



**NARAYANA ENGINEERING COLLEGE :: GUDUR**

(An ISO 9001:2008 Certified Institution, Approved by A.I.C.T.E & Permanently Affiliated to JNTU Anathapuramu)

Dhurjati Nagar, GUDUR-524101

DEPT OF MBA

## MONTHLY ACTIVITIES

20-01-2018: A guest lecture on Professional marketing- Opportunities in FMCG Industry by Mr.Om Prakash Reddy, Sales Manager of Marico-Mumbai



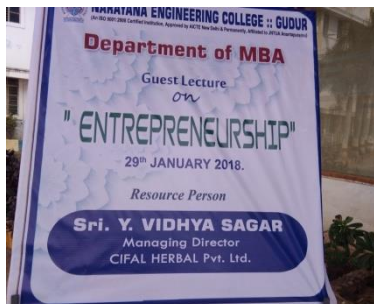


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29-01-2018: a guest lecture on Reasons behind entrepreneurship failure by Mr. Vidya Sagar, MD, CIFAL Herbal Pvt. Ltd, Gudur



## INDUSTRIAL VISIT:

27-01-2018: II-MBA-IV-SEM STUDENTS are went to Industry visit M/s.Nippo Batteries Pvt. Ltd., Tada



### **GUEST LECTURE – DATED 15-03-2018**

A guest lecture , on ‘ ENTREPRENEURSHIP’ was organized by the Dept of Management for the students of I MBA & II MBA, on 15-03-2018, at 10.00 A.M. Resource person was Mr.D.RAVI KIRAN. DEPUTY GENERAL MANAGER, M.G.B.FELICITY MALL, NELLORE.

Mr.Ravi Kiran, has enlightened the students with the different aspects of entrepreneurship, how students should proceed with careful analysis of the market conditions before going for actual investment. He has also clarified on the misunderstanding that lack of money for starting a business is not disadvantage for entrepreneurs. He gave numerous sources of financing for one's projects through attractive financial loans.

The Resource person proceeded further to clear the doubts of the Students relating to starting different ventures through giving examples. He insisted that the students should take up employment in the field in which they would like to go for start-ups in future, as such exposure to the intricacies learnt would prepare the students in realistic manner. In such a way, they would be better prepared for the tough situations ahead with confidence.

HoD thanked Mr.Ravi Kiran for valuable information provided to students in his lecture.

On March 07<sup>th</sup> 2018.



**NARAYANA ENGINEERING  
COLLEGE, GUDUR.**

(Affiliated to JNTU, Anantapur, Approved by  
AICTE)

Department of Management Studies

**NEBula-2k18**

(Narayana Emerging Business Lancets)

**NATIONAL LEVEL MANAGEMENT  
MEET ORGANIZED BY**

Department of Management Studies

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About NEC:

Narayana Engineering College Was established in the year 2001 with a Vision to build a top technical and managerial institution of excellence that is capable of producing high caliber engineering and management professionals indispensable in nation building.



**ABOUT THE DEPARTMENT OF  
MANAGEMENT STUDIES**

*The department of management studies was introduced in Narayana Engineering College, Gudur in the year 2007. The management program aims to make its students dynamic by equipping them with organizational as well as leadership skills, so that they can rise to occupy top echelons of the corporate world in future. The department is supported by experienced faculty, equipped with diversified skill sets. It aims to provide supportive educational environment that encourages students to develop their skills.*

For further details :

e-mail us at: [nebula2k18@gmail.com](mailto:nebula2k18@gmail.com)

**STAFF & STUDENTS OF  
MBA DEPARTMENT.**





### **GUEST LECTURE – DATED 31-03-2018**

Today, the Resource person Mr.G.VASU, General Manager , B.M.R.Industries , Chennai gave lecture to I MBA & II MBA students, on ' PERSONALITY DEVELOPMENT'

Mr.VASU, in his lecture, stressed the importance of personality development for right and bright employment opportunities. According to him, one should possess the knowledge of concepts, right communication, clarity of thought and expression, developing awareness on the latest trends. One should use the time between birth and death in effective manner to become successful. Students should use the technology as per the need and not in excess.

He gave a video demonstration of various success stories to inspire the students. It was quite an interactive session, with the students. The videos were a great source of inspiration for the students, who generally complain about their unfortunate background and circumstances

Finally the resource person suggested some techniques for personality development, such as practicing of yoga, meditation, possessing positive thought process always, and to have a motto of 'live and let live' policy.

HoD thanked Sri Vasu, G.M. B.M.R. Industries for inspirational and thought provoking lecture.



#### **GUEST LECTURE – DATED 09-04-2018**

A guest lecture on the topic ' H.R. MANAGEMENT AT WORKPLACE', was organized on 09-04-2018, at 09.00 A.M., by the Department of Management, for the first year and second year MBA students. Resource person was Mr.T.SAMPATH KUMAR, Head, HRM, BMR Industries, Chennai.

In his lecture, Mr.T.Sampath highlighted the necessity for H.R.skills for successful management at workplace, where employees with different backgrounds have to be organized in cohesive teams. Students were asked to focus on vital aspects such as, clarity of goals, analysis, planning and rectification of errors. Students should make the right attempt, implement the plans in a right manner, update themselves with latest trends in H.R. policies, laws and regulations and develop necessary skills for successful workplace management.

Resource person expressed all his points with practical examples from the corporate world, to bring invoking of thought in the students' minds. He emphasized the point that successful H.R.M. involves effective management of the personnel working behind the machine and not the machine itself. He concluded that 'KNOW –YOU' is more essential than 'KNOW-HOW', for successful H.R.M. at workplace. He highlighted the importance of effective supervision, right way of communication and encouraging creativity and giving suggestions would ensure commitment and involvement from the employees of the organization.



### **INTERNATIONAL YOUTH DAY:**

On 12<sup>th</sup> August 2018 conducted 'international youth day conducted by MBA DEPT. all department students are participated in this event, conduct various events like essay writing competition etc. distributed prizes those who are win that events.



### **Orientation program:**

On 20-08-2018 conducted induction program to MBA fresher's (2018-20) Batch in MEC seminar hall . in this program chief guest Prof. R.V.R SUBRAMANAYAM , HYDERABAD .he gave inspirable speech to MBA students how achieve whatever fixing goals ,set their pre determined objectives . Dr.G.DHANUNJAY GARU professor, NECN attend this program.



## **Teachers day celebrations**

on 05-09-2018 MBA students are celebrated Teachers day at MBA seminar hall , that day our principal Dr.Ch. PARAESWARA RAO GARU delivered speech about teachers what they taught to students and how they are encourage students.



## **NSS Activity**

### **NSS Activity: Helping Hands**

**Date: 11-09-2018**

**Venue: Daniel Children's Home, Chillakur.**

**No.Of.Students participated: 45**

**No.of.Faculty Participated: 10**

#### **Brief Report:**

As part of NSS activities **NARAYANA ENGINEERING COLLEGE, GUDUR** NSS unit conducted Helping-Hands program on 11-09-2018 in the **Daniel Children's Home, Chillakur**. In this programme, the faculty of MBA and Students have met poor students of the orphanage home and have face to face conversations to give valuable suggestions about their future.

The Volunteers and MBA students have distributed Note Books, Pens, Soaps, Detergents, Tooth pastes and biscuit packets to the orphanage students, which are very useful in their day to day life. Finally, the orphanage students and management of Daniel Children's home felt very happy and they have appreciated our Institution. HOD of MBA, staff, NSS Volunteers,.Mr.N.Koteswara Rao, NSS Programme Officer coordinated the event



## WOMEN'S FORUM

### Report on "Awareness on Health Consciousness"

Date: 09/10/2018

The department of MBA organized " **Awareness program on Health Consciousness** " under women's forum on 09-10-2018 at MBA seminar hall. MBA and MCA girl students participated along with women staff in this program.

**Mrs. Dr.C.Rohini ( Gynecologist, CR Reddy Hospital, Gudur )** is the chief Guest of the function. She suggested valuable health tips to girl students. She also suggested how to being mentally healthy. She also advised to take proper measures to avoid cancer and other diseases. Felicitation for the guest done.



## DEPARTMENT OF MBA

### WORK SHOP ON FINANCE:

Two –days finance work shop conducted 13<sup>th</sup> & 14<sup>th</sup> October, 2018 at Auditorium organized by MBA dept. there three recourse persons viz; Sri K.Prabhakar Rao, vice-president ,Finacplus Hyderabad. Sri.CHANDRAHAR BIRADAR Manager-Operations and Sri P.V.KRISHNA

KANTH Senior Quality Analyst. They spoke financial concepts In six-sessions. Students learnt so much of knowledge about financial institutions, SEBI, financial derivatives etc.

