



2018-2019

CMRTC
MASTER OF BUSINESS
ADMINISTRATION

**NEWS
LETTER
2022-
2023**

ISSUE - 1

CMR Technical Campus

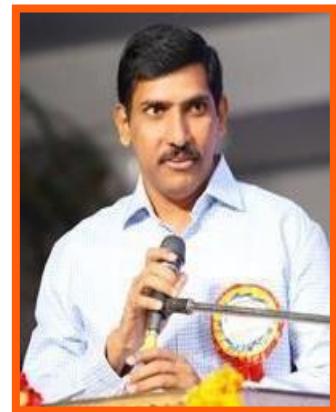
CMR Technical Campus was established in 2009, sponsored by CMR Technical Education Society with a vision and mission of imparting quality technical education to the deserving and meritorious students. The institute is located in semi urban area on Hyderabad-Nagpur highway, about 20 km from Secunderabad and well connected through Outer Ring Road (ORR). The institute has a sprawling campus of 10 acres with lush greenery.

**THINK PLACEMENTS
THINK CMR**

About MBA Department

The Department of MBA was established in 2009 with an intake of 60 students and has increased to 180 now. The Department induces an environment of innovative pedagogical methods and practices sought by the industry. The department is in tune with the industry trends and the industry- academia interface is high, as students are exposed to field visits to industry, experts are invited to have talks and seminars with the students in order to gear them up to meet the expectations of the industry and make them employable.

Chairman message



Education is an instrument of empowerment to equip students to help them become economically independent and self-sustaining. Students gain the edge that makes them invincible when they come face to face with today's world of competition."

Secretary Message

“There can be no failure to a man who has not lost his courage, his character, his self respect, or his self-confidence. Our education empowers the society to grow in real sense by overcoming poverty, ignorance and lack of esteem. Barring all barriers, education should be spread to every stream of society and individual. We have been taking every possible measure to bring the youth under one roof that can provide them modern education to counter challenges ahead. We believe in the development of students in such a way that ensures admirable future for them.

Director's Message

I congratulate the department of MBA on the release of the new edition of newsletter. This newsletter provides a panoramic view of the academic, research, co-curricular activities and achievements of the department during an academic year. We aspire to develop business leadership which is capable of building resilient organisations, whilst adhering to the highest standards of Corporate Governance. We will continuously seek to create an enriching educational environment, where innovative thinking becomes a way of life. Our students will be valued as high performing managers in the service of national and international businesses corporations, Government Institutions and NGOs.

HOD's Message

India has seen unprecedented economic growth over the past few years. To sustain it and emerge competitive globally, we need quality managers with values and leaders who are creative, entrepreneurial and the ones who can accept challenges. We provide every student with a stimulating learning environment and help them to contribute to the learning environment. Students feel comfortable while sharing ideas, experiences, achievements, failures and lessons learnt. Also we make them aware of what is really unique about them.

Our Vision

“To create an ecosystem for incubation of business knowledge and intellectual capital for corporate challenges.”.

Our Mission

To develop global competencies by enhancing employability skills.

To be a Centre of Excellence in creating and nurturing Entrepreneurship and Leadership with sensitivity towards society.

To contribute towards knowledge generation and dissemination, evolving ethical and value based learning.

Orientation day 2022

The institute prepares an Academic Calendar in line with university calendar prior to the commencement of the academic year in consultation with the Heads of the Departments. Then the Institute organizes orientation programs to the students to make them acquainted with the rules and regulations of the affiliating university, examinations, evaluation process, Extra-curricular activities etc.



FDP

Department of MBA has Organized One Week Faculty Development Program on “Research Methodology and Data Analysis using SPSS and R” On 11th July to 16th July 2020.

Workshops

One day workshop was organized by the department of MBA on “

Entrepreneurship Skills , Attitude and Behavioural Development’]

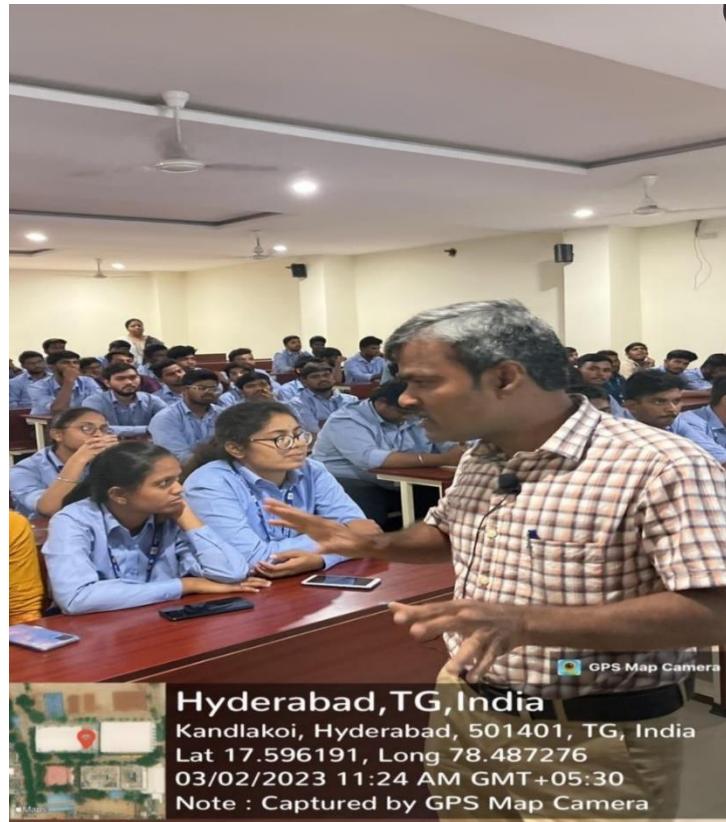
28th February 2023, at 10:00 a.m. in the Seminar Hall-208 D-Block (2nd Floor).

This workshop which was facilitated by

Dr.Prasant Kumar,

Assoc.Professor,HCU, helped the Students to gain knowledge in the fields of “Entrepreneurship”.

The session brings out the opportunity to develop positive attitude of students and provided insights about basic entrepreneur skills.



Seminar

Seminar on “Aptitude in Career enhancement- Business Analytics as a career choice on 30th Dec 2022, was organized by department of MBA. Mr.Narasimha Founder and CEO of LACE enlightened the students about importance of aptitude.



“Any one who stops learning is old, whether at twenty or eighty. Any one who keeps learning stays young.”

— Henry Ford

ACTIVITIES

In-house Training

Students participation in business activities helps them to become future leaders. Such sessions builds confidence and help them to gain experience in a variety of areas that will enhance their knowledge and skills for their future.



Through participation, students learn cooperation, teamwork, time management responsibility, problem solving, and communication. Business activities can empower students to make their own decisions and help them gain vital experience and skills to lead them on the path to their future. Department of

MBA conducts management activities every week apart from the regular class work.

Out House Training

Apart from that students are also encouraged to attend various workshops for getting trained in prestigious institutes such as ISTD (The Indian Society for Training and Development). **(ISTD)** is a premier institution in the field of Human Resource Development).

They also served as Volunteers for SHRM international conclave. Encouraging them to outside world help them to study the external environment also.



You cannot change your Future, you can change your Habits. And surely your Habits will change your FUTURE -

A. P. J. Abdul Kalam

Achievements

- One of senior faculty Dr.Vasantha Lakshmi Bairu awarded Doctorate from Osmania University.
- Our Faculty Mrs.R.M.pallavi was awarded Doctorate from Osmania University.
- Our Department Faculty also completed various courses in NPTEL and received Elite Certificate which is funded by MHRD.
- Dr. B.vasantha lakshmi Bairu., associate professor, presented a guest lecture at “university college for women-koti” on 24th sep 2022 on titled “impact of bitcoin on cryptocurrencies”.
- Dr. B.vasantha Lakshmi Bairu., associate professor, presented a guest lecture at “cmr engineering college” on 12th august 2022 on titled “social entrepreneurs”
- Alli Shiva Sai, Mannem tejasri, Kota Madhuri, Kendri Uma Maheswari and T. Shirisha Students of Our MBA 2022 have Participated and won a price for Business Plan ENVISION-2K22 Conducted by School of Management Studies SREENIDHI, on July 22.
- Hari Chandana, Students of Our MBA 2022, Has Represented JNTUH Hand Ball Team in the South Zone inter University Tournament at BHARATHIDASEN University at Tiruchipalli.
- K. Uday Nandan, Students of Our MBA 2022, Has Secured 1st Place in B20 Long Jump Event Held at INDIRA GANDHI Stadium, MEDHAK On 24&25 August 2022.
- K. Uday Nandan, Students of Our MBA 2022, Participated in South West Zone Inter University Games Held at Tamil Nadu, Physical Education and Sports University on 9th-12th January 2023.



Initiatives

A **social issue** is a problem that influences a considerable number of individuals within a society. Engaging with social issues has been an integral part of our Institution. Educational Institute can bring people together from across the world that share the same concerns, which can translate into activism through change. Students are becoming more active in social issues during their college careers. Considering this, our institute is very active in participating in various social events in this regard Azadi Ka Amrit Mahotsav is an initiative of the Government of India to celebrate and commemorate 75 years of independence and the glorious history of its people, culture and achievements. Students, faculty, staff, came together with full fervor to celebrated this program.



Industrial Visits

Industrial visit has its own importance in a career of a student who is pursuing a professional degree. It is

considered as a part of college curriculum and objectives of industrial visit is to provide students an insight regarding internal working of companies. We know, theoretical knowledge is not enough for making a good professional career. With an aim to go beyond academics, industrial visit provides student a practical perspective in the world of work. Following the same lines students of CMR Technical Campus, MBA department got an opportunity to Visit the following Industries.



Students of MBA 2022-23 Visited Masqati on 14-11-2022.

They had an opportunity to visit the machinery and Production Area.

Our Students visited T- Hub on 24-11- 2022. T-Hub **leads India's pioneering innovation ecosystem**. With a mission of enabling and empowering an ecosystem hungry for innovation, T-Hub is creating impact for startups, corporations and other innovation ecosystem stakeholders. They had the opportunity to understand the organizational environment by interacting with manpower and also visiting the number of operations and it helped students to encourage for startups.

These industrial visits are arranged b to our students with an objective of providing students functional opportunity in different sectors like production, finance and marketing. Industrial visit helps to combine theoretical knowledge with industrial knowledge.

Cultural Programs

Gone are the days when only academic programs were the only activities organized in colleges and all students focused on that. With the changing trend we have noticed a major difference in the field of academics too. Students don't want to be bookworms; they look for other options that could help them in the future. Besides, this in this high tech world, every student wants to acquire knowledge in every field to stay updated. Co-circular activities play a vital



role in

the life of students, read on to know how. Culture can be defined as the arts as well as the intangible shared beliefs, values, and practices of a community. Students participate in arts and culture at varying levels of skill and engagement. Some create, while others listen to, watch, teach, critique, or learn a cultural activity, art form, or expression. Some are professional artists, designers, and inventors, while others



engage informally in expressive activities or create innovative tools, relationships, or products. The field as a whole can be represented within a framework that has four main aspects: degree of professionalism, type of activity, locations and



spaces, and level of participation and involvement. Together, these formal and informal, tangible and intangible, professional and amateur artistic and cultural activities constitute a community's cultural assets. Our college enhances the student's skills in every aspect of their interest and support them in their growth.



Alumni Meet

Alumni meet is a gathering of passed out students of an institution and it is a place where the institution feels proud on seeing its successful alumni. During their meet, the alumni community shares their experience in the outside world, Which they faced after stepping out of the institution. The meet also creates a platform to identify the colleges most distinguished alumni.

CMRTC Alumni Association (CMRTCAA) is a registered body, which strives to create a forum to foster a fruitful communication and a congenial relationship between the Alumni and the students. CMRTC alumnus conducts Alumni meet every year on last Saturday of December.

The

institute strongly believes the success of alumnus reflects the success of the



Alma Mater. CMRTC believes in the dictum that the strength of the institution lies in the rapport maintained between its alumnus and the institute. The Alumni acts as advisory members in all professional bodies and closely monitors and advises to the students on various events. Alumni members create awareness

on employment opportunities and provide guidance to the pre- final and final year students. Alumni members contribute to the various social service activities through SAHAYA, which is a non-profit organisation which renders its service to orphanages, old age homes etc. with the support of alumni and public. Alumni members help in getting permission for industrial visits in their organization. Alumni members help in coordinating for signing MoU with companies where the alumni are working. Frequently the members of alumina deliver guest lecturers /seminars to the students on recent advances in the industry, industry expectations and how to prepare for campus placements etc. Each department separately conducts meetings with their alumni members. Alumni members are also part of NSS activities. Alumni proactively give feedback on syllabus and even provide input in formulation of POs and PEOs. Alumni have been instrumental in aiding financially by contributing books to the library.



Research and Publications/ FDPs

- Dr. B.vasantha Lakshmi., associate professor, saileja sevella(2022) “risk return management of selected offshore indian mutual funds-a study” kala sarovar, vol-24-issue-03-july-september-2021, page no :182-187, issn no : 0975-4520
- Dr. B.vasantha Lakshmi., associate professor, saileja sevella(2022) “ impact of bitcoin on select crypto currencies-a study”ijirmps,vol-9,special issue september-2021, page no :10-15, issn no : 2349-7300
- Dr. B.vasantha Lakshmi., associate professor, attended and presented a paper at “rishi ubr degree & pg college for women”on 5th september 2022 titled “impact of bitcoin on select crypto currencies – a study” received a best paper award for the paper in finance.
- Dr. B.vasantha Lakshmi., associate professor, attended and presented a paper at “osmania university college for women telangana mahila vidyalayam” on september 14-15, 2022 titled “a comprehensive study of carbon accounting in india”.
- Dr. B.vasantha Lakshmi., associate professor, attended and presented a paper at “osmania university college for women telangana mahila vidyalayam” on september 14-15, 2022 titled “a study on green hrm practices in it sector with reference to hyderabad city”.
- Dr. B.vasantha Lakshmi., associate professor, have successfully completed “business analytics for management decision” an online course authorised by npTEL, and scored 67% elite certificate on 11th may, 2022.
- Dr. B.vasantha Lakshmi., associate professor, participated in one week online faculty development programme organised by department of business management cmrTC on “research methodology and data analysis using spss and r” from july 11th-16th july, 2022.
- Dr. B.vasantha Lakshmi., associate professor, participated in ten day faculty development programme organised by department of business management rbvrr on “advanced research methodology” sponsored by indian council of social science research (icssR) src from may 30th-09th june, 2022.
- Dr. B.vasantha lakshmi., associate professor, participated in online fdp on “research methodology in social sciences” organized by department of management studies in collaboration with indian council of social science research (icssR) src from 18th-22nd april, 2022.
- Dr. B.vasantha lakshmi., associate professor, participated in twelve week course of faculty development programme organised by npTEL on “business analytics for decision making” from jan-april, 2022.
- Dr. B.vasantha lakshmi., associate professor, have attended a conference on the icssR sponsored two day national seminar entitled “financial inclusion of the marginalized sections in india :

emerging issues and challenges” on 10-11 march, 2023 conducted by “department of commerce” sri venkateswara university, tirupathi.

- Dr. B.vasantha lakshmi., associate professor, have published an article on “financial inclusion-the role of mfi in india”
- Dr .T. praveen kumar., assistant professor, have attended a conference on the icssr sponsored two day national seminar entitled “financial inclusion of the marginalized sections in india : emerging issues and challenges” on 10-11 march, 2023 conducted by “department of commerce” sri venkateswara university, tirupathi.
- Dr .T. praveen kumar., assistant professor, have published an article on “financial inclusion-the role of mfi in india”
- Dr.T. Praveen kumar., assistant professor, conducted as a co-convener for one-week online faculty development program organized by department of business management cmrhc on “research methodology and data analysis using spss and r” from july 11th-16th july, 2022.
- R.M. Pallavi, assistant professor, prof dr. v. sudha (co-author) published an article “strad research” an ugc approved group –iso-7022-2008 certified, certificate id:- 4326. titled “a study on social confidence factors impact on women teachers self esteem”. volume 9, issue 6, june 2022.
- N.P.Nandani, Assistant Professor , attended 3 days international virtual workshop on
- “thesis writing & publication” organized by mirha, malaysia, from 08/07/22 to 10/07/2022.
- N.P.Nandani Assistant Professor, attended faculty development program for 5 days on “pedagogical practices of new india under national education policy”.
- N.P.Nandani,, Assistant Professor, attended a webinar on “reverse migration & Rehabilitation possibilities in orissa”. organized by dhenkanal autonomous with orissa commerce association.
- Dr. P. Venkateswara Rao, Associate Professor, published an article “empowerment of women in india –an empirical study” ngm college, pollachi, on 3rd feb 2023.isbn no:- 978-935-5786-052-9, shanlax publication ,vol-ii
- R. Ramesh, Assistant Professor, published an article “empowerment of women in india –an empirical study” ngm college, pollachi, on 3rd feb 2023.isbn no:- 978-935-5786-052-9, shanlax publication ,vol-ii
- R. Ramesh, Assistant Professor, attended faculty development program for one week on “emerging and innovative approach in management, it and communication in teaching and research”. from 9th june to 15th june 2022.
- R. Ramesh, Assistant Professor, attended faculty development program for 5 days on “promoting innovations in business management”. organized by department of mba andhra loyola institute of engineering and technology, on 26th may to 31st may 2022.
- Dr. P. Venkateswara Rao,Associate., Professor participated in one week online faculty

development programme organised by department of business management cmrtc on “research methodology and data analysis using spss and r” from july 11th-16th july, 2022.

- R. Ramesh, Assistant Professor, participated in one week online faculty development programme organised by department of business management cmrtc on “research methodology and data analysis using spss and r” from july 11th-16th july, 2022.
- Dr. D.kishore kumar ., Associate Professor, participated in one week online faculty development programme organised by department of business management cmrtc on “research methodology and data analysis using spss and r” from july 11th-16th july, 2022.
- D. Kanka Durga., Assistant Professor , attended faculty development program on 29th april 2022, “international tax regulation” at osmania university.
- . D. Kanka Durga.,, Assistant Professor, attended a webinar on “financial planning the regarding investment and mutual funds” on may 2022. at srk i nstitute of technology.
- D. Kanka Durga.,, Assistant Professor, conducted as a co-convener for one week online faculty development program organized by department of business management cmrtc on “research methodology and data analysis using spss and r” from july 11th-16th july, 2022.
- D. Kanka Durga., Assistant Professor, attended a 3 days FDP on “research paper writing and publication” on 20-22 june 2022.

PLACEMENT SUMMARY FOR THE YEAR 2022-23

S.No	Roll No	Name	Company	Package
1	217R1E00E8	B.Mohan Vamshi Reddy	MRF	5.5
2	217R1E00E8	B.Mohan Vamshi Reddy	Ultratech	5.5
3	217R1E0027	Karnekota Arun Kumar	Ultratech	5.5
4	217R1E0021	Gorityala Mahesh	ITC	5.0
5	217R1E0089	Kanchi Indrani	Ryan Tax	4.5
6	217R1E0036	Nariseti Ooha Kavya	Ryan Tax	4.5
7	217R1E0002	Ala Praveen Reddy	Ryan Tax	4.5
8	217R1E00F3	PoojaBoyni Keerthi	HSBC	4.4
9	217R1E0029	Kinnera Sukanya	Kotak Life	4.25
10	217R1E0077	Deekonda Akhila	Kotak Life	4.25
11	217R1E0018	Ganji Anilkumar	Kotak Life	4.25
12	217R1E00F0	Shriya Reddy	Kotak Life	4.25
13	217R1E00E4	Vasam Sai Prasad	City Union Bank	4.0
14	217R1E00D8	Rachakonda Varun	City Union Bank	4.0
15	217R1E00K0	R. Komaladitya	City Union Bank	4.0
16	217R1E0010	Chandra Sindhu	City Union Bank	4.0
17	217R1E0050	Naga Jyothi S.	City Union Bank	4.0
18	217R1E00C2	C. Srivani	City Union Bank	4.0
19	217R1E00B9	T. Venkatesh	City Union Bank	4.0
20	217R1E00E2	T. Rajiv	City Union Bank	4.0
21	217R1E0064	Balakrishna Elslavath	Cleanharbour	4.0

22	217R1E0024	Kandi Abhishek	Aptiva	3.8
23	217R1E0042	P. Preethi	Aptiva	3.8
24	217R1E0059	Vislavat Ravi	Aptiva	3.8
25	217R1E0094	Konduru Ayesha	Aptiva	3.8
26	217R1E00A0	Mandala Nandin	Aptiva	3.8
27	217R1E00A2	Monisha Panda	Aptiva	3.8
28	217R1E0041	Perembudur Navya	Aptiva	3.8
29	217R1E0004	Anthati Neharika	Factset	3.5
30	217R1E0032	L Deepak Kumar	Factset	3.5
31	217R1E0044	T. Radhika	Factset	3.5
32	217R1E0062	Arra Sahana	Factset	3.5
33	217R1E0065	Bandari.Akhila	Factset	3.5
34	217R1E00A6	Nidhi Gunvanth Bakrania	Factset	3.5
35	217R1E00B6	Shaik Afreen	Factset	3.5
36	217R1E00G0	Devulapally Chandana	Factset	3.5
37	217R1E0046	Rehana Banu	Factset	3.5
38	217R1E0003	Alli Shiva Sai	Factset	3.5
39	217R1E0007	Bellamkonda Mahesh Babu	Factset	3.5
40	217R1E0034	Mannem Tejasri	Factset	3.5
41	217R1E0070	Bejugam Bhavani	Factset	3.5
42	217R1E0075	Chinthapandu Manichandana	Factset	3.5
43	217R1E00B1	Pissay Vaishnavi	Factset	3.5
44	217R1E00D7	Pottabathini Manasa	Factset	3.5
45	217R1E00D8	Rachakonda Varun	Factset	3.5

46	217R1E00E4	Vasam Sai Prasad	Factset	3.5
47	217R1E00K0	Rangappagari Komaladitya	Factset	3.5
48	217R1E0032	L. Deepak Kumar	Factset	3.5
49	217R1E0062	A. Sahana	Factset	3.5
50	217R1E00G0	D. Chandana	Factset	3.5
51	217R1E00G9	Pawar Kiran Kumar	Factset	3.5
52	217R1E0022	Kalva Soujanya	Fincare	3.5
53	217R1E00E2	T Rajiv	Fincare	3.5
54	217R1E00G0	Devulapally Chandana	Fincare	3.5
55	217R1E00G5	Limbachalam Nambi	Fincare	3.5
56	217R1E00H4	Izzaz Gos Mohiddin Shaik	Fincare	3.5
57	217R1E00H9	Varanasi Harish	Fincare	3.5
58	217R1E0064	E. Balakrishna	Kotak Securities	3.5
59	217R1E00B9	T. Venkatesh	Kotak Securities	3.5
60	217R1E00F9	Chittaboina Priyanka	PNB	3.5
61	217R1E00D1	Kota Madhuri	PNB	3.5
62	217R1E0043	Rachapally Manasa	PNB	3.5
63	217R1E0076	Dakuri Bhargavi	PNB	3.5
64	217R1E0082	Jenjirala Shivani	PNB	3.5
65	217R1E00C3	Debbadwar Sri Gouri	Unify Technologies	3.5
66	217R1E00D9	Ramagiri Likitha	Unify Technologies	3.5
67	217R1E0011	Chetty V Sanjana	Unify Technologies	3.5
68	217R1E0073	Ch Santhosh Kumar	Mediamint	3.2
69	217R1E0004	Anthati Neharika	Mediamint	3.2

70	217R1E0025	Kandra Uma Maheswari	Mediamint	3.2
71	217R1E0026	Deepika Kapse	Mediamint	3.2
72	217R1E0053	Akhila Usakoila	Mediamint	3.2
73	217R1E0070	Bejugam Bhavani	Mediamint	3.2
74	217R1E0099	Mammai Pavankalyan	Mediamint	3.2
75	217R1E00B7	Surivella Anjana Goud	Mediamint	3.2
76	217R1E00C5	Errolla Deepthi Pravallika	Mediamint	3.2
77	217R1E00F7	Akula Naveen Kumar	Mediamint	3.2
78	217R1E00G3	Madhira Divya	Mediamint	3.2
79	217R1E00G8	Bhavani	Mediamint	3.2
80	217R1E00H0	Pidisetti Maheshwari	Mediamint	3.2
81	217R1E0063	Audari sharavani	Analact	3.0
82	217R1E0096	Kummari Bharath Kumar	Indiamart	3.0
83	217R1E00B3	Ranjiv Gupta	Indiamart	3.0
84	217R1E00J0	Ram Gopal Reddy Yarasani	Indiamart	3.0
85	217R1E00J0	Ram Gopal Reddy Yarasani	Infinity Global	3.0
86	217R1E00D3	Sandeep Madipeddi	Tikona	3.0
87	217R1E0041	Perembudur Navya	Accenture	2.5
88	217R1E0028	Kesha Arun Kumar	Muellerbotknect	2.5
89	217R1E0001	Adugani Vamshikrishna	Muthoot fin corp	2.5
90	217R1E00C0	Yema Divya	OREMUS Corporate	2.5
91	217R1E00C1	Busagari Vijayalakshmi	VWI Healths	2.5
92	217R1E0012	Chintalapally Rohita Datta	Seneca Global	2.4
93	217R1E00H8	Thota Hari Chandana	Suvision	2.1

ACKNOWLEDGMENT

We thank all the faculty members, administrative staff and students of CMRTC for their help and cooperation in bringing out MBA Department News Letter. Our special thanks to Dr.A.Raji Reddy Director –CMRTC and Dr. M. Ahmed Ali Baig Dean Academics for guiding us to bring this edition.

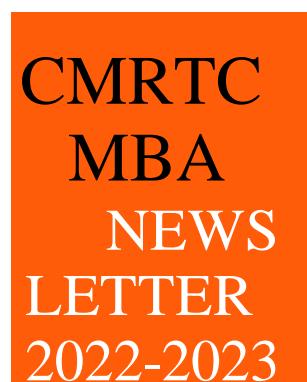
EDITORIAL

It's with great pleasure that we bring you the first issue of MBA Department News Letter, the annually newsletter of CMRTC. The flame in our logo stands for the fire of knowledge that our souls are kindled with and the passion for learning that our beings are imbued with. The current newsletter highlights the activities of our students and the achievements of faculty during the past one year. This newsletter also throws light on the Placements. The intent of MBA Department News Letter is to disseminate information about our Institute, and our department and we hope that the readers find the issues informative and useful. We are thankful to the faculty and staff of CMRTC MBA Department for their valuable inputs, and we welcome suggestions and feedback that will help us improve further.

EDITORIAL BOARD

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Dr. B. Vasantha Lakshmi., Associate Professor



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