



Koneru Lakshmaiah Education Foundation

(Category -1, 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. +91 8645 - 350 200; www.klef.ac.in; www.klef.edu.in; www.kluniversity.in

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13th Aug 2025

To

The Dean -Academics

K L Deemed to be University

Vaddeswaram.

Dear Sir,

Sub: Minutes of the 32nd Board of Studies Meeting-K L Business School-Department of MBA and BBA held on 12-08-2025 -Reg.

Greetings to you

The 32nd Board of Studies meeting has been conducted in K L Business School on 12th August 2025 through online mode from 2pm to 4pm. We are here to submit the minutes of the 30th Board of Studies meeting for your kind perusal.

Thanking You,

Yours sincerely

Dr. P. Venkateswara Rao

Co-Chairman BoS

K L Business School

Department of BBA

K.L.Business School

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Dr. S. Ramesh Babu

Chairman BoS

K L Business School

Dr. S. RAMESH BABU

HOD-MBA, KL Business school

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KL Business School, Department of MBA and BBA

32nd Board of Studies Meeting

Held on 12th August, 2025

Members of 30thBoS

S. No.	Name	Designation	Role in BoS
1	Dr. S. Ramesh Babu	MBA HoD, Associate Professor	Chairman
2	Dr. P. Venkateswara Rao	Professor & HoD, BBA	Co-Chairman
3	Dr. M. Kishore Babu	Dean MHS, Professor	Member
4	Dr. S. Padma	Professor, KLBS	Member
5	Dr. V. Ajay Varshney	Professor, KLBS	Member
6	Dr. M. Sreenivasa Rao	Professor, KLBS	Member
7	Dr. Ch Balaji	Deputy HoD, Assistant Professor	Member
8	Dr. Pradeep Patnaik	Deputy HoD, Assistant Professor,	Member
9	Dr. V Siva Prasad Kandi	RPAC, Assistant Professor	Member
10	Dr. D. Sundari	Associate Professor, Research Group Head HR	Member
11	Dr.K.Venkateswara Kumar	Associate Professor, Research Group Head Finance	Member
12	Dr. A Srikanth	Associate Professor, Research Group Head Analytics	Member
13	Dr. B. Kishore Babu	Associate Professor, Examination Coordinator	Member
14	Dr.Irrinki MohanaKrishna	Group Head- Analytics	Member
15	Dr.D. Prasanna Kumar	Group Head-Marketing	Member
16	Dr. K. Hema Divya	Associate Professor, NBA Coordinator	Member
17	Dr. MVAL Narasimha Rao	Associate Professor	Member
18	Dr. K Anusha	Assistant Professor	Member
19	Dr. D. Praveena Devi	Assistant Professor, Research Coordinator	Member
20	Dr. Mazharunnisa	Associate Professor – TLP In charge	Member

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21	Mr.V. Narendra	Assistant Professor, KLBS , Prof In Charge-Academics	Member
22	Dr.Anand Bethupudi	Dean, KLGBS	Member
23	Dr. M. Geetha	HOD,MBA,KLH	Member
24	Dr.P.Himajagathi	MBA, KLH	Member
25	Dr.NVS Rajesh	MBA,KLH	Member
26	Dr.V N Sailaja	Associate Professor and Associate Dean, Academics	Member
27	Dr.E.Vamsidhar	Associate Professor and Associate Dean, Academics	Member
28	Dr.U.K Shukla	Program Coordinator, MBA, KLCOE	Member
29	Dr.M Durga Prasad	Program Coordinator, BBA, KLCOE	Member
30	Dr.Irala Lokanandha Reddy	Professor, School of Management Science, University of Hyderabad	External Member (Nominee-Academia)
31	Dr.K.V.S.N.Jawahar Babu	Professor, Management , Vikrama Simhapuri University	External Member (Nominee-Academia)
32	Mr. Venkata Satya Kumar Pamula	Vice President, Integral PR	External Member (Nominee-Industry)
33	Mr.Kyle Isaac	HR Manager, Dr Reddy's Foundation	External Member (Nominee-Alumni)

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Agenda and Resolutions

AGENDA ITEM-1

Agenda Item Description

Introduction of core courses for MBA Y25 admitted batch.

The following core courses for MBA Y25 admitted batch to enhance employability and entrepreneurial abilities, recommended by Dr. K. V Siva Prasad- Assistant Professor, Dr. S. Venkata Ramana- Associate Professors, Dr. A. Srikanth- Associate Professor and Dr. T.V.S.S Swathi- Assistant Professor, Department of MBA, K L Business School.

25MB5104	FINANCIAL REPORTING AND ANALYSIS
25SDMB02	IT AND SOFT SKILLS FOR MANAGERS
25MB6115	BUSINESS ETHICS AND SUSTAINBLE DEVELOPMENT

Annexure-1: Syllabus for core courses for MBA Y25

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

AGENDA ITEM-2

Agenda Item Description

Introduction of Marketing Management specialisation courses for MBA Y25 admitted batch.

The following Marketing Management specialization course for MBA Y25 admitted batch to enhance employability skills, recommended by Mr. Venkata Satya Kumar Pamula, Vice President, Integral PR, Dr. M. Kishore Babu, Professor Department of MBA, KLBS and Dr. B. Kishore Babu, Associate Professor, Department of MBA, KLBS.

Marketing Management Specialization Course	
25MB62M8	AI APPLICATIONS IN MARKETING

Annexure-2: Syllabus for marketing specialization courses for MBA Y25

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

AGENDA ITEM-3

Agenda Item Description

Introduction of Human Management specialisation courses for MBA Y25 admitted batch.

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The following Human Resource Management specialization courses for MBA Y25 admitted batch to enhance employability skills, recommended by Mr.Kyle Isaac, HR Manager, Reddy Labs, Dr.D.Sundari- Associate Professor, Dr.S.Padma-Professor, Dr.Athanu Thalukdar-Professor, Dr.Shyamsundar Tripathi-Assistant Professor, Dr.Vamsi Krishna-Assistant Professor, Dr.Rama Swathi-Assistant Professor, Department of MBA, KLBS.

Human Resources Management Specialization Courses	
25MB61H3	AI IN HUMAN RESOURCE MANAGEMENT
25MB61H4	EMPLOYEE EXPERIENCE AND WELL-BEING MANAGEMENT
25MB62H7	DIGITAL HR AND ANALYTICS
25MB62H8	AGILE HR AND ORGANIZATIONAL DEVELOPMENT

Annexure-3: Syllabus for Human Resource Management specialization courses for MBA Y25

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

AGENDA ITEM-4

Agenda Item Description	
Introduction of Financial Management specialisation courses for MBA Y25 admitted batch.	

The following Financial Management specialization course for MBA Y25 admitted batch to enhance employability skills, recommended by Dr.Irala Lokanandha Reddy, Professor, School of Management Sciences, Hyderabad Central University, Dr. Venkateswara Kumar-Associate Professor, Dr. S. Venkata Ramana- Associate Professor, Department of MBA, KLBS.

Financial Management Specialization Course	
25MB62F9	ARTIFICIAL INTELLIGENCE FOR INVESTMENTS

Annexure-4: Syllabus for Financial management specialization courses for MBA Y25

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

AGENDA ITEM-5

Agenda Item Description	
Introduction of Operations and Supply chain Management specialisation courses for MBA Y25 admitted batch.	

The following Operations and Supply chain Management specialization course for MBA Y25 admitted batch to enhance employability skills, recommended by Dr.Irala Lokanandha Reddy,

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Professor, School of Management Sciences, Hyderabad Central University, Dr. K. Anusha- Assistant Professor, Dr. Subhodeep Mukherjee- Assistant Professor, Department of MBA, KLBS.

Operations and Supply Chain Management Specialization Course

25MB62L8

AI IN OPERATIONS MANAGEMENT

Annexure-5: Syllabus for marketing specialization courses for MBA Y25

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

AGENDA ITEM-6

Agenda Item Description

Proposal for review and approval of MBA- Y25 Programme Structure

The members of the board of studies reviewed the MBA- Y25 Academic Program Structure and the proposal was approved by the members of the board of studies and forwarded to the Academic Council.

Annexure-6: MBA- Y25 Academic Program Structure

AGENDA ITEM-7

Agenda Item Description

Proposal for approval of MBA- Fintech Academic Program Structure for Y-25 admitting Batch.

The members of the board of studies reviewed the MBA- Fintech Program Structure for Y-25 admitting batch and the proposal was approved by the members of the board of studies and forwarded to the Academic Council.

Annexure-7: MBA- Y25 Fintech Academic Program Structure

AGENDA ITEM-8

Agenda Item Description

Proposal for approval revised syllabuses of Part-2 and Part-3 of Pre-Phd (Management) Courses

The following Part-2 and Part-3 Pre-PhD (Management) courses recommended by Dr. K. V. S. N. Jawahar Babu, Professor-Management, Vikrama Simhapuri University, Dr. K. V

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Siva Prasad, RPAC, KLBS, Dr. Venkateswara Kumar, Dr. Sundari and Dr.A. Srikanth
Research Group Heads of KLBS.

Part-2	MANAGEMENT CONCEPTS AND THEORIES
Part-2	MARKETING MANAGEMENT
Part-2	HUMAN RESOURCE MANAGEMENT
Part-2	FINANCIAL MANAGEMENT
Part-3	ADVANCED MANAGEMENT-THEORY AND PRACTICE
Part-3	FINANCIAL SERVICES AND MARKETS
Part-3	FUNDAMENTALS OF SUPPLY CHAIN MANAGEMENT
Part-3	RETAIL MANAGEMENT
Part-3	SERVICES MARKETING
Part-3	LEARNING & DEVELOPMENT
Part-3	ORGANIZATION CHANGE AND DEVELOPMENT

The members of the board of studies reviewed the syllabi of Part-2 and Part-3 Pre-PhD (Management) courses the proposal was approved by the members of the board of studies and forwarded to the Academic Council.

Annexure-8: Part-2 and Part-3 Pre-Phd (Management) Courses

AGENDA ITEM-9

Agenda Item Description
Proposal for approval of introducing new course-ENTREPRENEURSHIP as Part-3 of Pre-PhD (Management) course.

The course ENTREPRENEURS is recommended by Dr. KV Siva Prasad, RPAC of KLBS, and Dr.Irala Lokanandha Reddy, Professor, School of management Sciences, Hyderabad Central University and supported by research group heads of KLBS.

The members of the board of studies have viewed the syllabi and given approval to add this course in Part-3 of Pre-PhD (Management) and forwarded to the Academic Council.

Annexure-9: Syllabus for the course ENTREPRENEURSHIP.

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AGENDA ITEM-10

Agenda Item Description

Seeking Approval of BBA Y 25 Academic Program Structure

The members of the board of studies reviewed the BBA- Y25 Programme Structure and the proposal was approved by the members of the board of studies and forwarded to the Academic Council.

Annexure-10: BBA- Y25 Program Structure

AGENDA ITEM-11

Agenda Item Description

Seeking approval of 4th year courses for four years honors program of BBA Y 22 Batch

The members of the board of studies reviewed the BBA- Y 22 BATCH 4th year Courses for four Honors Program and the proposal was approved by the members of the board of studies and forwarded to the Academic Council.

Annexure -11: Y 22 BBA 4th year courses

AGENDA ITEM-12

Agenda Item Description

Seeking Approval of BBA 3rd year SIP duration period as one month

In accordance with the recommendations of the faculty members it was proposed considering III year SIP Duration period as one month instead of 2 months to report to their jobs immediately after theory examinations. The proposal was approved by the members of the Board of studies and forwarded to Academic Council

AGENDA ITEM-13

Agenda Item Description

Introduction of Advance Excel course for BBA, BBA -BA students in III year II semester for Y 23 Batch and subsequent batches.

Advance Excel course for BBA, BBA -BA students in III year II semester for Y 23 Batch and subsequent batches required to enhance employability skills recommended by Dr I Mohana Krishna , Member , KLBS and the proposal was approved by the members of the board of studies and forwarded to the Academic Council.

Annexure 12: Syllabus copy of Advance Excel

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AGENDA ITEM-14

Agenda Item Description

Seeking Approval of two new courses namely Power BI and SQL for Y 23 BBA - BA Batch and subsequent batches

The following Information Technology and Analytics sectoral courses for BBA -BA Y23 and subsequent batches required to enhance employability skills, recommended by DR I Lokanatha Reddy, External BOS Member, Associate Professor, HCU, Hyderabad and the proposal was approved by the members of the board of studies and forwarded to the Academic Council.

Annexures- 13: Syllabus Copies of Power BI and SQL

AGENDA ITEM-15

Agenda Item Description

Seeking approval to allow Y 20 BBA – ACCA students to change their PC by mentioning specialization “International Finance and Accounting” and to allow Y 21 BBA – ACCA Students to change their PC by mentioning specialization as “International Finance and Accounting”

The members of the board of studies reviewed and the proposal was approved by the members of the board of studies and forwarded to the Academic Council.

AGENDA ITEM-16

Agenda Item Description

Requesting permission for Y19 BBA student Ms.M. Akhil Kumar (Id No. 190543088) to complete his BBA Degree by allowing register his courses in 2025-26 Odd semester

Based on the recommendations of the faculty members it was proposed to allow Ms. Akhil Kumar (Id No. 190543) to complete 4 Back Log courses in 2025 -26 Odd semester. The Courses are 19bb12C6 (Campus to corporate), 19BB21C4 -Business Research Methods, 19BS115 (Business Statistics) and 19UC0009 (Ecology & Environment) to complete his BBA Degree and forwarded to Academic Council.

Recommendations of Department Academic Committee (DAC-MBA):

1. The members of the committee reviewed and approved the new three professional core courses namely Financial Reporting and Analysis, IT and Soft Skills for Managers, and Business Ethics and Sustainable Development.
2. The members of the committee reviewed and approved the new marketing specialization - professional elective courses namely “AI Applications in Marketing”.
3. The members of the committee reviewed and approved the new four (4) HR specialization - professional elective courses namely “AI in Human Resource

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Management", "Employee Experience And Well-Being Management", Digital HR and Analytics", "Agile HR and Organizational Development".

4. The members of the committee reviewed and approved the new finance specialization - professional elective courses namely "Artificial Intelligence for Investments".
5. The members of the committee reviewed and approved the new Operations and Supply Chain Management specialization - professional elective courses namely "AI in Operations Management".
6. The members of the committee reviewed the proposed MBA (Regular) Y25 Academic Program Structures and approved.
7. The members of the committee reviewed and approved the proposed new course Entrepreneurship as part-3 of Pre-PhD (Management) course.
8. The members of the committee reviewed and approved the revised part-2 and part-3 courses of Pre-PhD(Management) courses.

Recommendations of Department Academic Committee (DAC-BBA):

1. The members of the committee reviewed and proposed BBA -Y25 Programme Structure and approved.
2. The members of the committee reviewed the proposed Y 22 BBA 4th Year courses – Honors program courses are approved.
3. The members of the committee reviewed and Approval for III year SIP Duration as one month
4. Seeking Approval introduction of Advance Excel course for III year BBA and BBA - BA for Y 23 Admitted students and sub sequent Batches.
5. Seeking Approval two new courses namely Power BI and SQL for Y 23 BBA -BA Batch and subsequent batches are approved
6. Seeking approval to allow Y 20 BBA – ACCA students to change their PC by mentioning specialization "International Finance and Accounting " and to allow Y 21 BBA – ACCA Students to change their PC by mentioning specialization as "International Finance and Accounting "and approved by the members .
7. Requesting permission for Y19 BBA student Ms.M . Akhil Kumar (Id No. 190543088) to complete his BBA Degree by allowing register his courses in 2025-26 Odd semester

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