

Highlights Of BBA 2020-2021

Webinar on Post Covid19- Transformation :

Webinar on Post Covid19- Transformation in Work Culture was conducted on 1st June, 2020 the resource persons were Dr. P. Raghunadha Reddy, Prof & Head, Department of Management Studies, Sri Venkateswara University, Tirupati. Prof. R.Siva Ram Prasad, Dean, College of Arts, Commerce & Law, Acharya Nagarjuna University.

Online Webinars and online courses attended by Department staff:

The members of the department participated in a number of online Webinars and Online Courses during the pandemic.

- Number of Webinars : 225
- Number of Online Courses : 27
- Number of Quizzes : 81

Faculty Development programs attended by Department Staff: The members of the department participated in 42 online Faculty Development Programs.

Independence Day Celebrations: The Department conducted various competitions on the eve of Independence Day. All the students joined to celebrate Independence Day online. The following competitions were organized.

Poster Painting on Corona Virus- IBBA

Quiz on “ Independence and its Leaders”- IIBBA

Patriotic Dance- I&II BBA

Quiz on “ Gk & Current Affairs”-III BBA

Guest Speaker at AIMS IBS B School:

On 12 th September 2020 Mrs.Santosh Jhawar(HOD of Dept Of Management Studies) as a Guest Speaker Presented a Webinar on “The Role Of Digital Platforms In The Development Of Indian Economy” at AIMS IBS B School,Banglore.

Paper Publication:

Ms. V.V.L. Krishna Priya, Department of Management Studies published a paper on the topic Green Financial Products and Services, in International Education and Research Journal (IERJ), E-ISSN: 2454-9916, Impact Journal: 5.564(SJIF), Index Copernicus Value: 71.60, Google Scholar: h5-Index:8 published in the month of August 2020

Paper Publication:

V.V.L.Krishna Priya faculty of Department of Management Studies has published paper on the topic”Green Financial Products and Services-Sustainable Development”in the International Conference conducted by St.Ann’s Degree College For Women and St.Ann’s PG College For Women Mallapur,Hyderabad.

Paper Publication:

V.V.L.Krishna Priya faculty of Department of management studies has published paper on the topic of “Entrepreneurship-Startups Exponential Transition Of Management Practices and Implications of Sectorial Prosperity” with ISBN NO:978-81-935201-9-2.

Department of Management Studies has done 96 online Videos.

151 stBirth Anniversary of Gandhiji :

On the occasion of 151st Birth Anniversary of Gandhiji on October 2nd,the Department of Management Studies conducted JAM(Just A Minute),Power Point Presentation and Speech on Gandhian Values and Life Of Mahatma Gandhiji for BBA students..This

celebration were conducted by Mrs.G.Hephzibah Beulah and Ms.SaiPallaviJenifaron through Zoom.

111th Birth Anniversary of Peter.F.Drucker :

On the occasion of 111th Birth Anniversary of Peter.F.Drucker the Department Of Management Studies conducted Slogans And Tag Line Competitions for BBA.

Orientation for new recruits and Junior faculty:

On December 1st IQAC conducted the “Orientation for new recruits and Junior faculty” in which Mrs.G.Hephzibah Beulah ,Ms M.Sai Pallavi Jenifar, Ms.V.V.L.Krishna Priya, Mrs.G.Vineetha Participated.

Guest Lecture on Role of Business Development Executives to meet Industries Expectations :

On December 1st Guest Lecture was delivered by Dr.L.Satyanarayana Kumar on”Role of Business Development Executives to meet Industries Expectations” to final BBA students. In this session he gave some tips to students as how to go about the project work and also enlightened them about the competencies required to work in an organization. Sir is a food scientist working as a free lancer.He suggested ways in which the gap can be bridged between industry and academia.

Orientation class for 1st BBA students:

On December 4th Orientation class was conducted for 1st BBA students .They were given the topics : “My aim in Life” and “Women Empowerment” as a part of Creative writing. This helped to bring out innovative ideas and thoughts in their writing skills.

Online interaction work shop :

On January 5th, 2021 MGNCRE organized an online interaction work shop on “Business Plan Preparation” in collaboration with Rural Entrepreneurship Development Cell and

Ch.S.D.St Theresa's College for Women(A),Eluru. 1st BBA students participated in this workshop.

LMS classes for the Faculty members :

On 8th and 9th of January LMS class was conducted for the Faculty members. All the faculty of Department Of Management Studies attended this program.

Acheivement of Degree of Doctor of Philosophy (Ph.D) :

Dr. Santosh Jhawar, Assistant Professor in Management Studies at Ch. S.D. St. Theresa's College for Women (A), Eluru has been awarded the Degree of Doctor of Philosophy (Ph.D) in Commerce and Management Studies by Andhra University, for her research on the topic "Employee Absenteeism in Jute Industry in India- A Comparative Study on Absenteeism & Organizational Dimensions of select Jute Mills in West Bengal and Andhra Pradesh". The research was done under the able guidance of Prof. M. Sarada Devi of Department of Commerce & Management Studies from Andhra University, Visakhapatnam. The management of St. Theresa's College congratulated Mrs. Santosh on her achievement.

Inauguration of St. Theresa Center for Entrepreneur,Innovation and Start up:

On 6th February St. Theresa Center for Entrepreneur,Innovation and Start up was inaugurated under the aegis of NISP MHRD, Government of India. In that students were oriented about generation and promotion of business Ideas by Dr.Santosh Jhawar, NISP Secretary.

Certificate Course on Social Media Marketing :

On 9th February Certificate Course on Social Media Marketing was introduced to 2nd years of BBA and 3rd BBA students. This course will make the students conversant and proficient in social media tools and techniques starting from the fundamentals of Digital Marketing.

Workshop on “Business Model Canvas”:

On 12th February workshop was conducted for 2nd and 3rd BBA students and members of NISP club where Mr Venkatesh Padarthy, an entrepreneur, MD of Savidha Concepts introduced “Business Model Canvas”, a starting tool for early stage business startups. This helped the students to develop new business models with the help of different elements such as the firms’ value propositions, Infra structure, Customers and Finance.

Acheivement of State Level Elocution Competition:

JMJ College for Women, Tenali, conducted State Level Elocution Competition on “Role of an Individual in conservation of Natural resources”. In this competition Kolla Vaishnavi of 2nd BBA got 2nd Prize.

College Day Celebrations:

On 19th February 68th College Day was celebrated. During the celebrations the following students were awarded

Out Standing Participation In Collegiate and Inter Collegiate Programs---- V.Sravani (II BBA)

Merit Student For Administration Course—Ch.Venkata Nage Sai Mounisha(II BBA)

BBA Board of Studies Meeting :

The BBA Board of Studies Meeting was held in the Department Of Management Studies on February 27th, 2021 through Zoom. Dr.N.Uday Bhaskar, AKNU Head of MBA, Rajamahendravaram.(University Nominee) Dr.D.Astha Sharma, Principal of Aditya Global Business School, Kakinada.(Subject Expert) attended this meeting.