

DEPARTMENT OF MBA
MANAGER - HE, WHO DO THINGS RIGHT

Vision

- ❖ To provide a world-class learning experience in the field of management and develop leadership capabilities to withstand global challenges thus making MBA distinctive, Research oriented, and professional program that is equipped to build on the twin pillars of theory and practice.

Mission

- ❖ To impart and nurture managerial and entrepreneurial skills in the students.
- ❖ To create a competitive environment for the student to upgrade their knowledge and sharpen their skills.
- ❖ To encourage the faculty and students to undertake research and consultancy assignments promoting self-employment through entrepreneurship.

New Trend

Business analytics refers to the skills, technologies, and practices for continuous iterative exploration and investigation of past business performance to gain insight and drive business planning. Business analytics focuses on developing new insights and understanding of business performance based on data and statistical methods

Faculty Focus

Publications/Conferences/FDP

S. Salma, N. Usha Deepa Sundari & T. Swathi has participated in 3 days FDP on “**The intricacies of AI in Academic Research**” organized by Master of Business Administration, AI Departments in association with Research Cell, LBRCE from 28-06-24 to 30-06-24.

Dr. P. Pattabhi Ram, J. Rajesh, D. Satish babu, S. Salma & T. Swathi has participated in one week FDP on “**Design Thinking & Innovation**” organized by IQAC & Department of Mechanical Engineering in NEC in association with VIT-AP University- Amaravathi from 18-06-24 to 22-06-24.

S. Salma, D. Satish babu & N. Usha Deepa Sundari has participated in Five day international workshop on “**Research Methodology**” Organized by GISS from 12th to 16th June 2024.

Dr. P. Pattabhi Ram, Dr. Aravind, N.usha deepa sundari, D. Satish babu & S. Salma had completed one week faculty development program (FDP) on OBE & NEP 2020 during 10/6/24 to 14/6/24, jointly organize by Internal Quality Assurance cell – IQAC, PBR VITS, Kavali and VIT-AP University, Amaravathi.

Salma Syed Published a paper on “**A Comparative Study on Women Empowerment in Private Sector Banks (With Special Reference to ICICI and HDFC in Andhra**

Pradesh)” in Two-Days International Conference on “**Paradigm Shift Towards Sustainable Management & Digital Practices: Exploring Global Trends and Innovations**” Organized by Vishwa Vishwani School of Business Hyderabad, Vol-XXVIII, No-30, ISSN: 0975-802X, on 24th & 25th May 2024.

D.Satish Babu Published a paper on “**Enhancing Organizational Productivity Through Digital HRM Practices**” in Two-Days International Conference on “**Paradigm Shift Towards Sustainable Management & Digital Practices: Exploring Global Trends and Innovations**” Organized by Vishwa Vishwani School of Business Hyderabad, Vol-XXVIII, No-30, ISSN: 0975-802X, on 24th & 25th May 2024.

Salma Syed Participated 5-Day online Faculty Development Program (FDP) on “**AI for Educators**” conducted by Institute of Public Enterprise (IPE), Hyderabad. 20-24 May 2024

Salma Syed Participated in National Level Online Workshop on “**Career and Higher Education Opportunities for Graduates**” jointly organized by Institute of Public Enterprise (IPE), Hyderabad, Govt. Degree College, Koratla & Girraj Govt. College, Nizamabad on 8th May 2024

Salma Syed Participated in the 3-Day FDP on “**Research Problem Identification & Paper Writing**” organized by Dept. of Research & Publications, A2Z EduLearningHub on 2nd to 4th May 2024.

Salma Syed Participated in the 6 days online MDP on “**Empowering Entrepreneurs, Building Future**” from 29th April to 4th May 2024, Organized by the Department of Management Studies, Sridevi Women’s Engineering College(Autonomous), Vattinagulapally, Gandipet, Hyderabad- 500075, Telangana, India.

Salma Syed for completing NPTEL Online Certification 8 weeks Course on **Marketing Management-II** during Feb-April,2024.

Sd. Salma, D. Satish Babu and N.Usha Deepa Sundari participated in a one-day workshop on “**ChatGPT & AI hacks with MS Office**” conducted by Skill Nation on 18-04-2024.

N.Usha Deepa Sundari has completed the online course on “**Digital Transformation**” organized by Simpliileran Skill up on 17th April 2024.

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Salma Syed Participated in Two-Day National Seminar on “**Fintech Revolution-Reshaping Financial Services in the Digital Age**” Organized by School of Management, Dept. of Commerce & Business Management University Arts and Science College, Kakatiya University, Subedari, Hanumakonda, Telangana, India. From 27th & 28th March,2024.

Salma Syed has participated in the UGC Sponsored Three-Day International Conference on “**Emerging Trends and Opportunities in Healthcare Management**” organized by the Department of MBA (Hospital Administration), Acharya Nagarjuna University, Guntur, AP. From 15th -17th March,2024.

Salma Syed has participated in one-day workshop on “**Emerging Trends in Scholarly Publishing with Elsevier**” organized by Researcher Academy on Campus, on 15th March,2024.

Salma. Syed, D. Satish Babu & N. Usha Deepa Sundari participated in **Two-day National Level Online FDP on “Research Methodology and Project Guidance**” Organized by the Department of Commerce, Government Degree College – Korutla in association with the institute of Public Enterprise (IPE), Hyderabad on 12th & 13th March,2024.

Sd. Salma, N.Usha Deepa Sundari & D. Satish Babu have participated in the **workshop on “Constitutional Rights in the current scenario**” organized by **Rajeev Gandhi College of Management Studies**, on 2nd March 2024.

Salma. Syed has participated in 3 days National Workshop on “**Innovation, Incubation and IPR for MSMEs, Start-up’s**” organized by **KLIPFC** from 28th, 29th & 1st March 2024.

N.Usha Deepa Sundari had successfully completed her Certification course on Digital marketing Strategy and operation Management in **Great Learning**.

Salma Syed has successfully participated in an online Three-Day Faculty Development Programme on “**Citation & Reference Management for Scholarly Writing**” organized by **IQAC, NSB Bangalore** in collaboration with Mendeley, Netherlands between 26th and 28th of February 2024.

Salma Syed has successfully participated in an online 5-Day Faculty Development Programme on “**A Captivating Exploration of Artificial Intelligence Influence on Shaping the Contemporary Landscape In The Healthcare And Essence Of Pharmacy**” organized by School of Pharmaceutical Sciences, Vels Institute of Science Technology and Advanced Studies (VISTAS), India. from 19 -23 February 2024.

SALMA SYED attended an inspiring young leader’s session titled “**VISIT BHARATH: A DEVELOPED INDIA BY 2047-ROLE OF ACADEMIA**” organized by the Association of Indian Management Schools (AIMS) on 16th Feb 2024.

Dr. M. Aravind & Salma. Syed participated in the 5-day FDP on IPR for Sustainable and Technological Development 2024 held on Feb 06-10,2024 organized by Galgotias University, Greater Noida (U.P), India.

Suresh Yamarthi has attended a knowledge sharing session titled on “**Leadership and Change Management in BANI World**” Organized on 17th JAN 2024 by Association of Indian Management Schools (AIMS).

Departmental Activities

Workshops/Seminars/Industrial visits/Webinars

Department of MBA has Conducted 3 events Business Quiz, Market Makers & Young Manager as a part of jubilation 2K24 held during 01st & 02nd March 2024.

Department of MBA Conducted CRT training program on reasoning, resume Interview techniques, and presentation skills for I Year MBA students. In this training, 150 students are participated from 22-04-2024 to 27-04-2024.



Department of MBA Conducted CRT training program on Interview techniques, and presentation skills for II Year MBA students. In this training, 113 students participated from 18-03-2024 to 26-03-2024.



Narasaraopet Engineering College, Department of MBA is awarded Lifetime Institutional membership of Association of Indian Management Schools (AIMS), HYD. In February 2024



Student Focus

Balaram Krishna , B. Brahmiah, Gopi & P.Ajay had won I prize in the activity named Snap The Shot at KLU-TARKSHYA –A National Level Management Fest held on 28-03- 2024.

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BalaRam Krishna , B. Brahmiah, Gopi & P.Ajay had won I prize in the activity named CINEPHILIA at KLU-TARKSHYA –A National Level Management Fest held on 28-03- 2024.

Sk. Jasmine, Sk.Md. Javeed, Akhil Babu & Jaya Lakshmi had won II prize in Corporate Doodles at KLU- TARKSHYA –A National Level Management Fest held on 28-03- 2024.

Sk. Irfana & S. Suchita, Sk. Farzana & Sk. Dilshad



pursuing II MBA has participated in Mehendi Competition in NEC as a part of Women’s day Celebrations held on 14th March 2024.

M. Sasirekha, Sk. Muneera, Sk. Karishma pursuing II



MBA from NEC has participated in Poster presentation Competition in NEC as a part of Women’s Day Celebrations held on 14th March 2024.

I Year MBA Students participated in the event **R.V.R & J.C MANMEET-2K24 DALAAL KA KAMAAL** contest organized at **COLORIDO 2024-** A national level technical, cultural and sports fest held on Feb-16th 2024.

I Year MBA Students **M.Vikranth & S.MD.Javeed** have been successfully completion of The Winner Engineering (Primary) Workshop focused on “**Sankalpam Life Success Process**” organized by Sankalpam Life School,USA on 30-01-2024.

II Year MBA student **T.Vinay Babu** participated in the event of painting competition and won the consolation prize conducted on the occasion of Sankranti Sambaralu on 8th Jan 2024.

I Year MBA Students **G.Amaresh & P.Rupa Vyshnavi** have been participated in the event of poster presentation and won the III Prize conducted on the occasion of National Energy Conservation Day on 14-12-2023.

I Year MBA Students **K.Nandini & T.Rajani** have been participated in the event of Rangoli Competition and won the III Prize conducted on the occasion of Sankranti Sambaralu on 8th Jan 2024.

I Year MBA Student **G.Jaya Lakshmi** has participated in the event of Traditional Dress Competition and won the II Prize conducted on the occasion of Sankranti Sambaralu on 8th Jan 2024.

Placements:

09 students were selected in Keertana FinServ.

Curricular & Co-Curricular activities (Sports)

The following students are III & I Sem academic toppers in their respective classes.



P.Bhavani
22471E0047
III SEM: 9.29



A.RajeshKumar
22471E0002
III SEM: 9.14



G.Mahesh
22471E0024
III SEM: 9.14



K.Pavitra
22471E0029
III SEM: 9.14



D. Pavan Gupta
2471E0086
I SEM 10.00



Sk. Salma
23471E00C2
I SEM 9.69



G.Dhanalakshmi
23471E0014
I SEM 9.23



V.Anousha Naide
22471E0073
I SEM 9.23

Alumni Voice

It is an immense pleasure to say that I was a part of NEC. It helped me a lot to derive the inherent talents in myself to meet the career requirements. I hearty thank my faculty for helping me to develop managerial skills.



M.Mahesh (2010-2012)

IDFC Bank Manager Guduru

Student’s Voice



G. Amaresh
MBA II Sem
H.T.no:23471E0019

I feel proud to be a part of NEC. It provides me with a great opportunity to enter the corporate business world.

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