

**DEPARTMENT OF MBA
INNOVATIVE PRACTICES**

1. MEET THE CEO:

The PG Department of Business Administration has initiated a programme “MEET THE CEO” in the academic year 2017-18. An innovative interactive session with the practitioners from industry. It would be organized every third Saturday of the month. This is a wonderful platform for the student fraternity to learn the best practices from the self-made entrepreneurs and successful executives.

The invited executives would share their rich experiences in business/industry and interact with the students. In the process, the students will understand the application part of the principles learned in the class room and will surely enrich their employability skills. This endeavour may immensely benefit the students in igniting their minds and inspiring them to be at their best

MEET THE CEO REPORT ON 24-3-2018

HAVE GRATITUDE AND ATTITUDE TO ATTAIN GOOD POSITION IN LIFE

“We become successful in our endeavours when we achieve physical, mental, spiritual, economic and social development. These qualities are to be developed from student life itself”, observed Mr.G.Venkateswara Rao, COO of KCP Sugar Factory, Vuyyuru. While interacting with the MBA students of KBN College PG Centre in the ‘Meet the CEO’ programme, he emphasized that, setting ideal goals and working with discipline, dedication and discretion will yield greater success. Students should learn for livelihood and not merely for marks. They need to observe the socio-economic changes happening at local, national and global level and change their attitude accordingly to achieve the goals set forth. He pointed out that Managements and employees should develop a positive attitude towards achieving ideal position and serving the society. Students can attain good position in life by having gratitude and right attitude. Later he answered the questions raised by the students.

The programme is well attended by over 100 students. Mr Chandra Sekhar, MD of Vilan Industries Ltd. Coordinated the Programme. Sri SVSM Razith Kumar, Secretary & Correspondent of the College, Prof V.Narasimha

Rao, Director – PG Courses and Senior faculty members, Dr. Mazharunnisa, Mr.Prabhakar and Mr.Sivaji Ganesh participated in the Progrmme.

PHOTO GALLERY

Mr.G.Venkateswara Rao, COO of KCP Sugar Factory, Vuyyuru. While interacting with the MBA students on 24-3-2018.



MEET THE CEO ON 17-2-2018

BE HAPPY AND MAKE OTHERS HAPPY

“Money is a fringe benefit for the job you have done, but passion towards the job will make you an exemplary personality. Try to be a happy individual and make people around you feel happy. This is the way of a fulfilled life”, remarked Dr.Sudha Nageswar Rao, and Dr. Nageswarara Rao, Director General, Dr. Pinnamaneni Siddhartha Institute of Medical Sciences & Research Foundation, Vijayawada. While addressing the MBA Students, as part of ‘Meet the CEO’ programme, organized by PG Department of Business Administration, they emphasized that, sharing and caring is a beautiful thing to do. Saying of Swami Vivekananda, ‘He who live for himself is dead more than alive’, should be the guiding principle for today’s generation. You should set aside some percentage of your earnings for charity.

Present generation needs to be spiritual in the sense that, they should remember and thank god for giving a good life and health. They should practice meditation for better comprehension, perception and concentration.

Later, they answered the queries raised by the students. The programme is well attended by 100 students. Sri SVSM Razith Kumar, Secretary & Correspondent, KBN College, Prof. V. Narasimha Rao, Director, PG Courses, Mr. Sivaji Ganesh and other faculty members of MBA Department participated.

PHOTO GALLERY

Dr.Nageswararao & Dr.Sudha, Director General, Pinnamaneni Siddhartha Institute of Medical Sciences & Research Foundation, Vijayawada. Addressing the student’s on 17-2-2018 at Meet the CEO.





MEET THE CEO ON 20.01.2018

SET HIGHER BENCHMARKS TO ACHIEVE SUCCESS

“Today’s younger generation is smarter than anyone. They have the capability to succeed by doing on their own. What they lack is planning & execution “, remarked Sri Dande Prasad, CEO & MD of Jyothirmayi group of Industries and President, AP Spinning Mills Association. While interacting with the MBA students of KBN College, as part of ‘MEET THE CEO’ programme, Mr Prasad said that if one has realized what makes him happy and enjoy doing that work, then he is matured enough to take right decisions.

Present generation of young entrepreneurs mostly require ‘will power’ to sustain and recoup in Business. They need to adapt to the adverse environment and bring the organization back to churn out profit as Profit & Loss are by-products of Business. However setting clear vision, having right plans and execute them in an efficient manner will take the organization into profit path.

He advised the students not to search for too many reasons for their failures. They should set clear vision, goals and always focussed to achieve those goals with dedication and commitment. They should create their own path to succeed in their endeavours and not to replicate others for everything. He emphasized that student’s time is precious and it should be productively used. Students must utilize technology platforms gently and benefit from them. They can use internet for knowing www, means what, when why. He stressed that students will work aggressively and achieves success when they set higher bench marks. He wished the students to respect their parents, teachers and society to become successful in life.

The programme is will attended by over 100 students and faculty members of MBA Department. Sri T. Chandrasekhar Rao, CEO of Vilan Apparels (P) Ltd., coordinated the programme. Sri SVSM Razith Kumar, Secretary & Correspondent of KBN College, Prof V.Narasimha Rao, Director, PG Courses and senior faculty members Dr. Mazharunnisa and Sivaji Ganesh participated.

Sri.Dhande Prasad CEO, Jyothirmayee Spinning Mills, Guntur, addressing the students on 20.01.2018

PHOTO GALLERY



Student and faculty at Meet the CEO programme



Felicitation of the chief guest

MEET THE CEO ON 16/12/2017

DEVELOP 'ABSORBING CAPACITY' TO DEAL WITH WORKFORCE DIVERSITY

“Healthy Life and Discipline are hallmarks of success in Business. Maintenance of fitness through healthy food habits can ensure healthy body and healthy mind, which in turn nurture sound decision making”, remarked M.Murali Krishna, CMD, Swarna Groups of Companies. While addressing the students as part of ‘Meet the CEO’ Programme organized by PG Department of Business Administration of KBN College, he emphasized that balance of personal family, professional and societal life is import for every entrepreneur.

He observed that, managing business means managing people. However it needs diligent handling of Human Relations and it is an art of motivation. Managers has to increase ‘Absorbing Capacity’, so that they can deal with diverse work force. ‘Survival of fittest’, is the only principle in business by which organizations can sustain. Ability to convey our ideas to others without hurting tem will be a sure recipe for success in corporate life. He impressed upon the students to maintain a perfect rhythm in life in terms of self-management and professional career. Later Mr Murali Krishna then answered the questions raised by the students.

The programme is well attended by more than 100 MBA students. Prof. V. Narasimha Rao Director, PG Courses, Sri S.V.S.M Razith Kumar, Secretary & Correspondent of KBN College and faculty members of MBA Department participated in the programme.

Sri M.Murali krishna, Managing Director, Muttavarapu Group of Busenes, Vijayawada, along with Sri. Chandrasekar, CEO Villan Groups, addressing the student gathering on 16/12/2017



MEET THE CEO ON 18/11/2017

CHANGE YOUR THOUGHT PROCESS

“Accepting risk and adapting to changes makes one successful in business. Individuals with strong determination and aspiration, will find sky is the limit for growth”, said Sri D.Rama Krishna, CEO & MD of Efftronics Systems Pvt. Ltd. While Interacting with the MBA Students of KBN College PG Centre, Vijayawada as part of “Meet the CEO”, Programme he emphasized on qualities required honing up by the student to make it big in the corporate world. He asked when Sundar Pichai of Google and Satya Nadella of Microsoft were able to reach the highest positions why can’t the other students reach the pinnacle. He observed that creating ‘Self Value’ and a right attitude will surely pay rich dividends to the students. Students must change their thought process and understand it does not matter what we work and where we work but it matters how we work. Internships are the real solutions in today’s knowledgeable world for students to gain skills and prepare themselves industry ready. The entire business world is transforming through the Fourth generation changes and it become imperative to have ‘data driven decisions’ in place of Intuitive decisions. Hence the present generation students must analyse their strengths and Weaknesses and collaborate with others for enriching their skills to meet the requirements of the Industry. Later Mr. Rama Krishna answered the questions raised by students.

The Programme is monitored by Sri T.Chandrasekhar Rao, MD of Seshasayee Knittings (P) Ltd. Dr.V.Narayana Rao, Principal of the College, Director of PG Courses Prof. V.Narasimha Rao, Secretary & Correspondent of KBN College Sri S.V.S.M.Razith Kumar and faculty members of Department of Business Administration Participated in the event.

Sri D.Ramakrishna, Managing Director, Efftronics Systems Pvt. Ltd, Vijayawada, interacting with MBA Students on 18/11/2017



2. CONTINUOUS INTERNSHIP:

To provide practical training to first year MBA students to industries, continuous internship practice is introduced by the Department of MBA for first year students in the academic year 2018-19. Students are given an opportunity to learn things practically by visiting to industries during their course.

PHOTO GALLERY

INTERNSHIP PROGRAMME AT KDMPU(MILK PROJECT,VIJAYAWADA)



INTERNSHIP PROGRAMME AT GANDHI CO-OPERATIVE BANK



INTERNSHIP PROGRAMME AT MARUTHI SUZUKI



INTERNSHIP AT GRAND MINARVA HOTEL



INTERNSHIP AT GANDHI COOPERATIVE BANK.



**KBN College PG Centre
MBA STUDENT INTERNSHIP**

S.No	Name of the Organization & Place	Status	Schedule	Contact Person Name & Designation
1	KDMPMACUL Vijayawada	17 Students Participated	18.1.2018 to 23.1.2018	Sri K.Venkateswara Rao Personnel Manager
2	Swarna Hotels Vijayawada	Applied		
3	KCP Sugar & Industries Corp. Ltd., Vuyyuru	Applied		Sri.G.Venkateswara Rao COO
4	Gandhi Co – Op Urban Bank Ltd., Vijayawada	5 Students Completed	5th to 12th Feb 2018	Sri.Vemuri Basava Kutumba Rao Chairman
5	Efftronics Pvt Ltd Vijayawada	Applied		HR Manager
6	Spectra Foods & Beverages Pvt Ltd., Vijayawada	Applied		G.Satyanarayana AO
7	Durga Urban Co-op Bank Ltd., Vijayawada	Applied		Dr.A.Srinivasa Rao CEO
8	KVB Ltd., Vijayawada	Applied		

9	Minerva Hotels, Vijayawada	6 Students Completed	5th to 12th Feb 2018	E.Nagesh GM
10	Harsha Liners (Pvt) Ltd Telaprolu	5 Students Completed	8 th to 13 th March 2018	Sri ARK Chowdary
11	Hi – Tech Print System (Pvt) Ltd., Pedavutapalli	6 Students Completed	28.2.2018 to 5.3.2018	Sri Varma
12	Incap Ltd., Nidamanuru	APPLIED		Sri Madhusudana Rao PO
13	Maruthi Suzuki Mithra Auto Agencies Pvt Ltd.,	7 Students Completed	20.2.18 to 27.2.18	Sri Ch.Srinivasa Rao CEO
14	REVA PLASTICS VIJAYAWADA		Under Consideration	
15	Volkswagen vijayawada	4 Students Completed	8 th to 13 th March 2018	Kalinagu pamarthi
16	Gandhi Co – Op Urban Bank Ltd., Vijayawada	Accepted (7 Students)	17 th to 21 st April 2018	Sri.Vemuri Basava Kutumba Rao Chairman
17	Marg Krishnaaya Hotel Vijayawada	Accepted (6 Students)	3 rd to 7 th April 2018	Sri B.Kiran Kumar Asst Manager - HR
18	Harsha Liners (Pvt) Ltd Telaprolu	Accepted (5 Students)	9 th to 13 th April 2018	Sri ARK Chowdary
19	Tabala Hotel Vijayawada	Accepted (3 Students)	3 rd to 7 th April 2018	Mrs Martin Kaur
20	APCRDA – CII ,Happy Cities Summit, CK Convention Hall, Mangalagiri	Accepted (21+15 Students)	9 th to 12 th April 2018	
21	Volkswagen Vijayawada	Accepted (5 Students)	17 th to 21 st April 2018	Kalinagu Pamarthi
22	Maruthi Suzuki True Value MG Road Kanuru	Accepted (2 Students)	25 th to 30 th April 2018	Mr G.Praveen Sr. Relationship Officer

	vijayawada			
23	Vybrant Hotel MG Road Vijayawada	Accepted (4 Students)	25 th to 30 th April 2018	
24	Sri Sai Varun Motors Bhavanipuram Vijayawada	Accepted (1 Student)	25 th to 30 th April 2018	N.N .Kumar Proprietor

3. MOOCS-(MASSIVE OPEN ONLINE COURSE):

The Department of MBA has initiated and offered MOOCS to all the MBA first year students for the academic year 2018-19. All the students of MBA have been registered MOOCS under SWAYAM, E-learning source. A programme initiated by the AICTE, MHRD, Government of India. The course offered to the students is “Organizational design: Creating Competitive Advantage”.

PHOTO GALLERY



STUDENTS REGISTRATION DATA UNDER SWAYAM FOR MOOCS



Hi sravani nunnam,
You have been successfully enrolled in the online course, Organizational Design: Creating Competitive Advantage.

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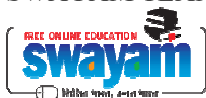
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