

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

1. Dr.M. Aravind for successfully completing the course security analysis and portfolio management in NPTEL online certification courses.
2. Sd Salma The role of women empowerment in public and private sector banks in Andhra Pradesh : a comparative study of SBI and ICICI banks
Oct/Dec -2024
JME ISSN 2229-5348 volume 18 no-4 (1)
3. Dr.P. Pattabhiram , Prevalence of occupational Stress among Healthcare Professionals of Tier-II Cities in India
Jul-Dec 2024
Library Progress International
Vol.44 No. 3,
4. Sd Salma Role Of Privatization On The Quality Of Higher Education
7th Nov 2024
Lulu Publication ISBN: 978-1-304-23241-0
5. Dr.P.Pattabhi Ram has participated in the AICTE Recognized faculty Development programme on PLANNING, EXECUTION EVALUATION OF PROJECT WORK curriculum Development centre department from 9/09/24 to 13/09/24 at Narasaraopeta engineering college, Narasaraopet, AP.
6. Dr.Y.Ankireddy has participated in the AICTE Recognized faculty Development programme on PLANNING, EXECUTION EVALUATION OF PROJECT WORK curriculum Development centre department from 9/09/24 to 13/09/24 at Narasaraopeta engineering college, Narasaraopet, AP.
7. Dr.G.Anil Kumar has participated in the AICTE Recognized faculty Development programme on PLANNING, EXECUTION EVALUATION OF PROJECT WORK curriculum Development centre department from 9/09/24 to

13/09/24 at Narasaraopeta engineering college, Narasaraopet, AP.

8. Dr.M.Aravind has participated in the AICTE Recognized faculty Development programme on PLANNING, EXECUTION EVALUATION OF PROJECT WORK curriculum Development centre department from 9/09/24 to 13/09/24 at Narasaraopeta engineering college, Narasaraopet, AP.

9. T. Mallikarjuna rao has participated in the AICTE Recognized faculty Development programme on PLANNING, EXECUTION EVALUATION OF PROJECT WORK curriculum Development centre department from 9/09/24 to 13/09/24 at Narasaraopeta engineering college, Narasaraopet, AP.

10. D.V. Nageswar rao has participated in the AICTE Recognized faculty Development programme on PLANNING, EXECUTION EVALUATION OF PROJECT WORK curriculum Development centre department from 9/09/24 to 13/09/24 at Narasaraopeta engineering college, Narasaraopet, AP.

11. Salma.Syed has participated in the AICTE Recognized faculty Development programme on PLANNING, EXECUTION EVALUATION OF PROJECT WORK curriculum Development centre department from 9/09/24 to 13/09/24 at Narasaraopeta engineering college, Narasaraopet, AP.

12. D.Sathish Babu has participated in the AICTE Recognized faculty Development programme on PLANNING, EXECUTION EVALUATION OF PROJECT WORK curriculum Development centre department from 9/09/24 to 13/09/24 at Narasaraopeta engineering college, Narasaraopet, AP.

13. K.Anil Kumar has participated in the AICTE Recognized faculty Development programme on PLANNING, EXECUTION EVALUATION OF PROJECT WORK curriculum Development centre department from 9/09/24 to 13/09/24 at Narasaraopeta engineering college, Narasaraopet, AP.

14. T.Swathi has participated in the AICTE Recognized faculty Development programme on PLANNING, EXECUTION EVALUATION OF PROJECT WORK curriculum Development centre department from 9/09/24 to 13/09/24 at Narasaraopeta engineering college, Narasaraopet, AP.

15. N.Usha Deepa Sundari has participated in the AICTE Recognized faculty Development programme on PLANNING, EXECUTION EVALUATION OF PROJECT WORK curriculum Development centre department from 9/09/24 to 13/09/24 at Narasaraopeta engineering college, Narasaraopet, AP.

16. Syed salma has participated in the international FDP organised by the faculty of management & commerce in association with centre if Excellence – centre for sustainability and business – PES UNIVERSITY – Bengaluru- INDIA.

17. D.sathish babu has participated in the international FDP organised by the faculty of management & commerce in association with centre if Excellence – centre for sustainability and business – PES UNIVERSITY – Bengaluru- INDIA.

18. N.usha deepasundari has participated in the international FDP organised by the faculty of management & commerce in

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association with centre if Excellence – centre for sustainability and business – PES UNIVERSITY – Bengaluru- INDIA.

19. T. Swathi has participated in the international FDP organised by the faculty of management & commerce in association with centre if Excellence – centre for sustainability and business – PES UNIVERSITY – Bengaluru- INDIA.

20. Syed salma has participated Five days online workshop on foundation of stock market for beginners organised by STAR INTERNATIONAL FOUNDATION FOR RESEARCH AND EDUCATION.

21. D.Satish Babu has participated Five days online workshop on foundation of stock market for beginners organised by STAR INTERNATIONAL FOUNDATION FOR RESEARCH AND EDUCATION.

22. N.Usha Deepasundari has participated Five days online workshop on foundation of stock market for beginners organised by STAR INTERNATIONAL FOUNDATION FOR RESEARCH AND EDUCATION.

23. Dr.P.Patabhi Ram, has participated in 5 day`s online international faculty development program on ‘ SUPPLY CHAIN RESILIENCE IN INDIA’ organised by K.L.U.

24. Dr.G.Anil Kumar, has participated in 5 day`s online international faculty development program on ‘ SUPPLY CHAIN RESILIENCE IN INDIA’ organised by K.L.U.

25. D.Satish Babu, has participated in 5 day`s online international faculty development program on ‘ SUPPLY CHAIN RESILIENCE IN INDIA’ organised by K.L.U.

26. N.Usha Deepa Sundari, has participated in 5 day`s online international faculty development program on ‘ SUPPLY CHAIN RESILIENCE IN INDIA’ organised by K.L.U.

27. Salma Syed has participated in 5 day`s online international faculty development program on ‘ SUPPLY CHAIN RESILIENCE IN INDIA’ organised by K.L.U.

28. T.Swathi has participated in 5 day`s online international faculty development program on ‘ SUPPLY CHAIN RESILIENCE IN INDIA’ organised by K.L.U.

29. Dr.Y.Ankireddy stock market index prediction based on market trend using LSTM.

September 2024

Indonesian journal of Electrical Engineering and computer science.vol 35 ISSN; 2502-4752

30. Dr.P. Pattabhi ram has participated FDP on OBE& NEP 2020 organised by PBR VISVODAYA INSTITUTE OF TECHNOLOGY & SCIENCE.

31. Dr.P. Pattabhi ram has participated FDP on international Financial Reporting standards organized by K.L.U.

32. Syed Salma has attended national webinar on ENTREPRENEURSHIP DEVELOPMENT IN FOOD PROCESSING AND VALUE ADDITION organized by the department of home science.

33. Dr.P.Pattabhi ram has presented a paper on UNDERSTANDING CONSUMER BEHAVIOUR IN RETAIL SECTOR USING RFM SEGMENTATION AND MACHINE LEARNING

15-08-2024

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34. Syed salma, D.satish babu, N.usha deepasundari, T.swathi are participating in the management Development Program on

managing self on 14th august 2024 conducted RGCMS MUMBAI.

35. Dr.P.Pattabhiram, Dr . M.Aravind, Dr . Y.Ankireddy, Dr . G. Anil Kumar, T.Mallikarjunarao, Salma Syed, D.Sathish Babu, N Usha Deepa Sundari, M.Rajesh Babu, T. Swathi, J.Rajesh & D.Venkata Nageswara Rao are life member of international institute of organized Research(I2OR) w.e.f.july 2024.

36. Dr.M.ARAVIND has presented a paper entitled “PREDICTION OF DISTINCTIVE HUMAN BEHAVIOURAL ACTIVITY USING PIFP AND BIG DATA METHODS “ organised by MALLA REDDY COLLEGE OF ENGINEERING& TECHNOLOGY

37. Dr.K.ANIL KUMAR has presented a paper entitled “ THE AUGMENTATION OF SOCIAL MEDIA AND ITS NOTABLE IMPACT ON SENTIMENT RESEARCH REVIEW SYSTEMS FOR PUBLIC MOVIE THEATRES USING DEEP LEARNING organised by MALLA REDDY COLLEGE OF ENGINEERING& TECHNOLOGY.

38. D.SATISH BABU. D.USHA DEEPA SUNDARI. S.SALMA are participated in 3 days national workshop on innovation and intellectual property rights for MSME IN K.L U GUNTUR A.P 11 TH -13 JULY.

Departmental Activities

Workshops/Seminars/Industrial visits/Webinars

1. MBA Department celebrated HUMAN RIGHTS DAY with guest of honour P.CHAKRA PANI Senior Advocate NRT, on 10-12-2024.



2. MBA Dept Celebrated Constitution Day with guest of Honour Smt T.Amulya Advocate Notary NRT,on 26-11-2024.



3. Motivational Speech for MBA students regarding campus drive by F3 frame K. Pradeep (Motivational Speaker & Actor)



4. One week work shop on financial education on Indian securities market during 15th -20th November 2024 by resource person Dr.V.Naredra (NISM)



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5. Industrial visit to KCP Ltd Macherla MBA II year students 16th Nov 2024.



6. MBA Department conducted Teacher - Parent meeting for II MBA students on 26-10-2024.



Student Focus

1. Sk.Salma , V.Ganesh,P.Akhil babu II MBA E.Lokesh , B.Divya charana I MBA Students are participated and won the prizes in DISTRICT LEVEL NEHRU YUVA KENDRA 2024 ORGANIZED BY NIPS.



2. Jasmine II MBA student and M. Tarak I MBA student are won the 1st place in the market makers & 1st in photo graphic respectively event in the national level management fest at Vignan University Guntur.



3. The college organised world space week -2024 on 7th to 9th October in association with Indian space research organization (ISRO). Sk Mahaboob Subhani MBA I year G.Amaresh II MBA are participated and Won 3rd and 2nd Place in Written Quiz competition.



4. MBA 2ND YEAR STUDENTS S. Rakesh, SK. Jasmine, P.Akhil babu, V.Kavitha are participated in a national level student techno –management fest of KHT college fest. They got 2nd prize in market makers. SAMKALP 2024 – 27&28th September.



CRT Training & Placements:



1. CRT Training program conducted for II MBA Students by CH. Vijay Topic is Interviews skills



2. An Awareness program on ‘career Guidance’ by K.RAMANA REDDY SAP SR DELIVERY MANAGER ON 11/9//24.

Curricular & Co-Curricular activities (Sports)

1. MBA Dept organized the event of **Business Plan** for I & II MBA students on 03-12-2024.
2. MBA Dept organized the event of **Market Makers** for II MBA student on 26-11-2024.



The following students are II Sem academic toppers in their respective classes.

NARASARAOPETA ENGINEERING COLLEGE (AUTONOMOUS)				
DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION				
I MBA II Semester, MBA Toppers List (2023 Batch)				
 D. PAVAN PRIYA 23471E0085 9.21	 SK SALMA 23471E00C2 9.14	 V.AMURUTHA NAIDU 23471E0073 9.07	 G.DHANA LAKSHMI 23471E0014 9.0	 SK.SAMEERA RAJA 23471E0061 8.93
 CH.MANTRALU 23471E0080 8.93	 T. RAJANI 23471E00C8 8.93	 O.SALAJA 23471E0039 8.79	 MD.KARISHMA 23471E0032 8.71	 V.SUMATHI 23471E0079 8.64

Management, Principal, HOD & Faculty Express their Hearty Congratulations to Toppers in I MBA II Sem

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 (2022-24 Batch)
H.T.No: 22471E0024

Student's Voice



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

MBA I Sem
H.T.No: 24471E0004