

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

SCHOOL OF MANAGEMENT SCIENCES

NEWS LETTER

A.Y.2025-26
SEPTEMBER-OCTOBER 2025

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.Akula Vikas, II MBA
- ❖ Mr.Chinthala Thadem Sagar, II MBA
- ❖ Alisala Nikhitha I MBA
- ❖ Dathrak Akash I MBA

SCHOOL OF MANAGEMENT SCIENCES
NEWSLETTER- SEPTEMBER - OCTOBER-2025
A.Y. 2025-26

Index

S.No.	Contents	Page No.
1	ABOUT SCHOOL	5
2	DEPARTMENT EVENTS	
2.1	Training Program	5
2.2	Workshop	7
2.3	Know Your Friends	8
2.4	Strategic Synergy	9
3	ACHIEVEMENTS	
3.1	Patents	10
3.2	Faculty Certifications	10
3.2	Student Certifications	12

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 Training Program: The School of Management Sciences, Nalla Narasimha Reddy Education Society's Group of Institutions (UGC Autonomous), in association with the Magic Bus AI Foundation (Funded by Infosys Technologies), Hyderabad, organized a Two-Week Training Program on "Life & Employability Skills and Artificial Intelligence" from 10th September 2025 to 24th September 2025 at the MBA Seminar Hall.

Objectives

1. To understand the fundamental concept and evolution of Artificial Intelligence, including its history and major milestones.
2. To identify and differentiate the types and branches of AI, such as Narrow, General, and Super AI, along with Machine Learning, Deep Learning, and Natural Language Processing.
3. To explore the core principles of Machine learning, including supervised, unsupervised, and reinforcement learning techniques, and their applications in real-world problem-solving.

4.

S. No	Date of Event	Name of the Resource Person	Topic	PHOTO
1	10.09.2025 to 26.09.2025	1. Sai charan, Technical trainer 2. Jeevan Soft skill Trainer Magic Bus AI Foundation Hyderabad	Two week training program on “Life & Employability skills and Artificial Intelligence”	





2.2. Workshop: The one-day workshop was organized on Agentic AI in Finance: Transforming Management Graduates into AI- Ready Leaders to bridge the gap between traditional management education and the evolving demands of the finance industry.



By the end of the session, participants learned about new career opportunities in AI-powered finance and how to be ready for the changing job market.

1. To introduce participants to the concept and applications of Agentic AI in finance.
2. To develop leadership and decision-making skills through AI-driven tools.
3. To bridge the skill gap between management education and technological advancements.
4. To prepare MBA students for future roles as AI-ready leaders in the finance sector.

2.3 Know Your Friend: The activity “Know Your Friend” was conducted as an interactive ice-breaking session for the newly joined MBA students.

The main objective of the “Know Your Friend” activity was to encourage interaction among the MBA first-year students, improve their communication and listening skills, and build a friendly classroom environment. The activity aimed at developing confidence, teamwork, and interpersonal understanding.



2.4 Strategic Synergy: The India Map Challenge: The activity “Strategic Synergy: The India Map Challenge” was conducted to foster teamwork, coordination, and problem-solving skills among MBA students. The exercise involved assembling a jigsaw puzzle of India’s map, representing the states and union territories. Through this engaging task, students demonstrated collaboration, time management, and leadership — essential managerial competencies.

The activity also highlighted how strategic planning and effective communication lead to the achievement of a common goal. The India Map Challenge proved to be an innovative experiential learning exercise that integrated fun with management concepts. It reinforced the significance of teamwork, strategic alignment, and leadership — vital traits for future managers.



3. ACHIEVEMENTS

3.1 Patent

S.No	Name of the Author	Title of the patent	Patent Name	Field of Invention	Month/Year
1	Dr.VVYR.Thulasi	An AI based device for web-based marketing and campaign management	IPR	Social Science	05/09/2025
2	Mr.K Srikanth	A Study on the effective use of collaboration Tools in Remote Tech Startups	IPR	Social Science	13/10/2025

3.2 Faculty Certifications (Workshop / FDP/ Webinar/Conference/ NPTEL)

S.No	Name of the Faculty	Name of the Course/Event	Organized by	Date	Duration
1	Dr.T.Ravindra Reddy	BRAINS : Building Research Advancement & Innovation with Next-gen AI for Socio Economic Transformation	ATAL (AICTE)	Oct 13 2025- Oct 18 2025	6 Days

2	Dr.P.Gopinadh Rao	Yoga and Positive Psychology for Managing Career and Life	NPTEL	August-October 2025	weeks
3	Dr.P.Gopinadh Rao	Yoga and Positive Psychology for Managing Career and Life (FDP)	NPTEL	August-October 2025	weeks
4	Dr.VVYR.Thulasi	Learning and Development in Organizations	NPTEL	July - October 2025	12 weeks
5	Dr.VVYR.Thulasi	Learning and Development in Organizations (FDP)	NPTEL	July - October 2025	12 weeks
6	Mrs.Mora swathi	Retail marketing	NPTEL	July-September 2025	8 weeks
7	Mrs.A.Sridivya	Product and Brand Management	NPTEL	July - October 2025	12 weeks
8	Mrs.Talapaka Soujanya	Entrepreneurship	NPTEL	July - October 2025	12 weeks
9	Mr.Sudheer Aloori	Research for Marketing Decisions	NPTEL	August - October, 2025	8 weeks
10	Dr.P Meena Kumari	Principles of Economics	NPTEL	July - October 2025	12 weeks
11	Mr.K Srikanth	Marketing Management - 1	NPTEL	August - October, 2025	8 weeks
12	Mrs.Mora swathi	Retail marketing (FDP)	NPTEL	July-September 2025	8 weeks
13	Mrs.Talapaka Soujanya	AI in Education : Tools and Trends in Teaching	AICTE-ATAL	Sept 15-20 2025	6 Days
14	Mr.K Srikanth	Human Centric and Sustainable Manufacturing in Industrial 5.0	AICTE-ATAL	Oct 6 2025- Oct 11 2025	6 Days
15	Mrs.A.Sridivya	Product and Brand Management (FDP)	NPTEL	July - October 2025	12 weeks
16	Mrs.Talapaka Soujanya	Entrepreneurship (FDP)	NPTEL	July - October 2025	12 weeks
17	Mrs.Talapaka Soujanya	AI Driven Technologies for	ATAL (AICTE)	Oct 6 2025- Oct	6 Days

		Innovation, Research, Education, Healthcare, and Business Applications		11 2025	
18	Mr.Sudheer Aloori	Research for Marketing Decisions (FDP)	NPTEL	August - October, 2025	8 weeks
19	Mr.Sudheer Aloori	BRAINS : Building Research Advancement & Innovation with Next-gen AI for Socio Economic Transformation	ATAL (AICTE)	Oct 13 2025- Oct 18 2025	6 Days
20	Dr.P Meena Kumari	Principles of Economics (FDP)	NPTEL	July - October 2025	12 weeks
21	Mr.K Srikanth	Marketing Management - 1 (FDP)	NPTEL	August - October, 2025	8 weeks
22	Mr.K Srikanth	Circular Economy and Product Service	ATAL (AICTE)	Oct 13 2025- Oct 18 2025	6 Days

3.3 Student Certifications

S.No	Roll Number	Name of the Student	Organized by	Title	Date& Duration
1	247Z1E0005	A THANUJA	NISM	SEBI INVESTOR TEST	
2	247Z1E0006	A MOUNIKA	NPTEL	Financial Accounting	8 Weeks
3	247Z1E0019	D SHIVA KUMAR	NPTEL	Project Management	8 Weeks
4	247Z1E0019	D SHIVA KUMAR	NISM	SEBI (CERTIFICATION OF ASSOCIATED PERSONS IN SECURITIES MARKET) REGULATIONS 2007	
5	247Z1E0038	LINGALA VAISHNAVI	NISM	SEBI INVESTOR TEST	
6	247Z1E0037	MEGHA SHYAM	NISM	SEBI INVESTOR TEST	

WISHING YOU ALL SUCCESS AND GOOD HEALTH