

MARIS STELLA COLLEGE (AUTONOMOUS)

Department of MBA

2019-2020

1. A Three-Day Induction/ Orientation Program was conducted for 1st MBA Students from 6th September 2019 to 9th September 2019. First day in the Morning session, Prayer was conducted by Sr. Lavanya, Welcome address by Dr. Sr. Jasintha Quadras, Principal and Briefing about the department & college by Director & HOD Dr. K. Naga Sundari.
2. A Guest Lecture on Ragging and its consequences by Mrs. Lalitha, Counsellor, Maris Stella College for 1st & 2nd MBA Students on 07th September, 2019. Third day Morning session students were briefed about program papers and in the afternoon session, to develop healthy relations among seniors & juniors', games were conducted.
3. Dr.K.NagaSundari& Sr. Lavanya attended a one day national workshop on “IPR in Higher Education-Issues and Challenges”, organized by the Department of Management Studies, TJPS College, Guntur on 13th September, 2019.
4. Dr.G.Malathi has attended a 12 days workshop on Entrepreneurship Development at EDII, Ahmedabad from 16th to 27th September, 2019.
5. A guest lecture on “Emerging Trends and challenges in Marketing” was organized for I & II MBA students on 2nd November,2019, the resource person was Mr. Ramesh Kumar Bhalla, DGM, KAM, APTS, Vijayawada.
6. The PG Department of Business Administration in collaboration with Internal Quality Assurance Cell (IQAC), has organised a one day workshop on “ Intellectual Property Rights in Indian Scenario: Current Perspectives And Future Challenges”, on 16th November in AV Room. The resource persons were Dr. P. Veerabrahmachary, Senior faculty, Department of Biotechnology, Krishna University, Machilipatnam, Mr. T. Ramesh, Data Management and IPR Consultant, Guntur and Mr. Siva Sankar Kasturi, IPR Attorney, Vijayawada. Dr. Sr. JasinthaQuadras, Principal gave the inaugural address, Dr. G. Little Flower co- ordinator, IQAC spoke on the importance of organizing the workshop followed by the resource persons briefing.
7. The workshop was divided into three technical sessions. The resource person for the first technical session was Dr. P. Veerabrahmachary, delivered a lecture on “Understanding Innovation and IPR to Recreate our Future”. He spoke on innovation in India and various schemes offered by the central government to encourage entrepreneurship. He reiterated the importance of IPR to protect innovations.
8. The resource person for the second technical session was Mr. T. Ramesh delivered a lecture on “Managing IPR for MSMEs and Start -Ups in the Fourth Industrial Revolution Era – Issues and Challenges”. He spoke on India’s preparedness for the fourth industrial revolution.
9. The lecture for the final technical session was delivered by Mr. Siva Sankar Kasturi on “Legal Aspects of IPR”. He stressed on the importance of filing for IPR to protect company’s signs, symbols and logos to protect their innovations.
10. 94 faculty and 75 students had participated in the workshop.

11. 8 Students of II MBA have presented papers in ICSSR (IMPRESS) sponsored international seminar on “Strategies for Transforming India –The Way Forward”(SFTI) held on 18th and 19th November, 2019.
12. Ch.Yamuna of II MBA won Rs 4,000/- cash prize for stock market event at a national level management fest ‘AFOSEC’ organised by VR Siddhartha Engineering College, Vijayawada, on 22nd February.
13. Dr.K.NagaSundari, Dr.G.Malathi, Mrs. G.Smitha and Mrs.T. Prameela have presented papers at ICSSR (IMPRESS) sponsored two day international seminar on “Strategies for Transforming India-The Way Forward” , on 18th and 19th December, 2019.
14. Dr.K.NagaSundari&Dr.G.Malathi have participated and presented paper on “Empowerment of Women Farmers to Enhance Food Security” & “Impact of Interventions on Women Empowerment and Nutrition”, in ICSSR-SRC sponsored two day national seminar held at KBN College Vijayawada, on 27th&28th December,2019.
15. Participated in a three day National Workshop on “Constructive Alignment and Outcome based Education” held at Maris Stella College, Vijayawada from 21st- 23rdOctober, 2019.
16. Dr.K.NagaSundari participated in a two day National Workshop on “Designing Effective Assessment Practices and Digital Technology” held at Maris Stella College, Vijayawada from 2nd - 3rd December, 2019.
17. Dr.K.NagaSundari, Dr.G.Malathi, Dr.H.Kanaka Durga & Mrs. G.Smitha participated in a one day workshop on Mentoring held at Maris Stella College, Vijayawada on 7th January, 2020.
18. A guest lecture was organized on Business analytics on 12th December, 2019, by Mr. K.Harish and L. Anand, SAVIC Technologies , Mumbai.
19. A guest lecture on “Basics of Investments in Stock Markets”, was organized for I&II MBA, &M.Com students on 28th January, 2020. The resource person was Mr. Sarish, Certified Financial Planner &NISM CPE Trainer, Guntur.
20. A guest lecture on “Awareness on Mutual Funds”, was organized for I&IIMBA students on 3rd February 2020, by Mr. Ch.Srinivasa Rao , Financial Advisor, Vijayawada.
21. Mrs.K.Smitha and Mrs.T.Prameela attended a one-day workshop on "HR Analytics" organised by the department of Commerce and Business Administration, P.B.Siddhartha College of Arts & Science, Vijayawada, on 5th February 2020.
22. Dr .K.NagaSundari, Dr.G.Malathi, Mrs.T. Prameela and Ch.N.Pranavi presented papers in a national seminar organized in Acharya Nagarjuna university, on IoT Applications in Business on February 14th and 15th 2020.
23. Dr.K. Naga Sundari, Dr.G.Malathi, G. Smitha & T. Prameela presented papers in a two day national seminar organized by the department of economics on “IPR- Issues and Challenges”, on 28th and 29th of February 2020.
24. 6 Students of I MBA presented papers in a two national seminar organized by the department of Economics on “IPR- Issues and Challenges”, on 28th and 29th of February 2020.
25. Dr.K.NagaSundari and Dr.G.Malathi, published a paper on “Assessing Entrepreneurial Capabilities among Management Graduates”, in Our Heritage Journal in the month of January, 2020.

26. G. Smitha published a paper on e-Recruitment Practices in Scopus indexed journal in the month of January.
27. The PG department of Business Administration has organised Samanvay -2020, A One Day National Level Management Fest on 18th February, 2020. It is the 13th consecutive year that the department has been organising this event. This event helps students of MBA apply theory into practice and enhance their organising skills. More than 120 participants from various parts of the state have competed in events such as Business Quiz, Young Manager, Market Makers, Treasure Hunt and Mr n Miss Samanvay. The event is a platform for gutsy intellects with the right attitude. Students are tested on their marketing skills, leadership skills, communication skills, spontaneity and contemporary business knowledge.
28. The chief guest for the inaugural session was Dr. G. Vani Mohan, IAS, MD, AP Dairy Development cooperative federation, in-charge commissioner Archaeology and Museum and the guests of honor were Mr. G .V. Raghu Ram, Vice president, Powermech Projects ltd, Vijayawada, Mrs. Subbalakshmi Subramanian, our alumna, founder and concept head, Arthem.