



SREE VAHINI INSTITUTE OF SCIENCE & TECHNOLOGY (AUTONOMOUS)

Approved by AICTE, New Delhi & Affiliated to JNTU - Kakinada
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Bachelor of Business Administration (BBA)

Date: 14-08-2025

Minutes of Board of Studies Online Meeting held on 14th Aug 2025, 11: 00 AM

Agenda:

1. Discussion and Approval of Course Structure and Syllabus of II year BBA - III & IV semesters.
2. Information on R24 Regulations
3. Proposed Calendar of events for the A.Y.: 2025-26.
4. Information on Teaching Learning Process.
5. Suggestions From Board Members

S.No.	BoS	Name, Designation of the Member	Signature with date
1	Chairperson	Dr.E. Hymavathi ,Associate Profesor &HoD, SVIST	
2	University Nominee	Dr A Krishna Mohan Professor ,CSE Department UCEK,JNTUK,Kakinada	Online Present
3	Subject Expert: (Academic)	Dr. B. Veerraju Asst. Prof of commerce Govt Degree College. Tiruvuru	Online Present
4	Subject Expert: (Academic)	Lt.Dr.Jetti Pandu Ranga Rao Asst.Professor in Commerce & Asst.NCC Office	Online Present
5	Subject Expert (Industry)	Dr.Subbarayudu Thunga, Assistant Professor (Senior Level), Department of Management Studies Vignan Foundation for Science, Technology and Research	Online Present
6	Expert (Outside)	Mr.Ch.Srinivas, Founder Galaxus Galaxus Pharmaceuticals Hyderabad-	Online Present
7	Internal Member	Dr M Papa Rao, Associate Professor ,SVIST	
8	Internal Member	Mr.SK.Shareef, Assistant Professor ,SVIST	
9	Internal Member	Mr.Mr.M.Suresh, Assistant Professor ,SVIST	
10	Internal Member	Mrs.K.Nagalakshmi, Assistant Professor ,SVIST	
11	Internal Member	Mr.V.Kumar Raja, Assistant Professor ,SVIST	

Chairperson's Address

Dr. E. Hymavathi commenced the meeting by extending heartfelt gratitude to the external examiners for their valuable participation and contributions toward enhancing the academic quality of the BBA program. She warmly welcomed all distinguished Board members and expressed deep appreciation for their dedication to the department's growth. Emphasizing the importance of collaborative efforts, she acknowledged each member's guidance and commitment to academic excellence.

Dr. Hymavathi then presented the institution's credentials and outlined the agenda, setting the tone for meaningful deliberations on curriculum development, pedagogical strategies, and academic planning.



1. DISCUSSION AND APPROVAL OF COURSE STRUCTURE AND SYLLABUS

Program: Bachelor of Business Administration (BBA)

Year: II Year – III & IV Semesters

Dr. Hymavathi presented the proposed regulations and curriculum enhancements, aligning them with industry standards and academic objectives. The Board engaged in detailed discussions, evaluating the impact on student engagement, skill development, and academic rigor. After thorough deliberation, the Board unanimously approved the revised course structure and syllabus.

Course Structure

BBA III Semester

S.No.	Course Code	Course Title	L	T	P	Credit
1	CC	Business Laws	4	0	0	4
2	CC	Fundamentals of E-Commerce	4	0	0	4
3	CC	Business Environment	4	0	0	4
4	CC	Operations Management	4	0	0	4
5	MDE	Business Ethics	2	1	0	2
6	SEC	Management Information system(MIS)	1	1	0	1
7	VAC	Information Technology-Lab(Spreadsheet and Tally)	0	0	4	1
TOTAL						20

BBA IV Semester

S.No.	Course Code	Course Title	L	T	P	Credit
1	CC	Human Resource Management	4	0	0	4
2	CC	Research Methodology	4	0	0	4
3	CC	Operations Research	4	0	0	4
4	CC	Cross culture Management	4	0	0	4
5	VAC	Public Health Management	1	0	0	1
6	SEC	Entrepreneurship Development	2	1	0	2
7	SEC	Design of New Start-up(Mini project)	0	1	3	1
TOTAL						20

Approved Curriculum Enhancements

1. Business Laws – Syllabus Additions

Unit II – Partnership Deed Covers provisions of the Indian Partnership Act, 1932.

Purpose: Strengthens legal document interpretation, supports SME employability, and fosters entrepreneurship.



Unit III – Types of Shares & Dividends Explains classification of shares and distribution of profits under the Companies Act, 2013.

Purpose: Enhances financial literacy and corporate finance understanding.

Addition: Recent Amendments to Companies Act (2017, 2019, 2020, 2021)

Purpose: Updates students on evolving corporate governance norms, compliance requirements, and legal reforms impacting business operations.

Unit IV – Credit Note: Introduction & Proforma Covers essential trade documents for transaction adjustments.

Purpose: Reinforces accounting practices and prepares students for GST-compliant environments.

2. Fundamentals of E-Commerce – Unit V Addition

Topic: Data Protection Laws in India (IT Act, 2000 & Digital Personal Data Protection Act, 2023)

Purpose: Builds awareness of legal, ethical, and security aspects of data handling.

3. Business Environment – Additions

Unit I – Types of Business Environment

Micro, macro, global environments; decision-making impact; sustainable and green business trends.

Purpose: Strengthens analytical and decision-making skills while aligning with ESG and global sustainability practices.

Unit II – Current Government Schemes & Reforms Covers Digital India, PLI schemes, GST, IBC, and major policy initiatives.

Purpose: Enhances understanding of current regulatory and economic frameworks, improving policy and legal literacy.

4. Operations Management –

New Topic Additions

Unit I Role of Operations Manager in Business Success , Operations vs. Production Management, Service Operations Basics.(Hospitality, Healthcare, IT)

Purpose: Broadens scope beyond manufacturing, highlights strategic importance, and integrates service-sector relevance.

Unit IV

Service Productivity Challenges , Technology in Productivity Improvement, Business Process Improvement Tools (Lean Basics)

Purpose: Equips students with tools to address efficiency challenges using digital, automation, and lean approaches.



Unit V

Six Sigma (DMAIC Framework) , Service Quality Frameworks (SERVQUAL)

Purpose: Introduces global quality methodologies, analytical frameworks, and service quality measurement tools.

5. Human Resource Management (HRM) – New Topic Additions

Unit I – The Society for Human Resource Management (SHRM)

Purpose: Familiarizes students with global HR standards, resources, and professional networks.

Unit III – Career Planning and Development

Purpose: Develops knowledge of succession planning, mentoring, and career path design, while enhancing employability.

Unit IV – Pay for Performance (P4P)

Purpose: Teaches performance-linked pay systems, incentive design, and strategic compensation practices.

Unit V – Workers Participation in Management (WPM)

Purpose: Strengthens knowledge of industrial harmony, participative management, and democratic workplace practices.

6. Start-Up Project – New Course Syllabus

Idea Generation & Validation – Encourages creative problem-solving and market-relevant idea selection.

Business Model Creation– Uses tools like the Business Model Canvas to clarify value creation.

Market Research & Customer Validation – Develops data-driven decision-making and customer-centric planning.

Financial Planning & Funding Basics – Builds budgeting, pricing, and funding readiness.

MVP/Prototype Development – Encourages early-stage testing and iterative improvements.

Risk Management & Adaptability – Prepares for uncertainties with continuity and adaptability strategies.

Green Innovation & Sustainable Strategies – Integrates ESG and long-term viability into entrepreneurship.

Pitching & Presentation Skills – Enhances communication skills for investors, partners, and customers.

Purpose: This course nurtures entrepreneurial thinking, equips students with end-to-end start-up skills, and aligns with industry and sustainability requirements.



The Board members actively engaged in an in-depth discussion, carefully evaluating the impact of these changes on academic quality, student engagement, and skill development. After thorough deliberation, the Board unanimously approved the proposed regulations, supporting the curriculum enhancements aimed at enriching the educational experience and advancing the professional preparedness of BBA students.

2. INFORMATION ON R24 REGULATIONS

- Overview of key provisions and implementation timeline
- Implications for BBA curriculum, assessments, and promotion rules

3. PROPOSED ACADEMIC CALENDAR FOR A.Y. 2025–26

- Semester start/end dates, examination windows, vacations, and events
- Approval of activity timelines (inductions, workshops, internships, value-added courses)

4. INFORMATION ON TEACHING–LEARNING PROCESS

- Pedagogical approaches (case studies, projects, experiential learning)
- Use of LMS/online resources, continuous assessment methods, and rubrics
- Faculty development and student support initiatives

5. SUGGESTIONS FROM BOARD MEMBERS

- **Dr. Krishna Mohan** emphasized maintaining alignment with JNTUK's academic standards to ensure statutory recognition and academic integrity.
- **Dr. Subbarayudu Thunga** proposed:
 - Inclusion of **clearly defined Course Outcomes (COs)** for Business Law to enhance conceptual clarity and competency mapping.
 - Adoption of **updated textbooks** for Managerial Economics to improve content relevance.
 - Addition of **Recent Amendments to Companies Act (2017–2021)** in Unit III of Business Law to reflect current legal frameworks.
- **Dr. Jetti Pandu Rangarao** provided guidance on syllabus revisions and co-curricular integration to support holistic student development.
- **Dr. B. V. Raju** recommended increasing student participation in curricular and extracurricular activities to foster interpersonal skills and confidence.


BOS Chairperson

