

CHAITANYA BHARATHI INSTITUTE OF TECHNOLOGY (A), HYDERABAD

DEPARTMENT OF SCHOOL OF MANAGEMENT STUDIES

COURSE EXPERT GROUP (CEG)

ACADEMIC YEAR 2024-2025

Dt. 17-07-2024

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



COURSE EXPERT GROUPS COMPOSITION (ACADEMIC YEAR 2024-2025)

CEG-1 (FINANCE)

Semester	Course Code	Title of the Course	Course Expert Group (CEG) Composition
I	23MBC102	Financial Accounting for Management	1. Dr.B Neeraja- Coordinator 2. Dr.K.Sowmya 3. Dr.Parmeshwari 4. Dr.K.Bhagya Lakshmi 5. Dr. M. Ramesh 6. Dr. Yesubabu Konga 7. Dr.S.Tulasi Ram 8. Smt.M.Sangeetha
II	23MBC202	Financial Management	
II	23MBO203	Banking Management	
III	23MBE301	Investment Management	
III	23MBE302	Financial Markets and Services	
IV	23MBE401	Financial Risk Management	
IV	23MBE402	International Finance	

CEG-2 (HR)

Semester	Course Code	Title of the Course	Course Expert Group (CEG) Composition
II	23MBC201	Human Resources Management	1. Dr.T.S.Poorna Chandrika- Coordinator 2. Dr. B Lavanya 3. Dr.P.Vara Prasad Goud 4. Dr. T.Venkata Ramana 5. Dr. Rakhee 6. Shri.V.Balaji Kesava Rao
III	23MBE303	Performance and Compensation Management	
III	23MBE304	Training and Development	
IV	23MBE403	Industrial Relations and Labour Laws	
IV	23MBE404	Leadership and Change Management	

CEG-3 (MARKETING)

Semester	Course Code	Title of the Course	Course Expert Group (CEG) Composition
I	23MBC103	Marketing Management	1. Dr. B.Neeraja 2. Dr. S. Saraswathi 3. Dr.T.S.Poorna Chandrika 4. Dr.V. Jayanthi - Coordinator 5. Dr. 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	

CEG-4 (BUSINESS ANALYTICS)

Semester	Course Code	Title of the Course	Course Expert Group (CEG) Composition
II	23MBC205	Business Analytics	1. Dr. M. Ramesh- Coordinator 2. Dr. K. Yesubabu 3. Dr.T.Sridevi, CSE 4. Smt. I. Srujana 5. Sri.Harish Goud
III	23MBE307	Business Data Mining	
III	23MBE308	Python Programming	
IV	23MBE407	Artificial Intelligence and Machine Learning	
IV	23MBE408	Cloud Computing	



CEG-5 (CORE-I)

Semester	Course Code	Title of the Course	Course Expert Group (CEG) Composition
I	23MBO101	Corporate Governance & Business Ethics	1. Sri.V.Balaji Kesava Rao – Coordinator 2. Dr. S.Tulasi Ram
II	23MBO201	Logistics & Supply Chain Management	

CEG-6 (CORE-II)

Semester	Course Code	Title of the Course	Course Expert Group (CEG) Composition
I	23MBC102	Managerial Economics and Business Environment	1. Dr. V.Jayathi 2. Dr.P.Vara Prasad Goud 3. Dr. S.Tulasi Ram-Coordinator
II	23MBO103	E-Business	
II	23MBO202	Project Management	

CEG-7 (CORE-III)

Semester	Course Code	Title of the Course	Course Expert Group (CEG) Composition
I	23MBO101	Management and Organization Behaviour	Dr. B.Jayathi Dr. B.Lavanya Dr.P. Varaprasad Goud-Coordinator Dr.T. Venkata Ramana
III	23MBC301	Strategic Management	
IV	23MBC401	Innovation and Entrepreneurship	

CEG-8 (COMMUNICATION, PERSONALITY DEVELOPMENT & CAREER GUIDANCE)

Semester	Course Code	Title of the Course	Course Expert Group (CEG) Composition
I	23MBS101	Business Communication Lab	1. Dr. B.Lavanya – Coordinator 2. Dr.P.Vara Prasad Goud
II	23MBS201	Personality Development and Career Guidance	

CEG-9 (QUATITATIVE TECHNIQUES)

Semester	Course Code	Title of the Course	Course Expert Group (CEG) Composition
I	23MBC104	Research Methodology and Statistical Analysis	1. Dr.K.Sowmya 2. Dr.Rakhee 3. Dr. Parameshwari 4. Smt.M.Sangeetha
I	23MBC105	Statistics Lab	
II	23MBC203	Operations Research	
II	23MBC204	Operations Management	



CEG-10 (Comprehensive Viva Voce-II and Comprehensive Development-I, II, III, IV)

Semester	Course Code	Title of the Course	Course Expert Group (CEG) Composition
I	23MBD101	Comprehensive Development - I	1. Dr. B. Neeraja 2. Dr.S.Saraswathi 3. Dr.T.S.Poorna Chandrika 4. Dr.V.Jayanthi 5. Dr. B.Lavanya 6. Dr.P.Vara Prasad Goud 7. Dr.K.Sowmya 8. Dr.Venkata Ramana 9. Dr.Rakhee-Coordinator 10. Dr.Parameshwari 11. Dr.K.Bhagya Lakshmi 12. Dr.M.Ramesh 13. Dr.K.Yesubabu 14. Smt.M.Sangeetha 15. Dr. S.Tulasi Ram 16. Sri.V.Balaji Kesava Rao
II	23MBD201	Comprehensive Development -II	
III	23MBD301	Comprehensive Development -III	
IV	23MBD401	Comprehensive Development - IV	

CEG-10 (VIVA-VOCE, INTERNSHIP & PROJECT WORK)

Semester	Course Code	Title of the Course	Course Expert Group (CEG) Composition
			1. Dr. B. Neeraja- Coordinator (Project work Part I & II) 2. Dr.S.Saraswathi 3. Dr.T.S.Poorna Chandrika 4. Dr.V.Jayanthi 5. Dr. B.Lavanya 6. Dr.P.Vara Prasad Goud 7. Dr.K.Sowmya 8. Dr.Venkata Ramana 9. Dr.Rakhee 10. Dr.Parameshwari 11. Dr.K.Bhagya Lakshmi- Coordinator (Internship) 12. Dr.M.Ramesh 13. Dr.K.Yesubabu 14. Smt.M.Sangeetha 15. Dr. S.Tulasi Ram 16. Sri.V.Balaji Kesava Rao
III	23MBC302	Internship	
III	23MBC303	Project work (Part-1)	
IV	23MBC402	Project Work (Part-2)	



CEG-11 (ENGINEERING ECONOMICS AND ACCOUNTANCY)

Semester	Course Code	Title of the Course	Course Expert Group (CEG) Composition
Even & Odd Semesters for Engineering branches	20MBC01	Engineering Economics And Accountancy	1. Dr. B.Lavanya 2. Dr.P.Vara Prasad Goud 3. Dr.K.Sowmya-Coordinator 4. Dr.Venkata Ramana 5. Dr.Rakhee 6. Dr.Parameshwari 7. Dr.K.Bhagya Lakshmi 8. Dr.M.Ramesh 9. Dr.K.Yesubabu 10. Smt.M.Sangeetha 11. Dr. S.Tulasi Ram 12. Sri.V.Balaji Kesava Rao
	22MBC01,	Engineering Economics And Accountancy	

CEG-12 (Gender Sensitisation & Indian Constitution)

Semester	Course Code	Title of the Course	Course Expert Group (CEG) Composition
Odd		Gender Sensitization (GS) Indian Constitution (IC)	1. Dr.Venkata Ramana-Coordinator (IC) 2. Dr.Rakhee 3. Dr.Parameshwari-Coordinator (GS) 4. Dr.K.Bhagya Lakshmi 5. Dr.M.Ramesh 6. Dr.K.Yesubabu 7. Smt.M.Sangeetha 8. Dr. S.Tulasi Ram 9. Sri.V.Balaji Kesava Rao


HEAD, SMS