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# MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE

(UGC-AUTONOMOUS INSTITUTION)

Madanapalle-517325, Annamayya Dist., Andhra Pradesh

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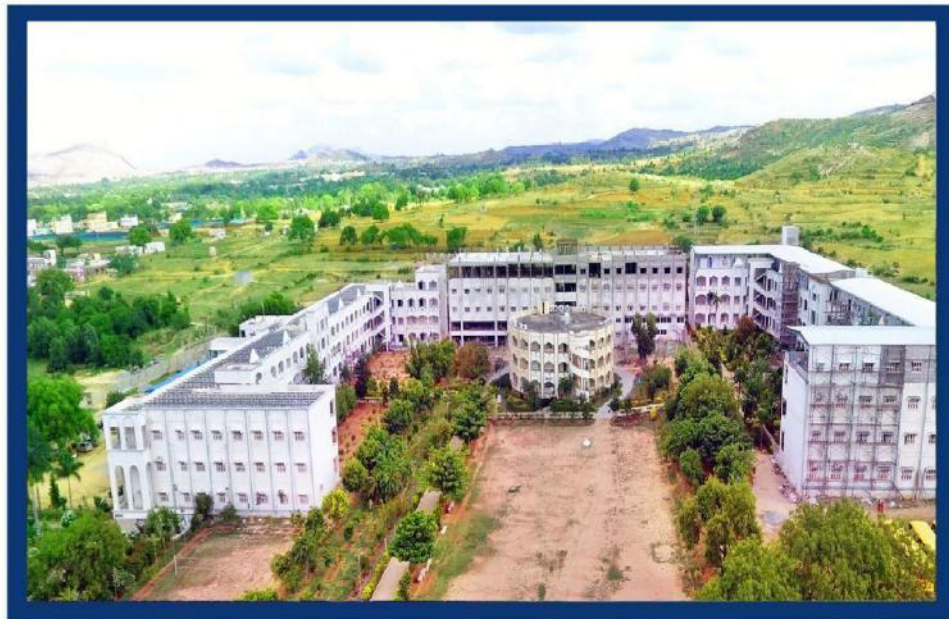


## DEPARTMENT OF MANAGEMENT STUDIES



# NEWS LETTER-2025

Volume 7 Edition 1 January 2025



**Chase the vision, not the money. The money  
will end up following you.**

By: Tony Hsieh

**NEWSLETTER**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**NEWS LETTER MESSAGE FROM DEAN ADMINISTRATION, IR & UGC AFFAIRS**



**Prof. Sremmant Basu**  
**Dean Administration, International Relations & UGC Affairs**  
**Madanapalle Institute of Technology & Science**  
**Madanapalle**

I am happy to note that the Department of Management Studies is publishing newsletter periodically through which it is disseminating various activities of the students and faculty members. I congratulate the Editorial Board for such initiative.

The curriculum of the program gives the students a rigorous training blended with subjects like Rural Immersion, Mini Project, Internship and Final Semester Projects. With this kind of exposure, I am sure the students will be a successful Business Managers in their future careers.

I also appreciate the efforts put in by Head of the Department and other faculty members in shaping the student's career.

**Date: 01-01-2025**

## **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

<b>PROGRAM OUTCOMES (POs)</b>
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.
<b>PROGRAM EDUCATIONAL OBJECTIVES (PEOs):</b>
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:**

**Faculty Editor:**



Dr. G Thouseef Ahamed  
Assistant Professor  
Department of Management Studies

**Student Editors:**



Meghana Seeni



Rishnika Sastry Kaipa

## **FACULTY AND STUDENTS' ACHIEVEMENT IN NPTEL COURSE**

We are thrilled to share the outstanding performance of our students and faculty in the NPTEL online examinations conducted from August to September 2024. The Department of Management Studies has secured an impressive total of 23 certifications, reflecting our unwavering dedication to academic excellence and lifelong learning.

The hard work and dedication of both our faculty and students have been clearly demonstrated through their exceptional course outcomes. A significant number of participants successfully completed their courses, showcasing a strong grasp of the subject matter and meeting all course requirements. Additionally, several students achieved remarkable distinctions by earning prestigious certifications such as "Elite" and "Elite+Silver."

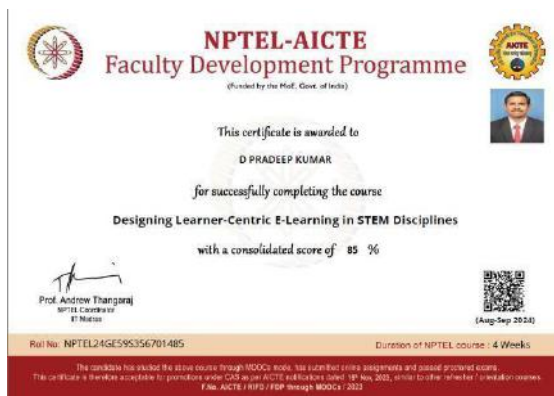
This accomplishment underscores our collective commitment to fostering knowledge, skill development, and academic success.

1. Dr. D Pradeep Kumar successfully completed the Faculty Development Programme (FDP) course on Designing Learner-Centric E-Learning in STEM Disciplines during Aug-Sep 2024 with a consolidated score of 85% through NPTEL online.
2. Dr. D Pradeep Kumar successfully completed the Faculty Development Programme (FDP) course on Ethics in Engineering Practice during Aug-Oct 2024 with a consolidated score of 63% through NPTEL online.
3. Dr. D Pradeep Kumar, Professor, Department of Management Studies successfully completed the Faculty Development Program on Teaching and Learning in General Programs: TALG during Jul-Aug 2024 with consolidated score of 79% (Elite) through NPTEL online certification.
4. Dr. B Rajesh Kumar successfully completed the Faculty Development Programme (FDP) course on Ethics in Engineering Practice during Aug-Oct 2024 with a consolidated score of 90% (Elite) through NPTEL online, placing in the top 2% of certified candidates.
5. Dr. Venkateswarlu Karumuri successfully completed the Faculty Development Programme (FDP) course on HR Analytics during Jul-Oct 2024 with a consolidated score of 84% (Elite) through NPTEL online.
6. Mr. Sreekanth Bonthala successfully completed the Faculty Development Programme (FDP) course on Marketing Research and Analysis during Aug-Oct 2024 with a consolidated score of 87% (Elite) through NPTEL online, placing in the top 5% of certified candidates.
7. Dr. E Gnana Prasuna successfully completed the Faculty Development Programme (FDP) course on Financial Accounting during Jul-Sep 2024 with a consolidated score of 58% through NPTEL online.



8. Dr. E Gnana Prasuna successfully completed the Faculty Development Programme (FDP) course on Financial Management for Managers during Jan-Apr 2024 with a consolidated score of 49% through NPTEL online.

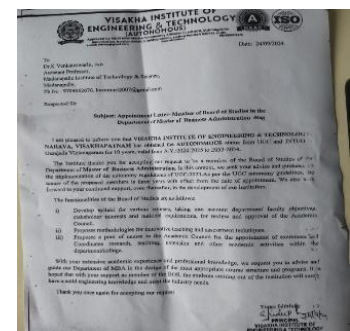
S.No	Name	Course Name	Certificate Type
1	Ravi Kumar Kannali	Fundamentals of Cost Accounting	Elite
2	P Bangaru Reddy	Human Recourse Development	Elite
3	K Shaik Farheen Taj	Human Recourse Development	Successfully Completed
4	Faiza	Human Recourse Development	Successfully Completed
5	Farhath Shaik	Human Recourse Development	Successfully Completed
6	Afreen Shaik	Human Recourse Development	Successfully Completed
7	K Rishnika Sastry	Intellectual Property Rights and Competition Law	Elite





## FACULTY ACHIEVEMENTS

1. Dr. B. Rajesh Kumar, Assistant Professor, Department of Management Studies, successfully completed a one-week Online Management Development Program on "Leadership Development and Research Excellence," organized by the Department of Management Studies, Shri Vishnu Engineering College for Women (A), Bhimavaram, from July 22 to July 27, 2024.
2. Dr.KVenkateshwarlu, Assistant Professor, Department of Management Studies, has been appointed as Member of Board of Studies (BoS) at Visakha Institute of Engineering & Technology (Autonomous), Vishakhapatnam. This prestigious appointment is for a period of three years and reflects Dr. Venkateshwarlu's expertise and contributions to the field of management education.
3. Dr. B. Rajesh Kumar, Assistant Professor in the Department of Management Studies, has been awarded a patent for his innovative work titled "Lean Six Sigma for Enhancing Hospital Patient Safety and Quality Improvement In Healthcare." published on 23/08/2024. The invention focuses on applying Lean Six Sigma principles to improve hospital patient safety and quality in healthcare by analysing key parameters and optimizing processes for better outcomes.

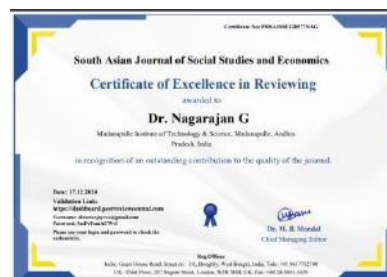




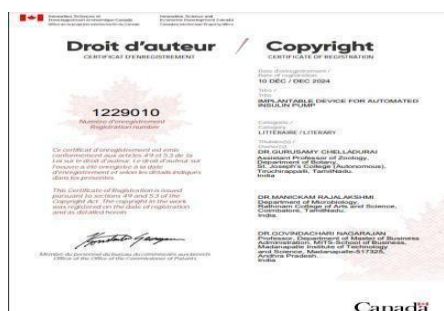
4. Mr. Sreekanth Bonthala has successfully completed all the requirements for the SWAYAM-NPTEL Domain Certification in Marketing (Management). The courses were completed in the period October 2024. This certification, funded by the MoE, Govt. of India, is recognized for promotions under CAS as per AICTE notifications dated 16th Nov 2023. The candidate completed the prescribed 4 core courses and 3 elective courses



5. Dr. Nagarajan G, Professor, Department of Management Studies, has been awarded the prestigious "Certificate of Excellence in Reviewing" by the South Asian Journal of Social Studies and Economics on 17.12.2024. This recognition highlights Dr. Nagarajan's outstanding contributions to the quality of the journal through his dedicated and expert reviews.



6. Dr. Nagarajan G, Professor, Department of Management Studies, has been granted a **Patent** for his innovative work on an "Implantable Device for Automated Insulin Pump." This recognition by the Canadian Intellectual Property Office, issued on December 10, 2024, under registration number 1229010, highlights his exceptional contributions to advancing healthcare technology and reflects his expertise in interdisciplinary research.



## FACULTY PAPER PRESENTATION

S. No	Faculty Name	Designation	Title of the Paper	Title of the Event	Organizer	Date of Event
1	Dr. V. G. Murugan	Assistant Professor	Automatic Stock Price Prediction and Classification Based on Hybrid with AI Feature Selection Method	5th International Conference on Recent Trends in Computer Science and Technology	Aditya Engineering College	July 20,2024
2	Dr. V. G. Murugan	Assistant Professor	Intelligent AI within a Metamodel Control System for Financial Crisis Management System	5th International Conference on Recent Trends in Computer Science and Technology	Aditya Engineering College	July 20,2024

## FACULTY RESEARCH PUBLICATION

Dr. B. Rajesh Kumar, Assistant Professor, Department of Management Studies, co-authored a research paper titled "Machine Learning-driven Marketing Strategies in the Mobile Gadget Industry for Enhancing Customer Engagement and Sales Optimization," published in Nanotechnology Perceptions, Vol. 20, No. S7, 2024, pages: 70-81.

Dr. N Gangisetty, Professor, Department of Management Studies, authored a research paper titled "Impact of Hybrid Work Model on Job Satisfaction of Techies during the COVID-19 Pandemic" published in Journal of Ecohumanism, Vol. 3, No. 3, 2024, pages: 977-987.

## NEW FACULTY

S. No.	Photo	Name of Faculty	Designation	Date of Joining
1		Mr. Ahilesh Kumar	Assistant Professor	05-07-2024
2		Dr. Nagarajan G	Professor	27-08-2024
3		Mrs. Divyakala. C	Assistant Professor	05-08-2024
4		Ms. Rabuni Aiswarya. P	Assistant Professor	24-8-2024
5		Ms. K. Geetha	Assistant Professor	26-08-2024

6		Dr. Poonam Sahoo	Assistant Professor	27-08-2024
7		Dr. G. Thouseef Ahamed	Assistant Professor	30-08-2024

### STUDENTS' ACHIEVEMENTS

1. Mr. Patan Mohassen, II MBA student achieved the best paper award in “2<sup>nd</sup> International Conference on Driving Innovative Digital Transformation and Economic Sustainability” conducted by CMR University, Bangalore, on September 27th—28th, 2024.
2. Ms. C.M.Pramodhini, II MBA student achieved First Prize in Young Manager Competition at the “National Level Management fest” conducted by Sai Rajeswari Institute of Technology on 25 Oct 2024
3. Mr. M.Raghavendra, II MBA student achieved First Prize in Think tank Competition at the “National Level Management fest” conducted by Sai Rajeswari Institute of Technology on 25 Oct 2024
4. Mr. S.Pavan Kumar, II MBA student achieved Second Prize in Think tank Competition at the “National Level Management fest” conducted by Sai Rajeswari Institute of Technology on 25 Oct 2024
5. Ms. P. Govinda Likitha, II MBA student achieved Third Prize in Think tank Competition at the “National Level Management fest” conducted by Sai Rajeswari Institute of Technology on 25 Oct 2024.

### STUDENTS' ACHIEVEMENTS – CONFERENCE PRESENTED

S. No	Student Name	Class	Title of the Paper	Title of the Event	Organizer	Date of Event
1	Ms.Patan Mohaseen	II MBA	Econometric Forecasting of Poverty Trends: A Comparative Analysis Among India, China and The US By Using Box- Jenkins and VAR Methodologies.	2 <sup>nd</sup> International Conference on Driving Innovative Digital Transformation and Economic Sustainability	CMR University, Bangalore	September 27 <sup>th</sup> & 28 <sup>th</sup> , 2024.

2	Ms. M.Reddi Vani	II MBA	Factors Impacting Students Engagement in Virtual Classes	2 <sup>nd</sup> International Conference on Driving Innovative Digital Transformation and Economic Sustainability	CMR University, Bangalore	September 27 <sup>th</sup> & 28 <sup>th</sup> , 2024.
3	Ms. K Rishnika Sastry	II MBA	Parental Influence on Students Academic Performance	2 <sup>nd</sup> International Conference on Driving Innovative Digital Transformation and Economic Sustainability	CMR University, Bangalore	September 27 <sup>th</sup> & 28 <sup>th</sup> , 2024.
4	Ms.T.Sameera	II MBA	Influence Of Diverse Learning Styles On Student Academic Performance	2 <sup>nd</sup> International Conference on Driving Innovative Digital Transformation and Economic Sustainability	CMR University, Bangalore	September 27 <sup>th</sup> & 28 <sup>th</sup> , 2024.
5	Rishnika Sastry Kaipa	II MBA	Role of Artificial Intelligence in Human Resource Management	International Conference on Emerging Trends in Business Management: Entrepreneurship, Technology, and Sustainability	Chaitanya Bharathi Institute of Technology	13 <sup>th</sup> -14 <sup>th</sup> December 2024

#### EVENT PARTICIPATION BY STUDENTS

S. No	Student Name	Class	Title of the Event	Organizer	Date of Event
1	G.Hari Priya	II MBA	One-week FDP (ATAL) on Entrepreneurship and start-up ecosystems	Viswam Engineering College	12 <sup>th</sup> to 17 <sup>th</sup> August, 2024

2	C.M.Pramodhini	II MBA	One-week FDP (ATAL) on Entrepreneurship and start-up ecosystems	Viswam Engineering College	12 <sup>th</sup> to 17 <sup>th</sup> August, 2024
3	Shaik Nazeefa	II MBA	One-week FDP (ATAL) on Entrepreneurship and start-up ecosystems	Viswam Engineering College	12 <sup>th</sup> to 17 <sup>th</sup> August, 2024
4	T.Sameera	II MBA	One-week FDP (ATAL) on Entrepreneurship and start-up ecosystems	Viswam Engineering College	12 <sup>th</sup> to 17 <sup>th</sup> August, 2024
5	Mr. M Surya Ganesh	II MBA	One-week FDP (ATAL) on Entrepreneurship and start-up ecosystems	Viswam Engineering College	12 <sup>th</sup> to 17 <sup>th</sup> August, 2024
6	Mr.C.Uday Kiran	II MBA	One-week FDP (ATAL) on Entrepreneurship and start-up ecosystems	Viswam Engineering College	12 <sup>th</sup> to 17 <sup>th</sup> August, 2024
7	K.Rishnika Sastry	II MBA	One-week FDP (ATAL) on Entrepreneurship and start-up ecosystems	Viswam Engineering College	12 <sup>th</sup> to 17 <sup>th</sup> August, 2024
8	M.Reddivani	II MBA	One-week FDP (ATAL) on Entrepreneurship and start-up ecosystems	Viswam Engineering College	12 <sup>th</sup> to 17 <sup>th</sup> August, 2024
9	S. Sivani	II MBA	One-week FDP (ATAL) on Entrepreneurship and start-up ecosystems	Viswam Engineering College	12 <sup>th</sup> to 17 <sup>th</sup> August, 2024

### **PARENTS MEETING**

Department of Management Studies, successfully hosted a Parents' Meet for the I MBA (2023 batch) on July 30, 2024, in Seminar Hall B. The gathering aimed to strengthen the bond between parents, faculty, and students while fostering collaboration for academic and personal growth.

The program commenced with a prayer followed by a warm welcome from Dr. K.V. Geetha Devi, Head of the MBA Department, who highlighted student performance and effective



communication strategies adopted by the department. Key dignitaries, including Dr. Ramanathan (Vice Principal - Academics) and Mr. Venugopal (Director - Placements), shared insights on the importance of parent involvement and the structured training initiatives to enhance students' employability.

Dr. D. Pradeep Kumar (Chief Coordinator, PAARC Cell) emphasized the shared responsibility of parents and faculty in nurturing responsible and industry-ready graduates. An engaging parent-teacher interactive session allowed discussions on academic progress, attendance, and discipline. Valuable feedback was gathered from parents for further improvement.



**Dr. K.V. Geetha Devi, Head of the MBA Department addressing parents**



**Director Placements, Mr. Venugopal, addressing parents**



**Dr. D. Pradeep Kumar (Chief Coordinator, PAARC Cell, addressing parents**



The event concluded with a vote of thanks by Dr. K. Venkateswarlu, marking a successful gathering with over 110 participants. The Parents' Meet proved to be a meaningful initiative, fostering a positive connection between parents and the institution while ensuring student success.

## INDUSTRIAL VISIT

1. The Department of Management Studies at MITS Madanapalle organized a successful industrial visit to the Hatsun Agro Products Dairy Plant in Chittoor across four days in December 2024. The visit was designed to provide second-year MBA students with hands-on exposure to the dairy industry, emphasizing production processes, supply chain management, and quality assurance.

At the state-of-the-art facility, students observed critical operations such as milk collection, pasteurization, homogenization, and packaging. They also learned about the curd manufacturing process, cold storage systems, and advanced packaging techniques that ensure product freshness and quality. The visit highlighted Hatsun's commitment to sustainability, including water recycling, renewable energy use, and adherence to international safety standards. In addition to the technical insights, the interaction with the plant's management team gave students a deeper understanding of business strategies and marketing approaches in the dairy sector. The visit concluded with a memorable gesture, where students received a token of appreciation and enjoyed Hatsun's popular Arun ice creams, leaving a lasting impression of the experience.



This industrial visit significantly enhanced the students' academic learning by bridging the gap between theoretical knowledge and practical applications. With participation from approximately 165 students, the initiative reinforced the department's focus on comprehensive education and experiential learning.

## DEPARTMENTAL ACTIVITIES AND EVENTS

1. A Guest Lecture on “Financial Modelling” was organized by the Department of Management Studies on 11th July 2024. The resource person, Prof. Irala Lokanath Reddy, Professor at the School of Management, University of Hyderabad, explained the need and importance of financial modelling in the current scenario. The session covered various components of financial modelling, including income statements, balance sheets, cash flow statements, and financial ratios. Prof. Reddy also

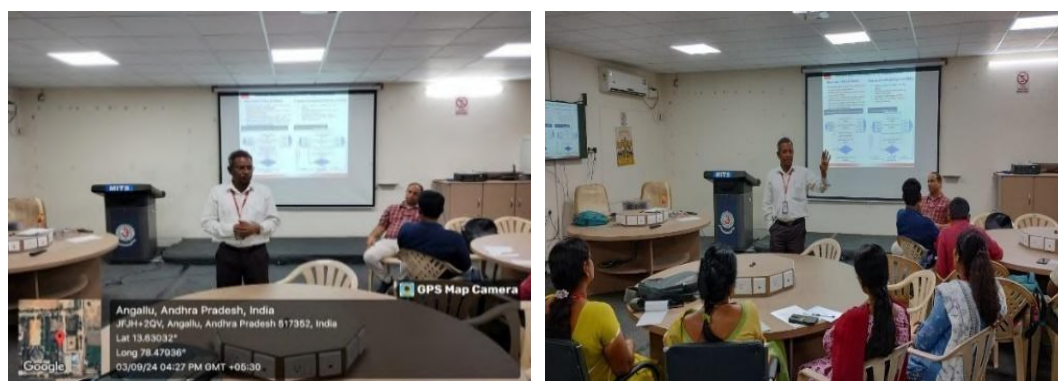


demonstrated how financial modelling helps in forecasting future financial performance, conducting scenario and sensitivity analyses, and presenting insights to stakeholders. The event saw active participation from 184 MBA students, who gained valuable knowledge in financial modelling, budgeting, forecasting, and business valuation. After his lecture he clarifies students raised doubts on Financial Modelling.



**Resource Person Prof. Irala Lokanath Reddy discussed financial modelling**

2. The PAARC Cell organized a workshop on Outcome-Based Education (OBE) on 3rd September 2024, for the MBA and MCA departments. Led by Dr. D. Pradeep Kumar, Chief Coordinator - PAARC Cell, and Dr. Manish Sharma, Coordinator (NBA), the session provided an in-depth overview of OBE and its significance in modern education. Dr. Pradeep Kumar emphasized the shift from traditional content-based teaching to a focus on equipping students with real-world skills, while Dr. Manish Sharma discussed formulating clear and measurable Program Outcomes (POs), Course Outcomes (COs), and Learning Outcomes (LOs) using Bloom's Taxonomy.



**Dr. Pradeep Kumar introducing OBE to MBA and MCA department personnels**

The workshop also explored curriculum design through the Backward Design approach, ensuring assessments and learning activities align with the desired outcomes. Various assessment methods were discussed, including formative and summative evaluations, along with the importance of continuous improvement and quality assurance in education. Faculty members gained valuable insights into



**Dr. Manish Sharma explaining POs, COs, POIs, Mapping, Assessment and improvements etc. to the attendees.**

implementing OBE, reinforcing the institution's commitment to delivering high-quality, outcome-driven education.

3. In a significant step toward enhancing academic cooperation and enriching the educational experience for students and faculty alike, a delegation from NMIMS Bangalore, a prestigious business school in India, visited Madanapalle Institute of Technology and Science (MITS) on 19<sup>th</sup> September 2024. This meeting marked the beginning of a promising collaboration aimed at fostering growth through a Student Exchange Program and a Faculty Development Program (FDP).

During the meeting, both institutions presented their respective academic structures, highlighting their strengths and opportunities for collaboration. A key highlight of the meeting was a presentation by Dr. K. V. Geetha Devi, Head of the MBA Department at MITS. Dr. K. V. Geetha Devi showcased the strengths of the MBA program, emphasizing the department's focus on industry-relevant curriculum, faculty expertise, and the achievements of its students. This was followed by an insightful presentation from the NMIMS delegation, highlighting their institution's expertise in nurturing global business leaders. Both presentations sparked lively discussions on future cooperation between the institutions.



**Delegates from NMIMS having discussion with department staff members**

The key developments discussed in the meeting were:

**Student Exchange Program:** This program will allow students from both MITS and NMIMS Bangalore to experience new academic environments, gain exposure to different teaching methods, and expand their global competencies.

**Faculty Development Program (FDP):** A joint FDP initiative will focus on advancing teaching methodologies, promoting research, and enriching curriculum development. Faculty from both institutions will collaborate to enhance their skills and knowledge, ultimately benefiting the students, especially in the MBA program.

This collaboration between MITS and NMIMS Bangalore is expected to result in substantial academic growth for both students and faculty. The proposed Student Exchange Program and FDP are set to take effect in present academic year, fostering a long-lasting relationship that will contribute to the continuous development of both institutions.

4. Department of Management Studies organized “One Week Orientation Programme of the First Year MBA Students (Batch 2024-2026)” on 27th September 2024 forenoon at Auditorium. Honorable President of RRR Educational Society, Sri. Dwarakanath inaugurated the programme and Dr. C. Yuvaraj, Principal, Madanapalle Institute of Technology and Science briefed about the college to the students and parents. The event commenced with a warm welcome note, followed by the traditional enlightenment of lamps, accompanied by a beautiful prayer song and a welcome song, setting a serene and positive atmosphere.



Dr. Yuvraj, the esteemed Principal of MITS, delivered an insightful presentation on the various aspects of the institute. He highlighted the state-of-the-art infrastructure, well-equipped laboratories, and numerous facilities available to the students. He further elaborated on the various specialized cells, such as the Entrepreneurship Development Cell, which nurtures innovation and leadership among students. He also mentioned the institute's strong international collaborations with prestigious institutions in Japan, Korea, Germany, and the Czech Republic, which provide students with global exposure and opportunities through student exchange programs and internships.



**Principal Dr. Yuvraj addressing the first-year students**

The principal also emphasized the scholarship opportunities for meritorious students and proudly shared the institute’s impressive placement achievements in recent years. He acknowledged the continuous efforts of the faculty, many of whom hail from top institutions like IIT and NIT, in delivering quality education and fostering research



among students. He further detailed the facilities of the college's physical and digital libraries, both of which serve as valuable resources for students and faculty alike. Dr. Yuvraj encouraged students to actively participate in national and international internships to enhance their employability.

Following the principal's address, the heads MBA departments Dr. Geetha Devi, delivered a comprehensive presentation on the MBA program, motivating the students to make the most of the opportunities at MITS.



**HOD Dr. K.V Geetha Devi addressing the first-year students**

Dr. Sremmant Basu, Dean of Administration and International Relations, inspired the students to focus on honing their communication and technical skills, which would greatly contribute to their success in global career opportunities. Finally, the Placement Officer presented an encouraging report on the placement statistics and urged students to participate in various training programs to prepare for future job prospects.



**Dean of Administration and International Relations Dr. Sremmant Basu addressing the first-year students**

The program concluded with a vote of thanks by Mr. Venkata Rao, Assistant Professor in the MBA department, who expressed gratitude to the management, faculty, students, and parents for making the orientation program a success.

5. On September 30, 2024, the Department of Management Studies, in collaboration

with the ED Cell, organized an inspiring session titled “*Young Entrepreneurs in*



**Dr. K.V. Geetha Devi, HOD, Dept of Management Studies addressing the students**

*India: Inspiring Stories – Shaping the Future of India’s Economy.*” The event, held in Seminar Hall C and led by Dr. K.V. Geetha Devi, attracted 144 participants. The session celebrated the journeys of young Indian entrepreneurs, offering powerful insights into their challenges, successes, and contributions to the nation's economy. Participants explored essential entrepreneurial skills such as marketing, financial planning, and business development, while gaining motivation to pursue their own ventures.

Highlights included personal stories, discussions on ethical entrepreneurship, and encouragement for community-driven initiatives. Outcomes ranged from increased pitching confidence and practical business ideas to strengthened professional networks and a deeper awareness of economic impact. This event reaffirmed the Department’s commitment to fostering innovation, responsibility, and leadership among aspiring entrepreneurs, equipping them to shape a better future.

6. The Department of Management Studies, in association with the IQAC Cell, organized a guest session on “How to Build a Career in Securities Markets” for II MBA Finance students on 3rd October 2024. The session featured Mr. Bhaskar Konka, Director of TradeVest Securities, and Ms. Bramhani, an alumnus of the MBA 2020-22 batch.



**Mr. Konka Director of TradeVest Securities addressing the students**

Mr. Konka provided insights into stock market careers, covering roles like analysts, brokers, and traders, and emphasized key skills such as financial literacy and market analysis. He also discussed the qualifications needed, including NISM certifications, and addressed challenges like risk management and market volatility. Around 70 students participated in the interactive session, which was coordinated by Dr. K.

Venkateswarlu and Dr. V.G. Murugan, Assistant Professors.

7. The Department of Management Studies organized Corporate Mentoring on October 3, 2024, in Seminar Hall A, from 2:00 PM to 4:30 PM. The session was led by Mr. Bhaskar Konka, Director & Founder of TradeVest Securities, Bangalore, and Ms. Bramhani, Sales Manager at TradeVest and a proud alumna of the MBA batch of 2020-22.

The event kicked off with a warm welcome and an introduction of the speakers, highlighting their professional journeys and achievements. Mr. Bhaskar Konka, with more than seven years of experience and numerous certifications, including the CFA, shared valuable insights into how the stock market works. He focused on the skills, qualifications, and certifications needed to thrive in this field, using real-world examples to make complex topics more relatable for the students.



Ms. Bramhani spoke about her transition from student to corporate professional, offering practical advice on navigating the corporate landscape. The session was interactive, with students engaging in discussions and asking questions. Mr. Konka also spent time in one-on-one conversations with students, providing personalized feedback and suggestions.



#### Mr. Bhaskar Konka & Ms. Bramhani one-on-one interaction with the students

The event wrapped up with a heartfelt vote of thanks from Dr. K. V. Geetha Devi, Head of the Department – MBA, acknowledging the speakers' valuable contributions and their time spent mentoring the students.

8. The Department of Management Studies, in collaboration with Aditya Birla Capital, successfully conducted a two-day workshop on **Financial Education for Young Citizens** on October 18-19, 2024. Organized by Dr. K. S. Krishna, Assistant Professor, the event was led by **Dr. Mohammed Mujahed Ali**, Assistant Professor at the Administrative Staff College of India and SEBI resource person. The workshop



was attended by MBA Finance students.



Day 1 focused on foundational financial literacy, introducing participants to personal finance management. Key learning aspects included budgeting, saving, and managing debt. Through interactive activities like the Budgeting Challenge, students applied these concepts by creating monthly budgets, gaining practical insights into tracking expenses and setting financial goals.

Day 2 shifted to investment strategies and wealth-building. Participants explored various investment options such as stocks, bonds, and mutual funds. The session highlighted the importance of starting early with small investments, showcasing the power of compounding to grow wealth over time. Practical discussions on long-term financial planning, including retirement and insurance, equipped students with strategies for future financial stability.



**Dr. Mohammed Mujahed Ali, Assistant Professor, Administrative Staff College of India, resource person conducted workshop on Financial Education for Young Citizens for MBA students.**

The event emphasized responsible financial decision-making, encouraging students to develop sound financial habits for both personal and professional growth. Through hands-on sessions, students gained valuable insights into managing their finances, understanding investment basics, and planning for the future. Participants left with a stronger foundation in financial literacy and the tools to build a secure financial future.

9. The Department of Management Studies at MITS College hosted an insightful alumni guest lecture on October 19, 2024, for second-year MBA students. The session, led by Ms. Jayashree R, Sales Manager at Star Health Insurance Pvt. Ltd., Bangalore, took place in the KKB 207 lecture hall from 12:00 PM to 1:00 PM.

Introduced by Alumni Coordinator Dr. K. Venkateswarlu, Ms. Jayashree shared key insights on “Health Insurance Sector: Career Opportunities.” She covered essential insurance concepts, distinguishing between general and life insurance and discussing types of general insurance like health and vehicle insurance. She highlighted the critical role of health insurance in family and social security, spanning primary to tertiary healthcare.



**Ms. Jayashree R, Sales Manager at Star Health Insurance Pvt. Ltd addressing the students**

Ms. Jayashree emphasized career opportunities in claims management, underwriting, relationship management, and agency management, bringing in real-life scenarios to explain the workings of a health insurance company. The session saw active participation from 50 students, who gained a strong grasp of industry demands and applicable laws. The lecture concluded with a vote of thanks from Dr. Venkateswarlu, who expressed gratitude for Ms. Jayashree’s contribution. The session enriched students’ understanding and opened doors to future career paths in the health insurance sector.

10. The Department of Management Studies organized a guest lecture on “Digital Marketing: Career Opportunities and Challenges” on November 6, 2024, from 2:00 PM to 3:00 PM at Seminar Hall-B. The session was attended by 75 students of the Marketing specialization and featured Dr. Ahamed Basha Shaik, CEO of AIM Academy and Eduflip Technologies Pvt. Ltd., Kadapa, as the resource person. The program was coordinated by Dr. K. S. Krishna, Associate Professor, Department of Management Studies.



**Dr. Ahamed Basha Shaik, CEO of AIM Academy and Eduflip Technologies Pvt. Ltd**



Dr. Basha discussed various career paths in digital marketing, including SEO, social media marketing, and content strategy. He highlighted emerging trends such as artificial intelligence, automation, and personalization, along with the challenges professionals face, including algorithm updates and data privacy concerns. The session provided students with practical insights and strategies to enhance employability through internships, certifications, and portfolio building.

The event concluded with a Q&A session and a vote of thanks by Miss Sivani S., a student from the Department of Management Studies. This program offered valuable insights into digital marketing careers and industry expectations, equipping students for future opportunities in the field.

11. The Department of Management Studies in collaboration with ICT Academy (Hyderabad Chapter), hosted a one-day seminar on the Current Management and Marketing Scenario on November 19, 2024. The offline event, held in the KK Block Seminar Hall, saw 180 MBA students actively participate in discussions led by Mr. Dinakar Reddy, State Head of ICT Academy, Andhra Pradesh. The seminar aimed to bridge the gap between theory and practice, preparing students for the dynamic business environment. It focused on equipping them with strategic skills in management and marketing, emphasizing digitalization, sustainability, and global trends.

In her opening remarks, Dr. Geetha Devi K V, Head of the MBA Department, highlighted the importance of adaptability and innovative thinking in a rapidly evolving business landscape. She encouraged students to embrace challenges posed by globalization, digitalization, and technological disruptions.



**Mr. Dinakar Reddy, State Head of ICT Academy, Andhra Pradesh addressing the students**

Delivering the Presidential Address, Mr. Dinakar Reddy stressed the transformative role of Marketing 4.0, urging students to leverage AI, analytics, and social media for personalized customer engagement. He underscored the importance of ethical leadership, entrepreneurial spirit, and data-driven decision-making in addressing modern business challenges. The seminar featured interactive sessions and case studies, helping students grasp practical insights into consumer behavior, market research, and leadership strategies. Key outcomes included enhanced knowledge of emerging trends, familiarity with digital tools, and awareness of sustainable business

practices.

12. The Department of Management Studies hosted the Virtual Alumni Meet 2024 on November 23rd, reconnecting over 50 MBA alumni in an engaging offline gathering. Organized in collaboration with MITS Alumni Welfare Association, the event fostered career guidance, mentorship, and collaboration. Alumni shared professional insights, offered internships, and pledged training support. Key speakers, including Dr. K. Venkateswarlu and Dr. K.V. Geetha Devi, emphasized alumni's role in shaping institutional excellence.



Notably, alumni Kiran Kumar and Manisha J extended concrete support through SAP sessions and internship offers. The meet concluded with mutual appreciation, strengthening bonds between alumni, students, and faculty for future growth.

13. On October 22, 2024, the MBA Department, in collaboration with the ED Cell, hosted an engaging *Ice-breaking Session on Entrepreneurship* in Seminar Hall C. Led by Mr. B. Roja Kiran, Assistant Professor, the three-hour session welcomed 50 participants and sparked creativity, connection, and entrepreneurial thinking. The session kicked



off with creative introductions and imaginative business ideas, setting a dynamic tone. Participants shared inspiring startup stories and teamed up for a problem-solution brainstorm, tackling real-world challenges through innovative business concepts. Key outcomes included enhanced pitching skills, increased confidence in sharing ideas, and a broadened perspective on entrepreneurship. The interactive format encouraged networking, collaborative thinking, and a mindset geared toward opportunity recognition and innovation. Participants left the session inspired, motivated to explore entrepreneurship further, and better equipped to identify and solve everyday problems with an entrepreneurial lens. The event successfully laid a

foundation for future entrepreneurial growth and learning.

14. The Department of Management Studies hosted an enlightening online guest lecture on November 27, 2024, titled "*Management Lessons from Ancient Indian Literature.*" Delivered by Mr. Sai Kishore, HOD-Training at Tech Mahindra SMART Academy, the session was attended by 210 first-year MBA students. The lecture highlighted leadership principles drawn from epics like the Ramayana and Mahabharata.



Key takeaways included Lord Rama's adaptability, humility, and participative leadership, alongside insights into planning and trust. The Mahabharata provided lessons on ethical decision-making, with examples such as the dice game orchestrated by Shakuni underscoring the consequences of unethical leadership. The interactive session concluded with a lively Q&A and a vote of thanks by Dr. B. Rajesh Kumar. Students gained valuable insights into value-based leadership, emotional intelligence, and innovative thinking. This lecture emphasized the continued relevance of ancient wisdom in today's dynamic corporate world.

15. Department of Management Studies, MITS, organized a guest lecture on "*Report Writing and Project Management*" on December 9, 2024, from 2 PM to 3 PM. Dr. B. Rajesh Kumar, Assistant Professor, was the resource person for the session, which was attended by MBA I-year students. The lecture emphasized the importance of effective communication, structured documentation, and strategic project planning. Students learned the significance of report writing for professional communication, decision-making, and stakeholder management.

Project management concepts such as leadership, time and budget handling, and cross-functional collaboration were also discussed. The session concluded with an engaging Q&A, enriching students with practical skills to excel in academics and real-world business scenarios.









# 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.



## DEPARTMENT VISION & MISSION

### VISION

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

### Global MoUs With

8 MoUs in Taiwan				
3 MoUs in South Korea				
4 MoUs in Europe & Russia				

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UGC-Autonomous

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