

## Maris Stella College, Vijayawada

### Department of MBA

### Departmental Activities

2015 - 2016

- **Guest Lectures/Seminars/Workshops organized for Students**

1. Mr. G. Sudharashan, NSIC, conducted one day Entrepreneurship orientation Program for UG & M.Com students of Stella College which was organized by our department on 17<sup>th</sup> August 2015.
2. From 12<sup>th</sup> September to 18<sup>th</sup> September 2015, The Ministry of Youth Affairs organized a workshop for MBA students on the topic “Employability Skills”.
3. Mr. Laxmikanth, CEO, Winnerve, gave a lecture on the topic “Personality Development & Motivation”, on 17-10-2015.
4. Mr. Bhanu Prakash, SAP Consultant, delivered a lecture on SAP-Career Opportunities, on 16<sup>th</sup> October 2015.

- **Students Extra-Curricular Activities**

35 of our I & II MBA students had participated and won prizes in B-Quiz, Stock Market Games conducted in management meets hosted by various B- schools in Vijayawada.

- **SAMANVAY – 2016**

The Department of Business Administration organized Samanvay, a State level Management meet on 29<sup>th</sup> February 2016. The events of the day were Business Quiz, Market Makers, Finance Game, Young Manager, and Mr n Miss Samanvay. Around 350 students from 30 colleges across the state participated in the event. The inaugural session Chief Guest was Mr. Thomas Mathew, Vice President-HR, ITC ABD, Guntur and Guest Honour was Dr. Anitha Devi, Professor & Head, Department of Management Studies, TJPS, Guntur. The valedictory session Chief Guest was Mrs. Naga Prasunna, Founder, and Member & Coordinator of ALEAP. Prizes were distributed to the winners of various events.



## 2016 - 2017

### • Guest Lectures

1. **Mr. G. Sudharshan** from NSIC, Hyderabad – the guest speaker for one day workshop on “Entrepreneurship Orientation Programme” for M.B.A & M.Com students on 8<sup>th</sup> September 2016.
2. **Mr. P. Narashima**, Director, TIME Institute delivered a lecture on “Career Opportunities in Banking and Government sector on 5<sup>th</sup> October 2016.
3. **Mr. V. Santosh Reddy**, Executive - BSE , delivered a lecture on Stock Markets In India for M.B.A &M.Com students on 10<sup>th</sup> October 2016.
4. **Mr.P.V.V.S.Murthy**, visiting faculty of MBA, ANU delivered a lecture on “Consumer Protection Act” on 6<sup>th</sup> January, 2017.



5. **Mr.B.Bhushan**, Manager, Exide Life Insurance, delivered a lecture on Emerging Issues in Insurance Sector on 4<sup>th</sup> March 2017.



6. One Day Workshop on Enhancing the Presentation Skills for M.B.A & M.Com students on 27<sup>th</sup> March 2017. **Mr.P.Pavan Kumar**, Director, Praman Management Academy was the Speaker of the day.

## ● **Students Activities and Achievements**

1. The students of I & II M.B.A students have participated in various management meets organized by different B-Schools. The following are the list of the Management events where students won the prizes:
2. Won first prize: Cash award worth 1,000/- for the event CREATIVE MINDS at National Level Culture Fest at Lakireddy Bal Reddy College of Engineering titled "LAKSHYA -2K16" on 1<sup>st</sup> October 2016.
3. Secured Third Place: cash award worth 1,000/-for the group dance event at Andhra Loyola College for Bhavana 2016 on 18<sup>th</sup> October 2016.
4. Won Third prize in Business Quiz Event at Gudlavalleru Engineering College titled "SPARTANS 2K16" on 17<sup>th</sup> & 18<sup>th</sup> October 2016.
5. Asha Rekha of IInd M.B.A won second prize in Photo Story Context Organized by VRSEC titled "AFOSEC 2017" on 3<sup>rd</sup> & 4<sup>th</sup> Feb 2017.
6. Won Second place in Market Makers event at Ramachandra College of Engineering titled "YODHA" on 7<sup>th</sup> March 2017.
7. Vandana Jain of IInd M.B.A won second prize for Finance Quiz event organized by Ramachandra College of Engineering titled "YODHA" on 7<sup>th</sup> March 2017.

## ● **Industrial Tour**

The students of I & II M.B.A accompanied by five faculty members of the department went for INDUSTRIAL TOUR to Chennai for four days i.e., from 9<sup>th</sup> January 2017 to 12<sup>th</sup> January 2017 . The following are the industries visited:

1. On 9<sup>th</sup> January, 2017 visited Amrutanjan Health Care Ltd, Chennai.
2. On 10<sup>th</sup> January, 2017 visited Integral Coach Factory, Chennai.
3. On 10<sup>th</sup> January, 2017 visited Coca cola Beverages Ltd, Chennai.
4. On 11<sup>th</sup> January, 2017 visited Modern Food Enterprises Pvt. Ltd, Chennai



- **SAMANVAY - 2017**

Samanvay-2017 is a national level management meet organized by the department of business administration consecutively for the 11<sup>th</sup> year. It is a platform where the participants can portray their skills and acumen with respect to the needs of the contemporary business world and compete with other participants of same capabilities. Samanvay-2017, was held on 23<sup>rd</sup> February in which over 200 students from 20 different colleges had participated enthusiastically in various events like Business Quiz Market Makers, Young CEO, Strategic Partner, Anth-Akshar and Mr'n'Miss Samanvay. Prof.D. Suryachandra Rao, Registrar, Krishna University was the chief guest and Dr.R.Siva Ram Prasad, HOD MBA, Acharya Nagarjuna University was the Guest of Honour for the inaugural session. Prof.Noor Basha Abdul, Principal, College of Arts Commerce and Law was the Chief Guest and Prof.D. Subramanyam, Principal, Mahatma Gandhi College was the Guest of Honour for the Valedictory session. Prizes were distributed for the winners and the runners of all the events



## 2017 - 2018

### • Guest Lectures and Workshops attended by Students

1. Workshop titled “Orientation & Awareness on Photography and its Career Prospects” by NIKON was conducted on 14<sup>th</sup> December 2017 for all MBA & MCom Students
2. Guest Lecture on “Career Guidance & Personality Development” was given by Guru academy on 13<sup>th</sup> December 2017. All II MBA, II MCom & Final Year BCom students had attended.



3. Youth Exchange Programme was organized by Ministry of HRD, Government of Andhra Pradesh on 16<sup>th</sup> to 18<sup>th</sup> November 2017. Four of our I & II MBA students were taken on 3 day tour in prakasam district. They were taken to various industries and temples to create awareness on culture of that district.



4. UGC SAP sponsored Two day workshop organized by MBA department ,Nagarjuna University ,Guntur, on CASE METHODS LEARNING –A Tool for Analytical Development Skills, was held on 6<sup>th</sup> &7<sup>th</sup> November,2017 at the university campus.8 I MBA students had participated and received participation certificates.
5. Guest Lecture on CSR was delivered by Mr.Krishna Vytla of Vivekanada Youth Association, Vijayawada to I MBA students in the classroom on 13<sup>th</sup> October, 2017.
6. UGC SAP sponsored workshop titled ”Transforming Management Students with Key Competencies” was organized by Nagarjuna University MBA department for two days i.e. on 6<sup>th</sup> &7<sup>th</sup> October 2017.Eleven of our I MBA students had attended and received participation certificates.
7. “GST New Dawn in Tax regime”, a one day seminar and paper presentation contest was conducted at KBN College on 23<sup>rd</sup> September,2017.12 Final year MBA students had participated and received certificates for the same.
8. Mr.Jaya Sankaram Kota delivered a guest lecture on Digital Marketing for 2<sup>nd</sup> MBA students on 4<sup>th</sup> September 2017
9. Three Days Workshop on Disaster Management was conducted by NSS of our College, 9 students of 2<sup>nd</sup> M.B.A have attended from 16<sup>th</sup> to 18<sup>th</sup> August 2017.
10. The guest lecture for one day was organized on “GST “by UG department of Commerce for both Final Degree and 2<sup>nd</sup> M.B.A students on 7<sup>th</sup> August 2017.
11. A Seminar was conducted on Breast Feeding all the 2<sup>nd</sup> MBA students have attended the seminar organized by Women cell of Maris Stella College on 5<sup>th</sup> August 2017.

- **Students Activities and Achievements**

The students of I & II M.B.A students have participated in various management meets organized by different B-Schools. The following are the list of the Management events where students won the prizes:

1. B. Aparna of IInd M.B.A won Second prize and Third prize in sports swimming for 50 mts free style and 50 mts back stroke organized by Krishna University Inter Collegiate Aquatic Championship held at VMC swimming pool, Gandhi Nagar, Vijayawada on 18<sup>th</sup> September 2017.
2. B. Suma of IInd M.B.A won first prize in the management meet “PRAVEENYA” at Potti Sri Ramulu Chalavadi Mallikarjuna Rao College of Engineering and

Technology in Young Manager contest and received Certificate of Merit, Memento and Karur Vysya Bank gift card(ATM) worth Rs.500 on 10<sup>th</sup> January 2018.



3. B.Suma, M. Hema Meenakshi and A. Jyothi of II nd M.B.A won first prize in Business Plan in “SPARDHA-6 2K18” Inter Collegiate Management Meet at Hindu College of Management on 6<sup>th</sup> February 2018.



4. CH. Angel Tanya, P. Ayesha and P. Reshma of II nd M.B.A won first prize in Market Makers in “SPARDHA-6 2K18” Inter Collegiate Management Meet at Hindu College of Management on 6<sup>th</sup> February 2018.
  5. A.Jyothi, A. Sreeja and P. Harika of I st M.B.A won first prize in Marketing Event Creative Pandavas in “KURUKSHETRA-2018” at P.B. Siddhartha College of Arts and Science on 10<sup>th</sup> February 2018.
- **National Seminar “Global Business – A Paradigm Shift”**

The MBA department along with UG Commerce department had organized a one day National Seminar on Global Business – A Paradigm Shift on 23<sup>rd</sup> February 2018. The seminar intends to facilitate sharing of Knowledge among the Industrialists, academicians, research scholars and students related to wide areas of

Commerce and Management. The objective of the seminar was to examine the drivers and factors influencing the International Business and also to identify and discuss sources of competition, emerging issues of global business from the perspective of creativity, change and innovation.



The seminar took place in two Technical sessions where more than 50 papers from industrialists, academicians, research scholars and students related to wide areas of Commerce and Management participated and presented on various subthemes. Each session was handled by two experts from Industry and Academia.

- **Inaugural Session**

The Seminar started with inaugural session for which the Chief Guest was Prof.NoorBasha Abdul, Principal, College of Arts & Law, Acharya Nagarjuna University, Guntur.The Keynote Speaker was Dr.A.Subhananda Rao, Director, Advanced Research & Consultancy, Srinidhi Institute of Science & Technology, Hyderabad.





- **First Technical Session**

The first technical session was headed and chaired by Dr.Kunal Gaurav, Associate Dean & Professor, ICBM School of Business Excellence, Hyderabad and Dr.V.Lakshmi Sudha, Assistant Professor, GITAM University, Hyderabad.

- **Second Technical Session**

The second technical session was chaired by Dr.Ch.Jayasankara Prasad, Sr.Assistant Professor, Dept.Of BusinessManagement, Krishna Univeresity, Machilipatnam and co-chaired by Mr.B.Srinivas, CEO, Real Milk, Vijayawada.

- **Valedictory Session**

The Seminar came to an end with the Valedictory Session for which the Chief Guest was Dr. R. Siva Rama Prasad, HOD, Business Management, Acharya Nagarjuna University, Guntur while the guest of Honour was Dr.V.Narasimha Rao, Director - PG Centre, KBN College , Vijayawada.



- **Best paper awards**

Best paper awards were presented to the participants. The best paper award was given to Mr.Murali Harish Maddu, Research Scholar, ANU, Guntur, titled “Relationship between Crypto currency market and Stock Market.

- **Student winners of first Technical session were**

1. First Prize - Md.Raheemunnisa & V.Vinitha from II M.Com, paper titled “Impact of E-Commerce on Global Business Opportunities- a conceptual study.”
2. Second Prize – Kaanchi Kothari & Darshana Jain from II BMS, paper titled “Global competitiveness – HR Practices”.

- **Student winners of Second Technical session were**

1. First Prize – Sakshi Jain & Manasa from III BMS, paper titled “Transforming the Enterprise through Social Media”.
2. Second Prize – Seema Baig from II MBA, paper titled “Cross Border Investments”.

## 2018 - 2019

### • Guest Lectures and Workshops attended by Students

1. "Transformation from Campus to Corporate ", guest lecture was delivered by Mr.Gangadhar, Director of Future Wise , Vijayawada, to all MBA & M.Com students on 25th February 2019



2. Importance of English Language & Skills for Career Growth, guest lecture was delivered by Mr.U.Ajay, RM,TCS – ION, Hyderabad on 28<sup>th</sup> September, 2018.



3. Orientation on Financial Markets was presented by Mr. Anil Kumar, Director, IGNITE FIT, Vijayawada on 23<sup>rd</sup> July, 2018.
4. "Digital Marketing-Scope & Opportunities", guest lecture by Mr.G. Sree Thiumala, Lead Digital Marketing Analyst & Cofounder at I-Digital, Vijayawada was delivered on 23<sup>rd</sup> July, 2018.

## • Industrial Tour

The students of I & II M.B.A accompanied by five faculty members of the department went for INDUSTRIAL TOUR to Chennai for four days i.e from 7th January 2017 to 11th January 2019 . The following are the industries visited:

1. On 7th January, 2019 visited Amrutanjan Health Care Ltd, Chennai.
2. On 8th January, 2019 visited Integral Coach Factory, and Universal Parts Pvt Ltd, Chennai
3. On 9th January, 2019 visited Hindustan Unilever Ltd., Chennai.
4. On 10th January ,2019 visited Pondicherry and Kanchipuram places

## • SAMANVAY - 2019

The Samanvay 2019 is a National Level B-School's Meet organized by the PG Department of Business Administration consecutively for the 12<sup>th</sup> year on 14<sup>th</sup> March 2019. It is a platform where the students of our College and participants from various Colleges exhibit their skills and competencies and prepare themselves to face future challenges.



In Samanvay 2019 about 150 students from 10 different colleges had participated enthusiastically in various events. There were three formal events namely BDynamix (BQuiz), Market Makers, Young ICON (CEO), and two informal events such as Tik Tok and Mr'n'Miss Samanvay.

The Chief Guest for The Samanvay 2019 was Fr.Dr.K.S.Casimir, Project Director, XLRI Amravati and the Guest of Honor was Dr.S.Sahithi, MD, Vedamantra, Ayur

Hospitals & Ayur Remedies, Vijayawada. The Maris Stella Entrepreneurship Development Cell (MSEDC) with the basic aim of promoting the spirit of entrepreneurship among students was also inaugurated and declared open by the Chief Guest. A certificate of Appreciation was awarded to Mr.K.V.V.Jaya Sankar, MD & CEO of Srushti Events, Vijayawada for his committed responsibility of completing the 30 hour Event Management Certificate program offered by the MBA Department in collaboration with his organization.

Prelims were conducted for all the three formal events and the final rounds of all the events were judged by experts from various fields. The event came to an end with prize distribution.

- **Outstanding Student & Faculty Achievements**

1. The department has competent and self motivating faculty
2. Four out of six faculties received their doctorates in 2018 &2019, one faculty submitted her PhD and one of them is pursuing.
3. Five faculty members qualified in NET and SET.
4. P. Sri lakshmi of II MBA has won Pratibha Puraskar from the Govt Of Andhra Pradesh for her outstanding performance in Academics – received cash prize of Rs.20,000/- , a Gold Medal and Note Book in the year 2016.

## 2019-2020

1. A Three-Day Induction/ Orientation Program was conducted for 1st MBA Students from 6th September 2019 to 9th September 2019. First day in the Morning session, Prayer was conducted by Sr. Lavanya, Welcome address by Dr. Sr. JasinthaQuadras, Principal and Briefing about the department & college by Director & HoD Dr.K. Naga Sundari.
2. A Guest Lecture on Ragging and its consequences by Mrs. Lalitha, Counsellor, Maris Stella College for 1st & 2nd MBA Students on 07<sup>th</sup> September, 2019. Third day Morning session students were briefed about program papers and in the afternoon session, to develop healthy relations among seniors & juniors', games were conducted.
3. Dr.K.NagaSundari& Sr. Lavanya attended a one day national workshop on "IPR in Higher Education-Issues and Challenges", organized by the Department of Management Studies, TJPS College, Guntur on 13<sup>th</sup> September, 2019.
4. Dr.G.Malathi has attended a 12 days workshop on Entrepreneurship Development at EDII, Ahmedabad from 16<sup>th</sup> to 27<sup>th</sup> September, 2019.
5. A guest lecture on "Emerging Trends and challenges in Marketing" was organized for I & II MBA students on 2<sup>nd</sup> November,2019, the resource person was Mr. Ramesh Kumar Bhalla, DGM, KAM, APTS, Vijayawada.
6. The PG Department of Business Administration in collaboration with Internal Quality Assurance Cell (IQAC), has organised a one day workshop on "Intellectual Property Rights in Indian Scenario: Current Perspectives And Future Challenges", on 16<sup>th</sup> November in AV Room. The resource persons were Dr. P. Veerabrahmachary, Senior faculty, Department of Biotechnology, Krishna University, Machilipatnam, Mr. T. Ramesh, Data Management and IPR Consultant, Guntur and Mr. Siva Sankar Kasturi, IPR Attorney, Vijayawada. Dr. Sr. JasinthaQuadras, Principal gave the inaugural address, Dr. G. Little Flower co-ordinator, IQAC spoke on the importance of organizing the workshop followed by the resource persons briefing.
7. The workshop was divided into three technical sessions. The resource person for the first technical session was Dr. P. Veerabrahmachary, delivered a lecture on "Understanding Innovation and IPR to Recreate our Future". He spoke on innovation in India and various schemes offered by the central government to encourage entrepreneurship. He reiterated the importance of IPR to protect innovations.
8. The resource person for the second technical session was Mr. T. Ramesh delivered a lecture on "Managing IPR for MSMEs and Start -Ups in the Fourth Industrial Revolution Era – Issues and Challenges". He spoke on India's preparedness for the fourth industrial revolution.
9. The lecture for the final technical session was delivered by Mr. Siva Sankar Kasturi on "Legal Aspects of IPR". He stressed on the importance of filing for IPR to protect company's signs, symbols and logos to protect their innovations.
10. 94 faculty and 75 students had participated in the workshop.

11. 8 Students of II MBA have presented papers in ICSSR (IMPRESS) sponsored international seminar on “Strategies for Transforming India –The Way Forward”(SFTI) held on 18<sup>th</sup> and 19<sup>th</sup> November, 2019.
12. Ch.Yamuna of II MBA won Rs 4,000/- cash prize for stock market event at a national level management fest ‘AFOSEC’ organised by VR Siddhartha Engineering College, Vijayawada, on 22<sup>nd</sup> February.
13. Dr.K.NagaSundari, Dr.G.Malathi, Mrs. G.Smitha and Mrs.T. Prameela have presented papers at ICSSR (IMPRESS) sponsored two day international seminar on “Strategies for Transforming India-The Way Forward” , on 18<sup>th</sup> and 19<sup>th</sup> December, 2019.
14. Dr.K.NagaSundari&Dr.G.Malathi have participated and presented paper on “Empowerment of Women Farmers to Enhance Food Security” & “Impact of Interventions on Women Empowerment and Nutrition”, in ICSSR-SRC sponsored two day national seminar held at KBN College Vijayawada, on 27<sup>th</sup>&28<sup>th</sup> December,2019.
15. Participated in a three day National Workshop on “Constructive Alignment and Outcome based Education” held at Maris Stella College, Vijayawada from 21<sup>st</sup>- 23<sup>rd</sup>October, 2019.
16. Dr.K.NagaSundari participated in a two day National Workshop on “Designing Effective Assessment Practices and Digital Technology” held at Maris Stella College, Vijayawada from 2<sup>nd</sup> - 3<sup>rd</sup> December, 2019.
17. Dr.K.NagaSundari, Dr.G.Malathi, Dr.H.Kanaka Durga & Mrs. G.Smitha participated in a one day workshop on Mentoring held at Maris Stella College, Vijayawada on 7<sup>th</sup> January, 2020.
18. A guest lecture was organized on Business analytics on 12<sup>th</sup> December, 2019, by Mr. K.Harish and L. Anand, SAVIC Technologies , Mumbai.
19. A guest lecture on “Basics of Investments in Stock Markets”, was organized for I&II MBA, &M.Com students on 28<sup>th</sup> January, 2020. The resource person was Mr. Sarish, Certified Financial Planner &NISM CPE Trainer, Guntur.
20. A guest lecture on “Awareness on Mutual Funds”, was organized for I&IIMBA students on 3<sup>rd</sup> February 2020, by Mr. Ch.Srinivasa Rao , Financial Advisor, Vijayawada.
21. Mrs.K.Smitha and Mrs.T.Prameela attended a one-day workshop on "HR Analytics" organised by the department of Commerce and Business Administration, P.B.Siddhartha College of Arts & Science, Vijayawada, on 5<sup>th</sup> February 2020.
22. Dr .K.NagaSundari, Dr.G.Malathi, Mrs.T. Prameela and Ch.N.Pranavi presented papers in a national seminar organized in Acharya Nagarjuna university, on IoT Applications in Business on February 14<sup>th</sup> and 15<sup>th</sup> 2020.
23. Dr.K. Naga Sundari, Dr.G.Malathi, G. Smitha & T. Prameela presented papers in a two day national seminar organized by the department of economics on “IPR- Issues and Challenges”, on 28<sup>th</sup> and 29<sup>th</sup> of February 2020.
24. 6 Students of I MBA presented papers in a two national seminar organized by the department of Economics on “IPR- Issues and Challenges”, on 28<sup>th</sup> and 29<sup>th</sup> of February 2020.
25. Dr.K.NagaSundari and Dr.G.Malathi, published a paper on “Assessing Entrepreneurial Capabilities among Management Graduates”, in Our Heritage Journal in the month of January, 2020.

26. G. Smitha published a paper on e-Recruitment Practices in Scopus indexed journal in the month of January.
27. The PG department of Business Administration has organised Samanvay -2020, A One Day National Level Management Fest on 18<sup>th</sup> February, 2020. It is the 13<sup>th</sup> consecutive year that the department has been organising this event. This event helps students of MBA apply theory into practice and enhance their organising skills. More than 120 participants from various parts of the state have competed in events such as Business Quiz, Young Manager, Market Makers, Treasure Hunt and Mr n Miss Samanvay. The event is a platform for gutsy intellects with the right attitude. Students are tested on their marketing skills, leadership skills, communication skills, spontaneity and contemporary business knowledge.
28. The chief guest for the inaugural session was Dr. G. Vani Mohan, IAS, MD, AP Dairy Development cooperative federation, in-charge commissioner Archaeology and Museum and the guests of honor were Mr. G .V. Raghu Ram, Vice president, Powermech Projects ltd, Vijayawada, Mrs. Subbalakshmi Subramanian, our alumna, founder and concept head, Arthem,



## 2020-2021

1. The department has organised a one day national webinar on “Publication of Academic Research in Peer Reviewed Scholarly Journals”, on 6<sup>th</sup> June, 2020. The Keynote speaker was Prof. K. Krishna Reddy, Registrar, Krishna University, Machilipatnam and the resource person was Prof. V. Krishna Mohan, Registrar, Andhra University, Visakhapatnam.
2. Organized an online guest lecture on “Importance of Business Analytics for Corporate Organisations on 28<sup>th</sup> November, 2020. The resource person was Mr. K. J. A. Swarup, Former General Manager (HR), ITC LTD, HR Consultant and Trainer.
3. Organized national level business quiz – “Brilliant Brains”, on 18<sup>th</sup> and 19<sup>th</sup> December, 2020. 350 students from 44 colleges across the country had participated. Cash awards were given to first, second and third prize winners.
4. On the occasion of National Consumers Day on 24<sup>th</sup> December, the department had organized an interactive session on Consumerism – Rights and Responsibilities of Consumers”, on 22<sup>nd</sup> December, 2020, the resource person was Dr. P.V.V.S.Murthy, Guest faculty in International Business Studies Department, ANU, Guntur.