

**GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE &
P.G. COURSES (A)**

(Affiliated To Andhra University)

Bachelor of Business Administration

2024-25



Accredited by NAAC with B++ Grade.

Gayatri Valley, Rushikonda,

Visakhapatnam 530045

AGENDA




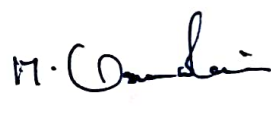
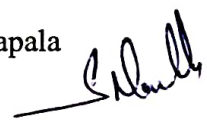
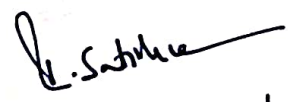
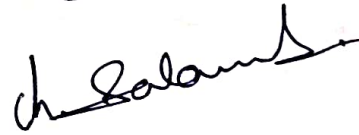
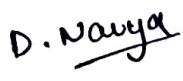
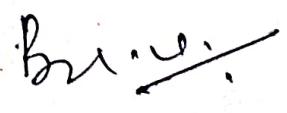
- Approval of syllabus for I& II semesters to be adopted w.e.f 2024-2025 for the admitted batch of 2024-25.
- Approval of syllabus for III & IV semesters to be adopted w.e.f 2024-2025 for the admitted batch of 2023-24.
- Approval of Examiners and Paper Setters.
- Introduction of Value added programs
- Suggestions for improvement in Curriculum/pedagogy.
- Any other matter with the permission of the chair.

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE & P.G. COURSES (A)
Accredited by NAAC with B++ Grade.

Visakhapatnam.

BOARD OF STUDIES FOR BBA HELD ON 19-10-2024

Members Present

- | | | |
|-------------------------------------|---|---|
| Chairman/Chairperson | : Dr.K.V.Nagaraj
Head of the Department |  |
| (a) Nominee of the Vice Chancellor | : Prof. A. NarasimhaRao
Principal- Arts & Commerce
Andhra University |  |
| (b) Nominee of the Academic Council | : Prof. J. Ravi
HOD- Department of Commerce and
Management Studies
Andhra University |  |
| | : Prof. M Uma Devi
Department of Commerce and
Management Studies,
Andhra University. |  |
| (c) Representative from Industry | 1. Mr.NarasimhuluSanapala
Manager,
Human Resources,
JPR Labs Pvt Ltd |  |
| | 2. Mr. I.Satish Kumar
Store Manager
GODREJ Enterprises |  |
| | 3. Ch.ShankarAnand
Manager – Operation
VCTPL, Visakhapatnam |  |
| (d) Meritorious alumnus | : NavyaDudi
KarurVasya Bank |  |
| (e) Special Invitees | : 1. Prof. K.S.Bose
Principal,
GVPCDPGC (A). |  |

2. Prof.S.Rajani
Senior Professor
GVPCDPGC (A).

Rajani

3. Prof. M.S.R Seshagiri
HOD-MBA,
GVPCDPGC (A).

M.S.R. Seshagiri

4. Prof. K.V.V. MuraliSomeswaraRao
Dean- Academic Affairs ,
HOD-MBA-BA
GVPCDPGC (A).

Kul

5. Dr. A. Sairoop
Controller of Examinations,
GVPCDPGC (A).

Sairoop A

6. Prof.P.V.Mohini
Dean Student Affairs,
GVPCDPGC (A).

P.V. Mohini

(f) Members of the Staff

- : 1. Dr. M. SanyasiRao.
2. Mrs. Sonia Eapen.
3. Mrs. P. SatyaVani
4. Mrs. Y.L. HimaBindu
5. Dr. Md. Mustafa
6. Mrs. D. Madhulatha
7. Mrs. A. RadhaSindhura
8. Dr. T. Hemalatha
9. Mrs. K. Alekhya
10. Mr. R. Raviteja

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7. Mrs. A. RadhaSindhura
8. Dr. T. Hemalatha
9. Mrs. K. Alekhya
10. Mr. R. Raviteja

(g) Student Representative

: Mr. SathvikKalyan
Student alumni

Sathvik Kalyan

Principal
PRINCIPAL

**PROCEEDINGS OF MEETING OF BOARD OF STUDIES HELD ON 19-10-2024 IN
THE DEPARTMENT OF B.B.A OF GAYATRI VIDYA PARISHAD COLLEGE FOR
DEGREE&P.G COURSES (AUTONOMOUS).**

Members Present

Chairman/Chairperson

: Dr.K.V.Nagaraj
Head of the Department



(a) Nominee of the Vice Chancellor

: Prof. A. NarasimhaRao
Principal- Arts & Commerce



(b) Nominee of the Academic Council

: 1. Prof. J. Ravi
HOD- Department of Commerce and
Management Studies
Andhra University

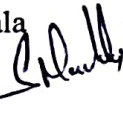


2. Prof. P. Uma Devi
Department of Commerce and
Management Studies,
Andhra University.

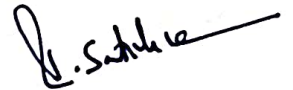


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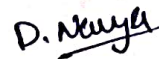


3. Ch.ShankarAnand
Manager – Operation
VCTPL, Visakhapatnam



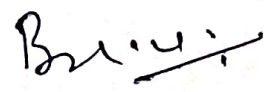
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Dean- Academic Affairs ,
HOD-MBA-BA
GVPCDPGC (A).

K.V.V. Murali

5. Dr. A. Sairoop
Controller of Examinations,
GVPCDPGC (A).

Sairoop A

6. Prof.P.V.Mohini
Dean Student Affairs,
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A. Radha Sindhura
T. Hemalatha
A. Alekhya
R. Raviteja

(g) Student Representative

- : 1. Mr. SathvikKalyan
Student alumni

Sathvik Kalyan

B.V.V.
PRINCIPAL

Minutes of the Meeting held on 19-10-2024:

1. Reviewed syllabus for the existing second year (III & IV semesters) students of 2023-24 admitted batch.
2. Discussed the proposed syllabus for I and II semesters for the admitted batch of 2024-25 and approved the same.
3. Discussed the course structure for the program for the admitted batch of 2024-25.
4. Discussed the syllabi of I, II, III & IV semesters to be adopted w.e.f 2024-25.
5. Suggested to combine the syllabi from APSCHE and AICTE for I and II semesters of the admitted batch 2024-25
6. As per the feedback from students, it is suggested to introduce Fundamentals of Marketing in the first semester for 1st Year BBA Digital Marketing.
7. As per the feedback from industry experts, it is suggested to introduce Financial Accounting 1st Year BBA General/
8. Suggested to change the Module 5 of Principles of Management and Fundamentals of Marketing and introduce contemporary concepts in the syllabi.
9. Discussed the introduction of BBA Logistics Management and syllabus has been approved with 3 Major papers in Logistics Area.
10. As per suggestions by University experts, it is suggested to offer 'Computer Application' as the minor paper to BBA Digital Marketing for the admitted batch of 2024-25
11. Suggested to offer value added and Add on programs based on the interest of the students.
12. Suggested to introduce Indian Knowledge system for the 1st semester students of the admitted batch of 2024-25
13. Suggested to conduct internal as well as external examinations of 1st Semester in descriptive mode w.e.f 2024-25 admitted batch.
14. To approve and continue the same structure and syllabus in existence for the admitted batch 2022-25.
15. To authorize the department of BBA to recommend names of eligible teachers, having a minimum of 5 years of full time service in handling degree classes, from the teaching staff members of the following colleges for consideration and appointment as paper setters/examiners for various examinations of this college, if necessary in consultation with the Controller of Examinations.

Resolutions made in BOS on 19-10-2024:

- ❖ It is resolved to combine the syllabi from APSCHE and AICTE for I and II semesters of the admitted batch 2024-25
- ❖ It is resolved to offer only those subjects as minor which are not core functional specialisation areas. Members suggested to introduce Fundamentals of Marketing in the first semester of BBA –Digital Marketing w.e.f 2024-25
- ❖ As per the feedback from industry experts, it is resolved to introduce Financial Accounting in the 1st semester of BBA –General (Honors) for the admitted batch of 2024-25
- ❖ It is resolved to swap business law from 3rd semester to 4th semester and Marketing Management from 4th semester to 3rd semester for the BBA- General(Honours) w.e.f 2024-25
- ❖ Members of BOS discussed and accepted to introduce BBA Logistics – apprenticeship embedded degree program in collaboration with National Skill Development corporation, and Sector Skill Council and CRISP Program.
- ❖ As per suggestions by University experts, it is resolved to offer 'Computer Application' as the minor paper to BBA Digital Marketing for the admitted batch of 2024-25
- ❖ It is resolved to introduce Indian Knowledge system multi-disciplinary course for the 1st semester students of the admitted batch of 2024-25

1. M.R. College, Vizianagaram
2. Mrs. A.V.N. College, Visakhapatnam.
3. D.N.R. College, Bhimavaram.
4. Y.N. College, Narasapuram
5. Dr. L. B.College, Visakhapatnam.
6. T.S.R. & T.B.K. College, Visakhapatnam.
7. Dr. V.S. Krishna Govt. Degree College, Visakhapatnam.
8. St. Joseph's College for Women (Autonomous), Visakhapatnam.
9. K.G.R.L. College, Bhimavaram.
10. Sir. C.R. Reddy College, Eluru.
11. St. Theresa College for Women (A), Eluru,
12. Aditya Degree College, Rajahmundry,
13. Aditya Degree College, Kakinada
14. P.R.Degree College (A) , Kakinada
15. IDEAL Degree College (A), Kakinada
16. Loyola Degree College, Vijayawada
17. St. Maris Degree College for Women, Vijayawada
18. J.K.C Degree College Guntur
19. S.V.Degree College, Tirupathi
20. Dr.A.E.R.Degree College, Tirupathi.

16. Approved the pattern of Model Question Papers for unit test and semester end Examinations. (For the admitted Batch of 2024-25).


Chairperson


PRINCIPAL



GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND PG COURSES (A)

Rushikonda, Visakhapatnam-530 045 | website: www.gvpdpgc.edu.in
(Approved by AICTE | Permanently Affiliated to Andhra University | Accredited by NAAC)
PG-MBA and UG Engineering B. Tech (CE, CSE, ECE, ME) programs are Accredited by NBA

DEPARTMENT OF MANAGEMENT STUDIES

ATTENDANCE OF MEETING OF BOARD OF STUDIES HELD ON 19-10-2024 IN THE DEPARTMENT OF B.B.A OF GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE & P.G COURSES (AUTONOMOUS).

<u>Sl. No.</u>	<u>Name</u>	<u>Signatures</u>
1.	Prof. A. Narasimha Rao	
2.	Prof. J. Ravi	
3.	Prof. P. Uma Devi	
4.	Mr. Narasimhulu Sanapala	
5.	Mr. I. Satish Kumar	
6.	Mr. Ch. Shankar Anand	
7.	Ms. Navya Sri Dudi	
8.	Prof. S. Rajani	
9.	Prof. M. S. R. Sesha Giri	
10.	Prof. K. V. V. Murali Someswara Rao	
11.	Dr. A. Sairoop	
12.	Prof. P. V. Mohini	
13.	Dr. M. Sanyasi Rao.	
14.	Mrs. Sonia Eapen.	
15.	Mrs. P. L. Satya Vani	
16.	Mrs. Y. L. Hima Bindu	
17.	Dr. Md. Mustafa	
18.	Mrs. D. Madhulatha	
19.	Mrs. A. Radha Sindhura	
20.	Dr. T. Hemalatha	
21.	Mrs. K. Alekhya	
22.	Mr. R. Raviteja	

SYLLABUS APPROVED & RATIFIED

CHAIRMAN
B.O.S.

Dean, Academic Affairs
Gayatri Vidya Parishad College
for Degree and PG Courses (A)

PRINCIPAL