

**DEPARTMENT OF MBA**  
**MANAGER - HE, WHO DO THINGS RIGHT**

**Vision**

- ❖ To provide world class learning experience in the field of management and develop leadership capabilities to withstand global challenge thus make MBA distinctive, Research oriented and professional programme that is equipped to build on the twin pillars of theory and practice.

**Mission**

- ❖ To impart and nurture managerial and entrepreneurial skills in the students
- ❖ To create a competitive environment for student to upgrade their knowledge and sharpen the skills
- ❖ To encourage the faculty and students to undertake research and consultancy assignments promoting self-employment through entrepreneurship

**New Trend**

**Business analytics** refers to the skills, technologies, practices for continuous iterative exploration and investigation of past business performance to gain insight and drive business planning. Business analytics focuses on developing new insights and understanding of business performance based on data and statistical methods

**Faculty Focus**

**Publications/Conferences/FDP**

**Dr.P.Pattabhi Ram, Dr.M.Arvind, Y. Suresh, S.Salma and D.Satish Babu**, participated A Five –Day National Level Virtual FDP on “**Skills Reengineering in Business Management**” Organized by Department of MBA, Andhra Loyola Institute of Engineering and Technology, 23<sup>rd</sup> to 27<sup>th</sup> May 2023.

**Y. Suresh, I. Sridhar, S.Salma and D.Satish Babu**, participated 5 Days Faculty Development Programme on “**New Age Teaching Pedagogy Commerce & Management**” Organized by School of Commerce Presidency University, 24<sup>th</sup> to 28<sup>th</sup> April 2023.

**Y. Suresh and S.Salma** Presented a paper on “**Digital Transformation - Challenges For Human Resource Management**” Two Day National Conference on “**Digital Transformation in Business & Management: Issues, Challenges and Opportunities**” Organized by Vishwa Vishwani School of Business Hyderabad, 26<sup>th</sup> to 27<sup>th</sup> May 2023.

**Y. Suresh, I. Sridhar, S.Salma and D.Satish Babu**, participated workshop on “**Constitutional Obligations: Values, Rights, Duties and Responsibilities of Citizens**” Organized by IQAC association with Rajeev Gandhi College of Management Studies 29<sup>th</sup> April 2023.

**Y. Suresh, I. Sridhar, S.Salma and D.Satish Babu**, participated 5 Days Faculty Development Programme on “**New Age Teaching Pedagogy Commerce &**

**Management**” Organized by School of Commerce Presidency University, 24<sup>th</sup> to 28<sup>th</sup> April 2023.

**Dr.P.Pattabhi Ram, I.Sridhar, Y. Suresh, S.Salma**, for successfully completing the NPTEL online certification course Principles of Management.

**Dr.M.Aravind**, for successfully completing the NPTEL online certification course Production and Operations Management

**Dr.P.Pattabhi Ram, Associate Professor**, published a paper on “**Business Opportunities and Challenges in the early industry 4.0 context for IOT in supply**”, South Indian Journal of Sciences UGC care group1 journal, Vol.4 ISSN: 0972-8945, 2023

**Y.Suresh & Dr.Y.Siva Reddy**, presented a paper on “**Effects of the New Education Policy 2020 on Higher Education**” in Three-Day International Conference on "Academic Leadership and Management in Higher Education in a Globalised Economic Era: Perspectives and Challenges" Organized by Dept. of Commerce & Business Management, University College of Arts & Science, Krishna University, Machilipatnam. during 2<sup>nd</sup>, 3<sup>rd</sup> & 4<sup>th</sup> March, 2023.

**Dr.Y.Siva Reddy, Y.Suresh & I.Sridhar** presented a paper on “**Techology’s Impact on Higher Education**” in Three-Day International Conference on "Academic Leadership and Management in Higher Education in a Globalised Economic Era: Perspectives and Challenges" Organized by Dept. of Commerce & Business Management, University College of Arts & Science, Krishna University, Machilipatnam. during 2<sup>nd</sup>, 3<sup>rd</sup> & 4<sup>th</sup> March, 2023.

**Salma Syed & D.Satish Babu** presented a paper on “**Effect of Privatization on the Quality of Higher Education**” in Three-Day International Conference on "Academic Leadership and Management in Higher Education in a Globalised Economic Era: Perspectives and Challenges" Organized by Dept. of Commerce & Business Management, University College of Arts & Science, Krishna University, Machilipatnam. during 2<sup>nd</sup>, 3<sup>rd</sup> & 4<sup>th</sup> March, 2023.

**Dr.P.Pattabhi Ram & Dr.M.Arvind** presented a paper on “**Know-how Perception and elements influencing Private Voluntary Health Insurance policy subscription in the Guntur Location**” In UGC Sponsored Two Day National Seminar On “Health Insurance In India: Need Of The Hour” organized by Department of MBA( Hospital Administration), Acharya Nagarjuna University, A.P., during 10-11 February, 2023.

**Suresh Yamarthi**, Assistant Professor, presented a paper on “**Role of Covid-19 on Health Insurance Sector**” In UGC

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Sponsored Two Day National Seminar On “Health Insurance In India: Need Of The Hour” organized by Department of MBA( Hospital Administration), Acharya Nagarjuna University,A.P., during 10-11 February,2023.

**Y.Suresh, Assistant Professor**, Participated A Six days virtual international faculty development programme on “Emerging Trends and Challenges in Teaching Language and Literature” organized by VVET Institute of Arts and Science Thindal, Erode. From 2<sup>nd</sup> January to 6<sup>th</sup> January 2023.

**Departmental Activities**

**Workshops/Seminars/Industrial visits/Webinars**



Department of MBA organized A One Day Workshop on Advanced Digital Marketing for MBA Students on 6<sup>th</sup> January 2023.

**Student Focus**



Our I Year MBA Students celebrated farewell to II Year MBA Students on 24<sup>th</sup> June 2023.

**Placements:**

**Curricular & Co-Curricular activities (Sports)**

I Year MBA student **M.Ashok** got II Prize in A Two Day National Level Techno, Cultural and sports fest at RISE ongle 2023

II MBA Student **Yadala Kamalanadh Reddy** for successfully attending the Free Human Resource Skills Workshop at Tareeqa Global Solution Pvt.Ltd

**The following students are I & III Sem academic toppers in their respective classes.**



**B.Nandi** 21471E0013 **Sk.Shabnam** 21471E0049 **Sk.Ayesha** 21471E0050 **A.SriTejaswini** 21471E0005  
III SEM: 9.29 III SEM: 9.29 III SEM: 9.29 III SEM:9.14



**G.S.Sailakshmi** 22471E0022 **T. Leela Maheswari** 22471E0085 **K.Poojithra** 22471E0029 **K. Anulya** 22471E0037  
I SEM 9.23 I SEM 9.23 I SEM 8.92 I SEM 8.92

**Alumni Voice**

It is an immense pleasure to say that I was a part of NEC. It helped me a lot to derive the inherent talents in myself to meet the career requirements. I hearty thank my faculty for helping me to develop managerial skills.



**M.Mahesh (2010-2012)**  
IDFC Bank Manager Guduru

**Student’s Voice**



**SK.SHABNAM**  
MBA IV Sem  
H.T.no:22471E0049

I feel proud to be a part of NEC .It provides me great opportunity to enter the corporate business world.