

**PLACEMENT BROCHURE 2018**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**



**Prasad V. Potluri**

**Siddhartha Institute of Technology**

**Autonomous and Affiliated To JNTUK**

**NAAC & NBA Accredited and ISO 9001:2008 Certified Institution**

**(Sponsors: Siddhartha Academy of General and Technical Education,  
Vijayawada)**

**Kanuru, Vijayawada, Andhra Pradesh.**

**(2016 - 2018)**

## **ABOUT ACADEMY**

The Siddhartha Academy of General & Technical Education registered under Societies Registration Act, 1860, was established in 1975 with the aim of spreading education for all stages in and around Vijayawada. The Academy established 19 educational institutions covering programs from schooling to higher level education in the fields of Engineering, Medicine, Dental Science, Law, Business management, Computer Applications, Hotel Management, and Arts & Science. To cater to the needs and requirements of various organizations in a global competitive environment, the academy is driving towards the goal of becoming a unique centre for academic excellence. The Academy is running four autonomous institutions.

## **ABOUT COLLEGE**

Prasad V. Potluri Siddhartha Institute of Technology was started in 1998 with a great vision of producing quality technocrats, the college achieved its dream through meticulous planning of the administrators and the strenuous effort of the faculty. The institution has attained success in creating the zeal for learning in the students. It is permanently affiliated to Jawaharlal Nehru Technological University, Kakinada. As a result of its concentrated effort to attain quality, it was conferred Autonomous status in 2012. Certified by ISO 9001: 2008, the college is accredited by TCS, National Assessment Council and also by the National Board of Accreditation (CSE, IT, EEE, ECE, ME). Since its inception, the college has been marching ahead by emphasizing the all round development of the students.

Apart from academic excellence, the focus is on co-curricular and extracurricular activities. Students at this college are trained to transform into a full-fledged individual by practicing a strong ethical code. They are ready to face the challenges of the future. The college stands as a symbol of academic excellence. With the departments headed by eminent personalities, the college finds it easy to motivate the students to gain knowledge in the emerging areas of technology through guest lectures and participation in conferences.



## MESSAGE



I am glad to know that 2015-17 batch of MBA graduates of PVP Siddhartha Institute of Technology are ready to plunge into the corporate world after successful competition of their IV semester exams of the University Scheduled in May 2017. It has been the philosophy of our Siddhartha Academy, over the years, to build core competence along with professional skills to students of MBA. Though, we put in our maximum efforts, commitment and resources to achieve the objectives, the ultimate success in our modest attempt will be seen only through the acceptance of our products by the industry, as the saying goes, “The taste of food lies in its eating”.

I am sure, that the release of a comprehensive MBA placement brochure – 2017 this year, will certainly be of immense use for the industry to identify the potential talent of MBA graduates for enlistment against immediate future vacancies in their respective organisations.

**(Sri. B. Sri Ramulu)**

Convenor

## MESSAGE



I am delighted to notice that the department of Business Administration is bringing out a placement brochure for the 2016-18 batch of students. On this occasion, I congratulate the sincere efforts of staff and students. The management students of the institutions have the advantage of having all the leadership qualities and enhancing their personality. They experience real life situations and develop the problem solving nature. Fully convinced with the unique style of training they had, I strongly believe that they would provide themselves to be the fittest individuals in the quality conscious globalized world.

I affirm that our MBA students would turn out to be valuable human resource to the industry as well as to our nation. I wish them good luck in all their endeavors and hope that they enjoy good cheer throughout their lives.

(Dr. K. Sivaji Babu)  
Principal

PVP Siddhartha Institute of Technology



## MESSAGE



The technological revolution and the forces of globalization are changing the very functioning of the organisations significantly in recent years. We at PVP Siddhartha Institute of Technology are alive to these changes and are taking all the necessary steps to mould our products accordingly, to embrace change rather than follow, to become efficient managers and dynamic entrepreneurs. We offer three specializations such as Marketing Management, Financial Management and Human Resource Management. Besides the foregoing special care is taken to improve soft-skills. Our students, possessed of élan, can carry themselves with confidence in any group.

I welcome your participation in the placement process with a firm belief that students selected by you will surpass your expectations and will play an effective role in your esteemed organisations.

(Dr. P. Adi Lakshmi)

Head & Professor

## MESSAGE



I feel highly honored to invite you to this world of professionalism and commitment. The dynamic corporate world progresses with a number of models of businesses every day. In such a scenario, someone should take the responsibility to train the young generation in the right direction so that they become competent enough to handle latest changes. I take only pride in announcing that PVP Siddhartha is one such institute which has not taken the above responsibility, but has been handling it proficiently. We realize the need to evaluate the students' perception of realizing success within, training and encouraging a learning environment in our institute having grilled in them, not only extensive subject knowledge, but also a sense of commitment.

An insightful glimpse of PVP Siddhartha Institute of Technology – MBA can be very well achieved through this brochure. By going through this brochure you would definitely be interested in listing our students by coming for the on-campus recruitment. Furthermore our sincere thanks to all the organisations that have shown confidence in our students and in tune become an eternal part of PVP Siddhartha Institute of Technology.

This brochure further contains the profile of MBA students, post graduating in the year 2016-18 and specializing in the fields of Marketing, Finance & HR.

**(Mr. G. Ramesh)**

Training & Placement Officer



## *DEPARTMENT OF BUSINESS ADMINISTRATION*



The Department of Business Administration was established in the year 2008. The department is affiliated to Jawaharlal Nehru Technological University, Kakinada and is approved by AICTE with an intake of 60 students.

The MBA programme provides insights into different functional areas and enables to understand how the policies, procedures and methods are formulated and implemented at every level in the business organisations. Our programme is designed to prepare students for successful careers in management and entrepreneurship. The department has qualified and experienced faculty consisting of one Professor and seven Assistant Professors. The Department arranges guest lectures by eminent professors from abroad, executives from corporate (service & manufacturing) in endeavor to bridge the gap between academic and industry. Visits to the industries are frequently arranged to enhance the practical exposure to the real corporate world.

## ***LEARNING FACILITIES***

### ***LIBRARY***

Library information centre is one of the central support services of PVPSIT. It is an excellent resource center for the students and faculty. The digital library makes a vast variety of books available to the students.

### ***COMPUTER CENTRE***

Computer center is well equipped with local Area network (LAN), providing multi-user environment. Facilities include contemporary packages like Microsoft Office productivity tools (word, Excel, PowerPoint, Access and Publisher) and Relational Database Management Systems (RDBMS). The curriculum by the university encourages interactive use of the computers as an integral part of the learning process.

### ***SEMINAR HALL***

State of art seminar halls are provided with modern audio –visual systems the seminar halls are astatically designed, spacious, well lit and well ventilated. They are designed for conventional lectures and group discussions.

### ***LANGUAGE LAB***

State of art language lab is provided with modern audio-visual systems. These labs help students to improve their vocabulary and improve their speaking capabilities in various situations. The software is in line with the current trend.









**BUSINESS ADMINISTRATION STUDENTS DATA**

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**Project** A Study on Performance of Inventory Management in Siva Swathi Textiles, Chillakaluripeta  
**Software Skills** MS Office & Tally



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**Project** A Study on Analysis on Mutual Funds Based on Assets Under Management (AUMs) at Sharekhan Limited, vijayawda  
**Software Skills** MS Office & Tally



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**Qualification** BA(EMS), MBA  
**Project** A Study on Recruitment and Selection in Myhome cent industries ltd. at Hyderabad  
**Software Skills** MS Office & Tally



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**Project** A Study on Financial Analysis of KCP Sugar and Industries Limited  
**Software Skills** MS Office & Tally



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**Project** A Study on Capital Capital Budgeting with reference Vasundhara Indane, Vijayawada  
**Software Skills** MS Office & Tally





|                        |   |
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| <b>Project</b>         | A Study on Financial Performance Through Selected Techniques with Reference to SBI, Machilipatna.     |
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| <b>Project</b>         | A Study on Investors Perception at Angel Broking Pvt Ltd Hyderabad                                    |
| <b>Software Skills</b> | MS Office & Tally   |
| <b>Roll No.</b>        | 16501E0010  |
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| <b>Project</b>         | A Study on Comparative Balance Sheet and ratio Analysis with Reference to Efftronics Systems Pvt. Ltd |
| <b>Software Skills</b> | MS Office & Tally   |
| <b>Roll No.</b>        | 16501E0011  |
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| <b>Project</b>         | A study on financial performance of G.S alloy castings ltd through selected techniques                |
| <b>Software Skills</b> | MS Office & Tally   |
| <b>Roll No.</b>        | 16501E0012  |
| <b>Name</b>            | <b>BOLLINKALA SRI SAI VIJAYALAKSHMI</b>   |
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| <b>Project</b>         | A Study on Working capital practices with reference to Kulasava Finanace Ltd Vijayawada               |
| <b>Software Skills</b> | MS Office & Tally   |



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**Qualification** B.Com(com), MBA  
**Project** A Study on Volatility and Spillover between spot and Future Prices of selected Commodities  
**Software Skills** MS Office & Tally



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**Project** A Study on Employee Satisfaction at India Infoline Limited, Hyderabad  
**Software Skills** MS Office & Tally



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**Project** A STUDY ON QUALITY OF WORK LIFE  
**Software Skills** MS Office & Tally



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**Project** A Study on Recruitment and Selection at Jersey Cream Line Dairy Products Ltd, Hanuman Junction  
**Software Skills** MS Office & Tally



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**Project** A Study on Working Capital Management at Andhra Pradesh Heavy Machinery & Engineering Limited  
**Software Skills** MS Office & Tally





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**Qualification** BCOM (COM), MBA  
**Project** A Study on Channels of Distribution at sri siri Automobiles., Kakinada  
**Software Skills** MS Office & Tally



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**Project** A Study on Brand Image, at Harsha Toyota Hyderabad  
**Software Skills** MS Office, C - Language & Tally



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**Project** A Study Quality of work life- A study Conducted at Samarthanam Trust, Bangalore  
**Software Skills** MS Office & Tally



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**Qualification** BA(TTM), B.Ed, MBA  
**Project** A Study on Training and Development with reference to Netlogic Solutions, banjara Holls, Hyderabad  
**Software Skills** MS Office & Tally



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**Project** A Study on Sales Promotion Through Online Marketing with reference to Edlogix Software Solutions Pvt. Ltd  
**Software Skills** MS Office & Tally



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**Project** A Study on Performance of Selected Funds with reference to Birla Sunlife Financial Services Ltd, Guntur  
**Software Skills** MS Office & Tally



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**Qualification** B.Sc(MSCS), MBA  
**Project** A Stud on Sales Promotion of E- Commerce Websites in Habba NGO.  
**Software Skills** MS Office & Tally



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**Project** A Study on Performance Appraisal at Edlogix Software Solutions Pvt. Ltd Hyderabad  
**Software Skills** MS Office & Tally



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**Project** A Study on Customer Satisfaction at Cenera Bank at Chikmangaluru, Karnataka  
**Software Skills** MS Office & Tally



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**Project** Day of the Week Effects in the Returns of selected Commodities A Study Conducted at Motilal Oswal Securities Ltd, Hyderabad  
**Software Skills** SQL, R, MS Office & Tally





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**Project** A Study on Volume and Return Relationship of Selected Commodities at Indiabulls Securities Ltd, Hyderabad  
**Software Skills** MS Office & Tally



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**Project** A Comparative Analysis of Indian Stock Market Indices with international Stock Market Indices at Basan Trading Ltd., Vijayawada  
**Software Skills** MS Office & Tally



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**Qualification** B.COM GENERAL, MBA  
**Project** A Study on Budgetary Control With Reference to Fortune Murali Park ( ITC Group of Hotels), Vijayawada  
**Software Skills** MS Office & Tally




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**Project** A Study on Emotional Intelligence on Job Satisfaction- Conducted at Hotal DV Manor, Vijayawada  
**Software Skills** MS Office & Tally



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**Project** A Study on Customer Satisfaction With Reference to Big Bazaar, Vijayawada  
**Software Skills** MS Office & Tally



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| <b>Software Skills</b> | MS Office & Tally  |   |
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| <b>Software Skills</b> | MS Office & Tally  |   |
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| <b>Software Skills</b> | MS Office & Tally  |   |
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| <b>Qualification</b>   | BCOM(General), MBA   |   |
| <b>Project</b>         | A Study on Capital Budgeting at M.L.Agro products Pvt. Ltd, Ganapavaram  |   |
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| <b>Address</b>         | 29-2180, Siddartha Nagar, Vinukonda, Guntur Dist   |   |
| <b>Qualification</b>   | BSC(MSCS), MBA   |   |
| <b>Project</b>         | A Study on Impact of Freign Institutional Investors on Nifty - at Angel Broking Ltd, Vijayawada  |   |
| <b>Software Skills</b> | MS Office & Tally  |   |



**Roll No.** 16501E0040  
**Name** MULLAMUDI MAHESH  
**D.O.B** 10/6/1996  
**E-mail ID** mullamudi9122@gmail.com  
**Mobile No.** 9493810696  
**Address** 3-6,Kondasamudram(vi)(po), valetivari palem(md), Prakasam(dt)  
**Qualification** BCOM(COM), MBA  
**Project** A Study on Working Capital Requirements at jersey Creamline Dairy Products Ltd., Hanuman Junction  
**Software Skills** MS Office & Tally



**Roll No.** 16501E0041  
**Name** MURARI NAGA SIVA LEELA  
**D.O.B** 1/18/1996  
**E-mail ID** murarinagasivaleela@gmail.com  
**Mobile No.** 7288844020  
**Address** 5/204, Peddaveedi, Near Kummara Cheruvu, Gudivada  
**Qualification** BSC(MSCS), MBA  
**Project** A Study on Comparative Performance of Selected Mutual Funds Wwith reference to Bonanza Portfolio Ltd, VJA.  
**Software Skills** MS Office & Tally



**Roll No.** 16501E0042  
**Name** PARAPAKA VIJAY SUN  
**D.O.B** 11/13/1995  
**E-mail ID** vijay131119@gmail.com  
**Mobile No.** 8374026274  
**Address** 53-1-310, Kristuraju Puram, Opp. Film Colony, Vja  
**Qualification** BCOM (TAX), MBA  
**Project** A Study on Consumer Awareness Conducted at heritage foods Ltd, Hyderabad  
**Software Skills** MS Office & Tally








**Roll No.** 16501E0043  
**Name** PETETI SEKHAR  
**D.O.B** 1/20/1994  
**E-mail ID** petetisekhar1919@gmail.com  
**Mobile No.** 7799179987  
**Address** D.No;2-22, Opp. Community Hall, Community Hall Road, Juvvanapudi (Vi), Pedaparipudi(Md), Krishna (Dt)  
**Qualification** BCOM (General), MBA  
**Project** A Study on Customer Satisfaction at Hindustan Coca- Cola Beverages Pvt Ltd. Hyderabad, Moulali plant  
**Software Skills** MS Office & Tally



**Roll No.** 16501E0044  
**Name** PINAPATI V P GANESH PHANI KUMAR SHARMA  
**D.O.B** 03/09/1995  
**E-mail ID** venkyppk@gmail.com  
**Mobile No.** 9030919955  
**Address** 23-26-23,2nd floor,sumanam vari street,S.N Puram, Vijayawada  
**Qualification** BCOM(General), MBA  
**Project** A Study on Stress Mnagement: With Reference to Hindustan Coca- Cola Beverages Private Limited, Atmakuru Plant.  
**Software Skills** MS Office & Tally



|                        |  |   |
|------------------------|--|---|
| <b>Roll No.</b>        | 16501E0045   |    |
| <b>Name</b>            | PONKI SRIKANTH   |   |
| <b>D.O.B</b>           | 1/26/1996  |   |
| <b>E-mail ID</b>       | srikanthsri132121@gmail.com  |   |
| <b>Mobile No.</b>      | 9553311824   |   |
| <b>Address</b>         | 50-11-12/1, Gunadala, Vijayawada   |   |
| <b>Qualification</b>   | BSC (STAT), MBA  |   |
| <b>Project</b>         | A Study on Training and Development at KCP Sugar and Industries Coporation. Ltd, Vuyyuru   |   |
| <b>Software Skills</b> | MS Office & Tally  |   |
| <b>Roll No.</b>        | 16501E0046   |    |
| <b>Name</b>            | R SUPRIYA  |   |
| <b>D.O.B</b>           | 8/3/1995   |   |
| <b>E-mail ID</b>       | ranbhatlasupriya195@gmail.com  |   |
| <b>Mobile No.</b>      | 8297298822   |   |
| <b>Address</b>         | Flat No;511, Sri Mitra Jewel Aprts, Opp. VRSEC, Kanuru, VJA  |   |
| <b>Qualification</b>   | B COM ( COM), MBA  |   |
| <b>Project</b>         | A Study on Training and Stress Management with reference to Central Bank of India, Vijayawada  |   |
| <b>Software Skills</b> | MS Office & Tally  |   |
| <b>Roll No.</b>        | 16501E0047   |   |
| <b>Name</b>            | RANGU MADHU  |   |
| <b>D.O.B</b>           | 5/23/1994  |   |
| <b>E-mail ID</b>       | rangumadhu2@gmail.com  |   |
| <b>Mobile No.</b>      | 9666113356   |   |
| <b>Address</b>         | 17-83, Kothapet, Nuzivid   |   |
| <b>Qualification</b>   | BCOM (General), MBA  |   |
| <b>Project</b>         | A Study on Fundamental Analysis of Selected Stocks in it Sector at Shriram Insight Pvt. Ltd., Hyderabad                              |   |
| <b>Software Skills</b> | MS Office & Tally  |   |
| <b>Roll No.</b>        | 16501E0048   |  |
| <b>Name</b>            | S SRI NARENDRA KUMAR   |   |
| <b>D.O.B</b>           | 8/2/1994   |   |
| <b>E-mail ID</b>       | srinarendra@gmail.com  |   |
| <b>Mobile No.</b>      | 9700507199   |   |
| <b>Address</b>         | 3-42/1, Teachers Colony, Tadigadapa, Vja   |   |
| <b>Qualification</b>   | BCOM (COM), MBA  |   |
| <b>Project</b>         | Performance Evalution of Mutual Funds With Reference to Selected Companies A Study on Conducted at HDFC, Guntur                      |   |
| <b>Software Skills</b> | MS Office & Tally  |   |
| <b>Roll No.</b>        | 16501E0049   |  |
| <b>Name</b>            | SALMAN KHAN  |   |
| <b>D.O.B</b>           | 8/19/1995  |   |
| <b>E-mail ID</b>       | salman462khan@gmail.com  |   |
| <b>Mobile No.</b>      | 8919236407   |   |
| <b>Address</b>         | FN 1314, KVNME States, Kanuru, VJA   |   |
| <b>Qualification</b>   | BCOM (General), MBA  |   |
| <b>Project</b>         | A Study on Co integration and Causality Between spot and Futures Prices of Selected Stocks at Indian Infoline Finance Ltd, Hyderabad |   |
| <b>Software Skills</b> | MS Office & Tally  |   |



**Roll No.** 16501E0050  
**Name** **SEGU PADMA DEEPIKA**  
**D.O.B** 7/14/1994  
**E-mail ID** padmasegu123@gmail.com  
**Mobile No.** 9177918689  
**Address** F NO; 403, Lotus Enclave Apts, Mahalakshmi Nagar Colony, Poranki  
**Qualification** BCOM (General), MBA  
**Project** A Study on Security analysis of CNX Nifty with CNX Pharma Conducted at Optimus Share Broking Ltd, Vijayawada  
**Software Skills** MS Office & Tally



**Roll No.** 16501E0051  
**Name** **SK.JABEEN**  
**D.O.B** 4/23/1996  
**E-mail ID** jabeenshaik2@gamil.com  
**Mobile No.** 8886217944  
**Address** Door No.52-4-60, Vijaynagar colony, Gunadala, Vijayawada-04  
**Qualification** B.com (general), MBA  
**Project** A Study on Performances Evaluation of Intial Public Offerings (IPO's) in India  
**Software Skills** MS Office & Tally



**Roll No.** 16501E0052  
**Name** **SIDDINENI DIVYA SANDEEP**  
**D.O.B** 9/4/1995  
**E-mail ID** siddinenisandeep@gmail.com  
**Mobile No.** 9618250356  
**Address** 1-33/2, Yanakuduru, Ghantasala, Krishna District  
**Qualification** B.COM(GEN), MBA  
**Project** A Comparative Study on returns of selected Mutual Funds at Invest Leaf Managrment Solutions Pvt Ltd. Hyderabad.  
**Software Skills** MS Office & Tally



**Roll No.** 16501E0053  
**Name** **SNM SATYA PRIYA**  
**D.O.B** 4/4/1996  
**E-mail ID** [satyapriyas123@gmail.com](mailto:satyapriyas123@gmail.com)  
**Mobile No.** 9493626789  
**Address** 18-10-36, Kedareshwar Pet, Back to Lotus LandMark, Vij  
**Qualification** BSC(MSCS), MBA  
**Project** A Study on Employee Job Satisfactons with reference to Murali Fortune Park, Vikayawada  
**Software Skills** MS Office & Tally



**Roll No.** 16501E0055  
**Name** **VALETI VINOD**  
**D.O.B** 8/1/1993  
**E-mail ID** valetivinod@gmail.com  
**Mobile No.** 9494862342  
**Address** Kondasamudram(vi)(po), valetivari palem(md), Prakasam(dt)  
**Qualification** BCOM(General), MBA  
**Project** A Study on Portfolio Management Conducted at Religare Securities Ltd, Hyderabad  
**Software Skills** MS Office & Tally



**Roll No.** 16501E0056  
**Name** V.AAASHITHA  
**D.O.B** 5/3/1994  
**E-mail ID** drvrnr\_62@yahoo.com  
**Mobile No.** 9963291192  
**Address** flat no:206,KRK RESIDENCY, Tadigadapa-520007.  
**Qualification** B.Tech(ece), MBA  
**Project** A Study of Financial Performance of Jocil Ltd. With Reference to the Selected Techniques of Working Capital Management  
**Software Skills** MS Office & Tally



**Roll No.** 16501E0057  
**Name** VEMURI ASWINI  
**D.O.B** 4/1/1995  
**E-mail ID** vemuriaswini@gmail.com  
**Mobile No.** 9491936505  
**Address** Mustabad, Near Ramalayam, Gannavaram Mandal, Krishna Dist  
**Qualification** B. Tech (CSE), MBA  
**Project** A Study on Training and Development at Investleaf Management Solutions Pvt Ltd  
**Software Skills** MS Office & Tally



**Roll No.** 16501E0058  
**Name** YANAMANDALA SAMBA SIVARAO  
**D.O.B** 7/4/1993  
**E-mail ID** sambayanamandala@gmail.com  
**Mobile No.** 9705477732  
**Address** 8-104, Sobhana Puram, Nuzivid Md, Krishna Dt  
**Qualification** BCOM (COM), MBA  
**Project** A Study on Inventory Management Conducted at Delta Sugar's Ltd, Hanuman Junction  
**Software Skills** MS Office & Tally



**Roll No.** 16501E0059  
**Name** Y.NAGA RAJYA LAKSHMI  
**D.O.B** 4/24/1995  
**E-mail ID** yeletiraji@gmail.com  
**Mobile No.** 9704466725  
**Address** Door No. 21-6/1-2, Harijana colony, govt press, Mutyalam padu, Vijayawada-11  
**Qualification** B.com (computers), MBA  
**Project** A Study on Performance Evaluation of Selected Mutual Funds AT Kotak Securities, Vijayawada  
**Software Skills** MS Office & Tally



**Roll No.** 16501E0060  
**Name** Y RAJESWARI  
**D.O.B** 11/29/1995  
**E-mail ID** yendurirajeswari95@gmail.com  
**Mobile No.** 8143888957  
**Address** 58-3-34, Atchamma St, Patamata, Vja  
**Qualification** BSC(MSCS), MBA  
**Project** A Study on Recruitment & Selection With reference to Big Bazaar Future Retail Ltd. Vijayawada  
**Software Skills** MS Office & Tally





### COURSE STRUCTURE

| <u><b>SEMESTER -1</b></u>  | <u><b>SEMESTER -2</b></u>   |
|--|---|
| <ol style="list-style-type: none"> <li>1. Perspectives of Management</li> <li>2. Managerial Economics</li> <li>3. Accounting for Managers</li> <li>4. Business Environment</li> <li>5. Quantitative Techniques for Business Decisions</li> <li>6. Business Ethics and Corporate Governance</li> <li>7. Management Information System</li> <li>8. Communication Skills Lab</li> </ol>   | <ol style="list-style-type: none"> <li>1. Financial Management</li> <li>2. Human Resource Management</li> <li>3. Marketing Management</li> <li>4. Production and Operations Management</li> <li>5. Business Law</li> <li>6. Organizational Behavior</li> <li>7. Business Research Methods</li> <li>8. Information Technology Lab</li> <li>9. Subject Viva Voce</li> </ol>   |
| <u><b>SEMESTER -3</b></u>  | <u><b>SEMESTER -4</b></u>   |
| <ol style="list-style-type: none"> <li>1. Strategic Management</li> <li>2. Business Models</li> <li>3. Customer Relationship Management</li> <li>4. Advertising and Brand Management</li> <li>5. Services Marketing</li> <li>6. Security Analysis and Portfolio Management</li> <li>7. Financial Markets and Services</li> <li>8. Training and Development</li> <li>9. Performance Management</li> <li>10. Professional Skills Development -I</li> </ol> | <ol style="list-style-type: none"> <li>1. International Business</li> <li>2. Logistics and Supply Chain Management</li> <li>3. Innovation Management</li> <li>4. Sales and Distribution Management</li> <li>5. International Marketing</li> <li>6. International Financial Management</li> <li>7. Financial Derivatives</li> <li>8. Global Human Resource Management</li> <li>9. Management of Change and Development</li> <li>10. Professional Skills Development -II</li> <li>11. Project Report &amp; Viva Voce</li> </ol> |

### STUDENT ACHIVEMENTS

| Competition   | Prize | Event           | Name of the winner                    | Organization                            | Date                    |
|---------------|-------|-----------------|---------------------------------------|---|-------------------------|
| Market Makers | II    | Management Meet | P. Ganesh, M. Ajay & Y. Sambasiva Rao | RVR& JC College of Engineering          | 05.01.2018 & 06.01.2018 |
| Idea Box(PPT) | i     | Anveshan 2K17   | P. Ganesh & M. Ajay                   | K C Degree College, Nelluru             | 05.08.2017              |
| CEO           | I     | Anveshan 2K17   | M. Ajay                               | K C Degree College, Nelluru             | 05.08.2017              |
| Srujana       | I     | Lakshya2K17     | P. Ganesh & M. Ajay                   | LBRCE                                   | 15.09.2017              |
| Pragna        | I     | Lakshya2K17     | P. Ganesh                             | LBRCE                                   | 15.09.2018              |
| B.Quiz        | I     | Kurukshtera     | A. Praveen, B. Pooja & V. Aashitha    | PB Siddhartha college of Arts & Science | 10.02.2018              |
| HR event      | II    | Kurukshttra     | P. Ganesh                             | PB Siddhartha college of Arts & Science | 10.02.2018              |
| B.Quiz        | I     | Explorers Meet  | A.Praveen, S. P.                      | SRKIT                                   | 03.01.2018              |

|               |     |                                 |  |                              |                        |
|---------------|-----|---------------------------------|--|------------------------------|------------------------|
|               |     | 2K18                            | Deepika & V. Aashitha                            |                              | &04.01.2018            |
| Stock Game    | I   | Explorers Meet 2K18             | A.Praveen, S. P. Deepika & V. Aashitha           | SRKIT                        | 03.01.2018 &04.01.2018 |
| Young Manager | I   | AFOSEC 2K18                     | B.S.S. Vijaya Lakshmi                            | VRSEC                        | 15.02.2018             |
| B.Quiz        | I   | MANUS2K18                       | A.Praveen, B. Pooja & V. Aashitha                | ALC                          | 14.02.2018& 15.02.2018 |
| Stock Game    | II  | MANUS2K18                       | A.Praveen, B. Pooja & V. Aashitha                | ALC                          | 14.02.2018& 15.02.2018 |
| Market Makers | II  | Spartans2K18                    | P. Ganesh & M. Ajay                              | GEC                          | 02.02.2018& 03.02.2018 |
| HR event      | II  | Spartans2K18                    | P. Ganesh & M. Ajay                              | GEC                          | 02.02.2018& 03.02.2018 |
| Yoga          | III | District Level Yoga Competition | Mr. A. Mahesh                                    |                              |                        |
| Yoga          | IV  | District Level Yoga Competition | Mr.M. Bhanu Teja                                 |                              |                        |
| Elocution     | II  | Sardar Vallabhai Patel          | Mr.M. Bhanu Teja                                 | PVPSIT                       | 31.10.2017             |
| Essay writing | II  | Sardar Vallabhai Patel          | Mr.M. Bhanu Teja                                 | PVPSIT                       | 31.10.2017             |
| singing       | II  | Sardar Vallabhai Patel          | Mr.M. Bhanu Teja                                 | PVPSIT                       | 31.10.2017             |
| Quiz          | III | women act's awareness program   | Mr.M. Bhanu Teja                                 | PVPSIT                       | 29.11.2017             |
| Finance       | I   | Magnalite 2K18                  | M. Naveen Kumar, K. Srinivas, M. Naga Siva Leela | Andhra Loyola Degree College | 27.3.18 – 28.3.18      |
| B-Quiz        | II  | MAGnalite2K18                   | A. Praveen Kumar, B. Pooja Sri, V. AAashitha     | Andhra Loyola Degree College | 27.3.18 – 28.3.18      |
| B-Quiz        | I   | Inquizitive 2K18                | A. Praveen Kumar, B. Pooja Sri, V. AAashitha     | KLU Business School          | 3.3.18                 |
| B-Quiz        | I   | Explorer's Meet 2K18            | A. Praveen Kumar, B. Pooja Sri, V. AAashitha     | SRK Institute of Technology  | 3.1.18 - 4.1.18        |
| Stock Game    | II  | Explorer's Meet 2K18            | A. Praveen Kumar, B. Pooja Sri, V. AAashitha     | SRK Institute of Technology  | 3.1.18 - 4.1.18        |



### Industrial Visits

| S.No. | Name of the industry visited      | Place   | Date of visit |
|-------|-----------------------------------|---|---------------|
| 1.    | Sri Amaravathi Apparels           | ALEAP Industrial Estate Surampalli, Krishna (Dt.) | 29-11-2016    |
| 2.    | Vibhadra Products                 |   | 29-11-2016    |
| 3.    | Good News Ministry                |   | 29-11-2016    |
| 4.    | Sairam Industries                 |   | 29-11-2016    |
| 5.    | Universal Packaging Products      |   | 29-11-2016    |
| 6.    | Sri Lakshmi Venkateswara Polymers |   | 29-11-2016    |
| 7.    | KCP sugar Factory, Vuyyuru        | Vuyyuru   | 27.12.2017    |
| 8.    | Vijaya Dairy                      | Vijayawada  | 21.10.2017    |
| 9.    | VST Tillers and Tractors          | Bangalore   | 02.04.2018    |
| 10.   | Karnataka Oils                    | Bangalore   | 02.04.2018    |
| 11.   | Karnata Soaps ltd.                | Mysore  | 04.04.2018    |
| 12.   | Tea Garden                        | Ooty  | 05.04.2018    |

### Development Programs conducted by the department

#### 1. Workshops organized by the Department

| Sl. No. | Title of the programme | Dates                        | Resource persons   |
|---------|------------------------|------------------------------|--|
| 1.      | Workshop on 'EXCEL'    | 22- 11-2016 to<br>26-11-2016 | <b>Mr.S.Basha</b> , Director, RIGHT Software Solution & IT Education, Vijayawada |
| 2.      | GST overview           | 30.08.2017                   | <b>Sri.P. Lakshmana Rao</b> , CA, President ISAACA, Vijayawada.                  |
| 3.      | Workshop on 'Tally'    | 25-27 April, 2017            | <b>Mr.S.Basha</b> , Director, RIGHT Software Solution & IT Education, Vijayawada |

#### 2. Guest Lectures organized by the Department

| S. No. | Name                         | Designation                           | Topic  | Date        |
|--------|------------------------------|---------------------------------------|--|-------------|
| 1.     | Mr. A. Ravi Kanth, Director, | APEX Institute of English, Vijayawada | Professional Skills  | 30.08.2016  |
| 2.     | ICT mode                     | NITTR Chandigarh                      | 'Preparing Students for Job Interview'                               | 09-09-2016. |
| 3.     | Sh. Sanjay Jog,              | CHRO, Reliance Jio, from Mumbai       | Video Conferencing 'What Employers Want in a Rapidly Changing World' | 27-09-2016. |
| 4.     | Mr. V. Santosh               | Investment Advisor and                | Stock Markets-   | 18-10- 2016 |

|     |  |   |  |             |
|-----|--|---|--|-------------|
|     | Reddy  | Resource Person, BSE, Hyderabad   | BSE'   |             |
| 5.  | Sk. Zakir Hussain  | Sr. Software Engg, Linked IndPvt Ltd., Bangalore  | 'How to prepare for Interviews & Job Culture in Corporate World' | 31-10-2016  |
| 6.  | Ms. Harika   | Soft Skills Trainer, Dr.Reddy's Foundation.Hyd  | Self Introspection and Being Proactive'                          | 09-11-2016  |
| 7.  | Ms. Lakshmi Sasi Dhanekula   | IT professional & Personality Development Trainers  | Corporate social responsibility                                  | 25-02-2017  |
| 8.  | Mr. Siddhartha Arora   | Area Manager, Pedilite industries   | Interview preparations   | 09-03-2017  |
| 9.  | Dr. P. Subba Rao   | Professor, Department of Business Administration, Telefer School of Business, Ottawa University, Canada | Global Human Resource Management                                 | 12-04-2017  |
| 10. | Mr. Sree Krishna Seelam & Mr U. Venkata Rama Raju                  | founder members of Taxit.com  | 'Internship & Start Up'  | 18-04-2017. |
| 11. | Mr. A Ravi Kiran   | Director, Apex Institute of English,  | Communication skills'  | 02.08.2017  |
| 12. | Mr. MRK Murthy   | CEO, Campus Carriers, Vijayawada  | 'Development of Management Skills'                               | 23.08.2017  |
| 13. | MR. Md. sharfuddin   | Credit Manager, Capital Firs  | Carrier Opportunities'   | 06.09.2017  |
| 14. | Mr. Srivalli Krishna   | Director APPSSDC  | Entrepreneurship Awareness                                       | 23.10.2017. |
| 15. | Mr Y Krishna Prasanna  | President, Vivekananda Youth Association  | Human development  | 2.11.2017   |
| 16. | Mr. HJ Kang, Mr. Sin Sung Kwan, Mr.Kim Jong Yeol, Mr.Kun Jong Sock |   | Mind Lecture   | 03.11.2017  |
| 17. | Dr.K Shedri Rao  |   | Perspectives of Public Life and Management                       | 07.11.2017  |



|     |                    |  |  |            |
|-----|--------------------|--|--|------------|
| 18. | Mr Santhi Kiran    | Sr Sales Executive, Apollo Tires Hyderabad | Careers in Automobiles & Allied Industries | 27.12.2017 |
| 19. | Dr.N.Parthasarathy | Former Teacher, Siddhartha Academy &       | Critical Thinking& Communication           | 04.02.2018 |
| 20. | Mr MSRK Murthy     | CEO Campus Careers                         | Critical Thinking& Communication           | 04.02.2018 |

*Eminent personalities visited to our campus*



**Padmasri.**  
**Dr.HanumanChowadary**  
Founder CEO, VSNL



**Dr. NVR Jyothi Kumar,**  
Professor, Department of  
Commerce, Mizoram University,  
Aizawl



**Sri. N.V.S. Reddy**  
Managing Director, Hyderabad  
Metro Rail Ltd



**Prof. M L Sai Kumar,**  
Former DEAN, Institute of  
Public Enterprise



**Dr. Rajesh C. Jampala**  
Dean, Academic &  
Administration  
PB Siddhartha College,  
Vijayawada.



**Dr. P.V. Ramana Murthy**  
Asst. Prohibition & Excise  
Superintendent



Dr. K. Sivaji Babu, Sri. B. Sri Ramulu, Dr. L. Sai Kumar, Dr. T. Hanuman Chowadary, Sri. N. Venkateswarlu Dr. N.V.S. Reddy, Dr. NVR. Jyothi Kumar and Dr. Rajesh C. Jampala



**List of Students Placed in Campus Placements**

| S.No. | Name                                   | Branch | Roll No    | Company                         |
|-------|--|--------|------------|---------------------------------|
| 1     | ADURI PRAVEEN KUMAR                    | MBA    | 16501E0002 | Tax It Here                     |
| 2     | BATCHU SAI LAKSHMI PRAVALLIKA          | MBA    | 16501E0010 | D-Mart                          |
| 3     | MAMMU AJAY PRASANNA KUMAR              | MBA    | 16501E0031 | D-Mart                          |
| 4     | PINAPATI V P GANESH PHANI KUMAR SHARMA | MBA    | 16501E0044 | Aliens Developers               |
| 5     | MAMMU AJAY PRASANNA KUMAR              | MBA    | 16501E0031 | I2E                             |
| 6     | BOLLINKALA SRI SAI VIJAYALAKSHMI       | MBA    | 16501E0012 | I2E                             |
| 7     | SALMAN KHAN                            | MBA    | 16501E0049 | Spandana Sphoorty Financial Ltd |
| 8     | VALETI VINOD                           | MBA    | 16501E0055 | Spandana Sphoorty Financial Ltd |
| 9     | KANAGALA SINDHU                        | MBA    | 16501E0021 | KJ Systems India Pvt Ltd        |
| 10    | A.PRAVEEN KUMAR                        | MBA    | 16501E0002 | State Street HCL Services       |
| 11    | BADDIPUDI NAGA SAI SWETHA INDRANI      | MBA    | 16501E0008 | State Street HCL Services       |
| 12    | BATCHU SAI LAKSHMI PRAVALLIKA          | MBA    | 16501E0010 | State Street HCL Services       |
| 13    | BATHINA LIKHITHA                       | MBA    | 16501E0011 | State Street HCL Services       |
| 14    | BOLLINKALA SRI SAI VIJAYALAKSHMI       | MBA    | 16501E0012 | State Street HCL Services       |
| 15    | B. POOJA SRI                           | MBA    | 16501E0013 | State Street HCL Services       |
| 16    | KOPPU SRINIVAS                         | MBA    | 16501E0023 | State Street HCL Services       |
| 17    | M NAVEEN KUMAR                         | MBA    | 16501E0027 | State Street HCL Services       |
| 18    | MAHAMKALI PHANI PAVAN                  | MBA    | 16501E0030 | State Street HCL Services       |
| 19    | MANEPALLI MANI MALIKA                  | MBA    | 16501E0032 | State Street HCL Services       |
| 20    | MEDIUMPUDI SAI JYOSHNA                 | MBA    | 16501E0037 | State Street HCL Services       |
| 21    | MOTHE BHANU TEJA                       | MBA    | 16501E0038 | State Street HCL Services       |
| 22    | MUKKAPATI SREE LAKSHMI                 | MBA    | 16501E0039 | State Street HCL Services       |
| 23    | SEGU PADMA DEEPIKA                     | MBA    | 16501E0050 | State Street HCL Services       |
| 24    | SK.JABEEN                              | MBA    | 16501E0051 | State Street HCL Services       |
| 25    | SIDDINENI DIVYA SANDEEP                | MBA    | 16501E0052 | State Street HCL Services       |
| 26    | V.AAASHITHA                            | MBA    | 16501E0056 | State Street HCL Services       |
| 27    | YANAMANDALA SAMBA SIVARAO              | MBA    | 16501E0058 | State Street HCL Services       |
| 28    | ANNAVARAPU ASWINI                      | MBA    | 16501E0005 | Spring Roots                    |
| 29    | BADDIPUDI NAGA SAI SWETHA INDRANI      | MBA    | 16501E0008 | Spring Roots                    |
| 30    | BANGARU KRISHNA KUMARI                 | MBA    | 16501E0009 | Spring Roots                    |
| 31    | CHERUKURI DIVYA                        | MBA    | 16501E0014 | Spring Roots                    |
| 32    | GARLAPATI MOUNICA                      | MBA    | 16501E0017 | Spring Roots                    |
| 33    | KALAVAGUNTA VEERA PHANI                | MBA    | 16501E0020 | Spring Roots                    |
| 34    | KUNTAMUKKALA BINDU SREE                | MBA    | 16501E0025 | Spring Roots                    |
| 35    | M NAVEEN KUMAR                         | MBA    | 16501E0027 | Spring Roots                    |
| 36    | MAHAMKALI PHANI PAVAN                  | MBA    | 16501E0030 | Spring Roots                    |
| 37    | MANEPALLI MANI MALIKA                  | MBA    | 16501E0032 | Spring Roots                    |
| 38    | MOTHE BHANU TEJA                       | MBA    | 16501E0038 | Spring Roots                    |
| 39    | R SUPRIYA                              | MBA    | 16501E0046 | Spring Roots                    |
| 40    | SK.JABEEN                              | MBA    | 16501E0051 | Spring Roots                    |



|    |                           |     |            |              |
|----|---------------------------|-----|------------|--------------|
| 41 | SIDDINENI DIVYA SANDEEP   | MBA | 16501E0052 | Spring Roots |
| 42 | V.AAASHITHA               | MBA | 16501E0056 | Spring Roots |
| 43 | DEMURI ASWINI             | MBA | 16501E0057 | Spring Roots |
| 44 | YANAMANDALA SAMBA SIVARAO | MBA | 16501E0058 | Spring Roots |
| 45 | Y RAJESWARI               | MBA | 16501E0060 | Spring Roots |
| 46 | AKULA MAHESWARA RAO       | MBA | 16501E0003 | Axis Bank    |
| 47 | BANGARU KRISHNA KUMARI    | MBA | 16501E0009 | Axis Bank    |
| 48 | GALI.VENKATESH            | MBA | 16501E0016 | Axis Bank    |
| 49 | PRASANTH SAI              | MBA | 16501E0026 | Axis Bank    |
| 50 | MAHAMKALI PHANI PAVAN     | MBA | 16501E0030 | Axis Bank    |
| 51 | MAMMU AJAY PRASANNA KUMAR | MBA | 16501E0031 | Axis Bank    |
| 52 | M JAYA AMRITA VARSHINI    | MBA | 16501E0033 | Axis Bank    |
| 53 | MULLAMUDI MAHESH          | MBA | 16501E0040 | Axis Bank    |
| 54 | SIDDINENI DIVYA SANDEEP   | MBA | 16501E0052 | Axis Bank    |
| 55 | YANAMANDALA SAMBA SIVARAO | MBA | 16501E0058 | Axis Bank    |





THE BIRD IS POWERED BY ITS OWN LIFE AND  
BY ITS MOTIVATION.

A. P. J. ABDUL KALAM

