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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 - 2024

Volume 6 Edition 2 July 2024



Opportunities don't happen. You create them
Chris Grosser



NEWSLETTER
DEPARTMENT OF MANAGEMENT STUDIES NEWSLETTER
MESSAGE FROM VICE PRINCIPAL ACADEMICS



Dr. P. Ramanathan
Vice Principal (Academics)
Madanapalle Institute of Technology & Science,
Madanapalle,

I am delighted to bring to your notice that the Department of Management Studies is publishing the departmental activities of the students and faculty members in the Newsletter. This newsletter provides a consolidated achievements of students and faculty members of the Department of Management Studies.

I appreciate the efforts of all students and faculty members who brought laurels to the department by their meritorious achievements. I congratulate the Editorial Board for bringing out this newsletter in a good shape.

Date: 01-07-2024

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:

Faculty Editor:



Mr. S Muthu Kumar
Assistant Professor
Department of Management Studies

Student Editors:



D. Uma Mahesh



P. Rakesh Kumar

FACULTY AND STUDENTS' ACHIEVEMENT IN NPTEL COURSE

We are delighted to announce the remarkable performance of our students and faculty in the NPTEL online examinations held from January to April 2024. The Department of Management Studies has received a total of 23 certifications, showcasing our commitment to academic excellence and continuous learning.

The commitment and diligence of our faculty and students are evident in their course outcomes. A majority of the participants successfully completed their courses, demonstrating a solid understanding of the content and fulfilling the course requirements. Furthermore, many of our staff and students achieved notable distinctions by receiving certifications such as "Elite" and "Elite+Silver."

1. Mr. Sreekanth Bonthala, Assistant Professor, Department of Management Studies successfully completed the course Retail Management during Jan-April 2024 with consolidated score of 80% (Elite) through NPTEL online certification.
2. Dr E Gnana Prasuna, Assistant Professor, Department of Management Studies successfully completed the course Financial Management for Managers with consolidated score of 49% through NPTEL online certification.
3. Dr.KS Krishna, Assistant Professor, Department of Management Studies successfully completed the course Organizational Behaviour: Individual Dynamics in Organization during Jan-April 2024 with consolidated score of 64%(Elite) through NPTEL online certification.
4. Dr.N Gangisetty, Assistant Professor, Department of Management Studies successfully completed the course Financial Accounting during Jan-April 2024 with consolidated score of 84%(Elite) through NPTEL online certification.
5. Dr.D Pradeep Kumar, Professor, Department of Management Studies successfully completed the course NBA Accreditation and Teaching-Learning in Engineering (NATE) during Jan-April 2024 with consolidated score of 75% (Elite) through NPTEL online certification.
6. Mr. Sreekanth Bonthala, Assistant Professor, Department of Management Studies was recognised as NPTEL Discipline Star during Jan-April 2024 by NPTEL.
7. Dr.V G Murugan, Assistant Professor, Department of Management Studies successfully completed the course Business Forecasting during Feb-April 2024 with consolidated score of 62% (Elite) through NPTEL online certification.
8. Dr.Venkateswarlu Karumuri, Assistant Professor, Department of Management Studies successfully completed the course Leadership for India Inc: Practical Concepts and Constructs during Jan-April 2024 with consolidated score of 75% (Elite) through NPTEL online certification.
9. Mr. Venkata Rao Valluri, Assistant Professor, Department of Management Studies successfully completed the course Financial Accounting during Jan-April 2024 with consolidated score of 81% (Elite) through NPTEL online certification.
10. Mr. Venkata Rao Valluri, Assistant Professor, Department of Management Studies successfully completed the course Financial Accounting during Jan-April 2024 with consolidated score of 81% (Elite) through NPTEL online certification.
11. Dr B Rajesh Kumar, Assistant Professor, Department of Management Studies successfully completed the course Organizational Behaviour: Individual Dynamics in

Organization during Jan-April 2024 with consolidated score of 78% (Elite) through NPTEL online certification.

 <p>Elite NPTEL Online Certification (Funded by the MoE, Govt. of India)</p> <p>This certificate is awarded to SREEKANTH BONTHALA for successfully completing the course Retail Management</p> <p>with a consolidated score of 80 % Online Assignments: 22.92/25 Proctored Exam: 57/75</p> <p>Total number of candidates certified in this course: 1758</p> <p>Jan-Mar 2024 (18 week course)</p> <p>Prof. Holmard Banerji Executive NPTEL Coordinator IIT Kharagpur</p> <p>Indian Institute of Technology Kharagpur</p> <p>Roll No: NPTEL24MG015141201875 To verify the certificate No. of credits recommended: 2 or 3</p>	 <p>Elite NPTEL Online Certification (Funded by the MoE, Govt. of India)</p> <p>This certificate is awarded to D PRADEEP KUMAR for successfully completing the course NBA Accreditation and Teaching-Learning in Engineering (NATE)</p> <p>with a consolidated score of 75 % Online Assignments: 22.19/25 Proctored Exam: 52.5/75</p> <p>Total number of candidates certified in this course: 1337</p> <p>Jan-Apr 2024 (12 week course)</p> <p>Prof. G. L. Sivakumar Babu Chairman, Centre for Continuing Education IISc Bangalore</p> <p>Indian Institute of Science Bangalore</p> <p>Roll No: NPTEL24GE0751160900760 To verify the certificate No. of credits recommended: 3 or 4</p>
 <p>Elite NPTEL Online Certification (Funded by the MoE, Govt. of India)</p> <p>This certificate is awarded to DR V G MURUGAN for successfully completing the course Business Forecasting</p> <p>with a consolidated score of 62 % Online Assignments: 21.25/25 Proctored Exam: 40.5/75</p> <p>Total number of candidates certified in this course: 399</p> <p>Feb-Apr 2024 (8 week course)</p> <p>Prof. Srishar Iyer Head, CDEEP & NPTEL Coordinator IIT Bombay</p> <p>Indian Institute of Technology Bombay</p> <p>Roll No: NPTEL24MG053308023909 To verify the certificate No. of credits recommended: 2 or 3</p>	 <p>Elite NPTEL Online Certification (Funded by the MoE, Govt. of India)</p> <p>This certificate is awarded to DR B RAJESH KUMAR for successfully completing the course Organizational Behaviour: Individual Dynamics in Organization</p> <p>with a consolidated score of 78 % Online Assignments: 24.06/25 Proctored Exam: 54/75</p> <p>Total number of candidates certified in this course: 733</p> <p>Jan-Apr 2024 (12 week course)</p> <p>Prof. T. V. Bharat Head, Centre for Educational Technology NPTEL Coordinator, IIT Guwahati</p> <p>Indian Institute of Technology Guwahati</p> <p>Roll No: NPTEL24MG4551060900322 To verify the certificate No. of credits recommended: 3 or 4</p>
 <p>Elite NPTEL Online Certification (Funded by the MoE, Govt. of India)</p> <p>This certificate is awarded to DR E GNANA PRASUNA for successfully completing the course Financial Management for Managers</p> <p>with a consolidated score of 49 % Online Assignments: 18.78/25 Proctored Exam: 30/75</p> <p>Total number of candidates certified in this course: 491</p> <p>Jan-Apr 2024 (12 week course)</p> <p>Prof. Kaushik Ghosh Professor (Finance) IIT Roorkee</p> <p>Prof. Rajaraja Palanisamy Professor (EBC) Coordinator (NPTEL)</p> <p>Indian Institute of Technology Roorkee</p> <p>Roll No: NPTEL24MG0215126801709 To verify the certificate No. of credits recommended: 3 or 4</p>	 <p>Elite NPTEL Online Certification (Funded by the MoE, Govt. of India)</p> <p>This certificate is awarded to KS KRISHNA for successfully completing the course Organizational Behaviour: Individual Dynamics in Organization</p> <p>with a consolidated score of 64 % Online Assignments: 23.75/25 Proctored Exam: 40.5/75</p> <p>Total number of candidates certified in this course: 733</p> <p>Jan-Apr 2024 (12 week course)</p> <p>Prof. T. V. Bharat Head, Centre for Educational Technology NPTEL Coordinator, IIT Guwahati</p> <p>Indian Institute of Technology Guwahati</p> <p>Roll No: NPTEL24MG4551060900130 To verify the certificate No. of credits recommended: 3 or 4</p>
 <p>Elite NPTEL Online Certification (Funded by the MoE, Govt. of India)</p> <p>This certificate is awarded to N GANGISETTY for successfully completing the course Financial Accounting</p> <p>with a consolidated score of 84 % Online Assignments: 22.88/25 Proctored Exam: 61.61/75</p> <p>Total number of candidates certified in this course: 328</p> <p>Jan-Apr 2024 (12 week course)</p> <p>Prof. Tushar Jain Centre for Continuing Education IIT Mandi</p> <p>Prof. Anand Thangaraj NPTEL Coordinator IIT Madras</p> <p>Indian Institute of Technology Mandi</p> <p>Roll No: NPTEL24MG1851060900253 To verify the certificate No. of credits recommended: 3 or 4</p>	 <p>Elite NPTEL Online Certification (Funded by the MoE, Govt. of India)</p> <p>This certificate is awarded to VENKATESWARLU KARUMURI for successfully completing the course Leadership for India Inc: Practical Concepts and Constructs</p> <p>with a consolidated score of 75 % Online Assignments: 21.25/25 Proctored Exam: 54/75</p> <p>Total number of candidates certified in this course: 110</p> <p>Jan-Apr 2024 (12 week course)</p> <p>Prof. Devendra Jaiswal Coordinator Centre for Growth and Digital Education, IITM</p> <p>Prof. Anand Thangaraj NPTEL Coordinator IIT Madras</p> <p>Indian Institute of Technology Madras</p> <p>Roll No: NPTEL24MG355360900545 To verify the certificate No. of credits recommended: 3 or 4</p>

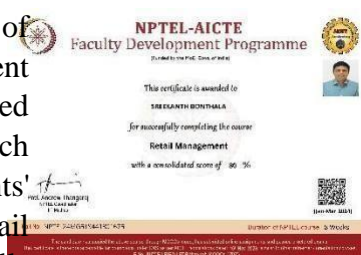


List of Students Completed NPTEL Courses:

S.No	Name	Course Name	Certificate Type
<u>1</u>	Amrutha Penugonda	AI in Marketing	Successfully Completed
<u>2</u>	Methakula Sai Shyam Prasad	Marketing Management-II	Successfully Completed
<u>3</u>	K Raisa Thabussum	Marketing Management-II	Successfully Completed
<u>4</u>	E. Manikya	Marketing Management-II	Successfully Completed
<u>5</u>	G Lalitha	Marketing Management-II	Elite
<u>6</u>	Dulla Swapna	Advances in Strategic Human Resource Management	Successfully Completed
<u>7</u>	AvulaTharun Kuman Reddy	Marketing Management-II	Successfully Completed
<u>8</u>	B Bhavana	Financial Accounting	Successfully Completed
<u>9</u>	YanamalaShivaranjani	Marketing Management-II	Successfully Completed
<u>10</u>	K Rishnika Sastry	Business Analytics for Management Decision	Elite+Gold
<u>11</u>	Supriya	Foundations of Accounting & Finance	Successfully Completed
<u>12</u>	Monika B	International Marketing	Elite

FACULTY ACHIEVEMENTS

1. Mr. Sreekanth Bonthala, Assistant Professor, Department of Management Studies, participated in the Faculty Development Program (FDP) on "Retail Management and Advanced Strategies," conducted by NPTEL from January to March 2024. The 8-week program focused on enhancing participants' knowledge in retail strategies, consumer behavior, and retail optimization techniques, aiming to provide practical skills relevant to the retail industry.



2. Dr. K. V. Geetha Devi, Head and Assistant Professor of Department of Management Studies, participated as a presenter/co-author at the 3rd International Conference on Innovation and Sustainable Business Practices in the Digital Era 2024 (ICISD'2024). The conference was jointly organized by VIT-AP School of Business, India, and New Castle Business School, Australia, and took place on April 5th and 6th, 2024. Dr. Geetha Devi presented a paper titled "Assessing the Service Quality on Shopping Experience: An Adoption of Retail Service Quality (RSQS) Model".



FACULTY PAPER PRESENTATION

S. No	Faculty Name	Designation	Title of the Paper	Title of the Event	Organizer	Date of Event
1	Dr.E.Gnanaprasuna	Assistant Professor	Impact Of Currency Fluctuations In The Indian Stock Market	NCRTBMCA-2024	Annamacharya Institute of Technology and Sciences	03-05-2024
2	Dr.Kuchi.Srinivasa Krishna	Assistant Professor	Financial Aspects of Cashew Industry Problems: A study with reference to Palasa Cashew Units	3rd International Conference on DSAI 2024	California State University and Mother Theresa Institute of Engineering & Technology	29 - 30, May 2024
3	Dr.B.Rajesh Kumar	Assistant Professor	Financial Aspects of Cashew Industry Problems: A study with reference to Palasa Cashew Units	3rd International Conference on DSAI 2024	California State University and Mother Theresa Institute of Engineering & Technology	29 - 30, May 2024

4	Dr. N. Gangisetty	Professor	Investigations & Analysis Of Laser Beam Cutting Parameters While Cutting Of Superalloy	1st International Conference on Computational Techniques & Smart Manufacturing (ICCTSM-2024)	VEMU Institute of Technology (Autonomous)	21 - 22, June 2024
5	Dr.B.Rajesh Kumar	Assistant Professor	An Efficient Classification Algorithms for Prediction of Employee Performance Based on Mask RCNN-BiLSTM Technique	Sixth IEEE Sponsored International Conference on Electrical, Computer and Communication Technologies (IEEE ICECCT 2024)	Chhattisgarh Swami Vivekanand Technical University (CSVТУ)	26 - 28, June 2024


FACULTY EDITOR/BOOK/BOOK CHAPTER/CONFERENCE

1. Dr.K. Srinivasa Krishna, Assistant Professor, Department of Management Studies published a book chapter titled “Optimizing Trust and Security in Healthcare 4.0:Human Factors in Lightweight Secured IoMT Ecosystems” in June 2024, ISBN: 979-8-3693-2109-6, Pg No. 52 -72
2. Dr. B Rajesh Kumar, Assistant Professor, Department of Management Studies published a book chapter titled “Role of Information Technology in Research: An Overview” in book titled “Research Methodology: A Multidisciplinary Approach” ISBN: 978-93-9363-153-4, Pg No. 199

FACULTY RESEARCH PUBLICATION

1. Dr. B. Rajesh Kumar, Assistant Professor, Department of Management Studies, published a research paper on "Impact of Integrating Marketing, HR, and Finance Strategies on Innovation and Profitability" in Educational Administration: Theory and Practice, Scopus journal, ISSN No. 2148-2403, 2024, Volume 30, Issue 4, Pages 6364-6372.
2. Mr. Mohsin Khan, Assistant Professor, Department of Management Studies, published a research paper on "Re-engaging employees during COVID-19 pandemicwith special reference to Indian IT companies" in International Journal of Business Excellence, Scopus journal, ISSN No. 1756-0055, 2024, Volume 33, Issue 3, Pages 324-340.

NEW FACULTY

S. No.	Photo	Name of Faculty	Designation	Date of Joining
1.		Mrs. Sireesha. P	Assistant Professor	01-02-2024

STUDENTS CORNER

- The Department of Management studies organized the Exhibition on "Sustainable Production and Consumption Patterns in Indian Economy" on 31.01.2024 at SB 303 Classroom by First Year MBA Students Section-C (2023-2025) Batch to create awareness on contribution of sustainable production and consumption patterns towards Indian economy and exhibition was opened by Dr. C. Yuvaraj, Principal, MITS, Madanapalle along with Dr. Sremmant Basu, Dean of Administration and International Relations and Dr. K. V. Geetha Devi, HOD -MBA



The exhibition on “Sustainable Production and Consumption Patterns in Indian Economy” was held in Madanapalle Institute of Technology and Science on 31st January 2024 . The exhibition was organised by the students of MBA 1st year C section. Principal Dr. C. Yuvaraj, Dr. D. Pradeep, Chief Coordinator, PAARC cell along with Prof.

SremmantBasuDean Administration and international relations, Mrs. U. Vijayalakshmi Senior Manager & Students' Counsellor attended the exhibition. Exhibition is all about creating awareness about the different types on industries and their manufacturing and consumption patterns in the particular industry.

DEPARTMENTAL ACTIVITIES AND EVENTS

1. The First Year MBA Students Batch 2023-2025 Section A celebrated the New Year - 2024 in the MBA Department at 5.00 PM on 01.01.2024 and Dr.K.V.Geetha Devi, HOD, Department of Management Studies, Madanapalle Institute of Technology & Science cut the cake and welcomed the New Year -2024



2. The Department of Management Studies organized Webinar on topic "Emerging Technologies in Supply Chain Management" by Dr.A.Subrahmanyam, Associate Professor, GITAM School of Business, GITAM University on 04-01-2024 at Seminar Hall -B and presenter highlighted about the importance of various technologies used in Supply Chain Management.



Dr.A.Subrahmanyam, Associate Professor, GITAM School of Business, GITAM University as a resource person highlighted about the importance of various technologies used in Supply Chain Management

3. The Department of Management studies has conducted One Day Workshop on Career Opportunities for MBA Students on 6th January 2024 at 10.30 am in the Auditorium. This workshop inaugurated by Dr.Ramanathan, Vice Principal Academics, Dr.K.V.Geetha Devi, Head Department of Management Studies along with resource persons. Inthis connection Dr.Ramanathan told this type of workshops are needed for growth of the students he wish them and he appreciated HoD and Coordinator of the Program. Dr.Geetha Devi told about workshop and how it is useful to know their opportunities career development of the student. Later Mr. Prabhakar Reddy, Operational Manager, HSBC Bank, Bangalore he said that pre words about the workshop.Mr.Nurbhasha, Operations Manager, BNP Paribas, Bangalore he is a one of the Resource person he said that about the workshop and explained career opportunities for MBA graduates in the area of Finance , HR Marketing and Data Analytics.





Mr. Prabhakar Reddy, Operational Manager, HSBC Bank, Bangalore said pre words about the workshop. Mr. Nurbhasha, Operations Manager, BNP Paribas, Bangalore and Mr. Shaik Shavali, Operations Manager BNP Paribas, Bangalore addressed to students

4. Internal Complaint Committee (ICC) Organised National Girl Child Day On 24 January 2024 HOD of MBA Dr. K.V Geetha Devi, ICC Chairperson, Mrs. U. Vijaya lakshmi madam, International Relations Coordinator and Student's counsellor, Dr. Kalpana madam, Head of CSE department and Dr. Ganga Devi madam, Head of CSE- Cyber Security Department participated as the chief guests of this function.



5. The Department of Management Studies organized Red Day Celebration on 2nd February 2024 at First Year MBA Classroom and Dr. K.V. Geetha Devi, HOD, addressed. National Wear Red Day is a day in February where all girls are in red to show their support for the awareness of heart disease.



Dr. K.V. Geetha Devi, HOD, Department of Management Studies, Madanapalle Institute of Technology & Science addressed National Wear Red Day

6. The Department of Management Organized Alumni Interaction of Mr. P. Naveen Kumar Reddy (Batch 2021-2023) with Current First Year MBA Students in their classroom and shared their experience with the students on 12.02.2024.

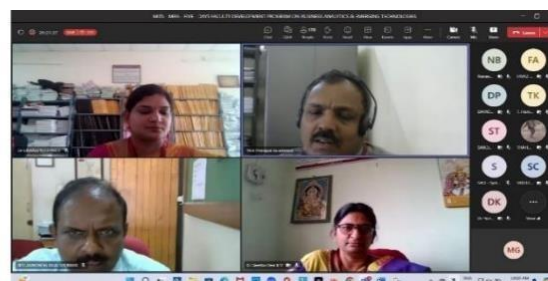
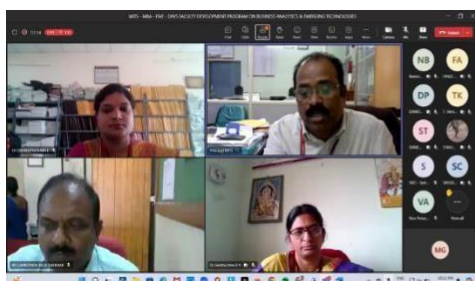


7. Dr.K.V.Geetha Devi, Internal Complaint Committee Coordinator and HOD, Department of Management Studies, organized the International Women's Day Celebration at MITS on 08th March 2024 at Auditorium



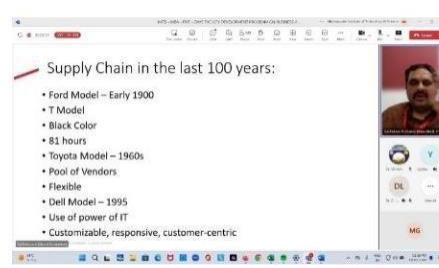
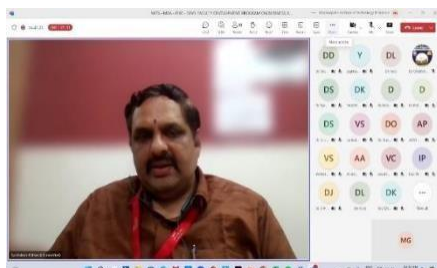
8. The Department of Management Studies organized Five days National Level Online FDP on “Business Analytics & Emerging Technologies” The programme started at 18- Mar-2024 at 10:00AM with a presidential address by Dr.C.Yuvaraj Principal, MITS, Welcome Address by Dr. P. Ramanathan, Professor & Vice-Principal Academics, MITS and a welcome note by Dr.K.V.Geetha Devi, HoD& Assistant. Professor, Department of Management Studies. In the welcome note, Dr. K. V. Geetha Devi highlighted the importance of different technologies in Management Studies, Resource persons and participants summary from different states of India

Day 1 – Forenoon ,Business Analytics & Emerging Technologies (Business Analytics)



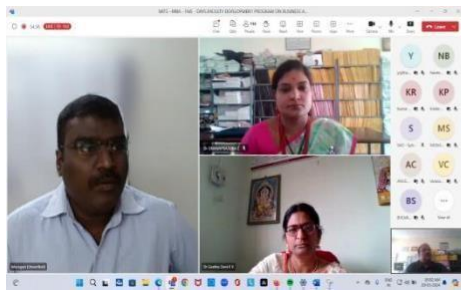
Prof. Raja Shekhar Senior Professor in school of Management Studies, as the resource person of this session

Day 1: Afternoon, Business Analytics & Emerging Technologies (Supply Chain Analytics)



Mr.Sai Kishore, HOD, Tech Mahindra SMART Academy for Logistics and Supply Chain Management as the resource person of the session

Day2: forenoon ,Business Analytics & Emerging Technologies (HR Analytics using R Programme)



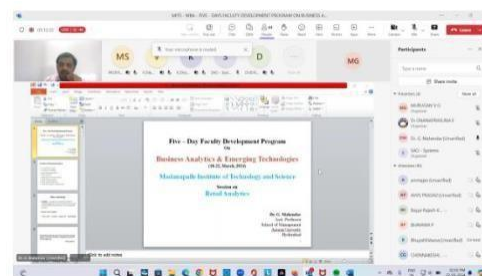
Dr.P.Murugan,Ph.D, Assistant Professor, University of Hyderabad, as the resource person of the session

Day 2: Afternoon, Business Analytics & Emerging Technologies (Financial Analytics)



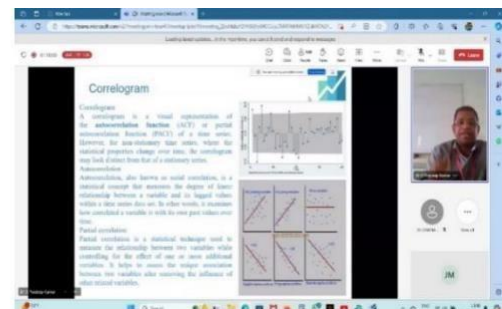
Dr.IralaLokanandaReddy, Ph.D, Professor, University of Hyderabad, as the resource person of the session

Day 3: Forenoon, Business Analytics & Emerging Technologies (Marketing Analytics using Market Basket Analysis)



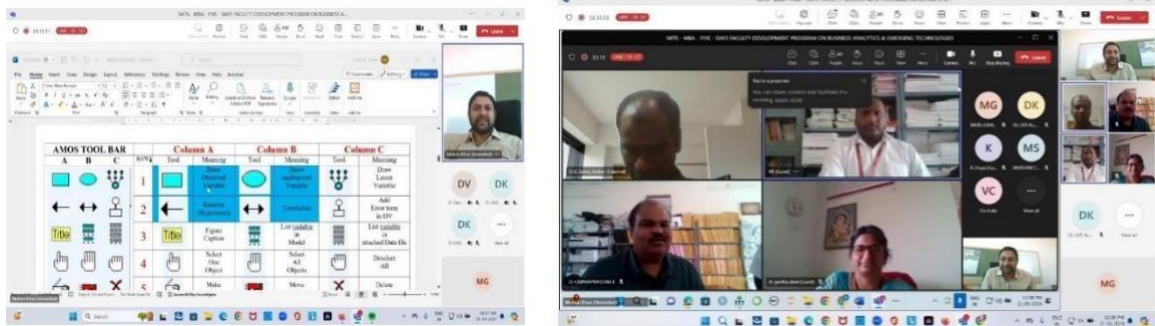
Dr.DV.Srinivasa Kumar, Associate Professor, University of Hyderabad, as the resource person of the session

Day 3 : Afternoon, Business Analytics & Emerging Technologies (Business Forecasting using Reviews)



Dr.D.Pradeep Kumar, Ph.D, Professor, Madanapalle Institute of Technology, Madanapalle as the resource person of the session

Day 4 : Forenoon, Business Analytics & Emerging Technologies(Model building and Hypothesis testing using AMOS)



Dr.Mohsin Khan, Assistant Professor, Institute of Public Enterprise, Hyderabad as the resource person of the session

Day 4: Afternoon, Business Analytics & Emerging Technologies(Regression Analysis using SPSS)



Dr.Pramod Kumar Mishra, Ph.D, Assistant Professor, University of Hyderabad, as the resource person of the session

Day 5: Forenoon, Business Analytics & Emerging Technologies (Data Visualization using Tableau)



Mr. T. Pawan, Assistant Professor, University of Hyderabad, as the resource person of the session

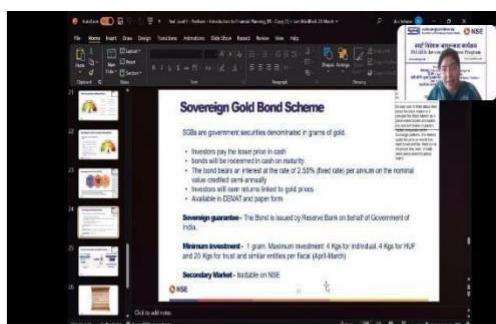
Day 5: Afternoon, Business Analytics & Emerging Technologies (Analytics in Retail sector using Power BI)



Dr.G. Mahindra, Ph.D, Assistant Professor, Anurag University, Hyderabad as the resource person of the session

The valedictory talk was given by Dr.E.Gnanaprasuna, Assistant Professor, Department of Management Studies and Finally session was concluded by vote of thanks delivered by Dr. K. Srinivasa Krishna, Assistant Professor, Dept. of Management Studies. He extended his thanks to Management, Principal, HoD, colleagues, research scholars, students, all resource persons and participants for the successful completion of the event.

9. On March 28, 2024, the Department of Management Studies organized a webinar on "Investment Awareness and Opportunities" for MBA Finance specialized students. This program was initiated by Mr. Venkata Rao, Assistant Professor, Department of MBA. He explained the objective of the program and invited the Head of the Department of MBA, Dr. K.V. Geetha Devi. She has appreciated the coordinators and conveyed her best wishes to the resource person and participants. After that, Mr. V. Venkata Rao invited Mr. Roja Kiran, and he introduced the speaker of this program, Dr. Sarika Luhana, Senior Consultant, G Institution and Consultancy Mumbai.



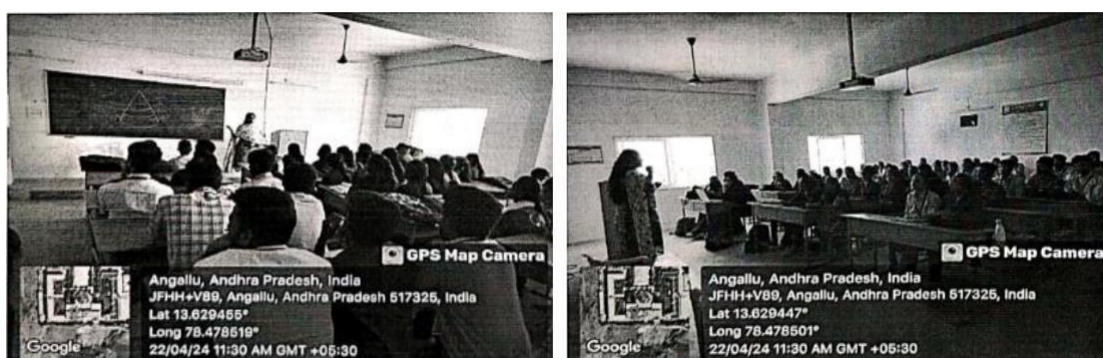
Dr. Sarika Luhana, Senior Consultant, G Institution and Consultancy Mumbai as the resource person of this programme.

10. One-day Workshop on "Trading Mechanism of Stock Exchange" Organized by Department of Management Studies on 26.03.2024 by Dr.J.Murthy, SEBI SMART, The Resource Person Dr J Murthy discussed the introduction and importance of Stock Market, what is inflation, risk and return assessment, different types of investments, types of investment classes, Live Trading, Trading Mechanism, Mutual funds, Derivative Market, Role Play and certification courses on stock market. Opportunities for MBA students for effective investment in stock market.



Resource Person Dr J Murthy discussed the introduction and importance of Stock Market

11. The Department of Management Studies, in collaboration with the Alumni Relations Unit, organized a guest lecture on "Career Opportunities in Amazon India Pvt Ltd" for II MBA students on April 22, 2024. Ms. P. Nandini, Senior Risk Analyst at Amazon, served as the resource person for this enlightening session. Held in the Udai Pareek Lecture Hall, the event provided valuable insights into the rapidly expanding e-commerce industry. Ms. Nandini discussed various roles at Amazon, from Transaction Risk Management Support to HR Management, and emphasized the importance of developing both technical and soft skills. The engaging session concluded with a vote of thanks by Dr. K. Venkateswarlu, with special acknowledgments from Dr. K. V Geetha Devi and Dr. Kiran Kumar for the valuable knowledge shared with the students.



Ms. P. Nandini, Senior Risk Analyst at Amazon as the resource person of this programme.

12. The Department of Management Studies organized an expert lecture titled "Exponential Success: Strategic Insights for Entrepreneurs" on May 30, 2024, at the Madanapalle Institute of Technology & Science. The session featured Mrs. C. Sandhyarani, Venture Coach at Gitam University, and Mr. Balamurali Bhaskaran, Senior Venture Coach, who provided valuable insights into entrepreneurship. Mrs. Sandhyarani discussed the evolving entrepreneurial landscape, emphasizing the rise of technology startups, social entrepreneurship, and the increasing contribution of female

entrepreneurs. She highlighted how digital advancements are lowering entry barriers for startups. Mr. Bhaskaran focused on the importance of securing capital for entrepreneurial success, explaining various funding mechanisms like venture capital, angel investors, and crowdfunding. The session began with a multimedia presentation and a welcome address by Shaik Afreed, and it concluded with a vote of thanks by Hari Priya. Students gained practical knowledge on entrepreneurship, including innovative strategies for market expansion and the application of entrepreneurial insights.



Mrs. C. Sandhyarani & Mr. Balamurali Bhaskaran as the resource person of this programme.

PLACEMENT SUMMARY OF 2023-2024

S.No	Name of the Company	Designation	Remuneration Package (Per Annum)	No. of Offers received by Students
1	Skillhacc, Bangalore	Business Development Intern	300000	6
2	Numetry Technologies, Bangalore	Lead Generation, HR, Digital Marketing	300000	14
3	Movidu Technology, Hyderabad	Business Development Intern	450000	11
4	Edu-versity, Bangalore	Business Development Associate	600000	1
5	Technook Edutech, Bangalore	Business Development Trainee	600000	25
6	Fundsroom, Bangalore	Business Analyst	300000	14
7	SmartED, Bangalore	Business Development Associate	300000	3
8	Rinex Technologies Pvt Ltd, Bangalore	Inside Sales Strategist	520000	1
9	Academor, Bangalore	Business Development Associate	600000	9
10	Aparna Constructions & Estates Pvt Ltd, Hyderabad	Trainee Executive– Field Sales	312000	2
11	Star Health Insurance, Chennai	Sales Manager	300000	36

12	Aditya Birla Capital Limited, Hyderabad	Agency Manager – Agency Sales	300000	9
13	ICICI, Hyderabad	Assistant Manager	372000	8
14	Broadridge, Hyderabad	Process Analyst	405000	2
15	Bajaj Finance Limited, Vijayawada	Functional Trainee	450000	3
16	Rama Pure Water Pvt Ltd, Chennai	Customer Relationship Manager	282000	2
17	SBI General Insurance, Bangalore	Assistant Manager	392400	3

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE

(UGC-AUTONOMOUS INSTITUTION)

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Madanapalle Institute of Technology & Science is established in 1998 in the picturesque and pleasant environs of Madanapalle and is ideally located on a sprawling 26.17 acre campus on Madanapalle - Anantapur Highway (NH-205) near Angallu, about 10km away from Madanapalle.

MITS, originated under the auspices of Ratakonda Ranga Reddy Educational Academy under the proactive leadership of President and Dr. N. Vijaya Bhaskar Choudary, Ph.D., Secretary & Correspondent of the Academy.

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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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Madanapalle Institute of Technology & Science

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