

MARIS STELLA COLLEGE (AUTONOMOUS)

Department of MBA

2017 - 2018

- **Guest Lectures and Workshops attended by Students**

1. Workshop titled “Orientation & Awareness on Photography and its Career Prospects” by NIKON was conducted on 14th December 2017 for all MBA & MCom Students
2. Guest Lecture on “Career Guidance & Personality Development” was given by Guru academy on 13th December 2017. All II MBA, II MCom & Final Year BCom students had attended.



3. Youth Exchange Programme was organized by Ministry of HRD, Government of Andhra Pradesh on 16th to 18th November 2017. Four of our I & II MBA students were taken on 3 day tour in prakasam district. They were taken to various industries and temples to create awareness on culture of that district.



4. UGC SAP sponsored Two day workshop organized by MBA department ,Nagarjuna University ,Guntur, on CASE METHODS LEARNING –A Tool for Analytical Development Skills, was held on 6th &7th November,2017 at the university campus.8 I MBA students had participated and received participation certificates.
5. Guest Lecture on CSR was delivered by Mr.Krishna Vytla of Vivekanada Youth Association, Vijayawada to I MBA students in the classroom on 13th October, 2017.
6. UGC SAP sponsored workshop titled ”Transforming Management Students with Key Competencies” was organized by Nagarjuna University MBA department for two days i.e. on 6th &7th October 2017.Eleven of our I MBA students had attended and received participation certificates.
7. “GST New Dawn in Tax regime”, a one day seminar and paper presentation contest was conducted at KBN College on 23rd September,2017.12 Final year MBA students had participated and received certificates for the same.
8. Mr. Jaya Sankaram Kota delivered a guest lecture on Digital Marketing for 2nd MBAs students on 4th September 2017
9. Three Days Workshop on Disaster Management was conducted by NSS of our College, 9 students of 2nd M.B.A have attended from 16th to 18th August 2017.
10. The guest lecture for one day was organized on “GST “by UG department of Commerce for both Final Degree and 2nd M.B.A students on 7th August 2017.
11. A Seminar was conducted on Breast Feeding all the 2nd MBA students have attended the seminar organized by Women cell of Maris Stella College on 5th August 2017.

● **Students Activities and Achievements**

The students of I & II M.B.A students have participated in various management meets organized by different B-Schools. The following are the list of the Management events where students won the prizes:

1. B. Aparna of IInd M.B.A won Second prize and Third prize in sports swimming for 50 mts free style and 50 mts back stroke organized by Krishna University Inter Collegiate Aquatic Championship held at VMC swimming pool, Gandhi Nagar, Vijayawada on 18th September 2017.
2. B. Suma of IInd M.B.A won first prize in the management meet “PRAVEENYA” at Potti Sri Ramulu Chalavadi Mallikarjuna Rao College of Engineering and

Technology in Young Manager contest and received Certificate of Merit, Memento and Karur Vysya Bank gift card(ATM) worth Rs.500 on 10th January 2018.



3. B.Suma, M. Hema Meenakshi and A. Jyothi of II nd M.B.A won first prize in Business Plan in “SPARDHA-6 2K18” Inter Collegiate Management Meet at Hindu College of Management on 6th February 2018.



4. CH. Angel Tanya, P. Ayesha and P. Reshma of II nd M.B.A won first prize in Market Makers in “SPARDHA-6 2K18” Inter Collegiate Management Meet at Hindu College of Management on 6th February 2018.
 5. A.Jyothi, A. Sreeja and P. Harika of I st M.B.A won first prize in Marketing Event Creative Pandavas in “KURUKSHETRA-2018” at P.B. Siddhartha College of Arts and Science on 10th February 2018.
- **National Seminar “Global Business – A Paradigm Shift”**

The MBA department along with UG Commerce department had organized a one day National Seminar on Global Business – A Paradigm Shift on 23rd February 2018. The seminar intends to facilitate sharing of Knowledge among the Industrialists, academicians, research scholars and students related to wide areas of

Commerce and Management. The objective of the seminar was to examine the drivers and factors influencing the International Business and also to identify and discuss sources of competition, emerging issues of global business from the perspective of creativity, change and innovation.



The seminar took place in two Technical sessions where more than 50 papers from industrialists, academicians, research scholars and students related to wide areas of Commerce and Management participated and presented on various subthemes. Each session was handled by two experts from Industry and Academia.

- **Inaugural Session**

The Seminar started with inaugural session for which the Chief Guest was Prof. Noor Basha Abdul, Principal, College of Arts & Law, Acharya Nagarjuna University, Guntur. The Keynote Speaker was Dr. A. Subhananda Rao, Director, Advanced Research & Consultancy, Srinidhi Institute of Science & Technology, Hyderabad.



- **First Technical Session**

The first technical session was headed and chaired by Dr.Kunal Gaurav, Associate Dean & Professor, ICBM School of Business Excellence, Hyderabad and Dr.V.Lakshmi Sudha, Assistant Professor, GITAM University, Hyderabad.

- **Second Technical Session**

The second technical session was chaired by Dr.Ch.Jayasankara Prasad, Sr.Assistant Professor, Dept.Of BusinessManagement, Krishna Univeresity, Machilipatnam and co-chaired by Mr.B.Srinivas, CEO, Real Milk, Vijayawada.

- **Valedictory Session**

The Seminar came to an end with the Valedictory Session for which the Chief Guest was Dr. R. Siva Rama Prasad, HOD, Business Management, Acharya Nagarjuna University, Guntur while the guest of Honour was Dr.V.Narasimha Rao, Director - PG Centre, KBN College , Vijayawada.



- **Best paper awards**

Best paper awards were presented to the participants. The best paper award was given to Mr.Murali Harish Maddu, Research Scholar, ANU, Guntur, titled “Relationship between Crypto currency market and Stock Market.

- **Student winners of first Technical session**

1. First Prize - Md.Raheemunnisa & V.Vinitha from II M.Com, paper titled “Impact of E-Commerce on Global Business Opportunities- a conceptual study.”
2. Second Prize – Kaanchi Kothari & Darshana Jain from II BMS, paper titled “Global competitiveness – HR Practices”.

- **Student winners of Second Technical session were**

1. First Prize – Sakshi Jain & Manasa from III BMS, paper titled “Transforming the Enterprise through Social Media”.
2. Second Prize – Seema Baig from II MBA, paper titled “Cross Border Investments”.