

SCHOOL OF MANAGEMENT**Date: 20/06/2026****Minutes of Board of Studies (BoS) Meeting Held on 19/06/2026**

The Second Meeting of the Board of Studies (BoS) of School of Management, MITS Deemed to be University, Madanapalle was held on campus in hybrid mode, with the external members participating through online platform, on 19/06/2026 at 11:00 A.M.

Agenda of the Meeting:

The Board of Studies (BoS) meeting of the School of Management was convened for the year 2026-27 with the following agenda:

S. No	Detailed Agenda of the Meeting	Remarks
1	Welcome Address	Dr. Bhanu Sree Reddy, Dean/HoD
2	Introduction of External Board of Studies Members	Dr. G. Thouseef Ahamed, Academic Coordinator
	Presentation	Dr. Bhanu Sree Reddy, Dean/HoD
	Vision, Mission, PEOs, POs & PSOs of BBA & MBA Programmes	Discussion
	Structure & Detailed Syllabi of MBA II Year, Regulation 2025	Discussion
	Structure & Detailed Syllabi of BBA I Year, Regulation 2026	Discussion
	Proposed Ph.D. Programme in Management (A.Y. 2026-2027)	Discussion
3	Any other matter	
4	Vote of Thanks	Dr. Rajesh Kumar B

Members Present:

S. No	Name of the Member	Designation
1	Dr. Bhanu Sree Reddy Professor & Dean School of Management	Chairman
2	Dr. B. Murali Manohar Professor & Dean DY Patil Agriculture and Technical University, Kolhapur, Maharashtra	Member - External (Academic Expert)
3	Dr. S. S. Krishna Kumar Lead - Retail Transformation TVS Motor Company	Member - External (Industry Expert)
4	Mr. Hema Chandra B Manager, Genpact, Bangalore	Member - External (Alumni)
5	Dr. D. Pradeep Kumar Professor & Registrar (I/C)	Member
6	Dr. N. Gangisetty Professor	Member
7	Dr. K. V. Geetha Devi Associate Professor	Member
8	Dr. G. Thouseef Ahamed Assistant Professor- Academic Coordinator	Member

S. No	Name of the Member	Designation
9	Dr. E. Gnana Prasuna Assistant Professor	Member
10	Dr. Rajesh Kumar B Assistant Professor	Member
11	Dr. Venkateswarlu Karumuri Assistant Professor	Member
12	Mr. Sanath Hegde Chief Technology Officer (CTO)	Invitee
13	Mr. Mukkandla Lokesh I Year MBA Student	Student Representative

Discussion and Observation

The Board of Studies meeting was initiated with the welcome address by Dr. Bhanu Sree Reddy, Dean/HoD, School of Management. Dr. G. Thouseef Ahamed, Academic Coordinator, introduced the external Board of Studies members. The Chair welcomed the members and explained that MITS has now become a Deemed to be University, which provides scope to design industry-oriented curriculum and introduce relevant programmes.

The Vision and Mission of the School of Management, aligned with those of the University, were presented, along with the Programme Educational Objectives, Programme Outcomes and Programme Specific Outcomes of the BBA and MBA programmes, with emphasis on a human-centric (Industry 5.0) outlook and on analytical, digital and AI-driven decision-making.

A detailed overview of the R25 II-Year MBA curriculum structure and syllabus was presented. The members were informed that Semester III includes Operations Research as a core course, a generic elective, three major courses, two minor courses and summer internship evaluation, while Semester IV includes one major course, one minor course, an open elective and the capstone project work. The programme comprises 86 credits across the four semesters.

The specialization structure was discussed, wherein students complete their major and minor courses across the second year. Specializations presented included Financial Management, Human Resource Management, Marketing Management, Strategic Management, Business Analytics, and Banking and Insurance, each blending domain knowledge with technology tools such as Power BI, Tableau, Python and advanced Excel.

In addition to the MBA curriculum, the R26 BBA programme structure and I-Year BBA syllabus were presented and discussed. The three-year BBA of 120 credits, with provision for BBA (Honours) and BBA (Honours with Research) under the NEP, was explained, along with the three-week induction programme, foreign language courses, Indian Knowledge System and an AI-oriented open elective basket. The first-year syllabus has been designed to remain accessible to students transitioning from Class XII while emphasising communication skills.

The members were also apprised of the proposed Ph.D. programme in Management to be offered from the Academic Year 2026 in the domains of Finance, Marketing, Human Resource and Analytics, with admission through a written examination followed by a personal interview, in accordance with UGC norms.

The R25 II-Year MBA and R26 BBA structures and syllabi were reviewed by the Board members, who appreciated the industry-oriented approach of the curriculum and the inclusion of emerging areas such as Artificial Intelligence, Business Analytics, FinTech, Digital Economy and Cyber Security.



The suggestions received from the members will be carried forward in the form of a revised syllabus and revised structure.

The following suggestions and observations were put forth by the Board members during the meeting:

1. Greater weightage should be given to Sales and Distribution within the Marketing specialization, as it forms the core of any marketing activity; the coverage may be re-oriented towards digital sales and e-commerce in view of changing student preferences.
2. Greater practical exposure to digital and AI tools - such as Power BI, Python, Generative AI and assistants like Copilot and ChatGPT - should be integrated across the programmes to strengthen student employability.
3. Fundamentals of capital markets, including the functioning of stock exchanges (BSE and NSE), trading and derivatives, may be introduced to build student awareness, supported by certification courses and the trading laboratory.
4. Structured exposure to startup management and entrepreneurial thinking should be provided through dedicated workshops or orientation programmes.
5. Industry visits and case-study-based learning should be further strengthened to provide greater practical exposure to the students.
6. The Ph.D. programme should be initiated at the earliest, taking advantage of the UGC provision for two registration cycles per year, since research output and publications are essential for faculty development and for NBA, NAAC and AACSB accreditations.
7. Listed MOOC course titles should be referred to as related courses, subject to availability, rather than by exact titles, since the exact courses may not always be offered on the platforms.

The suggestions and observations put forth by the Board members were duly noted and acknowledged by the department. The department clarified that case studies are already compulsory in the mid-term and end-semester examinations, that industry visits are conducted every semester with graded student write-ups, and that entrepreneurial thinking is addressed through Entrepreneurship and Design Thinking, hackathons and poster exhibitions. The feasibility of the remaining suggestions will be examined and, wherever appropriate, they will be incorporated into the revised syllabus and structure. Suitable action will be taken in due course.

Key Resolutions & Approvals

1. The R25 II-Year MBA Structure and Syllabus is approved, subject to incorporation of the suggested revisions, and attached as Annexure 1.
2. The R26 BBA Structure and I-Year Syllabus is approved, subject to incorporation of the suggested revisions, and attached as Annexure 2.
3. The introduction of the Ph.D. programme in Management from the Academic Year 2026 is endorsed by the Board.

The Chair thanked all the Board members, faculty members and invitees for their valuable presence and contribution. The meeting concluded with a vote of thanks proposed by Dr. Rajesh Kumar B, Assistant Professor, and the members were informed that the suggestions would be placed before the management and considered in the revised curriculum and structure.


Dr. Bhanu Sree Reddy
Professor & Dean

School of Management
Deemed to be University
Madanapalle Institute of Technology & Science
(Deemed to be University)
MADANAPALLE - 517 325, A.P India



School of Management

Second BoS Meeting – 19.06.2026

List of BoS Members for the Academic Year 2026-27

S.no	Name & Designation	Composition	Signature
1	Dr. Bhanu Sree Reddy Professor & Dean, School of Management, MITS - Deemed to be University	Chairman	
2	Dr.B.Murali Manohar Professor & Dean SCM,D Y Patil Agriculture & Technical University, Kolhapur	Subject-Expert	Online
3	Dr.S.S. Krishna Kumar Lead- Retail Transformation, Sales & Distribution, TVS Motor Company, Bengaluru, Karnataka	Industry-Expert	Online
4	Mr. Bygari Hemachandra Manager, Genpact, Bangalore	Alumni Representative	Online
5	Dr. D. Pradeep Kumar Professor & Registrar (I/C) School of Management, MITS - Deemed to be University	Member	
6	Mr. Sanath Hegde Chief Technical Officer MITS - Deemed to be University	Invitee Member	
7	Dr. N. Gangisetty Professor School of Management, MITS - Deemed to be University	Member	
8	Dr. K. V. Geetha Devi Associate Professor School of Management, MITS - Deemed to be University	Member	
9	Dr. Venkateswarlu Karumuri Assistant Professor School of Management, MITS - Deemed to be University	Member	
10	Dr. E.Gnana Prasuna Assistant Professor School of Management, MITS - Deemed to be University	Member	
11	Dr. Rajesh Kumar.B Assistant Professor School of Management, MITS - Deemed to be University	Member	
12	Dr. G. Thouseef Ahamed Assistant Professor & Academic Coordinator School of Management, MITS - Deemed to be University	Member	
13	Lokesh Mukkandla Year of Study: I Year Academic Year: 2025-26	Student Representative	

Dr. D. Bhanu Sree Reddy
Professor & Dean

School of Management
MITS Deemed to be University, Madanapalle
(Deemed to be University)