



**SREENIVASA INSTITUTE OF TECHNOLOGY AND  
MANAGEMENT STUDIES**

**(AUTONOMOUS)**

(Approved by AICTE, New Delhi & Affiliated to JNTU Anantapur)  
Dr.D.K.Audikesavulu Marg, Murukambattu Post, Chittoor – 517127

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**FACULTY DEVELOPMENT PROGRAMME**

**Venue: D.K Audikesavulu Block, SITAMS**

**Date: 27/06/2019**

Departement of Management studies , SITAMS,Autonomous , Chittoor conducted an FDP programme on “SPSS software for beginners” by Dr Saravana , JNTU A, and Dr H viswa Kiran on 27/06/2019 to faculty memebers of Management studies. All the faculty memebers participated in FDP programme.

The resource person presented in detailed about basics of SPSS and data entry in SPSS for conducting analyses in social sciences . The resource person was felicitated with momento by the COE and HOD , Departement of Management studies. Follow up by the lunch to all department teaching and non teaching staff.



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**FACULTY DEVELOPMENT PROGRAMME**

**Venue: D.K Audikesavulu Block, SITAMS**

**Date: 17/07/2019**

Departement of Management studies , SITAMS,Autonomous , Chittoor conducted an FDP programme on “ data analysis using SPSS” by Jyothi P S, SPSS South Asia , IBM , banglore and Dr H viswa Kiran on 17/07/2019 to faculty memebbers of Management studies. All the faculty memebbers participated in FDP programme.

The resource person presented in detailed about data analysis using SPSS for conducting analyses in social sciences . The resource person was felicitated with momento by the principal and HOD , Departement of Management studies. Follow up by the lunch to all department teaching and non teaching staff.



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## **SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES (AUTONOMOUS)**

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### **DEPARTMENT OF MANAGEMENT STUDIES (MBA)**

#### **FRESHER'S DAY CELEBRATION REPORT: 2019-20**

**DATE:** 25th September 2019

**VENUE:** Indoor Stadium

**TIME:** 2:00PM

The purpose of Fresher's Party is to welcome new students in a friendly atmosphere and to encourage their creative impulses to boost their confidence. It is the day where seniors and juniors finally bond and unite to celebrate being part of the college. Students of First Year students were welcomed with the red rose to this party which was organized by II MBA in the Indoor Stadium at 2PM. The program started with lamp lightening and inaugural speech by Honorable Principal, Dr.Rameshkumar and followed by the students speech for the freshers. The program was hosted by Ms. Saiprasunna, student from Final Year MBA. The cake was cut by the Principal, the HOD of all departments, and the Class Representatives of the each fresher's batch.



Freshers along with their seniors got chance to showcase their talent by a stunning singing, drama, various Dance performances like solo, Duo, Group dances. Later small games were organized to make the function more tricky and fun! The lunch was provided to students, all teaching and non teaching faculty. Winners in events were awarded as well enjoyed the refreshments provided time to time.



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### **Industrial visit**

II year Students of MBA, SITAMS visited **Tirumala dairy** located at PASUPATHUR VILLAGE, Palamaneru, Andhra Pradesh on 12/02/2019. In the course of this industrial visit students are able to gain knowledge on milk production and storing the milk and milk byproducts.

In particular Students were able to get real time knowledge and experience on production and marketing milk products in the dairy. The plant head gave a presentation to the students about role of milk in daily life and HR manager interacted with the students on their policy and procedures implemented in the company.

A team of 60 students of II MBA II semester accompanied by two faculties i.e. Dr. V Murali Krishna and Dr T.P Sarathi, Assistant professors, Department of management studies accompanied with students for the visit.





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**Feed back of the students:** All the students who attend the industrial visit were very happy with the visit and were able to correlate the concepts that they have studied in the subject production and Milk chilling and storing. They are also satisfied with the interaction happened with the industrial personnel.



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**INTERACTION WITH INDUSTRIAL EXPERT**

**Venue : D.K Audikesavulu Block, SITAMS**

**Date : 30/08/2019**

Departement of Management studies , SITAMS,Autonomous , Chittoor conducted an interation programme with K Narayana, Alstom transport india limited sri city on 30/08/2019 with faculty memebbers of Management studies on “ Logistic and supply chain ”. All the faculty memebbers actively participated in the interaction.

The industrial expert provided detailed information on Logistic and supply chain and its impact on business . At the end the expert was felicitated with momento by the COE and HOD , Departement of Management studies. Follow up by the snacks to all department teaching and non teaching staff.



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**DEPARTMENT OF MANAGEMENT STUDIES (MBA)**

The Chairman, Management and Principal of Sreenivasa Institute of Technology and Management Studies , hereby appreciated and awarded cash prizes for the following faculty members for their best performance during the academic year 2019-20 I Semester

| NAME OF THE SUBJECT                        | CLASS    | NAME OF THE FACULTY       | % PASS  |
|--------------------------------------------|----------|---------------------------|---------|
| International Business                     | II MBA A | Mr.P. Suresh              | 100     |
| International Business                     | II MBA B | Dr.G.Malyadri             | 100     |
| Digital Marketing                          | II MBA A | Dr.M.Vijaya Bhaskar Reddy | 100     |
| Cost &Management Accounting                | II MBA A | Dr.K.Sudarsan             | 100     |
| Retailing Management                       | II MBA   | Dr. T.P.Sarathi           | 100     |
| Financial Institutions and services        | II MBA   | Dr.V.Murali Krishna       | 100     |
| Consumer Behaviour                         | II MBA   | Dr.R. Priyadharsini       | 100     |
| Training and Development                   | II MBA A | Mrs. S.Saritha            | 100     |
| Knowledge Management                       | II MBA   | Dr. Jyoshna C             | 100     |
| Corporate Restructuring                    | II MBA   | Dr.G.Malyadri             | 100     |
| Digital Marketing                          | II MBA B | Dr.R. Priyadharsini       | 97.8723 |
| Security Analysis and Portfolio Management | II MBA   | Dr.G.Malyadri             | 97.8261 |
| Labour Legislation                         | II MBA   | Dr.P.Bhujanga Rao         | 97.7273 |
| Cost &Management Accounting                | II MBA B | Dr. T. Hima Bindu         | 97.2973 |
| Advertising and Brand Management           | II MBA   | Dr.H.Viswa Kiran          | 97.1429 |
| Training and Development                   | II MBA B | Mr.P. Suresh              | 96.2963 |
| Talent Management                          | II MBA   | Dr. C Jyothsna            | 92.3077 |
| Management And Organization Behavior       | I MBA A  | Dr.H.Viswakiran           | 100     |
|                                            | I MBA B  | Dr. Jyoshna C             | 100     |
| Managerial Economics                       | I MBA A  | Dr.Vijayabhaskar Reddy    | 100     |
|                                            | I MBA B  | Dr.S.E.V.Subramaniam      | 100     |
| Financial Accounting For Managers          | I MBA A  | Dr,T,Himabindhu           | 100     |
|                                            | I MBA B  | Dr.K.Sudarsan             | 100     |
| Business Law And Regulations               | I MBA A  | Dr.P.Bhujanga Rao         | 98      |
|                                            | I MBA B  | Dr. C Jyothsna            | 100     |
| Business Environment                       | I MBA A  | Dr.T.P.Sarathi            | 100     |
|                                            | I MBA B  | Dr.V.Muralikrishna        | 100     |
| Statistical Methods For Managers           | I MBA A  | Dr.J.V. Balasubramaniam   | 100     |
|                                            | I MBA B  | Mr.P. Suresh              | 100     |



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**DEPARTMENT OF MANAGEMENT STUDIES (MBA)**

The Chairman, Management and Principal of Sreenivasa Institute of Technology and Management Studies, hereby appreciated and awarded cash prizes for the following faculty members for their best performance during the academic year 2019-20 II Semester.

| NAME OF THE SUBJECT                     | Class    | NAME OF THE FACULTY    | % PASS |
|-----------------------------------------|----------|------------------------|--------|
| Strategic Management                    | II MBA A | Dr. T.P.Sarathi        | 100    |
|                                         | II MBA B | Mrs. S.Saritha         | 100    |
| Entrepreneurship Development            | II MBA A | Dr. Jyoshna C          | 100    |
|                                         | II MBA B | Dr.K.Sudarsan          | 100    |
| Financial Derivatives                   | II MBA   | Dr. T. Hima Bindu      | 100    |
| Services Marketing                      | II MBA   | Dr.H.Viswa Kiran       | 100    |
| Compensation Management                 | II MBA   | Dr. C Jyothsna         | 100    |
| International Finance                   | II MBA   | Dr.V.Murali Krishna    | 100    |
| International Marketing                 | II MBA   | Dr.R. Priyadharsini    | 100    |
| International Human Resource Management | II MBA   | Dr.P.Bhujanga Rao      | 100    |
| Human Resource Management               | I MBA A  | Dr.S.E.Vsubramnian     | 100    |
|                                         | I MBA B  | Dr.P.Bhujanga Rao      | 100    |
| Financial Management                    | I MBA A  | Dr.T.Himabindhu        | 100    |
|                                         | I MBA B  | Dr.K.Sudarshan         | 100    |
| Marketing Managemet                     | I MBA A  | Dr.H.Viswakiran        | 100    |
|                                         | I MBA B  | Dr.J.V.Balasubramanian | 100    |
| Production and Operations Managemet     | I MBA A  | Dr.V.Muralikrishna     | 100    |
|                                         | I MBA B  | Dr.P.Suresh            | 100    |
| Research Methodology                    | I MBA A  | Dr.J.V.Balasubramanian | 100    |
|                                         | I MBA B  | Ms. S Saritha          | 100    |
| Management Information System           | I MBA A  | Dr.Vijayabhaskar Reddy | 100    |
|                                         | I MBA B  | Dr.R.Priyadarshini     | 100    |



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**DEPARTMENT OF MANAGEMENT STUDIES (MBA)**

The Chairman, Management and Principal of Sreenivasa Institute of Technology and Management Studies, hereby appreciated and awarded cash prizes for the following students for their best performance in SWAYAM-NPTEL EXAM during the academic year 2019-20

**NPTEL TOPPERS - 2019-2020**

| ACADEMIC YEAR | PLACE | REG NO     | NAME OF THE STUDENT | COURSE NAME                           | SCORE |
|---------------|-------|------------|---------------------|---------------------------------------|-------|
| 2019-20       | I     | 18751E0066 | MANOJ.PN            | FINABCIAL ACCOUNTING                  | 83%   |
|               | II    | 18751E0028 | E.GURUPRIYA         | ENHANCING SOFT SKILLS AND PERSONALITY | 83%   |
|               | II    | 18751E0079 | S.K.ASLAM           | FINANCIAL ACCOUNTING                  | 67%   |



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**DEPARTMENT OF MANAGEMENT STUDIES**

**13-03-2019**

A One Day Seminar programme entitled “Women Empowerment” was conducted in the Department of Management Studies, Co-ordinate by Dr.T.P.Sarathy, Assistant Professor, Department of Management Studies, SITAMS on 13<sup>th</sup> March 2019. The Chief Guest is Mr.S.Kishore Babu, Divisional Manager, Fincare Bank, Vellore. The programme was started at 11:00 am in Gallery, SITAMS. The participants of this programme II MBA students. The programme scheduled as follows;

1. Inauguration with inviting Dignitaries on to the Dias by Ms.Yamini, II MBA Student.
2. Lighting the Lamp by Chief Guests and other Dignitaries with prayer song by II MBA students Ms. Gowthami.
3. Speech by Dr.P.Ramesh Kumar, M.E.,Ph.D, Principal, SITAMS - about opportunities available to MBA students to become successful entrepreneurs.
4. Speech by Dr.J.V.Balasubramanian, Professor & HOD, Department of Management Studies, SITAMS about Importance of Corporate Communications.
5. Chief Guest Profile by Mr.Prudhvi, II MBA Student.
6. Speech by Chief Guest Mr.S.Kishore Babu, Divisional Manager, Fincare Bank about the emergence of women empowerment in developing Indian Economy.
7. Interaction Session between Chief Guest and participants.
8. Felicitation to Chief Guest by Dr.J.V.Balasubramanian, Professor & HOD, Department of Management Studies, SITAMS
9. Feed Back by students – They said that we are highly satisfied with the Guest Lecture and learnt about Communication and its Importance in the present days.
10. Vote of thanks by Mr.Paul Povas, II MBA Student



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The Chairman, Management and Principal of Sreenivasa Institute of Technology and Management Studies , hereby appreciated and awarded cash prizes for the following students for their best performance during the academic year 2019-20.

**ACADEMIC TOPPERS– 2019-20**

| ACADEMIC YEAR | CLASS  | PLACE | REG NO                   | NAME OF THE STUDENT          | GRADE POINTS |
|---------------|--------|-------|--------------------------|------------------------------|--------------|
| 2019-20       | II MBA | I     | 18751E0021               | C.S.RAGHAVENDRA RAO          | 9.28         |
|               |        | II    | 18751E0094               | V.JAGDISHKUMAR               | 9.08         |
|               |        | III   | 18751E00A1               | Y.POOJASREE                  | 9.04         |
|               | I MBA  | I     | 19751E0014               | G.RESHMA                     | 9.46         |
|               |        | II    | 19751E0070               | R.SAIPRIYA                   | 9.39         |
|               |        | III   | 19751E0039<br>19751E0017 | M.MOUNISHA<br>G.SREENIVASULU | 9.31<br>9.31 |



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**TECHNICAL TALK**

**Venue: E-class room 521**

**Date: 17/05/2019**

Departement of Management studies , SITAMS,Autonomous , Chittoor conducted a techincal talk by the K Narayana, Alstom transport india limited sri city, on “ GST ” on 17/05/2019 to faculty memebers of Management studies. All the faculty memebers intreacted with the expert member in the programme.

The resource person presented in detailed about GST . The Expert was felicitated with momento by the principal and HOD , Departement of Management studies. Follow up by the snacks to all department teaching and non teaching staff.



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**TECHNICAL TALK**

**Venue: E-class room 509**

**Date: 21/06/2019**

Departement of Management studies , SITAMS,Autonomous , Chittoor conducted a techincal talk by the Mr K V Rajesh , Manager , ABB, banglore , Sale manger on “Thinking hats methods” on 21/06/2019 to faculty memebbers of Management studies. All the faculty memebbers intreacted with the expert member in the programme.

The resource person presented in detailed about Thinking hats methods and its uses in creativity . The Expert was felicitated with momento by the principal and HOD , Departement of Management studies. Follow up by the snacks to all department teaching and non teaching staff.



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**DEPARTMENT OF MANAGEMENT STUDIES**

**23-10-2019**

A Workshop entitled “Stock Market Trading” was conducted in the Department of Management Studies, Co-ordinator Dr.K.Sudarsan, Associate Professor, Department of Management Studies, SITAMS on 23<sup>rd</sup> October 2019. . The Chief Guest is Sri C Venkata Ramanaiah, Sales Manager – Retail Sales, SBICAP Securities Limited, Tirupathi. The Workshop was started at 10:00 am in Gallery, SITAMS. The participants of this programme are I MBA and II MBA students. The programme was conducted from 10:00 am to 2:00 pm. The programme scheduled as follows;

1. Inauguration with inviting Dignitaries on to the Dias by Ms.P.Devi Priya, I MBA Student.
2. Lighting the Lamp by Chief Guests and other Dignitaries with prayer song by I MBA students Ms.Sai Priya.
3. Speech by P.Ramesh Kumar, M.E., Ph.D, Principal, SITAMS about Ideas to get Prepared for A Job Interview.
4. Speech by Dr.J.V.Balasubramanian, Professor, Department of Management Studies, SITAMS about Stock options available in market
5. Chief Guest Profile by Ms.Nilofur- II MBA Student.
6. Workshop attended by I MBA and II MBA students.
7. Felicitation to Chief Guest by Dr.J.V.Balasubramanian, Professor, Department of Management Studies, SITAMS.
8. Feed Back by students
9. Vote of thanks by Ms.Vijaya Lakshmi - II MBA Student



**Audience – I MBA and II MBA Students**