

## **ACTIVITIES OF DEPARTMENT OF MANAGEMENT STUDIES (BBA)**

**2018-2019**

### **SOFT SKILLS BY NAANDI FOUNDATIONS:**

From 27<sup>th</sup> August – 1<sup>st</sup> September, 2018, one week workshop on “Communication, interview skills, Life skills & Soft Skills by NAANDI FOUNDATIONS, a community initiative group of Mahindra & Mahindra was arranged for Final MBA & BBA students.

### **CRAFT MAKING:**

Mrs. Mohini , faculty of Department Of Mgmt Studies had given a guest lecture on “ Craft Making” for the students of WOMEN STUDIES on 4<sup>th</sup> September,2018.

### **STATE BEST TEACHER AWARD**

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

### **ELOCUTION COMPETITION:**

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

### **JNANA BHERI PROGRAMME:**

District Sports Authority & Department of Youth Services conducted District Level Literary and Cultural Competitions-“JNANA BHERI

PROGRAMME”. In this program Final BBA students took charge of the event as “Event Organizers”

IBBA student V. Sravani participated in the classical Solo Dance. She stood 1<sup>st</sup> prize in that competition.

### **INTERACTIVE SESSION:**

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 an interactive session with the Final BBA and MBA students. She narrated her experiences there as a student and also how the students can change their attitude with hard work and perseverance.

### **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.

### **A DAY ABOUT 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.

## **A TALK ON” ENTREPRENEURSHIP SKILLS”:**

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.

## **MULTI PRODUCT ADVERTISING “IN THE KNOWLEDGE EXTENSION:**

The final BBA depicted the idea of “ Multi Product Advertising “in the knowledge Extension Program conducted on 22<sup>nd</sup> November,2018. The students explained about different phases of advertisements, introduced the concept of multi product advertising with the help of skit, highlighted the cost effectiveness of multi product advertising. They concluded the program with a ramp walk for different products.

## **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

### **ACHIEVEMENTS OF THE DEPARTMENT:**

- ❖ Ms. P. Priyanka of Final BBA won 1<sup>st</sup> Cash prize award worth Rs. 2500/ in an elocution Competition organized by Dept. of Social Sciences in Collaboration with A.D. Shroff Memorial Trust
- ❖ Ms. K. Akhila, of Final BBA won 2<sup>nd</sup> cash prize award of Rs.1500/ in a quiz competition on Womens' Rights" organized by Women Cell & National Commission for Women
- ❖ On the eve of National Voters' Day, an elocution competition was organized by the Dept Of Political & Social Sciences. Ms. K. Akhila, of Final BBA won 2<sup>nd</sup> prize in that competition. Her topic was " No Voter to be left behind". She was given the prize by the DEO in KPBT High School on 25<sup>th</sup> January 2019.
- ❖ The students also took part as event organizers in many college events such as Christmas Celebrations, International Seminar, and many such events

### **JUDGEMENT:**

Mrs. Santosh Jhawar from the Dept of Management Studies was one of the judges for Youth State Level competition for Elocution conducted on 29-01-19.

### **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.

## **PLACEMENT DRIVE :**

In the Placement Drive conducted 8 of BBA and 13 of MBA got selected for the various companies

## **PROFICIENCY AWARDS:**

Proficiency Awards were given to Ms. P. Priyanka-Final BBA FOR “ Best Outgoing Student”, Ms. D. Sravani , Final BBA received “ Outstanding Off Campus Competitions” Award.

## **BOARDS OF STUDIES MEETING:**

Department conducted BOARDS OF STUDIES MEETING on 14<sup>th</sup> Feb. Dr. Mrs. Uma Maheswari, Adikavi Nannaya University, Rajahmahendravaram and Prof. Dr.R. Siva Ram Prasad, Dean , Commerce & Management Studies , Acharya Nagarjuna University, Guntur were present.

## **GUEST LECTURE:**

Students of II BBA attended a Guest Lecture by Mr.M.T.R.K .Singh, Corporate Trainer, Ezee Institute , Vijayawada on Communication & Life Skills.

## **GUEST LECTURE:**

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**”

### **BLOOD DONATION CAMP:**

On 27<sup>th</sup> June 2018, Students of I, II&IIIBBA participated as volunteers in the “Blood Donation Camp” conducted by the Red Ribbon Club

### **JNANA BHERI PROGRAMME:**

District Sports Authority and Department of Youth Service conducted District Level Literary and Cultural Competition “JNANA BHERI PROGRAMME”. In that competition students of III BBA took part as event Organizers.

### **MISSION FETE:**

On 24<sup>th</sup> November 2018 Annual Mission Fete was organized by Theresian Family. In the students of MBA and BBA Organized game stalls.

### **INTERNATIONAL SEMINAR:**

On 24<sup>th</sup> and 25<sup>th</sup> of January 2019, Department of English conducted International Seminar of “CONTEMPORARY SOUTH ASIAN LITERATURE: GENDER AND ENVIRNOMENT”. In that conference students of IIBBA took part as event Organizers.

### **OFF CAMPUS DRIVE:**

On 14<sup>th</sup> February 2019, off campus drive conducted by “Raj Groups Techno Solutions Pvt.LTD” In that student of III BBA served as Volunteers.

### **NATIONAL WORKSHOP:**

On 23<sup>rd</sup> February 2019, Department of Electronics and Science groups conducted National Workshop on “Geospatial technology-Applications and Trends”. Students of II BBA took part as event Organizers.