

SANTHIRAM ENGINEERING COLLEGE (AUTONOMOUS)

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Accredited by NAAC(Grade-A), Accredited by NBA(ECE & CSE)

ISO 9001: 2015 Certified Institution, 2(f) & 12 (B) recognition by UGC Act,1956

NH-40, Nandyal-518501, A.P

MBA DEPARTMENT

BUSINESS GAZETTE



The Team

Who makes everything possible

EDITOR IN CHIEF-Dr. A.K.Neeraja Rani, Professor & HOD

MANAGING EDITOR -Syeda Nikhath Bano, Assistant Professor

STUDENT CO-ORDINATORS-Sana Kousar, Harshini

EDITORIAL BOARD AND INDEX

By SYEDA NIKHATH

“Welcome to the community of future business leaders! Dive into insightful articles, expert analysis, and inspiring stories designed to equip you with the knowledge and perspective to navigate the dynamic world of business. We’re excited to be your trusted companion on your MBA journey and beyond. Let’s shape the future together!”



One key characteristic of these magazines is their focus on their design for an MBA, those who have or want to have leadership roles in their organizations. The leadership skills are exhibited in four basic skills: **Problem-solving and decision-making skills, integrity and ethics, team ownership and passion for development.**

Body Of Work



Messages of Administration



Department Profile



Faculty Details



Student Details



Programs conducted by Department



Faculty Achievements



Student Achievements



Students Voice

MESSAGES



It gives me an immense pleasure to hear that Department of MBA is coming out with their College magazine. Efforts such as this will provide an opportunity for the staff and students to showcase their talents in technical writing. I sincerely appreciate and congratulate the Principal, the editorial team and the students of the department for their unrelenting efforts in compiling this magazine.

DR. M. SANTHIRAMUDU



It is my honor and delight to hear that our college is coming up with a magazine for MBA Department. I appreciate the editors and team to enable this platform to enhance the Qualities and technicalities of students and faculty. I wish all the success in bringing out the magazine in their endeavour.

MR. M. SIVARAM



"Our endeavor is to mold leaders who accept these challenges head on and find out of the box solutions to thrive rather than survive in such conditions". This magazine serves as a testament to the hard work and achievements of our MBA cohort, and we are confident they will make a significant impact on the business world.

DR. M.V. SUBRAMANYAM



The growth of expertise in the department is commendable. In keeping with the department's vision, the holistic development of the students is focused upon that instills a habit of continued learning and a sense of responsibility in them to contribute towards the betterment of the society. I heartily congratulate the team on the publishment of the magazine.

DR. A. K. NEERAJA RANI

DEPARTMENT PROFILE

MBA Unit, Department of Commerce and Management, SANTHIRAM ENGINEERING COLLEGE, NERAVADA is one of the distinguished Post Graduate Departments. As per the requirement of the business and corporate world, the college has modified the MBA syllabi from time to time. The latest revision in MBA syllabi has been implemented from the Academic year 2010-2012 with an intake of 120 students and has been raising since then.

The department has been enhancing the soft skills and analytical ability of the students. The latest syllabi also include Choice Based Credit Courses. From 2015, the students have been registering for SWAYAM courses. The main purpose of starting MBA programme in the University Department was to provide quality education in management and to develop professional managers for corporate world, as well as service sector. The Department is having modern infrastructure like Digital Classroom, Seminar Hall, Library, Computers and Wi – Fi facility.

Right from the inception, there is continuous interaction of industry and industry people with the department. The Management Department organizes Industrial Visit locally as well as outside frequently, so that the students would get the practical exposure of actual working in the city. The Department has been organizing a National Conference since 2010 and Faculty Development Programme since 2015.

The department has 13 highly qualified and committed faculties, all of them have a rich experience in teaching, dedication towards the pursuit of academic excellence and they are specialized in diverging areas of technology and management. The teaching faculty is actively engaged in research and they are having research publications in the reputed journals. For the development of the Management Faculty of the Department as well as other institutes, the department organizes Faculty Development Programmes regularly.

Department Vision:

To become a center for quality education in the field of computer science & engineering and to create competent professionals.

Department Mission:

1. To provide academic ambience and latest software tools to prepare competent Software Engineers with strong theoretical and practical knowledge.
2. To foster professionalism and strong work ethics in students for the betterment of society.
3. To provide adequate infrastructure as well as experienced & skilled faculty members.
4. To encourage the spirit of entrepreneurship and adaptability in our students in view of the ever-changing scenario of the Software Industry.

FACULTY DETAILS

Sl.No	Name of the Faculty	Designation
1	Dr. A. K Neeraja Rani	HOD
2	Dr. C. Vindhya Vasini	Associate Professor
3	K. Kishore Naidu	Assistant Professor
4	C. Ravi Kumar	Assistant Professor
5	Mr. S. Md. Ershad	Assistant Professor
6	P. Padma Bai	Assistant Professor
7	M. Nagaraju	Assistant Professor
8	M. Vijaya Lakshmi	Assistant Professor
9	V. Anitha	Assistant Professor
10	Mrs. N. Vasudha	Assistant Professor
11	Mr. A. V. Viswanath	Assistant Professor
12	Mr. M. Abdul Basid	Assistant Professor
13	Ms. Syeda Nikhath	Assistant Professor

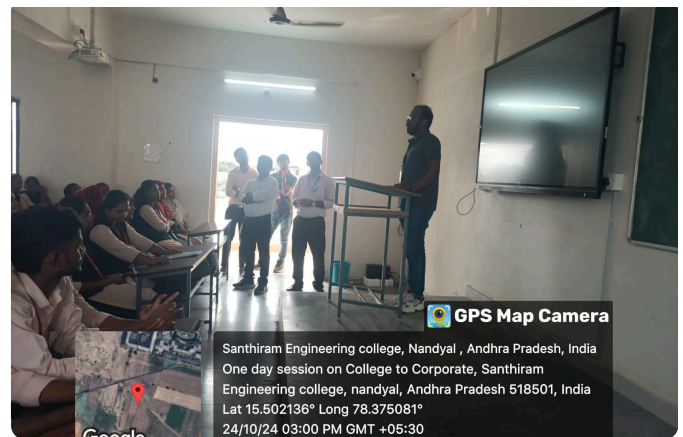
Department Programs and Achievements

Career GUIDANCE Program on Resume Preparation tips- By Y. Akash



The Department of MBA organized a “Career Guidance program” on tips for ‘Resume Preparation’ on 30.8.2024. Y. Akash, Data Structures and Algorithms Trainer, Hyderabad enacted as the resource person for this program. Understanding the key concepts for resume preparation and various websites for the jobs were the key concepts.

One Day Seminar on COLLEGE to CORPORATE-By K. Venkat



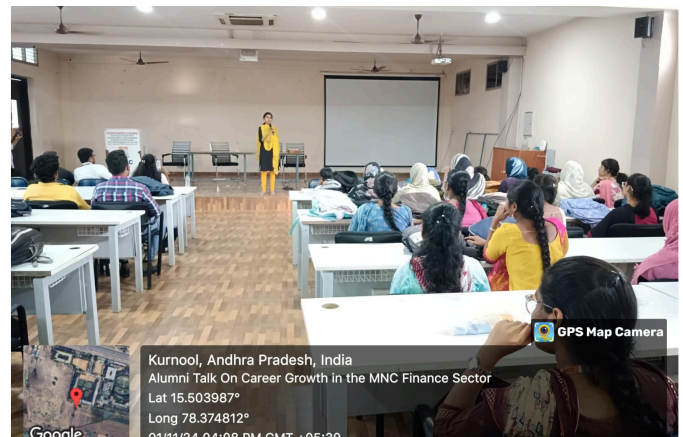
The Department of MBA organized a “One Day Seminar” on ‘College to Corporate’ on 24.10.2024. K Venkat, HR, Techouts, Hyderabad acted as the resource person for this program. Understanding the change in the fields of learning were the key concepts.

Alumni Talk on Contemporary HR Practices–By M. Vali Basha



The Department of MBA organized a “Alumni Talk program” on ‘Contemporary HR Practices’ on 18.10.2024. M Vali Basha, HR Service Delivery Analyst Accenture, Bangalore from the batch of 2010–2012 acted as the resource person for this program. Understanding the corporate world and HR practices in the companies were the key concepts.

Alumni Talk on Career Growth in MNC; Finance Sector–By K. Bruhati Manasa



The Department of MBA organized a “Alumni Talk program” on ‘Corporate Growth in MNC ’ on 18.10.2024. K Bruhathi Manasa ,Data Analyst Transactions Dept, S & P Global, Hyderabad from the batch of 2019–2021 acted as the resource person for this program. Understanding the corporate world in Multinational companies and practices in the Financial sector were the key concepts.

Career Guidance Program on Scope for MBA students in MNC-By M. Nagendra



The Department of MBA organized a “Career Guidance Program” on ‘Scope for MBA students in MNC ’ on 6.12.2024. M Nagendra Babu ,CEO,Resh app Software Soutions Pvt Ltd Hyderabad acted as the resource person for this program. Understanding the corporate world in Multinational companies and scope of MBA students in MNC’s were the key concepts.

One week Certification Program on Advanced Excel using Power BI-By M. Nagendra



The Department of MBA organized a “One week Certification Program” on ‘Advanced Excel using power BI ’ from 16.12.2024 to 21.12.2024. M Nagendra Babu ,CEO,Resh app Software Soutions Pvt Ltd Hyderabad acted as the resource person for this program. Learning and Understanding the visualization tool ‘POWER BI’ and practicing Excel with its advanced version were the key concepts.

Department Achievements

Sl.No	Department	Name of the Faculty	Name /Title of Program
1	MBA	S. Md. Ershad	Conquering the Corporate Ladder -The Do's for Professional Excellence
2	MBA	Dr. A K Neeraja Rani	Academic Leadership Program
3	MBA	A Veera Viswanath	OBE:CO/PO/PSO/Mapping & Attainment Calculation

Faculty Achievements

The following faculty got the PhD admissions during this period.

- M. Abdul Basid, Asst Prof, at Yogi Vemana University, Kadapa.
- A. V. Viswanath, Asst Prof, at Vikaram Simhhapuri University, Nellore.

Faculty 100% Results

The following faculty produced 100% results

1) Dr A K Neeraja Rani,

- HRM – II sem MBA (2023 Batch)
- GHRM – III sem MBA (2023 Batch)

2) Dr C. Vindya Vasini

- SM – III sem MBA (2023 Batch)

3) S. Md. Ershad,

- MM – II sem MBA (2023 Batch)
- DM – III sem MBA (2023 Batch)

4) N Vasudha,

- ED – III sem MBA (2023 Batch)

5) M. Adbul Basid

- WCM – III sem MBA (2023 Batch)

6) Syeda Nikhath

- M & A – III sem MBA (2023 Batch)

Faculty NPTEL Courses

The following faculty successfully completed NPTEL courses during July-Oct, 2024.

- Dr S MD Ershad on **Customer Relationship Management**
- Dr C Vindya Vasini on **Strategic Management**
- A Veera Viswanath on **Product and Brand Management** and received Elite certificate.

Faculty Attended Programs

- **Dr. A. K. Neeraja Rani, HOD-MBA**, attended the Following Programs.
 - One Week National Virtual FDP on Latest Research Trends and Methodologies in AI and ML during 28.10.2024 to 02.11.2024 organized by VIT, Chennai.
 - One Week National Virtual FDP on Innovative Pedagogical Strategies Using AI & Digital Platform during 04.11.2024 to 11.11.2024 organized by Kristu Jayanti College in Collaboration with St Anthony's College, Shilong, Meghalaya.
 - Five-day Academic Leadership Program conducted by APSCHE, sponsored by Symbiosis Institute of Digital and Telecom Management (SIDTM) & Blackbucks Group, during 09.12.2024 to 13.12.2024
- **Dr C Vindya Vasini, Assoc Prof**, attended a One Week National Virtual FDP on Latest Research Trends and Methodologies in AI and ML during 28.10.2024 to 02.11.2024 organized by VIT, Chennai.
- **N Vasudha, Asst Prof**, attended a One Week National Virtual FDP on Latest Research Trends and Methodologies in AI and ML during 28.10.2024 to 02.11.2024 organized by VIT, Chennai.
- **S. Md. Ershad, Asst Prof**, attended Six Days Workshop on Conquering the Corporate Ladder – The Do'Ts for Professional Excellence during 09.09.2024 to 14.09.2024 organized by Exceeds Academy and Research (ESAR), Visakhapatnam.
- **M Abdul Basid, Asst Prof**, attended a 5 Day National Virtual FDP on AI Tools and Techniques for Research during 09.12.2024 to 13.12.2024 organized by Andhra Loyola College, Vijayawada.

Student's Internships

The following students completed EduSkills Virtual Internship

- G Ashwaq Ahamed, completed 10 weeks Virtual Internship on Business Analyst during July-Sep, 2004 organized by Celonis.
- G Chandra Moulesh, completed 10 weeks Virtual Internship on Data Engineering virtual during July-Sep, 2004 organized by ASW Academy.
- C Prasad, completed 10 weeks Virtual Internship on Process Mining during July-Sep, 2004 organized by Celonis.
- S Salman Basha completed 10 weeks Virtual Internship on Data Science Master during July-Sep, 2004 organized by ALTAIR.
- B Bala Murali, completed 10 weeks Virtual Internship on Android Developer during July-Sep, 2004 organized by India Edu Program.
- The following students completed, 10 weeks Virtual Internship on Cyber Security during July-Sep, 2004 organized by Paloalto.
 - Babu S
 - Srinath B
 - E Madhu Goud

Student's NPTEL Courses

The following are the NPTEL Courses Completed by the Students of MBA-2023 Batch. Total 130 students successfully completed and received certificates from NPTEL.

S.No	Title of the Course	No.of Students	Remarks
1	Training of Trainers	96	09 – Elite + Silver 65 – Elite 21 – Qualified
2	Management Information System	10	03 – Elite 07 – Qualified
3	Management Accounting	1	Qualified
4	E-Business	1	Elite
5	Human Resource Development	22	04 – Elite

STUDENTS VOICE

ARTICLE ON FINANCE BY HARSHINI

FINANCE & STOCK MARKET

Finance is defined as the management of money and includes activities such as investing, borrowing, lending, budgeting, saving, and forecasting.



Some basic Key words should know in stock market :

- Bull & Bear Market
- Blue chip stocks
- Arbitrage Volatility
- Portfolio Equity
- Investors Trading
- volume Mutual
- funds
-
-

“

There is only one side to the stock market; and it is not the bull side or the bear side, but the right side.

JESSE LIVERMORE

www.jesselivermore.com

Bull & Bear market : A bull market is when stock prices rise, and a bear market is when stock prices fall.

Blue chip stocks : Share of large & reputable companies typically possessing a well-known brand and a long track record of successful operations.

Arbitrage : Arbitrage refers to buying and selling the same security on different exchanges and at different price points.

Volatility. The statistical measure of how much a stock moves up or down.

Portfolio : A stock market portfolio is an investor's collection of stocks, funds, and other market-traded securities.

Equity : In the stock market, equity refers to the value of an investor's stake in a company. It's also known as the value of the shares an investor owns.

Investors : An investor is a person or entity that invests money in the stock market with the expectation of financial gain. Investors can be individuals organizations, such as mutual funds, banks, and insurance companies.

Trading volume : Trading volume is the number of shares of stock, bonds, commodities, or other financial instruments that change hands during a specific period.

Mutual funds : A mutual fund is a collection of money from investors that is used to buy securities like stocks, bonds, and debt.

Requirements to invest:

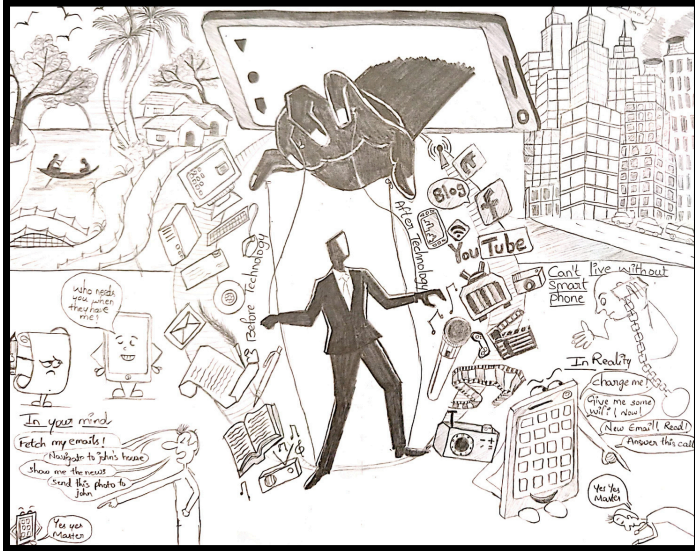
- Trading account.
- Demat account.

Track your portfolio :

<https://www.screener.in/screens/548452/list-of-stable-companies/?page=2>

— By Harshini Bachu(Dept-M.B.A 1st Year) —

PENCIL ART BY SANA KOUSAR



• Watch out for more!