

CHAITANYA BHARATHI INSTITUTE OF TECHNOLOGY (A), HYDERABAD
DEPARTMENT OF SCHOOL OF MANAGEMENT STUDIES
COURSE EXPERT GROUP (CEG)
ACADEMIC YEAR 2023-2024

Dt. 25-03-2023

Objective:

To contribute to the effective implementation of pedagogical approaches and assessment tools identified by PAC, DAB and other regulatory bodies.

Composition:

Course experts from the specified set of courses chaired by senior faculty among them.

[CEGs list given in Annexure-I]

Meeting Frequency: Min. 3 times in a semester.

Beginning of the semester, after the first Class Test, after external examinations results are published (for results analysis, computation of CO attainment) and also whenever required.

Quorum: 60%

Roles and Responsibilities:

1. Defining, Reviewing and Reframing the Course Outcomes based on Blooms Taxonomy for all the specified Courses
2. Framing of Course Articulation matrix (CO-PO mapping)
3. Computation of CO attainments
4. Design of assessment tools suitable for the specified courses, Results analysis and preparing the action plan for improvement of Results
5. Conducting Course End Survey, analysis and identify actions to be taken for improving pedagogical approaches
6. Identifying Curriculum gaps by observing CO-PO attainment levels of previous batches
7. Question paper validation to ensure the desired standard from outcome attainment perspective as well as learning levels perspective
8. Setting course wise CO attainment targets before the beginning of the semester
9. Maintenance of Course Files
10. Preparing Action plans for improvement and corrective measures
11. Prepare and submit periodic reports (Before the commencement and at the end of each semester) to the Program Assessment Committee (PAC) about the activities carried out

Tenure: Three years

Deliverables:

Submit Reports to PAC on Effectiveness of TLP in terms of:

1. Revision of Course Outcomes
2. Course Outcome attainment
3. Gaps identified, actions taken and their effectiveness
4. Setting course wise CO attainment targets

Suggestions for subsequent Curriculum Revision



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COURSE EXPERT GROUPS COMPOSITION (ACADEMIC YEAR 2023-2024)

CORE

Semester	Course Code	Title of the Course	Course Expert Group (CEG) Composition
I	23MBC101	Management and Organization Behaviour	1. Dr.S.Saraswathi- Coordinator 2. Smt. B.Lavanya 3. Sri.P.Vara Prasad Goud 4. Dr.T.S.Poorna Chandrika
III	23MBC301	Innovation and Entrepreneurship	1. Smt. B.Lavanya
IV	23MBC401	Strategic Management	2. Sri. S.Tulasi Ram- Coordinator 3. Smt.M.Sangeetha

OPEN ELECTIVE

Semester	Course Code	Title of the Course	Course Expert Group (CEG) Composition
I	23MBO203	Corporate Governance & Business Ethics	1. Sri.V.Balaji Kesava Rao – Coordinator 2. Sri. S.Tulasi Ram
II	23MBO201	Logistics & Supply Chain Management	
I	23MBO102	Managerial Economics and Environment for Managers	1. Sri. S.Tulasi Ram - Coordinator 2. Dr.Jyothi 3. Mrs.K.Bhagyalakshmi
II	23MBO103	E-Business	
I	23MBO101	Banking Management	1. Dr.K.Sowmya 2. Dr.Daman Jeet 3. Smt.K.Bhagya Lakshmi - Coordinator 4. Sri. S.Tulasi Ram 5. Smt.M.Sangeetha
II	23MBO202	Project Management	

SKILL DEVELOPMENT

Semester	Course Code	Title of the Course	Course Expert Group (CEG) Composition
I	23MBC105	Business Communication	1. Smt. B.Lavanya – Coordinator 2. Sri.P.Vara Prasad Goud
II	23MBS206	Personality Development and Career Guidance	

QUATITATIVE TECHNIQUES

Semester	Course Code	Title of the Course	Course Expert Group (CEG) Composition
I	23MBC104	Statistics & Business Research Methods	1. Smt. B.Lavanya 2. Dr.K.Sowmya 3. Smt.M.Sangeetha (Coordinator)
I	23MBC106	Statistics Lab	
II	23MBC203	Operations Research	
II	23MBC204	Operations Management	



FINANCE ELECTIVE

Semester	Course Code	Title of the Course	Course Expert Group (CEG) Composition
II	23MBC202	Financial Management	1. Dr.K.Sowmya - Coordinator 2. Dr.Daman Jeet 3. Smt.K.Bhagya Lakshmi 4. Sri. S.Tulasi Ram 5. Smt.M.Sangeetha
III	23MBE301	Investment Management	
IV	23MBE401	Financial Risk Management	
IV	23MBE402	International Finance	
I	23MBC102	Accounting for Managers	1. Dr.K.Sowmya 2. Dr.Daman Jeet 3. Smt.K.Bhagya Lakshmi- Coordinator 4. Sri. S.Tulasi Ram 5. Smt.M.Sangeetha
II	23MBO202	Project Management	
II	23MBO203	Banking Management	
III	23MBE302	Financial Markets and Services	

HR ELECTIVE

Semester	Course Code	Title of the Course	Course Expert Group (CEG) Composition
II	23MBC201	Human Resources Management	1. Dr.S.Saraswathi (Coordinator) 2. Dr.T.S.Poorna Chandrika 3. Smt. B.Lavanya 4. Sri.P.Vara Prasad Goud
III	23MBE303	Performance and Compensation Management	1. Dr.S.Saraswathi 2. Dr.T.S.Poorna Chandrika 3. Smt. B.Lavanya (Coordinator) 4. Sri.P.Vara Prasad Goud
III	23MBE304	Training and Development	1. Dr.S.Saraswathi 2. Dr.T.S.Poorna Chandrika (Coordinator) 3. Smt. B.Lavanya 4. Sri.P.Vara Prasad Goud
IV IV	23MBE403 23MBE404	Industrial Relations and Labour Laws Leadership and Change Management	1. Dr.S.Saraswathi 2. Dr.T.S.Poorna Chandrika 3. Smt. B.Lavanya 4. Sri.P.Vara Prasad Goud (Coordinator)

CEG-3 (MARKETING)

Semester	Course Code	Title of the Course	Course Expert Group (CEG) Composition
I	23MBC103	Marketing Management	1. Dr.S.Saraswathi 2. Dr.T.S.Poorna Chandrika- Coordinator 3. Smt. B.Lavanya
III	23MBE305	Product and Brand Management	
III	23MBE306	Integrated Marketing Communications and Digital Marketing	
IV	23MBE405	Consumer Behaviour	
IV	23MBE406	Services and Retail Marketing	1. Dr.S.Saraswathi – Coordinator 2. Dr. T.S.Poorna Chandrika 3. Smt. B.Lavanya



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BUSINESS ANALYTICS ELECTIVE

Semester	Course Code	Title of the Course	Course Expert Group (CEG) Composition
II	23MBC205	Business Analytics	Dr.Jyothi Chepur – Coordinator Dr.I Srujana Dr.B.Harish Goud
III	23MBE307	Business Data Mining	
III	23MBE308	Python Programming	
IV	23MBE407	Machine Learning and Artificial Intelligence	
IV	23MBE408	Cloud Computing	

COMPREHENSIVE DEVELOPMENT

Semester	Course Code	Title of the Course	Course Expert Group (CEG) Composition
II	23MBD101	Comprehensive Development-I	1. Dr.S.Saraswathi 2. Dr.T.S.Poorna Chandrika 3. Smt. B.Lavanya 4. Sri.P.Vara Prasad Goud 5. Dr.K.Sowmya 6. Dr.Daman Jeet 7. Dr.Jyothi 8. Smt.K.Bhagya Lakshmi 9. Sri.V.Balaji Kesava Rao 10. Sri. S.Tulasi Ram 11. Smt.M.Sangeetha – Coordinator
III	23MBD201	Comprehensive Development-II	
IV	23MBD301	Comprehensive Development-III	
IV	23MBD401	Comprehensive Development-IV	

INTERNSHIP

Semester	Course Code	Title of the Course	Course Expert Group (CEG) Composition
III		Internship	1. Dr.S.Saraswathi – Coordinator 2. Dr.T.S.Poorna Chandrika 3. Smt. B.Lavanya 4. Sri.P.Vara Prasad Goud 5. Dr.K.Sowmya 6. Dr.Daman Jeet 7. Dr.Jyothi 8. Smt.K.Bhagya Lakshmi (Coordinator) 9. Sri.V.Balaji Kesava Rao 10. Sri. S.Tulasi Ram 11. Smt.M.Sangeetha



PROJECT WORK

Semester	Course Code	Title of the Course	Course Expert Group (CEG) Composition
IV	23MBC303	Project Work	1. Dr.S.Saraswathi 2. Dr.T.S.Poorna Chandrika 3. Smt. B.Lavanya 4. Sri.P.Vara Prasad Goud 5. Dr.K.Sowmya 6. Dr.Daman Jeet 7. Dr.Jyothi (Coordinator) 8. Smt.K.Bhagya Lakshmi 9. Sri.V.Balaji Kesava Rao 10. Sri. S.Tulasi Ram 11. Smt.M.Sangeetha

CEG-11 (ENGINEERING SERVICE COURSES)

Semester	Course Code	Title of the Course	Course Expert Group (CEG) Composition
Even & Odd Semesters for Engineering branches	23MBC01	Engineering Economics and Accountancy	1. Smt. B.Lavanya 2. Sri. P. Varaprasad Goud (Coordinator) 3. Dr.K.Sowmya 4. Dr.Paruthi Mandakini 5. Dr.Daman Jeet 6. Smt.K.Bhagya Lakshmi 7. Smt.M.Sangeetha 8. Sri. S.Tulasi Ram
	23MBC02	Principles of Management	
	23MBC03	Strategic Entrepreneurship	
	23MBC04	Organizational Behaviour	
	23MBC05	Engineering Leadership	
	23MBC06	Private Equity Financing	

HEAD, SMS

