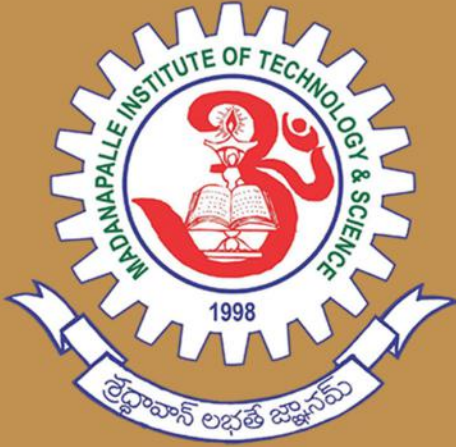


MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE

(UGC -AUTONOMOUS INSTITUTION)

Madanapalle - 517325, Chittoor Dist., Andhra Pradesh



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Department of Management Studies

NEWS LETTER - 2021

January 2021

Volume - 3 Edition - 1

**"Education is not the Learning of Facts,
but the training of the mind to think"**

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NEWSLETTER

DEPARTMENT OF MANAGEMENT STUDIES NEWSLETTER

Message from Associate Dean (R&D) Dr. R. Thulasi Ram Naidu



I congratulate Department of Management Studies for Publishing this newsletter since 2019 January Edition. For any faculty members research contribution enhances their academic capabilities which helps in faster progression of their career. I also take this opportunity to request students to participate in Conferences, Seminars, Workshops outside of the Institution as and when situation arises.

I take this opportunity to request all students and faculty members to publish their research work and for any assistance R & D Cell is available for guidance.

In this Pandemic let us all remain safe.

Date- 1st January 2021

**Dr. R. Thulasi Ram Naidu
Associate Dean (R&D), HOD
Department of Humanities**

Faculty Achievements

We are happy to share the faculty Achievers of NPTEL

MOOCS TOPPERS		
	Name of the Faculty	Subject
	Mahendar.G	Marketing Management-I
	Priyadarshini.V	Marketing Management-I
2019-20	Prasanna.S	Marketing Management-I

Students Achievements

We are happy to share the students Achievers of NPTEL

List of Students Successfully Completed NPTEL Course for Academic Year 2020-21

S.NO	Name	Enrollment no.	Course Name	Certificate	Duration
1	B Kalpana	19691E0060	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
2	S Rafiatasnim	19691E00C3	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
3	Bommisetty Amrutha	19691E0007	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
4	Pagadala Chaithra	19691E0019	Principles of Human Resource	Elite	Jul-Dec 2020
5	Rayala Chandu	19691E0023	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
6	Pujanaboyana Vinitha	19691E00L6	Soft Skills For Business Negotiations And Marketing Strate-	Successfully completed	Jul-Dec 2020
7	Kondreddy Niharika	19691E00B8	Management Accounting	Successfully	Jul-Dec 2020
8	Shaik Najeer Ahammad	19691E0099	Soft Skills For Business Negotiations And Marketing Strate-	Successfully completed	Jul-Dec 2020
9	N Nithya Priya	19691E00B2	Human resource develop-	Elite	Jul-Dec 2020
10	Yoshithabhavana	19691E00M2	Human resource develop-ment	Successfully completed	Jul-Dec 2020
11	Sahik Shaboddin	19691E00N7	Soft Skills For Business Negotiations And Marketing Strate-	Successfully completed	Jul-Dec 2020
12	Shaik Syed Basha	19691E00J2	Soft Skills For Business Negotiations And Marketing Strate-	Successfully completed	Jul-Dec 2020
13	Koka Swathi	19691E00I9	Management Accounting	Successfully	Jul-Dec 2020
14	Tupakula Tejaswini	19691E00J5	Management Accounting	Elite	Jul-Dec 2020
15	M Vijay Kumar Reddy	19691E00L2	Management Accounting	Successfully	Jul-Dec 2020
16	Shiak Khaja	19691E00N1	Soft Skills For Business Negotiations And Marketing Strate-	Elite	Jul-Dec 2020
17	Chakali Mounika	19691E0093	Human resource develop-ment	Successfully completed	Jul-Dec 2020
18	Pulaganti Yogeswari	19691E00M1	Soft Skills For Business Negotiations And Marketing Strate-	Successfully completed	Jul-Dec 2020
19	L Chennakeshava	19691E0029	Marketing research and analysis	Successfully completed	Jul-Dec 2020

20	Shaik Raeesa Anjum	19691E00C2	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
21	Shaik Raeesa Anjum	19691E00C2	Speaking Effectively	Successfully completed	Jul-Dec 2020
22	Raghavendra Reddy Y	19691e00c5	Speaking Effectively	Elite	Jul-Dec 2020
23	Savarala Saigirish	19691E00E9	Speaking Effectively	Successfully completed	Jul-Dec 2020
24	B Sandeep Kumar	19691E00F6	Speaking Effectively	Successfully completed	Jul-Dec 2020
25	Jagadapi Sravanalakshmi	19691E00G8	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
26	Jagadapi Sravanalakshmi	19691E00G8	Speaking Effectively	Elite	Jul-Dec 2020
27	Kondreddy Niharika	19691E00B8	Services Marketing: A Practical Approach	Successfully completed	Jul-Dec 2020
28	Shaik Mandem Yaseen Basha	19691E00L9	Services Marketing: A Practical Approach	Successfully completed	Jul-Dec 2020
29	E Damodhar Reddy	19691E0032	Consumer Behaviour	Successfully completed	Jul-Dec 2020
30	Gundluri Roja	19691E00E3	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
31	Charitha	19691E0026	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
32	Bandaru Anil Kumar	19691E0008	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
33	Bhavya Kote	19691E0018	Principles of Human Resource Management	Elite	Jul-Dec 2020
34	B Ramadevi	19691E00N4	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
35	Dabbara Sandhya	19691E00F8	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
36	Doni Tharun Reddy	19691E00J6	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
37	G Saikrishna	19691E00F0	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020

38	Kaladi Harshitha	19691E0047	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
39	Kadiyala Manasa	19691E00O4	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
40	V Karishma	19691E0062	Principles of Human Resource Management	Elite	Jul-Dec 2020
41	Katari Kusuma	19691E0071	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
42	Narra Likhitha	19691E0074	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
43	Markapuram Yashoda	19691E00M0	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
44	Nara Likhitha Sree	19691E0075	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
45	K Nirupa	19691E00N6	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
46	Gurram Pallavi	19691E00B4	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
47	Suraboina Poojitha	19691E00B6	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
48	R Sowmya	19691E00G7	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
49	Govardhanam Sri Raja Rajeswari	19691E00H7	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
50	M Ramya	19691E00D2	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
51	Ranjitha Anumula	19691E00D3	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
52	Shaik Sabiha Banu	19691E00E7	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
53	Patnam Sharmila	19691E00G4	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
54	Katta Shobhana	19691e00g5	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
55	Simpiri Sireesha	19691E00N5	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
56	Gundlamadugu Rajasree	19691E00C9	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
57	Aakula Sai Sindhu	19691E00F3	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
58	S Thousif	19691E00J8	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
59	Vendikatla Sunhera Salomi	19691E00I1	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
60	K S Suresh	19691E00I4	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
61	Pedakotla Swathi	19691E00J0	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
62	S Vishnu Sree	19691E00L7	Principles of Human Resource Management	Successfully completed	Jul-Dec 2020
63	Puli Anjineyulu	19691E00M8	Integrated Marketing Management	Successfully completed	Jul-Dec 2020
64	A S Charan	19691E0024	Integrated Marketing Management	Successfully completed	Jul-Dec 2020
65	Bhumireddy Aswani	19691E00I0	Integrated Marketing Management	Elite	Jul-Dec 2020
66	B Gangadhar Naik	19691E0038	Integrated Marketing Management	Elite	Jul-Dec 2020
67	Gowtam Sai Nandaluru	19691E0041	Integrated Marketing Management	Successfully completed	Jul-Dec 2020

68	T Rubeena	19691E00E4	Integrated Marketing Management	Successfully completed	Jul-Dec 2020
69	V Rahul	19691E00C7	Integrated Marketing Management	Successfully completed	Jul-Dec 2020
70	Shaik Javeed Basha	1.97E+60	Integrated Marketing Management	Elite	Jul-Dec 2020
71	Sharath	19691E00G3	Integrated Marketing Management	Successfully completed	Jul-Dec 2020
72	Baigari Sumanth	19691E00H8	Integrated Marketing Management	Elite	Jul-Dec 2020
73	Battala Venkata Vinay	19691E00L0	Financial Management For Managers	Successfully completed	Jul-Dec 2020
74	Rambanam Suneel	19691E00N0	Design Thinking - A Primer	Successfully completed	Jul-Dec 2020
75	Shaik Saba Tabassum	19691E00O6	Design Thinking - A Primer	Successfully completed	Jul-Dec 2020
76	Ponna Jagadessh Babu	1.97E+58	Global Marketing Management	Successfully completed	Jul-Dec 2020
77	K Vijay	19691E00L3	Design Thinking - A Primer	Elite	Jul-Dec 2020
78	Hasanpuram Shaik Syed Shahvali	19691E00O1	Design Thinking - A Primer	Elite	Jul-Dec 2020
79	Venkatasainath	19691E00K9	Design Thinking - A Primer	Elite	Jul-Dec 2020
80	Balaka Tejaswini	19691E00J4	Design Thinking - A Primer	Successfully completed	Jul-Dec 2020

Webinar

A National Level Webinar conducted by MITS School of Business in association with AASRAA (Advocates Association for Social Responsibility And Awareness) on CONSUMER PROTECTION AND ADVOCACY DURING COVID-19 PANDEMIC on 6/7/20.

Department of Management Studies

Placement Statistics 2018 – 20 Batch

S.NO	COMPANY NAME	PLACEMENT OFFERED	CTC in Lakhs
1	Aliens Group	2	1.8
2	Cease fire Industries Ltd	8	4
3	Chola MS General Insurance	2	3
4	Edupolis Technologies (Unschool.in)	1	5
5	Global Value My tax Filer	17	3
6	HDFC Asset Management	6	3
7	HDFC BANK	9	3
8	Kotak Mahindra Bank	19	4.38
9	Kotak Securities	18	3
10	Madras Cements	1	6
11	MovingDneedle	13	2.5
12	Muthoot Finance	11	2.3
13	R M S Group	19	2.4
14	Seriate Manifold Solutions Pvt. Ltd	5	2
15	Shriram Life insurance	17	3
16	TATA AIG General Insurance Co	7	3
	Total	155	

We welcome following new faculty members in the Department

Name of the Faculty Member	Degree(highest degree)	University	Date of Joining the Institution
Dr.K.Dasthagiri Basha	Ph.D	S.V.University	20-10-2020
Dr.Sharukh Saleem	Ph.D	Pondichery University	17-01-2020

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE

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About MITS

Madanapalle Institute of Technology & Science (MITS) is a highly promising destination for Engineering, Management and Computer Application studies in India. The Educational Academy, is now under the proactive leadership of President Sri. N. Krishna Kumar M.S. (U.S.A), and Secretary & Correspondent Dr. N. Vijaya Bhaskar Choudary, Ph.D.

MITS is committed to achieving sustainability and takes action in the light of national and global challenges. MITS continues to nurture a culture of sustainability through learning, teaching, research, partnerships and industry collaboration.

Vision

To become a globally recognized research and academic institution and thereby contribute to technological and socio - economic development of the nation.

Mission

To foster a culture of excellence in research, innovation, entrepreneurship, rational thinking and civility by providing necessary resources for generation, dissemination and utilization of knowledge and in the process create an ambience for practice based learning to the youth for success in their careers.



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DEPARTMENT VISION & MISSION

VISION

Vision To become a globally recognized center of excellence in the area of management by building managerial competencies among the students and making them global business leaders. Further the department aspires to prepare them to become visionary leaders with new perspectives, thinking, and ideas.

MISSION

- M1: Empower students with ability to face real time situation and thereby inculcate the spirit of entrepreneurship
- M2: To facilitate industry driven learning amongst students and faculty
- M3: To provide a platform for knowledge creation and dissemination through requisite infrastructure to benefit students, staff, research community, and society at large
- M4: To contribute to the socio - economic development of the society through excellence in research and teaching

Global MoUs With

8 MoUs in Taiwan 	 NATIONAL YUNLIN UNIVERSITY OF SCIENCE & TECHNOLOGY	 PROVIDENCE UNIVERSITY	 MING CHUAN UNIVERSITY	 ASIA UNIVERSITY
3 MoUs in South Korea 	 MING CHI UNIVERSITY OF TECHNOLOGY	 NATIONAL UNITED UNIVERSITY	 PINGTUNG UNIVERSITY OF SCIENCE & TECHNOLOGY	 I-SHOU UNIVERSITY
4 MoUs in Europe & Russia 	 IAAM SWEDEN	 INNOPOLIS UNIVERSITY	 BRNO UNIVERSITY OF TECHNOLOGY	 MAHARISHI VEDIC UNIVERSITY

Madanapalle Institute of Technology & Science

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