



6 May 2024

## COMPOSITION OF MASTER OF BUSINESS ADMINISTRATION-BOARD OF STUDIES

In accordance with Clause No. 16 of the UGC Guidelines 2023 for autonomy, the Master of Business Administration-Board of Studies of the Universal College of Engineering & Technology is constituted with the following members:

| S. No. | Name of the Committee Member with Designation and Address                                                                                                                 | Position                                |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
| 1      | <b>Mrs. D. Mary Sharmila Rani</b><br>HoD, MBA, UCET.<br>Mobile: 8340041165, sharmilaucet@gmail.com                                                                        | Chairman                                |
| 2      | <b>Dr. A. Krishna Mohan,</b><br>Professor, School of Management Studies, JNTUK.<br>Mobile: 9640027540, krishna.ankala@gmail.com                                           | Member - University Nominee             |
| 3      | <b>Dr. M. S. Narayana</b><br>Professor, Department of Management Studies,<br>KL University, Vaddeswaram, Vijayawada.<br>Mobile: 9441128754, dr.srinivasanarayan@gmail.com | External BoS Member<br>Subject Expert-1 |
| 4      | <b>Dr. Battu Nagaraju</b><br>Professor & Head of HRM Dept,<br>Acharya Nagarjuna University, Nambur, Guntur.<br>Mobile: 9440022859, battunagaraju@yahoo.co.in              | External BoS Member<br>Subject Expert-2 |
| 5      | <b>Mr. C. V. Satyanarayana Reddy</b><br>Managing Partner, Vidhata Pharma Services,<br>IDA Kukatpalli, Hyderabad.<br>Mobile: 9959914446, cvsatya@gmail.com                 | Industry Expert                         |
| 6      | <b>Mr. Ch. Ramachandra Reddy</b><br>Team Lead-Operations, Accenture, Hyderabad.<br>Mobile: 7799244030, r.reddy.chevuri@accenture.com                                      | Alumnus                                 |
| 7      | <b>Mr. Y. Prasada Rao</b><br>Associate Professor, MBA, UCET.<br>Mob: 9959666368, prasadarao.yenugula@gmail.com                                                            | Internal BoS Member                     |
| 8      | <b>Mr. M. Marreddy</b><br>Associate Professor, MBA, UCET.<br>Mob: 9848018577, mfmreddy@gmail.com                                                                          | Internal BoS Member                     |
| 9      | <b>Mr. M. Vinod</b><br>Associate Professor, MBA, UCET.<br>Mob: 9542836949, marrivinod8@gmail.com                                                                          | Internal BoS Member                     |
| 10     | <b>Mr. K. Srinivasa Rao</b><br>Associate Professor, MBA, UCET.<br>Mob: 9491036220, srinivaskadari6@gmail.com                                                              | Internal BoS Member                     |
| 11     | <b>Mrs. Ch. Suneetha</b><br>Assistant Professor, MBA, UCET.<br>Mob: 9966308097, sunithareddy471@gmail.com                                                                 | Internal BoS Member                     |

  
**D. Mary Sharmila Rani**  
MBA-BOS CHAIRMAN  
HEAD OF THE DEPARTMENT



Ref: UCET/ MBA-BoS / RES / 2025/ 1

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION  
MINUTES OF THE BOARD OF STUDIES MEETING

14 July 2025

The Second Board of Studies (BoS) Meeting of Master of Business Administration department was held on 14 July 2025 at 3:00 pm through online via Zoom link and off line at Department of MBA Room No:126 to finalize and approve the MBA PG Programme Course Structure, Courses and their Syllabi for II-I and II-II Semesters under UR24 Regulations.

The following members were present in the meeting through online via Zoom link:

| S. No. | Name of the BoS Member with Designation and Address                                                                  | Position                                   | Signature          |
|--------|----------------------------------------------------------------------------------------------------------------------|--------------------------------------------|--------------------|
| 1      | <b>Dr. A. Krishna Mohan,</b><br>Professor, School of Management Studies,<br>JNTUK,kakinada.                          | Member -<br>University Nominee             | <i>[Signature]</i> |
| 2      | <b>Dr. M. S. Narayana</b><br>Professor, Department of Management Studies, KL<br>University, Vaddeswaram, Vijayawada. | External<br>BoS Member<br>& Subject Expert | <i>[Signature]</i> |
| 3      | <b>Dr. Battu Nagaraju</b><br>Professor & Head of HRM Dept, Acharya Nagarjuna<br>University, Nambur, Guntur.          | External<br>BoS Member<br>& Subject Expert | <i>[Signature]</i> |
| 4      | <b>Mr. C. V. Satyanarayana Reddy</b><br>Managing Partner, Vidhata Pharma Services, IDA<br>Kukatpalli, Hyderabad.     | Industry Expert                            | <i>[Signature]</i> |
| 5      | <b>Mr. Ch. Ramachandra Reddy</b><br>Team Lead-Operations, Accenture, Hyderabad.                                      | Alumnus                                    | <i>[Signature]</i> |

The following members were present in the meeting through offline at Room No 126.

| S. No. | Name of the BoS Member with Designation and Address          | Position               | Signature          |
|--------|--------------------------------------------------------------|------------------------|--------------------|
| 1      | <b>Mrs. D. Mary Sharmila Rani</b><br>HoD, MBA, UCET.         | Chairman               | <i>[Signature]</i> |
| 2      | <b>Mr. Y. Prasada Rao</b><br>Associate Professor, MBA, UCET. | Internal BoS<br>Member | <i>[Signature]</i> |
| 3      | <b>Mr. M. Vinod</b><br>Associate Professor, MBA, UCET.       | Internal BoS<br>Member | <i>[Signature]</i> |
| 4      | <b>Mr. K. Srinivas</b><br>Associate Professor, MBA, UCET.    | Internal BoS<br>Member | <i>[Signature]</i> |
| 5      | <b>Mrs. Ch. Suneetha</b><br>Assistant Professor, MBA, UCET.  | Internal BoS<br>Member | <i>[Signature]</i> |
| 6      | <b>Mr. A. Vijay Kumar</b><br>Assistant Professor, MBA, UCET. | Internal BoS<br>Member | <i>[Signature]</i> |



|   |                                                               |                        |                       |
|---|---------------------------------------------------------------|------------------------|-----------------------|
| 7 | <b>Ms. P.Bala Jyothi</b><br>Assistant Professor, MBA, UCET.   | Internal BoS<br>Member | <i>P. Bala Jyothi</i> |
| 8 | <b>Mrs. K. Jhansi Rani</b><br>Assistant Professor, MBA, UCET. | Internal BoS<br>Member | <i>K. Jhansi Rani</i> |

*Minutes of the MBA-Board of Studies of the Universal College of Engineering & Technology are as follows:*

At the onset of the meeting, the Chairman of Board of Studies Mr. D. Mary Sharmila Rani, welcomed and introduced all members to the Board. The meeting began with presentation of course structure as per AICTE Guidelines and various categories of courses adopted for all semesters. She presented the various courses along with syllabus for II-I and II-II semesters prepared by internal BoS members.

### **Resolutions of the Meeting**

**Agenda 1:** To finalize and approve the MBA PG Programme's Course Structure under R24 Regulations.

**Resolution 1:** The Master of Business Administration PG Programme's Course Structure under R24 Regulations is approved by the Board of Studies.

**Encl: Annexure-I**

**Agenda 2:** To finalize and approve the MBA various category of the courses to be included in the course structure under R24 Regulations.

**Resolution 2:** The MBA Programme various categories of courses like Professional Core, Open Electives, Entrepreneur project-3 and Industrial Project to be adopted in the II-I and II-II semesters under R24 Regulations was approved by Board of Studies.

**Agenda 3:** To finalize and approve the MBA PG Programme Courses and their syllabi for II-I and II-II Semesters under R24 Regulations.

**Resolution 3:** Based on consultations and the suggestions of the Board of Studies experts, the course contents for the II-I and II-II semesters under R24 Regulations were discussed, finalized and approved by the committee.

**Agenda 4:** To discuss the modalities of MBA Programme Courses and their Evaluation.

**Resolution 4:** After due deliberations the internal and external theory, Project evaluation pattern was discussed and approved by the Board of Studies.

**Agenda 5:** Any other matter with permission of the Chairmen.

**Resolution 5:** While discussion on the above agenda, all expert members of the Board of Studies were requested for the suggestions that are to be incorporated in the curriculum. And they were suggested the following:

*[Signature]*

HEAD OF THE DEPARTMENT  
Dept. of Master of Business Administration  
Universal College of Engg. & Tech. Autonomous



**General Suggestions:**

1. As we have developed our MBA curriculum as per UGC and AICTE guidelines, the university nominee and external Board of Studies members accepted the same.
2. Dr. A. Krishna Mohan, Professor of MBA Department in the JNTUK, discussed on evaluation modalities of internal & external examinations, entrepreneurial project assessments and its weightage. He also suggested that the simultaneous implementation of the Entrepreneurship Development course and the Main Project places considerable academic pressure on the students.
3. Dr. M.S. Narayana, Professor in the MBA Department at KL University, suggested introducing an Artificial Intelligence (AI) course as an elective in the MBA curriculum. He also emphasized that AI is rapidly transforming business functions such as marketing, finance, operations, and human resource management through automation, predictive analytics, and intelligent decision-making systems.
4. Dr. B. Nagaraju, Professor and Head of the HRM Department at ANU University, Guntur, suggested that Employment Welfare subjects be formally incorporated into the MBA syllabus, particularly within the Human Resource Management (HRM) stream. The inclusion of such subjects would provide students with a comprehensive understanding of labour laws, employee benefits, social security measures, and organizational welfare practices.
5. The introduction of these topics would not only align the curriculum with current industry needs and legal frameworks but also prepare students to handle employee relations and welfare responsibilities effectively in real-world HR roles.
6. Mr. C.V. Satyanarayana Reddy, Managing Partner at Vidhata Pharma Services, Hyderabad, suggested the integration of technology-driven courses in the MBA curriculum. He highlighted the significance of emerging technologies such as Business Analytics, Artificial Intelligence, Digital Marketing, Enterprise Resource Planning (ERP), and Financial Technology (Fin Tech) in transforming traditional business models.
7. He also advocated for collaborations with industry partners to co-develop content, offer guest lectures, and facilitate live projects that reflect current market needs and innovations. His suggestions aimed to make the MBA programme more dynamic, industry-relevant, and future-ready.
8. Mr. Ch. Ramachandra Reddy, Team Lead - Operations at Accenture, Hyderabad, He suggested that MBA students should be regularly taken on industry visits to observe operational processes, understand corporate culture, and gain practical insights into business functions such as supply chain management, human resource practices, customer service, and technology integration.

Based on the suggestions provided by the subject & industry experts, and other members of the body, the Chairman of the MBA Board of Studies, Mrs. D. Mary Sharmila Rani, decided to implement the course structure and syllabus pending approval from the Academic Council at its meeting.

The meeting ended with a vote of thanks proposed by Mrs. D. Mary Sharmila Rani, the chairman of the MBA-Board of Studies.

D.MARY SHARMILA RANI  
HEAD OF THE DEPARTMENT  
MBA-BoS CHAIRMAN  
Dept. of Master of Business Administration  
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