

PLACEMENT BROCHURE 2019

DEPARTMENT OF BUSINESS ADMINISTRATION



ABOUT ACADEMY

The Siddhartha Academy of General & Technical Education registered under Societies Registration Act, 1860, was established in 1975 with the aim of spreading education for all stages in and around Vijayawada. The Academy established 19 educational institutions covering programs from schooling to higher level education in the fields of Engineering, Medicine, Dental Science, Law, Business management, Computer Applications, Hotel Management, and Arts & Science. To cater to the needs and requirements of various organizations in a global competitive environment, the academy is driving towards the goal of becoming a unique centre for academic excellence. The Academy is running four autonomous institutions.

ABOUT COLLEGE

Prasad V. Potluri Siddhartha Institute of Technology was started in 1998 with a great vision of producing quality technocrats, the college achieved its dream through meticulous planning of the administrators and the strenuous effort of the faculty. The institution has attained success in creating the zeal for learning in the students. It is permanently affiliated to Jawaharlal Nehru Technological University, Kakinada. As a result of its concentrated effort to attain quality, it was conferred Autonomous status in 2012. Certified by ISO 9001: 2008, the college is accredited by TCS, National Assessment Council and also by the National Board of Accreditation (CSE, IT, EEE, ECE, ME). Since its inception, the college has been marching ahead by emphasizing the all round development of the students.

Apart from academic excellence, the focus is on co-curricular and extracurricular activities. Students at this college are trained to transform into a full-fledged individual by practicing a strong ethical code. They are ready to face the challenges of the future. The college stands as a symbol of academic excellence. With the departments headed by eminent personalities, the college finds it easy to motivate the students to gain knowledge in the emerging areas of technology through guest lectures and participation in conference

MESSAGE



I am glad to know that 2015-17 batch of MBA graduates of PVP Siddhartha Institute of Technology are ready to plunge into the corporate world after successful competition of their IV semester exams of the University Scheduled in May 2017. It has been the philosophy of our Siddhartha Academy, over the years, to build core competence along with professional skills to students of MBA. Though, we put in our maximum efforts, commitment and resources to achieve the objectives, the ultimate success in our modest attempt will be seen only through the acceptance of our products by the industry, as the saying goes, “The taste of food lies in its eating”.

I am sure, that the release of a comprehensive MBA placement brochure – 2017 this year, will certainly be of immense use for the industry to identify the potential talent of MBA graduates for enlistment against immediate future vacancies in their respective organisations.

(Sri. B. Sri Ramulu)

Convenor

MESSAGE



I am delighted to notice that the department of Business Administration is bringing out a placement brochure for the 2016-18 batch of students. On this occasion, I congratulate the sincere efforts of staff and students. The management students of the institutions have the advantage of having all the leadership qualities and enhancing their personality. They experience real life situations and develop the problem solving nature. Fully convinced with the unique style of training they had, I strongly believe that they would provide themselves to be the fittest individuals in the quality conscious globalized world.

I affirm that our MBA students would turn out to be valuable human resource to the industry as well as to our nation. I wish them good luck in all their endeavors and hope that they enjoy good cheer throughout their lives.

(Dr. K. Sivaji Babu)
Principal
PVP Siddhartha Institute of Technology

MESSAGE



The technological revolution and the forces of globalization are changing the very functioning of the organisations significantly in recent years. We at PVP Siddhartha Institute of Technology are alive to these changes and are taking all the necessary steps to mould our products accordingly, to embrace change rather than follow, to become efficient managers and dynamic entrepreneurs. We offer three specializations such as Marketing Management, Financial Management and Human Resource Management. Besides the foregoing special care is taken to improve soft-skills. Our students, possessed of élan, can carry themselves with confidence in any group.

I welcome your participation in the placement process with a firm belief that students selected by you will surpass your expectations and will play an effective role in your esteemed organisations.

(Dr. P. Adi Lakshmi)

Head & Professor

MESSAGE



I feel highly honored to invite you to this world of professionalism and commitment. The dynamic corporate world progresses with a number of models of businesses every day. In such a scenario, someone should take the responsibility to train the young generation in the right direction so that they become competent enough to handle latest changes. I take only pride in announcing that PVP Siddhartha is one such institute which has not taken the above responsibility, but has been handling it proficiently. We realize the need to evaluate the students' perception of realizing success within, training and encouraging a learning environment in our institute having grilled in them, not only extensive subject knowledge, but also a sense of commitment.

An insightful glimpse of PVP Siddhartha Institute of Technology – MBA can be very well achieved through this brochure. By going through this brochure you would definitely be interested in listing our students by coming for the on-campus recruitment. Furthermore our sincere thanks to all the organisations that have shown confidence in our students and in tune become an eternal part of PVP Siddhartha Institute of Technology.

This brochure further contains the profile of MBA students, post graduating in the year 2016-18 and specializing in the fields of Marketing, Finance & HR.

(Mr. G. Ramesh)

Training & Placement Officer

THE DEPARTMENT OF BUSINESS ADMINISTRATION



The Department of Business Administration was established in the year 2008. The department is affiliated to Jawaharlal Nehru Technological University, Kakinada and is approved by AICTE with an intake of 60 students.

The MBA programme provides insights into different functional areas and enables to understand how the policies, procedures and methods are formulated and implemented at every level in the business organisations. Our programme is designed to prepare students for successful careers in management and entrepreneurship. The department has qualified and experienced faculty consisting of one Professor and seven Assistant Professors. The Department arranges guest lectures by eminent professors from abroad, executives from corporate (service & manufacturing) in endeavor to bridge the gap between academic and industry. Visits to the industries are frequently arranged to enhance the practical exposure to the real corporate world.

LEARNING FACILITIES

LIBRARY

Library information centre is one of the central support services of PVPSIT. It is an excellent resource center for the students and faculty. The digital library makes a vast variety of books available to the students.

COMPUTER CENTRE

Computer center is well equipped with local Area network (LAN), providing multi-user environment. Facilities include contemporary packages like Microsoft Office productivity tools (word, Excel, PowerPoint, Access and Publisher) and Relational Database Management Systems (RDBMS). The curriculum by the university encourages interactive use of the computers as an integral part of the learning process.

SEMINAR HALL

State of art seminar halls are provided with modern audio –visual systems the seminar halls are aesthetically designed, spacious, well lit and well ventilated. They are designed for conventional lectures and group discussions.

LANGUAGE LAB

State of art language lab is provided with modern audio-visual systems. These labs help students to improve their vocabulary and improve their speaking capabilities in various situations. The software is in line with the current trend.





SAY NO TO RAGGING
BEFORE YOU EVEN THINK OF RAGGING

THINK OF

- Humiliation
- Suspension
- Blacklisting
- Rained Career
- Expulsion
- Possible Prosecution

Don't just stand and watch. Stop Ragging! Show Character.

Remember: RAGGING IS AN OFFENSE

DON'T RAG, JUST INTERACT

RAGGING IS AN OFFENSE OF THE FUNNIBLE

Are you being ragged?

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Computer Literacy MS Office & Tally, Digital Marketing & Data Analytics



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Qualification B.Com(General), MBA
Project A study on Day of the week effects of spot and future returns
of selected commodities.
Computer Literacy MS Office & Tally, Digital Marketing & Data Analytics



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Qualification B.Com (GENERAL),MBA
Project A Project Report on Funds Management practices in Co-
operative Urban Bank
Computer Literacy MS Office & Tally, Digital Marketing & Data Analytics



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Qualification B.Com (COMPUTERS), MBA
Project A study on Recruitment and selection with reference to Hinduja
Global Solutions
Computer Literacy MS Office & Tally, Digital Marketing & Data Analytics



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Qualification B.Tech (CSE), MBA
Project A Study on Effectiveness of Performance Appraisal at HCL,
Hyderabad
Computer Literacy MS Office & Tally, Digital Marketing & Data Analytics



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Qualification B.Com (COMPUTERS), MBA
Project A study on inventory management
Computer Literacy MS Office & Tally, Digital Marketing & Data Analytics



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Qualification B.Tech (CIVIL), MBA
Project A study on Job Satisfaction of the employees at DR Narla Tata
Rao Thermal Power Station, Ibrahimpatnam
Computer Literacy MS Office, Digital Marketing & Data Analytics ,CAD , STAAD



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Project CAPITAL BUDGETING
Computer Literacy MS Office & Tally, Digital Marketing & Data Analytics



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Qualification B.SC COMPUTERS (PHYSICS), MBA
Project A relative study on performance of large cap index vs small cap
index .
Computer Literacy MS Office & Tally, Digital Marketing & Data Analytics



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Project TRAINING AND DEVELOPMENT
Computer Literacy MS Office & Tally, Digital Marketing & Data Analytics



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Project ANALYSIS ON FUNDS FLOW STATEMENTS.
Computer MS Office & Tally, Digital Marketing & Data Analytics
Literacy



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Qualification BBM, MBA
Project A STUDY ON WORKING CAPITAL MANAGEMENT
Computer MS Office & Tally, Digital Marketing & Data Analytics
Literacy



Roll No. 17501E0057
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Address Near busstand, Razole, East godavari district, andhra pradesh - 533242
Qualification B.Com (general), MBA
Project Near busstand, Razole, East godavari district, andhra pradesh - 533242
Computer MS Office & Tally, Digital Marketing & Data Analytics
Literacy



Roll No. 17501E0058
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Mobile No. 7993527689
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Qualification BBM, MBA
Project A STUDY ON FACTOR INFLUENCING GRIEVENCE MANAGEMENT SYSTEM AT COCA COLA
Computer MS Office & Tally, Digital Marketing & Data Analytics
Literacy



Roll No. 17501E0059
 Name **YARLAGADDA SAI BHARATH**
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 Address 2-128,tumulu centre,poranki,vijayawada-521137.
 Qualification B.tech(CSE), MBA
 Project Consumer Behavior
 Computer MS Office & Tally, Digital Marketing & Data Analytics
 Literacy



Roll No. 17501E0060
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 D.O.B 28-07-1997
 E-mail ID yelubandigayatri28@gmail.com
 Mobile No. 8074977457
 Address Near Mavullamma temple, Nambula vari street, Bhimavaram1, AP - 534201.
 Qualification B.com(computers), MBA
 Project Training and Development of Human Resources.
 Computer MS Office & Tally, Digital Marketing & Data Analytics
 Literacy



COURSE STRUCTURE

<u>SEMESTER -1</u>	<u>SEMESTER -2</u>
1. Principles of Management 2. Managerial Economics 3. Accounting for Managers 4. Managerial communication 5. Business Government and Society 6. Quantitative analysis for Business Decisions 7. Management Information System 8. IT Lab	1. Financial Management 2. Human Resource Management 3. Marketing Management 4. Production and Operations Management 5. Business Research Methods 6. Organizational Behavior 7. Data Analysis Lab 8. Soft Skills Development 9. Subject Viva Voce
<u>SEMESTER -3</u>	<u>SEMESTER -4</u>
1. Strategic Management 2. Entrepreneurship Development & Business Models 3. Advertising and Brand Management 4. Services Marketing 5. Security Analysis and Portfolio Management 6. Financial Markets and Services 7. Training and Development 8. Performance Management 9. Professional Skills Development	1. Innovation Management 2. Business Law 3. Global Marketing Management 4. Retailing 5. Global Financial Management 6. Financial Derivatives 7. Global Human Resource Management 8. Organization Development & Change Management 9. Analysis of SME Enterprises and success stories of emerging leaders 10. Project Report & Viva Voce

STUDENT ACHIVEMENTS

S. No	Name	Prize	Competition	College	Date
1.	Ch. Sanghavi	I	Paper Presentation	P.B. Siddhartha	15.02.19
2.	M. Nirvin Kumar	I	Paper Presentation	P.B. Siddhartha	15.02.19
3.	Ch. Sangha vi	I	H.R. Event	P.B. Siddhartha	15.02.19
4.	N. Prudhvi Raj	I	HR Event	P.B. Siddhartha	15.02.19
5.	A.V.V. Bhaskar Reddy	II	Maya Sabha	P.B. Siddhartha	15.02.19
6.	M.V.Sekhar Babu	II	Maya Sabha	P.B. Siddhartha	15.02.19
7.	B.V.Sukesh	II	Maya Sabha	P.B. Siddhartha	15.02.19
8.	Ch. Haritha	I	HR Event	P.B. Siddhartha	15.02.19
9.	M. Nirvin Kumar	I	Stock Game	T.J.P.S. Guntur	22.02.19
10.	V. Vineela Sai	I	Stock Game	T.J.P.S. Guntur	22.02.19
11.	N.Y.L. Karthik	II	Cricket	SRM University	22 & 23.02.19
12.	Ch. Sanghavi	I	Paper Presentation	R.K. Engineering	27 & 28.02.19
13.	Ch. Sanghavi	I	Poster Presentation	R.K. Engineering	27 & 28.02.19
14.	M. Nirvin Kumar	I	Poster Presentation	R.K. Engineering	27 & 28.02.19
15.	N. Prudhvi Raj	I	Young Minds	R.K. Engineering	27 & 28.02.19
16.	A. Venkatesh	II	Business Quiz	R.K. Engineering	27 & 28.02.19
17.	V. Vineela Sai	II	Business Quiz	R.K. Engineering	27 & 28.02.19
18.	V. Rasagna	II	Business Quiz	R.K. Engineering	27 & 28.02.19

19.	N. Prudhvi Raj	II	Market Makers	R.K. Engineering	27 & 28.02.19
20.	Ch. Parvathi	II	Market Makers	R.K. Engineering	27 & 28.02.19
21.	Ch. Haritha	II	Market Makers	R.K. Engineering	27 & 28.02.19
22.	Ch. Sanghavi	III	Group Discussion	R.K. Engineering	27 & 28.02.19
23.	Ch. Parvathi	III	Young Minds	R.K. Engineering	27 & 28.02.19
24.	N. Prudhvi Raj	I	Solo Saga	SKPVV INSTITUTIONS	23.03.19
25.	A.V.V. Bhaskar Reddy	I	Dalal Street	SKPVV INSTITUTIONS	23.03.19
26.	B.V. Sukesh	I	Dalal Street	SKPVV INSTITUTIONS	23.03.19
27.	M.V.Sekhar Babu	I	Dalal Street	SKPVV INSTITUTIONS	23.03.19
28.	Ch. Sanghavi	I	Instant Drama	SKPVV INSTITUTIONS	23.03.19
29.	M. Nirvin Kumar	I	Instant Drama	SKPVV INSTITUTIONS	23.03.19
30.	M. Sai Bhanu	I	Instant Drama	SKPVV INSTITUTIONS	23.03.19
31.	P. Nigama		Best P G T	Dept, of Women Development & Child Welfare, GOI, AP	March, 2019
32.	G. Sahadesh		Best P G T	Dept, of Women Development & Child Welfare, GOI, AP	March, 2019

INDUSTRIAL VISITS

1. Students of II MBA visited RR Sports, Vijayawada on 28.07.2018
2. Students of II MBA visited Coca-Cola Beverages Pvt Ltd., on 12.10.2018
3. Students of I MBA visited KCP Sugars Pvt Ltd., on 28.12.2018
4. Students of I & II MBA visited Vilan apparel Manufacturer, Auto nagar, Vijayawada 02.02.2018

Development Programs conducted by the department

1. workshops organized by the Department

Sl. No.	Title of the programme	Dates	Resource persons
1.	Certification Programme on 'DIGITAL MARKETING'	07- 12-2018 to 09-12-2018	Dr.Kunal Gaurav Director, Institute of Digital Marketing & Business Analytics, Hyderabad
2.	Certification Programme on "Business Analytics"	13.12.2018 to 15.12.2018, 21.12.2018 to22.12.2018, 07.01.2019 to 08.01.2019.	Uttam Tiwari, founder & CEO Manikanta, Data Analyst Business Toys Pvt Ltd., Bangalore.
3.	Workshop on "Entrepreneurship Awareness Camp"	31.01.2019 to 02.02.2019.	Sponsored by DST NIMAT Project EDI of India, GOI.
4.	Organized one day Faculty Development Programme on "Intellectual Property Rights and Innovation"	29.04.2019	Prof,Diwakar Babu, Siddhartha Law college C.Ravi Teja, Research Associate Ms.A.Hima Bindu, IPR Consultant, Vizag

2. Guest Lectures organized by the Department

S. No	Name	Designation	Topic	Date
1.	Dr. K.V. Rao, Professor	Professor	Project Presentation and preparation.	17 .07.2018.
2.	Dr. N.S Babu Dasari	Professor-USA	“Building a career in Economics and related disciplines”	26.07.2018.
3.	A. Ravi Kanth	Director, APEX Academy	“Communication and professional skills”	09.08.2018
4.	Ch. Kalyan Chakravarthy	Soft Skills Trainer- Bangalore	“Soft skills”	18.08.2018.
5.	Abhi shek Goud	Senior BD Manager-NSE Southern region-Hyderabad	“NSE and Financial Markets, live on Online trading System”	30.08.2018.
6.	Dr. Kunal Gaurav	Director, IDMBA- Hyderabad	“Digital Marketing and Business analytics-career opportunities”	31.08.2018
7.	Sri. C.Sreenivasan	Executive Vice President (HR)KMV	“Soft Skills, Global Awareness for budding managers”	15.09.2018.
8.	Naga Sravan Kilaru	Director of Sature, Speaker at TED, Youth empowerment awardee from Ministry of Youth Empowerment	“Youth Empowerment”	05.10.2018
9.	Prof. SVVSV Prasad	ICBM School of Business Excellence, Hyderabad	“Case Method of Study”	06.10.2018.

10.	Dr. Shaik Ibrahim	CEO & Director, ABIA Consultancy	” Impact of Education and New trends of Economy”	22.10.2018
11.	Mr. Sreenivas RB	Lead sales trainer, Sales Pitch	“Selling and Marketing skills”	23.10.2018.
12.	Dr. U. Sri Lakshmi	Cardiologist, Nagarjuna Hospitals, vijayawada	CPR Training	23.10.2018.
13.	Prof.M L Sai Kumar	IPE Hyderabad	“ Entrepreneurship Risk Management”	15.12.2018
14.	A. Ravi kanth	Director, APEX Academy	“Leadership Qualities & skills”	26.12.2018
15.	Dr. Archana Maganti	Physician, Civil Servant, IIM Bangalore	“Global MNCs in India-Career Opportunities”	29.12.2018.
16.	Dr.G.Prasanna Kumar	Asst.Prof, PB Siddhartha College of Arts and Science	Financial Derivatives and risk management	04.03.2019

Eminent personalities visited to our campus



Prof. NS Babu Dasari, Rutgers University-USA



Dr. Archana Maganti, Civil Servant, management consultant, IIM, Bangalore



Dr. Kunal Gaurav, Director, IDMBA-Hyderabad



Mr. Sri. Sudhakar,
Commissioner, DIC, Govt. of
A.P.



Udayan Bakshi, APSSDC



Mr. Anil Kumar, Director, APSSDC

List of Students Placed Campus

S.No.	Name	Branch	Roll No	Company	package
1	G.Mahesh Kumar	MBA	17501E0016	D-Mart	2,75,000
2	D. Sravani	MBA	17501E0012	D-Mart	2,75,000
3	K. Sunil Kumar	MBA	17501E0049	D-Mart	2,75,000
4	K. Haridatta Sai	MBA	17501E0024	D-Mart	2,75,000
5	M. Mahesh Kumar	MBA	17501E0027	D-Mart	2,75,000
6	G. Sahadesh	MBA	17501E0045	D-Mart	2,75,000
7	D. Sai Deep	MBA	17501E0046	D-Mart	2,75,000
8	M. Lohith Sai	MBA	17501E0026	D-Mart	2,75,000
9	M. Nirvin Kumar	MBA	17501E0034	D-Mart	2,75,000
10	J. Subramanyam	MBA	17501E0017	D-Mart	2,75,000
11	P. Nigama	MBA	17501E0039	D-Mart	2,75,000
12	Syed. Yasmin	MBA	17501E0051	D-Mart	2,75,000
13	A. Venkatesh	MBA	17501E0002	D-Mart	2,75,000
14	Md. Tashneem	MBA	17501E0032	D-Mart	2,75,000

15	B. Pavani	MBA	17501E0005	Raki Avenues	2,50,000
16	G. Sahadesh	MBA	17501E0045	Asian Paints	7,00,000
17	M. Nirvin Kumar	MBA	17501E0034	Asian Paints	7,00,000
18	N. Prudhvi Raj	MBA	17501E0040	Asian Paints	7,00,000
19	M. Meghana Reddy	MBA	17501E0029	HDFC AMC	3,00,000
20	Vyshanavi Jinka	MBA	17501E0020	HDFC AMC	3,00,000
21	Abdul Khadar Khan	MBA	17501E0001	Federal Bank	9,00,000
22	Kollati Sundara Varma	MBA	17501E0023	Kotak Mahindra Bank	3,60,000
23	Chinnam Sanghavi	MBA	17501E0007	Kotak Mahindra Bank	3,60,000
24	Janyavula Dinesh Sai	MBA	17501E0019	Kotak Mahindra Bank	3,60,000
25	Nadimpalli Yashwanth Lakshmi Karthik	MBA	17501E0035	HDFC	1,80,000
26	Mopidevi Sai Bhanu	MBA	17501E0033	HDFC	3,40,000
27	Yarlagadda Sai Bharat	MBA	17501E0059	HDFC	3,40,000
28	Velanati Surya Kiran	MBA	17501E0056	HDFC	1,80,000
29	Medarametla Venkata Sekhar Babu	MBA	17501E0028	HDFC	1,80,000
30	Ambati Venkata Vijaya Bhaskara Reddy	MBA	17501E0003	HDFC	1,80,000



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