

PLACEMENT BROCHURE 2020

DEPARTMENT OF BUSINESS ADMINISTRATION



Prasad V Potluri Siddhartha Institute of Technology
Autonomous and Affiliated To JNTUK
NAAC & NBA Accredited and ISO 9001:2008 Certified Institution
(Sponsors: Siddhartha Academy of General and Technical Education, Vijayawada)
Kanuru, Vijayawada, Andhra Pradesh.
(2018 - 2020)

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 2018-20 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 September 2020. 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 – 2020 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 endeavours 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 organizations 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 organizations.

(Dr. P. Adi Lakshmi)
Head & Professor
Department of Business Administration
Prasad V Potluri Siddhartha Institute of Technology

MESSAGE



I feel highly honoured 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 organizations 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 2018-20 and specializing in the fields of Marketing, Finance & HR.

(Mr. G. Ramesh)
Training & Placement Officer
Prasad V Potluri Siddhartha Institute of Technology

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 organizations. 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 endeavour 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 astatically 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.



MASTER OF BUSINESS ADMINISTRATION(2018-2020) GROUP PICTURE



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Qualification B, COM(GENERAL), MBA



Project A STUDY ON FINANCIAL STATEMENT ANALYSIS
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Literacy

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Project A STUDY ON CAPITAL PROCUREMENT THROUGH
PUBLIC ISSUE BY VARIOUS SECTORS
Computer MS Office, Tally, JAVA & Data Analytics
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Qualification B. Com (COMPUTERS), MBA
Project A STUDY ON COMPARITIVE PERFORMANCE OF
DIVERSIFIED MUTUAL FUNDS.
Computer MS Office, Tally & Data Analytics
Literacy

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Project TRAINING AND DEVELOPMENT
Computer MS OFFICE, HTML, CSS, JAVASCRIPT & PHP,
Literacy



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ANALYSIS
Computer MS Office, Tally & Data Analytics
Literacy



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Computer MS Office, C, JAVA & Data Analytics
Literacy



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Project COMPARATIVE ANALYSIS OF MULTICAP FUND
Computer MS Office & Tally, C, JAVA& Data Analytics
Literacy



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Computer MS Office, Tally & Data Analytics
Literacy



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Qualification B. tech (EEE), MBA
Project A STUDY ON EFFECT OF FINANCIAL LEVERAGE
FINANCIAL STRUCTURE AND PROFITABILITY ON
COMPANY SHARE VALUE
Computer MS Office & Tally, C, Mat lab & Data Analytics
Literacy



Roll No. 18501E0060
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Qualification B.com (Banking), MBA
Project FINANCIAL MANAGEMENT IN SMALL BANKS
Computer MS Office, Tally & Data Analytics
Literacy



PVP-17: COURSE STRUCTURE(2018-2020)

SEMESTER -1	SEMESTER -2
<ol style="list-style-type: none">1. Principles of Management2. Managerial Economics3. Accounting for Managers4. Managerial communication5. Business Government and Society6. Quantitative analysis for Business Decisions7. Management Information System8. IT Lab	<ol style="list-style-type: none">1. Financial Management2. Human Resource Management3. Marketing Management4. Production and Operations Management5. Business Research Methods6. Organizational Behaviour7. Data Analysis Lab8. Soft Skills Development9. Subject Viva Voce
SEMESTER -3	SEMESTER -4
<ol style="list-style-type: none">1. Strategic Management2. Entrepreneurship Development & Business Models3. Advertising and Brand Management4. Services Marketing5. Security Analysis and Portfolio Management6. Financial Markets and Services7. Training and Development8. Performance Management9. Professional Skills Development	<ol style="list-style-type: none">1. Innovation Management2. Business Law3. Global Marketing Management4. Retailing5. Global Financial Management6. Financial Derivatives7. Global Human Resource Management8. Organization Development & Change Management9. Analysis of SME Enterprises and success stories of emerging leaders10. Project Report & Viva Voce

STUDENT ACHIEVEMENTS

S.No.	Name	Prize	Competition	College	Date
1	Althaf Abdul	II	Business Grill	Vignan's University (Deemed)	19.10.19
2	K. Prabhu Teja	II	Business Grill	Vignan's University (Deemed)	19.10.19
3	V. Rama Rao	II	Business Grill	Vignan's University (Deemed)	19.10.19
4	Althaf Abdul	II	Fast and Furious (Quiz)	Westin College of Business Management	12.12.19
5	K. Prabhu Teja	I	Medha (B. Quiz)	LBRCE	21.12.19
6	V. Rama Rao	I	Medha (B. Quiz)	LBRCE	21.12.19
7	Althaf Abdul	I	Business Quiz	P.B. Siddhartha	07.01.2020
8	K. Prabhu Teja	I	Business Quiz	P.B. Siddhartha	07.01.2020
9	V. Rama Rao	I	Business Quiz	P.B. Siddhartha	07.01.2020
10	B. Lakshmi Sunanda	II	Market Makers	P.B. Siddhartha	07.01.2020
11	Ch. Chaitanya	II	Market Makers	P.B. Siddhartha	07.01.2020
12	N. Kusuma	II	Market Makers	P.B. Siddhartha	07.01.2020
13	Althaf Abdul	I	Business Quiz	P.B. Siddhartha	07.01.2020
14	K. Prabhu Teja				
15	V. Rama Rao				
16	B. Lakshmi Sunanda	II	Market Makers	P.B. Siddhartha	07.01.2020
17	Ch. Chaitanya				
18	N. Kusuma				
19	Ch. Chaitanya	I	Market Makers	SRK Institute of Technology	19.02.2020 & 20.02.2020
20	M. Ishwarya				
21	N. Kusuma				
22	Ch. Chaitanya	I	Market Makers	RVR & JC College of Engineering	27.02.2020
23	M. Ishwarya				
24	N. Kusuma				
25	Ch. Chaitanya	II	Market Makers	Andhra Loyola Institute of Engineering & Tech.	13.03.2020
26	M. Ishwarya				
27	N. Kusuma				
28	Abdul Althaf	II	Business Quiz	MIC College of Tech.	18.03.2020

INDUSTRIAL VISITS

1. The Department arranged Industrial Visit to II MBA students, The Hindu News Paper, Auto Nagar, and Vijayawada on 29.07.2019
2. The Department arranged an Industrial Visit to I MBA students, Vilan Industries Auto Nagar, Vijayawada on 09.12.2019.
3. The Department arranged an Industrial Visit to II MBA students, ALEAP Industrial Estate, Surampalli, and Vijayawada on 20.02.2020.
4. The Department arranged an Industrial Visit to I MBA students, KCP Sugars, Vuyyuru on 26.02.2020.
5. The Department arranged an Industrial Visit to I and II MBA students, “MSME MEGA EXPO” organised by Federation of Andhra Pradesh Small and Medium Industries Association (FAPSIA), Vijayawada on 07.03.2020.
6. The Department arranged an Industrial Visit to I and II MBA students, “THE BEAUTY & WELNESS CONCLAVE-2020 CUM REGIONAL TRADE FAIR” organised by Government of India, Ministry of MSME in association with Women Entrepreneurs Association India of VLCT and RC, Vijayawada on 70.03.2020.

DEVELOPMENT PROGRAMS CONDUCTED BY THE DEPARTMENT

1. The Department of Business Administration organized a Guest Lecture on “Financial Analysis” by B.Rama Brahmam, Chairman Nava Bharath Bank, Retd. AGM Andhra Bank on 07.08.2019.
2. The Department of Business Administration organized a Guest Lecture on “Awareness on Entrepreneurship” by S.Sree Krishna, Founder, Start-up Squid, ED-AP Innovation Council on 04.09.2019.
3. The Department of Business Administration organized a Guest Lecture on “Financial Markets” by Mr. Srikanth Hinge, Regional Head, Aditya Birla Sun life, Vijayawada on 23.09.2019.
4. 4. The Department of Business Administration conducted a workshop on “Life skills Development” by Mr.A.Ravikanth, APEX Academy, Vijayawada on 09.09.2019.
5. 5.The Department of Business Administration organized a Guest Lecture on “Interview Base Questions on Marketing & Finance” by Prof.M.L.Sai Kumar, Dean, IPE Hyderabad, on 19.10.2019.
6. 6.The Department of Business Administration organized a Guest Lecture on “Financial planning & investments” by Mr. Ch.Siva Nageswara Rao , Regional Head, AMC HDFC, Vijayawada on 22.10.2019.
7. 7. The Department of Business Administration organized a Guest Lecture on “Orientation on Business Analytics” by Mr. Uttam Tiwari &Manikanta , Data Scientists, Business Toys, Bangalore on 12.12.2019.
8. The Department of Business Administration organized a Guest Lecture on “Business Model Disruption in the Economy” by Mr. Lingamaneni Sudhakar Vice President, Institutional Clients Group, & works for City Bank, Singapore 30.12.2019.
9. The Department of Business Administration conducted a workshop on “Goal Setting” by Prof.M.L.Sai Kumar, Dean, IPE Hyderabad on 19.10.2019.
10. The Department of Business Administration conducted a workshop on “Commodity Market-commodity Talk” by Mr. Srikanth Koundinya, Assistant Vice President MCX on 29.11.2019.
11. The Department of Business Administration organized Three Day National level Workshop on SPSS for Social Science Data Analysis in association with ICSSR, Hyderabad,from 10th to 12th January 2020.
12. The Department of Business Administration organized a Guest Lecture on “Opportunities in Insurance Sector” by Mr.MD.Samiullah Senior Partner and Ms.M.Divya Training Manager, Max Life Insurance, on 04.02.2020.

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, IDMBM-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	Salary
1	CHILUKOTI CHAYA SRUJANA	MBA	18501E0008	IntelleGrow	6.00 L/A
2	MALIREDDY SURYA PRAKASH REDDY	MBA	18501E0027	IntelleGrow	6.00 L/A
3	NALLURI KUSUMA	MBA	18501E0033	IntelleGrow	6.00 L/A
4	ARIKATLA PRASANNA KUMAR	MBA	18501E0003	Spandana Sphoorthy Financial Ltd.	5.38 L/A
5	CHAMALLAMUDI PRAVEEN	MBA	18501E0006	Spandana Sphoorthy Financial Ltd.	5.38 L/A
6	KOPALLE SAI RAVI TEJA	MBA	18501E0023	Spandana Sphoorthy Financial Ltd.	5.38 L/A
7	MALIREDDY SURYA PRAKASH REDDY	MBA	18501E0027	Spandana Sphoorthy Financial Ltd.	5.38 L/A
8	TEKI RAM SANJEEV KUMAR	MBA	18501E0051	Spandana Sphoorthy Financial Ltd.	5.38 L/A
9	ABDUL ALTHAF	MBA	18501E0001	D-Mart	3.00 L/A
10	KANCHARLA PRABHU TEJA	MBA	18501E0019	D-Mart	3.00 L/A
11	KOPALLE SAI RAVI TEJA	MBA	18501E0023	D-Mart	3.00 L/A
12	LOGISETTY LOKESH	MBA	18501E0026	D-Mart	3.00 L/A
13	MANGINA DORASHANKAR	MBA	18501E0030	D-Mart	3.00 L/A
14	PINJALA VENKATESH	MBA	18501E0038	D-Mart	3.00 L/A
15	ARIKATLA PRASANNA KUMAR	MBA	18501E0003	State Street HCL	2.00 L/A
16	CHAMALLAMUDI PRAVEEN	MBA	18501E0006	State Street HCL	2.00 L/A
17	CHAVALAMUDI CHAITANYA	MBA	18501E0007	State Street HCL	2.00 L/A
18	INTI MYTHRI	MBA	18501E0015	State Street HCL	2.00 L/A
19	MUDDINENI ISWARYA	MBA	18501E0032	State Street HCL	2.00 L/A
20	NALLURI KUSUMA	MBA	18501E0033	State Street HCL	2.00 L/A
21	ONTIPULI VEERA NAGA DURGA PAVANI	MBA	18501E0036	State Street HCL	2.00 L/A
22	SEEMAKURTHI SAI NAVEEN	MBA	18501E0045	State Street HCL	2.00 L/A
23	SINGAMSETTI VENKATA NAGA SAI VIKRAM	MBA	18501E0047	State Street HCL	2.00 L/A
24	SIRIPURAPU KALYAN SRINIVAS	MBA	18501E0048	State Street HCL	2.00 L/A
25	VENGALA BABY ANUSHA	MBA	18501E0057	State Street HCL	2.00 L/A
26	ABDUL ALTHAF	MBA	18501E0001	HDFC AMC	3.00 L/A
27	CHAVALAMUDI	MBA	18501E0007	HDFC AMC	3.00 L/A

	CHAITANYA				
28	MUDDINENI ISWARYA	MBA	18501E0032	HDFC AMC	3.00 L/A
29	NALLURI KUSUMA	MBA	18501E0033	HDFC AMC	3.00 L/A
30	SEEMAKURTHI SAI NAVEEN	MBA	18501E0045	HDFC AMC	3.00 L/A
31	BAYANA LAKSHMISUNANDA	MBA	18501E0004	HDFC Bank	1.80 L/A
32	GOGULA GURU SWAMY	MBA	18501E0012	HDFC Bank	1.80 L/A
33	GUNTI BALAJI BABU	MBA	18501E0014	HDFC Bank	1.80 L/A
34	LANKALAPALLI SAI CHAND	MBA	18501E0025	HDFC Bank	1.80 L/A
35	MAMILLAPALLI SRI PRIYA	MBA	18501E0029	HDFC Bank	1.80 L/A
36	NIKHIL GARLAPATI	MBA	18501E0035	HDFC Bank	1.80 L/A
37	PARUCHURI SAI PAVAN CHOWDARI	MBA	18501E0037	HDFC Bank	1.80 L/A
38	POSIMONI MADHUMATHI	MBA	18501E0041	HDFC Bank	1.80 L/A
39	RALLABANDI BABY HARI PRIYA	MBA	18501E0043	HDFC Bank	1.80 L/A
40	SHAIK HABIBA BEGUM	MBA	18501E0046	HDFC Bank	1.80 L/A
41	VALIVETI KAMAKSHI KIRANMAI	MBA	18501E0054	HDFC Bank	1.80 L/A
42	VAMARAJU DIVYASRI	MBA	18501E0055	HDFC Bank	1.80 L/A
43	YADASU AMULYA RANI	MBA	18501E0059	HDFC Bank	1.80 L/A
44	GOGULA GURU SWAMY	MBA	18501E0012	Aliens Group	
45	MAMILLAPALLI SRI PRIYA	MBA	18501E0029	Aliens Group	
46	RALLABANDI BABY HARI PRIYA	MBA	18501E0043	Aliens Group	
47	SUMATI KOPPU	MBA	18501E0049	Aliens Group	
48	VALIVETI KAMAKSHI KIRANMAI	MBA	18501E0054	Aliens Group	
49	YADASU AMULYA RANI	MBA	18501E0059	Aliens Group	
50	NARAGAYAPALEM NAGARJUNA	MBA	18501E0034	Ceasefire Industries Pvt. Ltd.	4.00 L/A



