



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

Murukambattu, Chittoor, Andhra Pradesh

Department of Management Studies

Conducted

GUEST LECTURE ON RECRUITMENT- TALENT HIRING

Date : 10-10-2023

A Guest Lecture was organized by Department of Management Studies, Sreenivasa Institute of Technology and Management Studies, Chittoor on 10th December, 2023 in SITAMS for the MBA students under the leadership of Principal **Dr. N.Venkatachalapathi**. The topic of Lecture was "**RECRUITMENT- TALENT HIRING**". The guest speaker was heartily welcomed by **Dr.K.Sudarsan**, HOD, Department of Management Studies. The keynote speaker **Ms. Rupa Karnati**, Talent Acquisition Specialist, Human Resource, ANSR Companies, Bangalore..

Principal **Dr. N.Venkatachalapathi** addressed that in the present scenario the students should know awareness about the "Recruitment- Talent Hiring" and acquire knowledge on the same.

Ms. Rupa Karnati explained about the "Recruitment- Talent Hiring" and how it useful to the common people along that he may say about the a talent acquisition interview is one that helps employers determine if a candidate is qualified for the role of a talent acquisition professional. Throughout this interview, an employer may ask you questions to learn more about your interpersonal skills and abilities to find qualified candidates. Someone in this position needs the ability to build a network of contacts and connect with people looking for a job. A talent acquisition interview is a way employers can assess these abilities.

And have discussed difference between talent acquisition and recruiting Though talent acquisition professionals and recruiters have many overlapping job duties, there are a few key differences between these two roles. While recruiters primarily focus on filling open positions, talent acquisition managers and specialists focus more on creating a long-term human resources



**SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES
(SITAMS)**

(AUTONOMOUS)

Murukambattu, Chittoor, Andhra Pradesh

plan for companies. The programme end by vote of thanks presented by Co-Ordinator – MBA
Dr. K. Sudarsan, faculty and students of MBA has participated in the event.

Convenor : Dr. K. Sudarsan, Head & Professor, MBA Dept., SITAMS.
Date : 10th December, 2023
Target Audience : MBA Students
Organised by : Department of Management Studies



**SREENIVASA INSTITUTE OF TECHNOLOGY
AND MANAGEMENT STUDIES [SITAMS]
(AUTONOMUS)**

Chittoor -517 127

DEPARTMENT OF MANAGEMENT STUDIES

**Understanding Commodity Derivatives
Markets**

Sponsored by

MCX

Dr.J.Murthy, is a empanelled securities market trainer with SEBI & NISM.

His role is to educate both the prospective investors as well as existing Investors.

Coming to his academic experience, he has 19 years of experience in teaching Management courses. His areas of interest are: Financial Derivatives, Investment Management, Financial Management and International Finance etc. He has qualified in UGC NET & A.P.SET for Lectureship in both management and commerce. He is a resource person for Securities Exchange Board of India (SEBI) to promote financial education among the public. He organized a three day Entrepreneurship Awareness Camp (EAC) sponsored by DST-NIMAT & EDI, Ahmadabad.

He successfully completed three 12 week certificate courses offered by NPTEL- MHRD.

He was also one of the resource persons for two weeks FDP on entrepreneurship organized by Sri Venkateswara University and sponsored by EDI, Ahmadabad.

He has published 17 research articles and presented 30 research papers in national and 6 research papers in international conferences. Attended 25 FDP\Refresher courses.



VENUE

**SITAMS,
GALLERY**

DATE

18-11-2023

TIME

**10.00 AM
TO
4.00 PM**

**OFFLINE
PLATFORM**

ORGANIZERS

Dr.K.Sudarsan, Co-ordinator

Dr.R.Priyadharshini, Assistant-Coordinator

Mr.S.L.Sai Venkat, Assistant Co-ordinator

Mrs.G.S. Shoba, Assistant Co-ordinator

Ms.M.Heera, Assistant Co-ordinator

Mrs.T.Yamini, Assistant Co-ordinator



SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES (SITAMS)
(AUTONOMOUS)

Murukambattu, Chittoor, Andhra Pradesh

Department of Management Studies

Conducted

Guest Lecture on Commodity Derivatives Market

Date: 17-11-2023

A Guest Lecture was organized by Department of Management Studies, Sreenivasa Institute of Technology and Management Studies, Chittoor on 17th November in SITAMS for the MBA students under the leadership of Principal Dr. N. Venkatachalapathi. The topic of Lecture was "Commodity Derivatives Market". The guest speaker was heartily welcomed by Dr.K.Sudarsan, HOD, Co-Ordinator, Department of Management Studies. The speaker Dr.J.MURTHY, MCX trainer, Mumbai.

Principal Dr.N. Venkatachalapathi addressed that in the present scenario the students should know awareness about the Commodity Derivatives Market and acquire knowledge on the same. Dr. J.MURTHY started the session by interacting with the students on various management issues of recent trends in the corporate world. He enlightened the students on industry requirements in the field of finance. He said that the current Industry requirements are changing at a rapid pace in conjunction with the CUSTOMER REQUIREMENTS who are at the Centre of any organization success.

He has discussed about how the spot transactions and forward transactions get settled in the markets. He has enlightened the participants on the products of derivatives market such as Forward, Futures and Options contracts and also highlighted the concepts of Hedging.

This lecture was quite interesting and interactive on various aspects of Commodity Derivatives Market and Dr. Murthy was kind enough to answer all the questions which were raised by students with his vast experience and Knowledge.

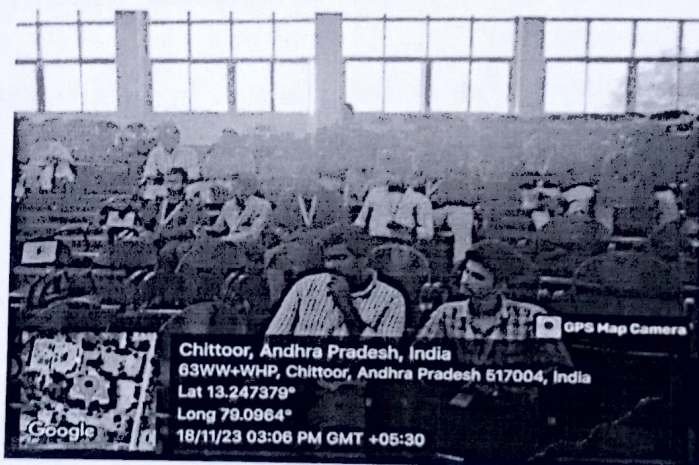
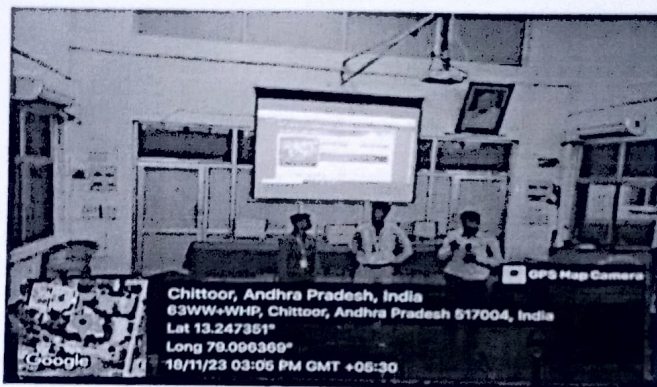
The participants gained knowledge on Commodity Derivatives Market, particularly spot transactions and forward transactions get settled in the markets, Forward, Futures and Options



SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES (SITAMS)
(AUTONOMOUS)

Murukambattu, Chittoor, Andhra Pradesh

contracts The programme end by vote of thanks presented by Co-Ordinator – MBA
Dr.K.Sudarsan, faculty and students of MBA has participated in the event.



Convenor : Dr. K. Sudarsan, Head & Professor, MBA Dept., SITAMS.
Date : 18th-11-2023
Target Audience : MBA Students
Organised by : Department of Management Studies



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

Murukambattu, Chittoor, Andhra Pradesh

Department OF Management Studies

Conducted

Guest lecture on Importance of Cyber Security in BFSI

Department of MBA, SITAMS has organized a guest lecture on 25-11-2023. The title of this programme is **Cyber Security in BFSI** for MBA and MCA students in Sreenivasa Institute of Technology and Management Studies, Chittoor. For this programme Mr. Rukesh NK, Inside Sales Engineer, Data Protection Architect Commvault Pvt. Ltd., Bangalore was acted as Chief Guest.

Chief Guest Mr. Rukesh started his session with BFSI stands for Banking, Financial Services, and Insurance. The BFSI sector works by offering various financial products and services such as banking accounts, loans, insurance policies, investments, and more. It involves managing funds, assessing risks, providing financial advice, facilitating transactions, and complying with regulations to ensure the smooth functioning of the financial ecosystem. The sector uses technology, employs professionals skilled in finance and risk management, and operates within a regulatory framework to serve its customers. He also said that the Cyber security in the BFSI industry is one of the critical areas of concern today. The banking and financial services industry is highly regulated on the cyber security front. The growing sophistication, severity, and lethality of cyber security threats to the financial sector further accentuate the industry's challenges.

He also enlighten on cyber security in the financial sector is important because of the nature and volumes of data that the banks and financial institutions hold. Suppose attackers gain access to financial sector data, they can easily auction off stolen data to the highest bidders and use the credentials to steal millions of dollars from customer accounts. The high cost of data breaches is another major reason why cyber security in the banking industry is critical. One of the key contributing factors to this high cost is the average time to identify and contain data breaches. This was found to be 233 days – that's around 8 months! The attackers have sufficient time to steal data or siphon money from user accounts. Major Cyber threats facing the BFSI Industry is Phishing, Ransomware, DDoS Attacks, Spoofing, Insecure Third-

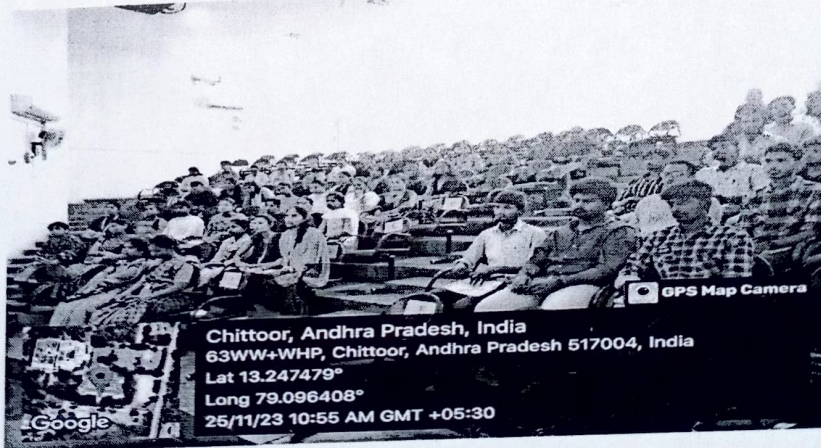
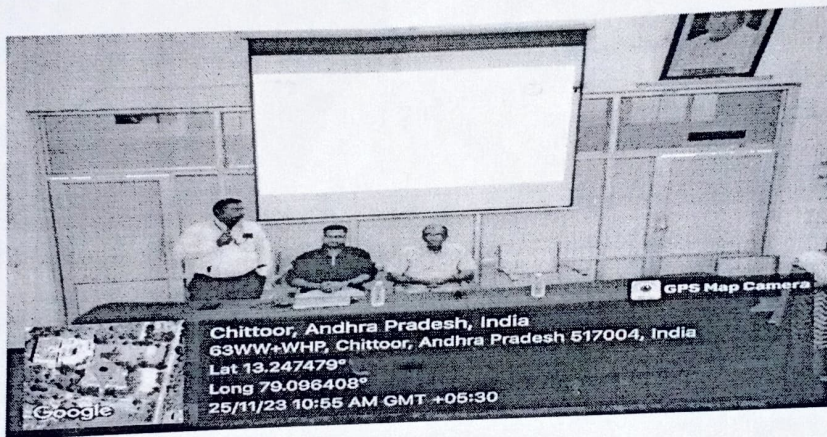


**SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES (SITAMS)
(AUTONOMOUS)**

Murukambattu, Chittoor, Andhra Pradesh

Party Services. Finally he concluded that with robust, multi-layered, and futuristic security providers like Indusface, the threats to cyber security in the BFSI industry can be effectively mitigated and the security posture can be hardened.

The participants gained knowledge on the importance of cyber security in Banking, Financial Services, and Insurance, particularly the regulation of cyber security, various types of cyber sites, protection from the cyber security.



Convenor : Dr. K. Sudarsan, Head & Professor, MBA Dept., SITAMS.
Date : 25-11-2023
Target Audience : MBA Students
Organised by : Department of Management Studies



Department of Management Studies

Conducted

on

**FINANCIAL EDUCATION FOR YOUNG CITIZENS (KONA KONA SIKSHA) & CAREER
OPPORTUNITIES FOR MBA STUDENTS**

IN ASSOCIATION WITH KOTAK SECURITIES & NISM

Date: 11th & 12th September, 2023

The Department of MBA, Sreenivasa Institute of Technology and Management Studies (SITAMS) has organized a add-on course on "**Financial education for young citizens**" in association with Kotak Securities and executed by NISM, Mumbai.

Dr.J.Murthy, Resource Person from NISM has delivered the sessions for 2 days to the II MBA I semester students.

The programme was conducted with an objective to provide basics of financial markets & to guide students about career opportunities. The following topics were discussed thoroughly in the sessions.

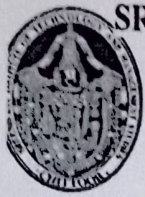
Topics covered:

- Importance of Investments
- Financial Investment opportunities
- Process & Prerequisite to invest in securities market
- Investments in primary market
- Investing in Secondary market
- Mutual Funds
- Precautions while Investing in Securities Market
- Careers in Securities Market

He has also enlightened the participants about role of SEBI in safeguarding the interest of the investors and also given awareness about SCORES (SEBI's Redressal Mechanism), discussed the SEBI guidelines for IPOs and shared the career opportunities and additional certifications to the MBA students.

Question and Answer session was also there in which the speaker clarified the doubts asked by the participants.

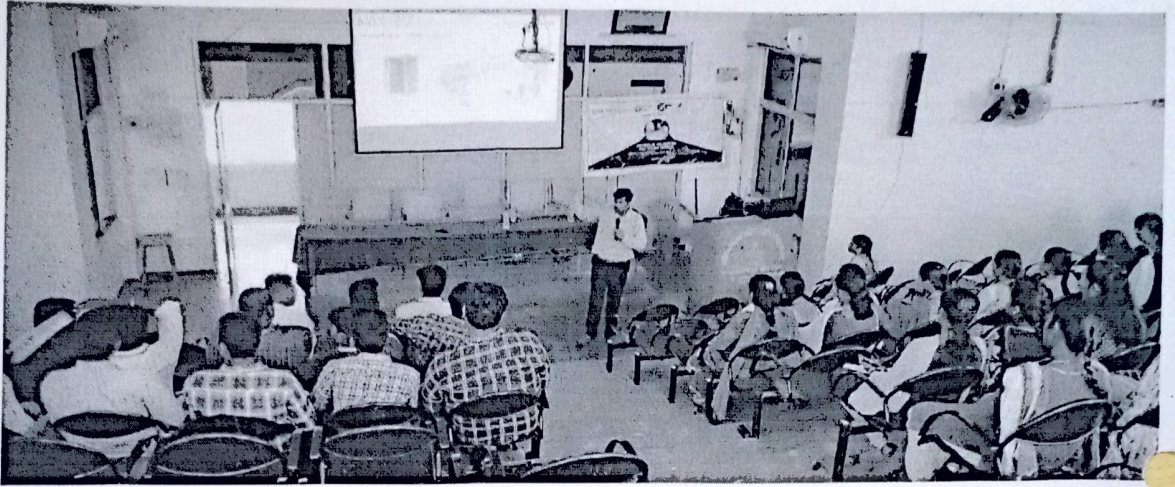
The session was conducted for more than 10 hours. This event came to an end by collecting the feedback from the participants followed by Vote of thanks. Nearly 600 students have participated in the programme.



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

Murukambattu, Chittoor, Andhra Pradesh

Students got participation certificates



Chief Guest Dr.J.Murthy Presentation



Audience of the Programme

Convenor	: Dr. K. Sudarsan, Head & Professor, MBA Dept., SITAMS.
Date	: 11 th & 12 th -09-2023
Target Audience	: MBA & MCA Students
Organised by	: Department of Management Studies



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

Murukambattu, Chittoor, Andhra Pradesh

Department of Management Studies

Conducted

GUEST LECTURE ON

**Awareness Session on Commodity Derivatives Markets Sponsored by
NCDEX**

Date : 20-01-2024

A Guest Lecture was organized by Department of Management Studies, Sreenivasa Institute of Technology and Management Studies, Chittoor on 20th January, 2023 in SITAMS for the I-MBA & I-MCA students under the leadership of Principal **Dr. N.Venkatachalapathi**.

The topic of Lecture was “Awareness Session on Commodity Derivatives Markets Sponsored by NCDEX”. The guest speaker was heartily welcomed by Dr.K.Sudarsan, HOD, Department of Management Studies. The keynote speaker **Dr. J. Murthy**, SEBI Certified Financial Education Resource Person.

Principal **Dr. N.Venkatachalapathi** addressed that in the present scenario the students should know awareness about the “Awareness Session on Commodity Derivatives Markets” and acquire knowledge on the same.

Dr. J. Murthy explained about the “Awareness Session on Commodity Derivatives Markets”

The program starts with the meaning of derivatives like Derivatives are financial contracts whose value is linked to the value of an underlying asset. They are complex financial instruments that are used for various purposes, including speculation, hedging and getting access to additional assets or markets. A derivative is a complex type of financial security that is set between two or more parties. Traders use derivatives to access specific markets and trade different assets. Typically, derivatives are considered a form of advanced investing. The most common underlying assets for derivatives are stocks, bonds, commodities, currencies, interest rates, and market indexes. Contract values depend on changes in the prices of the underlying asset.



**SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES
(SITAMS)**

(AUTONOMOUS)

Murukambattu, Chittoor, Andhra Pradesh

Derivatives can be used to hedge a position, speculate on the directional movement of an underlying asset, or give leverage to holdings. These assets are commonly traded on exchanges or OTC and are purchased through brokerages. The Chicago Mercantile Exchange (CME) is among the world's largest derivatives exchanges. CME Group. "About CME Group."

Discussed about the Advantages and Disadvantages of Derivatives:-

Advantages

As the above examples illustrate, derivatives can be a useful tool for businesses and investors alike. They provide a way to do the following:

- Lock in prices
- Hedge against unfavorable movements in rates
- Mitigate risks

These pluses can often come for a limited cost.

Derivatives also can often be purchased on margin, which means traders use borrowed funds to purchase them. This makes them even less expensive.

Disadvantages:-

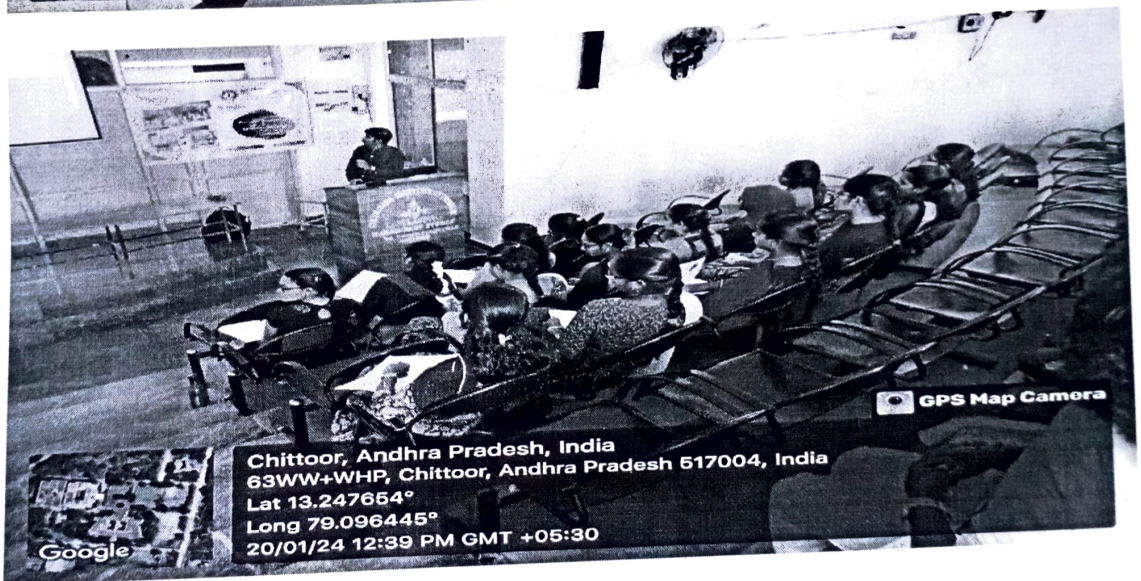
Derivatives are difficult to value because they are based on the price of another asset. The risks for OTC derivatives include counterparty risks that are difficult to predict or value. Most derivatives are also sensitive to the following:

- Changes in the amount of time to expiration
- The cost of holding the underlying asset
- Interest rates

These variables make it difficult to perfectly match the value of a derivative with the underlying asset. The programme ended by vote of thanks presented by Co-Ordinator – MBA Dr. K. Sudarsan, faculty and students of MBA has participated in the event.

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

Murukambattu, Chittoor, Andhra Pradesh



Convenor : Dr. K. Sudarsan, Head & Professor, MBA Dept., SITAMS.
Date : 20th January, 2024
Target Audience : MBA Students
Organised by : Department of Management Studies



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

Murukambattu, Chittoor, Andhra Pradesh

Department of Management Studies

Conducted

GUEST LECTURE ON

How to meet Industrial Expectations by Management Students

Date : 15-03-2024

A Guest Lecture was organized by Department of Management Studies, Sreenivasa Institute of Technology and Management Studies, Chittoor on 15th March, 2024 in SITAMS for the I- MBA & II-MBA students under the leadership of Principal **Dr. N.Venkatachalapathi**.

The topic of Lecture was “**How to meet Industrial Expectations by Management Students**”. The guest speaker was heartily welcomed by Dr.K.Sudarsan, HOD, Department of Management Studies. The keynote speaker **Sri Siva Rama Prasad.T**, Vice President at Oriental Hydraulics Pvt Ltd.

Principal **Dr. N.Venkatachalapathi** addressed that in the present scenario the students should know awareness about the “**How to meet Industrial Expectations by Management Students**” and acquire knowledge on the same.

Sri Siva Rama Prasad.T explained about the “**How to meet Industrial Expectations by Management Students**”.

The program starts with the introduction to the topic. In today's dynamic and competitive business landscape, management students are tasked with not only acquiring theoretical knowledge but also developing practical skills that align with industrial expectations. Employers seek candidates who possess a blend of technical expertise, soft skills, and a proactive attitude towards professional growth. Meeting industrial expectations as a management student involves a strategic approach to education, skill development, and networking. This guide aims to provide management students with actionable steps to enhance their readiness for the industry and maximize their career prospects.

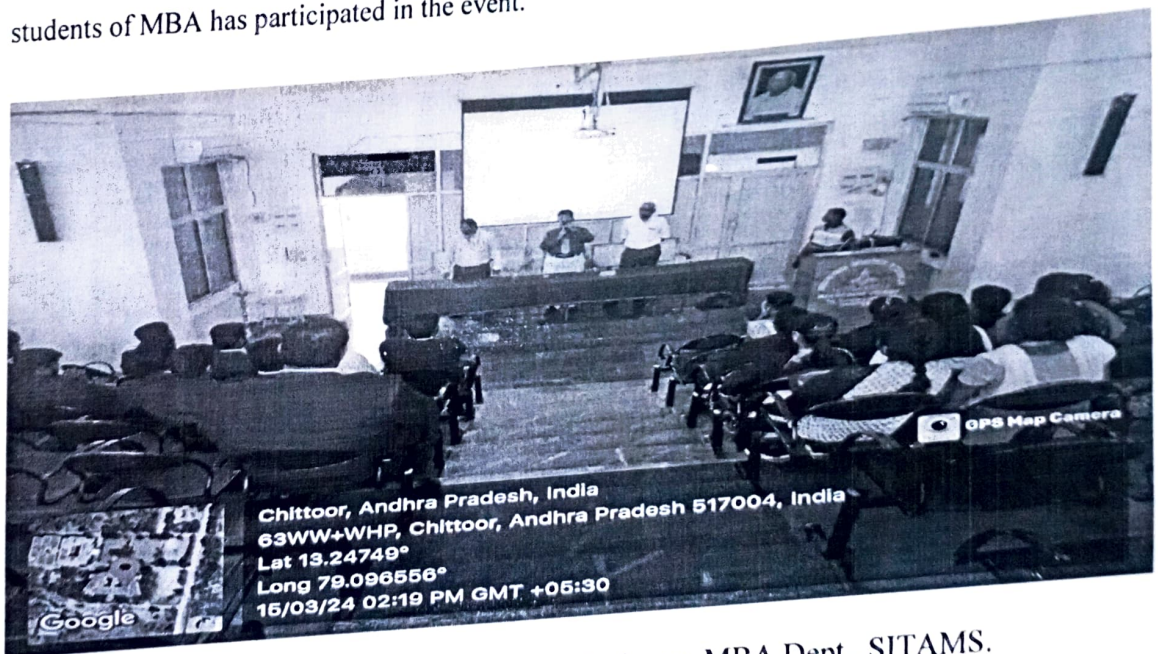
**SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES
(SITAMS)
(AUTONOMOUS)**

Murukambattu, Chittoor, Andhra Pradesh

8. **Demonstrate Ethical Behavior:** Integrity and ethical behavior are non-negotiable traits in management roles. Uphold ethical standards in your academic and professional endeavors to earn the trust and respect of employers.
9. **Cultivate Global Perspective:** In today's interconnected world, companies seek professionals who understand global markets and cultural differences. Take advantage of study abroad programs, language courses, and international internships to develop a global perspective.

By focusing on these aspects, management students can better align themselves with industrial expectations and increase their employability in the competitive job market.

The programme end by vote of thanks presented by Co-Ordinator –Dr. Jyoshna.C, faculty and students of MBA has participated in the event.



Convenor	: Dr. K. Sudarsan, Head & Professor, MBA Dept., SITAMS.
Date	: 15 th March, 2024
Target Audience	: MBA Students
Organised by	: Department of Management Studies

SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES
(AUTONOMOUS) – Chittoor

Department of Management Studies

REPORT ON INDUSTRIAL VISIT Date: 04-10-2023

SRI KRISHNA ENTERPRISE, CHITTOOR

SUBMITTED BY: II MBA STUDENTS, SITAMS.

ACKNOWLEDGEMENT:

We take the opportunity to thank our management, Principal, Dean, HoD and All Faculty, Department of MBA for giving us an opportunity to go for an Industrial Visit.

And also gratitude goes out to the SRI KRISHNA ENTERPRISE to allow us.

Special Thanks to:

Mr. K.YUVARAJ, Manager

Mr. SARATH, Production Manager

Mr. D.CHINNARAJ, Blending Incharge

Mr. G.MUNASWAMI, Production Supervisor

ABOUT COMPANY PROFILE:

Sri Krishna Enterprise is the Licker Producing Agency located in Murkambattu, Chittoor. Here they are producing the some brands of licker that are widely selling in India.

AIM TO VISIT THE INDUSTRY:

- To learn the process of production, storage, transporting the finished products.
- To learn how the production units are arranged.
- To learn the different departments of management involved in it.

OVERVIEW OF THE TRIP:

We have seen the production process of the licker, this undergoes many steps:

- 1) Blending
- 2) Filtering
- 3) Quality Check
- 4) Packing the products
- 5) Labeling the product
- 6) Stocking

Blending stage involves in the preparation of alcohol blend i.e., 42.8% of alcohol, remaining with water and also a mixture of malt (flavor agent) to it. There are many blending tank which we saw in the industry.

The production is unit is arranged in the organized manner: Cleaning the bottles→Filling the alcohol into the bottles→sealing the bottles→checking→labeling→packing into cases→stock.



CONCLUSION:

We study about the production process involved in the industry. All the students have calmly heard all the instructions and took up necessary information about the industry. Students enjoyed the Industrial Visit and they are thankful to the management, Principal, Dean, HoD and All Faculty, Department of MBA and also Staff of the Sri Krishna Enterprise to give up this kind of opportunity.

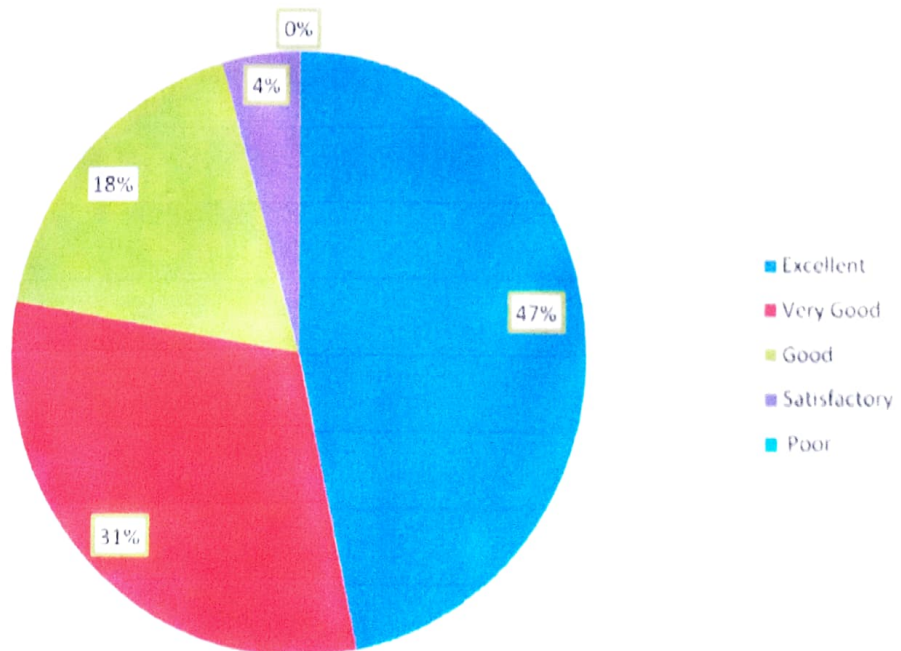


**SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES
(SITAMS): CHITTOOR
(AUTONOMOUS) – CHITTOOR**

Department of Management Studies

Feedback on Sri Krishna Enterprises	
Excellent	21
Very Good	14
Good	8
Satisfactory	2
Poor	0
Total	45

Feed back On Sri Krishna Enterprises





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

Murukambattu, Chittoor, Andhra Pradesh

Department of Management Studies

Conducted

SEMINAR

on

Industry Overview – Career Opportunities

Date : 14-02-2024

A Seminar was organized by the Department of Management Studies, Sreenivasa Institute of Technology and Management Studies, Chittoor on 14th February, 2024 in SITAMS for the II MBA students under the leadership of Principal **Dr. N.Venkatachalapathi**.

The topic of Lecture was “**Industry Overview – Career Opportunities**”. The guest speaker was heartily welcomed by Dr.K.Sudarsan, HOD, Department of Management Studies. The keynote speaker **Mr. Vamsi Krishna Nuthulapati**, CA ,CMA, DiplomaIFRS (ACCAUK) B.Com., Alstom, Sricity, Chennai.

Principal **Dr. N.Venkatachalapathi** addressed that in the present scenario the students should know awareness about the “**Industry Overview – Career Opportunities**” and acquire knowledge on the same.

Mr. Vamsi Krishna Nuthulapati explained about the “**Industry Overview – Career Opportunities**”. The Program starts with the introduction for Career opportunities and industry overview Industries are part of the secondary activity. Secondary activities or manufacturing converts raw material into products of more value to people. Industry refers to economic activities concerned with the production of goods, extraction of services and provision or services.

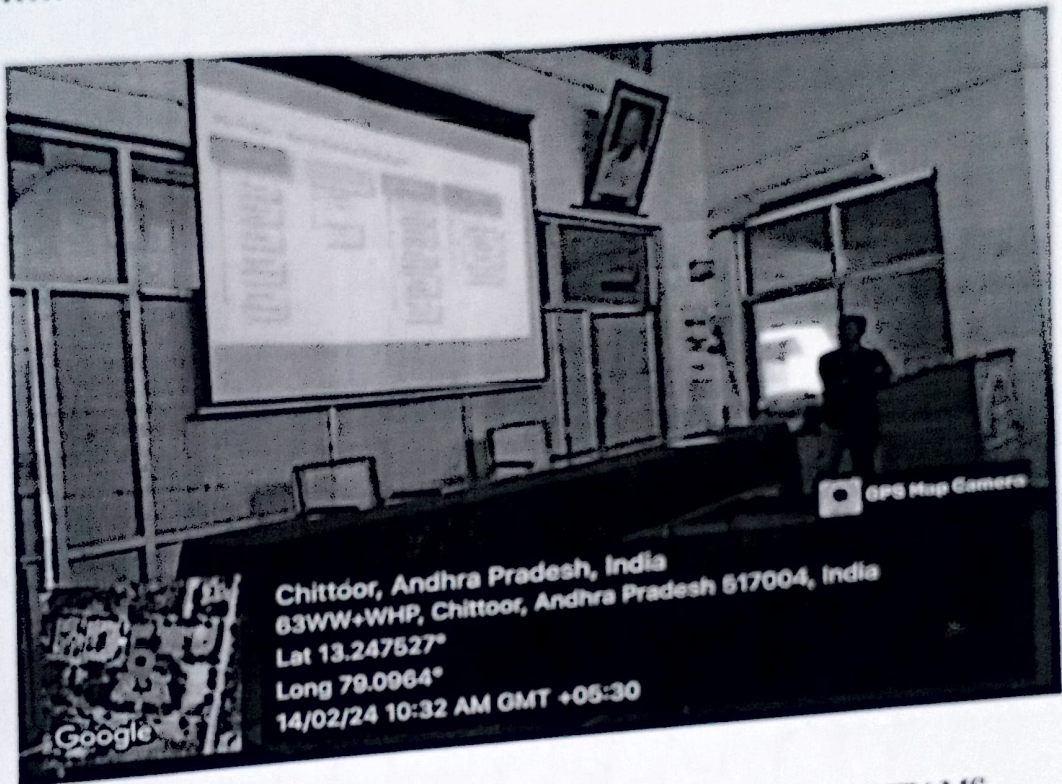
The following topics also covered.

- Profile of the Person
- MBA Jobs Overview



SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES
(SITAMS)
(AUTONOMOUS)

Murukambattu, Chittoor, Andhra Pradesh



Chittoor, Andhra Pradesh, India
63WW+WHP, Chittoor, Andhra Pradesh 517004, India
Lat 13.247527°
Long 79.0964°
14/02/24 10:32 AM GMT +05:30

Convenor : Dr. K. Sudarsan, Head & Professor, MBA Dept., SITAMS.
Coordinator : Mr. S L Sai Venkat
Date : 14th February, 2024
Target Audience : MBA Students
Organised by : Department of Management Studies



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

Murukambattu, Chittoor, Andhra Pradesh

Department of Management Studies

Conducted

Workshop on

Financial Awareness and Consumer Trainer Sponsored by NCFE

Date : 20-01-2024

A Guest Lecture was organized by Department of Management Studies, Sreenivasa Institute of Technology and Management Studies, Chittoor on 20th January, 2023 in SITAMS for the I- MBA & I-MCA students under the leadership of Principal **Dr. N.Venkatachalapathi**.

The topic of Lecture was "Workshop on Financial Awareness and Consumer Trainer Sponsored by NCFE". The guest speaker was heartily welcomed by Dr.K.Sudarsan, HOD, Department of Management Studies. The keynote speaker **Dr. J. Murthy**, SEBI Certified Financial Education Resource Person.

Principal **Dr. N.Venkatachalapathi** addressed that in the present scenario the students should know awareness about the "Financial Awareness and Consumer Trainer Sponsored by NCFE" and acquire knowledge on the same.

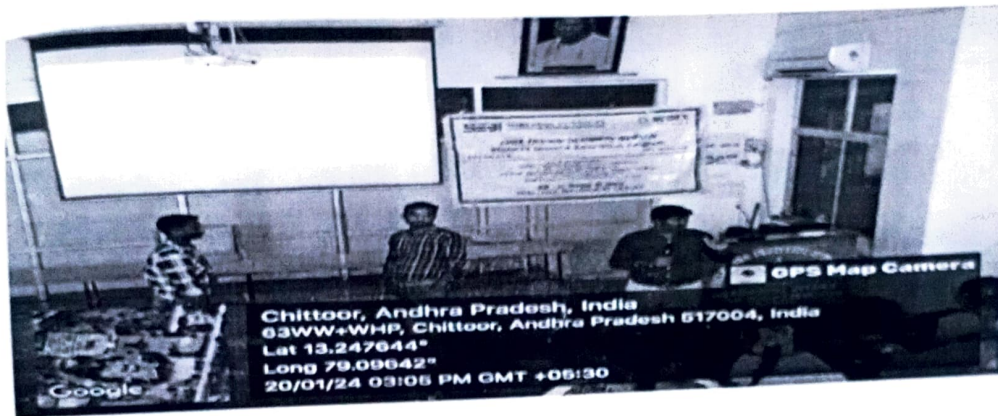
Dr. J. Murthy explained about the "Financial Awareness and Consumer Trainer Sponsored by NCFE "

The program starts with The National Centre for Financial Education (NCFE) aims to promote financial education across India for all sections of the population as per the National Strategy for Financial Education of Financial Stability and Development Council. NCFE creates financial awareness and empowerment through financial education campaigns across the country for all sections of the population through seminars, workshops, conclaves, trainings, programmes, campaigns, discussion forums with/without fees by itself or with help of institutions, organisations and provide training in financial education and create financial education material in electronic or non-electronic formats, workbooks, worksheets, literature,

**SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES
(SITAMS)**

(AUTONOMOUS)

Murukambattu, Chittoor, Andhra Pradesh



Convenor : Dr. K. Sudarsan, Head & Professor, MBA Dept., SITAMS.
Date : 20th January, 2024
Target Audience : MBA Students
Organised by : Department of Management Studies



SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES
(SITAMS)
(AUTONOMOUS)
Murukambattu, Chittoor, Andhra Pradesh

Students got participation certificates



Chief Guest Dr.J.Murthy Presentation



Audience of the Programme

Convenor	: Dr. K. Sudarsan, Head & Professor, MBA Dept., SITAMS.
Date	: 11th & 12th-09-2023
Target Audience	: MBA & MCA Students
Organised by	: Department of Management Studies