

**NALLA NARASIMHA REDDY EDUCATION  
SOCIETY'S GROUP OF INSTITUTIONS**  
(UGC AUTONOMOUS INSTITUTION)

**SCHOOL OF MANAGEMENT SCIENCES**

**NEWSLETTER**

**2023-24**

**March - April, 2024**

SCHOOL OF MANAGEMENT SCIENCES

## INSTITUTE'S VISION AND MISSION

**VISION :** To be a premier institution ensuring globally competent and ethically strong professionals.

**MISSION :**

- To provide higher education by refining the traditional methods of teaching to make globally competent professionals
- To impart quality education by providing the state of the art infrastructure and innovative research facilities.
- To practice and promote high standards of professional ethics, transparency and accountability.

## SCHOOL OF MANAGEMENT SCIENCES

**VISION:**

- ❖ To develop innovative, socially responsible and ethically strong global business leaders through academic excellence.

**MISSION :**

- ❖ Providing quality research driven education, continuous learning to inculcate values and ethics and preparing to face all kinds of challenges

## EDITORIAL BOARD

### **Chief Editor:**

- ❖ **Dr.T.Ravindra Reddy**, *Dean,SoMS*

### **Editors:**

- ❖ **Dr.VVYR.Thulasi**, *Associate Professor,SoMS*

### **Co-Editors:**

- ❖ Mr.B. Sai Pooja, II MBA
- ❖ Ms.K.Vanitha Reddy,II MBA
- ❖ K.Lava Kumar,I MBA

# SCHOOL OF MANAGEMENT SCIENCES NEWSLETTER 2023-24

## Index

<b>Sl.No.</b>	<b>Contents</b>	<b>Page No.</b>
<b>1</b>	<b>ABOUT SCHOOL</b>	5
<b>2</b>	<b>DEPARTMENT EVENTS</b>	
	Management Club	5
<b>3</b>	<b>ACHIEVEMENTS</b>	
3.1	NPTEL	6
3.2	MDP	7
3.3	Faculty Achievements	7

# 1. ABOUT SCHOOL OF MANAGEMENT SCIENCES

The School of Management Sciences was established in the year 2009 with an aim to develop next generation leaders in the management. Department is headed by Dr.T.Ravindra Reddy. The School guiding factors are inspired by internationally accepted values and practices. Faculty of SoMS posses untiring and pleasing commitment to the following values that NNRG has always believed to be very near to success .Students have the opportunity to engage their minds with a distinguished faculty to develop their analytical skills since the school consider this as critical in understanding management in the contemporary environment.

In addition to the theory sessions, the SoMS encourages and supports MBA Students to gain practical knowledge through internships in industries, Industrial visits and case studies. Management student's association-Kautilyan club is formed to bring out students hidden talents in Marketing, HR and Finance areas and to exhibit their leadership qualities.

MBA at NNRG provides rich learning environment with modern labs and digital class rooms. SoMS believes that besides excellence academic inputs, the students need to be properly groomed to be ready for a successful career in industry, for which exclusive training is provided on communication, aptitude and soft skills.

## 2. DEPARTMENT EVENTS

### Management Club Activity

Students are encouraged to organize their own activities through Kautilyan Club. These activities include Quizzes, Debates, Group discussions, Business plans, Problem solving and other events in all management verticals. The objective behind these activities of Kautilyan cub is to keep the students informed of happenings in various verticals of management, and markets in India and abroad. It is believed that these club activities would take students beyond application of class-room concepts to understanding issues in all the verticals of management.

To enhance the employability of the students, small group activities are conducted. For this the class divided into small groups and each activity is planned and organized by different teams of faculty.

- Design Thinking





### 3. DEPARTMENT ACHIEVEMENTS

#### 3.1. NPTEL

S.No	Name of the Faculty	Name of the SWAYAM / NPTEL course	Organized	Date(s)	Duration
1	Dr.T. Ravindra Reddy	How to guide post graduate students in their research	IIT Bombay	May 4 <sup>th</sup> and 5 <sup>th</sup> 2024	2 days
2	Sudheer Aloori	How to guide post graduate students in their research	IIT Bombay	May 4 <sup>th</sup> and 5 <sup>th</sup> 2024	2 days
3	T.soujanya	Financial Institutions and Markets	IIT Kharagpur	Jan- April 2024	12 week

### 3.2 MDP

S.No	Name of the Author	Sponsored	Dated
1	Dr.P.Gopinath	Ministry of Micro, Small & Medium Enterprises	27-02-2024 to 02-03-2024
2	Dr.P.Padmaja	Ministry of Micro, Small & Medium Enterprises	27-02-2024 to 02-03-2024

### 3.3 FACULTY PUBLICATIONS

S.No	Name of the Author	Title of the paper	Journal Name	Indexed By (SCI/Scopus/UGC)	ISSN	Month/Year
1	Dr.T. Ravindra Reddy	An Empirical Study on Open Sky Policy in India: A Critical Analysis	Internartional Multidisciplinary conference on Recent Trends & Development in Research	UGC	IMCRTD R 2024	March 29 <sup>th</sup> & 30 <sup>th</sup> 2024
2	Dr.T. Ravindra Reddy	Artificial Intelligence Applied to Digital Marketing	YUGATO	WOS	0387-5695 Vol.76 Bo.1 2024	April 12 <sup>th</sup> 2024

**WISHING YOU ALL SUCCESS AND GOOD HEALTH**