

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

SCHOOL OF MANAGEMENT SCIENCES

NEWSLETTER

2023-24

November - December, 2023

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

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SCHOOL OF MANAGEMENT SCIENCES NEWSLETTER 2023-24

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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

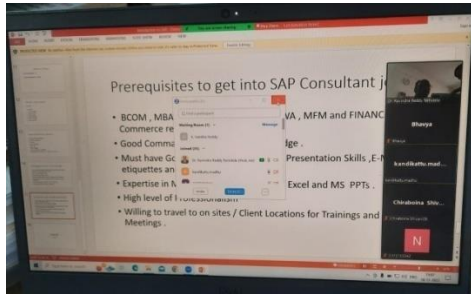
2.1 Workshop

The School of Management Sciences, NNRG conducted One day workshop on Stock Trading and Market Capitalization on 12thDecember, 2023. in association with Naveen Investment India Private Limited Hyderabad. Mr. Dharmosth Naveen, Founder CEO was invited to be the Resource Person.



2.2 Webinar

The school of Management Sciences, NNRG conducted a webinar on “Systems Applications and Products (Sap) its importance In ERP “on 18th November, 2023. **Mr.K.Madhusudhan Rao**Senior Analyst, SAP FICO, Application Development Team Lead, Accenture, Chennai was invited to be the Guest Speaker.



2.3 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 club 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.

- Team Building activities
- Blind Fold
- Number arrangement games



3. DEPARTMENT ACHIEVEMENTS

3.1. Articles Published

| S.No | Name of the faculty | Title | Name of the Journal/ Publication | ISSN |
|------|---------------------|---|--|------------------------|
| 1 | B.Rajender Goud | Impact of Brand Image on Consumer Buying Behaviour of FMCG Brands in Hyderabad, Telangana | International Journal of Research and Analytical Reviews (IJRAR) Volume 10 Issue 4 December 2023 | 2348-1269 2349-5138 |
| 2 | B.Rajender Goud | Brand Association as an Influence of Brand Image of FMCG Brands in Hyderabad | Anveshana's International Journal of Research in Regional Studies, Law, Social Sciences, Journalism and Management Practices | 2455-6602 |

3.2 Student Achievements

| S.No | Roll Number | Name of the Student | Title | Organized | Date/Duration |
|------|-------------|---------------------|--|-----------|---------------|
| 1 | 227Z1E0042 | Reddy Gari Divya | Mutual Fund Foundation Certification Examination | NISM | Dec-27, 2023 |
| 2 | 227Z1E0025 | Bhavya Kunduru | Mutual Fund Foundation Certification Examination | NISM | Dec-8, 2023 |
| 2 | 227Z1E0022 | Vanitha Reddy Koki | Mutual Fund Foundation Certification Examination | NISM | Nov-2, 2023 |
| 3 | 227Z1E0004 | Sai Pooja Burolu | Mutual Fund Foundation Certification Examination | NISM | Nov-2, 2023 |

WISHING YOU ALL SUCCESS AND GOOD HEALTH