

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE

(UGC -AUTONOMOUS INSTITUTION)

Madanapalle - 517325, Chittoor Dist., Andhra Pradesh



Department of Management Studies

NEWS LETTER - 2019

July 2019

Volume - 1 Edition - 2



"Education is the movement from
Darkness to Light".

www.mits.ac.in

Follow us:





NEWSLETTER
DEPARTMENT OF MANAGEMENT STUDIES NEWSLETTER
Message from Vice Principal-Academics

With immense pleasure, I welcome the new batch of MBA 1st Year to be a part of our Institution.

Management education is the backbone of every nation and is the stepping stone for a country to cut the niche of its kind in a developed nation. The tremendous recent changes in the current scenario present both challenges and opportunities in the management education. Our Institution has set specific objectives and planned activities for achieving excellence in all spheres of technical domains. The facilities and resources offered by Institution will enhance the skill sets of the students and will eventually translate their ideas into products or services for the effective growth of our Nation.

It gives me immense happiness to welcome all the students of post-graduate courses to Madanapalle Institute of Technology & Science (MITS). In fact, it gives me immense pride that our students receive the best quality education in our premises. This has become a reality by imparting very high standards of teaching & learning practices and researches. A strong focus is laid on high order skills, fostering positive relationships among all.

MITS ensures that the students prove themselves to be not only well-qualified managers but also responsible and ideal citizens of our country. It is a real pleasure and a moment of pride for us to hear from our alumni who are now working with multi-national companies in a vast array of jobs and situations around the world. Some of them are pursuing their higher studies at leading universities as well.

I wish you a very happy and academically rewarding student life in MITS and hope that your good deeds will enhance the pride and prestige of our Institution.

Best of luck for all your future endeavours!

Date-1st July 2019

Dr. P.Ramanathan
Vice Principal - Academics
Madanapalle Institute of Technology & Science
Madanapalle - 517 325, A.P.

Faculty Achievements

We are happy to share the faculty Achievers of NPTEL

S.no.	Name of the faculty	Course	Year	Grade
1	Dr. Md. Mujahed Ali	Financial statement analysis and reporting	2018-19	Elite + Silver
2	Dr. G. Mahendar	Marketing research and Analysis – II	2018-19	Elite
3	Dr. R. Varadarajan	Supply Chain Analytics	2018-19	Elite
4	Dr. G. Somasekhar	Foundation Course in managerial economics	2018-19	Elite

Students' Achievements

We are happy to share the students Achievers of NPTEL

Academic Year 2018-19 Online Platform- NPTEL

Sr. no	Subject Name	Number of
1	Consumer Behaviour	41
2	Enhancing Soft Skills and Personality	03
3	Financial statement analysis and reporting	117
4	Principles of Human resource management	17
5	Marketing management II	01
6	Marketing management I	142
7	Developing soft Skills and Personality	15
8	Introduction to operations research	02
9	E- Business	01
10	Working Capital Management	04
11	Consumer Behaviour	01
12	Enhancing Soft Skills for Personality	10
13	Financial institutions and markets	73
14	Financial statement analysis and reporting	02
15	Global Marketing	103
16	Marketing management II	01
17	Sales and distribution management	04
18	Soft Skills for business negotiations and Marketing	01
19	Developing soft Skills and Personality	01
20	Service marketing: A practical approach	01
21	Principles of Human resource management	01
22	Foundation course in Managerial economics	01

We are happy to share the students' publications

PUBLICATIONS						
S.No	NAME	REG.NO	TITLE	NAME OF THE JOURNAL	MONTH& YEAR	ISSN No.
1	Vinay Kumar Reddy	17691E00L7	A Study on consumer buying behaviour on fairness cream with reference to HUL	International Journal Of Management, Technology And Engineering	May-19	2249-7455
2	K.Nageswar Reddy	18691E0099	Social energy entrepreneurship for socio-economic empowerment of Indian rural	Research Review Journals	May-19	2455-3085

Below table representing student achievement in UGC-NET

S. No	Name of the Students	Roll No.	Achievement
1	M.Sai Ravali	16691E00C8	Cleared UGC-NET in june, 2019

The following is the list of student participations in various National and International conferences/seminars held during the academic year 2018-2019:

Students Participation			
S.No	Name of the Students	Roll no	Name of the Conference
1	S.NAYEEM BASHA	18691E00A8	Participated in CERE 2019 conference on "Adoption of Smart Devices Among the Millenials" held during May 03-05,2019
2	MAHALAKSHMI.R	18691E0080	Participated in International Conference " Issues and challenges for sustainability in the VUCA WORLD" held on 12th April 2019
3	NETHRA.A	18961E00A9	Participated in International Conference " Issues and challenges for sustainability in the VUCA WORLD" held on 12th April 2019
4	M.MEHAR SRESHTA	18691E0086	Participated in International Conference " Issues and challenges for sustainability in the VUCA WORLD" held on 12th April 2019
5	K.NAGESWAR REDDY	18691E0099	Participated in Two day National seminar on Socio- Economic Transition of women through Entrepreneurship problems & prospects on March 08-09 2019

Placement

Placement Statistics 2017-19 Batch

SI No	Name of the Company	No of Offers	CTC in Lakhs
1	HDFC Bank	20	3.15
2	Indus Ind Bank	8	3.28
3	FR8 Logistics	1	1.8
4	Cease Fire Industries Ltd	6	4.25
5	Angel Broking Ltd	39	3
6	Fame Technologies	2	2
7	MY Tax Filer	14	2.4
8	Sangeetha Mobiles Ltd	26	2.2
9	Mahindra Holidays Ltd	1	5.5
10	LOBB	3	2.4
11	Muthoot Finance Ltd	17	2.8
12	Kotak Mahindra Bank	4	3.5
13	Now Floats	21	4
14	Berger Paints Ltd	1	6.9
15	H D F C Securities Ltd	20	2.1

16	Club Mahindra	9	2.15
17	V Trans	11	2.4
18	Health & Glow	7	2.1
19	Muthoot Precious Metals Ltd	3	3.2
20	MovingDneedle	10	2.82

We are happy to share the students' publications

PUBLICATIONS						
S.No.	NAME	REG.NO	TITLE	NAME OF THE JOURNAL	MONTH & YEAR	ISSN No.
1	Vinay Kumar Reddy	17691E00L7	A Study on consumer buying behaviour on fairness cream with reference to HUL products ltd	International Journal Of Management, Technology And Engineering	May-19	2249-7455
2	K.Nageswar Reddy	18691E0099	Social energy entrepreneurship for socio-economic empowerment of Indian rural women	Research Review Journals	May-19	2455-3085

We welcome following new faculty members in the Department:

Name of the Faculty Member	Degree(highest degree)	University	Date of Joining the Institution
Dr.Muhammed Shafi	Ph.D	NIT,Warangal	19-06-2019

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.



AICTE APPROVED
INSTITUTE



NATIONAL BOARD
OF ACCREDITATION
CSE, ECE, EEE, MECH & MBA



ज्ञान-विज्ञान विभूषण
UGC 2(f) & 12(B)



Permanent Affiliation
from JNTUA



Accredited By NAAC



ISO 9001:2015
Certified

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

Madanapalle Institute of Technology & Science

UGC-Autonomous

Madanapalle – 517325, Chittoor Dist, Andhra Pradesh, India.

Ph: 08571 – 280255, 280706, Fax: 280433

Email : admissions@mits.ac.in

For Admissions :

+91 9052077747 / 8008570678 / 8008570076 / 9100601116

For International Admissions :

+91-9100907-314/315/ +977-9827179466



126 km from Bangalore International Airport
131 km from Tirupathi International Airport
258 km from Chennai International Airport

