



# PRAGATI ENGINEERING COLLEGE (Autonomous)

## Dept of Management Studies - Board of Studies

### Minutes of the meeting

Date : 02 and 03 Aug 2019.

#### Members Present

S.No	Name	Signature
1	Sri. S.Vamsi Kiran (Chairman)	
2	Dr.B.Murali Manohar, Senior Professor, VIT Business School, Vellore	
3	Dr. B.Kuberudu Professor, Andhra University	
4	Mr. V.Arjun Hoskote Human Resources Tata Consultancy Services	Participated through Telecon
5	Mr. KSVGK Murthy	
6	Mr. K.Anand	
7	Mr. B.Rajesh Kumar	
9	Mr. G.Prasanna Kumar	



## Resolutions Taken

### 1) Agenda Item: Ratification of Syllabi

- a) The syllabus of Managerial Economics and Financial Analysis (MEFA) is ratified.
- b) The syllabus of Management Science (MS), is ratified with the below mentioned changes

Topics added in Syllabus

In unit III – CSR Case studies

- c) The syllabus of Marketing Management is ratified with the below mentioned changes

Topics added in Syllabus

In Unit IV: Logistics, Third Party Service providers

In Unit V :Social Media Promotion

Topics deleted in Syllabus

In unit V – Consumer Sales promotion – Dealer Sales promotion

- d) The syllabus of Entrepreneurship is ratified. However, the following methodology to be followed for awarding assignment marks.

Students should be divided into groups and a task should be assigned. They should identify a problem and convert the same into a business model should be presented by students. Marks should be assigned for such kind of group tasks.

- e) The syllabus of Constitution of India is ratified.
- f) The syllabus of Essence of Indian Traditional Knowledge is ratified.
- g) The syllabus of Intellectual Property Rights and Patents is ratified.
- h) The syllabus of Professional Ethics and Human Values is ratified.

### 2) Agenda Item : Ratification of Model Papers

The Model question papers (for both Internal and external exams) and assignments is ratified.



**3) Agenda Item : Finalization of Text Books and Reference Books.**

The proposed list of Text books and Reference Books for the following subjects are approved

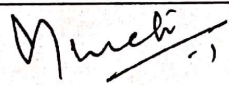
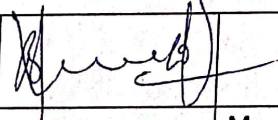
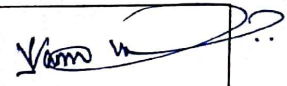
- Managerial Economics and Financial Analysis
- Management Science
- Marketing Management
- Entrepreneurship
- Constitution of India
- Essence of Indian Traditional Knowledge
- Intellectual Property Rights and Patents
- Professional Ethics and Human Values

**4) Agenda Item : Under any other item , the following was discussed**

**Topics beyond syllabus**

- a) Managerial Economics and Financial Analysis : Workshop/Guest lecture on Tally and CMI (Centre for Monitoring Indian Economy)
- b) Management Science : Workshop on PMI (Project Management Institute)
- c) Entrepreneurship : Workshop/Interactive sessions with entrepreneurs. Awareness on Lean Startup.

**Members of BoS**

			
Dr. B. Murali Manohar Senior Professor, VIT Business School, VIT, Vellore	Dr. B. Kuberudu Professor, Andhra University, Vizag	Mr. Arjun Hoskote, Head HR - Technology Business Unit, Tata Consultancy Services, Hyd	Mr. Vamsi Kiran Somayajula Chairman-BoS