



# **MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE**

**(UGC -AUTONOMOUS INSTITUTION)**

Madanapalle - 517325, Chittoor Dist., Andhra Pradesh

**Department of Management Studies**

## **NEWS LETTER - 2022**



**January 2022**

**Volume - 4 Edition - 1**

**"Success is nothing more  
than a few Simple  
disciplines, Practiced  
every day".**

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## Message from Chief Coordinator PAARC Cell



I am happy to share my message to my parent department for the department newsletter. The department is going through rapid changes. The institute is recently NAAC accredited with A+ Grade with a score of 3.3. The MBA Program at MITS is one of the very few accredited management programs in the country. I bring the attention of all the

family members of the program, the faculty and the students to continue to strive for an enhancement in the quality of the program. It is possible with constant and collaborated effort of all the members. As the validity of the NBA accreditation of the program expired by 30.06.2022, a fresh SAR is to be submitted and we need to prepare for getting the NBA accreditation for the program for another 3 years at least. I strongly believe, if we continue our efforts in the way that we are functioning at the moment, we shall surely achieve this.

I wish all the members of the department the very best in their endeavours.

**Date- 1<sup>st</sup> January 2022**

**Prof. D Pradeep Kumar**  
**Professor and Chief**  
**Coordinator**  
**PAARC Cell Dept.**  
**Management Studies**

## **ABOUT DEPARTMENT**

The Department offers a full time Post Graduate M.B.A. programme affiliated to JNTUA, Anantapur governed by AICTE. The MBA programme has started in the year 2004 with very good infrastructure and an environment that is conducive for learning. It has been a hub of innovative activity and is constantly on the look out for the opportunities to collaborate with the industry as well as the educational institutions around the globe. The specializations offered are HR, Marketing, Systems and Finance.

The Department has obtained UGC-Autonomous Status in the year 2014 and is running the programmes successfully meeting all the requirements. The College Academic Council, Board of Studies of the department strive to provide quality education and most advanced curriculum and syllabus to make the students industry ready and excel in the contemporary business world

The M.B.A. Programme under Department of Management Studies was Accredited by the National Board of Accreditation (NBA) of All India Council for Technical Education (AICTE).

## **VISION**

To become a globally recognized center of excellence in the area of management by building managerial competencies among the students and making them global business leaders. Further the department aspires to prepare them to become visionary leaders with new perspectives, thinking, and ideas.

## **MISSION**

M1: Empower students with ability to face real time situation and thereby inculcate the spirit of entrepreneurship

M2: To facilitate industry driven learning amongst students and faculty

M3: To provide a platform for knowledge creation and dissemination through requisite infrastructure to benefit students, staff, research community, and society at large

M4: To contribute to the socio -economic development of the society through excellence in research and teaching

## **POs and PEOs of the Program**

### **PROGRAM OUTCOMES (POs)**

PO1: Apply knowledge of management theories and practices to solve business problems.

PO2: Foster Analytical and critical thinking abilities for data-based decision making.

PO3: Ability to develop Value based Leadership ability.

PO4: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.

PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

PO6: Apply emerging tools, techniques and resources to manage an organization.

PO7: Possess the skills required to integrate concepts from various disciplines to identify and develop business strategies.

PO8: Recognize the need for and have the preparation and ability to engage in independent and life-long learning in the broadest context.

### **PROGRAM EDUCATIONAL OBJECTIVES (PEOs):**

PEO1: Graduates of the programme will have successful careers as managers and business leaders

PEO2: Graduates of the programme will display a sense of professionalism, ethical attitude, effective communication skills, multidisciplinary approach with a strong insight to address socio-cultural issues.

PEO3: Graduates of the programme will continue to learn and adopt to the changing world of business with a strong focus on R&D



## **EDITORIAL BOARD:**

### **Editor:**



Dr Saira Khatoon  
Assistant Professor  
Department of Management Studies

### **Student Editors:**



Shaik Shakeer Basha



Jyotheeswar Reddy. S

### Book Publication by the Faculty

AUTHOR/S	TITLE	YEAR AND MONTH OF PUBLICATION	PUBLISHERS
Dr. Saira Khatoon	Essentials of Organizational Behavior in 21 century.	Nov,2021	Scientific International Publishing House.

### Guest Lecture

A Guest Lecture on “Career development for Emerging Managers” was organized by Department of Management Studies on 13<sup>th</sup> December 2021.

### New Faculty Members in the Department

Name of the Faculty Member	Degree (highest degree)	University	Date of Joining the Institution
Dr. Saira Khatoon	Ph.D	Aligarh Muslim University	21/11/21
Dr. Shyam Sunder	Ph.D	Alagappa University	29/11/21
Dr. G. Anjali	Ph.D	Acharya Nagarjuna University	03/11/21
Mrs. S. Sujatha.	Mphil	Madurai Kamraj University	24/12/21

### Faculty Achievements in NPTEL

S.no	Name of the faculty	Course	Year	Grade
1	Mr. B. Sreekanth	Marketing Management - I	2021-22	Elite
2	Dr. Sreenu Telu	Managing change in organizations	2021-22	Elite
3	Dr. K.S. Krishna	Consumer behavior	2021-22	Elite+Silver (Top 2%)
4	Ms. Sujatha S.	Retail Management	2021-22	Elite
5	Dr. Shyam Sundar	Retail Management	2021-22	Elite
6	Mr. Sreekanth B	Marketing Management - II	2021-22	Elite +Silver (Top 2%)
7	Dr. Geetha Devi	Managing change in organizations	2021-22	Elite
	Dr. Saira Khatoon	Managing change in organizations	2021-22	Elite

### Students Achievements in NPTEL:

S.No	Course Name	Name	Roll NO	Certificate Type	Duration
1	Marketing Management-I	Sireesha Mallem	19691E00G6	Successfully Completed	Jul-Oct 2021

### Events Organized:

1. The Department of Management Studies successfully organized a Quiz Competition on Financial Management on 11th August 2021. The event aimed to enhance students' understanding of core financial concepts and encourage healthy academic competition among participants. Students from various sections actively took part in the quiz, showcasing their knowledge and enthusiasm for the subject. The quiz comprised multiple rounds, covering topics such as financial planning, capital budgeting, risk management, and investment decisions. The event concluded with the announcement of winners and distribution of certificates, making it a valuable and engaging learning experience for all involved.



2. On 13th December 2021, the Department of Management Studies conducted a guest lecture by Sri C. Nageswara Rao, Former Sr. Asst. Director, Andhra Pradesh Productivity Council (APPC). Dr. Sremmant Basu, Head of the Department, inaugurated the session.



Sri Rao spoke on the aims and objectives of financial inclusion, stressing its importance in ensuring access to banking, credit, insurance, and equity services. He explained how financial inclusion promotes savings, reduces dependence on informal lending, and drives economic growth. He also introduced statistical tools to assess financial performance. The lecture offered valuable insights into building a more inclusive financial system, enriching students' academic and practical understanding.

3. The Department of Management Studies conducted an engaging Quiz Competition on Marketing Management on 11th August 2021. The objective of the event was to deepen students' understanding of key marketing concepts and strategies, while also fostering a spirit of healthy competition. Participants from different sections actively took part, demonstrating their grasp of topics such as market segmentation, branding, consumer behavior, and digital marketing. The quiz featured multiple rounds, including rapid-fire and case-based questions, which kept the participants challenged and energized. The event concluded with the declaration of winners and the distribution of certificates, making it an enriching and interactive learning experience for all attendees. The Department of Management Studies





hosted a guest lecture by Mr. Shri Parthasarathy on 18<sup>th</sup> December -2021, focusing on effective interview techniques. The session was inaugurated by Dr. Sremmant Basu, Head of the Department. Mr. Parthasarathy highlighted key steps to succeed in interviews, starting with thorough research about the company and the role. He emphasized the value of practice and preparation, including mock interviews and bringing essential documents.



Students learned the importance of professionalism during interviews—dressing appropriately, introducing oneself confidently, and communicating clearly. The lecture also addressed how to present strengths and address weaknesses effectively. The session provided practical guidance, helping students prepare confidently for their career journeys.

## Placement Summary

S.No	Company Name	No. of Student s	Avg. Package (LPA)
1	TATA AIG General Insurance Co	5	3.5
2	Robo Silicon Private Limited	2	2.8
3	Axis Bank	3	3
4	Xuntox Soft-Tech	22	5
5	Pin Click	1	5
6	Muthoot Finance Ltd	29	2.8
7	Growth Arrow	57	4
8	(K P M G )	4	2.5
9	Funnl	26	2.5
10	Inspire Infosal	3	3
11	Paytm	16	3.75
12	AROSFLY HR SOLUTIONS	9	2
13	Moving Dneedle	13	2.25
14	Productiva IT Solutions Pvt Ltd	4	1.8
	Total	194	

## MBA CAREER OPTIONS

<b>Finance</b>	<b>Marketing</b>
- Financial Analyst	- Brand Manager
- Finance Manager	- Marketing Manager
- Investment Banker	- Market Research Analyst
- Financial Controller	- Product Manager
- Private Equity Associate	- Digital Marketing Manager
- Treasury Manager	- Public Relations Manager
- Risk Manager	- Social Media Marketing Manager
<b>Human Resources (HR)</b>	<b>Analytics</b>
- Human Resources Manager	- Data Analyst
- HR Generalist	- Business Analyst
- Talent Acquisition Manager	- Business Intelligence Analyst
- Compensation & Benefits Manager	- Data Scientist
- Training & Development Manager	- Marketing Analyst
- Employee Relations Manager	- People Analyst
- Chief HR Officer	- Advanced Analytics Consultant



# MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE

(UGC-AUTONOMOUS INSTITUTION)

## About MITS

Madanapalle Institute of Technology & Science (MITS) is a highly promising destination for Engineering, Management and Computer Application studies in India. The Educational Academy, is now under the proactive leadership of President Sri. N. Krishna Kumar M.S. (U.S.A), and Secretary & Correspondent Dr. N. Vijaya Bhaskar Choudary, Ph.D.

MITS is committed to achieving sustainability and takes action in the light of national and global challenges. MITS continues to nurture a culture of sustainability through learning, teaching, research, partnerships and industry collaboration.

### Vision

To become a globally recognized research and academic institution and thereby contribute to technological and socio - economic development of the nation.

### Mission

To foster a culture of excellence in research, innovation, entrepreneurship, rational thinking and civility by providing necessary resources for generation, dissemination and utilization of knowledge and in the process create an ambience for practice based learning to the youth for success in their careers.



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## DEPARTMENT VISION & MISSION

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### Global MoUs With

8 MoUs in Taiwan				
	NATIONAL YUNLIN UNIVERSITY OF SCIENCE & TECHNOLOGY	PROVIDENCE UNIVERSITY	MING CHUAN UNIVERSITY	ASIA UNIVERSITY
	MING CHI UNIVERSITY OF TECHNOLOGY	NATIONAL UNITED UNIVERSITY	PINGTUNG UNIVERSITY OF SCIENCE & TECHNOLOGY	I-SHOU UNIVERSITY
3 MoUs in South Korea				
	PUSAN NATIONAL UNIVERSITY	KOOKMIN UNIVERSITY	CHUNGNAM NATIONAL UNIVERSITY	
4 MoUs in Europe & Russia				
	IAAM SWEDEN	INNOPOLIS UNIVERSITY	BRNO UNIVERSITY OF TECHNOLOGY	MAHARSHI VEDIC UNIVERSITY

## Madanapalle Institute of Technology & Science

UGC-Autonomous

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