

INDUSTRY INSTITUTE INTERACTION

INTRODUCTION

Apart from Academic Excellence, MBA is required to be constantly exposed to different kinds of practices that take place in the industry. The industry institute interaction bridges this gap and gives exposure to the students by providing them opportunities to work with different companies during their education in the form of short term projects. The companies benefit as the students provide them with quality solutions and developing projects which cater to their needs.

To implement in accordance to above we undergone various activities to reach the institutes interaction objective. The following are various areas where our MBA department has been collaborated for the betterment of both Department and Students.

THE HINDU

To improve the quality of Management education adequately to meet the needs of the industry, we associated with **The Hindu** firstly we subscribed news paper to enhance knowledge of students. We also seek experts from industry through Hindu to incubate knowledge to our students by arranging guest lectures. The Hindu also provides Internships to our students to improve practical knowledge. Apart from this The Hindu associated with the department by providing industrial visits for the students. It also provides News coverage for the various events organized by the department. The Hindu also provides Placements Assistance for the Department.



A Industry Visit to THE HINDU



A Guest Lecture by Mr. Abhiram Krishna



A Guest Lecture by Mr. P. Hari Mohan

S.NO	Name	Title	Company	Duration
1	G. Vijay	Summer Internship	The Hindu	5 th May 2012 to 19 th June 2012
2	K. Kiran Tej Reddy	Summer Internship	The Hindu	5 th May 2012 to 19 th June 2012
3	U.K. Raghunandan	Summer Internship	The Hindu	5 th May 2012 to 19 th June 2012
4	S. Uday Kumar	Summer Internship	The Hindu	5 th May 2012 to 19 th June 2012
5	Bharagav	Summer Internship	The Hindu	5 th May 2012 to 19 th June 2012
6	K.Suman Devnath	Summer Internship	The Hindu	17 th May 2013 to 30 th June 2013
7	K.Santosh	Summer Internship	The Hindu	17 th May 2013 to 30 th June 2013
8	Rahul Kulkarni	Summer Internship	The Hindu	17 th May 2013 to 30 th June 2013
9	Sandeep P	Summer Internship	The Hindu	17 th May 2013 to 30 th June 2013

The above are some of the students who have attended Summer Internship program in Hindu

ITC

To enhance the skills of the students, department of MBA is associated with **ITC** which provides internship to the students. By doing Internship in a well diversified company like ITC students will get added advantage for their placements. Also the company was helpful in arranging guest lectures to our

students by calling Industry Experts. ITC is also associated in providing placement opportunities for the students with attractive Salary Package.

Sno	Name	Title	Company	Duration
1	B.Sandeep Kumar	Bingo Distribution model	ITC	10 th April 2012 to 10 th May 2012
2	K.Sathish	Bingo Distribution model	ITC	10 th April 2012 to 10 th May 2012
3	Ajay Kumar	Bingo Service model	ITC	10 th April 2013 to 10 th May 2013
4	M.Shiva Kumar	Bingo Service model	ITC	10 th April 2013 to 10 th May 2013
5	Rahul Kulkarni	Bingo Service model	ITC	10 th April 2013 to 10 th May 2013
6	Arvind kumar	Bingo Service model	ITC	10 th April 2013 to 10 th May 2013
7	R. Achyuth Reddy	Bingo Service model	ITC	10 th April 2013 to 10 th May 2013
8	D. Sudesh	Bingo Service model	ITC	10 th April 2013 to 10 th May 2013
9	A.Satish	Bingo Service model	ITC	10 th April 2013 to 10 th May 2013
10	G. Srikanth Reddy	Bingo Service model	ITC	10 th April 2013 to 10 th May 2013
11	S. Lakshman Rao	Bingo Service model	ITC	10 th April 2013 to 10 th May 2013
12	P. Rajinikanth	Bingo Service model	ITC	10 th April 2013 to 10 th May 2013

K. Satish & B. Sandeep Kumar of MBA 2010-12 Batch has completed their internship as well as the main project and B.Sandeep Kumar was absorbed by ITC for his best performance.

APEX CONSULTANCY

We have undergone a Memoranda of Understanding (MoU) with Apex consultancy to share our expertise and render our services in surveying the requirements of engineering students for Developing the business of APEX.

DATTA SAI SRI CONSULTANCY

To establish our student in Securities Market as a Professional or a Profitable Trader, it requires not only necessary knowledge but also Great Skill and Ability to sustain in ever volatile exciting Markets. It calls for Practical Guidance with precision. We have a Memoranda of Understanding (MoU) with DATTA Institution for molding our students into professional traders and ensure to provide services to trade confidently in volatile markets. The aim is to develop skills and competency in securities markets to our students. They have agreed to provide certificates in segments like equity, commodity, currency etc. They are also offering knowledge sharing in online marketing of capital market services.



A Three Day Training Programme



Training by Datta Consultancy in Capital Markets



IMPACT EDUCATION

To bridge the gap between industry and knowledge of our students we have associated with IMPACT Education. They provide customized Job oriented

training and also certification courses to meet the expectations of the industry. They also provide in house training to the students to improve their skill which is an added benefit to the students.

Sno	Name	Title	Grade Secured	Date
1	K.Anusha	Certification Programme (HR Professional)	A	4/12/2011
2	S. Archana	Certification Programme (HR Professional)	A	4/12/2011
3	Afsha Jabeen	Certification Programme (HR Professional)	A	4/12/2011
4	Bhagya Sree.A	Certification Programme (HR Professional)	A	4/12/2011
5	Priyanka Kumari	Certification Programme (HR Professional)	A+	4/12/2011
6	Priya Agarwal	Certification Programme (HR Professional)	A+	4/12/2011
7	B. Raju	Smart Accountant	A	Nov 2012
8	Bhanu Chander.T	Smart Accountant	A	Nov 2012
9	CH. Satish Kumar	Smart Accountant	A	Nov 2012
10	V. Chandra Shekar Reddy	Smart Accountant	A	Nov 2012
11	M. Naveen Kumar	Smart Accountant	A	Nov 2012
12	Rahul R	Smart Accountant	A	Nov 2012
13	Niveditha Singh	Smart Accountant	A	Nov 2012
14	P. Praveen Kumar	Smart Accountant	A	Nov 2012
15	V. Sridhar	Smart Accountant	A	Nov 2012
16	B. Sumahitha	Smart Accountant	A	Nov 2012
17	D.Shubhakar Rao	Smart Accountant	A	Nov 2012
18	A.ShashidharReddy	Smart Accountant	A	Nov 2012



Inaugural Session of Training programme



Training Programme for Students by Impact Education



Specialization Oriented Training



Award of Certificates to the students

CGR LOGISTICS

The department of MBA also had collaboration with CGR Logistics to render our services on providing an in-depth analysis on feasible areas in which it can run business and attain sustainable competitive advantage and get mutual benefit under the MOU.

COIGN CONSULTANCY

We had a MOU in collaboration with M/s.Coign Consultants Pvt Ltd for mutual benefits for many purposes to enhance the quality of educational experience for management students. The company agreed to provide on campus training to MBA Students to assist them in placements.

INFOCUSRX

To have a practical exposure for the students we had an association with INFOCUSRX Marketing & Communications Pvt. Ltd to provide internships through which students experience and infuse confidence further.

S.NO	Name	Title	Company	Duration
1.	J.Amerender Rao	“Marketing process outsourcing”	InfocusRx Marketing & Communications Pvt. Ltd	10th May 2012 to 10th June 2012.

2.	S.Harish Goud	“Marketing outsourcing”	process	InfocusRx Marketing &Communications Pvt. Ltd	10th May 2012 to 10th June 2012
3.	Ms.K.Madhuri	“Marketing outsourcing”	process	InfocusRx Marketing &Communications Pvt. Ltd	10th May 2012 to 10th June 2012
4	Ms.K.Pavithra	“Marketing outsourcing”	process	InfocusRx Marketing &Communications Pvt. Ltd	10th May 2012 to 10th June 2012
5	A.S.L.Manozna	“Marketing outsourcing”	process	InfocusRx Marketing &Communications Pvt. Ltd	10th May 2012 to 10th June 2012
6	Mohammed Abdul Khalique	“Marketing outsourcing”	process	InfocusRx Marketing &Communications Pvt. Ltd	10th May 2012 to 10th June 2012
7	G.Pavani	“Marketing outsourcing”	process	InfocusRx Marketing &Communications Pvt. Ltd	10th May 2012 to 10th June 2012
8	B.Ramanjaneyulu	“Marketing outsourcing”	process	InfocusRx Marketing &Communications Pvt. Ltd	10th May 2012 to 10th June 2012
9	D.Sandeep	“Marketing outsourcing”	process	InfocusRx Marketing &Communications Pvt. Ltd	10th May 2012 to 10th June 2012
10	G.Srilatha	“Marketing outsourcing”	process	InfocusRx Marketing &Communications Pvt. Ltd	10th May 2012 to 10th June 2012
11	S.Siddique	“Marketing outsourcing”	process	InfocusRx Marketing &Communications Pvt. Ltd	10th May 2012 to 10th June 2012
12	P.Sunitha	“Marketing outsourcing”	process	InfocusRx Marketing &Communications Pvt. Ltd	10th May 2012 to 10th June 2012
13	S.Uday Kumar	“Marketing outsourcing”	process	InfocusRx Marketing &Communications Pvt. Ltd	10th May 2012 to 10th June 2012

					June 2012
14	G.Manasa	Consumer Behavior for Stationary through online	Buying buying items	Zeebra Cross (A unit of InfocusRx Marketing &Communications Pvt. Ltd)	May 2013- July 2013
15	K.Vijay Lakshmi	Consumer Behavior for Stationary through online	Buying buying items	Zeebra Cross (A unit of InfocusRx Marketing &Communications Pvt. Ltd)	May 2013- July 2013
16	Viplove Deshpande	Consumer Behavior for Stationary through online	Buying buying items	Zeebra Cross (A unit of InfocusRx Marketing &Communications Pvt. Ltd)	May 2013- July 2013
17	Aninditha Dam	Consumer Behavior for Stationary through online	Buying buying items	Zeebra Cross (A unit of InfocusRx Marketing &Communications Pvt. Ltd)	May 2013- July 2013
18	SJanny Florance	Consumer Behavior for Stationary through online	Buying buying items	Zeebra Cross (A unit of InfocusRx Marketing &Communications Pvt. Ltd)	May 2013- July 2013
19	A.Divya	Consumer Behavior for Stationary through online	Buying buying items	Zeebra Cross (A unit of InfocusRx Marketing &Communications Pvt. Ltd)	May 2013- July 2013
20	P.Srinidhi Rachana	Consumer Behavior for Stationary through online	Buying buying items	Zeebra Cross (A unit of InfocusRx Marketing &Communications Pvt. Ltd)	May 2013- July 2013

GUEST LECTURES

Guest lectures are an integral part of the pedagogy of our Department of MBA. Corporate head-honchos as well as doyens from the academia are invited to share their valuable insights from their rich experience about contemporary business issues, the challenges they are faced with and how they dealt with them. These sessions serve as the ideal platform for the students to

supplement their theoretical knowledge with first hand perspectives from some of the stalwarts of the industry and also appreciate the different dimensions of handling modern day business challenges. Some of the eminent speakers of the recent past are:

S.NO	Academic Year	No.of lectures	Topic	Name Of The Speaker	Designation & Company
1	2008-09	4	Making an effective managers :Seven habits of highly effective people	Mrs .Jalaja	Principal, Suprabhat P.G College
			Knowledge Management	Mr Rajesh Parishad	Director Department of MBA,JBIT
			Time Management	Mr Venkata Ramana	Trainer,Hyderabad Institute of Management Skills
			Business Intelligence using SAS,ERP	Mrs Neeraja Guda	Regional Collaboration Head, NIIT
2	2009-10	2	Enhancing Success quotient	Mr Sridhar	Manager, Manufacturing, HAL
				Mr.srinath	
3	2010-11	6	Emerging Trends in Management	Prof.Akbar Ali Khan	Head of Department of Commerce, Osmania University
			Business Excellence in Modern Scenario	Mr KVV Satyanarayana	Quality Consultant
			R&D in Industries	Mr. S. V Prasad	Manager R&D, HAL
			Extending beyond conventional marketing	Dr.Sindhu	Assistant Professor, JNTU Hyderabad
			Contemporary HR Practices	Dr SF Chandrasekhar	Director,Dept of HRM,SSIM
			Latest Trends in HR	Mr Srinivasan	Chief People Officer,Ramky Infrastructure
4	2011-12	3		Dr.Narendranath	
			Corporate Expectations and Interviewing skills	Mr K.J.A Swarup	General Manager,ITC limited
			<i>TEAM MANAGEMENT SKILLS FOR GROOMING YOUNG</i>	PROF. SITANSHU PANDA	Associate Professor, Dept of HRM,SSIM

			<i>MANAGERS</i>		
5	2012-13	5	<i>Dynamics of Indian Economy</i>	Dr.T.S.N.Chary	Associate Professor of Commerce, Director, Research & Development, Telangana University Assistant General Manager, State bank of INDIA
			Term Finance, working capital finance and an overview of financial management	M.Sathaiah	Retired General Manager, SIDBI
			<i>How To Develop a Business Plan Managing through Leadership</i>	Dr.Surya Kanth Sharma	Chief operating officer Wing commander Airport, Hakkimpet
			<i>A Workshop on Behavioral simulation</i>	Mr Ravikanth	Head, Psychologists' Consulting Group
6	2013-14		<i>What Industry Expects from an MBA Graduate</i>	Mr Abhirama Krishna	Director, South State Business School
			<i>Preparation For Ideal Manager</i>	Mr. P.Hari Mohan	Author or Motivator



Dr.Surya Kanth Sharma delivering Lecture

Preparation for Ideal Manager



Mr.M.Sathaiah, Assistant General Manager, SBI
Delivering Guest Lecture



Dr.Kameshwari Peddada,Director



A Guest Lecture by Mr. Swarup, ITC



A Guest lecture by Mr. TSN Chary

WORKSHOP

Workshops enables our students to develop and inculcate comprehensive set of skills to plan, manage and control projects which they are expected to do as budding managers. The main objective of the conducting workshops is to enhance various industry required skills and behavioural modification skills. Which will pay them in near future.

The following are some of the workshops which we conducted in order provide various specific skills



Mr swamy Narayan Training our Students



work shop on behavioural simulation



PROF. SITANSHU PANDA organizing Workshop



STUDENTS INVOLVING IN ACTIVITY "KNOW YOURSELF"

Industrial Visit

The department of Management, CMR College of Engineering Technology is organizing Industrial visit to various companies and industries to provide the following purposes:

Basic purpose of visit:

- "The Vision of Industrial visit is to Inspire Young M.B.A.'s to Lead development by taking enterprise. By doing so they can turn from job seeker to job creators. "
- Travel As A Learning Experience
- Programs were designed to increase candidate's awareness of the corporate world
- Hands-on activities.
- Well-planned Industrial Visit which sticks to the pre-set itinerary.
- Focuses on the concepts that the students need to learn along with providing adequate doses of Learning.
- 'Fun' can go a long way in making the students realize and relish the learning concepts and the importance of an Industrial Visit.

Summary of Industrial Visits organized by Department

S.NO	Academic Year	No of Visits	Date	Industry Name
1	2009-10	2	03/12/2009	Anand foods, Saidabad
			19/03/2010	Remedy foods, Jeedimetla
2	2010-11	2	16/09/2010	Coca Cola(Bottling Unit),Ameenpur
			05/04/2011	Avinash Foods, Nacharam
3	2011-12	2	27/12/2011	The Hindu Printing Press, Uppal
			09/03/2012	Sri Sai Nath Plastics, Cherlapally
4	2012-13	2	12-12-2012	Tirumala Dairy,Ibrahimpatnam
			11-06-2013	The Hindu Printing Press, Uppal



A visit to Tirumala Dairy



A visit to THE HINDU



A visit to Remedy Foods



A visit to Neel Kamal

