



**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

Industrial visit

I year Students of MBA, SITAMS visited **Bharathi cements** located at Yerraguntala , YSR district, Andhra Pradesh on 25/11/2020. In the course of this industrial visit students are able to gain knowledge on production of cement and aspects like plant layout, job shop process, products and other production related areas.

In particular Students were able to get real time knowledge and experience on production aspects that happen in the cement production. Students observed. The heads of the departments and HR manager gave brief explanation on their policy and procedures implemented in the company.

A team of 120 students of I MBA II semester accompanied by Mr P Suresh, Assistant professors, Department of management studies visited the company.





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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 operation management. They are also satisfied with the interaction happened with the industrial personnel.



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INTERACTION WITH INDUSTRIAL EXPERT

Venue : online

Date : 16/10/2020

Departement of Management studies , SITAMS,Autonomous , Chittoor conducted an online interation programme with K Narayana, Alstom transport india limited sri city on 16/10/2020 with faculty memebbers of Management studies on “ ISO certification ”. All the faculty memebbers actively participated in the interaction.

The industrial expert provided the information about ISO 9000 , its requirment for an industry . At the end the expert has question answer section after his presentation, HOD , Departement of Management studies presented vote of thanks.



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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 2020-21 I Semester.

Name Of The Subject	Class	Faculty	Pass Percentage (%)
International Business Management	II MBA A	Mr.P.Suresh	100
	II MBA B	Dr.V.Murali Krishna	100
Digital Marketing	II MBA A	Dr.R.Priyadarshini	100
	II MBA B	Dr.M.Vijaya Bhaskar Reddy	100
Cost And Management Accounting	II MBA	Dr.T.Hima Bindu	100
Retailing Management	II MBA	Dr. J.V.Balasubramanian	100
Talent Management	II MBA	Dr.C.Jyothsna	100
Financial Institutions And Services	II MBA	Dr.V.Murali Krishna	100
Consumer Behaviour	II MBA	Dr.H.Viswa Kiran	100
Training And Development	II MBA	Dr.P.Bhujanga Rao	100
	II MBA	Ms. S Saritha	100
Security Analysis And Portfolio Management	II MBA	Dr. K Sudarsan	100
Sales And Distribution Management	II MBA	Dr. T.P.Sarathi	100
Knowledge Management	II MBA	Dr. Jyoshna. C	100
Corporate Restructuring	II MBA	Dr. G. Malyadri	100
Advertising And Brand Management	II MBA	Dr.H.Viswa Kiran	100
Labour Legislation	II MBA	Dr.P.Bhujanga Rao	100
Management And Organization Behavior	I MBA	Dr.H.Viswakiran	100
Managerial Economics	I MBA	Dr.Vijayabhaskar Reddy	100
Financial Accounting For Managers	I MBA	Dr,T,Himabindhu	100
Business Law And Regulations	I MBA	Dr.R.Priyadharsini	100
Business Environment	I MBA	Dr.T.P.Sarathi	100
Statistical Methods For Managers	I MBA	Mr.P.Suresh	98.33



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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 2020-21 II Semester.

Name of the Subject	Class	Faculty	Pass Percentage (%)
Strategic Management	II MBA A	Ms. S Saritha	100
	II MBA B	Dr. J.V.Balasubramanian	100
Entrepreneurship Development	II MBA A	Mr.P.Suresh	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.T.Hima Bindu	100
International Marketing	II MBA	Dr.R.Priyadarshini	100
International Human Resource Management	II MBA	Dr. Jyoshna. C	100
Human Resource Management	I MBA	Mr.P.Suresh	100
Financial Management	I MBA	Dr.T.Hima Bindu	100
Marketing Management	I MBA	Dr.H.Viswa Kiran	100
Production and Operations Management	I MBA	Dr.C.Jyothsna	100
Research Methodology	I MBA	Ms. S Saritha	100
Management Information System	I MBA	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 2020-21.

NPTEL TOPPERS - 2020-2021

ACADEMIC YEAR	PLACE	REG NO	NAME OF THE STUDENT	COURSE NAME	SCORE
2020-21	I	19751E0070	R.SAIPRIYA	SPEAKING EFFECTIVELY	90%
	II	19751E0056	P.ROSHINI	SPEAKING EFFECTIVELY	79%
	III	19751E0015	G.SAISHARMILA	SPEAKING EFFECTIVELY	79%



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DEPARTMENT OF MANAGEMENT STUDIES

15-04-2020

A One Day Seminar programme entitled “Importance of Corporate Communications” was conducted in the Department of Management Studies, Co-ordinate by Dr.V.Murali Krishna, Associate Professor on 15th April, 2020. The Chief Guest is Mr.S.Kishore Babu, Divisional Manager, Fincare Bank. The programme was started at 10:00 am in Gallery, SITAMS. The participants of this programme are I MBA and II MBA students. The programme scheduled as follows;

1. Inauguration with inviting Dignitaries on to the Dias by Ms.J.S.Theja Sree, I MBA Student.
2. Lighting the Lamp by Chief Guests and other Dignitaries with prayer song by I MBA students Ms. Preethi and Ms.K.Sandhya.
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 Ms.D.Rekha, I MBA Student.
6. Speech by Chief Guest Mr.S.Kishore Babu, Divisional Manager, Fincare Bank about Communication is an act of transferring information from one place, person or group to another and to understand what is said to us.
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 Ms.S.Neelima, I MBA Student





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DEPARTMENT OF MANAGEMENT STUDIES

23-07-2020

A One Day Seminar programme entitled “Digital Marketing” was conducted in the Department of Management Studies, Co-ordinator Dr.M.Vijaya Bhaskar Reddy, Associate Professor on 23rd July, 2020. The Chief Guest is Dr.K.Vidya Sagar, Assistant Professor, Department of Management Studies, Sree Vidhyanikethan Institute of Management, Tirupathi. The programme was started at 10:00 am in Gallery, SITAMS. The participants of this programme are I MBA and II MBA students. The programme scheduled as follows;

1. Inauguration with inviting Dignitaries on to the Dias by Ms.Thasmiya, I MBA Student.
2. Lighting the Lamp by Chief Guests and other Dignitaries with prayer song by I MBA students Ms. A.Kavya and K.Jhansi
3. Speech by P.Ramesh Kumar, M.E., Ph.D, Principal, SITAMS about the promotion of brands to connect with potential customers using the internet and other forms of digital communication.
4. Chief Guest Profile by Ms.J.S.Theja Sree, I MBA Student.
5. Speech by Chief Guest Dr.K.Vidya Sagar, Assistant Professor, Department of Management Studies, Sree Vidhyanikethan Institute of Management, Tirupathi about Digital Marketing
6. Interaction Session between Chief Guest and participants.
7. Feed Back by students – They said that we are highly satisfied with the Guest Lecture and well known about Digital Marketing - This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.
8. Vote of thanks by Ms.P.Haneesha- I MBA Student





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TECHNICAL TALK

Venue: E-class room 509

Date: 12/02/2021

Departement of Management studies , SITAMS,Autonomous , Chittoor conducted a techincal talk by Mr Thameem, ALFADIGITAL [Web designing, Digital Marketing, Chittoor, on “SEO” on 00/00/2021 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 Search engine optimisation and its benifts in online marketing . 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 521

Date: 16/07/2021

Departement of Management studies , SITAMS,Autonomous , Chittoor conducted a techincal talk by the Ms Rupa , HR manger, Accenture on “HR Analyitics” on 16/07/2021 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 HR Analyitics . 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

4-1-2021

A Workshop entitled “Ideas to get Prepared for A Job Interview” was conducted in the Department of Management Studies, Co-ordinator Dr.Jyoshna.C, Assistant Professor, Department of Management Studies, SITAMS on 4th January, 2021. . The Chief Guest is Dr.C.Rajanikanth, Professor, SVCET, Department of Management Studies, Chittoor. 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 1:00 pm. The programme scheduled as follows;

1. Inauguration with inviting Dignitaries on to the Dias by Ms.Haneesha Reddy, I MBA Student.
2. Lighting the Lamp by Chief Guests and other Dignitaries with prayer song by I MBA students Ms.K.Sandhya.
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 Interview Tips to the students.
5. Chief Guest Profile by Ms.P.Haneesha - I 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 P.Devi - II MBA Student



Audience – I MBA and II MBA Students



Speaker About Interview Skills to the Students



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DEPARTMENT OF MANAGEMENT STUDIES

3-3-2021

A Workshop entitled “Demat Account and Its Importance” was conducted in the Department of Management Studies, Co-ordinate by Dr.C.Jyothsna, Assistant Professor, Department of Management Studies, SITAMS on 3rd March, 2021. . The Chief Guest is Sri.Padmanabha Reddy, Manager, ICICI Bank, Kongareddipalli, Chittoor. 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 1:00 pm. The programme scheduled as follows;

10. Inauguration with inviting Dignitaries on to the Dias by Ms.Mareena, I MBA Student.
11. Lighting the Lamp by Chief Guests and other Dignitaries with prayer song by I MBA students Ms. Jasmine
12. Speech by P.Ramesh Kumar, M.E., Ph.D, Principal, SITAMS about Demat Account and Its Importance.
13. Speech by Dr.J.V.Balasubramanian, Professor, Department of Management Studies, SITAMS about Demat Account.
14. Chief Guest Profile by Ms.A.Mounika - II MBA Student.
15. Workshop attended by I MBA and II MBA students.
16. Felicitation to Chief Guest by Dr.J.V.Balasubramanian, Professor, Department of Management Studies, SITAMS.
17. Feed Back by students
18. Vote of thanks by P.Devi - II MBA Student



Audience – I MBA and II MBA Students



Speaker about Demat Account and its Importance