



Sreenivasa Institute of Technology and Management Studies

AUTONOMOUS-NAAC ACCREDITED
Chittoor-517127, Andhra Pradesh

Department of MANAGEMENT STUDIES

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OUR INSPIRATION



Dr. D.K. Audikesavulu
Founder Chairman



Smt. D.A. Satyaprabha
Chairperson

ABOUT COLLEGE

Sreenivasa Institute of Technology and Management Studies (SITAMS) was established in Chittoor in 1998 by **Late Sri D.K. Audikesavulu**, former MP and Chairman, Tirumala Tirupati Devasthanams (TTD). The college is Affiliated to JNTUA Anantapuramu, Certified by NAAC, Bangalore and **Autonomous** status sanctioned by UGC, New Delhi from the academic year 2013-14. SITAMS is awarded as **GRADE-A** by APSICHE Government of Andhra Pradesh and an **ISO 9001:2015** certified Institution. The college has 5 B.Tech courses ECE, CSE, MECH, EEE, CIV and also PG courses MCA, MBA and M.Tech.

PRINCIPAL'S DESK

SITAMS News letter broadcasts the information of the college and exhibits the hidden talents of the students and staff. It encloses the activities such as paper published, conferences attended and FDP by staff members and competitions won by the students and innovative projects carried out by them.

I take this opportunity to thank all the stakeholders for showing interest and continuous support. I extend my best wishes to all the students in their chosen career path and I am sure that the college will reach the zenith in the years to come and serve many more in the society.



Dr. P. Ramesh Kumar
Principal

COLLEGE VISION

- To emerge as a Center of Excellence for Learning and Research in the domains of engineering, computing and management.

DEPARTMENT VISION

- Become Center of Excellence for Educating Management Students as Leaders of Tomorrow.

COLLEGE MISSION

- Provide congenial academic ambience with state-art of resources for learning and research.
- Ignite the students to acquire self reliance in the latest technologies.
- Unleash and encourage the innate potential and creativity of students.
- Inculcate confidence to face and experience new challenges.
- Foster enterprising spirit among students.
- Work collaboratively with technical Institutes / Universities / Industries of National and International repute

DEPARTMENT MISSION

- Provide congenial academic ambience with necessary infrastructure and learning resources.
- Inculcate confidence to face and experience new challenges from industry and society.
- Ignite the students to have creativity, analytical thinking, critical thinking and effective communication.
- Foster Enterprising spirit among students

Events

Annual day

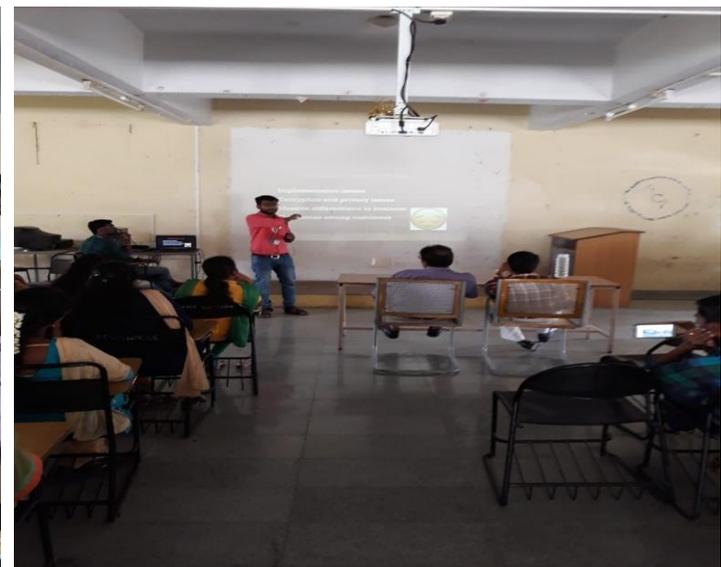
The Annual Day was celebrated on 12th April 2018. Smt. D.A. Satyaprabha, Chairperson was the Chief Guest and Sri K. Ranganatham Garu, Trustee, Srinivasa Trust was the Guest of Honour. Chairperson & Principal distributed awards to the students for their outstanding performances besides Staffs and Students were awarded for their achievements in Sports.



Annual day(SITAMS VAIBHAV 2K18) (12-04-2018)

Technical Fest

One day National Level Technical Fest Was held on April 11, 2018. Dr. P. Ramesh Kumar ,Principal and Dr. S. Sreekanth, Vice-Principal inaugurated the programme. Students from various colleges participated in Paper Presentation, Poster Presentation, Technical quiz and Project expo and exhibited their unique talents of budding engineers. Winners and runners were given mementos and cash prizes by the Principal.



Technical Fest(11-04-2018)

Symposium(IGNITE-2018)

A State Level Symposium and Management Congregation organized by department of Management studies on 6th March, 2018. Under this event a vast response by various colleges and students are participated actively with good number of registrations. We conducted in this connection Paper presentation, Quiz, poster presentation and royal hunt events.

On this occasion CPF Aqua HR Manager addressed the gathering and presented prizes and certificates distributed the participants.



Sreenivasa Institute of Technology and Management Studies
(Autonomous)
Accredited by NAAC, Affiliated to JNTUA
Chittoor-517127 (AP)
(College Code :SSCC)

Department of Management Studies
STATE-LEVEL SYMPOSIUM & MANAGEMENT CONGREGATION
Date: 6 March 2018

IGNITE 2018
.....conviction of intellect

SPARKLE MINDS
Paper Presentation on "Digital India"
Team Size : 2 members

QUIZ-MOZ
Quiz Competition
Team Size : 3 members

INNER FIRE
Poster Presentation on "Digital India"
Team Size : 2 members

ROYAL HUNT
In-Campus Snapshot competition
Team Size : 2 members

BUSINESS ARCHITECT
Best Business Plan
Team Size : 4 members

Mr./MS. IGNITE
Young Manager
Team Size : 1 member

Registration Fee per individual Rs.150/-
Attractive Cash Prizes for winners
Encl.: Annexure-1 for further details

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Prof. Dept. of MBA, SITAMS

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A State Level Symposium and Management Congregation(06-03-2018)

Work shop

Two day national level workshop on **Financing Decisions Using EXCEL** organised by department of MBA on 30th April 2018 and 1st May 2018. Dr Lokananda Reddy Irala, Associate Professor, Hyderabad Central University, Hyderabad attended as a resource person and conducted practices for our students. This workshop useful to do Excel in our regular processes as well as in research related works.



**Two Day National Level Workshop on Financing Decisions Using Excel
(30-04-2018 and 01-05-2018)**

Alumni Meet

Department organized Alumni meet for 2016 students NASTALGIA-2019 on Apl, 2018. Alumni of 2016, 50 students were presented and shared their feelings with faculty and students. On this occasion Placement officer of SITAMS addressing to bring placements for our students in famous MNCs where they are working.



MOUs

Sl. No.	Name of the Industry / Organization	Date of the MoU	Specific Roles Functions
1	Verakki Tech Services Pvt Ltd, Vizag	27/2/2018	College Student Registration Practice material access, Cat, VCEAT assessment campus drive centre
2	Hire Mee. Kaam Services Pvt. Ltd., Bangalore	12/5/2018	Conducting online Assessment

National Service Scheme(NSS)

Our students as NSS Volunteers continuously showing leadership skills and serving rigorously for community health care, literacy drives, environmental protection, Blood donation camps, informative lecture on human values regularly to the society by visiting nearby villages and educating and helping the poor and the destitute. This time NSS has also organized many activities.



**Swamy Vivekananda Birthday Celebrations
(12-01-2018)**



కార్యక్రమంలో పాల్గొన్న విద్యార్థులు
మహాత్ముని ఆశయాలు కానీసాగిదాం
 చిత్తూరు(కేంద్రం), స్వామీలుడే: మహాత్మాగాంధీ ఆశయ సాధనకు అందరూ కలసికట్టుగా కృషి చేయాలని శ్రీనివాసా ఇంజనీరింగ్ కళాశాల(సీతమ్మ) విద్యార్థులు పేర్కొన్నారు. మహాత్మాగాంధీ వర్ధంతిని పురస్కరించుకుని మంగళవారం కళాశాలలోని జాతీయ సేవా పథకం(ఎన్ఎస్ఎస్) ఆధ్వర్యంలో 'మహాత్మా గాంధీ జీవితం నుంచి తీర్పుకోవాలని యువత ఏమి నేర్చుకోవాలి' అనే అంశంపై ఉపన్యాసం, పవర్ పాయింట్ ప్రజెంటేషన్ కార్యక్రమాన్ని నిర్వహించారు. ఈ సందర్భంగా పలువురు విద్యార్థులు ఉపన్యసించారు. అహింస, పట్టుద, కష్టాలకు ఎదురొడ్డి నిలవడం, సత్యం, పరోపకారం తదితర మంది అలవాట్లను గాంధీ నుంచి నేర్చుకోవాలని విద్యార్థులు చెబుతూ ఉన్నారు. ఈ కార్యక్రమంలో కళాశాల ప్రెసిడెంట్ రమణకుమార్ తదితరులు పాల్గొన్నారు.

**Mahatma Gandhi Vardhanthi
(30-01-2018)**



**International Women's Day
(08-03-2018)**



**NSS Orientation programme
(21-03-2018)**



**International Water Day Celebrations
(22-03-2018)**



Voters Awareness Program by Chief Electoral Officer, Uttar Pradesh (27-03-2018)



**Donation to Orphan children and old age people
(04-04-2018)**



**NSS Stalls on the eve of college Annual Day to
Help Orphans (11-04-2018)**



**Helping Orphans at Thapovanam by NSS volunteers
(21-04-2018)**



**Participated in Bicycle rally on the eve of
International Earth Day conducted by Nature
Lovers Association, Chittoor (22-04-2018)**



**Participated in Road Safety Awareness Program
conducted by Chittoor Police
(23-04-2018).**



**Participated in World Environmental Day
conducted by
Chittoor NLA(Nature Lovers Association)
(05-06-2018)**



Awareness Program about Swami Vivekananda for First B.Tech students(20-06-2018)



International YOGA Day Celebrations (21-06-2018)



Awareness Program for I B.Tech students by DSP, Mahila Police Station, Chittoor (26-06-2018)

Faculty Achievements

Published Books

S.No	Name of the Faculty	Book Title	Publishers
1	Dr. V. Murali Krishna & Dr.M.Vijaya Bhaskar Reddy	Business Economics	Seven Hills International Publishers, Hyderabad

FDPs Attended

S.NO	NAME OF THE FACULTY	FDP	INSTITUTION	DATE
1	Mrs. S. Saritha	Data Analysis Using SPSS (FDP)	NIT ,Trichy	25 th -27 th Nov'17
2	Dr V. Murali Krishna	Research Methodology for Management Teachers using MS Excel, SPSS and R Programming (FDP)	School of Management Studies, University of Hyderabad	20 th Nov to 03 rd Dec 2017
3	Dr. K. Sudarsan	Research Methodology for Management Teachers using MS Excel, SPSS and R Programming (FDP)	School of Management Studies, University of Hyderabad	20 th Nov to 03 rd Dec 2017
4	Mr. J. Venugopal Reddy	Multivariate Data Analysis (FDP)	International Management Institute (IMI) Bhubaneswar, Odisha	3 rd -18 th Dec'17

Workshops/Seminars/QIP/Refreshment Courses Attended

S.No	Name of the Faculty	Particulars National /International	Title	Institution	Date
1	Dr G Malyadri	National seminar on Digitalization in Business management: Impact and Challenges	Financial Inclusion in India-An Overview	KMM Institute of Technology and Science, Tirupati	14 Mar, 2018
		National Seminar on Digital Transformation Trends in Financial Services :Challenges and oppurtunities	Digital Transformation –Trends-Challenges and opportunities	Sri Padmavathi Mahila Visvavidyalayam, Tirupati.	23 &24 Mar, 2018.
		One Day National Workshop	Financing Decisions using Excel	SITAMSchittoor	1/5/2018
2	Dr. T. Hima Bindu	National seminar on Digitalization in Business management: Impact and Challenges	Financial Inclusion in India-An Overview	KMM Institute of Technology and Science, Tirupati	14 Mar, 2018.
		One Day National Workshop Sponsored by NSDL, Mumbai	Stock Markets and its Education	SITAMS, Chittoor	31/07/2018
3	Dr.C.Jyothsna	One Day National Workshop	Financing Decisions using Excel	SITAMSchittoor	1/5/2018
4	Dr.Jyoshna.C	One Day National Workshop	Financing Decisions using Excel	SITAMSchittoor	1/5/2018
5	Mrs.S.Saritha	One Day National Workshop	Financing Decisions using Excel	SITAMSchittoor	1/5/2018
6	Dr V. Murali Krishna	One Day National Workshop	Financing Decisions using Excel	SITAMSchittoor	1/5/2018

Students Achievements

Students Toppers

I MBA I SEM(2017-2018)		
Rank	Student Name	%
I	G SANDHYA(177510043)	89
II	R KAVYA(1775100D8)	86
II	REDDEMMA(17751E00E2)	86
III	SOMAKUMARI(1775100C3)	85
III	SN PUSHPA LATHA(1775100F6)	85
II MBA I SEM(2017-2018)		
Rank	Student Name	%
I	CHINTALA CHANDU(16751E0023)	88.8
II	R KAVYA(16751E00B0)	87.0
III	R SARAVANA KUMAR(16751E00B5)	85.56

Internship Of Students In Industry

Title of the Linkage	Name of the Partnering Institution	Duration
B.Mahesh	ICICI Prudential Life Insurance, Tirupati	25-01-2018 To 11-02-2018
B.Vineela	Kotak ING Vysya Bank, Bhakrapet	25-01-2018 To 11-02-2018
C.Rajasekhar	Rathan Biotech Pvt. Ltd., Palamaneru	25-01-2018 To 11-02-2018
Chintala Chandu	Vinolya Services Pvt. Ltd., Banglore	25-01-2018 To 11-02-2018
E.Mohit Babu	Rathan Biotech Pvt. Ltd., Palamaneru	25-01-2018 To 11-02-2018
J.Santhosh Kumar	Rathan Biotech Pvt. Ltd., Palamaneru	25-01-2018 To 11-02-2018
K.Kumaresh	Sree Vinayaka Enterprises, Karvetinagaram	25-01-2018 To 11-02-2018
K.Poojitha	BSNL, Bengaluru	25-01-2018 To 11-02-2018
M.Seshadri	Rathan Biotech Pvt. Ltd., Palamaneru	53 Days

Placements

S.NO.	COMPANY NAME	STUDENTS SELECTED	DATE OF INTERVIEW
1	Zaro Education	5	9/12/2017
2	Just Dial	11	11/1/2018
3	Global Hire Consultancy, Bangalore	3	21/5/2018
4	Go Data Intelligence Pvt Ltd, Tirupati	7	28/5/2018
5	Karvey, Chennai	10	24/5/2018

Student Participants in Management Meets

S.No	Name of the student	Name of the activity	Organizing unit/ agency/	Year of the activity
1.	P.Gnanasekhar	IGNITE	Vignanasuda Institute of Mgnt. and Tech.	22/2/2018
2.	P.Gnanasekhar	Magestine	Vignanasuda Institute of Mgnt. and Tech.	22/2/2018
3.	K.Nethaji	Talentine	Vignanasuda Institute of Mgnt. and Tech.	22/2/2018
4.	K.Nethaji	Talentine	Vignanasuda Institute of Mgnt. and Tech.	22/2/2018
5.	R Loknath	Magestine	Vignanasuda Institute of Mgnt. and Tech.	22/2/2018
6.	R Loknath	IGNITE	Vignanasuda Institute of Mgnt. and Tech.	22/2/2018



SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES

AUTONOMOUS - NAAC ACCREDITED

**Awarded 'A' Grade by Technical Education, Government of Andhra Pradesh
(Approved by AICTE, New Delhi & Permanently Affiliated to JNTUA, Ananthapuramu)
An ISO 9001:2015 Certified Institution**

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