MBA News Letter

Voice of Professionals

2020

Volume -2



Student Coordinators

1. Mr. Chilamkuri N V S Sai

Chief Editor

Dr. M. Vijay Kumar

2. Ms. Bandaru Hari Charana

Editors

- 1. Mr. K. Chandra Reddy
- $2. \ \mathrm{Mrs.S.} \ \mathrm{Ragini}$

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- Industrial Visits
- Guest Lecture
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About the Department

The budding department of management studies, introduced in the academic year 2009-10 prepares students for the prestigious Master's Degree in Business Administration. The department aims in harnessing and sharpening the managerial skills and analytical talents of students for a successful managerial career through modern pedagogical methods and participatory opportunities. Spread over 2 years (4 semesters), the students are exposed to the basics of management in all functional areas. Enriched with the foundational basics and practical exposure, the students enter the second year of the program, wherein they can select their specialization to enhance their career options and trans-specialization perspectives. The curriculum is supplemented with guest interventions and updates through industrial interventions. The Department guides the students to facilitate their entry for projects in organizations and in their final placements. Group Discussions, Case Analysis, Seminars Sessions, Management Quiz, Role Plays, Debates, Extempore, Brand Launches, and Issue Discussions etc., provide an excellent opportunity where the emerging mangers can propel out their ideas. Activities blended with time and stress management exercises stimulate the right environment and kindles prompt actions. To have a blend of theory and practice, meetings with practicing managers in relevant areas are arranged by way of guest lectures. On regular basis the budding mangers are encouraged to visit industries to have the necessary and needed exposure to the business environment. The department encourages participation in seminars, meetings, lectures covering wide variety of subjects conducted by various associations to update and upgrade knowledge in all functional areas of management.

Vision:

• Emerging as a business school of repute

Mission:

• Serving students with satisfaction so as to develop successful entrepreneurs and competent and ethical management professionals, Cater to the needs of industrial, service sectors and society

Department Activities

January- February 2020

1.A Guest Lecture on "Employability Skills" by Mr. J.Arun Kumar, State Head HR- Reliance Jio on 03-01-2020



The guest lecture on employability skills by J.Arun Kumar with his handful of experience along with his skills development lecture motivated students to think of their career and helped them to redesign their destination. The demand of skilled employees

and the lack of skills among students are clearly identified. This session was a eye opener for the students. They came to know what skills they need to learn and the areas they need to develop to own a corporate job.



2.MBA Faculty and students are participated in this event

3.CONFERENCES ATTENDED BY FACULTY YEAR - 2020

S1 .n o	Faculty Name	Conferences/seminars / workshops/FDPs attended	Month & Year	Venue
1	Dr. M. Vijaykumar	Two days International Conference on Emerging Trends in Business, Economics & Analytics	11 th & 12 th Feb 2020	SSIM, Hyderaba d
2	Mrs. Y. Anusha	Two days International Conference on Emerging Trends in Business, Economics & Analytics	11 th & 12 th Feb 2020	SSIM, Hyderaba d
3	Mrs. S. Ragini	Two days International Conference on Emerging Trends in Business, Economics & Analytics	11 th & 12 th Feb 2020	SSIM, Hyderaba d
4	Mrs. V. Ratna Kumari	UGC sponsored Two day National Seminar on Internet of Things (IoT) Business Application and Opportunities	14 th & 15 th Feb 2020	ANU, Guntur
5	Mrs. D. Roja	UGC sponsored Two day	14 th & 15 th Feb	ANU,

		National Seminar on Internet of Things (IoT)	2020	Guntur
		Business Application and Opportunities		
6	Dr. M. Vijaykumar	Two day national seminar on Employee Welfare of Social Security	15 th & 16 th Feb 2020	ANU, Guntur
7	Mrs. Y. Anusha	Two day national seminar on Employee Welfare of Social Security	15 th & 16 th Feb 2020	ANU, Guntur
8	Mr K Chandra Reddy	Two Day National Seminar on "Global Turbulence : India's Preparedness"	26 th & 27 th Feb 2020	ANU, Ongole
9	Mr. V. Chakravarti	Two Day National Seminar on "Global Turbulence : India's Preparedness"	26 th & 27 th Feb 2020	ANU, Ongole

4.Long Tour

1. PLANT VISIT TO MODERN FOOD ENTERPRISES PVT LTD,(BANGALORE),

2. KAYNES TECHNOLOGY INDIA PRIVATE LTD (MYSORE)

3. MYSORE SANDAL WOOD OIL (MYSORE)

4. BENCHMARK TEA FACTORY (OOTY).

Objectives of the Industrial visit:

Industrial visit has its own importance in a career of a student who is pursuing a professional degree. It is considered as a part of college co- curriculum activities.

- The objective of an industrial visit is to provide an insight regarding internal working of company.
- Beyond academics, industrial visit provides students a practical perspective of the work place.
- It gives an exposure to current work practices as opposed to possibly theoretical knowledge being taught at college.
- Industrial visits provide an excellent opportunity to interact with industrial experts and know more about industrial environment sectors like production technologies, Manufacturing process, marketing strategies & services, finance records, human resource mgt activities and stores, logistics maintenance etc.
- Industrial realities are opened to the students through industrial visits.

• It is one of the tactical methods of teaching.













BENEFITS OF THE VISIT TO STUDENTS:

- Help the students to gain hands-on experience of how industry operations are executed
- Bridge the gap between theoretical training and practical learning in a real-life environment.
- Students are able to better identify their prospective areas of work in the overall organizational function.
- Help enhance interpersonal skills and communication techniques.
- Students become more aware of industry practices and regulations during industry visits.



- Visits broaden the outlook of students with exposure to different workforces
- Sensitize students to the practical challenges that organizations face in the business world
- They get an opportunity to gain in-depth knowledge about the field of their interest, helping them make the correct career choice in future.
- Interfacing with the industry gives them a chance to build networks and hone their business communication skills.

Experiences and Output of the Visit:

• This visit enables the students to apply their classroom learning to a real-life situation while

being mentored by a variety of industry experts.

- Sensitize students to the practical challenges that organizations face in the business world
- We have experienced about the machinery in the modern bread & have got new ideas for how to do bread business. Here we understand the

recruitment procedure of employee&traing methods of an employee.

- It is very helpful for us to opt our career choices.
- Enter via chocolate factory and have a spoonful of melted milk chocolate and then move up a floor to the tea processing factory. Watch the leaves. Wings processed and hear description of different teas and try them too. Much cheaper to buy packs to take home than in local stores. Buy chocolates too.



March-April -2020

5.Faculty Participation



Due COVID19 in our Country to which IIC-Institutes are not able to complete the IIC calendar activities. Your efforts and contribution made IIC a very successful model of establishing, streamlining and strengthening the innovation and entrepreneurship ecosystem in more than 1800 HEI campuses through a decentralized approach with inbuilt reward mechanisms thereof creating a positive competition among HEIs. In times of distress the Innovation is the need of the hour and hence we have to keep moving in the direction of sustained Innovation and entrepreneurship, especially when we are a quarter away from completing our IIC calendar.

Therefore, we have designed 15 e-sessions as e-activities on various themes of Innovation, IPR and Entrepreneurship and Startup for the IIC calendar year 2019-20 which will replace the physical activities of Q3 and Q4. Furthermore, both Q3 and Q4 are merged into one.

6.CONFERENCES ATTENDED BY FACULTY YEAR – March, 2020

Sl.no	Faculty Name	Conferences/seminars/	Month & Year	Venue
		workshops/FDPs attended		
		One –day FDP on Awareness of	7th March 2020	Ramachandra college of Engineering,
1	Dr. M. Vijay kumar	Publication Ethics and Anti-Plagiarism		Eluru
1	Dr. m. vijay kumar	tools for thesis writing		
		One –day FDP on Awareness of	7th March 2020	Ramachandra college of Engineering,
2	Dr. V. Ch.	Publication Ethics and Anti-Plagiarism		Eluru
	Purnachandra Rao	tools for thesis writing		
		One –day FDP on Awareness of	7th March 2020	Ramachandra college of Engineering,
3	Mr. V. Chakravarti	Publication Ethics and Anti-Plagiarism		Eluru
		tools for thesis writing		
		One –day FDP on Awareness of	7th March 2020	Ramachandra college of Engineering,
4	Mrs. V. Ratna Kumari	Publication Ethics and Anti-Plagiarism		Eluru
		tools for thesis writing		
		One -day FDP on Awareness of	7th March 2020	Ramachandra college of Engineering,
5	Mr K.Chandra Reddy	Publication Ethics and Anti-Plagiarism		Eluru
		tools for thesis writing		
		One -day FDP on Awareness of	7th March 2020	Ramachandra college of Engineering,
6	Mrs. Y. Anusha	Publication Ethics and Anti-Plagiarism		Eluru
		tools for thesis writing		
		One –day FDP on Awareness of	7th March 2020	Ramachandra college of Engineering,
7	Mr. M. Ramanjaneyulu	Publication Ethics and Anti-Plagiarism		Eluru
		tools for thesis writing		
		One -day FDP on Awareness of	7th March 2020	Ramachandra college of Engineering,
8	Mr. S. Venkateswarlu	Publication Ethics and Anti-Plagiarism		Eluru
		tools for thesis writing		

7.Department of MBA Organized by National level five day online Faculty Development Program On "Innovative Business Strategies for Post Covid-19 Pandemic". (From 8th to 12th June, 2020)

About the Program/Event:

National level five day online Faculty Development Program(FDP) was organized by our MBA department, during 8th to 12th june, 2020 on the topic "Innovative Business Strategies for Post Covid-19 Pandemic. The resource persons were invited from the top premier institutions of the country, viz., IIM-Shillong, NIT Jalandhar, Central University of Hyderabad, SRM University, Chennai and Siva Sivani Institute of Management Hyderabad. Participants have attended the online sessions across the country. The program has witnessed the overwhelm response from the participants. Registrations have comes from nearly twenty states of the country.

Objective of the Event: FDP

The objective of the FDP Program is that due to the Covid-19, Corona virus there has been lockdown in almost all sectors worldwide. There has been sudden fall down in the Manufacturing sector, Retail sector, Health care, Pharma, Airways, Tourism, Film industry, Banking and Education sector, etc. As a result of this the Indian economy and GDP also reduce to surprising figures. The attitudes of both manufactures and customers have changed tremendously. A vacuum has been occupied in the entire business environment in the global. keeping these issues the above said title was decided to the program. The primary objective of the FDP was to suggest suitable and innovative business strategies so that to cope up from this pandemic environment.

• Details of Resource Persons :

- o Dr.Pradeep Kumar Dadabada, Assistant professor, IIM shillong.
- Dr.A.Chandra Mohan, Professor of Management Studies SRM University, Chennai.
- Dr.Sonia Chawala, Associate Professor, Department of Science & Humanities NIT, Jalandhar.
- Dr, ChetanSrivastava, Associate Professor, School of Management Studies, CentralUniversity of Hyderabad.
- Dr.Kunal Gaurav, aera Chair person and Consultancy Siva Sivani Institute of Management, Hyderabad

- Venue of the program: Goto Meeting App , KKR and KSR Institute of Technology, Guntur, Andhra Pradesh.
- Total no. of participants: 157(142+10+5)
- Banner and poster of the Event:

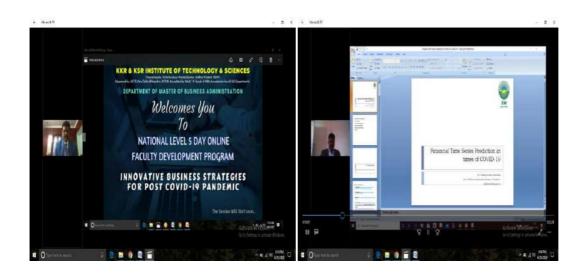


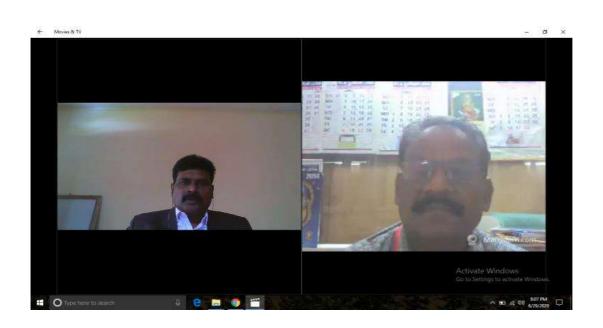
Resource persons were invited from various parts of the country and from various prestigious management institutions they have well given different innovative strategies which can be applicable both industry and post Covid-19.

• FDP Day-1:

On 8th june Dr.Pradeep Kumar Dadabada, Assistant professor, IIM shillong has given a lecture on "Financial Time series Predictions in times of Covid-19".

Event photographs:

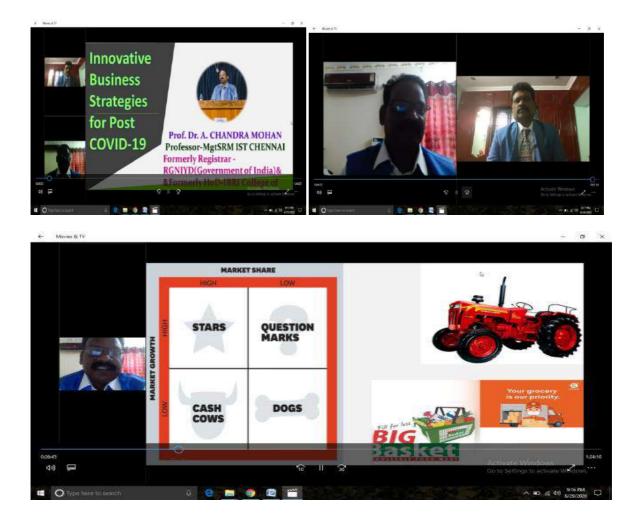




Day-2:

On 9th June Dr.A. Chandra Mohamn ,Professor of Management Studies SRM University, Chennai has given lecture on "Innovative business strategies and skills".

Event photographs:



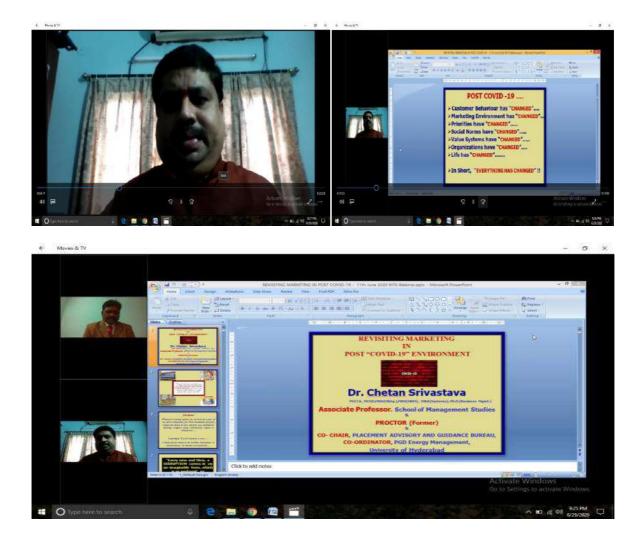
Day-3

On 10th june Dr.Sonia Chawala, Associate Professor, Department of Science & Humanities, NIT, Jalandhar has given the webinar on "Mitigation Strategies for Post Covid-19 Challenges for Higher Education Institures in India".

Day-4

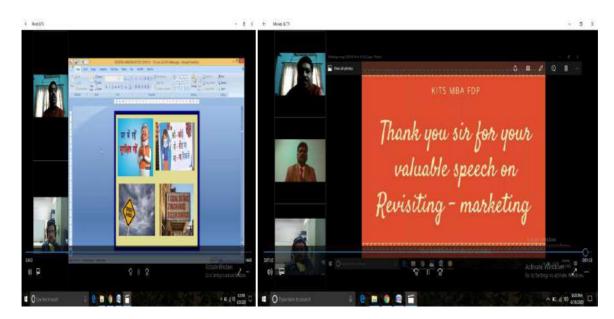
On 11th june DChetanSrivastava, Associate Professor, School of Management Studies,

Central University of Hyderabad, has discussed on the topic "Revisiting Marketing in Post Covid-19 Environmnet".



Day-5:

On 12th june 2020 the session was taken by Dr.Kunal Gaurav, aera Chair person and Consultancy Siva Sivani Institute of Management Hyderabad on the topic "Post covid-19 Teaching Strategies of Management Teachers".



• **Registration details: participants**: 157(142+10+5)

Event Photographs:

• Feed back on the Program:

- The most commonly encountered impediment to participation in FDPs is teachers' beliefs that teaching skills and expertise were sufficient for excellent teaching.
- ➢ Our FDP program produce promising outcomes in the learning and innovative business strategies have proven effective in developing faculty skills and educational leadership.
- Indeed, today, faculty development constitutes a strategic lever for institutional excellence and quality, and essentially important means for advancing forward institutional readiness to bring in the desired change in response to the ever growing complex demands facing universities and colleges.
- One of The participant (Geeta, Assistant Professor, Universal College, Lalru, Punjab) reported increased confidence in their teaching, leadership and entrepreneurial skills in recognizing their substantial areas. The participants also reported improved attitudes toward students and increased innovative business strategies about industry-institutional requirements.
- The participant (Dr.P.Subba Rao, Professor, Godavari Institute of Engineering and Technology) reported that the very purpose of FDP is identifying: "What are the effects of faculty development interventions on the knowledge, attitudes and skills of teachers in management education, and on the institutions in which they work?" Is completed.
- All of the reports of the participants focused on teaching improvement and the interventions included Time series Predictions, business strategies and skills, Revisiting Marketing strategies, Teaching Strategies of Management Teachers.

- Overall satisfaction with faculty development programs was high. Participants consistently found programs acceptable, useful and relevant to their objectives.
- Participants reported increased knowledge of educational principles and gains in teaching skills. Where formal tests of knowledge were used, significant gains were shown. Changes in teaching behavior were consistently reported by participants and were also detected by students.
- However, reported changes included greater educational involvement and establishment of collegiate networks. Key features of effective faculty development contributing to effectiveness included the use of experiential learning, provision of feedback, effective peer and colleague relationships, well-designed interventions following principles of teaching and learning, and the use of a diversity of educational methods within single interventions.
- Faculty development program (FDP) has been considered as a stand-alone educational pedagogy in fostering knowledge and professional skills of faculty.

July-Aug -2020

8.Department of MBA Organized by

National Level E-Quiz on Management Aptitude

on 1/7/2020 to 5/7/2020

Objective of the Event: To know the level of knowledge in human resource management, financial management, marketing and general management.

About the Program/Event:

There are particular skills are need to have to become a competent or even brilliant manager. The ability to communicate with people is essential. It is because you have to deliver instructions to workers and employees for taking decisions. Management aptitude tests are not dissimilar to employment aptitude tests. There are usually four different sections (HR, Finance& Marketing), each designed to assess a particular aspect of participant subject knowledge and intelligence.

Participants (Students & Faculties) have comes from nearly 19 states of the country.

Venue of the Event: On line through Google form

Date & Time of the Event 01-07-2020 to 05-07-2020

No of Students & Faculty participated: 905

19 states of Students and faculties participated

No of Faculties participated:475



Output of the Session.

This E-Quiz gives idea about what are the basic skills, which are to be taken in consideration while attempt to management related competitive exam, and what sort of challenges are faced by a manager for taking decisions is the output of the event.

9.Department of MBA Organized by

"Enhancement of Employability Skills for Management Graduates in the Perspective of Covid-19 Pandemic"- on 8th July, 2020

About the Program/Event:

National level Webinar was organized by our MBA department, on 8th July, 2020 on the topic "Enhancement of Employability Skills for Management Graduates in the Perspective of Covid-19 Pandemic". The resource person Dr. Yarlagadda Srinivasulu, Professor, Pondicherry Central University. Around 700 members participated in this event; Participants have attended the online sessions across the country. The program has witnessed the overwhelm response from the participants. Registrations have comes from nearly twenty states of the country.

Objective of the Event

The objective of the webinar is to have an opportunity to explore the concept of "learning and training anywhere, anytime", an idea central to the concept of lifelong learning. This in turn requires examination of a range of issues such as how technical, and effectively we prepare or to support new ways of working in the face of disruptors like a pandemic, and how quickly we can organize digital education and training and mobilize teachers and trainers to maintain services to learners. This E-discussion seeks to glean insights into innovative practices in education and training, particularly those that are embracing technology to promote skills development. The E-discussion will also allow us to consider the new challenges emerging in the current context as we move to online forms of learning and skills development, including how we ensure that no one is excluded from new forms of learning and training. This emphasizes us in filling the gaps and upgrading our self to the corporate style of learning and inculcating the behavior concepts.

Details of Resource Persons :

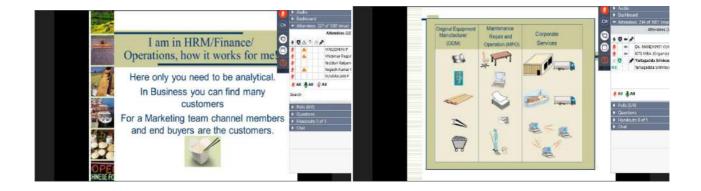
Dr. Yarlagadda Srinivasulu, Professor, Pondicherry Central University

Venue of the Event: Goto Webinar App , KKR and KSR Institute of Technology, Guntur, AP Date & Time of the Event: 08-07-2020 , (11.00AM to 12.00 PM) No of participants: 642

Event Photographs







• Output of the Session :

The resourse person Dr. Yarlagadda Srinivasulu, Professor, Pondicherry Central University tried to reach the students, parents and faculty with the live examples. How to face this pandemic and how to develop the moral. He specified that this pandemic is like a speed breaker we need to understand the up's and down's which come in our may. He said that reaching the Goal is itself the main aim of everyone's life so do work hard and hard to achieve it in whatever the situation it might be.

S.No	Reg.No.	Name of the student	Date of the Event	Organized By	Participated Event	Achieved
1	18JR1E0008	J.Jansi Lakshmi	25/01/2020	PVP Siddhartha Engineering College	Young Manager	II Prize
2	18JR1E0008 18JR1E0020 18JR1E0024	J.Jansi Lakshmi Sk. Ruksana S.V.Mounika	06/02/2020 & 07/02/2020	Sai Tirumala NVR Engineering College	Market Makers	I Prize
3	18JR1E0008	J.Jansi Lakshmi	14/02/2020 & 15/02/2020	Narasaraopeta Engineering College, Narasaraopeta	Smart Managers	I Prize
4	18JR1E0008 18JR1E0029	J.Jansi Lakshmi Mahesh Kumar	19/02/2020& 20/02/2020	VR Siddhartha Engineering College, Vijayawada	Business Hunt	II Prize
5	19JR1E0019 19JR1E0036 19JR1E0042	M.Manjusha T.Kalyani V.Laxmi Lavanya	28/02/2020 & 29/02/2020	Vignan's Nirula Institute of Technology & Science for Women, Guntur	Market Makers	I Prize

10. Students Achievements-2020

.2018-20 Batch Academic Toppers

Sno.	Batch	Roll No.	Name	Percentage
1	2018-20	18JR1E0026	TAMMA LAVANYA	78
2	2018-20	18JR1E0009	KALYANAM GODA KRISHNA PRIYA	75.43

Sl.N		University	Pack	Year	ON/O	Name of the
о.	Name of The Student	Roll No	age	of	FF	Employer
			U	Passi	Place	1 2
				ng	ment	
1	KALYANAM GODA	18JR1E00	2.4	2020	ON	Bajrang Urban
1	KRISHNA PRIYA	105K1200	Lpa	2020	ON	Infra PvtLtd
2	THOTA SAI	18JR1E00	2.4	2020	ON	Bajrang Urban
2	morasa	16JK1200	Lpa	2020	ON	Infra PvtLtd
3	CHERUKURI PRADEEP	18JR1E00	2.4	2020	ON	Bajrang Urban
5	KUMAR	31	Lpa	2020	011	Infra PvtLtd
4	KARNA BRAHMA REDDY	18JR1E00	2.4	2020	ON	Bajrang Urban
-		39	Lpa	2020	011	Infra PvtLtd
5	SURE VENKATA	18JR1E00	2.4-	2020	ON	Infomerica
5	MOUNIKA	24	2.4	2020	011	momenca
		27	lpa			
6	PAGOLU VEERA	18JR1E00	2.4-	2020	ON	Infomerica
0	VENKATA GOPI	45	2.4	2020		momened
		15	lpa			
7	JONNA JHANSI LAKSHMI	18JR1E00	3.2	2020	ON	Toppr
,		08	Lpa	2020		roppi
8	KAMBHAMPATI N S	18JR1E00	3.2	2020	ON	Toppr
_	LAKSHMI PRIYANKA	10	Lpa			
9	SURE VENKATA	18JR1E00	3.2	2020	ON	Toppr
-	MOUNIKA	24	Lpa			
10	BOWJANKU MAHESH	18JR1E00	3.2	2020	ON	Toppr
	KUMAR	29	Lpa			11
11	JUPALLI SANGEETHA	18JR1E00	3.0L	2020	ON	Just Dial
	RAO	37	ра			
12		18JR1E00	3.0	2020	ON	Glenwood
	Sai Teja	3	Lpa			Systems
			-			-
12	ANNAM RAJESWARI	18JR1E00	2.4-	2020	ON	ALIENCE
		02	3.0L			
			ра			
13	SELAM SWATHI	18JR1E00	2.4-	2020	ON	ALIENCE
		19	3.0L			
			ра			
14	SHAIK RUKSANA	18JR1E00	2.4-	2020	ON	ALIENCE
		22	3.0L			

12 PLACEMENT DETAILS OF 2018-20 BATCH

			pa			
15	JUPALLI SANGEETHA	18JR1E00	7	2020	POOL	BYJUES
	RAO	37	Lpa			
16	JONNA JHANSI LAKSHMI	18JR1E00	2.8-	2020	ON	Savantis-Gen
		08	3.5L			
			ра			
17	SURE VENKATA	18JR1E00	2.4	2020	ON	Savantis-HR
	MOUNIKA	24	Lpa			
18	ANNAM RAJESWARI	18JR1E00	2.4	2020	ON	Savantis-HR
		02	Lpa			
19	SHAIK RUKSANA	18JR1E00	2.8-	2020	ON	Savantis-Gen
		22	3.5L			
			ра			
20	Mahesh	18JR1E00	2.4	2020	POOL	Aurobindo
		29	Lpa			pharma

13.Faculty achievements 2020

SI.no	Name of the faculty	Achievement	Venue	Year
1	Mr.K Chandra Reddy	Gold Medal in MJMC	ANU	Feb-2020
2	Mr. K. Chandra Reddy	Registered Ph.D.,	ANU	March 2020
3	Mr. M. Ramanjaneyulu	Registered Ph.D.,	Bharathi Dasan University	Sept. 2020
4	Mrs. D. Roja	Registered Ph.D.,	Bharathi Dasan University	Sept. 2020
5	Mrs. V. Ratna Kumari	Ph.D., Thesis Submitted	ANU	Oct 2020
6	Dr. M. Vijay Kumar	Research Excellence Award 2020	Bangalore	Oct 2020
7	Mr. K. Chandra Reddy	Qualified in AP SET	AP. Govt.	2020
8	Sk. Razia	Qualified AP SET	AP Govt.	2020

14.Faculty participations during lock down period From March to October 2020

No. of Faculty who attended		Research Publications		Conferences		Online Courses		ses	
FDP	Work shops	Semina rs/ Webina rs	National	Inter national	Nationa 1	Inter national	NPTEL	Coursera	Any Other s
43	15	88	4	7	8	1	1	28	38