



2018-2019

# CMRTC

## MASTER OF BUSINESS ADMINISTRATION

# NEWS LETTER

## 2018- 2019

ISSUE - 1

### CMR Technical Campus

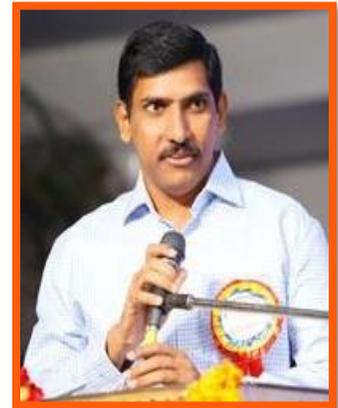
CMR Technical Campus was established in 2009, sponsored by CMR Technical Education Society with a vision and mission of imparting quality technical education to the deserving and meritorious students. The institute is located in semi urban area on Hyderabad-Nagpur highway, about 20 km from Secunderabad 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 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

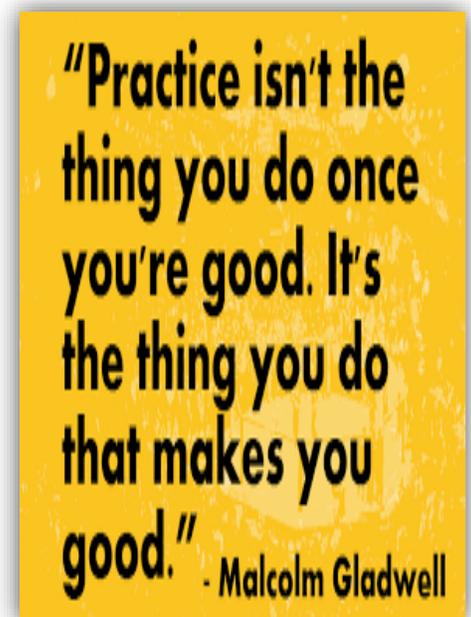
To develop global competencies by enhancing employability skills.

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 2018

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.



## Workshops

Two day workshop was organized by the department of MBA on **TAXATION(GST,TDS,ESI,PF)**

22<sup>nd</sup> – 23<sup>rd</sup> February 2019, at 10:00 am

in the Seminar Hall-208 D-Block (2<sup>nd</sup>

Floor). This workshop which was

facilitated by **Mr. M.V.N Acharya,**

**CEO,NICT,** helped the Students to

gain practical knowledge in the fields of

“Finance & Taxation with regard to

different demands that are required by corporate sector and online E-filing of statutory returns. With a view to

enhance their employability skills Mr. Acharya guided the students on career options available in Taxation and

Accounts.



## Guest Lecture

Guest lecture on “**Financial Markets in the Present Market Scenario**” on 01<sup>st</sup>

March 2019, was organized by department

of MBA. Mr.Praveen Kumar, a qualified

chartered accountant and CEO of

PLANET FINANCE institute of Financial

Services enlightened the students about

the share market and its functioning.



“Anyone who stops learning is old, whether at twenty or eighty. Anyone 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

Senior Faculty Mr.B.D.Hansraj Bandhari was awarded Doctorate from Osmania University.

Our Department Faculty also completed various courses in NPTEL and received Elite Certificate which is funded by MHRD.

Sai Deepak Patel student of MBA 2017-19 batch bagged Two World Guinness record in Martial Kicks in One Minute (Single Leg & Elbow) in Taekwondo.



J.Tirupathi student of MBA 2018-20 batch got selected to represent JNTUH at All India Inter University Base Ball(men) Championship.

S.Ramya, Ch.Sarika, P.Sahana, P.Vamshi Krishna students of MBA 2018-20 won first prize at Management meet organized by Malla Reddy Institute of Technology and Sciences.

Vamshi Krishna student of MBA 2018-20 won the second prize in Business quiz at National Level Management meet organized by Marri Laxma Reddy group of Institutions .



Ms.Mrudula, Ms Sahana, Mr. Jaswanth students of MBA 2018-2020 participated in Business Quiz and Young Manager Event at Dhruva College of Management.

## Student Achievements



## 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 such as Swachh Bharath, Haritha Haram, Blood donation camps, Anti Ragging events, Women Empowerment sessions etc.



## 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.



1. Students of 2018-20 Visited PARLE G on 15-3-2019. They had an opportunity to visit the machinery and Production Area
2. Students of 2018-20 Visited Zinda Tilismath Production unit on 15-3-2019. The most conventional method of its preparation was demonstrated to our students.
3. Students of 2018-20 visited Coco cola Beverages on 30-4-2018. Hindustan Coca-cola Beverages Pvt Ltd in has a wide range of products and services to cater to the varied requirements of their customers. Students were enriched with the knowledge about the world famous leader company
4. Students of 2018-20 visited Usha International Ltd. listed in Trade India's list of verified sellers offering supreme quality of Pulsar Ceiling Fan ,Infiniti Ceiling Fan ,Mist Table Fan etc. They had the opportunity to understand the organizational environment by interacting with manpower and also visiting the production unit.

## 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



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

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



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 advices 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

- ❖ Dr.D.Pranathi, Dr.P.Venkateshwar Rao, Ms.k.Preethi Jyosthna published an article in an UGC listed Asian Journal of Multidimensional on the topic Employee Engagement: An Approach Of People Analytics.
- ❖ Dr. T.Naresh Kumar attended 7<sup>th</sup> International Conference on Strategies for Business Excellence: Challenges and Opportunities (ICSBE-2019), Organised by Mallareddy College of Engineering & Technology, Hyderabad, Telangana, 21<sup>st</sup>-22<sup>nd</sup> June, 2019 and Presented a Research Paper on the Topic “Mobile Banking – A study on Adoption Behaviour of Students”.
- ❖ Dr.D.Pranathi, Dr.P.Venkateshwar Rao, Ms.k.Preethi Jyosthna attended One Day National Seminar On Commerce And Technology-The Changing Patterns on 27 March Organized by Department of Commerce, Telangana University and presented the paper on “ Role of ICT in Human Resource Management”.
- ❖ Dr. T. Naresh Kumar published an article in an UGC listed Journal “Zenith – International Journal of Mouldisciplinary Research”, on the Topic of “Mobile Banking – A study on Adoption Behaviour of Students” , ISSN NO: 2231-5780, Volume 9, Issue 5, June 2019.
- ❖ Ms.P.Spoorthy attended One Day National Seminar On Commerce And Technology-The Changing Patterns on 27 March Organized by Department of Commerce, Telangana University and presented the paper on “ A Study On Accounting Information-An important Managerial Tool for Decision Making”
- ❖ Dr. T. Naresh Kumar published an article in an UGC listed Journal Mahila Prathisthata on the topic “ The factors impacting Girl Child Education with special Reference to Kolanpaka Manadal, Siddipet District, Telangana State”
- ❖ Dr.D. Pranathi and Dr.P.V.Rao published an article in an UGC listed Journal, Journal of Management Research and Analysis on the topic “HR Practices in IT Industries: A Diagnostic Study In Manasi Information Technologies Pvt Limited.
- ❖ Dr. T. Naresh Kumar published an article in “Tourism Products and Operations in India” on the topic “Knowledge Management in Tourism Industry India”, ISBN: 978-93-85817-00-8.
- ❖ Dr.D.Pranathi and Dr.P.V.Rao published an article “ Stress Management at India Bulls Pvt Limited, Hyderabad” in International Journal of Research which is an UGC listed Journal .
- ❖ B.Santhosh Kumar & M.Nagasulochana Published article in International Journal in Management Science, March 2019 ISSN NO: 2321-1784, Volume -7, Issue -3. On topic “A Study on Changes in Future Price movements at NSE (with special reference to Banking Sector)
- ❖ Dr. T.Naresh Kumar attended 2<sup>nd</sup> Annual Conference of TCA, organised by Department of Commerce, Palamuru University, Mahaboobnagar, Telangana, 18<sup>th</sup> April 2019 and presented a Research Paper on the topic “Role of Rythu Bazar in Marketing of Agricultural Products in Telangana”.

- ❖ Dr.P.V.Rao and Dr.D. Pranathi published an article “ Stress Management at Indai Bulls Pvt Limited, Hyderabad” in International Journal of Research which is an UGC listed Journal.
- ❖ Dr.P.V.Rao and Dr.D. Pranathi published an article in an UGC listed Journal, Journal of Management Research and Analysis on the topic “Job Satisfaction on Employee Loyalty with Special Reference to Private School Teachers, AP”.
- ❖ Dr. T.Naresh Kumar attended 71st All India Commerce Conference, organised by Department of Commerce, Osmania University, Hyderabad, 20th-22nd December, 2018 and presented a Research Paper on the topic “ Financial Literacy level in Rural India: (With Special reference to Mahabubnagar and Nalgonda districts)”.
- ❖ Dr.D. Pranathi and Dr.P.V.Rao attended a National Conference on New Vistas in Services Marketing organised by Koti Women’s college and presented a paper on “Digital Transformation; Role of HR”
- ❖ Ms. K. Preethi Jyosthna attended a National Conference on New Vistas in Services Marketing organised by Koti Women’s college and presented a paper on “A study on Health care Assisitance in India using Information Technology”.
- ❖ Dr.P.V. Rao attended a National Conference with the theme Strategies for Business Potentiality and Sustainability conducted by Vidya Jyothi group of Institutions and Presented a Paper on” Job Satisfaction on Employee Loyalty with Special Reference to Private School Teachers, AP”
- ❖ Dr.D.Pranathi attended a National Conference with the theme Strategies for Business Potentiality And Sustainability conducted by Vidya Jyothi group of Institutions and Presented a Paper “ Stress Management at India Bulls Pvt Limited, Hyderabad”.
- ❖ Dr.B.D. Hansraj published an article “The Impact of Maturity on Futures and Options with reference to National Stock Exchange: An Exploratory Study” in the journal Theoretical Economic Letters which is ABDC categorized journal with quality list B ISSN 2162-2078

**PLACEMENTS 2018-19**

TOPPER ( 10.8 LPA)	
	
<b>K.RAKESH</b> 177RIE0028	<b>B.SRIKAR</b> 177RIE00F9

PRISM JOHNSON LIMITED (5.6 LPA)	
	
<b>B.P.PRASAD REDDY</b> 177RIE00C2	<b>M.VARA LAKSHMI</b> 177RIE00B9

CRIA INTERNATIONAL LLP( 4.5 LPA)		
		
<b>NAGALAKSHMI</b> 177RIE00C0	<b>U. KEERTHI VARMA</b> 177RIE00B5	<b>D. KRISHNA SAI RAJKIRAN</b> 177RIE0072

COGNIZANT (4.2 LPA)			
			
<b>PITHANI MEENA</b> 177RIE00H1	<b>PATLOLLA HARSHA</b> 177RIE00E7	<b>B SAI KIRAN</b> 177RIE00E7	<b>M NIKITHA</b> 177RIE00B5

ANAROCK PROPERTY CONSULTANTS PRIVATE LIMITED (4 LPA)						
						
<b>R.TEJASHWINI</b> 177RIE00A1	<b>N.SHRAVYA</b> 177RIE0041	<b>P.HARSHA</b> 177RIE00E7	<b>T.PRAVALIKA</b> 177RIE00F0	<b>P.SRIKANTH</b> 177RIE00E8	<b>U.MANISHA</b> 177RIE00B4	<b>P K VARDHAN REDDY</b> 177RIE0097

S&P Global (3.8 LPA)		
		
<b>T.SHEKHAR</b> 177RIE00H5	<b>V.NAGAKEERATHAN A</b> 177RIE00B6	<b>B.P.PRASAD REDDY</b> 177RIE00C2

FIRSTNAUKRI.COM (4.00 LPA)	
	
<b>VASARLA SRIANJALI</b> 177RIE00F3	<b>J.SWATHI</b> 177RIE00B1

INDTAL GLOBAL SOLUTIONS

<b>K.NAANEETHA KUMAR</b> 77RIE00B1

<b>V-DREAM TECHNOLOGY &amp; COMMUNICATION PVT LTD (3.8LPA)</b>			<b>IBM (3.5 LPA)</b>	<b>CARWALE (3.3 LPA)</b>	<b>MNR GROUP (2.8)</b>
					
<b>C.SAI VINAY</b> 177RIE00C5	<b>G RAVINDER REDDY</b> 177RIE00I7	<b>G.GUNASHEKAR</b> 177RIE00I8	<b>A.NEHA</b> 177RIE000I	<b>R.PREM</b> 177RIE0048	<b>PATLOLLA HARSHA</b> 177RIE00E7

<b>BAJAJ ALLIANZ (3.2LPA)</b>		<b>FUJIYAMA SOFTWARE SOLUTIONS PVT LTD (3.2LPA)</b>	<b>MAGNA INFO PVT LTD (2.5 LPA)</b>	<b>HIGH RADIUS (2.5 LPA)</b>	<b>LANARSY INFOR LTD (3.2 LPA)</b>
					
<b>KOTHAPETA SHYAMALA</b> 177RIE0035	<b>VELLIMALA NAGALAKSHMI</b> 177RIE00C0	<b>CH SOWMYA</b> 177RIE00I2	<b>JAMKAR SWATHI</b> 177RIE0048	<b>K V L S S MANI SHOBHA</b> 177RIE003I	<b>R ABHINAV GOUD</b> 177RIE0047

<b>RYAN INDIA TAX SERVICES LTD (2.16 LPA)</b>		<b>APOLLO MUNICH (3.1 LPA)</b>		<b>I CONMA (3.00 LPA)</b>	
					
<b>S. MANASA</b> 177RIE0053	<b>T. SHRUTHI</b> 177RIE00B3	<b>R ABHINAV GOUD</b> 177RIE0047	<b>S.LAKSHMI SAI PRIYA</b> 177RIE0052	<b>B SAI DEEPAK</b> 177RIE00F6	<b>V.NAGALAKSHMI</b> 177RIE00C0

<b>RED CARPET (3.2 LPA)</b>		
		
<b>K.ANIL NAYAK</b> 177RIE0034	<b>M NIKITHA</b> 177RIE0037	<b>B SAI KIRAN</b> 177RIE00C3

<b>EXCELLENCIA (2.2LPA)</b>		
		
<b>A.GOPAL SAI SREERAM</b> 177RIE0062	<b>K.SAI KIRAN</b> 177RIE0062	<b>K.PAVAN KUMAR</b> 177RIE0033

<b>TCS (2.28LPA)</b>		
		
<b>BATTU BINDU</b> 177RIE0069	<b>M NIKITHA</b> 177RIE0024	<b>B SAI KIRAN</b> 177RIE0086

<b>VIPANA RETAIL PRIVATE LIMITED (2.5LPA)</b>		
		
<b>A TEJASWINI</b> 177RIE0003	<b>P V SATYA SRI MEGHANA</b> 177RIE0043	<b>LATHA SREE</b> 177RIE0025

<b>MUTHOOT FINANCE( 2.23LPA)</b>			
			
<b>CHILUKA RAHUL</b> 177RIE0014	<b>K RAKESH</b> 177RIE0028	<b>B.SRIKAR</b> 177RIE00F9	<b>B SAI KIRAN</b> 177RIE00C3

<b>RAM GROUP (2.1 LPA)</b>	
	
<b>KOTHAPETA SHYAMALA</b> 177RIE0035	<b>T.SRAVANTHI</b> 177RIE00B0

<b>ICICI PRUDENTIAL (2.2 LPA)</b>				
				
<b>KOTHAPETA SHYAMALA</b> 177RIE0035	<b>R ABHINAV GOUD</b> 177RIE0047	<b>B SAI DEEPAK</b> 177RIE00F6	<b>VELLIMALA NAGALAKSHMI</b> 177RIE00C0	<b>B.SRIKAR</b> 177RIE00F9

<b>KARVEY DIGI KONNECT LTD</b>

<b>D.MOHAN SAI SUGANDH</b> 177RIE00C8

<b>NECTAR BOTTLING &amp; MARKETING (1.8 LPA)</b>		
		
<b>P.SRIKANTH</b> 177RIE00E8	<b>U MANISHA</b> 177RIE00B4	<b>CHOUHAN AMRITHA</b> 177RIE00C7

<b>VALUE LABS (2.2LPA)</b>		
		
<b>Md. ABDUL AEJAZ</b> 177RIE00A9	<b>SWASI OJA</b> 177RIE00E4	<b>N.POOJA</b> 177RIE00E5

ICICI BANK(2.8 LPA)					
					
A NEHA 177RIE0001	VYSHNAVITHAKUR 177RIE0059	A LAKSHMI PALLAVI 177RIE0061	S.MADHURI 177RIE0054	V PAVANI 177RIE0087	V. SRIANJALI 177RIE00F3

ICICI BANK(2.8 LPA)			
			
K SRIVANI 177RIE0008	VARALAKSHMI M 177RIE0043B9	ARE SAIKUMAR 177RIE0064	M.RAJASHEKAR 177RIE0038

IDBI (2.5 LPA)	
	
D.MOHAN SAI SUGANDH 177RIE00C8	MALAVATH JAIPAL 177RIE00E3

HPS LABS DESINS (2.5 LPA)	
	
A TEJASWINI 177RIE0003	P V SATYA SRI MEGHANA 177RIE0043

FIVE STAR BUSINES FINANCE LTD ( 2.1LPA)

G. BALARAJU 177RIE0076

CAPITAL FORCE (1.8 LPA)

B.SURYA VAMSHIDHAR 177RIE0006

TECH GENE SOLUTIONS 2.16 LPA

T.SRAVANTHI 177RIE0080

MOVING D NEEDLE (2.8 LPA)							
							
G.AKHIL KUMAR 177RIE0021	G.NAVEEN 177RIE0022	N.BABU 177RIE0095	T.KISHORE KUMAR 177RIE0082	G RAVINDER REDDY 177RIE0017	P AMRUTHA 177RIE0096	B SWAPNA 177RIE0005	B.CHANDRASHEKHAR 177RIE0068
						<i>A Place of Achieving Your Goals</i>	
ERRABOINA ANIL 177RIE0001	C VIJESH REDDY 177RIE0001	P.RAGHAVEN DRA 177RIE0004	L .NAVEEN 177RIE00E2	CH RAHUL 177RIE0014	BHANUPRASAD REDDY 177RIE0088		

## 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

**Dr. D.Pranathi** Professor

**Dr.P.V.Rao** Associate Professor

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