






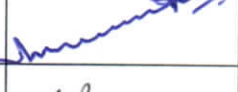
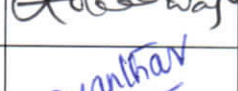


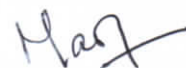



BOARD OF STUDIES FOR MBA

MINUTES OF THE MEETING

The meeting of the Board of Studies of Master of Business Administration [MBA] CMR Technical Campus, Kandlakoya (V), Medchal Road, Hyderabad – 501401 was held on **20.09.2025** at 12:00 Noon onwards through online mode vide link: <https://meet.google.com/jhr-rviu-dbu>
The following members attended the meeting:


S. No	Name	Designation	Role	Signature
1	Dr. A. Raji Reddy	Director, CMR Technical Campus	Special Invitee	
2	Prof. K. Harish Reddy	Professor & HOD, Dept. of MBA, CMR Technical Campus	Chairman	
3	Dr. Sindhu	Professor & Principal, University College of Management, JNTU Hyderabad	University Nominated Member	
4	Dr. K. Sasi Kumar	Assoc. Prof, Dept. of Accounting & Finance, GITAM Deemed to be University, Hyd.	Subject Expert	
5	Dr. A. Kishore Kumar	Assistant Professor, Dept. of Management Studies, NALSAR University, Hyd.	Subject Expert	
6	Mr. Sravan Madapati	Director, Leading Lead, DCX Academy, Capgemini, Hyd.	Member Industry Representative	
7	Dr. D Kishore Kumar	Assoc. Professor of MBA, CMR Technical Campus	Internal Member	
8	Dr. P. Venkateswara Rao	Assoc. Professor of MBA, CMR Technical Campus	Internal Member	
9	Dr. S. Nayamath Basha	Asst. Professor of MBA, CMR Technical Campus	Internal Member	
10	Dr. B. Vasantha Lakshmi	Asst. Professor of MBA, CMR Technical Campus	Internal Member	
11	Dr. Mohammed Irfan	Asst. Professor of MBA, CMR Technical Campus	Internal Member	

12	Mr. Manoj Kumar KS	Senior Client Accounts Manager, ADP India Pvt.Ltd, Hyd	Member Alumnus	
13	Dr. D T V Dharmajee Rao	Professor & Dean Academics, CMR Technical Campus	Special Invitee	

Prof. K. Harish Reddy, Professor of MBA & Chairman, Board of Studies welcomed all the members and presented a report on the scheme & syllabus of MBA Programme for **R25** (w.e.f. **A.Y. 2025-26**). The scheme & syllabus of MBA has been thoroughly discussed in detail and approved as follows:

- Dr. B. Sindhu Madam professor and Principal, University College of management, JNTUH and University nominee and others subject experts suggested to leverage by assigning CSE Department faculty to handle Analytics Lab.
- Analytics Labs i.e., Finance, Marketing, Human Resource and Technology and Business Incubation syllabus has been designed in line with respective theory subjects presented and Approved.
- Subject experts suggested to collect the data sets from “DECISION PRO” site for teaching Marketing Analytics Lab.
- BOS recommended that blended learning, Project based learning (PBL), Experimental learning, Collaborative learning, Team-Based Assignments, role plays and case studies to be imbibed while teaching core management subjects.

The Chairman concluded the meeting and thanked all the members for attending and sharing their views.


Chairman,
 Board of Studies,
 Department of MBA,
 CMR Technical Campus.

CMR TECHNICAL CAMPUS
UGC AUTONOMOUS
MASTER OF BUSINESS ADMINISTRATION
Effective from the Academic Year 2025-26 admitted batch

R-25 MBA COURSE STRUCTURE AND SYLLABUS

SEMESTER – I						
S. No	Course Code	Course Title	L	T	P	Credits
1	25MB101PC	Management and Organizational Behaviour	4	0	0	4
2	25MB102PC	Business Economics	4	0	0	4
3	25MB103PC	Financial Reporting & Analysis	4	0	0	4
4	25MB104PC	Research Methodology and Statistical Analysis	4	0	0	4
5	25MB105PC	Legal and Business Environment	4	0	0	4
6	Open Elective-1					
	25MB111OE	ESG and Sustainability Management	3	0	0	3
	25MB112OE	Cyber Security				
	25MB113OE	Cross Cultural Management				
	25MB114OE	Banking and Insurance				
7	25MB106PC	Business Communication Lab	1	0	2	2
8	25MB107PC	Statistical Data Analysis Lab	1	0	2	2
Total Credits			25	0	4	27

SEMESTER – II						
S. No	Course Code	Course Title	L	T	P	Credits
1	25MB201PC	Human Resource Management	4	0	0	4
2	25MB202PC	Marketing Management	4	0	0	4
3	25MB203PC	Financial Management	4	0	0	4
4	25MB204PC	Quantitative Analysis for Business Decisions	4	0	0	4
5	25MB205PC	Entrepreneurship and Design Thinking	4	0	0	4
6	25MB206PC	Production and Operations Management	4	0	0	4
7	Open Elective-2					
	25MB221OE	Project Management	3	0	0	3
	25MB222OE	Business Ethics & Corporate Governance				
	25MB223OE	International Business				
	25MB224OE	E-Commerce				
8	25MB207PC	Start-up / MSME / Innovation Development Plan / Sector Specific Report	0	0	2	1
Total Credits			27	0	2	28

Internship during Summer vacation (after Semester –II)

SEMESTER – III						
S.No	Course Code	Course Title	L	T	P	Credits
1	25MB301PC	Supply Chain Management	4	0	0	4
2	25MB302PC	AI for Business	4	0	0	4
3	25MB303PC	Business Analytics	4	0	0	4
4	Professional Elective-1		4	0	0	4
	25MB311PE	M: Digital Marketing				
	25MB312PE	F: Security Analysis and Portfolio Management				
	25MB313PE	H: Talent and Performance Management				
	25MB314PE	E: Startup and MSME Management				
5	Professional Elective-2		4	0	0	4
	25MB321PE	M: Sales and Promotion Management				
	25MB322PE	F: FINTECH				
	25MB323PE	H: Learning and Development				
	25MB324PE	E: Family Business Management				
6	Professional Elective-3		4	0	0	4
	25MB331PE	M: Brand Management and Consumer Behaviour				
	25MB332PE	F: Strategic Cost and Management Accounting				
	25MB333PE	H: Employee Relations				
	25MB334PE	E: Innovation and Entrepreneurship				
7	25MB304SD	Data Visualization Lab	1	0	2	2
8	25MB305PC	Summer Internship	0	0	4	2
Total Credits			25	0	6	28

SEMESTER – IV						
S. No	Course Code	Course Title	L	T	P	Credits
1	25MB401PC	Strategic Management	4	0	0	4
2	Professional Elective-4		4	0	0	4
	25MB441PE	M: International Marketing				
	25MB442PE	F: International Financial Management				
	25MB443PE	H: International Human Resource Management				
	25MB444PE	E: Entrepreneurial Finance				
3	Professional Elective-5		4	0	0	4
	25MB451PE	M: Services and Retail Management				
	25MB452PE	F: Risk Management and Financial Derivatives				
	25MB453PE	H: Leadership and Change Management				
	25MB454PE	E: Entrepreneurial Marketing				
4	Professional Elective-6		2	0	0	2
	25MB461PE	M: Marketing Analytics				
	25MB462PE	F: Financial Analytics				
	25MB463PE	H:HR Analytics				
	25MB464PE	E: Technology Business				
5	25MB461SD	M: Marketing Analytics Lab	0	0	4	2
	25MB462SD	F: Financial Analytics Lab				
	25MB463SD	H:HR Analytics Lab				
	25MB464SD	E: Business Incubation - Idea Lab				
6	25MB402PR	Pre-submission Project Seminar	0	0	4	2
7	25MB403PR	Main Project Viva-Voce	0	0	8	4
Total Credits			14	0	16	22