

**DEPARTMENT OF COMMERCE & MANAGEMENT STUDIES**  
**CONSOLIDATED REPORT OF THE BOARD OF STUDIES 2025-26**

**MINUTES**

The members of Board of Studies met on **15-09-2025** at the Department of Commerce under the Chairmanship of **Dr. P V V Satyanarayana**, Lecturer In-charge at 10.00 am. to discuss the following Agenda.

**AGENDA Points**

1. Curriculum design and development with credit framework for the following programs
  - I. B.Com General Honors (Major)admitted batch 2025-26
  - II. B.Com Computer Applications Honours(Major) admitted batch 2025-26
  - III. B.Com Honors- Banking, Financial Services and Insurance (AEDP) admitted batch 2025-26
  - IV. BBA Honors (Major) admittedbatch2025-26
  - V. BBA Honors in Digital Marketing (Major) admitted batch 2025-26
  - VI. BBA Honors Logistics Management (Major) (AEDP) admitted batch 2025-26
  - VII. BBA Honors Event Management (AEDP) Admitted batch 2025 -26
2. Discontinuing unviable programmes: BBA (RO) and B.Com (AT)
3. Certificate Courses: 1. Stock Market Operations and Mutual funds.
  2. Personal Tax Planning and Management.
4. List of Examiners
5. CIA & SEE Proportion and split-up and Model Question Papers for admitted batch 2025-26.
6. Departmental Activities
7. Any other with the permission of the chair.

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The members of the Board of Studies met under the chairmanship of Dr P.V. V. Satyanarayana on 15th September 2025 to discuss the above agenda points. The Board of Studies was initiated at the College level at 10 AM at Dr BR Ambedkar Seminar, with a formal welcome note by Academic Dean Dr. A. Rajaeswari, IQAC Coordinator Dr. A. A. Annapurna and address to the subject experts, Industrial nominees, University nominees, Alumni, Student representatives and chairs and members to the 22

Boards of Studies by the Principal Prof. Ramachandra R.K. He remarked on the initiatives taken at the state level by APSICHE to meet the needs of the students and equip them with all necessary skills and competencies for the emerging job markets. All the Boards were requested to bestow their best in incorporating need based changes during the process of curriculum development.

Dr. P.V.V. Satya Narayana, Chairperson for the Department of Commerce & Management, initiated the formal BoS procedure at 10:30 a.m. in Room No. 24.

Dr. A. A. Annapurna welcomed the members, Subject experts, Nominees for University, Industry, Alumni, Students, and members for Curriculum design and development for the Admitted Batch 2025-26, Undergraduate programs for the academic year 2025-26.

She presented that the Department conducted a Pre-BoS meeting on 13th August, 2025. This meeting was attended by Industry representatives, Alumni, Skill Sector Council, and the faculty of Commerce and Management Studies under the chairmanship of Dr P.V.V. Satya Narayana. The members present discussed revisions to be made to the existing courses and resolved to revise the CRM content for Event Management. The members also discussed the Continuous Internal Assessment pattern and decided to continue with the existing one; the semester-end examination pattern requires a revision. The pattern was agreed to include three sections. Section I: Six Mandatory concise Answer questions carrying one mark each, totalling six marks, Section II: Answer Any three out of Five Questions from 5 units for three marks each, totalling nine marks, Section III Essay-Type Questions: Five Questions from each unit with internal choice carrying seven marks each, for a total of 35 marks. The board also discussed the allocation of tutorial hours for accounting papers. Members felt the need to enhance the 4 hours a week to at least 5 hours, including a tutorial hour. The program-specific outcomes for each program were revisited to map the program-level outcomes of graduates at the institutional level. Following the outline of the pre-BoS meeting, the agenda points for BoS minutes were initiated.

Agenda point 1: Curriculum design and development with a credit framework for the following programs

- I. B.Com General Honors (Major) admitted batch 2025-26
- II. B. Com Computer Applications Honours (Major) admitted batch 2025-26
- III. B.Com Honors- Banking, Financial Services and Insurance (AEDP)

admittedbatch2025-26

- IV. BBA Honors (Major) admitted batch 2025-26
- V. BBA Honors in Digital Marketing (Major) admitted batch2025-26
- VI. BBA Honors Logistics Management (Major) (AEDP) admitted batch 2025-26
- VII. BBA Honors Event Management (AEDP) Admitted batch 2025 -26

**Discussion:** The members present discussed the agenda point one by one. Dr A. A. Annapurna stated that the present Choice-Based Credit System (CBCS) will apply to all seven programs offered by the Department. Similarly, the Multiple Entry Multiple Exit (MEME) option shall be enforced for all students enrolled in the seven programs. As for the Community Service Project (CSP), the duration will be reduced from 8 to 4 weeks, with an 80-hour requirement and one credit. The Semester Internship/Apprenticeship/OJT will be for 180 hours (8 weeks) and will earn three credits. The Short-term Internship/Apprenticeship/OJT will not be applicable from the 2025-26 Academic year onwards. These changes are proposed keeping in view the practical issues/challenges faced by students, Industry alignment and the broad guidelines issued by Andhra Pradesh State Council for Higher Education (APSCHE). The members present gave their consent for the above.

**Resolution 1:** It is resolved to continue the Choice-Based Credit System (CBCS) for all seven programs offered by the department.

**Resolution 2:** It is resolved to enforce the Multiple Entry Multiple Exit (MEME) policy for all programs offered by the Department.

**Resolution3:** It is resolved to reduce the duration of the CSP and Semester Internship/Apprenticeship/OJT to 4 weeks and 8 weeks, with 80 hours and 180 hours, respectively, and to allocate 1 and 3 credits, respectively.

**Agenda Point 1:I B.ComGeneralHonors (Major)admittedbatch2025-26:**

Discussion: Smt. K. Rajeswari, member of the BoS and faculty of commerce, presented the curriculum and the credit framework designed for the program. The Curriculum is designed for 8 semesters, and the credit allocation is made as per the UGC and APSCHE curriculum and credit framework guidelines for Undergraduate programs. A total of 170 credits for 4 years with 50 courses is designed. To enforce the Multiple Entry and Multiple Exit, the split of credits for a certificate (at the end of First year including CSP) is 39 credits, for a Diploma (at the end of Second year) is 85 credits, for a Bachelor's Degree( at the end of 3 years including semester Internship) is 126 credits. The course outcomes for all 50 courses are also presented.Sri A. Srinivas, Alumni Representative, opined that the curriculum offered is good and that the revisions made are apt to meet the emerging needs of commerce graduates. He added that the pedagogical strategies adopted and the syllabus must incorporate practical components. For example, Tally will make accounting more real-time. All other experts and members gave their consent to the opinion. She also presented the V/VI semester course titles for the admitted batch 2023-24. A total of 7 courses, out of which four major courses, namely Advertising and Media planning, Advanced Corporate Accounting, Software Solutions to Accounting, Customer Relationships Management and two minor courses, Organisational Behaviour, Labour Legislation and Compensation Management and one value-added course, Environmental Education.

**Resolution 4:** It is resolved to approve the curriculum framework and credit framework for B.Com General Honors (Major)admittedbatch2025-26. (Ref. Page No: 21)

**Resolution 5:** It is resolved to approve the courses and syllabus designed for V/VI semester for the admitted batch 2023-24& 2024-25.

**Agenda Point 1:II: B. ComComputer Applications Honours(Major) admittedbatch2025-26:**

Smt. M. Posamma, member of the BoS and faculty of commerce, presented the curriculum and the credit framework designed for the program. The Curriculum is designed for 8 semesters, and credit allocation is made in accordance with the UGC and APSCHE curriculum and credit framework guidelines for Undergraduate programs. A total of 170 credits over 4 years, with 50 courses, is planned. To enforce the Multiple Entry and Multiple Exit, the split of credits for a certificate (at the end of First year including CSP) is 39 credits, for a Diploma (at the end of Second year) is 85 credits, for a Bachelor's Degree (at the end of 3 years including semester Internship) is 126 credits. The course outcomes for all courses are also presented. The practical papers will be assessed for 50 marks. 30 marks for Record work, 10 marks for performance competency, and 10 marks for viva voce evaluated during the practical Examination.

MVVS. Narayana, a Chartered Accountant, Member BoS, opined that the Commerce-related Computer Application courses will help in attaining the desired outcome of the program rather than incorporating pure computer-based courses. All other experts and members gave their consent to the opinion.

She also presented the V/VI semester course titles for the admitted batch 2023-24on wards. A total of 7 courses, out of which four major courses, namely Advanced Corporate Accounting, Advanced

Corporate Accounting Practical, or Advertising and Media Planning (A&MP) and A& MP Practical, Stock Markets (SM), and SM Practical, or GST with Tally (GSTT), and GSTT Practical, Business Analytics (BA), and BA Practical or Cyber Security (CS), and CS Practical, Mobile Applications Development (MAB) and MAB Practical, Blockchain Technology (BT) and BT Practical, two minor courses, Fund-based Financial Services and Fee-based Financial Services and one value-added course, Environmental Education.

**Resolution 6:** It is resolved to approve the curriculum framework and credit framework for B. Com Computer Applications Honours(Major) admitted batch 2025-26. (Ref. Page No:21)

**Resolution 7:** It is resolved to approve the courses and syllabus designed for V/VI semester for the admitted batch 2023-24 & 2024-25.

Agenda Point 1: **III B. Com Honours- Banking, Financial Services and Insurance (AEDP)** admitted batch 2025-26.

Discussion: Dr V. Ramesh Krishna, BFSI coordinator, presented the curriculum and credit framework designed for the program. He explained that since 2024-25, the program has been offered in collaboration with the BFSI Sector Skill Council under the Apprenticeship Embedded Degree Program. The Department of Commerce & Management designed and developed the curriculum under the guidance of Dr A. A. Annapurna, authorised by APSCHE at the state level and in collaboration with Banking, Financial Services and Insurance sector council. Due diligence is made to fit the AEDP program into the common degree curriculum and credit framework. Keeping in view the sector-specific Skills to be imparted and the program-specific outcomes, the courses are mapped to major and Skill Enhancement Courses for 4 years with Multiple Entry and Multiple Exit and one year Apprenticeship during the 3<sup>rd</sup> Year, that is, 5<sup>th</sup> and 6<sup>th</sup> semesters. The Skill Enhancement Courses emphasize Banking, Financial Services and Insurance, and are designed as per the National Skills Qualification Framework (NSQF). The Department has chosen to opt for the transfer of Credits from the NSQF examination for all SECs for the admitted batch 2024-25. Fifty-six students have qualified in the Accounts Assistant Skill course, all receiving NSQF certification. This year, the structure has been modified to fit the revised framework of the state, with 16 courses and 54 credits including one credit for CSP at the end of first year, 17 courses with 56 credits at the end of second year, and 151 credits at end of 3 years with 40 credits for apprenticeship and 12 courses with 44 credits for fourth year accounting for 45 courses with 195 credits in all for honors degree in B.Com BFSI for admitted batch 2025-26 onwards. It is to be noted that this academic year onwards, the agreement is made with the Board of Apprenticeship and Training (BOAT) under the Centre for Research in Schemes and Policies (CRISP) and the decision wrt. to conduct of Skill Enhancement Courses Specific to BFSI industry shall be made after necessary decision from CRISP and taking care of the advantage of students enrolled for the AEDP.

**Resolution 8:** It is resolved to approve the decision to shift the BFSI AEDP to BOAT.

**Resolution 9:** It is resolved to approve the course structure and Credit Framework for BFSI AEDP with 45 courses and 195 Credits for Honours Degree. (Ref. Page. No.25)

**Resolution 10:** It is resolved to assess Skill Enhancement Courses Specific to the BFSI industry under NSQF or by the College or both.

Agenda Point 1: IV: BBA Honours (Major) admitted batch 2025-26

Discussion: Smt. T. Mani Ratnam, member of the BoS and faculty of commerce, presented the curriculum and the credit framework designed for the program. The Curriculum is designed for 8 semesters, and the credit allocation is made as per the UGC and APSCHE curriculum and credit framework guidelines for Undergraduate programs. A total of 170 credits for 4 years with 50 courses is designed. To enforce the Multiple Entry and Multiple Exit, the split of credits for a certificate (at the end of First year including CSP) is 39 credits, for a Diploma (at the end of Second year) is 85 credits, for a bachelor's degree (at the end of 3 years including semester Internship) is 126 credits. The course outcomes for all 50 courses are also presented.

Sri. M. Jagajeevan Rao, Industrial Nominee, opined that the curriculum presented is good, and the revisions made are apt to suit the emerging needs of commerce graduates. He added that the pedagogical strategies adopted and the syllabus must incorporate practical components. For example, Tally will make accounting more real-time knowledge. All other experts and members gave their consent to the opinion. He also expressed need for incorporation professional ethics and values in the structure. Dr. A. A. Annapurna spelt out that this will be incorporated at appropriate position in the curriculum and activities shall be planned to promote the same.

She also presented the V/VI semester course titles for the admitted batch 2023-24. A total of 7 courses, out of which four major courses, namely Sales and Distribution management or Advertising Management, Training and Development or Labour Legislation, Securities Analysis and Portfolio Management or Financial Markets, Production and operations management or Project management and two minor courses, Search Engine Optimization, E-mail Marketing and one value added course Environmental Education.

**Resolution 11:** It is resolved to approve the curriculum framework and credit framework for BBA Honors (Major) admitted batch 2025-26. (Ref. Page No: 26)

**Resolution 12:** It is resolved to approve the courses and syllabus designed for V/VI semester for the admitted batch 2023-24 & 2024-25.

Agenda Point 1: V: BBA Honors in Digital Marketing (Major) admitted batch 2025-26

Discussion: Dr. A. A. Annapurna, Coordinator for BBA Digital Marketing, presented the curriculum and the credit framework designed for the program. The Curriculum is designed for 8 semesters, and the credit allocation is made as per the UGC and APSCHE curriculum and credit framework guidelines for Undergraduate programs. A total of 170 credits for 4 years with 50 courses is designed. To enforce the Multiple Entry and Multiple Exit, the split of credits for a certificate (at the end of First year including CSP) is 39 credits, for a Diploma (at the end of Second year) is 85 credits, for a bachelor's degree (at the end of 3 years including semester Internship) is 126 credits. The course outcomes for all 50 courses are also presented.

Dr. G. Srinivas Rao and Dr. Arun , Subject, opined that the curriculum presented is good, and the revisions made are apt to suit the emerging needs of commerce graduates. He added that the pedagogical strategies adopted and the syllabus must incorporate practical components. For example, creating website and maintaining e-commerce and search engine Analytics and Optimising Search Engines will provide the students with necessary digital marketing skills. All other experts and members gave their consent to the opinion.

She also presented the V/VI semester course titles for the admitted batch 2023-24. A total of 7 courses, out of which four major courses, namely E-mail marketing, Mobile Marketing, Content Marketing or Content management Systems, IT tools for Digital Marketing or AI in Digital Marketing and two minor courses, Labour Legislations and Compensation Management, Organizational Behaviour and one value added course Environmental Education.

**Resolution 13:** It is resolved to approve the curriculum framework and credit framework for BBA Honours (Major) admitted batch 2025-26. (Ref. Page No:27 )

**Resolution 14:** It is resolved to approve the courses and syllabi designed for the V/VI semester for the admitted batches 2023-24 & 2024-25.

**Agenda Point 1:** VI- BBA Honours Logistics Management (Major) (AEDP) admitted batch 2025-26.

**Discussion:** Smt. B. Sujatha, coordinator for the BBA Logistics Management Program, presented the curriculum and credit framework designed for the program. Due diligence is taken to ensure the AEDP program fits the common degree curriculum and credit framework. Keeping in view the sector-specific Skills to be imparted and the program-specific outcomes, the courses are mapped to major and Skill Enhancement Courses for 4 years, with Multiple Entry and Multiple Exit, and to a one-year Apprenticeship during the 3<sup>rd</sup> Year, that is, 5<sup>th</sup> and 6<sup>th</sup> semesters. She added that during the 2024-25 academic year, 37 students (Admitted Batch 2023-24) completed their apprenticeship. Eight Students are continuing their jobs through the apprenticeship, providing companies like KANTIPUDI Rajahmundry and Inflamed Life, Vijayawada. But the rest of the 29 students have opted for higher education in MBA in different Institutions. This year, the structure has been modified to fit the revised framework of the state, with 16 courses and 53 credits including one credit for CSP at the end of first year, 16 courses with 107 credits at the end of second year, and 151 credits at end of 3 years with 44 credits for apprenticeship and 12 courses with 44 credits for fourth year accounting for 45 courses with 195 credits in all for honors degree in B.B.A. Logistics Management from admitted batch 2025-26 onwards. Also from this year onwards Ability Enhancement Common Courses (AECC)-Second Languages Telugu/Hindi/Sanskrit is incorporated in the structure for Semester I, II, and III. It is to be noted that this academic year onwards, the agreement is made with the Board of Apprenticeship and Training (BOAT) under the Centre for Research in Schemes and Policies (CRISP).

Sri Jagathjeevan Rao, Managing Director, Kanti Pudi Group of Industries, Rajahmundry and Industry Nominee, shared his views. Their group of industries has been engaging the logistics students of this College for Apprenticeship since its introduction in the year 2019. In the process, their industry has

established stringent procedures and deputed their employees as mentors to help students perform their best on the jobs assigned. The key area to be addressed by the institution is the promotion of ethics with respect to the profession, human values, and personality development. Dr A. A. Annapurna stated that these aspects are addressed by MDCs and SECs and assured that specific programs will be organised with experts in the respective fields for the benefit of students in the Department in general and BBA Logistics Management and other AEDP specifically.

**Resolution 15:** It is resolved to approve the curriculum structure and credit framework presented for the admitted batch 2025-26. (Ref .Pg.No.28 )

**Resolution 16:** It is resolved to approve the decision to shift the BBA Logistics Management (AEDP) to BOAT.

Agenda Point 1: VI-BBA Honors Event Management (Major) (AEDP) admitted batch 2025-26.

Discussion: Dr. A. A. Annapurna, coordinator for AEDP Programs, presented the curriculum and credit framework designed for the program. Due diligence is made to fit the AEDP program into the common degree curriculum and credit framework. Keeping in view the sector-specific Skills to be imparted and the program-specific outcomes, the courses are mapped to major and Skill Enhancement Courses for 4 years with Multiple Entry and Multiple Exit and one year Apprenticeship during the 3<sup>rd</sup> Year, that is, 5<sup>th</sup> and 6<sup>th</sup> semesters. She added that during the year 2024-25 academic year this program was introduced by the department. The curriculum was designed by the department faculty meticulously to attain the program specific outcomes. Dr. B. Prathima BBA programs Coordinator and Dr. P.S. Vijayalakshmi Coordinator for BBA Event Management programs in coordination with the faculty of the Department played a key role in enhancing the Event Organization skills among the students. Field Visit to Indulgence Event & Entertainment Media, Banjara hills, Hyderabad Organizers gave the students the scope of event management and the Department entered into an Memorandum of Understanding with the company for providing internships, Workshops, industry visit, guest lectures and invited talks to enhance the learning experiences of the students. Also a workshop for three days in Drone Technologies was organized and signed an MoU with Innovation Centre for Drone Technologies. This year, the structure has been modified to fit the revised framework of the state, with 16 courses and 55 credits including one credit for CSP at the end of first year, 16 courses with 107 credits at the end of second year, and 151 credits at end of 3 years with 44 credits for apprenticeship and 14 courses with 44 credits for fourth year accounting for 46 courses with 195 credits in all for honors degree in B.B.A. Event Management from admitted batch 2025-26 onwards. It is to be noted that this academic year onwards, the agreement is made with the Board of Apprenticeship and Training (BOAT) under the Centre for Research in Schemes and Policies (CRISP) and offered as Apprenticeship Based Degree Program. Dr. A. A. Annapurna presented that the Business Ethics, Computerised Accounting, and Fundamentals of Computers are incorporated in the curriculum structure based on Stakeholders and Student feedback on Curriculum received during 2024-25. Hari Verma and Subash student representatives expressed their happiness for considering their request and bringing about change in the structure.

**Resolution 17:** It is resolved to approve the Course Structure and credit framework for BBA Event Management AEDP for admitted Batch 2025-26. (Ref. pg. no: 29 )

**Resolution 18:** It is resolved to approve the decision to shift the BBA Logistics Management (AEDP) to BOAT.

**Agenda Point 2.** Discontinuing unviable programmes: BBA (RO) and B.Com (AT)

**Discussion:** Sri H S N V S Pavan Kumar, Program coordinator for BBA RO put forth the challenges faced in executing the Retail Operations Apprenticeship. Most students express reluctance to work as day labourers in retail stores. They are assigned loading and unloading work and also asked to work late evenings, such as folding clothes and arranging stock. The Demand for the program is also very meak and hence, it is suggested to discontinue the Program. The members present took the feedback from the students present for the BoS and gave their consent to discontinue the Program for the Academic Year 2025-26 and later. If Demand persists the Program may be considered for continuation.

Dr. P Shanmukha Rao, Program Coordinator for B.Com (Accounting & Taxation) presented that the Course Structure is almost on par with B.Com (General). Hence, this program could also be considered for Discontinuation from the Academic Year 2025-26. Members present compared the Course Structures and felt that the Accounting & Taxation practical skills could be incorporated into the B.Com Curriculum transactions through Pedagogical Strategies to enhance their Employability Competencies.

**Resolution 19:** It is resolved to discontinue BBA (RO) and B.Com (AT) programmes from the Academic Year 2025-26.

**Agenda Point 3:** Certificate Courses: 1. Stock Market Operations and Mutual funds. – PVVS & HSNVS  
2. Personal Tax Planning and Management. – PSR

**Discussion:** Dr P V V Satyanarayana, Chairperson, placed before the Board that the Department offers Value-added Courses every year. Financial Literacy among the students will help in creating financial discipline in their future endeavours. The department proposes to offer a Certificate Course in Stock Market Operations and Mutual Funds. Dr G Arun, while congratulating the Department on the Initiative, added that students should also be supported to enrol in online certificate courses. M.Y. Naidu, Dr P. Shanmukha Rao, and others said the department has adopted this practice and will continue to do so. The Personal Planning and Management certificate course is designed to be offered offline by the department, and Dr P. Shanmukha Rao will coordinate the course implementation for the year.

**Resolution 20:** It is resolved to approve the syllabus for the two certificate courses, namely Stock Market Operations and Mutual Funds, and Personal Planning and Management.

**Agenda Point 4.** List of Examiners

**Discussion:** The Chairman, Dr P.V.V. Satya Narayana, presented the proposed list of Examiners and added that the examiners' consent has been obtained and that due care has been taken to include diverse examiners from universities and colleges.

**Resolution 21:** It is resolved to approve the list of Examiners presented.

**Agenda Point 5.** CIA & SEE Proportion, split-up, and Model Question Papers for the admitted batch 2025-26.

**Discussion:** The department proposes continuing the 50:50 assessment pattern because it provides ample scope to identify slow performers and take remedial measures to improve their performance. The Teacher can focus on the measures to be adopted to enhance learners' experience, leading to the adoption of different innovative pedagogical approaches to suit learners' needs. The students' feedback indicates that the formative assessment is too lengthy, requiring additional effort to learn and perform better in the semester-end examination. The split-up of marks for assessment is tabled to include MCQs, Short Answer Questions and Essay-type answers. M. Narayanan Industry expert, Dr. G. Srinivas Rao suggested that MCQs may be made mandatory in CIE-2 and SEE questioning focus on short answer questions and Essay answer questions. The members present agreed for this.

**Resolution 22:** It is resolved to approve the CIA & SEE Proportion, split-up, and Model Question Papers for the admitted batch 2025 - 26.

**Agenda Point 6:** Departmental Activities

**Discussion:** The tentative department activities for the year are presented and discussed. The Subject experts and industrial nominees gave their consent to support such programs in kind and intellect, and to collaborate on such events.

**Resolution 23:** It is resolved to approve the Department's proposed activities for the 2025-26 academic year.

**Agenda Point 7:** Inclusion of professional Ethics and values, yoga, personality Development and soft skills under any other with the permission of the chair.

**Discussion:** Sri M Jagadeesh, Managing Director of Kantipudi groups, opined that the Department may focus on the inclusion of Professional Ethics and Values in the curriculum, especially for AEDPs, as they are essential when hired as apprentices in Industries. Many students do not exhibit these values in the office. Subbarao Garu, Alumni representative, added that Yoga, Meditation, Personality Development, and Soft skills development-oriented activities will help relieve stress and provide appropriate guidance to students. Dr B. Prathima replied that these are included in the MDCs and SDCs and, on behalf of the Department, assured that greater thrust would be given to these aspects by incorporating them into the curriculum framework and co-curricular and extracurricular activities.

**Resolution 24:** It is resolved to plan co-curricular and extracurricular activities to address challenges in professional ethics and values, stress management and life skills among students.