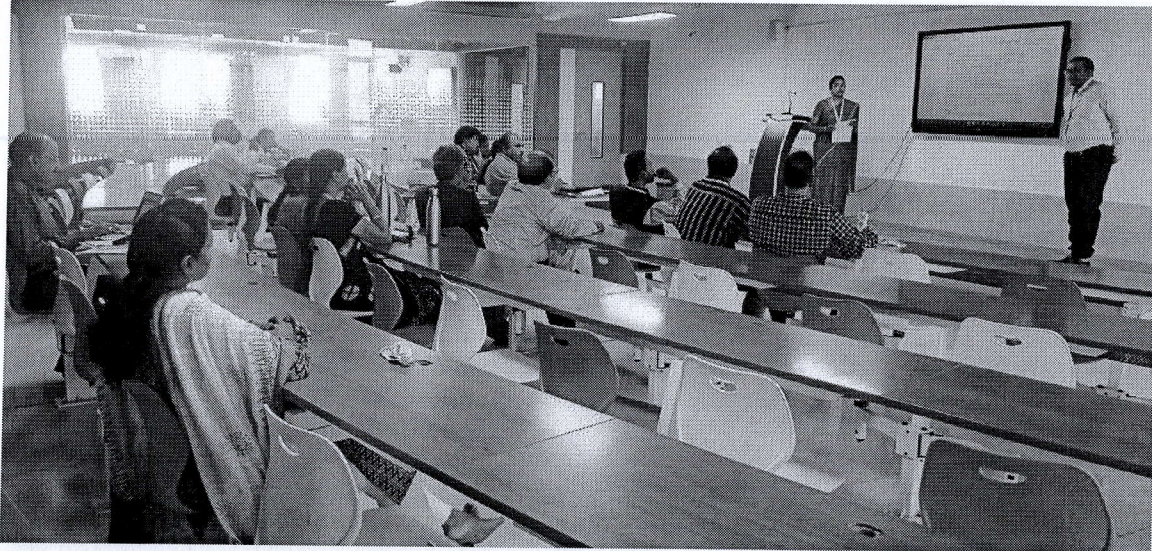
Phone No. 08645 - 350200; www.klef.ac.in; www.klef.edu.in; www.kluniversity.in

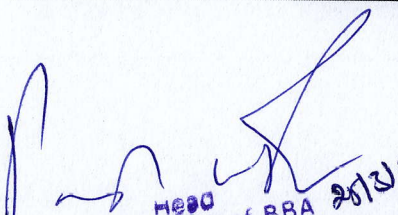
Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph: +91 - 866 - 3500122, 2577715, 2576129.

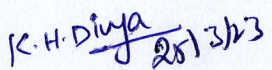
K L Business School

Department of MBA and BBA

27th BoS Meeting held on 25-03-2023 at S714-SDC Block, from 02:00 to 04:00 PM




HOD
Department of BBA
K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)
25/3/23


Dr. K. HEMA DIVYA
HOD-MBA, K L Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)
25/3/23



Koneru Lakshmaiah Education Foundation

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

Accredited by NAAC as A++ Grade University ♦ Approved by AICTE ♦ ISO 9001:2015 Certified

Campus: Green Fields, Vaddeswaram - 522 502 Guntur District, Andhra Pradesh, INDIA

Phone No. 0863 - 2399999; 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 - 2577715 Fax: +91-866-2577717

MEMBERS OF THE BOARD OF STUDIES

S. No.	Name	Designation	Signature
1	Dr. K. Hema Divya	Chairperson BoS, HoD-MBA, K L Business School	K.H. Divya 25/3/23
2	Dr. P. Venkateswara Rao	Co-Chairperson BOS, Professor & HoD, BBA, K L Business School	P. Venkateswara Rao 25/3/23
3	Dr. M. Kishore Babu	Professor & Dean MHS, Director, International Relations, KLEF-Member	M. Kishore Babu 25/3/23
4	Dr. AthanuTadulkar	Professor, MBA-Member	A. Tadulkar
5	Dr. N. Subramanyam	Professor, BBA-Member	N. Subramanyam
6	Dr. Ch. Balaji	Assistant Professor, Group Head- Finance, MBA-Member	Ch. Balaji
7	Dr. D. Sundari	Associate Professor, Group Head-HR, MBA-Member	D. Sundari
8	Dr. A. Srikanth	Associate Professor, Group Head- BA, MBA-Member	A. Srikanth 25/3/23
9	Dr. B Kishore Babu	Associate Professor, Group Head- Marketing, MBA-Member	B. Kishore Babu 25/3/23
10	Dr. K. Siva Prasad	Assistant Professor, RPAC Chairman-KLBS-Member	K. Siva Prasad 25/3/23
11	Dr. E. Vamsidhar	Associate Professor, CSE Associate Dean, Academics-Member	E. Vamsidhar 25/3/2023
12	Dr. U.K.Shukla	Program coordinator BBA, CDOE Department-Member	U.K. Shukla 25/3/23
13	Dr. S. Ramesh Babu	Associate Professor, Prof In Charge-Academics, MBA- Member	S. Ramesh Babu 25/3/2023
14	Dr. Pradeep Patnaik	Assistant Professor, Deputy HoD, BBA-Member	
15	Dr. Simanchal Das	Associate Professor, BBA – Member	S. Das
16	Dr. A. B. Saraswati	Associate Professor, Group Head-BA, BBA-Member	A. B. Saraswati
17	Dr. S. Poojitha	Assistant Professor, Group Head-Marketing, BBA- Member	S. Poojitha
18	Dr. K. Soujanya	Assistant Professor, Group Head-HR, BBA – Member	K. Soujanya
19	Dr. D. Praveena Devi	Assistant Professor, Research Coordinator, BBA -Member	D. Praveena Devi
20	Dr. N. Durga Prasad	Program coordinator BBA, CDOE Department-Member	N. Durga Prasad
21	Dr. S. Durga	Assistant Professor, Prof In Charge-Academics, Group Head- Finance, BBA- Member	S. Durga
22	Dr. B. Naga Lakshmi	Associate Professor, HoD, MBA, KLH-Member	B. Naga Lakshmi



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.

Annexure-I

MBA Y23 Programme Structure

Code	Course Name	Name	Type	L-T-P-S	Cr	CH	Pre-Requisites
23MB51C0	Applied Quantitative Methods for Business Management	AQM	BS	2-1-0-0	3	3	NIL
23MB51C1	Principles of Management and Organizational Behaviour	PMOB	PC	3-0-0-0	3	3	NIL
23MB51C2	Business Economics	BE	PC	3-0-0-0	3	3	NIL
23MB51C3	Financial and Management Accounting	FMA	PC	2-1-0-0	3	3	NIL
23MB51C4	Marketing Management	MM	PC	3-0-0-0	3	3	NIL
23MB51C5	Business Environment	BEV	PC	3-0-0-0	3	3	NIL
23MB51C6	Business Legislation	BL	PC	2-0-0-0	2	3	NIL
23UC2109	Logic Building & Reasoning Skills for Managers	LRS	HSS	0-0-0-8	2	8	NIL
23UC1203	Design Thinking and Innovation	DTI	HSS	0-0-4-0	2	4	NIL
23MB52C1	Business Analytics for Decision Making	BADM	PC	2-0-2-0	3	4	AQM
23MB52C2	Business Research Methodology	BRM	BS	3-0-0-0	3	3	PMOB
23MB52C3	Human Resource Management	HRM	PC	3-0-0-0	3	3	PMOB
23MB52C4	Financial Management	FM	PC	2-1-0-0	3	3	FMA
23MB52C5	Operations Management	OM	PC	3-0-0-0	3	3	PMOB
23MB52C6	Management Information Systems and ERP	MIS	PC	2-0-0-0	2	2	PMOB
23MB52C7	Project Management	PM	PE	2-0-0-0	2	2	PMOB
23UC2107	Professional Skills for Managers	PSM	HSS	0-0-4-0	2	4	PMOB
23MB50N0	Summer Internship Program	SIP	INT	0-0-0-36	9	18	
23MB61C0	Strategic Management	SM	PC	3-0-0-0	3	3	BEV
23MB61C1	Entrepreneurship and Family Business	EFB	PC	3-0-0-0	3	3	PMOB
23MB61C1	Business Ethics and Corporate Governance	BECG	PC	2-0-0-0	2	2	PMOB
23MB61XX	FM/HR/MM/BA/SCM		PE	3-0-0-0	3	3	
23MB61XX	FM/HR/MM/BA/SCM		PE	3-0-0-0	3	3	

Head
Department of BBA
K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)

Dr.K.HEMA DIVYA
HOD MBAD Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)



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.

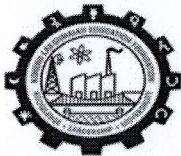
23MB61XX	FM/HR/MM/BA/SCM		PE	3-0-0-0	3	3	
23MB61XX	FM/HR/MM/BA/SCM		PE	3-0-0-0	3	3	
23MB61XX	Sectoral Specialization I		PE	3-0-0-0	3	3	
23MB62C0	Leadership in Organisations	LO	PC	2-0-0-0	2	3	HRM
23MB62XX	FM/HR/MM/BA/SCM		PE	3-0-0-0	3	3	
23MB62XX	FM/HR/MM/BA/SCM		PE	3-0-0-0	3	3	
23MB62XX	FM/HR/MM/BA/SCM		PE	3-0-0-0	3	3	
23MB62XX	FM/HR/MM/BA/SCM		PE	3-0-0-0	3	3	
23MB62XX	Sectoral Specialization II		PE	3-0-0-0	3	3	
23MB62E8	Management Research Project	MRP	PR	0-0-12-0	6	12	NIL

Specialization Courses

Operations & Supply Chain Management						
Code	Course Name	Type	L-T-P-S	Cr	CH	Pre-Requisites
23MB61L1	Materials Management	PE	3-0-0-0	3	3	OM
23MB61L2	Fundamentals of Supply Chain Management	PE	3-0-0-0	3	3	OM
23MB61L3	Operations Strategy	PE	3-0-0-0	3	3	OM
23MB61L4	Total Quality Management	PE	3-0-0-0	3	3	OM
23MB62L5	Lean Management	PE	3-0-0-0	3	3	OM
23MB62L6	Warehouse Management	PE	3-0-0-0	3	3	OM
23MB62L7	Supply Chain Analytics	PE	2-0-2-0	3	4	OM
23MB62L8	International Logistics Management	PE	3-0-0-0	3	3	OM
Marketing Management						
Code	Course Name	Type	L-T-P-S	Cr	CH	Pre-Requisites
23MB61M1	Product and Brand Management	PE	3-0-0-0	3	3	MKM
23MB61M2	Promotion and Distribution Management	PE	3-0-0-0	3	3	MKM
23MB61M3	Global Marketing Management	PE	3-0-0-0	3	3	MKM
23MB61M4	Advertisement and Sales Promotion	PE	3-0-0-0	3	3	MKM
23MB61M5	Consumer Behaviour	PE	3-0-0-0	3	3	MKM
23MB61M6	Digital Marketing	PE	3-0-0-0	3	3	MKM
23MB62M7	Services Marketing	PE	3-0-0-0	3	3	MKM
23MB62M8	Customer relationship Management	PE	3-0-0-0	3	3	MKM

Head
Department of BBA
K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)

DR. K. HEEMA DIVYA
HOD-MBA, K L Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)



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.

23MB62M9	Rural and Agricultural Marketing	PE	3-0-0-0	3	3	MKM
23MB62M10	Event and Entertainment Management	PE	3-0-0-0	3	3	MKM
23MB62M11	Sales and Promotion Management	PE	3-0-0-0	3	3	MKM
23MB62M12	Logistics and Supply Chain Management	PE	3-0-0-0	3	3	MKM
	Financial Management					
Code	Course Name	Type	L-T-P-S	Cr	CH	Pre-Requisites
23MB61F1	Wealth Management	PE	3-0-0-0	3	3	NIL
23MB61F2	Financial Markets and Services	PE	3-0-0-0	3	3	NIL
23MB61F3	Security Analysis and Portfolio Management	PE	2-1-0-0	3	3	FM
23MB61F4	Behavioural Finance	PE	3-0-0-0	3	3	NIL
23MB62F5	Strategic Financial Management	PE	2-1-0-0	3	3	FM
23MB62F6	Financial Risk Management	PE	2-1-0-0	3	3	FM
23MB62F8	Infrastructure Finance	PE	3-0-0-0	3	3	NIL
23MB62F9	International Financial Management	PE	2-1-0-0	3	3	NIL
23MB62F10	Blockchain Technology	PE	3-0-0-0	3	3	BADM
	Human Resource Management					
Code	Course Name	Type	L-T-P-S	Cr	CH	Pre-Requisites
23MB61H1	Talent and Competency Management	PE	3-0-0-0	3	3	HRM
23MB61H2	Dynamics of Employee Relations	PE	3-0-0-0	3	3	HRM
23MB61H3	Performance Management and Reward Systems	PE	3-0-0-0	3	3	HRM
23MB61H4	Labour Legislation	PE	3-0-0-0	3	3	HRM
23MB61H5	Performance Management	PE	3-0-0-0	3	3	HRM
23MB61H6	Human Resource Planning	PE	3-0-0-0	3	3	HRM
23MB62H7	International Human Resource Management	PE	3-0-0-0	3	3	HRM
23MB62H8	Organizational Change and Change Management	PE	3-0-0-0	3	3	HRM
23MB62H9	Strategic Human Resource Management	PE	3-0-0-0	3	3	HRM
23MB62H10	Compensation Management	PE	3-0-0-0	3	3	HRM
23MB62H11	Training and Development	PE	3-0-0-0	3	3	HRM

[Signature]
 Head of BBA
 Department
 K.L. Business School
 Koneru Lakshmaiah Education Foundation
 (Deemed to be University)

[Signature]
 Dr. K. HEMADIVYA
 HOD-WEA, K.L. Business School
 Koneru Lakshmaiah Education Foundation
 (Deemed to be University)



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.

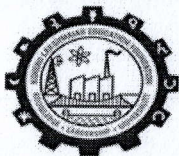
23MB62H12	Conflict Management and Negotiation	PE	3-0-0-0	3	3	HRM
	Business Analytics					
Code	Course Name	Type	L-T-P-S	Cr	CH	Pre-Requisites
23MB61U1	Introduction to Advanced Technologies	PE	2-0-2-0	3	4	BADM
23MB61U2	Data Visualization using Tableau	PE	2-0-2-0	3	4	NIL
23MB61U3	Econometrics with Business Applications Using R	PE	2-0-2-0	3	4	BADM
23MB61U4	Data Warehousing and Data Mining	PE	2-0-2-0	3	4	NIL
23MB61U5	Advanced Business Analytics	PE	2-0-2-0	3	4	BADM
23MB61U6	Advanced Excel	PE	2-0-2-0	3	4	NIL
23MB62U7	People Analytics	PE	2-0-2-0	3	4	HRM
23MB62U8	Business Analytics in Marketing	PE	2-0-2-0	3	4	MKM
23MB62U9	Business Analytics in Finance	PE	2-0-2-0	3	4	SAPM
23MB62U10	Business Forecasting with R	PE	2-0-2-0	3	4	BADM
23MB62U11	Big Data Analysis and Its Application	PE	2-0-2-0	3	4	BADM
23MB62U12	Machine Learning with Business Applications (with R and Python)	PE	2-0-2-0	3	4	BADM
23MB62U13	Data Visualization using R/Excel/Python	PE	2-0-2-0	3	4	NIL

Sectoral Specialisation

	Banking				
Code	Course Name	Type	L-T-P-S	Cr	CH
23MB61B0	Overview of Banking	PE	3-0-0-0	3	3
23MB62B1	Banking Service Operations	PE	3-0-0-0	3	3
	Healthcare & Hospital Management				
Code	Course Name	Type	L-T-P-S	Cr	CH
23MB61D0	Overview of Healthcare Management	PE	3-0-0-0	3	3
23MB62D1	Management of Healthcare Operations	PE	3-0-0-0	3	3
	Retail Management				
Code	Course Name	Type	L-T-P-S	Cr	CH
23MB61R0	Overview of Retailing	PE	3-0-0-0	3	3
23MB62R1	Management of Retail Operations	PE	3-0-0-0	3	3
	Information Technology				

Head
Department of BBA
K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)

Dr. K. HEMA DIVYA
MOD-MBA, K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)



Koneru Lakshmaiah Education Foundation

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

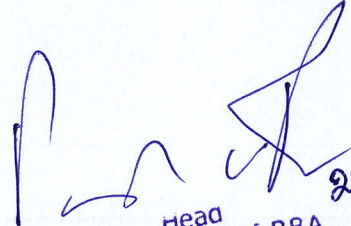
Accredited by NAAC as 'A++' ♦ Approved by AICTE ♦ ISO 9001-2015 Certified

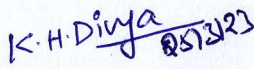
Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.

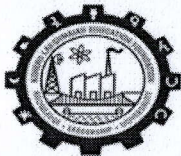
Phone No. 08645 - 350200; www.klef.ac.in; www.klef.edu.in; www.kluniversity.in

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

Code	Course Name	Type	L-T-P-S	Cr	CH
23MB61I0	IT Enabled Services	PE	3-0-0-0	3	3
23MB62I1	Marketing of Software Solutions	PE	3-0-0-0	3	3
	Rural & Agricultural Marketing				
Code	Course Name	Type	L-T-P-S	Cr	CH
23MB61G0	Overview of Agriculture and Rural Sectors in India	PE	3-0-0-0	3	3
23MB62G1	Management of Agricultural and Rural Development in India	PE	3-0-0-0	3	3
	Pharmaceutical Marketing				
Code	Course Name	Type	L-T-P-S	Cr	CH
23MB61P0	Pharmaceutical Marketing Management	PE	3-0-0-0	3	3
23MB62P1	Advanced Pharmaceutical Marketing Management	PE	3-0-0-0	3	3


Head
Department of BBA
K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)
28/03/23


Dr. K. HEMA DIVYA
HOD-MBA, K L Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)



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.

Annexure-II

Course Title: MATERIALS MANAGEMENT

Code: 22MB561L1

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

Credits: 3

Mapping of Course Outcomes (COs) with program outcomes (POs):

CO No	Revised Course Outcomes	PO	BT L
CO1	Analyze the impact of materials management on various aspects of the organization, such as cost, quality, customer service, and sustainability.	1	3
CO2	Develop the key components of materials management, including procurement, inventory management, storage and handling, and transportation.	6	3
CO3	Apply various techniques and tools used in materials management, such as ABC analysis, just-in-time (JIT) inventory, and material requirements planning (MRP).	6	4
CO4	Evaluate the effectiveness of materials management systems and recommend improvements.	6	4

Syllabus

Materials management – Importance of materials management – Organization for materials management - Transportation management – Warehousing – Organization & control for logistic management. Classification of materials – Classification and coding systems – Specification of materials – Standardization – Elements of value analysis/engineering & quality control – Estimation of demand – concepts of dependent and independent demands – ABC, VED, FSN analysis – Materials audit. **Purchasing** – Purchasing Process — purchase order- purchasing policies and procedures- -Purchase Cost Analysis-INCOTERMS- Source location – supplier evaluation – Supplier rating – Methodology of rating – Legal aspects of purchase procedures – Bid evaluation criteria – e-Procurement– Import procedures. **Inventory control** – Objectives of inventory control – Organization of inventory – concept of operating cycle – Levels of inventory – Classification of inventory – Optimum inventory – Basic EOQ formula – EOQ computation with shortages and discounts. Sales and operations planning (S&OP) , Barcoding and RFID technology **Material requirement planning** – Inputs and outputs – Manufacturing resource planning – Production planning – Bill of materials (BOM) – Zero inventory system – WIP inventory – GANTT charts – Concept of project inventory

Textbooks

1. Essentials of Inventory Management – Max Müller, American Management Association, 2nd Ed. 2011
2. Materials Management: An Executive's Supply Chain Guide - By Stan C. McDonald, John Wiley & Sons, 2009
3. Introduction To Materials Management, 6/E By Arnold, Pearson Ed. India
4. "Introduction to Materials Management" by Tony Arnold, Stephen N. Chapman, and Lloyd Clive.

Reference Books:

1. An integrated approach to Materials Management– Gopalkrishnan&Sundersan, PHI Laerning, 2009

head
Department of BBA
K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)

K.H. Divya
2013/23
Dr. K. HEMA DIVYA



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.

2. Materials and logistics Management – Prof. Shailesh Kasande
3. Materials and logistics Management – Dr. L. C. Jhamb
4. "Integrated Materials Management: A Holistic View" by T. P. Ghoshal and R. K. Mandal.

Course Title: LEAN MANAGEMENT

Code: 22MB62L5

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

Credits: 3

Mapping of Course Outcomes (COs) with program outcomes (POs):

CO No	Revised Course Outcomes	PO	BTL
CO1	Understand the key principles of lean management, including waste reduction, continuous improvement, and customer focus	1	2
CO2	Develop skills in problem-solving, process improvement, and teamwork required for lean management.	6	3
CO3	Apply lean management principles to various industries and processes, such as manufacturing, healthcare, and service operations.	6	3
CO4	Evaluate the effectiveness of lean management systems and recommend improvements	6,7	4

Syllabus

Introduction: The mass production system – Origin of lean production system –Necessity – Lean revolution in Toyota – Systems and systems thinking – Basic image of lean production – Customer focus – Muda (waste).Stability of Lean System - Standards in the lean system – 5S system – Total Productive Maintenance – standardized work –Elements of standardized work – Charts to define standardized work – Man power reduction – Overall efficiency - standardized work and Kaizen Common layouts. Just In Time – Principles of JIT – JIT system – Kanban Sytems –Kanban & Agile Methodologies- Heijunka Production leveling – Kanban Pull systems – Value stream mapping, Case study analysis of VSM in different industries, Jidoka (Automation with a Human Touch Jidoka concept) – Poka-Yoke (mistake proofing) systems – Inspection systems and zone control – Types and use of Poka-Yoke systems – Implementation of Jidoka. Worker Involvement and Systematic Planning Methodology –Lean Six Sigma- Integrating Lean and Six Sigma- Quality circle activity – Kaizen training-A3 problem-solving process - Suggestion Programmes Hoshin Planning System (systematic planning methodology) – Phases of Hoshin Planning – Lean culture

Textbooks

1. "The Toyota Way: 14 Management Principles from the World's Greatest Manufacturer" by Jeffrey K. Liker

Head
Department of BBA
K. L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)

Dr. K. HEMACHANDRA
HOD-MBA, K. L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)



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.

2. "Lean Thinking: Banish Waste and Create Wealth in Your Corporation" by James P. Womack and Daniel T. Jones

Reference Books:

1. Lean Production Simplified, Third Edition: A Plain-Language Guide to the World's Most Powerful Production System" by Pascal Dennis
2. "Value Stream Mapping: How to Visualize Work and Align Leadership for Organizational Transformation" by Karen Martin and Mike Osterling
3. "The Lean Six Sigma Pocket Toolbook: A Quick Reference Guide to Nearly 100 Tools for Improving Quality and Speed" by Michael L. George, John Maxey, David Rowlands, and Malcolm Upton
4. "Lean Enterprise: How High Performance Organizations Innovate at Scale" by Jez Humble, Joanne Molesky, and Barry O'Reilly
5. "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries
6. "Gemba Kaizen: A Commonsense Approach to a Continuous Improvement Strategy" by Masaaki Imai


28/3/23

Head
Department of BBA
K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)

K.H. Divya
28/3/23

Dr. K. HEMA DIVYA
HOD-MBA, K L Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)



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.

Annexure – III

DEPARTMENT OF BBA															
Y23 REGULATION															
S L N O	SE M	COURSE CODE	COURSE TITLE	M O D E	NA ME	Ca teg ory	L	T	P	S	C R	C H	PRE- REQ UI SI TES	TO OL S	
1	1	23UC1101	Integrated Professional English		IPE	HS S	0	0	4	0	2	4	NIL		
2	1	23BS114	Business Mathematics		BM	BS	2	1	0	0	3	3	NIL		
3	1	23BB11C2	Business Environment		B.E n	PC	3	0	0	0	3	3	NIL		
4	1	23BB11C3	Business Economics		B.E c	PC	3	0	0	0	3	3	NIL		
5	1	23BB11C4	Perspectives of Management		PM	PC	3	0	0	0	3	3	NIL		
6	1	23BB11C5	IT for Business Managers		ITB M	PC	2	0	0	4	3	6	NIL	MS OF FIC E	
7	1	23UC009	Ecology & Environment		EE	HS S	2	0	0	0	2	2	NIL		
8	2	23UC1202	English Proficiency		EP	HS S	0	0	4	0	2	4	NIL		
9	2	23BS115	Business Statistics		BS	BS	2	0	0	4	3	6	NIL		
10	2	23BB12C1	Introduction to Financial Accounting		IFA	PC	2	0	2	0	3	4	NIL	TA LL Y, QU IC K BO OK S	
11	2	23BB12C2	Management Information Systems		MIS	PC	3	0	0	0	3	3	ITB M		
12	2	23BB12C3	Organizational Behaviour		OB	PC	3	0	0	0	3	3	PM		
13	2	23BB12C4	Marketing Management		MM	PC	3	0	0	0	3	3	NIL		
14	2	23BB12K1	Foreign Language		FL	HS S	2	0	0	0	2	2	NIL		
15	1S	23BB10P0	Summer		SIP1	PR	0	0	0	8	2	8	NIL		

Department of BBA
K.L. Business School
Koneru Lakshmaiah Education Foundation

K.H. Divya
Dr. K. HEMA DIVYA
HOD-MBA, K.L. Business School
Koneru Lakshmaiah Education Foundation



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.

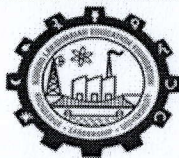
Phone No. 08645 - 350200; www.klef.ac.in; www.klef.edu.in; www.kluniversity.in

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

			Internship Program 1			I											
16	3	23UC2103	Essential Skills for Employability		ESE	HS S	0	0	4	0	2	4	NIL				
17	3	23BB21C1	FC-1		MA C	FC	2	0	2	0	3	4	IFA				
18	3	23BB21C2	Human Resource Management		HR M	PC	3	0	0	0	3	3	NIL				
19	3	23BB21C3	Business Research Methods		BR M	PC	3	0	0	0	3	3	BS				
20	3	23BB21C4	FC-2		ME C	FC	3	0	0	0	3	3	B.Ec				
21	3	23BB21C5	FC-3		FLS CM	FC	3	0	0	0	3	3	MM				
22	3	23UC1203	Design Thinking and Innovation		DTI	HS S	0	0	4	0	2	4	NIL				
23	4	23BB22C0	Universal Human values & Professional Ethics		CA	PC	2	0	0	0	2	2	IFA				
24	4	23BB22C1	FC-4		PO M	FC	2	2	0	0	4	4	PM				
25	4	23BB22C3	FC-5		BL	FC	3	0	0	0	3	3	NIL				
26	4	23BB22C4	FC-6		FM	FC	2	2	0	0	4	4	IFA				
27	4	23BB22C5	FC-7		BM G	FC	2	0	0	0	2	2	DTI				
28	4	23UC2204	Corporate Readiness Skills		CRS	HS S	0	0	4	0	2	4	NIL				
29	4	23BB22C7	Experiential Entrepreneurship		EE	PC	0	0	2	4	2	6	NIL				
30	2S	23BB20P1	Summer Internship Program 2		SIP2	PR I	0	0	0	8	2	8	SIP1				
31	5	23BB31C0	Dynamics of Capital Markets		DC M	PC	3	0	0	0	3	3	FM				
33	5	23BB31C2	Fundamentals of Digital Marketing		FD M	PC	2	0	0	4	3	6	MM				Google Analytic s/ Ope n We b Ana

Head
Department of BBA
K. L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)

K.H. Divya
Dr. K. HEMA DIVYA
HOD-MBA, K. L. Business School
Koneru Lakshmaiah Education Foundation



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.

																	lytic s
34	5	23BB31C7	Research Paper		RP	PC	0	0	8	4	5	1 2	BRM , BS, BM				
35	5		PE-1			PE	3	0	0	0	3	3	FM/ HRM /MM	FIC O/S D/H CM			
36	5		PE-2			PE	3	0	0	0	3	3	FM/ HRM /MM				
37	5		PE-3			PE	3	0	0	0	3	3	FM/ HRM /MM				
38	6	23BB32C0	Business Analytics		BA	PC	2	0	2	0	3	4	BS	R Pro gra mm ing / SPS S			
40	6	23BB32C3	Income Tax & GST		ITG	PC	3	1	0	0	4	4	IFA				
41	6	23BB32C4	Strategic Management		SM	PC	3	0	0	0	3	3	PM				
42	6		PE-4			PE	3	0	0	0	3	3	FM/ HRM /MM				
43	6		PE-5			PE	3	0	0	0	3	3	FM/ HRM /MM				
44	6		PE-6			PE	3	0	0	0	3	3	FM/ HRM /MM				
45	3S	23BB30P2	Summer Internship Program 3		SIP3	PR I	0	0	0	8	2	8	SIP3				
46	5		OE-1		SS	HS S	0	0	4	0	2	0	NIL				
47	6		OE-2	On lin e	ERP	PC	3	0	0	0	3	0	NIL				

2. Professional electives

1.

		Course code	Course title	Mode	N	cat	L	T	P	S	C	C	Prere	
--	--	-------------	--------------	------	---	-----	---	---	---	---	---	---	-------	--

read
Department of BBA
K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)

Dr. K. H. Dinda
HOD-MBA, K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)



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.

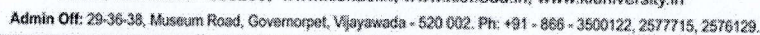
Phone No. 08645 - 350200; www.klef.ac.in; www.klef.edu.in; www.kluniversity.in

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

					a m e g o r y							H	quisit es	
PE 1	23BB31M0	Services Marketing			S M	PE	3	0	0	0	3	0	MM	
	23BB31F0	Banking & Insurance Management			B I M	PE	3	0	0	0	3	0	FM	
	23BB31H0	Personal Effectiveness and Self- Leadership			P E S L	PE	3	0	0	0	3	0	HRM	
	23BB31D0	Services Marketing			S M	PE	3	0	0	0	3	0	MM	
	23BB31E0	Introduction to Software Engineering			I S M	PE	3	0	0	0	3	0		
	23BB31T0	Fundamentals of Fintech			F F	PE	3	0	0	0	3	0	FM	
	23BB31L0	Inland Waterways and Transportation			I W T	PE	3	0	0	0	3	0	MM	
PE 2	23BB31M1	Advertising and Sales Promotion			A S P	PE	3	0	0	0	3	0	MM	
	23BB31F1	Investment Management			I M	PE	3	0	0	0	3	0	FM	
	23BB31H1	Dynamics of Industrial Relations			D I R	PE	3	0	0	0	3	0	HRM	
	23BB31D1	Advertising and Sales Promotion			A S P	PE	3	0	0	0	3	0	MM	
	23BB31E1	ERP Systems Design and Implementation			E D I	PE	3	0	0	0	3	0		
	23BB31T1	Digital Payments & Lending			D P L	PE	3	0	0	0	3	0	FM	
	23BB31L1	Materials & Warehousing Management			M W M	PE	3	0	0	0	3	0	MM	
PE 3	23BB31M2	Customer Relationship			C R	PE	3	0	0	0	3	0	MM	

Head
Department of BBA
K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)

K.H. Divya
Dr. K. HEMA DIVYA
HOD-MBA, K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)



K.H.DIVA
Dr. K. HEMA DIVYA
HOD-MBA, K L Business School
Koneru Lakshmaiah Education Foundation
(Autonomous to be University)



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.

			Finance		F														
		23BB32H4	Labour Legislation		L L	PE	3	0	0	0	3	0					HRM		
		23BB32D4	Web Analytics and Affiliate Marketing		W A A M	PE	3	0	0	0	3	0					MM		
		23BB32E4	ERP in MSMEs		E M	PE	3	0	0	0	3	0							
		23BB32T4	Block Chain Technology & Architecture		B C T A	PE	3	0	0	0	3	0					FM		
		23BB31L4	International Logistics		I L	PE	3	0	0	0	3	0					MM		
	PE 6	23BB32M5	Rural Marketing		R M	PE	3	0	0	0	3	0					MM		
		23BB32F5	Financial Derivatives		F D	PE	3	0	0	0	3	0					FM		
		23BB32H5	Training & Development		T D	PE	3	0	0	0	3	0					HRM		
		23BB312D5	Social Media Management		S M M	PE	3	0	0	0	3	0					MM		
		23BB32E5	Information Systems		IS	PE	3	0	0	0	3	0							
		23BB32T5	Capstone Project		C P	PE	3	0	0	0	3	0					FM		
		23BB31L5	Total Quality Management		T Q M	PE	3	0	0	0	3	0					MM		
		FLEXI CORE																	
	FC 1	23BB21C1/ 23ACCABT	Management & Cost Accountancy/ Business And Technology		M C A / B T	FC	3	0	0	0	3	3							
	FC 2	23BB21C4/ 23ACCAFA	Macro Economics / Financial Accounting		M E/ F A	FC	3	1	0	0	4	4							
	FC 3	23BB21C5/ 23ACCAM	Fundamentals of LSCM /		F L	FC	3	1	0	0	4	4							

Head
Department of BBA
K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)

DEKINDIA
HOD-MBA, K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)



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.

		A	Management Accounting		S C M / M A														
	FC 4	23BB22C1/ 23ACCALW	Production and Operations Management / Corporate And Business Law		P M / C B L	FC	4	0	0	0	4	4							
	FC 5	23BB22C3/ 23ACCAFM	Business Law / Financial Management		B L/ F M	FC	3	1	0	0	4	4							
	FC 6	23BB22C4/ 23ACCATX	Financial Management / Taxation		F M / T A X	FC	4	0	0	0	4	4							
	FC 7	23BB22C5/ 23ACCAFR	Business Model Generation / Financial Reporting		B M G / F R	FC	3	1	0	0	4	4							

Head
Department of BBA
K.L.Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)

K.H.Dinva 25/03/23
Dr.K.HEMA DIVYA
HOD-MBA, K L Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)



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.

Annexure- IV

Y 22 BATCH										
DIGITAL MARKETING										
	COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	S	C R	C H	
1	22BB31D0	Services Marketing	PE1	3	0	0	0	3	3	
2	22BB31D1	Advertising and Sales Promotion	PE2	3	0	0	0	3	3	
3	22BB31D2	Customer Relationship Management	PE3	3	0	0	0	3	3	
4	22BB32D3	Search Engine Optimisation	PE4	3	0	0	0	3	3	
5	22BB32D4	Web Analytics and Affiliate Marketing	PE5	3	0	0	0	3	3	
6	22BB312D5	Social Media Management	PE6	3	0	0	0	3	3	

FINTECH & BLOCKCHAIN TECHNOLOGY										
	COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	S	C R	C H	
1	22BB31T0	Fundamentals of Fintech	PE1	3	0	0	0	3	3	
2	22BB31T1	Digital Payments & Lending	PE2	3	0	0	0	3	3	
3	22BB31T2	Fintech in Banking & Finance	PE3	3	0	0	0	3	3	
4	22BB32T3	Fundamentals of Block Chain Technology	PE4	3	0	0	0	3	3	
5	22BB32T4	Block Chain Technology & Architecture	PE5	3	0	0	0	3	3	
6	22BB32T5	Capstone Project	PE6	0	0	0	24	6	0	

LSCM										
	COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	S	C R	C H	
1	22BB31L0	Inland Waterways and Transportation	PE1	3	0	0	0	3	3	
2	22BB31L1	Materials & Warehousing Management	PE2	3	0	0	0	3	3	
3	22BB31L2	Freight Forwarding & Surface Transportation	PE3	3	0	0	0	3	3	
4	22BB31L3	Forecasting & Inventory Management	PE4	3	0	0	0	3	3	
5	22BB31L4	International Logistics	PE5	3	0	0	0	3	3	
6	22BB31L5	Total Quality Management	PE6	3	0	0	0	3	3	

Head
Department of BBA
K L Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)

K.H. Divya
Dr. K. HEMA DIVYA
HOD-MBA, K L Business School
Koneru Lakshmaiah Education Foundation



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.

Y 21 BATCH

DIGITAL MARKETING

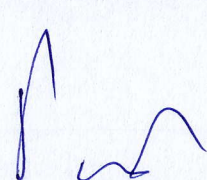
	COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	S	C R	C H
1	21BB31D0	Services Marketing	PE1	3	0	0	0	3	3
2	21BB31D1	Advertising and Sales Promotion	PE2	3	0	0	0	3	3
3	21BB31D2	Customer Relationship Management	PE3	3	0	0	0	3	3
4	21BB32D3	Search Engine Optimisation	PE4	3	0	0	0	3	3
5	21BB32D4	Web Analytics and Affiliate Marketing	PE5	3	0	0	0	3	3
6	21BB31D5	Social Media Management	PE6	3	0	0	0	3	3

FINTECH & BLOCKCHAIN TECHNOLOGY

	COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	S	C R	C H
1	21BB31T0	Fundamentals of Fintech	PE1	3	0	0	0	3	3
2	21BB31T1	Digital Payments & Lending	PE2	3	0	0	0	3	3
3	21BB31T2	Fintech in Banking & Finance	PE3	3	0	0	0	3	3
4	21BB32T3	Fundamentals of Block Chain Technology	PE4	3	0	0	0	3	3
5	21BB32T4	Block Chain Technology & Architecture	PE5	3	0	0	0	3	3
6	21BB32T5	Capstone Project	PE6	0	0	0	24	6	0

LSCM

	COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	S	C R	C H
1	21BB31L0	Inland Waterways and Transportation	PE1	3	0	0	0	3	3
2	21BB31L1	Materials & Warehousing Management	PE2	3	0	0	0	3	3
3	21BB31L2	Freight Forwarding & Surface Transportation	PE3	3	0	0	0	3	3
4	21BB31L3	Forecasting & Inventory Management	PE4	3	0	0	0	3	3
5	21BB31L4	International Logistics	PE5	3	0	0	0	3	3


 Department of BBA
 K.L. Business School
 Koneru Lakshmaiah Education Foundation
 (Deemed to be University)

K.H. Divya
 20/3/23
 Dr. K. HEMA DIVYA
 HOD-MBA, K.L. Business School
 Koneru Lakshmaiah Education Foundation
 (Deemed to be University)



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

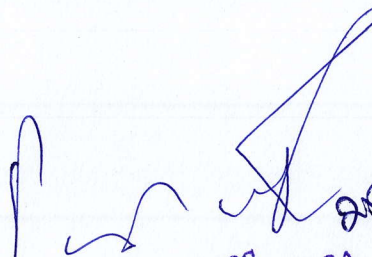
Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph: +91 - 866 - 3500122, 2577715, 2576129.

Recommendations of the DAC – Committee – MBA Department

1. Proposal for approval of MBA Programme Structure for Y-23 batch.
2. Approval for the syllabus revision of Materials Management & Lean Management for MBA Y22 batch.
3. Approval for Awarding Ph.D. Degree in the Faculty of Commerce and Management Studies in the place of Faculty of Management

Recommendations of the DAC – Committee – BBA Department

1. Proposal for the approval of Y23 BBA Program structure.
2. Proposal for introduction of Digital marketing, LSCM, Fintech specializations for Y 21, Y 22 batches of BBA.
3. Proposal for the revision of LTPS structure of Y 23 BBA ACCA courses.


Head
Department of BBA
K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)
28/08/23


Dr. K. HEMA DIVYA
HOD-BBA, K L Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)