

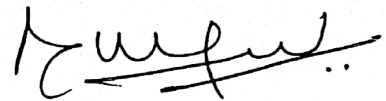
**RVR & JC College of Engineering, Chowdavaram**  
**Department of Management Sciences**

**NAAC CRITERIA: 1.1.2: Percentage of Programmes where Syllabus Revision was carried out during the last five years**

*The following are the curriculum changes in  
R17 Regulations (Autonomous) from University regulations 2016-17*

S.No	Subject Name	Subject Code	Summary of changes in Units I-V	% of Syllabus Change
1	Perspectives Of Management	MS111	Unit I – V overall change	25%
2	Quantitative Techniques For Management	MS112	Unit I – V overall change	20%
3	Managerial Economics	MS113	Unit V partial change	20%
4	Business Environment And Legislation	MS114	Unit I, Unit II partial change	10%
5	Accounting For Managers	MS115	Unit I-V overall change	30%
6	Organisational Behaviour	MS116	Unit II,III,IV,V partial change	20%
7	Managerial Communication	MS117	Unit I,II,V partially change	20%
8	Entrepreneurship And Small Business Management	MS121	Unit I,II,III partial change	30%
9	Research Methodology And Business Analytics	MS122	Unit II,III,IV partial change	15%
10	Human Resource Management	MS123	Unit III,Unit V partial change	30%
11	Financial Management	MS124	Unit I - V overall change	22%
12	Marketing Management	MS125	Unit I - V overall change	20%
13	Production And Operations Management	MS126	Unit I,III partial change	10%
14	Information Technology For Managers	MS127	Unit III,IV,V partial change	30%
15	Strategic Management	MS211	Unit I,III,V partial change	30%
16	Business Ethics And Corporate Governance	MS212	Unit I partial change	5%
17	Logistics And Supply Chain Management	MS213	Unit I-V partial change	25%
18	Financial Markets And Services	MS214F	Title & overall change	50%
19	Financial Derivatives And Risk Management	MS215F	Unit II,III,IV partial change	30%
20	Banking And Insurance Management	MS216F	New Subject	100%
21	Product And Brand Management	MS214M	New Subject	100%
22	Consumer Behaviour And Customer Relationship Management	MS215M	Unit I,II partial change	40%
23	Advertising And Media Management	MS216M	Unit III,IV partial change	30%
24	Management Of Industrial Relations	MS214H	Unit I partial change	5%
25	Organisational Change And Development	MS215H	New Subject	100%
26	Training And Development	MS216H	Partial change in Unit I-V	10%
27	Innovations And Startup Management	MS214ED	New Subject	100%
28	Micro,Small & Medium Enterprises Management	MS215ED	New Subject	100%
29	Entrepreneurial Eco-System	MS216ED	New Subject	100%
30	Banking Theory Law And Practices	MS215BT	New Subject	100%
31	Rural Banking And Financial Inclusion	MS216BT	New Subject	100%
32	Treasury And Derivatives Management	MS217BT	New Subject	100%
33	International Business	MS221	Unit I,III & IV partial change	30%

34	Talent And Knowledge Management	MS222	Unit I,II major change & title	40%
35	International Financial Management	MS223F	Unit III partial change	5%
36	Security Analysis And Portfolio Management	MS224F	Unit I & II partial change	10%
37	Foreign Exchange Management	MS225F	New Subject	100%
38	Financial Engineering	MS226F	New Subject	100%
39	International Marketing Management	MS223M	Unit II,III,IV,V	40%
40	Sales Promotion And Distribution Management	MS224M	New Subject	100%
41	Services And Retail Marketing	MS225M	New Subject	100%
42	Social Media And E-Marketing	MS226M	New Subject	100%
43	International Human Resource Management	MS223H	Unit V partial change	5%
44	Performance And Compensation Management	MS224H	Unit I partial change	10%
45	Human Resource Development: Strategies And Systems	MS225H	Unit V partial change	5%
46	Cross Culture Management	MS226H	New Subject	100%
47	Social Entrepreneurship	MS223ED	New Subject	100%
48	Women Entrepreneurship	MS224ED	New Subject	100%
49	Entrepreneurial Leadership	MS225ED	New Subject	100%
50	Venture Capital & Private Equity	MS226ED	New Subject	100%
51	Management Of Bank Operations	MS223BT	New Subject	100%
52	Bank Customer Relationship Management	MS224BT	New Subject	100%
53	Services Marketing For Banks And Financial Institutions	MS225BT	New Subject	100%
54	Credit Risk Management For Banks	MS226BT	New Subject	100%



Prof.B.K.Surya Prakasha Rao  
( Head,Dept of M.S)

MS222 & MS223  
Dept. of Management Courses  
R.V.S. & J.O. College of Engineering  
Chittoor, S.P. 751 004.

RVR & JC College of Engineering, Chowdavaram  
 Department of Management Sciences  
 The following are the curriculum changes in R17 Regulations:

S.No	Subject Name	Subject Code	Summary	% of Syllabus Change
1	Perspectives Of Management	MS111	UNIT - 1 & 2	25% New
2	Quantitative Techniques For Management	MS112	OVERALL	20% New
3	Managerial Economics	MS113	Unit V	20% New
4	Business Environment And Legislation	MS114	Unit-III Unit-IV	10% New
5	Accounting For Managers	MS115	Unit I, Unit II, Unit III, IV	20% New
6	Organisational Behaviour	MS116	Unit-I, II, III, IV, V	20% New
7	Managerial Communication	MS117	Unit-1, II, III	20% New
8	Entrepreneurship And Small Business Management	MS121	UNIT I, UNIT II, Unit III	20% New
9	Research Methodology And Business Analytics	MS122	UNIT I, UNIT II, Unit III	15% New
10	Human Resource Management	MS123	Unit-III, Unit IV, Unit V	30% New
11	Financial Management	MS124	Unit I & II	20% New
12	Marketing Management	MS125	UNIT I, II, III, IV	20% New
13	Production And Operations Management	MS126	UNIT-I, II	10% New
14	Information Technology For Managers	MS127	UNIT-I, II, III, IV	30% New
15	Strategic Management	MS211	UNIT-I, II, III, IV	30% New
16	Business Ethics And Corporate Governance	MS212	Unit 7	5% New
17	Logistics And Supply Chain Management	MS213	UNIT I, II, III, IV, V	25% New
18	Financial Markets And Services	MS214F	UNIT I, II, III, IV, V	25% New
19	Financial Derivatives And Risk Management	MS215F	UNIT-II, III, IV	30% New
20	Banking And Insurance Management	MS216F	NEW	100% New
21	Product And Brand Management	MS214M	NEW	100% New
22	Consumer Behaviour And Customer Relationship Management	MS215M	UNIT-I, II	40% New
23	Advertising And Media Management	MS216M	UNIT III, IV	30% New
24	Management Of Industrial Relations	MS214H	UNIT I	5% New
25	Organisational Change And Development	MS215H	NEW	100% New
26	Training And Development	MS216H	UNIT I OVERALL	10% New
27	Innovations And Startup Management	MS214ED	NEW	100% New
28	Micro, Small & Medium Enterprises Management	MS215ED	NEW	100% New
29	Entrepreneurial Eco-System	MS216ED	NEW	100% New
30	Banking Theory Law And Practices	MS215BT	NEW	100% New
31	Rural Banking And Financial Inclusion	MS216BT	NEW	100% New
32	Treasury And Derivatives Management	MS217BT	UNIT I, II	100% New
33	International Business	MS221	UNIT I, II, III	30% New
34	Talent And Knowledge Management	MS222	UNIT I, II, III, IV	20% New
35	International Financial Management	MS223F	UNIT III	5% New
36	Security Analysis And Portfolio Management	MS224F	Unit I & II	10% New
37	Foreign Exchange Management	MS225F	Newly Introduced.	100% New

54	Credit Risk Management For Banks	MS226RT	NEW -	100%
53	Institutions Services Marketing For Banks And Financial	MS225BT	NEW -	100%
52	Bank Customer Relationship Management	MS224BT	NEW -	100%
51	Management Of Bank Operations	MS223BT	NEW -	100%
50	Venture Capital & Private Equity	MS226ED	NEW -	100%
49	Entrepreneurial Leadership	MS225ED	NEW -	100%
48	Women Entrepreneurship	MS224ED	NEW -	100%
47	Social Entrepreneurship	MS223ED	NEW -	100%
46	Cross Culture Management	MS226H	NEW -	100%
45	Systems Human Resource Development: Strategies And	MS225H	UNIT II	5%
44	Performance And Compensation Management	MS224H	UNIT I	10%
43	International Human Resource Management	MS223H	UNIT V	10%
42	Social Media And E-Marketing	MS226M	NEW -	100%
41	Services And Retail Marketing	MS225M	NEW -	100%
40	Sales Promotion And Distribution Management	MS224M	NEW -	100%
	International Marketing Management	MS223M	UNIT I, II, III, IV, V	10%
	Financial Engineering	MS226F	NEW -	100%

②

10%

10%