

INFORMATION ABOUT MBA DEPARTEMNT

ABOUT THE DEPARTMENT:

The Department of Business Management was established in 2007 in Vaagdevi College of Engineering, Bollikunta, offering two years full time programme in Business Administration with the annual intake of 60 students. Presently MBA course is being offered Autonomous status CBCS pattern and present intake is 180 students. Well qualified and experienced Faculty Members, Staff, Students and Management has led the department on to the path of academic excellence with a number of achievements during the last few years. It has been continuously contributing to the generations and spreading of knowledge in the area of business and management to different target groups. Students are being well placed in different reputed organizations. The department has an updated computer lab, library and class rooms for the students to make lectures interactive and interesting.

MASTER OF BUSINESS ADMINISTRATION DEPARTMENT

Aim:

To achieve Center of Excellence in the field of Management Education for creating dynamic human resources of global standards with capabilities of accepting new challenges.

Objectives:

1. To adopt innovative methods and practices in imparting quality management education.
2. To promote appropriate values and ethics among students.
3. To focus on relationship building with stakeholders in a win-win situations.
4. To undertake research and consultancy services in the long run to serve the needs of the region and beyond.
5. To be a responsible citizen in promoting professional values of management.

Mission:

To impart quality management education through innovative pedagogy, development of soft skills, state of the art infrastructure, collaboration with stakeholders with focus on student centeredness, values and continuous knowledge up gradation in the serene campus professional values of management.

Vision:

To be a premier centre for management education to groom talents of the region to match expectations of stakeholders in the contemporary global business environment.

- **Program Outcomes (POs):**

PO-1:	Management students will be able to acquire in-depth knowledge of Management discipline, including wider and global perspectives, with an ability to discriminate, evaluate, analyze and synthesize existing and new knowledge, and integration of the same for enhancement of knowledge.(Academic result & International / global reach).
PO-2:	Post graduate students will be able to analyze complex business problems critically, apply independent judgment for synthesizing information to make intellectual and/or creative advances for conducting research in a wider theoretical, practical and policy context. (Research and Innovation).
PO-3:	Post graduate students will be able to think laterally and originally, conceptualize and solve managerial problems, evaluate a wide range of potential solutions for those problems and arrive at feasible, optimal solutions after considering public health and safety, cultural, societal and environmental factors in the core areas of expertise at the national and international levels.(International / global reach).
PO-4:	Post graduate students will be able to extract information pertinent to unfamiliar industry issues through literature survey and experiments, apply appropriate research methodologies, techniques and tools, design, conduct survey, analyze and interpret data, demonstrate higher order skill and view

	things in a broader perspective, submit a report about the study in management. (Practical managerial analytical skills, & Industry interaction).
PO-5:	Post Graduate students will demonstrate ability to understand management in multifunctional areas like Marketing, Finance, HR, Business Analytics and Supply Chain Management. Also they will be able to demonstrate ability to understand and derive meaningful inferences about organizational performance. (Functional Specialization).
PO-6:	Post graduates will possess knowledge and understanding of group dynamics, recognise opportunities and contribute positively to collaborative-multidisciplinary management research, demonstrate a capacity for self-management and teamwork, decision-making based on open-mindedness, objectivity and rational analysis in order to achieve common goals and further the learning of themselves as well as others.(Team Work).
PO-7:	Postgraduates will demonstrate knowledge and understanding of management principles and apply the same to one's own work, as a member and leader in a team, manage projects in the work environment efficiently in respective disciplines and multidisciplinary environments after considering the economical and financial factors.(Industry interaction).
PO-8:	Postgraduates will communicate with the managerial community and with society at large, regarding complex managerial activities confidently and effectively, such as, being able to comprehend and write effective reports and design documentation by adhering to appropriate standards, make effective presentations, and give and receive clear instructions. Also they will demonstrate an ability to communicate effectively, both in writing and orally (Speaking / Writing skills).
PO-9:	Post-graduates will recognize the need for, and have the preparation and ability to engage in life-long learning independently, with a high level of enthusiasm and commitment to improve knowledge and competence

	continuously.(Continuing education awareness).
PO-10:	Postgraduates will acquire professional and intellectual integrity, professional code of conduct, ethics of research and scholarship, consideration of the impact of research outcomes on professional practices and an understanding of responsibility to contribute to the community for sustainable development of society.(Values, ethics, professional integrity and contribution to society).
PO-11:	Postgraduates will observe and examine critically the outcomes of one's actions and make corrective measures subsequently, and learn from mistakes without depending on external feedback. (Independent and Reflective Learning).
PO-12:	Postgraduates will identify a timely opportunity and using business innovation to pursue that opportunity to create value and wealth for the betterment of the individual and society at large. (Successful career, immediate employment & entrepreneurship)

Program Specific Outcomes (PSOs):

The following targets are achieved as the unique outcomes of this program completion:

- PSO-1:** MBA program will contribute to the creation, transmission and application of knowledge in the field of management.
- PSO-2:** MBA will be equipped with quantitative and qualitative skills to identify, analyze, design and create business opportunities in a global dynamic environment.
- PSO-3:** MBA will acquire necessary managerial skills to think strategically and to lead, motivate and manage teams thereby enhancing managerial effectiveness.
- PSO-4:** MBA will be able create entrepreneurship among the students.
- PSO-5:** MBA students will be able to improve their soft skills and technical skills.

HOD MESSAGE

Welcome to the Department of Management. We are concerned with developing and applying scientific principles through models and concepts in resolving managerial problems, in pursuit of operational excellence and managerial effectiveness. Training offered in the department opens the door to a wide range of careers, from general management, where logical, mathematical, and project based skills are much in demand, to specialized management knowledge areas as listed further down.

- Operations Management,
- Information Systems,
- Supply Chain Management, and
- Project Management.

FACILITIES

LIBRARY

The MBA Library in Vaagdevi College of Engineering is conducive, computerized, informative and comprehensive. It subscribes to National, International journals, magazines and dailies. Top priority is given to the needs of students and faculty books; they are procured at the earliest by the Librarian. Our library is hoarding plethora of knowledge. A Separate library is being maintained for MBA Programme to facilitate the students to have their respective subject books, research papers, journals and other relevant subject-oriented magazines. The books related to soft skills and large no of communication skills are also made available at the library to augment the learning process of the students in this direction.

Library is equipped with modern furniture and also has a qualified Librarian to cope up with the needs of the college and students. It is also equipped with Biometric system for the security. Reading Hall of the library accommodates large number of students to read journals, books and other material.

- Books: 14500
- Journals: 32(National & International)
- Magazines: 10
- Dailies: 12

DIGITL LIBRARY

The libraries provide web-based information reference service with Wi-Fi and internet-based acquisition of information, from publications, electronic journals. Digital Library is equipped with 15 systems & 10 laptops with internet speed of 8mbps for the students & faculty who wish to browse on the internet for any such information useful for the upliftment academically.

Facilities are also available for down-loading the E.Journals for which we have entered into understanding with– DELNET , so far we have downloaded 526 E.Journals covering different subjects and useful for the students and faculty as well.

COMPUTER CENTRE

Knowledge of Information Technology is essential for effective management. Keeping in view the IT trends in the industry, the Institute has set up a well-equipped Computer Centre.

It has over 150 computer systems. The Computer Laboratory available at the Institute helps the students to learn computer aided management techniques and soft skills. Access to and on-going use of a computer will be required by all students to complete their degree programme successfully.

The software available includes Windows 7, Windows Vista, Windows XP, MS-Office, Language Lab, Clear Pronunciation Software and Management Software Applications among others. The College has established a high-speed campus-wide network. A fully distributed computing environment based on workstations and PC's provides the staff and students ready access to computing resources, services, software and applications. The environment is tailored with leased line Internet connectivity of 100 mbps.

SL.NO.	NAMFACULTY NAME	DESIGNATION	QUALIFICATIONION	EXPERIENCE
1.	Dr. BHASKAR RAO YANAMANDRA	Professor	MA(PMIR), Ph.D (KU, Wgl.)	23 years
2.	Dr. SURESH CHANDRA CHANDALURI	Assistant Professor	MBA, Ph.D(KU, Wgl.)	5 years
3.	Dr. VIJAY BOSE	Assistant Professor	MBA, Ph.D(Annamalai Univ.)	4 years
4.	Dr. SHAIK MAHABOOB SYED	Assistant Professor	MBA, Ph.D(SVU, Thirupati)	4 years
5.	SRAVANTHI VEMPATY	Assistant Professor	MBA (Ph.D.)	11 years
6.	SAROJA GOSULA	Assistant Professor	MBA (Ph.D.)	10 years
7.	SARIKA SAMISHETTY	Assistant Professor	MBA (Ph.D.)	10 years
8.	MURALI MORA	Assistant Professor	MBA (Ph.D.)	10 years
9.	venu kesireddy	Assistant Professor	MBA (Ph.D.)	8 years
10.	BHARGAVI CHITTIMALLA	Assistant Professor	MBA (Ph.D.)	8 years
11.	VISHALI SRIPADA	Assistant Professor	MBA	2 Years
12.	SWATHI JANGILI	Assistant Professor	MBA	2 Years
13.	SHEPALLY SHYLAJA	Assistant Professor	MBA	2 Years
14.	RAMARAPU SUJATHA	Assistant Professor	MBA	2 Years
15.	RAJANI MOTHUKURI	Assistant Professor	MBA	2 Years
16.	RACHAKONDA SAI NADH	Assistant Professor	MBA	2 Years
17.	PALAKURTHI SHIVAKUMAR	Assistant Professor	MBA	2 Years
18.	NARESH GADDAM	Assistant Professor	MBA	2 Years
19.	KALAKONDA ABHINASH	Assistant Professor	MBA	2 Years
20.	DASARI NAGARAJU	Assistant Professor	MBA	2 Years
21.	M. SRINIVAS	Assistant Professor	MBA	2 Years

EVENTS CONDUCTED BY MBA DEPARTMENT

PRERANA MBA STUDENT'S STATE LEVEL MEET - 2017

Vaagdevi College of Engineering MBA college belonging to the Viswambhara Educational Society – Warangal, organizes a National Level Management Meet “PRERANA” every academic year, a professional event aimed to bring out the inherent talents of the potential young budding managers.

PRERANA Meet is a platform to showcase the students managerial talents to collaborate, challenge their skill set and in the process of enhancing their knowledge base through a professional filled experience. The meet comprises of different events to ignite the analytical skills and creativity of the students in all the areas of management.

Every year institute invites universities, B-Schools, colleges from different locations to a single platform “PRERANA “ which will host event like YMA(Young Manager Award) to bring out the perfect manager and also many spot events with lots of fun and learning.

Industrialists, academicians are invited as chief guest for the Inaugural and valedictory functions, cash prizes and trophies to the winner of the various events will be awarded.

National Seminar on Technology Innovations in Banking Industry in India -Challenges and Prospects

on

23rd March, 2017

ABOUT THE SEMINAR:

Over the years, the banking sector in India has seen a number of changes. Most of banks have begun to take an innovate approach towards banking with the objective of creating more value for customers. Information technology has given rise to new innovations in the product designing and their delivery in the banking and finance industries. Technology offers a chance for banks to build new systems

that address a wide range of customer needs including many that may not be imaginable today. Internet banking and mobile banking made it convenient for customers to do their banking from geographically diverse places. Now all the banks have started with the concept of multi-channel operations like ATMs, credit cards, debit cards, telephone mobile banking, internet banking call

centers, etc. Financial innovation associated with technological change totally changed the banking philosophy. It is further fine tuned by the competition in the banking industry. Challenging business environment within the banking system create more innovation in the fields of product, process and market. The role of banking redefined from a mere financial intermediary to service provider of various financial services under one roof acting like a financial super market. Intense competition among the banks has redefined the concept of the entire banking system. The banks are looking for new ways not only to attract but also to retain the customers and gain competitive advantage over their competitors. In view of Technological changes in banking sector, the seminar is planned with the following objectives.

- To discuss the prospects of banking technology innovations
- To identify challenges in banking technology applications
- To focus on the Government policy on banking technology
- To discuss the effect of technology on service quality

One Day Symposium on Skill Development and Entrepreneurship in Telangana State - Challenges and Prospects

On 13/12/2017



PRERANA MBA STUDENT'S STATE LEVEL MEET - 2018

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THREE DAY FACULTY DEVELOPMENT PROGRAMME ON BUSINESS

PRACTICES IN DIGITAL ERA

28th to 30th November, 2018

ABOUT THE PROGRAMME:

The objective of the value added course is to expose the students in Goods and Services Tax to the latest advances in various areas of tax. With the globalization of economic activity, the advancement of Technology, demonetization, implementation of GST, business today has become extremely challenging. These and many other developments have resulted into various challenges in Indian business environment leading to many initiatives by the Government and development of many new strategies by business leaders. The Business Management Students should aware of all these developments and cover in their curriculum.

The Programme will provide the participants a platform for an intensive interaction with well-known academicians who possess rich experience in academics and industry. The following Major topics will be covered in the programme.

1. Digital Technology and Business Transformation
2. Business Education in Digital Era
3. Business Analytics
4. Artificial Intelligence
5. Human Values and Professional Ethics
6. GST and Implications on Business Operations

