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MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE

(UGC-AUTONOMOUS INSTITUTION)

Madanapalle-517325, Annamayya Dist., Andhra Pradesh



Department of Management Studies

Newsletter – 2023

VOLUME : 5

EDITION: 2

JULY 2023



**“Leadership is unlocking people’s potential to
become better.” – Bill Bradley**

NEWSLETTER
DEPARTMENT OF MANAGEMENT STUDIES NEWSLETTER
MESSAGE FROM



Dr. R. THULASIRAM NAIDU,
Advisor - R&D & Consultancy,
Madanapalle Institute of Technology & Science,
Madanapalle

Education is learning a skill to lead life and forming one's personality. I can boldly say that, you have excelled in every initiative that you undertook and stood together in facing the challenges in realizing the quality education. You focused on discovering, developing and drawing out the hidden talents of all your students. With Academics and Co-curricular activities, you are creating an environment for Future Leaders, Entrepreneurs and Professionals on one side and with your spirit you are making students not only good but brilliant human beings on the other. Wishing you all the very Best.

Date: 01.07.2023

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 2023. The Department of Management Studies has received a total of 24 certifications, showcasing our commitment to academic excellence and continuous learning.

Certification Level	Number of Certifications
Elite Plus Gold	1
Elite Plus Silver	5
Successfully Completed Elite and other Grades	17

Furthermore, our esteemed faculty members have also garnered noteworthy certifications. Dr. Preeti Takur has emerged as a top performer, securing the highly coveted Topper and Elite certifications. This recognition speaks volumes about Dr. Preeti Takur's expertise and dedication to her field of study

We are equally thrilled to celebrate the achievement of Dr. Prem Knowles S, who has obtained the Elite Plus Gold certification in Business Analytics for Management Decisions. Dr. Prem Knowles' expertise in this field is commendable, and this certification further reinforces his profound knowledge and skills

Additionally, we applaud Dr. D. Pradeep Kumar for his accomplishment of securing the Elite Plus Silver certification in the Organisational Design Change and Transformation course. This achievement reflects Dr. Pradeep Kumar's commitment to staying abreast of contemporary trends in organizational management.

Mr. V. Venkata Rao has displayed exceptional proficiency in Financial Accounting, earning the esteemed Elite Plus Silver certification. His expertise in this field is highly commendable, and we applaud his dedication to mastering the intricacies of financial management.

In addition to the remarkable achievements mentioned, we are delighted to acknowledge the accomplishments of several other faculty members in the Department of Management Studies. Their dedication and commitment to continuous learning have been recognized through their successful completion of various NPTEL Swayam courses, and extend our congratulations to the following faculty members for their successful completion of NPTEL Swayam courses:

Mr. B. Sreekanth has demonstrated his commitment to professional development by successfully completing NPTEL course. His dedication to enhancing his knowledge base will undoubtedly contribute to his teaching and mentoring capabilities.

Dr. K.S. Krishna's completion of an NPTEL, we appreciate his commitment to academic growth.

Dr. K.V. Geetha Devi's successful completion of an NPTEL course reflects her enthusiasm for expanding her knowledge horizons

Dr. Saira Khatoon's completion of an NPTEL course is evidence of her continuous pursuit of excellence.

Dr. V.G. Murugan's successful completion of an NPTEL course demonstrates his commitment to staying abreast of emerging concepts and methodologies.

These remarkable successes are a testament to the dedication and hard work exhibited by our students and faculty members. We extend our warmest congratulations to all the recipients of the NPTEL certifications and express our gratitude for their unwavering commitment to academic excellence.

The Department of Management Studies is proud to have such exceptional talent within our ranks, and we look forward to more achievements and milestones in the future.

We are proud to highlight the outstanding achievements of our students. Three of our exceptional students, Shaikh Mohammad Sania, Laya Bandaru, and Digivinti Parimala, have been awarded the prestigious Elite Plus Silver certification in the International Marketing course. Their dedication and hard work have truly paid off, and we congratulate them on this remarkable accomplishment.

S. No	Student Name	NPTEL Certificate Course Name
1	Nallambhavani	Marketing Management-II
2	Dadem Bhaskar	Marketing Management-II
3	Syed Javeed Hussain	Marketing Management-II
4	M Suleman	International Marketing
5	Shaik Althaf	International Marketing
6	Shaik Noor Mohammad	International Marketing
7	Shaik Mohammad Saniya	International Marketing
8	Laya Bandaru	International Marketing
9	Eranna Gari Mounika	International Marketing
10	Digivinti Parimala	International Marketing

11	D Srikania	Sales and Distribution Management
12	Shaik Shaziya	Supply Chain Analytics
13	Peetla Vishnu	Supply Chain Analytics
14	Avvagari Deepthi	Leadership and Team Effectiveness
15	Sali Hemalatha	International Marketing
16	Bandarla Reddy Bhavagna Mitra	Consumer Behaviour
17	Shaik Kowsar Nigar	Consumer Behaviour



FACULTY ATTENDED WORKSHOP, FDP AND CONFERENCE

1. Dr. V.G.Murugan, Assistant Professor, Department of Management Studies attended Professional Development Programme on “Data Analytics and Visualization” held on 23.01.2023 to 28.01.2023 at National Institute of Technical Teachers Training and Research, Chennai.
2. Dr. Prem Knowles S, Assistant Professor, Department of Management Studies attended Faculty Development Programme on “HR Analytics from basic to Advanced” held on 27.2.2023 to 08.03.2023 at Swasthik Consultancy.
3. Dr. Prem Knowles S, Assistant Professor, Department of Management Studies attended Faculty Development Programme on “Business Analytics for Management Decision” held on Jan 2023 to Jan 2023 at NPTEL.
4. Dr. Prem Knowles S, Assistant Professor, Department of Management Studies attended Government certification Programme on “How to start your own business” held on 6th,7th,13th,14th May 2023
5. Dr. Prem Knowles S, Assistant Professor, Department of Management Studies attended Professional Development Programme on “Data Analytics and Visualization” held on 23.01.2023 to 28.01.2023 at National Institute of Technical Teachers Training and Research, Chennai.
6. Dr. Preeti Thakur, Assistant Professor, Department of Management Studies attended and published an article on “Influencer Marketing as a Cost-Effective Strategy for Product Promotion” in edited book named Sustainable Business Practices: Trends and Challenges, CORVETTE PRESS, published in March 2023, ISBN: 978-93-91385-32-3, Pg. No. 185-194
7. Dr. Preeti Thakur Assistant Professor, Department of Management Studies attended National Conference on Sustainable Business Practices In The New Normal/Growth Prospects and Challenges of Herbal Personal Care Industry conducted by Maharaja Agrasen University (MAU), Baddi on March 17-18, 2023
8. Dr. Preeti Thakur, Assistant Professor, Department of Management Studies attended “International Conference on Evidence Based Management (ICEBM 2023)/Social Media Influencer as a Winning Strategy for Influencing Purchasing Decision of Teenage Segment” conducted by Birla Institute of Technology and Science (BITS) Pilani on February 24-25, 2023
9. Dr. Prem Knowles S, Assistant Professor, Department of Management Studies successfully completed Training on “Start Your Own Business” organized by Ministry of Micro, Small and Medium Enterprises, Government of Indian on 6th, 7th, 20th and 21st May 2023 at MSME Technology Development Centre-Chennai.



FACULTY RESEARCH PUBLICATION

1. Mrs. S.Sujatha, Assistant Professor, Department of Management Studies published a research paper on “Customer satisfaction drivers for software products with respect to Service support implications in Bangalore” in Semiconductor Optoelectronics, Scopus journal, ISSN No.5868, Jan-23, Pg No. 92-98.
2. Dr.Prem Knowles S, Assistant Professor, Department of Management Studies published a research paper on “The Role Of Knowledge Management In HR Activities Within Organization” in European Economic Letters, ABDC Journal, ISSN No. 2323-5233,Jan-23, Pg. No. 182-189
3. Dr. K.V. Geetha Devi, Assistant Professor, Department of Management Studies published a research paper on “Relationship between Macroeconomic Variables and Stock Market Index: A Comparative Study Between India and the United Kingdom” in International Journal for Multidisciplinary Research, An International Open Access Peer Reviewed Journal, E-ISSN No.: 2582-2160, Vol.-5, Issue-3, May-June 2023.
4. Dr. K.V. Geetha Devi, Assistant Professor, Department of Management Studies published a research paper on “Green Banking A Road Map Towards Growth And Sustainable Development with Special Reference to Rayalaseema Region” in TIJER- International Research Journal, An International Open Access Peer Reviewed Journal, ISSN No. 2349-9249, Vol.10, Issue:6, June 2023.
5. Dr. K.V. Geetha NDevi, Assistant Professor, Department of Management Studies published a research paper on “Flows of Foreign Institutional Investments on the Indian Stock Market” in International Journal of Novel Research and Development, An International Open Access Peer Reviewed Journal, ISSN No. 2456-4184, Vol.8, Issue: 6, June 2023, Pg. No. 131.
6. Dr. K.V. Geetha Devi, Assistant Professor, Department of Management Studies published a research paper on “A Study on Indian Commodity Market with Special Reference to Agriculture Commodities” in The International Journal of Analytical and Experimental Modal Analysis, ISSN No. 0886-9367, Vol.XV, Issue: VI, June 2023, Pg. No.:761-776.
7. Dr. K.V. Geetha Devi, Assistant Professor, Department of Management Studies published a research paper on “A Panel Data Analysis of Gold Prices and GDP in NSE and SSE” in Journal of Emerging Technologies and Innovative Research, An International Scholarly Indexed Journal, ISSN No. 2349-5162, Vol. 10, Issue: 6, June 2023.



FACULTY EDITOR/BOOK/BOOK CHAPTER/CONFERENCE

1. Mr. V. Venkata Rao, Assistant Professor, Department of Management Studies published an article titled "Time Value of Money" in Edited book named 'Recent Trends In Management', published in January 2023, ISBN: 978-93-95944-13-7, Pg No. 69 -76
2. Dr. K.S. Krishna, K. S., & Mr. B. Sreekanth published a new book chapter titled "Public Sensitivity towards Online Food Delivery Services with Reference to Swiggy & Zomato." Published 2023, this chapter is part of the book "Recent Trends in Management" Paramount Publishing House. ISBN: 9789395944137, Pg.No.79.
3. Dr.Preeti Thakur Assistant Professor, Department of Management Studies published an article on "Growth Prospects and Challenges of Herbal Personal Care Industry" in edited book named Sustainable Business Practices: Trends and Challenges, Corvette Press, published in March 2023, ISBN: 978-93-91385-32-3, Pg. No. 155-161
4. Dr.Preeti Thakur Assistant Professor, Department of Management Studies published an article on "Social Media Influencer as a Winning Strategy for Influencing Purchasing Decision of Teenage Segment" in edited book named 'Evidence Based Management Practices in Business', Taylor & Francis Group, published in March 2023, ISBN: 978-1-032-54216-4, Pg. No. 284-291
5. Dr. K.V. Geetha Devi, Assistant Professor, Department of Management Studies published a chapter on "Impact of Covid-19 on individual investment strategies" in the book on Recent Trends in Management on Jan,2023, 978-93-95944-13-7, Pg No. 54-61
6. Mr. B. Sreekanth et.al published a paper titled "Ambidextrous AI-based Time Series Data Clustering with Amplitude-based and Shape-based Distances - Case Study of Indian Companies' Growth Pattern of Market Capital Values" was presented in the EPEAI conference on March 6-7, 2023 at Ruhr West University of Applied Science (HRW) in Mülheim an der Ruhr, Germany.
7. The Department of Management Studies has published a compiled book titled "A Collection of Management Perspectives 2020-2021" on 24.01.2023. It is a collection of research articles published by the faculty of Management Studies during the academic year 2020-2021. The Head of the Department released the book and appreciated the esteemed work of the compiler Dr. Prem Knowles S, Assistant Professor and Dr. K.V. Geetha Devi, Assistant Professor.



“A Collection of Management Perspectives 2020-2021” compiled book released by Dean- Administration and International Relations and Head of the Department Dr. Sremmant Basu on 24.01.2023. Dr. Prem Knowles S, AIMA Co-ordinator, Mr. V.Kathikeyan, Placement Officer and Mr.B. Sreekant, NBA Co-ordinator

INSTITUTIONAL MEMBERSHIP

The Department of Management Studies, Madanapalle Institute of Technology and Science became the Institutional Membership with All India Management Association (AIMA) and associated with the local chapter of Bangalore Management Association (BMA) for the professional development of faculty and students.



Dean-Administration and International Relations and Head of the Department Dr. Sremmant Basu Received the AIMA Institutional Membership Certificate in presence of Dr. Prem Knowles S, AIMA Co-ordinator, Mr. V.Kathikeyan, Placement Officer and Mr.B. Sreekant, NBA Co-ordinator



NEW FACULTY JOINING

S.No	Faculty Name	Designation	Date of Joining
1	Mr.S.Muthukumar	Assistant Professor	01.05.2023

STUDENTS CORNER

1. Exhibition on “Cultural Perspectives of India” Conducted by I year I Sem MBA batch of 2022-24 students on 04 Feb, 2023



Visitors at Exhibition on “Cultural Perspectives of India”

2. Exhibition on “Stress & its Impact on Life” Conducted by I year I Sem MBA batch of 2022-24 students on 15.02.2023.

3. Exhibition on “Design Thinking – Innovative Ideas” conducted by I Year I Sem MBA batch of 2022-24 students on 03.03.2023



Inauguration of Exhibition and Speech by Dr. C. Yuvaraj, Principal and Dr. R. Thulasiram Naidu Advisor- R&D and Consultancy along with Department Faculty members



First Year MBA Students demonstrating the concepts to Guests in the Exhibition

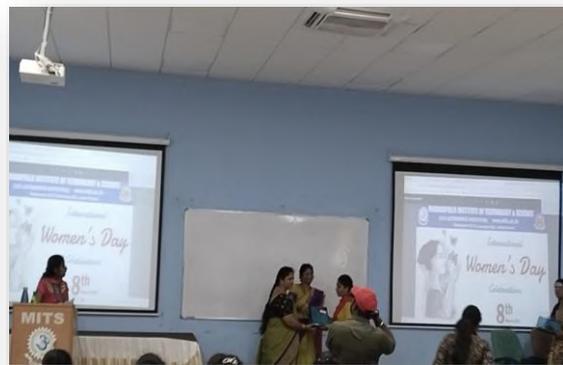


First Year MBA Students demonstrating concepts to Guests in the Exhibition

STUDENTS' ACHIEVEMENTS



Ms. Annam Shreya, First Year MBA Student won the Fashionista- Western Competition held on 12 & 13 May 2023 at Madanapalle Institute of Technology and Science



Ms. Sandhya Reddy Tamatam, First MBA Student, won the Prize in Drawing Competition conducted during Women Day Celebration on 8th March 2023 at Madanapalle Institute of Technology and Science

STUDENTS' ACHIEVEMENTS – CONFERENCE PARTICIPATED

S. No	Student Name	Class	Event	Title of the Event	Organizer	Date of Event
1.	Mr. Mohmad Sheik Siddiq	II MBA Student	International Conference	“Digital transformation in business and commerce”	Kristu Jayanti College, Bengaluru	March, 2023
2.	Mr. Mahaboob Basha	II MBA Student	International Conference	“Digital transformation in business and commerce”	Kristu Jayanti College, Bengaluru	March, 2023
3.	Mr. Mahidhar G	II MBA Student	International Conference	“Digital transformation in business and commerce”	Kristu Jayanti College, Bengaluru	March, 2023
4.	Mr. Anil kumar	II MBA Student	International Conference	“Digital transformation	Kristu Jayanti	March, 2023

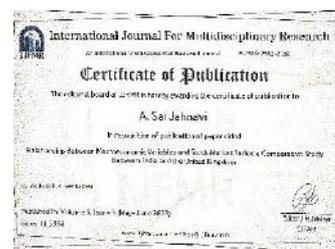
				in business and commerce”	College, Bengaluru	
5.	Ms. Kakumani Monikalakshmi	II MBA Student	International Conference	“Digital transformation in business and commerce”	Kristu Jayanti College, Bengaluru	March, 2023
6.	Mr. Guna Sekhar Reddy	II MBA Student	International Conference	“Digital transformation in business and commerce”	Kristu Jayanti College, Bengaluru	March, 2023
7.	Ms. Likitha	II MBA Student	International Conference	“Digital transformation in business and commerce”	Kristu Jayanti College, Bengaluru	March, 2023

STUDENTS’ ACHIEVEMENTS - CONFERENCE PRESENTED

S. No	Student Name	Class	Title of the Paper	Title of the Event	Organizer	Date of Event
1.	Ms. Nagari Sravani	II Year	Impact of employee engagement and Employee Loyalty on employee performance in BSNL	International Conference on Innovation and Technology, Agriculture, Management and Social Science	Institute of Management, Bhubaneswar	March,2023
2.	Ms. MediKurthi Latha	I Year	Food and Business	International Conference on Nutrition and Health education	Annamalai University	February, 2023
3.	Ms. Shaik Limra Nazera	I Year	Mobile phones and Health effects	International Conference on Nutrition and Health education	Annamalai University	February, 2023
4.	Mr. Shaik Sameer Ali	I Year	Lifestyle and Health	International Conference on Nutrition and Health Education	Annamalai University	February, 2023
5.	Ms. Nouheera P	II Year	Nutrition and Covid 19	International Conference on Nutrition and Health Education	Annamalai University	February, 2023

STUDENTS' PUBLICATIONS

1. Ms. A. Sai Jahnvi, II MBA Student, published a research paper on “Relationship between Macroeconomic Variables and Stock Market Index: A Comparative Study Between India and the United Kingdom” in International Journal for Multidisciplinary Research, an international open access peer reviewed journal, E-ISSN No. 2582-2160, Vol.-5, Issue-3, May-June 2023.



2. Ms.Y. Reddy Kumari, II MBA Student, published a research paper on “Green Banking A Road Map Towards Growth And Sustainable Development with Special Reference ,to Rayalaseema Region” in TIJER- International Research Journal, an international open access peer reviewed journal, ISSN No. 2349-9249, Vol.10, Issue:6, June 2023.



3. Mr. Javid Khan, II MBA Student published a research paper on “Flows of Foreign Institutional Investments on the Indian Stock Market” in International Journal of Novel Research and Development, an international open access peer reviewed journal, ISSN No. 2456-4184, Vol.8, Issue: 6, June 2023, Pg. No. d131.

4. Mr. N. Geethanada Reddy, II MBA student, published a research paper on “A Study on Indian Commodity Market with Special Reference to Agriculture Commodities” in The International Journal of Analytical and Experimental Modal Analysis, ISSN No. 0886-9367, Vol. XV, Issue: VI, June 2023, Pg. No.761-776.

5. Ms. Gutti Harshitha, II MBA student, published a research paper on “A Panel Data Analysis of Gold Prices and GDP in NSE and SSE” in Journal of Emerging Technologies and Innovative Research, an international scholarly indexed journal, ISSN No. 2349-5162, Vol. 10, Issue: 6, June 2023



EVENT PARTICIPATION BY STUDENTS

1. Mr.Shaik Mohammad Jaheer of I MBA participated in events of Squid, Code Hunt, Pseudo Quiz and Tech With Fun of One Day National Level Technical Symposium INVICTA 2K23 organized by Department of Computer Science and Technology on 1st April 2023 at Madanapalle Institute of Technology and Science, Madanapalle.



2. Mr.Syed Noor Mohammed of I MBA participated in the events of Three Level Game, Squid and Code Hunt of One Day National Level Technical Symposium INVICTA 2K23 organized by Department of Computer Science and Technology on 1st April 2023 at Madanapalle Institute of Technology and Science, Madanapalle.



3. Ms. Nagari Sravani, II Year MBA Student, participated in the Case Study Competition organised by Aligarh Muslim University on December- 2022.

- Mr. Shaik Mohammad Jaheer of I MBA successfully completed the online non-credit professional certificate program on “Google Data Analytics” on 10th December 2022 (offered by Coursera)



- Mr. Syed Noor Mohammed of I MBA successfully completed the online non-credit professional certificate program on “Google Data Analytics” on 10th December 2022 (offered by Coursera)



- Ms. Y Navaneetha of I MBA successfully completed the online non-credit professional certificate program offered by Coursera on “Google Finance Data Analyst Professional Certificate”.



- Ms. Y Navaneetha of I MBA participated and successfully completed MITS Psychometric Assessment Test 2023 on 22.01.2023 conducted by Madanapalle Institute of Technology and Science, Madanapalle.



8. Mr. S. Mohammad Thasir of I MBA participated and successfully completed MITS Psychometric Assessment Test 2023 on 04.01.2023 conducted by Madanapalle Institute of Technology and Science, Madanapalle



9. Ms. K. Krishna Priya of I MBA participated and successfully completed MITS Psychometric Assessment Test 2023 on 22.01.2023 conducted by Madanapalle Institute of Technology and Science, Madanapalle.



10. Eighty students of First Year MBA have participated in One Week Workshop on “Research Paper writing, Proposal Drafting and Patenting Strategies” organized by Department of Computer Science and Technology, Madanapalle Institute of Science and Technology from 22.05.2023 to 27.05.2023



11. Mr. S. Mohammad Thasir of I MBA participated in a Webinar on topic “Entrepreneurship Challenges in 21st Century” organized by the Department of Management Studies and Entrepreneurship Development Cell, Mandanapalle Institute of Science and Technology on 10.02.2023



ENTREPRENEURSHIP DEVELOPMENT CELL

1. Confederation of Indian Industry (CII) organized the SR Social Enterprise Competitions for College Students of South India to encourage and promote the spirit of Social Entrepreneurship among youth. The students of Department of Management Studies participated in the competition and the business ideas of six teams has been shortlisted for the final round

Shortlisted Team list of CII – SR Social Enterprise Competition

S.No	Venture Name/Business idea	Team Members	Department	Institution
1	S.S. FEED MANUFACTURERS	G. Siva kumar (Roll no. 21691E00G3) M.G. Sharath kumar (Roll no. 21691E00F9) Reddy kumari (Roll no. 21691E00B6)	M.B.A.	Madanapalle Institute of Technology & Science
2	PRODUCTION OF MILLET BISCUITS	K. .Nawaz(21691E00(5) T. Mounipriya(21691E0083) B.Suma (21691E00H7) V.Srilatha(21691E00H4)	M.B.A.	Madanapalle Institute of Technology & Science
3	ESTABLISHING ORGANIC FOOD STORE	G. Jaswanth Sainath (21691E0043) K. Hemanth Kumar (21691E0037) G. Raja Reddy (21691E0040) M. Javid khan (21691E0042) P. Jaya Sai (21691E0044)	M.B.A.	Madanapalle Institute of Technology & Science
4	S.T. TOMATO POWDER	N. Sravani (Roll no. 21691E00G8) S. Tajul Ameen (Roll no. 21691E00F6) K. Siva Prasad (Roll no. 21691E00G4) K. Siva Parvathi (Roll no. 21691E00G5)	M.B.A.	Madanapalle Institute of Technology & Science
5	VASTRA HANDLOOM SILK SAREES	Y.Manoj (Roll.No.21691E00E2)	M.B.A.	Madanapalle Institute of

		G. Naveen Kumar (Roll.no.21691E00J8) D. Saddam Hussain (Roll.no. 21691E00C0)		Technology & Science
6	Moving Library	M.Radha (21691E00B0) B.Sai Harish (21691E00C3) G.S.Sandeep Reddy (21691E00C7) P.Sai Ganesh (21691E00C2) P.Pushpanjali (21691E00A9)	M.B.A.	Madanapalle Institute of Technology & Science

2. Programme titled on “Legal System for Startups” held on 28.06.23 organized by Entrepreneurship Development Cell, Department of Management Studies and Institution’s Innovation Council. Mr Gaurav Bahl, Managing Partner Bahl Associates, New Delhi was a Resource Person for the Programme. A Live session was organized in association with ‘All India Management Association’ on the topic “Legal System for Startups”.

The session focused on the major legal concerns of startups. The resource person shared various aspects related to Compliances, Intellectual Property Rights, Contracts with vendors and customers, Investor Due diligence etc.

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
(UGC-AUTONOMOUS INSTITUTION)

DEPARTMENT OF MANAGEMENT STUDIES
ENTREPRENEURSHIP DEVELOPMENT CELL
INSTITUTION'S INNOVATION COUNCIL

Webinar on
“Legal System for Startups”

Resource Person:
Mr Gaurav Bahl
Managing Partner
Bahl Associates, New Delhi

Date : 28/06/23 Time : 3.30pm -4.30pm

LIVE SESSION WITH
ALL INDIA MANAGEMENT ASSOCIATION, NEW DELHI

Chief Patron
Dr. N. Vijaya Bhaskar Choudary
Secretary & Correspondent

Patron
Mrs. Keerthi Nadella
Executive Director

Program Chair
Dr. C. Yuvaraj
Principal

Co-Chair
Prof. Sremant Basu
HOD, MBA

Co-ordinator
Dr. Prem Knowles
Assit. Professor, MBA

Programme titled on “Legal System for Startups” held on 28.06.23 Organized by Entrepreneurship Development Cell, Department of Management Studies and Institution’s Innovation Council



Mr. Gaurav Bahl, Managing Partner, Bahl Associates, New Delhi was the resource person and handled the session

3. The Department of Management organized an online event on “Empowering Workplace: Managing Stress for Better Performance” in association with All India Management Association, New Delhi as part of skill development programme on 25th May, 2022 for the first year MBA students.

During this event, Ms. Eva Kovac, a renowned organizational psychologist, delivered information about innovative tools to support employees' mental health and prevent stress-related diseases.

 MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE (UGC-AUTONOMOUS INSTITUTION)		
DEPARTMENT OF MANAGEMENT STUDIES & ENTREPRENEURSHIP DEVELOPMENT CELL		
SKILL DEVELOPMENT PROGRAMME		
Webinar on Empowering Workplace: Managing Stress for Better Performance		
Date : 25/5/23	Time : 11 am -12pm	
LIVE SESSION WITH ALL INDIA MANAGEMENT ASSOCIATION, NEW DELHI		
Chief Patron Dr. N. Vijaya Bhaskar Choudary Secretary & Correspondent	Patron Mrs. Keerthi Nadella Executive Director	Program Chair Dr. C. Yuvaraj Principal
Co-Chair Prof. Sremmant Basu HOD, MBA		Co-ordinator Dr. Prem Knowles Assit. Professor, MBA

Department of Management has organized an online event on “Empowering Workplace: Managing Stress for Better Performance” in association with All India Management Association, New Delhi

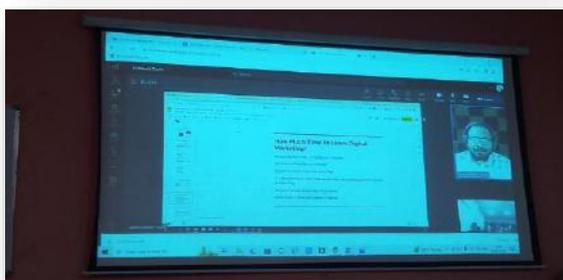


Online event on “Empowering Workplace: Managing Stress for Better Performance” handled by Ms.Eva Kovac, Vice President, 24alife, Rochester, USA

DEPARTMENTAL ACTIVITIES AND EVENTS

1. Department of Management Studies organized webinar on “Digital Marketing Opportunities” on 18.01.2023. Founder & CEO of Kallada Academy, Bengaluru Mr.Santhej Kallada was the resource person for this webinar. Dean- Administration and International Relations and Head of the Department Dr. Sremmant Basu spoke about Digital marketing now the new ‘normal’ of marketing. The session ended with vote of thanks given by Dr. Krishna, Assistant Professor, Department of Management Studies.

		MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE (UGC-AUTONOMOUS INSTITUTION)			
Department of Management Studies Organizing Webinar on "Digital Marketing Opportunities"					
Date: 18th January 2023					
		Resource person Mr. Santhej Kallada CEO & Founder Kallada Academy, Bengaluru			
Chief Patron Dr. N. Vijaya Bhaskar Choudary Secretary & Correspondent		Patron Mrs. N. Keerthi Executive Director		Program Chair Dr. C. Yuvaraj Principal	
Program Chair Dr. Sremmant Basu Professor & Head, MBA		Convener Dr. K. Srinivasa Krishna Asst. Professor		www.mits.ac.in	



Resource Person Mr.Santhej Kallada handling session



Participants in Webinar

- Department of Management Studies organized live telecast session on Union Budget-2023, presented by the Hon'ble Union Minister of Finance and Corporate Affairs Smt. Nirmala Sitharaman in Parliament on 1st February 2023 (Wednesday), from 11:00 AM to 1.15 PM.



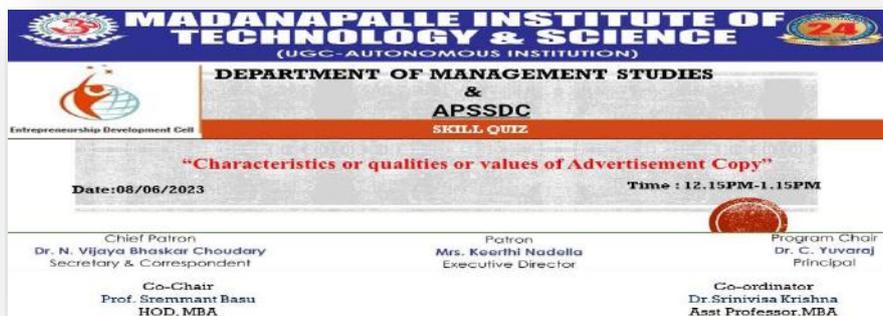
Budget-2023 Live Session Glimpses



Students Participations in Budget 2023

Dr. K.S. Krishna and Mr. B. Sreekanth acted as coordinators for the session and welcomed the students and explained how the budget influences the distribution of income through subsidies and taxes. Dean-Administration and International Relations and Head of the Department Dr. Sremmant Basu spoke about the importance of the Budget 2023

- Department of Management studies organized the event recommended by APSSDC on Skill quiz on “Characteristics or qualities or values of Advertisement Copy” on 08.06.2023.





Team Members participated in the Competition Skills quiz on “Characteristics or qualities or values of Advertisement Copy”

- The Department of Management studies and ED cell organized a ‘Skill Development Programme’ recommended by APSSDC on ‘Industry Led Training Orientation & Selection’ on 09.06.2023

 MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE (UGC-AUTONOMOUS INSTITUTION)					
DEPARTMENT OF MANAGEMENT STUDIES & APSSDC					
SKILL DEVELOPMENT PROGRAMME					
INDUSTRY LED TRAINING ORIENTATION & SELECTION					
Resource Person: Dr. Prem Knowles S Asst. Professor, MBA dept. Head-Entrepreneurship Development Cell Madanapalle Institute of Technology & Science					
Date: 09/06/2023		Time : 10 am -11am			
Chief Patron Dr. N. Vijaya Bhaskar Choudary Secretary & Correspondent		Patron Mrs. Keerthi Nadella Executive Director		Program Chair Dr. C. Yuvaraj Principal	
Co-Chair Prof. Sremmant Basu HOD, MBA				Co-ordinator Dr. Srinivasa Krishna Assit. Professor, MBA	

Industry led training orientation and selection



Dr. Prem Knowles S, Assistant Professor, MBA Department, Institutional Coordinator-Entrepreneurship Development Cell, Madanapalle Institute of Technology & Science delivered the session

6. The Department of Management studies organized an awareness program on Entrepreneurship' recommended by APSSDC on 12.06.2023

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
(UGC-AUTONOMOUS INSTITUTION)

DEPARTMENT OF MANAGEMENT STUDIES & APSSDC
SKILL DEVELOPMENT PROGRAMME

Awareness on Entrepreneurship
Resource Person:
Dr. Geetha Devi
Asst. Professor, MBA dept.
Madanapalle Institute of Technology & Science

Date :12/6/23 Time :3pm to 4pm

Chief Patron
Dr. N. Vijaya Bhaskar Choudary
Secretary & Correspondent

Patron
Mrs. Keerthi Nadella
Executive Director

Program Chair
Dr. C. Yuvaraj
Principal

Co-Chair
Prof. Sremmant Basu
HOD, MBA

Co-ordinator
Dr Prem Knowles
Assit. Professor, MBA



Dr.K.V.Geetha Devi, Assistant Professor, Department of Management Studies, Madanapalle Institute of Technology & Science delivered the session on “Awareness Generation Program On Entrepreneurship”

7. Department of Management Studies organized a Poster Design Competition on “Rural Entrepreneurship” recommended by APSSDC on 13.06.2023



Team Members presented the poster design on “Rural Entrepreneurship”

8. The Department of Management studies organized an essay writing competition on 'Entrepreneurship Development in India' recommended by APSSDC on 14.06.2023.



MBA students participated in essay writing competition on 'Entrepreneurship Development in India'

9. The Department of Management Studies has organized "Certificate Awarding Ceremony of Artificial Intelligence in Management" from Asia University, Taiwan on 9th February 2023. The International Relations Coordinator, Department of Management Studies Dr. K.S. Krishna has organized the event. Vice Principal -Academics Dr. P. Ramanathan and Dean-Administration and International Relations and Head of the Department Dr. Sremmant Basu, Head of the Department of Management Studies congratulated the students.



Felicitations address and Certificates distributed to the students by Vice Principal Academics Dr. P.Ramanathan and Dean- Administration and International Relations and Head of the Department of Management Studies Dr.Sremmant Basu

PLACEMENT SUMMARY OF 2023

S No.	Name of the Company	Designation	Remuneration Package (Per Annum)	No. of Offers received by Students
1	SKILL VERTEX, Bangalore	Business Development Associate	3.6	1
2	PREGRAD, New Delhi	Business Development Associate	4.5	1
3	EXOTIC LEARNING, Noida	Business Development Associate	6.1	1
4	INMOVIDU TECHNOLOGIES, Bangalore	Business Development Manager	7.0	4
5	SKOLAR, Bangalore	Business Development Executive	3.9	13
6	FUNDSROOM Pune	Financial Analyst	3.5	17
7	TECH DESTINY Bangalore	Business Development Associate	4.5	37
8	RDC Technologies Bangalore	Sales Trainee	4.6	2
9	ICICI AMC, Nellore	Executive Trainee	4.35	3
10	Blustone, Hyderabad	Sales Executive	3.6	3
11	Vingsfire, Chennai	DM / BDA	2.5	24
12	Axis Bank, Bangalore	Sales Trainee	4.6	3
13	Muthoot Finance Andhra Pradesh	Probationary Officer	3.86	11
14	Funnl, Hyderabad	Management Trainee	2.2	4
15	India Mart, Hyderabad	Executive - Client Acquisition	3,3	8
16	Edred, Bangalore	Multiple	2.5	7
17	Teach Nook, Bangalore	Academic Counsellor	6	22
18	Genpact, Hyderabad	Process Associate	3.6	2
19	Esaf, PAN	Executive	3.5	5
20	ICICI, Hyderabad	Relationship Manager	3.83	36
21	DIGITAL MARVELED Noida	Sales & Marketing	5.7	26
22	VINTRUS EDUCTECH Bangalore	Business Development Trainee	3	30
23	Byjus, Bangalore	Pre-Sales Associate	4.75	8
24	Genpact, Hyderabad	Executive	5	2
Total Number of Offers				270

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE

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About MITS

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.

MITS is governed by a progressive management that never rests on laurels and has been striving conscientiously to develop it as one of the best centers of Academic Excellence in India. The Institution's profile is firmly based on strategies and action plans that match changing demands of the nation and the students fraternity. MITS enjoys constant support and patronage of NRI's with distinguished academic traditions and vast experience in Engineering & Technology.

Vision

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

Mission

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



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- B.Tech - Computer Science & Engineering (Artificial Intelligence)
- B.Tech - Computer Science & Engineering (Artificial Intelligence & Machine Learning)
- B.Tech - Computer Science & Engineering (Data Science)
- B.Tech - Computer Science & Engineering (Cyber Security)
- B.Tech - Computer Science & Engineering (Networks)
- B.Tech - Computer Science & Technology
- B.Tech - Electronics & Communication Engineering
- B.Tech - Electrical & Electronics Engineering
- B.Tech - Mechanical Engineering
- B.Tech - Civil Engineering

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Madanapalle Institute of Technology & Science

(UGC-AUTONOMOUS INSTITUTION)

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