NALLA NARASIMHA REDDY EDUCATION SOCIETY'S GROUP OF INSTITUTIONS

(UGC AUTONOMOUS INSTITUTION)

SCHOOL OF MANAGEMENT SCIENCSES

NEWS LETTER

2024-25

NOVEMBER - DECEMBER 2024

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

ISION:

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

MISSION :

- roviding 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. K.LavaKumar,II MBA
- Mr.B.Rahul II MBA
- Mr.Akula Vikas, I MBA
- Mr.Chinthala Thadem Sagar, I MBA

SCHOOL OF MANAGEMENT SCIENCES NEWSLETTER 2024-25

Index

Sl.No.	Contents	Page No.
1	**ABOUT SCHOOL**	5
2	**DEPARTMENT EVENTS**	
2.1	Guest Lecture	5
2.2	Workshop	6
2.3	Management Club Activity	6-7
2.4	Industrial Visit	8
3	**ACHIEVEMENTS**	
3.1	Faculty Publications	8
3.2	Faculty Certifications	8
3.3	Workshops/FDP's Attended	9
3.4	Patents Published	9
3.5	Student Achievements	9-10

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 the Dean, Dr.T.Ravindra Reddy. The School guiding factors are inspired by internationally accepted values and practices. Faculty members 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 Guest Lecture

The school of Management Sciences, NNRG organized a Guest Lecture on "**HOW TO MAKE YOUR COMPANY'S CULTURE THRIVE"** on 13-12-2024 at 9:30am in MBA Seminar Hall Mr.Mahesh Bandaru Director – HR, Head Compensation & Benefits and operations, Accolite Digital India Pvt Ltd., Hyderabad, was invited as a resource person. In his speech he highlighted the need of defining the developing company core values, importance of communicating to lower-level employees, role of a Leader, employee's development, recognition and reward system and work life balance of employees.

2.2 Workshop

The school of Management Sciences, NNRG in association with National Securities Depository Ltd (NSDL) in MBA Seminar hall organized a workshop on "Financial Wellness" on 23-12-2024 at 10:00am in MBA Seminar Hall Mrs.Padmavati Selvam, Former Head, Forex Operations, SBI and Certified Trainer of Derivatives and Securities Market Operations was invited as resource person. She explained about live trading and pattern of investment trials and how to choose particular stock in different portfolios. All students are practiced in and after the session.

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 otherevents in all management verticals. The objective behind these activities of Kautilyan cub is to keepthe students informed of happenings in various verticals of management, and markets in India andabroad. It is believed that these club activities would take students beyond application of class-roomconcepts 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.

- **Blind Test and Trust Building**: The Blindfold Game is an engaging activity designed to enhance essential skills such as trust, communication, teamwork, and problem-solving among students. By removing visual cues, the game compels participants to rely on other senses, effective communication, and mutual trust to achieve their goals. This activity not only fosters collaboration but also allows individuals to recognize the value of diverse perspectives and contributions, which are critical for leadership and management roles.

- **Case Study with Role Play**: Case studies combined with role play activities provide an invaluable platform for students to bridge the gap between theoretical knowledge and real-world applications. These experiential learning methods allow students to step into the shoes of decision-makers, tackling complex business scenarios that mirror professional challenges.

- **Quiz Game and Ice break Game**: The quiz and icebreaker activities are designed to energize the participants, foster a sense of camaraderie, and set the tone for interactive learning. These activities not only stimulate creativity but also create a relaxed environment where students feel encouraged to share and engage.

2.4. Industrial Visit

The School of Management Sciences in association with Training and Placement Cell has organized one-day Industrial visit to **INFOSYSSEZ Campus,Pocharam vill**age,Hyderabad, Telangana for I MBA I Semester Students on 24th December, 2024.

3. ACHIEVEMENTS

3.1.Faculty Publications

S.No	Name of the Faculty	Title	Name of the Journal	ISSN	Volume & Issue/Year
1	Dr. P.Padmaja	Textile Industry Sustainable Solutions and Practices	Asian Textile Journal	09713425	Volume 33 Nov 2024

3.2. Faculty Certifications

S.No	Name of the Faculty	Name of the course (NPTEL)	Organized by	Date(s)	Duration
1	Dr.VVYR.Thulasi	Introduction to Marketing Essentials	IIT Roorkee	July to October 2024	12 Weeks
2	Dr. P.Padmaja	HR Analytics	IIT Roorkee	August to October 2024	8 Weeks
3	SudheerAloori	Innovation,Business Models and Entrepreneurship	IIT Madras	August to October 2024	8 Weeks
4	SudheerAloori	NPTEL Discipline star (Appreciation Ceritificate)	NPTEL	July-December 2024	------

3.3 Workshop / FDP/ Webinar

S.No	Name of the Faculty	Name of the Course/Event	Organized by	Date	Duration
1	Dr.VVYR.Thulasi	Introduction to Marketing Essentials	IIT Roorkee	July to October 2024	12 Weeks
2	SudheerAloori	Innovation,Business Models and Entrepreneurship	IIT Madras	August to October 2024	8 Weeks
3	Mrs.T.Soujanya	AI Tools and Techniques for Research	Andhra Loyola College, Vijayawada	9th to 13th Dec 2024	5 days
4	Mrs.T.Soujanya	Entrepreneurial Strategies for Success in the Emerging Blue Economy	Rathinam College of Arts and Sciences(ATAL)	9th to 14th Dec 2024	6 days
5	Mrs.T.Soujanya	Artificial Intelligence and its Application in Business Management	Asian School of Business (ATAL)	16th to 21st Dec 2024	7 days
6	Mrs.T.Soujanya	Entrepreneurship and Innovation as a Career Opportunity	Rajshree Institute of Management & Technology	19th Dec 2024	1 day

3.4 Patents

S.No	Name of the Author	Title of the patent	Patent Name	Field of Invention	Month/Year
1	Dr.VVYR.Thulasi	Impact of Virtual Leadership Interventions on Team Emotional Intelligence with a Mixed Approach	IPR	Social Science	13-12-2024

3.5 Student Certifications

S.No	Roll Number	Name of the Student	Organized by	Title	Date& Duration
1	237Z1E0003	Malu	NISM	Investor Certification Examination	13th Nov,2024
2	237Z1E0023	Jammula Vani	NISM	Investor Certification Examination	4th Dec, 2024
3	237Z1E0028	K Soumya	NISM	Investor Certification Examination	29th Dec , 2024

4	237Z1E0041	M.Abhishek	Ybi FOUNDATION	Data Analytics	22nd Nov, 2024
5	247Z1E0050	R Archana	NISM	Investor Certification Examination	29th Nov, 2024
6	237Z1E0030	K.Shivani	AICTE & VOIS	Data Analytics using Ai-LLMs	10th Oct to 8th Nov 2024

WISHING YOU ALL SUCCESS AND GOOD HEALTH