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**MADANAPALLE INSTITUTE
OF TECHNOLOGY & SCIENCE**
(UGC-AUTONOMOUS INSTITUTION)
Madanapalle-517325, Annamayya Dist., Andhra Pradesh

**DEPARTMENT OF MANAGEMENT
STUDIES**

NEWSLETTER-2025

Volume 7

Edition 2

July 2025



"Management is doing things right; leadership is doing the right things"
-Peter Drucker-

NEWSLETTER
DEPARTMENT OF MANAGEMENT STUDIES
NEWS LETTER MESSAGE FROM DIRECTOR-TRAINING & PLACEMENT



Mr. D. Venugopal Chowdary
Director- Training & Placement
Madanapalle Institute of Technology & Science
Madanapalle

I am pleased to learn that the Department of Management Studies is bringing out its newsletter on a regular basis to showcase the achievements and activities of students and faculty. My compliments to the Editorial Board for their dedicated efforts in making this possible.

The department's focus on practical exposure through activities such as Rural Immersion, Mini Projects, Internships, and Final Semester Projects ensures that students are well-prepared for the dynamic demands of the corporate world. This balanced approach of academic learning and hands-on experience greatly enhances their employability and industry readiness.

I also appreciate the consistent efforts of the faculty members in guiding and mentoring students, which plays a crucial role in shaping their professional careers. I am confident that our students will continue to secure promising placements and excel as future leaders in their respective domains.

Date : 01-07-2025

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

EDITORIAL BOARD

Faculty Editor



Dr. G Thouseef Ahamed
Asistant Professor
Department of Management Studies

Students Editors



Meghana Seenii



Rishnika Sastry Kaipa

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.

Celebrating Excellence in NPTEL Certifications

We are delighted to announce the remarkable achievements of our students and faculty members in the NPTEL Online Examinations (Aug–Sep 2024). The Department of Management Studies has proudly secured 45 certifications, a testament to our department’s unwavering dedication to academic excellence, continuous learning, and professional growth.

This milestone reflects the hard work, perseverance, and passion of both faculty and students who have excelled in their respective courses. Many participants not only completed the courses with distinction but also earned prestigious recognitions such as “Elite” and “Elite+Silver” certifications.

Such accomplishments reaffirm our commitment to fostering knowledge, skill development, and academic success across all fronts.

Faculty Achievements in NPTEL FDP Courses (Jan–Apr 2025)

Mr. Sreekanth Bonthala <i>Course: International Marketing</i> Score: 92%	Dr. Venkateswarlu Karumuri <i>Course: AI in Human Resource Management</i> Score: 69%
Dr. B. Rajesh Kumar <i>Course: Principles of Management</i> Score: 75%	Dr. G. Thouseef Ahamed <i>Course: Financial Derivatives & Risk Management</i> Score: 60%
Dr. N. Gangisetty <i>Course: Financial Statement Analysis and Reporting</i> Score: 88%	Dr. K. S. Krishna <i>Course: Principles of Management</i> Score: 64%

NPTEL-AICTE
Faculty Development Programme
(Funded by the MoE, Govt. of India)

This certificate is awarded to
BREEKANTH BONTHALA
for successfully completing the course
International Marketing
with a consolidated score of **92 %**

Prof. Andrew Thangaraj
NPTEL Coordinator
IIT Madras

(Jan-Mar 2025)

Roll No: NPTEL25MG325531300715 Duration of NPTEL course : 8 Weeks

The candidate has studied the above course through MOOCs mode, has submitted online assignments and passed proctored exams. This certificate is therefore acceptable for promotions under CAS as per AICTE notifications dated 16th Nov, 2023, similar to other refresher / orientation courses. F.No. AICTE / RIFD / FDP through MOOCs / 2023

Elite
NPTEL ONLINE CERTIFICATION
(Funded by the MoE, Govt. of India)

This certificate is awarded to
DR B RAJESH KUMAR
for successfully completing the course
Principles of Management
with a consolidated score of **75 %**

Online Assignments	24.69/25	Proctored Exam	50.5/75
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Total number of candidates certified in this course: 4503

Jan-Apr 2025
(12 week course)

Indian Institute of Technology Roorkee

Roll No: NPTEL25MG52S1250600575 To verify the certificate

No. of credits recommended: 3 or 4

NPTEL-AICTE
Faculty Development Programme
(Funded by the MoE, Govt. of India)

This certificate is awarded to
N GANGISETTY
for successfully completing the course
Financial Statement Analysis and Reporting
with a consolidated score of **88 %**

Prof. Andrew Thangaraj
NPTEL Coordinator
IIT Madras

(Jan-Apr 2025)

Roll No: NPTEL25MG24S450800722 Duration of NPTEL course : 12 Weeks

The candidate has studied the above course through MOOCs mode, has submitted online assignments and passed proctored exams. This certificate is therefore acceptable for promotions under CAS as per AICTE notifications dated 16th Nov, 2023, similar to other refresher / orientation courses. F.No. AICTE / RIFD / FDP through MOOCs / 2023

Elite
NPTEL ONLINE CERTIFICATION
(Funded by the MoE, Govt. of India)

This certificate is awarded to
VENKATESWARLU KARUMURI
for successfully completing the course
AI in Human Resource Management
with a consolidated score of **69 %**

Online Assignments	21.25/25	Proctored Exam	48/75
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Total number of candidates certified in this course: 4648

Jan-Apr 2025
(12 week course)

Indian Institute of Technology Guwahati

Roll No: NPTEL25MG05S1250600501 To verify the certificate

No. of credits recommended: 3 or 4

NPTEL-AICTE
Faculty Development Programme
(Funded by the MoE, Govt. of India)

This certificate is awarded to
DR G THOUSEEF AHAMED
for successfully completing the course
Financial Derivatives & Risk Management
with a consolidated score of **60 %**

Prof. Andrew Thangaraj
NPTEL Coordinator
IIT Madras

(Jan-Apr 2025)

Roll No: NPTEL25MG21S1150800025 Duration of NPTEL course : 12 Weeks

The candidate has studied the above course through MOOCs mode, has submitted online assignments and passed proctored exams. This certificate is therefore acceptable for promotions under CAS as per AICTE notifications dated 16th Nov, 2023, similar to other refresher / orientation courses. F.No. AICTE / RIFD / FDP through MOOCs / 2023

NPTEL-AICTE
Faculty Development Programme
(Funded by the MoE, Govt. of India)

This certificate is awarded to
KS KRISHNA
for successfully completing the course
Principles of Management
with a consolidated score of **64 %**

Prof. Andrew Thangaraj
NPTEL Coordinator
IIT Madras

(Jan-Apr 2025)

Roll No: NPTEL25MG52S1150800276 Duration of NPTEL course : 12 Weeks

The candidate has studied the above course through MOOCs mode, has submitted online assignments and passed proctored exams. This certificate is therefore acceptable for promotions under CAS as per AICTE notifications dated 16th Nov, 2023, similar to other refresher / orientation courses. F.No. AICTE / RIFD / FDP through MOOCs / 2023

Students Achievements in NPTEL Courses (Jan–Apr 2025)

We are proud to announce that a total of 39 students successfully passed NPTEL certification courses during the January–April 2025 session. Their commitment to continuous learning and dedication to excellence is commendable.

Among them, 9 students distinguished themselves by earning the prestigious Elite Certificate, reflecting their exceptional performance and mastery of the subject. This accomplishment not only demonstrates their academic strength but also enhances their professional prospects by aligning with nationally recognized benchmarks.

Below is the list of students who achieved Elite Certificates:

S.No	Name	Course Name	Certificate Type
1	KANAKANTI HEMANTH KUMAR REDDY	Principles of Management	Elite
2	NAMBURI JISHNU VARDHAN	Principles of Management	Elite
3	GAJJALAMUDI SUPRIYA	Principles of Management	Elite
4	SHAIK KARIMULLA	Advances in Strategic Human Resource Management (HRM)	Elite
5	BHUPASAMUDRAM VAIBHAVI	Principles of Management	Elite
6	BHUPASAMUDRAM VAISHNAVI	Principles of Management	Elite
7	EDAGOTTI LAKSHMI PRASANNA	Principles of Management	Elite
8	PASALA REDDI VARAPRASAD	Principles of Management	Elite
9	CM PRAMODHINI	AI in Human Resource Management	Elite

★ Faculty Achievements

The Department of Management Studies proudly celebrates the outstanding accomplishments of our faculty members. Their dedication to professional growth and academic excellence inspires both colleagues and students alike.

🏆 Highlighted Achievements

📌 **Dr. Venkateswarlu Karumuri**
Recognized as an **NPTEL Discipline Star** for completing the SWAYAM–NPTEL Domain Certification in Management (Jan–Apr 2025).



📌 **Dr. K. S. Krishna**
Served as **Mentor** for the NPTEL FDP course *Principles of Management* (Jan–Apr 2025) and received a **Certificate of Appreciation**.



📌 **Dr. K. Srinivasa Krishna**
Participated in the **Global Faculty Advanced Development Program (GFADP)** on *Enhancing Scholarly Writing: Machine Learning and Modern Tools for Article Development* at Acharya Institute of Graduate Studies, Bengaluru (9–14 June 2025).



📌 Mr. Roja Kiran

Successfully completed the **Innovation Ambassador (IA) Training – Foundation Level** (16 sessions, 30 hours) conducted online by MoE's Innovation Cell & AICTE during the IIC calendar year 2024–25.



📌 Dr. Venkateswarlu Karumuri

Completed the **NEP 2020 Orientation & Sensitization Programme** under the UGC's Malaviya Mission Teacher Training Programme (MM-TTP), organized at Maulana Azad National Urdu University, Hyderabad (17–26 Feb 2025).



📌 Dr. Pradeep Kumar Dayadi

Completed the **NEP 2020 Orientation & Sensitization Programme** under UGC's MM-TTP, organized by Coimbatore Institute of Technology (19–27 June 2025).



Faculty Research Publications

Finance & Investment

Dr. Venkateswarlu Karumuri

Assistant Professor, Department of Management Studies

Authored the paper "**Optimizing Financial Outcomes: An Analysis of Individual Investment Decision Factors**," published in the Indian Journal of Information Sources and Services.

Sustainable Technology & Energy

Dr. K. Srinivasa Krishna

Associate Professor, Department of Management Studies

Co-authored two key articles in the Journal of Environmental & Earth Sciences:

- "**Solar-Powered Aerobics Training Robot with Adaptive Energy Management for Improved Environmental Sustainability**"
- "**Optimizing Hydropower Resources for Maximum Power Generation Efficiency in Environmentally Sustainable Electrical Energy Production**"

Banking & Regional Economics

Mr. V. Venkata Rao

Assistant Professor, Department of Management Studies

Authored the research "**Impact of Non-Performing Assets towards Agricultural and Non-Agricultural Sector Lending...**" published in the Journal of Informatics Education and Research.

AI in Marketing

Dr. G. Thouseef Ahamed

Assistant Professor, Department of Management Studies

Co-authored the review "**Reimagining Consumer Engagement: A Systematic Literature Review on AI-Driven Marketing Innovation...**" published in the World Academic Journal of Management.

Editor / Book / Book Chapter / Conference

Our faculty continue to be at the forefront of academic excellence, contributing to influential publications that are shaping the discourse in management, technology, and commerce. We are proud to highlight their latest achievements!

Dr. Venkateswarlu Karumuri

Assistant Professor, Department of Management Studies

Dr. Venkateswarlu has made significant contributions to the understanding of AI and the Internet of Everything (IoE) in modern business operations.

- **Chapter: "Optimizing Supply Chain Management With IoE and AI"**
 - **In the Book:** Interdisciplinary Approaches to AI, Internet of Everything, and Machine Learning
 - **Publisher:** IGI Global 
 - **Insight:** Exploring how AI and IoE are revolutionizing supply chains for greater efficiency.
- **Chapter: "IoE Integration in Real-Time Pharmaceutical Supply Chains"**
 - **In the Book:** Role of Internet of Everything (IoE), VLSI Architecture, and AI in Real-Time Systems
 - **Publisher:** IGI Global 
 - **Insight:** A deep dive into how real-time data is transforming the pharmaceutical supply chain.
- **Book (Author & Editor): Recent Trends in Commerce and Business Management**
 - **Chapter:** "Role of Artificial Intelligence in Human Resource Management"
 - **Publisher:** ResearchFloor Scientific Publishing 
 - **Insight:** Examining how AI is reshaping HR practices, from recruitment to employee engagement.

Dr. K. V. Geetha Devi

Associate Professor, Department of Management Studies

Dr. Devi's latest work explores the cutting edge of customer experience in an increasingly automated world.

- **Chapter: "AI for Personalization: Transforming Customer Journeys in Self-Service Technology"**
 - **In the Book:** Practical Applications of Self-Service Technologies Across Industries
 - **Publisher:** IGI Global 
 - **Insight:** A look at how AI-driven personalization is making self-service technologies smarter and more customer-friendly.

Dr. G. Thouseef Ahamed

Assistant Professor, Department of Management Studies

Dr. Ahamed's recent publication delves into the rapid evolution of the e-commerce landscape.

- **Chapter: "Evolving E-Commerce: From Traditional Online Retail to Quick Commerce and Headless Architecture"**
 - **In the Book:** Recent Trends in Commerce and Business Management
 - **Publisher:** ResearchFloor Scientific Publishing 
 - **Insight:** Analyzing the shift towards ultra-fast "quick commerce" and the flexible "headless" technologies powering the future of online retail.

★ STUDENTS' ACHIEVEMENTS

Mr. G. Anand Babu, II MBA – 🏆 First Prize in Innovative Business Idea at Parivarthan-2K25, Sri Venkateswara College of Engineering & Technology (13 Mar 2025).

Ms. B. Lepakshi, II MBA – 🥉 Third Prize in Business Quiz at Sai Samanvaya-2K25, Sri Sai Institute of Technology & Science (20 Mar 2025).

Mr. S.M.D. Farooq, II MBA – 🥉 Third Prize in Business Quiz at Sai Samanvaya-2K25, Sri Sai Institute of Technology & Science (20 Mar 2025).

Mr. A. Charan Teja, II MBA – 🥈 Second Prize in Paper Presentation at National Tech Fest, Annamacharya University (9–10 Apr 2025).

Ms. G. Arpitha, II MBA – 🥈 Second Prize in Business Quiz at National Tech Fest, Annamacharya University (9–10 Apr 2025).

Ms. K. Bhavitha, II MBA – 🥈 Second Prize in Business Quiz at National Tech Fest, Annamacharya University (9–10 Apr 2025).

Ms. B. Vennala, II MBA – 🥈 Second Prize in Business Quiz at National Tech Fest, Annamacharya University (9–10 Apr 2025).

Ms. K. Rishnika Sastry, II MBA (MITS) – 🥈 Second Prize in Online Case Study Competition at SRM Institute of Science & Technology (06 May 2025).

STUDENTS' PUBLICATIONS

Student Name	Class	Journal	Title	Publication Date
Ms. D. Sreevani	II MBA	International Journal of Scientific Research in Engineering and Management (IJSREM)	Comparative Analysis of Net NPA's to Net Profit Ratio of Public and Private Sector Banks in India	January, 2025
Mr. Mavaturu Uppara Nagesh	II MBA	International Journal of Scientific Research in Engineering and Management (IJSREM)	Time Series Analysis and Forecasting of Inflation Rate, GDP Growth Rate, and Exchange Rate in India	January, 2025
Ms. Vaka Naga Lakshmi	II MBA	International Journal of Contemporary Research in Multidisciplinary	A Comparative Analysis of Risk-Adjusted Returns in FMCG, Automobile, and Banking Industries	Februry, 2025
Ms. Malathi	II MBA	International Journal of Contemporary Research in Multidisciplinary	Evaluating the Risk-Return Profiles of Indian Banking Stocks: An Empirical Analysis	Februry, 2025

EVENTS PARTICIPATION BY STUDENTS

S.No	Student Name	Event Name	Organizer	Date of Event
1	Ms. M Reddi Vani	VEMU SAMRUDDHI-25	Vemu Institute of Technology	13th March 2025
2	Mr. C Uday Kiran			
3	Ms K Rishnika Sastry			
4	Ms T Sameera			
5	Mr M Surya Ganesh			
6	Mr K Ravi Kumar	Parivarthan- 2K25	Sri Venkateswara College of Engineering & Technology	13th March 2025
7	Mr. G. Anand Babu			
8	Ms. B Lepakshi	Sai Samanvaya- 2K25	Sri Sai Institute of Technology and Science	20th March 2025
9	Mr S.M.D Farooq			
10	Mr. K Bharath Kumar			
11	Mr. C Fayaz			
12	Mr. A Charan Teja	Two Days National Level Tech Fest	Annamacharya University	9th & 10th April 2025
13	Ms. G Arpitha			
14	Ms. K Bhavitha			
15	Ms. B Vennala			
16	Ms V Akhila			
17	Ms. K. Rishnika	National Level Online Case Study Competition	SRM Institute of Science and Technology	May 6, 20...

🏭 ✨ Industrial Visits – 2025 Highlights ✨ 🏭

📍 **KSIC – Karnataka Silk Industries Corporation, Mysore**

📅 January 4, 2025 | 🎓 50 MBA I Year Students



Students explored the entire silk production cycle – from cocoons to sarees. They witnessed eco-friendly dyeing, handloom & power loom weaving, and strict quality checks. The visit also offered insights into supply chain challenges, sustainability, heritage branding, and career opportunities in the textile industry.

Outcome: Exposure to production management, logistics, sustainability, and heritage marketing.

📍 **Titan Company Ltd., Hosur – Tata Group Enterprise**

📅 June 21, 2025 | 🎓 26 MBA I Year Students



Students visited Titan's world-class facility to explore its legacy and innovation journey. They observed watch and eyewear production through CNC machining, electroplating, cleanroom assembly, and robotics-driven lens processing. The visit showcased Titan's adoption of Lean practices (5S, Kaizen, JIT) and gave students valuable insights into HR development, brand innovation, and the company's move into smart wearables and omnichannel retailing.

Bengaluru Consultancy Visits (Apr 29–30, 2025)

The Department of Management Studies, MITS Madanapalle, organized a two-day industrial visit with consultancy at three firms – King Elevators (Peenya), Shiva Battery Components (Dabaspeta), and Deepa Industries (Electronic City). Led by Dr. Nagarajan G and Dr. K. Srinivasa Krishna, the initiative focused on strengthening academic–industry partnerships while offering real-time business solutions.

Faculty interacted with senior management, studied operations, and provided consultancy inputs in:

-  Operational efficiency & lean manufacturing
-  Quality control improvement
-  Supply chain optimization
-  Digital marketing strategies

The companies appreciated the practical recommendations, and discussions were held on future collaborations. Unlike routine industrial visits, this initiative blended academic expertise with consultancy, reinforcing MITS's role as a knowledge partner committed to bridging theory with practice.



Management Development Programme (MDP) – Bengaluru (Apr 7–8, 2025)

The Department of Management Studies, MITS Madanapalle, organized a Two-Day Management Development Programme (MDP) in Bengaluru, led by Dr. G. Nagarajan and Mr. V. Venkata Rao, to strengthen research and consultancy partnerships with industry.

Four MDP sessions were conducted across three firms:

- King Elevators Pvt. Ltd. (Peenya): Workplace Diversity & Stress Management – promoting inclusion and mental well-being.
- Shiva Battery Components (Dabaspet): Upskilling Production Workers and Knowledge Enhancement in Battery Management Systems – boosting productivity and industry readiness.
- Deepa Industries (Electronic City): Battery Management Systems – practical knowledge to improve operational efficiency.

The programmes were well-received, providing participants with actionable insights, skill development, and exposure to real-time practices. They also reinforced academia–industry collaboration and highlighted MITS’s role in continuous learning and professional growth.



☀ Departmental Activities & Events

🎨 Exhibition on Values – 7th January 2025

The Department of Management Studies, MITS Madanapalle, organized a vibrant Exhibition on Values with the participation of 60 students and faculty, under the guidance of Dr. K.V. Geetha Devi, HoD. The event aimed to promote the role of honesty, empathy, respect, and responsibility in academic, personal, and professional life. Students presented creative models, posters, and real-world illustrations, which were appreciated by dignitaries including Dr. Sremmant Basu (Dean – International Affairs), Dr. Kamal Basha (Vice Principal – Administration), and Dr. P. Ramanatham (Vice Principal – Academics). Their inspiring addresses highlighted the universal relevance of values in leadership and collaboration. The dignitaries and faculty praised the initiative, which not only encouraged reflective discussions but also strengthened the department's commitment to value-based management education.



📺 Workshop on Total Quality Management – 8th January 2025

The Department of Management Studies, MITS Madanapalle, organized a one-day workshop on “Effect of Total Quality Management on the Performance and Customer Satisfaction in the Airline Industry” on 8th January 2025. The session was led by Dr. G. Nagaraj, Professor, with Dr. S.B. Kalatage, Former Airport Station Manager, Air India–Saudi Arabia, as the resource person. Over 120 MBA students participated in the interactive workshop, which featured lectures, discussions, and Q&A sessions. Dr. Kalatage highlighted the importance of service quality attributes such as responsiveness, assurance, empathy, and reliability in enhancing customer satisfaction and loyalty. Real-world case studies from the airline industry added depth to the discussions. The initiative was well appreciated by faculty and students alike, reinforcing the department's commitment to providing practical, industry-relevant learning experiences.



Dr. S.B. Kalatage, Former Airport Station Manager, Air India–Saudi Arabia addressing the students

Hands-on Training on Tally – 7th to 9th January 2025

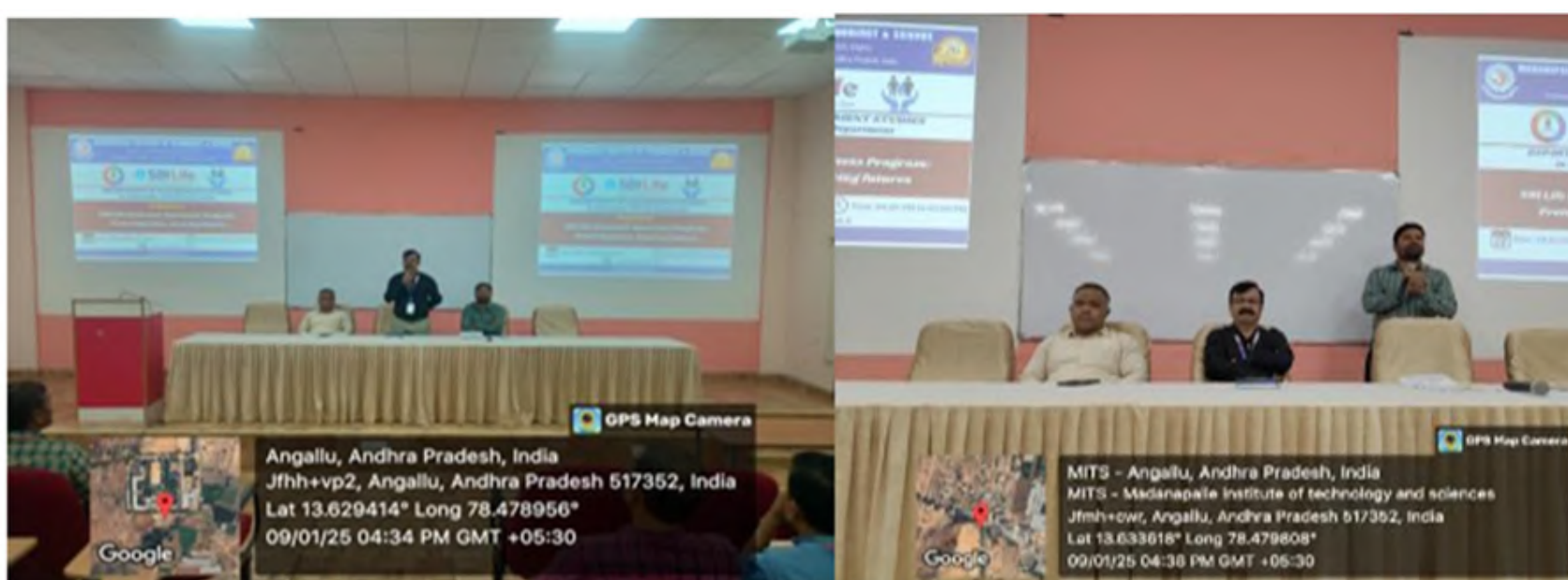
The Department of Management Studies, MITS Madanapalle, conducted a three-day hands-on training programme on “Tally” for II MBA Finance students, led by Mr. Shiva Naga Durga Prasad (Infra Pvt. Ltd., Hyderabad) and coordinated by Dr. K. Venkateswarlu, Assistant Professor. With 125 students actively participating, the programme bridged the gap between classroom concepts and real-world financial applications, enhancing employability and financial management skills. The sessions covered ledger creation, vouchers, inventory management, preparation of P&L and Balance Sheets, GST integration, data security, and customization of Tally. The training was inaugurated by Dr. K.V. Geetha Devi, HoD – MBA, who stressed the importance of practical expertise in accounting. The programme concluded with remarks from Mr. B. Praveen Kumar, Senior Training & Placement Officer, who praised the trainer’s interactive approach and the practical value of the sessions. Students gave highly positive feedback, appreciating the hands-on experience and reaffirming the department’s commitment to industry-aligned skill development.



Mr. Shiva Naga Durga Prasad from Infra Pvt. Ltd., Hyderabad addressing students

Awareness Programme on SBI Life Insurance – 9th January 2025

The Department of Management Studies, in collaboration with the HR Department, organized an awareness session on “Protecting Lives, Securing Futures” by SBI Life Insurance (Angallu Branch) at Seminar Hall A. Held on 9th January 2025, the programme educated teaching and non-teaching staff on the importance of life insurance and financial planning, with special focus on the SBI Life Smart Platina Plus policy. Opening remarks were given by Dr. Thouseef Ahamed, followed by Dr. R. Thulasiram Naidu, who emphasized financial literacy and staff well-being. The interactive session included policy insights, real-life examples, and a Q&A, and concluded with a vote of thanks by Miss Hari Priya, II MBA. Participants appreciated the session for its practical relevance to financial security.



Workshop on TQM in the Airline Industry – 9th January 2024

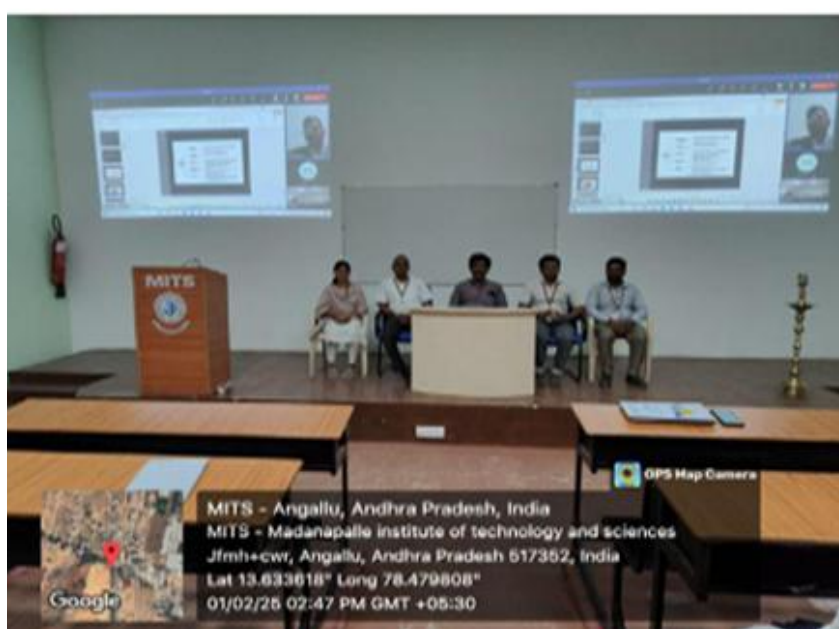
The Department of Management Studies organized a one-day workshop on “Impact of Total Quality Management on Performance and Customer Satisfaction in the Airline Industry” at KK Block, led by Dr. S.B. Kalatage, Former Airport Station Manager, Air India–Saudi Arabia, and coordinated by Dr. G. Nagaraj. The session highlighted how TQM practices—including responsiveness, assurance, empathy, tangibles, and reliability—enhance service delivery, efficiency, and customer loyalty in the competitive aviation sector. Through interactive discussions, Q&A, and case studies, students connected theory with real-world applications. Participants found the workshop engaging and industry-relevant, and Dr. Nagaraj thanked the speaker while reaffirming the department’s commitment to experiential learning.



Dr. S.B. Kalatage, Former Airport Station Manager, Air India–Saudi Arabia addressing the students

Guest Lecture on Leadership & NLP – 1st February 2025

The Department of Management Studies organized a guest lecture on “Amplifying Leadership Skills and Personality through Neurolinguistic Programming (NLP)” for MBA I Year students. The session, delivered by Dr. Vivek Deshwal, Assistant Professor, NIT Jalandhar, and coordinated by Dr. Akhilesh Kumar, introduced the NLP communication model, linking perceptions, emotions, and body language to leadership behavior. Dr. Deshwal also explained the Big Five Personality Traits and their connection to leadership styles such as transformational and democratic leadership. The session highlighted the role of self-awareness, emotional intelligence, and adaptability in effective leadership. Students engaged actively in the Q&A and appreciated the practical insights on applying NLP techniques for personal and professional growth. The lecture concluded with a vote of thanks by Dr. B. Rajesh Kumar.



📅 Hands-on Training on Advanced Excel – 6th February 2025

The Department of Management Studies organized a one-day training session on “Microsoft Excel – Advanced Level of Excelling”, conducted by Mr. Rajesh A.V, Senior Manager – Financial Modelling & Reporting, Wendo Corp, and coordinated by Dr. Akhilesh Kumar. The session strengthened students’ analytical and decision-making skills through practical demonstrations on data visualization, PivotCharts, slicers, conditional formatting, data validation, and financial modeling. Students also explored Excel’s applications in marketing analysis and supply chain planning. The workshop concluded with an interactive Q&A, followed by a vote of thanks from Dr. K.S. Krishna. Participants appreciated the session’s career relevance, while the department reaffirmed its focus on skill-oriented, industry-aligned learning.



Mr. Rajesh A.V engaging MBA students during the advanced Excel training session.

📅 Guest Lecture on Entrepreneurial Mindset – 11th February 2025

The Department of Management Studies, in association with the ED Cell, organized a guest lecture on “Entrepreneurial Mindset – Preparing Youth for Success”, delivered by Dr. Karthiya Banu and coordinated by Dr. K. Venkateswarlu. The session inspired students to view entrepreneurship as a viable career path, emphasizing traits such as creativity, adaptability, resilience, and risk-taking. Dr. Banu discussed real-world challenges faced by entrepreneurs—like financial limitations and competition—while also highlighting opportunities in the startup ecosystem including government support, funding, and incubation services. Case studies and success stories made the lecture highly engaging, with 102 students actively participating in discussions. Students found the session motivating and insightful, while Dr. Venkateswarlu thanked the speaker and reaffirmed the department’s commitment to entrepreneurial development and innovation.



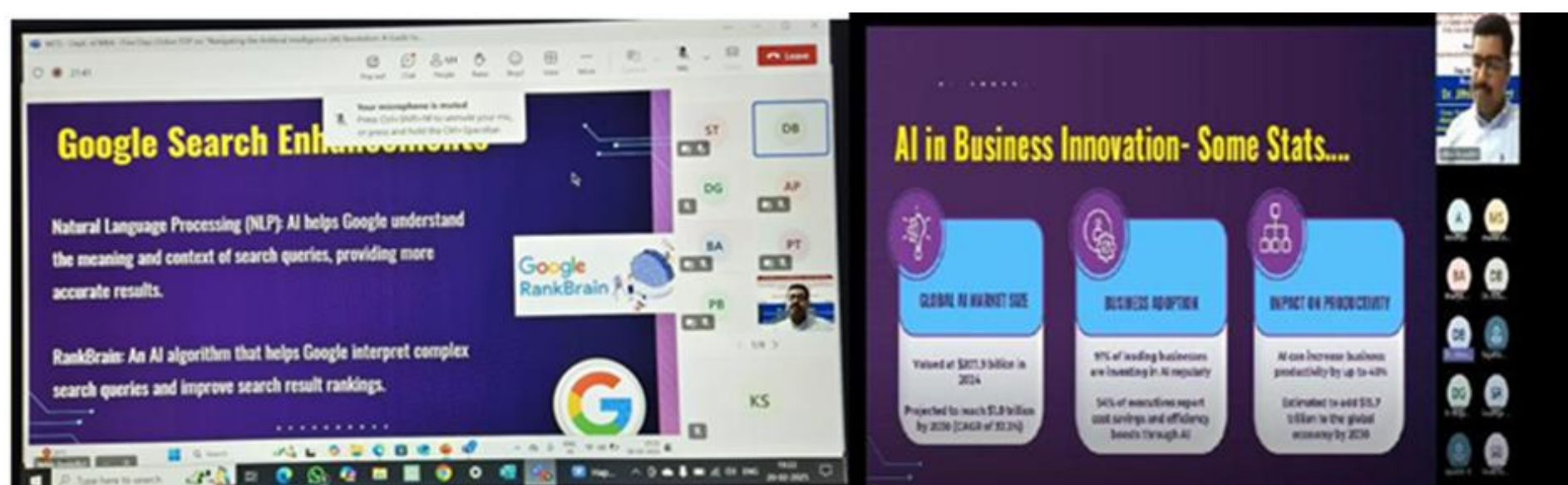
Dr. Karthiya Banu interacting with students during the session on entrepreneurial mindset.

🌟 Five-Day Online FDP on Artificial Intelligence – 17th to 21st February 2025

The Department of Management Studies organized a five-day Faculty Development Program (FDP) on “Navigating the AI Revolution: A Guide to Business Transformation and Innovation”, coordinated by Dr. G. Nagarajan. The FDP drew 299 participants from 17 states and abroad, including faculty, industry professionals, researchers, and students.

Sessions were led by eminent speakers from reputed institutions, covering topics such as AI applications in business, data science, transformation strategies, innovation success stories, and AI ethics & governance. Case discussions and real-world examples highlighted how AI drives automation, predictive analytics, and strategic integration.

The FDP concluded with a vote of thanks by Ms. K. Rishnika Sastry, II MBA, followed by certificate distribution. Participants praised the programme’s practical relevance and depth, making it a grand success and reaffirming the department’s commitment to cutting-edge, industry-aligned training.



🌟 National Workshop on Sustainability – 28th March 2025

The Department of Management Studies, in association with the Industry Institute Interaction Cell, organized a One-Day National Level Workshop on “Integrating Sustainability into Business Strategy: Challenges, Opportunities and Best Practices” under the Viksit Bharath-2047 initiative. Coordinated by Dr. G. Nagarajan, the workshop was led by Dr. Mahesh Pavan Sathavalli, Program Manager, WPP IT India, Bengaluru, who delivered four sessions on sustainability integration, CSR reporting, stakeholder engagement, and circular economy models, highlighting global best practices and practical strategies. The event, attended by 127 participants, featured interactive discussions and case studies, and concluded with a vote of thanks by Dr. Murugan V.G. Participants praised the workshop for its relevance and impact, expressing motivation to integrate sustainability into their academic and professional pursuits.



Guest Lecture on NEP 2020 – 3rd May 2025

The Department of Management Studies organized a guest lecture on “National Education Policy (NEP 2020)”, delivered by Dr. K. Sathesh, Associate Professor & IQAC Coordinator, and coordinated by Dr. E. Gnanaprasuna. The session, attended by 87 faculty members, provided an in-depth understanding of NEP 2020 and its impact on higher education, covering themes such as Institutional Autonomy, Flexible Curriculum Design, Outcome-Based Education (OBE), and the National Credit Framework (NCrF). Dr. Sathesh emphasized the integration of technology, governance reforms, and learner-centric approaches aligned with Sustainable Development Goals (SDGs), highlighting how NEP 2020 can transform India into a global education hub by fostering creativity, critical thinking, and career readiness. The event concluded with a vote of thanks by Dr. E. Gnanaprasuna, who acknowledged the resource person, faculty, and management for their support.



Dr. Sathesh engaging the faculty during the session on NEP 2020 reforms.

Alumni Interaction Session – 10th May 2025

The Department of Management Studies organized an Alumni Interaction Session to guide first-year MBA students on internships and specialization choices, featuring alumni Mr. Anil Dutt (Batch 2007–2009), Curriculum Lead at Rishi Valley Educational Center, and Mr. Ram Mohan Reddy (Batch 2014–2016). Coordinated by Dr. K. Venkateswarlu and welcomed by Dr. D. Pradeep Kumar, the session saw the participation of 65 MBA students and faculty members. The alumni shared insights on transitioning from MBA to corporate roles, the importance of internships, making a strong first impression, and selecting specializations based on strengths and goals. They also stressed the value of soft skills, communication, adaptability, and professional etiquette, while addressing student queries on placements, certifications, and workplace challenges. The interactive and informal format encouraged open dialogue, making the session highly practical and motivating. The event concluded with thanks from Dr. K.V. Geetha Devi, HoD, with faculty members Mr. B. Sreekanth and Dr. V.G. Murugan also joining the interaction.



Mr. Anil Dutt interacting with students during the alumni session on career readiness and specialization choices.

Workshop on Financial Wellness – 30th May 2025

The Department of Management Studies, in collaboration with ISTE, organized a workshop on “Financial Wellness – Building a Secure Future” for first-year MBA students on 30th May 2025, coordinated by Dr. K. Venkateswarlu. The session was led by Mr. Nanda Kumar P, Senior Regional Training Manager at Aditya Birla Capital, who emphasized that financial wellness goes beyond earning to include budgeting, saving, investing, and future planning. Students explored practical aspects of budget creation, savings habits, mutual funds, SIPs, and responsible credit usage, supported by interactive activities like quizzes, case discussions, and digital finance tools. With 95 participants, the workshop provided valuable insights into managing personal finances and empowered students to make informed financial decisions for a secure future.



Mr. Nanda Kumar P, Senior Regional Training Manager at Aditya Birla Capital addressing students

EXCELSIS-2K25 – National Level Management Meet – 12th June 2025

The Department of Management Studies organized EXCELSIS-2K25, a National Level Management Meet, on 12th June 2025 at the MITS auditorium. The event opened with a classical dance performance by Ms. Maneesha and Ms. Geethanjali, followed by a lamp-lighting ceremony in the presence of Chief Guest Mr. Aditya Ratan B. (CRM, Ethnus), Guest of Honour Mr. Vamsi (HR, Ethnus), dignitaries, and faculty. Mr. V. Venkata Rao, the coordinator, introduced six competitions—Young Manager, Business Quiz, Market Manthra, Market Makers, Prahezvara, and Paper Presentation—highlighting the role of such events in building leadership and holistic development. The Chief Guest and Guest of Honour encouraged students to strengthen soft skills, corporate readiness, and continuous learning. With 142 registrations from multiple institutions, the competitions showcased talent and teamwork, with winners from Emerald’s College, Mother Theresa Institute of Management, and MCV College. The event concluded with a valedictory ceremony, prize distribution, and a vote of thanks by Dr. Poonam Sahoo and Mr. Roja Kiran, marking the grand success of EXCELSIS-2K25.



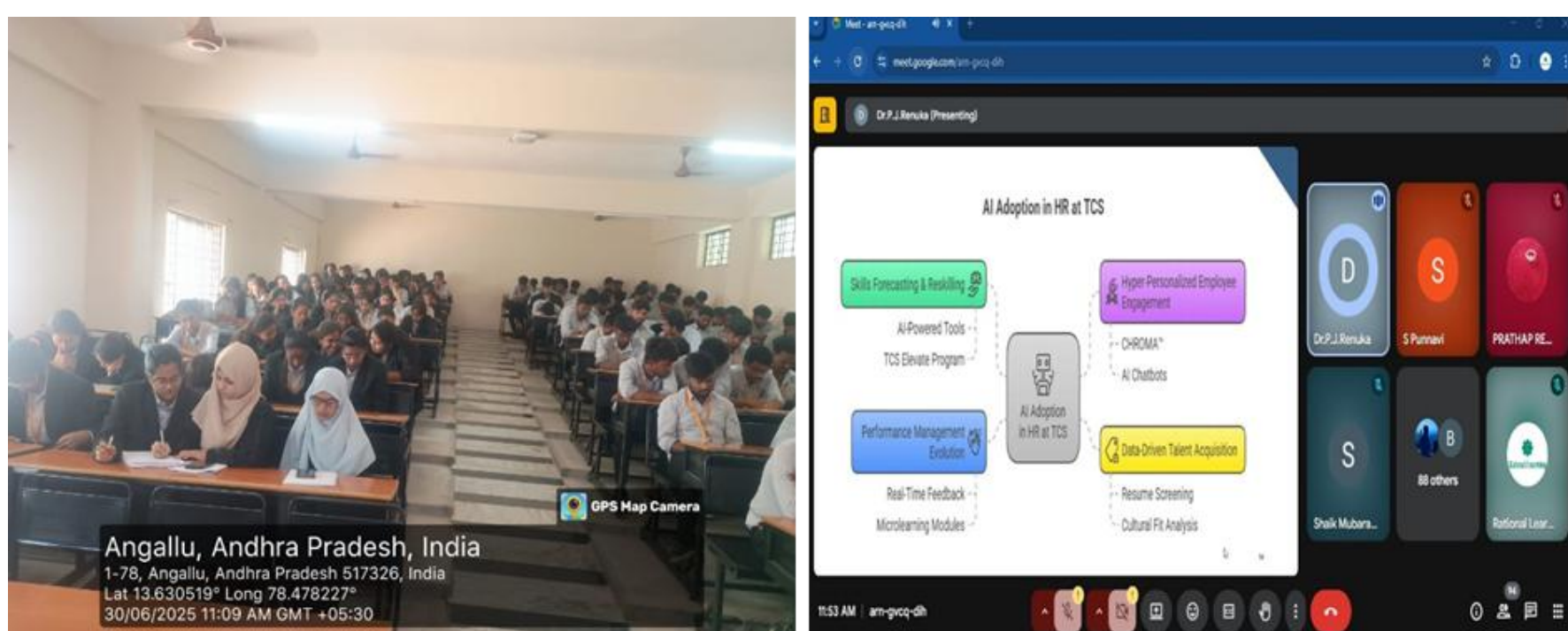
Yogandhra Initiative – 20th June 2025

As part of the state-wide Yogandhra initiative launched by the Government of Andhra Pradesh to promote physical fitness and mental well-being, MBA students of MITS actively participated in the program held at Horsley Hills on 20th June 2025. The event provided an enriching experience, fostering awareness about the importance of yoga and holistic health, while inspiring participants to adopt wellness practices for a balanced lifestyle.



Online Guest Lecture on Modern HR in AI-Driven Organisations – 30th June 2025

The Department of Management Studies organized an online guest lecture on “The Paradigm of Modern HR in AI-Driven Organisations” on 30th June 2025, delivered by Dr. P.J. Renuka, HOD-HR and Assistant Professor, DYDPDU Pune. The session was introduced by Dr. G. Thouseef Ahamed and saw the active participation of 160 MBA students. Dr. Renuka traced the evolution of HR from traditional models to AI-enabled HR (HR 3.0), emphasizing strategic functions such as talent management, employee well-being, learning & development, and reward systems, while also addressing emerging trends like the gig economy, hybrid work, and Gen Z in the workforce. Interactive activities like “Myths vs. Facts in HR” and an engaging Q&A enriched the session, giving students valuable insights into the role of analytics, adaptability, and innovation in shaping HR for the AI era. The event concluded with a vote of thanks by Miss Safiya, I MBA, appreciating the resource person, faculty, and management.



 PLACEMENTS

S.No	Company Name	No of Students Placed	CTC	Job Location
1	AAJ Enterprises Pvt Ltd	1	350000	Hyderabad
2	Ceasefire Industries Private Limited	3	377520	Hyderabad
3	Costaff Global Private Limited	5	200000	Madanapalle
4	Edu Station	10	360000	Bangalore
5	Enkonix Software Services Private Limited	2	400000	Bangalore
6	GlowLogics Solutions Pvt Ltd	2	520000	Bangalore
7	Grantley Edutech Private Limited	7	250000	Bangalore
8	Greentek India Ltd	8	300000	Bangalore
9	Growth Arrow Company	16	240000	Bangalore
10	ITC Limited	3	450000	Mahabubnagar
11	Kamineni Institute of Medical Sciences (KIMS)	1	590000	Hyderabad
12	ManpowerGroup Services India pvt ltd	19	277380	Chennai

S.No	Company Name	No of Students Placed	CTC	Job Location
13	Optculture	1	600000	Bangalore
14	Plasmid Innovation Private Ltd	7	400000	Bangalore
15	Policybazaar Insurance Brokers Private Limited	3	500000	Hyderabad
16	Pudami Kisan Mart	4	320000	Madanapalle
17	SBI General Insurance Company Limited	14	392400	Bangalore
18	SprintM Technologies Pvt Ltd	1	600000	Hyderabad
19	TCS	3	588000	Bangalore
20	Tech Mahindra	18	240000	Chennai
21	Wipro	2	263000	Bangalore
	Total Sudents Placed	130		

Management Ideas

The 80/20 Principle (Pareto Principle)

The core concept is that for many events, roughly 80% of the effects come from 20% of the causes. This principle, named after Italian economist Vilfredo Pareto, highlights the uneven distribution between inputs and outputs. It suggests that a small number of factors are usually responsible for the majority of results.

For example, in a business context, this might mean:

80% of your company's profits come from 20% of your customers.

80% of product defects originate from 20% of the production-line causes.

80% of your sales are generated by 20% of your sales team.

Why It's a Key Management Idea

The 80/20 Principle is a crucial tool for managers because it helps them focus their efforts where they will have the most impact. Instead of treating all tasks, customers, or problems as equally important, a manager can use this principle to identify and prioritize the vital few from the "trivial many."

By analyzing what the critical 20% is, a leader can allocate resources more effectively, solve problems faster, and significantly improve overall performance. It's a simple but profound way to work smarter, not just harder. 🧠

NEWS CORNER

మిట్స్ కళాశాలలో ఎగ్జిబిషన్

జేఎన్టీయూ జనవరి 7 (ఆంధ్రప్రదేశ్)

మదనపల్లె ఇన్స్టిట్యూట్ ఆఫ్ టెక్నాలజీ సైన్స్ నందు ఏం.బి.ఎ విద్యార్థులు ఎగ్జిబిషన్ ఆన్ వాల్యూ ఆను అంశం పై ఎగ్జిబిషన్ ను ఏర్పాటుచేసినారు. ఈ కార్యక్రమం లో విద్యార్థులు వివిధ అంశాలపై వివిధ విద్యార్థులు మరియు అధ్యాపకుల్లో నైతిక సూత్రాలు, జీవన నైపుణ్యాలు మరియు సామాజిక బాధ్యతను పెం పొందించే లక్ష్యంతో విలువపై ఎగ్జి బిషన్ ని ఆలో చింపజేసేలా నిర్వహించినట్లు కళా శాల ప్రిన్సిపాల్ డాక్టర్ సి. యువరాజ్ అన్నారు. ఈ ఎగ్జిబిషన్ లో వివిధ రకాల సృజనాత్మక ప్రదర్శనలు, పోస్టర్లు వ్యక్తిగత వృత్తి జీవితంలో విలువల ప్రాముఖ్యత ను నొక్కిచెప్పే ప్రాజెక్టులను విద్యార్థులు ఇందులో ప్రదర్శించారని ఆయన అన్నారు. విద్యార్థులలో సామాజిక నైపుణ్యం లో గల విలువలను పెంపొందించడానికి, వారిని బాధ్యతాయుతమైన వ్యక్తులుగా ప్రభావవంతమైన విషయాలను తీర్చిదిద్దడానికి ఈ ఎగ్జిబిషన్ ఆన్ వాల్యూ ఒక మంచి అవకాశం అని, సమగ్ర అభివృద్ధిని పెంపొందించడంలో ఇటువంటి సంఘటనలు చాలా ముఖ్యమైనవి అని ఆయన అన్నారు. ఈ కార్యక్రమంలో కళాశాల డీన్ ఇంటర్మీడియట్ శ్రీమంత బసు, వైస్ చైర్మన్ ప్రిన్సిపాల్ డాక్టర్ రామనాథన్, డాక్టర్ కమల్ బాషా, విభాగాధిపతి డాక్టర్ గీత దేవి పాల్గొన్నారు.



ప్రదర్శనలను తీలగిస్తున్న అధ్యాపకులు

దీనిని దానికీ, వారిని బాధ్యతాయుతమైన వ్యక్తులుగా ప్రభావవంతమైన విషయాలను తీర్చిదిద్దడానికి ఈ ఎగ్జిబిషన్ ఆన్ వాల్యూ ఒక మంచి అవకాశం అని, సమగ్ర అభివృద్ధిని పెంపొందించడంలో ఇటువంటి సంఘటనలు చాలా ముఖ్యమైనవి అని ఆయన అన్నారు. ఈ కార్యక్రమంలో కళాశాల డీన్ ఇంటర్మీడియట్ శ్రీమంత బసు, వైస్ చైర్మన్ ప్రిన్సిపాల్ డాక్టర్ రామనాథన్, డాక్టర్ కమల్ బాషా, విభాగాధిపతి డాక్టర్ గీత దేవి పాల్గొన్నారు.

సాక్షి

ఏఐ శక్తివంతమైన సాంకేతిక పరిజ్ఞానం



మాట్లాడుతున్న శ్రీకాంత్ అరిమాదిత్య

కురబలకోట: ప్రపంచ మంతటా ఇప్పుడు ఏఐ (ఆర్టిఫిషియల్ ఇంటెలిజెన్స్) గాలి వీస్తోందని, అత్యంత శక్తివంతమైన సాంకేతిక పరిజ్ఞానంగా అవతరిస్తోందని బెంగళూరులోని జార్జ్ ల్యాండ్స్ సీఈఓ శ్రీకాంత్ అరిమాదిత్య పేర్కొన్నారు. ఆంధ్ర మిట్స్ ఇంజనీరింగ్ కళాశాలలో నెక్స్ట్ న్యూ ఏఐ వెంచర్ స్టూడియోపై గురువారం జరిగిన అవగాహన సదస్సులో ఆయన మాట్లాడారు. ఎక్కడ చూసినా ఏఐ మాట వినిపిస్తోందన్నారు. వ్యవస్థలతో పాటు వ్యవసాయం, విద్య, వైద్యం, న్యాయం, పరిపాలన, ఉత్పాదకత, ఉద్యోగ అవకాశాలలో సత్తా చాటుతోందన్నారు. ప్రపంచ మంతటా అనేక ఏఐ వెంచర్ స్టూడియోలు అభివృద్ధి చెందుతున్నాయన్నారు. కొత్త స్టార్టప్ లను ప్రారంభించడం, పెట్టుబడులు సమీకరించడం, వ్యాపార అభివృద్ధిలో దోహదపడుతోందన్నారు. ఈ ఏడాదిని ఏఐ సంవత్సరంగా ఏఐ సీటీఈ కూడా ప్రకటించిందన్నారు. ఏఐతో సరికొత్త ప్రపంచం అవిష్కృతం కానుందన్న ధీమాను వ్యక్తం చేశారు.

మార్కెటింగ్ పై అవగాహన ఉంటేనే ఉపాధి

మదనపల్లె విద్య, న్యూస్ టుడే : విద్యార్థులు మార్కెటింగ్ రంగంపై అవగాహన పెంచుకుంటే ఉపాధి అవకాశాలు వెతుక్కుంటూ వస్తాయని బెంగళూరుకు చెందిన ఎత్తుస్ సంస్థ కస్టమర్ రిలేషన్ షిప్ మేనేజర్ బి.ఆదిత్య రతన్ అన్నారు. గురువారం మిట్స్ ఇంజనీరింగ్ కళాశాలలో డిపార్ట్ మెంట్ ఆఫ్ మేనేజ్ మెంట్ స్టడీస్ ఎగ్జిబిషన్-2కి 25 కార్యక్రమాన్ని నిర్వహించారు. కార్యక్రమానికి ముఖ్యఅతిథిగా వచ్చిన ఆయన మాట్లాడుతూ... వ్యాపార అభివృద్ధికి కస్టమర్ సంతృప్తి ఎంతో అవసరమన్నారు. కస్టమర్ తో దీర్ఘకాలిక సంబంధాలు ఏర్పాటు చేసుకోవడమే కస్టమర్ రిలేషన్ షిప్ మేనేజ్ మెంట్ లక్ష్యమన్నారు. నేటి పోటీ వ్యాపార ప్రపంచంలో కస్టమర్ రిలేషన్ డ్వారా సంస్థలు తమ కస్టమర్లకు మెరుగైన సేవలు అందించడమే కాకుండా వారి అభిరుచులకు, అవసరాలకు అనుకూలంగా వ్యాపారాన్ని చేయాల్సి ఉంటుందన్నారు. ప్రస్తుత మార్కెట్ రంగంలో విద్యార్థులు ఉద్యోగ అవకాశాలు పుష్కలంగా ఉన్నాయని క్రమశిక్షణతో కష్టపడి చదివితే భవిష్యత్తు ఉంటుందని అన్నారు. ఎంబీఏ గ్రాడ్యుయేషన్ పూర్తయిన వారికి బ్యాకింగ్, ఆర్థిక సేవలు, ప్రభుత్వరంగం, ఇన్సూరెన్స్ వంటి రంగాల్లో ఉద్యోగావకాశాలు ఉంటాయని విద్యార్థులు బాగా చదవాలని సూచించారు. కార్యక్రమంలో వైస్ చైర్మన్ ప్రిన్సిపల్ రామనాథన్, డాక్టర్ కల్పన విభాగాధిపతి డాక్టర్ గీతాదేవితో పాటు విద్యార్థులు పాల్గొన్నారు.



జ్యోతి వెలిగిస్తున్న ఆదిత్య రతన్, కళాశాల అధ్యాపకులు

PROGRAMS OFFERED

B.Tech

Civil Engineering (CIV)

Computer Science & Engineering (CSE)

Computer Science & Engineering (Artificial Intelligence) (CAI)

Computer Science & Engineering (AI & ML) (CML)

Computer Science & Engineering (Data Science) (CSD)

Computer Science & Engineering (Cyber Security) (CSC)

Computer Science & Engineering (IoT) (CST)

Computer Science & Technology (CST)

Electronics & Communication Engineering (ECE)

Electrical & Electronics Engineering (EEE)

Mechanical Engineering (MEC)

Management Programs (Eligibility: 10+2+3/4)

- Master of Business Administration (MBA)

Computer Applications Programs (Eligibility: 10+2+3)

- Master of Computer Applications (MCA)

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