

# Department of Management Studies

## Activities of MBA for the Academic year 2020-2021

- ❖ **Webinar** on Post Covid19- Transformation in Work Culture was conducted on 1 st June, 2020. The resource persons were Dr. P. Raghunadha Reddy , Prof & Head, Department of Management Studies, Sri Venkateswara University, Tirupati. Prof. R.Siva Ram Prasad, Dean, College of Arts, Commerce & Law, Acharya Nagarjuna University.



**CH.S.D.ST.THERESA'S COLLEGE FOR WOMEN(A),ELURU**  
Affiliated to Adikavi Nannaya University, Rajamahendravaram

Autonomous Since 1987 College of Excellence NAAC A<sup>+</sup> with 5.56/4 CGPA  
RUSA 2.0 ( Component - 8 )

*Invitation*  
**Webinar on**  
**POST COVID 19 -**  
**TRANSFORMATION IN WORK CULTURE**

*Organized by Department of Management Studies*  
*In Collaboration with IQAC*  
**Guest Speakers**

**Dr.P.Raghunadha Reddy**  
Prof. & Head, Department of Management Studies  
Sri Venkateswara University, Tirupati

**Prof.R.Siva Ram Prasad**  
Dean, College of Arts, Commerce & Law  
Acharya Nagarjuna University, Guntur.

**Chairperson**  
**Dr.Sr.Marietta D'Mello**  
Principal, Ch.S.D.St.Theresa's College for Women (A), Eluru

**Convener**  
**Mrs.Santosh Jhavar**  
HOD, Department of Management Studies  
Ch.S.D.St.Theresa's College for Women (A), Eluru

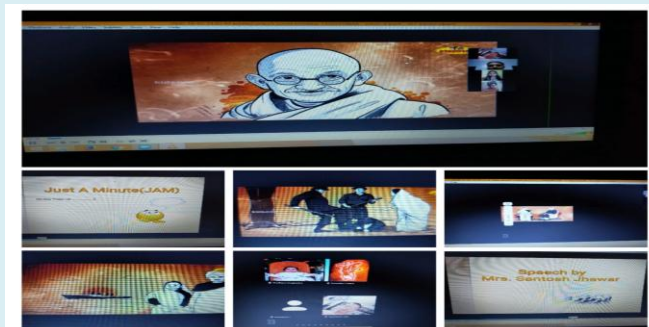
**Registration Link** ( No Registration Fee )  
<https://forms.gle/giyMEH6SJAQB4taE7>  
**Date & Time : 1<sup>st</sup> June, 2020 at 10 - 11 a.m.**  
*E-Certificate will be provided only if full attendance is recorded*

- ❖ **Competitions On The Eve Of Independence Day**

The Department conducted Patriotic Songs competitions on the eve of Independence Day. MBA students joined to celebrate Independence Day through online.

- ❖ **Gandhijaynathi Celebrations:**

On the occasion of 151<sup>st</sup> Birth Anniversary of Gandhiji on October 2<sup>nd</sup> the Department of Management Studies conducted JAM(Just A Minute),Power Point Presentation and Speech on Gandhian Values and Life Of Mahatma Gandhiji for MBA students..This celebrations were conducted by Mrs.G.Hephzibah Beulah and Ms.Sai Pallavi Jenifar .



❖ **111<sup>th</sup> Birth Anniversary of Peter.F.Drucker :**

On the occasion of 111<sup>th</sup> Birth Anniversary of Peter.F.Drucker the Department Of Management Studies conducted Slogans And Tag Line Competitions for MBA .



❖ **Participation in Library week Celebrations :**

On the account of Library week Celebrations students of Final MBA Participated in Poster Presentation, Book Review and Quiz.

**1. Poster Presentation:** M. Navya Deepika – 2<sup>nd</sup> Prize

**2. Book Review:** V. Sree Lekha – 1<sup>st</sup> Prize      M. Navya Deepika – 2<sup>nd</sup> Prize

**3.Quiz :**

**Group – 1<sup>st</sup> prize:** 1. K. Jaya Lakshmi 2.N.Medha Sri 3. M. Jalaja Sai 4.N.Mounica

**Group – 2<sup>nd</sup> Prize :**

1. M. Navya Deepika 2. B. Manali Jain 3. P. Siva Lakshmi 4.B.Pravallika



- **Project VivaVoce :** On 6<sup>th</sup> October 2020 Project VivaVoce was conducted for MBA (2018-2020) batch students. In which Mrs.Santosh Jhavar was the External Examiner and Mrs.P.Vijaya Lakshmi was the Internal Examiner.



### ❖ **Internship**

The final year MBA students started their internship in Krishna Jutemill, Eluru. As a part of academic curriculum. The first batch of students attending the internship will be given training on HR aspects and Industrial Relations of the Organization. A batch of 29 final MBA students with specialization in Finance and HR went for a week long internship program. The finance students gathered knowledge about the careers in financial sector and HR students about the Industrial relations and HR aspects. This internship program is useful when they are searching for a way and a place to get their dream careers. This internship prepared the students with the core knowledge and enabled them to be better prepared for specialization .It provided the relevant hands on experience for the students.





### ❖ Guest Lecture

On December 1<sup>st</sup> Guest Lecture was delivered by Dr.L.Satyanarayana Kumar on “Role of Business Development Executives to meet Industries Expectations” to MBA students. In this session he gave some tips to students as how to go about the project work and also enlightened them about the competencies required to work in an organization. Sir is a food scientist working as a free lancer .He suggested ways in which the gap can be bridged between industry and academia.



❖ Survey Conducted: On December 11<sup>th</sup> MBA Students actively participated in the survey on “Detail Study of Sudden Health Problem of People in and around Eluru, West Godavari District”.



❖ Office bearers: On December 19<sup>th</sup> 2020, Union Inaugural was celebrated. On that day N.V.S.S.B.S.R.Manjari was elected as a P.G.President,B.Manali Jain as a P.G Secretary, N.Mounika as a Placement Secretary.



❖ **National Girl Child Day**

Every year India celebrates National Girl Child Day on 24<sup>th</sup> January .On 25<sup>th</sup> January the students of final MBA came forward with short speeches on this day. Students focused on the need to address the challenges that girls face in the society due to the gender biases. They also created awareness about the rights of the girls and various initiatives taken up by Ministry Of Women and Child Development.

❖ **Certificate Course on Tailoring:**

From 25<sup>th</sup> January II MBA students joined the certificate course on tailoring with the aim of increasing their employability skills. This is a very useful course for the students who wish to start up their own boutique or become fashion designers. Pursuing this course will help the students to understand the different aspects of tailoring in a shorter time frame.





## ❖ Students' Achievements:

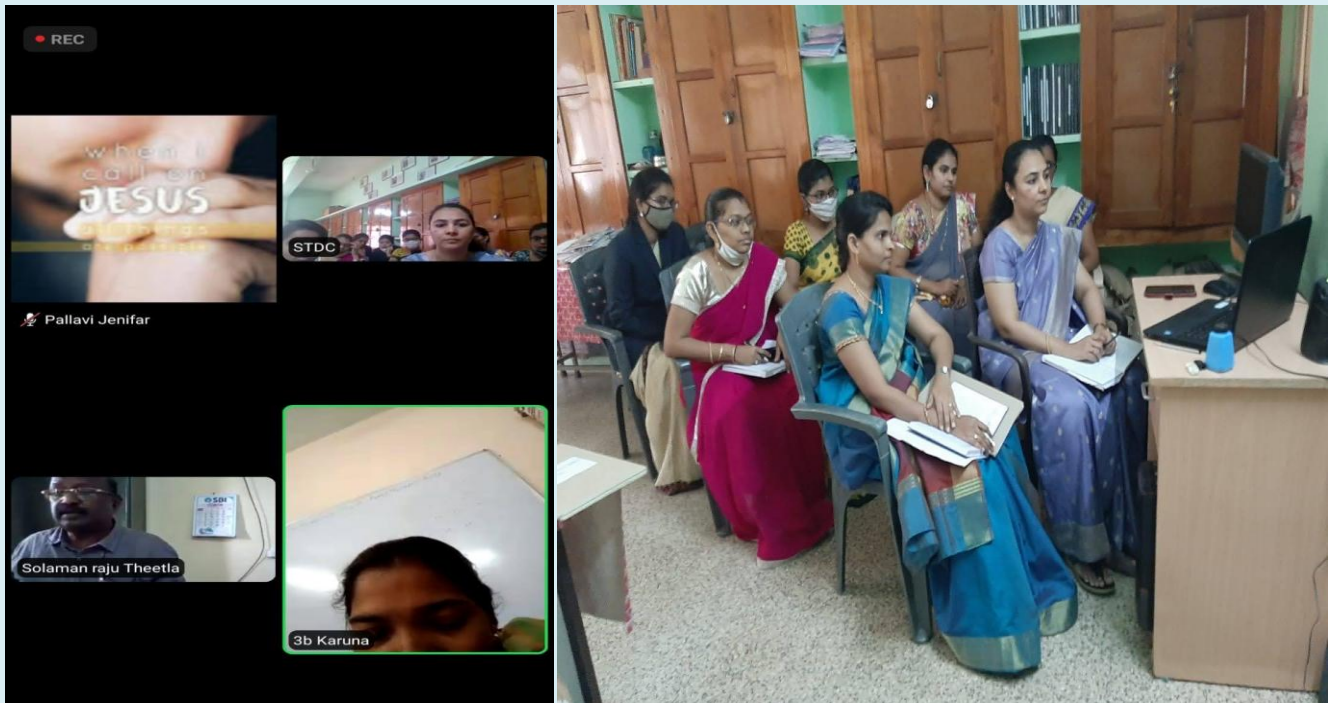
On 19<sup>th</sup> February 68<sup>th</sup> College Day was celebrated. During the celebrations the following students were awarded

1. First Proficiency in MBA -----N.Medha Sri (II MBA)
2. Second Proficiency in MBA ---B.Manali Jain (II MBA)
3. V.Bhavani Purna Sreelekha (II MBA)
4. Best Merit Student in PG Courses—Md.Lehreen (II MBA)
5. Best Post Graduate Student ----- N.N.V.S.S.B.S.R.Manjari (II MBA)



### ❖ BOARDS OF STUDIES MEETING:

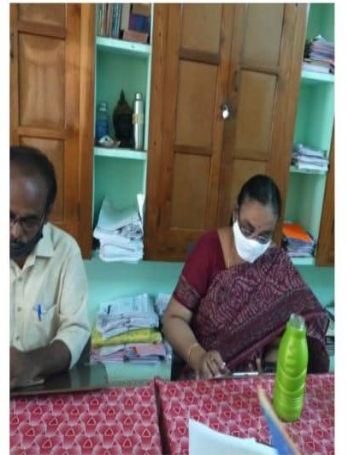
The MBA Board Of Studies Meeting was held in the Department Of Management Studies on February 27<sup>th</sup>, 2021 through Zoom. Dr.P.Uma Maheshwari, Adikavi Nannaya University, Rajamahendravaram (University Nominee) and Prof.T.Solmon Raju, Head, Dept Of MBA, DNR College, Bhimavaram (Subject Expert) attended this meeting.



### ❖ Creative Displays of Retail Stores Layout:

On 23<sup>rd</sup> March, 2021, 4<sup>th</sup> Innovations in Retail Model Competition was conducted by II MBA. The students constructed different models like Tummy Up, Food Court, Raja Rani Café, City Centre Shopping Mall, Organic Food World, Choco Store based on the knowledge of retail outlets they studied in their subject Retail Management under the guidance of Dr.Santosh Jhawar, Head of the Department. The competition enabled the students to plan a strategic store layout. This kind of experience will help them to take the role of retailers' consultants, store planners, interior designers and architects in their future career.







### ❖ **Faculty Participation:**

The members of the department participated in a number of online Webinars and Online Courses during the pandemic.

✚ Number of Webinars: 225

✚ Number of Online Courses: 27

✚ Number of Quizzes : 81

✚ Online Faculty Development Programs- 42

❖ Department of Management Studies has prepared **96 online Videos** on different subjects of MBA Course

### ❖ **Staff Achievement:**

Dr. Santosh Jhavar, Assistant Professor in Management Studies at Ch. S.D. St. Theresa's College for Women (A), Eluru has been awarded the Degree of Doctor of Philosophy (Ph.D) in Commerce and Management Studies by Andhra University, for her research on the topic "Employee Absenteeism in Jute Industry in India- A Comparative Study on Absenteeism & Organizational Dimensions of select Jute Mills in West Bengal and Andhra Pradesh". The research was done under the able guidance of Prof. M. Sarada Devi of Department of Commerce & Management Studies from Andhra University, Visakhapatnam. The management of St. Theresa's College congratulated Mrs. Santosh on her achievement.





- ❖ From 25<sup>th</sup> to 27<sup>th</sup> November Mrs.P.Vijaya Lakshmi and Mrs G.Hephzibah Beulah undertook The duty As Verification Officers for Nannaya Cet Counselling.
- ❖ On 12 th September 2020 Mrs.Santosh Jhawar , HOD of Dept Of Management Studies as a Guest Speaker Presented a Webinar on “The Role Of Digital Platforms In The Development Of Indian Economy” at AIMS IBS B School, Bangalore.

**AIMS IBS B School**  
 Presents Webinar On

**THE ROLE OF DIGITAL PLATFORMS IN THE DEVELOPMENT OF INDIAN ECONOMY.**

 <b>Guest of honour</b> <b>Prof. R Siva Ram Prasad</b> <small>Dean, Department of Commerce and Management Studies Acharya Nagarjuna University Guntur</small>	 <b>Key note speaker</b> <b>Prof. K Venugopal Rao</b> <small>Professor, A K University, MBA Department, Anantapur</small>
 <b>Guest speaker</b> <b>Ms. Grisham Kanth</b> <small>Faculty &amp; Researcher Commerce and Business Administration Acharya Nagarjuna University</small>	 <b>Guest speaker</b> <b>Ms. Santosh Jhawar</b> <small>Head of Department of Management Studies in CH. S.D. St. Theresa's College for Women, Eluru</small>

Participants will Get E Certificate  
 For Registration Visit: <https://rb.gy/l8kxub> On Sept 12th, 11 am  
 Contact : +91 77958 52804 / +91 99452 15585



### ❖ **Research Publications by Faculty**

1. Ms. V.V.L. Krishna Priya, Department of Management Studies published a paper on the topic Green Financial Products and Services, in International Education and Research Journal (IERJ), E-ISSN: 2454-9916, Impact Journal: 5.564(SJIF), Index Copernicus Value: 71.60, Google Scholar: h5-Index:8 published in the month of August 2020
2. V.V.L.Krishna Priya faculty of Department of Management Studies has published paper on the topic "Green Financial Products and Services-Sustainable Development" in the International Conference conducted by St. Ann's Degree College For Women and St. Ann's PG College For Women Mallapur, Hyderabad.
3. V.V.L.Krishna Priya faculty of Department of management studies has published paper on the topic of "Entrepreneurship-Startups Exponential Transition Of Management Practices and Implications of Sectorial Prosperity" with ISBN NO:978-81-935201-9-2.