

## Department of Management Studies

### Activities of MBA for the Academic year 2018-2019

#### ❖ Case Study Workshop:

Ms. Suguna Priya , who had studied International Business Management From Coventry University, United Kingdom and Strategic Management from London School of Economics & Political Science had conducted a 4 day “ Case Study Workshop”( 1<sup>st</sup> Oct-5<sup>th</sup> Oct) for the Final year MBA students. At this workshop she discussed how to diagnose the problems and issues in the case and find variety of solutions for it. It was an interactive training session which facilitated a learning point to gauge students’ response and analysis of situations.



#### ❖ 150<sup>th</sup> Birth Anniversary of Mahatma Gandhi :

Vegetarian Food Festival was organized by The Department of Management Studies on 6<sup>th</sup> October, 2018 to commemorate 150<sup>th</sup> Birth Anniversary of Mahatma Gandhi .A number of food items, prepared by the students attracted both staff and students in large number. This kind of event provided students with hands on experience of conducting an event and provided them a break from daily routine classes in the college.



### ❖ PAN CARD MELA :

On 9<sup>th</sup> & 10<sup>th</sup> November, 2018, The Department of Management Studies had organized a “PAN CARD MELA” for both students and staff members. Permanent Account Number commonly called as PAN is one of the India’s official documents of identity proof which is used by all. Mr Ramu helped the students and staff to issue new or duplicate pan cards by making them fill an application form and by conducting other formalities.



### ❖ 109th Birthday of PETER F.DRUCKER:

“A Day about PETER F.DRUCKER –the Father of Modern Management “was conducted on 19<sup>th</sup> November to commemorate his 109th Birthday . On this occasion Dr.P. Jyothi Kumari, HOD of Applied Sciences delivered a Guest Lecture on” A Balanced life: Managing Stress, Nutrition &Exercise” to the students.



### ❖ Survey on various retail outlets of Eluru:

The Final year students of MBA conducted surveys as a part of their Live Projects on various retail outlets of Eluru, such as D Mart, Reliance Trends, Pantaloons, G.V Mall, Chandana Bros., R.S. Bros, Easy Buy to know about their Retailing Strategies. This enabled them to gather knowledge about the existing opportunities in Retail Sector by interacting with the owners of the malls.



### ❖ Knowledge Plaza 2K19:

On 22<sup>nd</sup> January, 2019, the Management Students organized Knowledge Plaza 2K19, a management exhibition where the students had put up various stalls , exhibiting their entrepreneurial skills and gaining hands on experience of doing a business. The students exhibited the following stalls:

- ✚ Accessories
- ✚ Management Games
- ✚ Food Plaza
- ✚ Creative Paper Corner
- ✚ Nail Art
- ✚ Arabic Mehendi
- ✚ Tattoo Art
- ✚ Herbal Products
- ✚ Photo Booth



- ❖ The students of I & II MBA were the audience for the live program on” Pariksha pe Charcha” on 29<sup>th</sup> January 2019 by our Hon’ble Prime Minister Mr. Narendra Modi to create an awareness about the examination system and ways the students should deal with studies and exams.



❖ **Interactive Session:**

Mrs Mary Shiny, Marketing Director of STARLINK, Dubai, UAE, interacted with the students of Management Studies on 7<sup>th</sup> February. She shared her rich experience and her role in her profession . She urged the students to hold on and nourish relationships instead of being glued to smart phones.



❖ **Industrial Visit:**

On 23<sup>rd</sup> Feb, The First & final years MBA went to Godrej Agrovet Ltd. Chintapalli and Andhra Sugars Ltd, as a part of their Industrial Visit. This experience was enriching and useful to our students as it helped to educate them regarding what the company Manufactures. The students gained a better understanding of the manufacturing industry.



❖ **Proficiency award winners**

On 66<sup>th</sup> college day celebrations Ms. K. Nag Satya Devi Final MBA got 1<sup>st</sup> Proficiency Award, Ms. Bh. Dhanalakshmi & Ms. D. Lakshmi Swathi got 2<sup>nd</sup> Proficiency Award.

❖ **Achievement of Students**

1. In the Placement Drive conducted 13 of MBA students got selected for the various companies .
2. District Sports Authority & Department of Youth Services conducted District Level Literary and Cultural Competitions-“JNANA BHERI PROGRAMME”. Students from Final MBA –Ms. K. Vynika, B. Tulasi Manasa, K. Naga Satyadevi, Md. Sareen Banu and P. Priyanka(Final BBA) bagged the First Prize in Group Discussion in Setwel Competition.



❖ **Achievement of Faculty:**

Dr. A.U. Durga Devi, received the State Best Teacher Award on 5<sup>th</sup> September ,2018 from Chief Minister, Mr. N. Chandra Babu Naidu.



❖ **Activities of the Staff Members:**

1. On 8<sup>th</sup> September, 2018. Mrs. Santosh Jhawar was the judge for the Elocution Competition conducted by Department of Economics under Forum of Free Enterprise.



2. Mrs. Santosh Jhawar , Lecturer represented as one of the Judges for the Group Discussion Competition in SETWELL Competitions.



3. Mrs. P. Vijayalakshmi of Dept of Management Studies gave a talk on” Entrepreneurship Skills” to the students of B.Sc on 17<sup>th</sup> November, 2018 conducted by APSSDC



4. On 20<sup>th</sup>, February , Mrs. Santosh was invited as Guest Lecture to Sir CRR College, Departments of Commerce & Management Studies. The topic of lecture was “**Climb the Ladder of Life-----Recognise, Develop and Sell Your Employability Skills**”

