



**Prasad V Potluri Siddhartha Institute of Technology**  
Autonomous, Affiliated to JNTUK, KAKINADA  
NAAC "A+" & NBA Accredited and ISO 9001:2015 Certified Institution  
(Sponsors: Siddhartha Academy of General and Technical Education, Vijayawada)  
Kanuru, Vijayawada, Andhra Pradesh.

## **DEPARTMENT OF BUSINESS ADMINISTRATION**



**PLACEMENT BROCHURE**  
**(2021)**

## **About Academy**

The Siddhartha Academy of General & Technical Education registered under Societies Registration Act, 1860, was established in 1975 with the aim of spreading education for all stages in and around Vijayawada. The Academy established 19 educational institutions covering programs from schooling to higher level education in the fields of Engineering, Medicine, Dental Science, Law, Business Management, Computer Applications, Hotel Management and Arts & Science. To cater to the needs and requirements of various organizations in a global competitive environment, the academy is driving towards the goal of becoming a unique centre for academic excellence. The Academy is running four autonomous institutions.

## **About College**

Prasad V. Potluri Siddhartha Institute of Technology was started in 1998 with a great vision of producing quality technocrats, the college achieved its dream through meticulous planning of the administrators and the strenuous effort of the faculty. The institution has attained success in creating the zeal for learning in the students. It is permanently affiliated to Jawaharlal Nehru Technological University, Kakinada. As a result of its concentrated effort to attain quality, it was conferred Autonomous status in 2012. Certified by ISO 9001: 2015, the college is accredited by TCS, National Assessment Council and also by the National Board of Accreditation (CSE, IT, EEE, ECE, ME). Since its inception, the college has been marching ahead by emphasizing the all-round development of the students.

Apart from academic excellence, the focus is on co-curricular and extracurricular activities. Students at this college are trained to transform into a full-fledged individual by practicing a strong ethical code. They are ready to face the challenges of the future. The college stands as a symbol of academic excellence. With the departments headed by eminent personalities, the college finds it easy to motivate the students to gain knowledge in the emerging areas of technology through guest lectures and participation in conference.

## Message

I am glad to know that 2019-21 batch of MBA graduates of Prasad VPotluri Siddhartha Institute of Technology are ready to plunge into the corporate world after successful competition of their IV semester exams of the University Scheduled in August 2021. It has been the philosophy of our Siddhartha Academy, over the years, to build core competence along with professional skills to students of MBA. Though, we put in our maximum efforts, commitment and resources to achieve the objectives, the ultimate success in our modest attempt will be seen only through the acceptance of our products by the industry, as the saying goes, “The taste of food lies in its eating”.



I am sure, that the release of a comprehensive MBA placement brochure – 2021 this year, will certainly be of immense use for the industry to identify the potential talent of MBA graduates for enlistment against immediate future vacancies in their respective organisations.

**(Sri. B. Sri Ramulu)**

Convenor  
Prasad V Potluri Siddhartha Institute of Technology

**Winners never quit and quitters never win**

## Message

I am delighted to notice that the Department of Business Administration is bringing out a placement brochure for the 2019-21 batch of students.

On this occasion, I congratulate the sincere efforts of staff and students. The management students of the institutions have the advantage of having all the leadership qualities and enhancing their personality. They experience real life situations and develop the problem-solving nature. Fully convinced with the unique style of training they had. I strongly believe that they would provide themselves to be the fittest individuals in the quality conscious globalized world.

I affirm that our MBA students would turn out to be valuable human resource to the industry as well as to our nation. I wish them good luck in all their future endeavours and hope that they enjoy good cheer throughout their lives.



**(Dr. K. Sivaji Babu)**

Principal

Prasad V Potluri Siddhartha Institute of Technology

**Efficiency is doing the thing right. Effectiveness is doing the right thing**

## Message

The technological revolution and the forces of globalization are changing the very functioning of the organizations significantly in recent years. We at Prasad VPotluri Siddhartha Institute of Technology are alive to these changes and are taking all the necessary steps to mould our products accordingly, to embrace change rather than follow, to become efficient managers and dynamic entrepreneurs.

We offer three specializations such as Marketing Management, Financial Management and Human Resource Management.

Besides the foregoing special care is taken to improve soft-skills. Our students, possessed of honing the skills that can carry themselves with confidence in any group.

I welcome your participation in the placement process with a firm belief that students selected by you will surpass your expectations and will play an effective role in your esteemed organizations.



**(Dr. P. Adi Lakshmi)**  
Head & Professor  
Department of Business Administration  
Prasad V Potluri Siddhartha Institute of Technology

**Leadership is the capacity to translate vision into reality**

## Message

I feel highly honoured to invite you to this world of professionalism and commitment. The dynamic corporate world progresses with a number of models of businesses every day. In such a scenario, someone should take the responsibility to train the young generation in the right direction so that they become competent enough to handle latest changes. I take only pride in announcing that Prasad VPotluri Siddhartha is one such institute which has not taken the above responsibility, but has been handling it proficiently. We realize the need to evaluate the students' perception of realizing success within, training and encouraging a learning environment in our institute having grilled in them, not only extensive subject knowledge, but also a sense of commitment.



An insightful glimpse of Prasad VPotluri Siddhartha Institute of Technology – MBA can be very well achieved through this brochure.

By going through this brochure, you would definitely be interested in listing our students by coming for the on-campus recruitment. Furthermore, our sincere thanks to all the organizations that have shown confidence in our students and in tune become an eternal part of Prasad VPotluri Siddhartha Institute of Technology. This brochure further contains the profile of MBA students, post graduating in the year 2019-2021 and specialized in the fields of Marketing, Finance & HR.

**(Mr. G. Ramesh Babu)**  
Head-Training & Placement Officer  
Prasad V Potluri Siddhartha Institute of Technology

**The best way to predict the future is to invent it**

## **Department of Business Administration**



The Department of Business Administration was established in the year 2008. The department is affiliated to Jawaharlal Nehru Technological University, Kakinada and is approved by AICTE with an intake of 64 students. The MBA programme provides insights into different functional areas and enables to understand how the policies, procedures and methods are formulated and implemented at every level in the business organizations. Our programme is designed to prepare students for successful careers in management and entrepreneurship. The department has qualified and experienced faculty consisting of one Professor and seven Assistant Professors. The department arranges guest lectures by eminent professors from abroad, executives from corporate (service & manufacturing) in endeavour to bridge the gap between academic and industry. Visits to the industries are frequently arranged to enhance the practical exposure to the real corporate world.

**The only thing that overcomes hard luck is hard work**

## **Learning Facilities**

### **Library**

Library information centre is one of the central support services of Prasad VPotluri Siddhartha Institute of Technology. It is an excellent resource center for the students and faculty. The digital library makes a vast variety of books available to the students.

### **Computer Centre**

Computer center is well equipped with local Area network (LAN), providing multi-user environment. Facilities include contemporary packages like Microsoft Office productivity tools (word, Excel, PowerPoint, Access and Publisher) and Relational Database Management Systems (RDBMS). The curriculum by the university encourages interactive use of the computers as an integral part of the learning process.

### **Seminar Hall**

State of art seminar halls are provided with modern audio –visual systems. The seminar halls are astatically designed, spacious, well-lit and well ventilated. They are designed for conventional lectures and group discussions.

### **Language Lab**

State of art language lab is provided with modern audio-visual systems. These labs help students to improve their vocabulary and improve their speaking capabilities in various situations. The software is in line with the current trend.



**The best way to predict the future is to create it**

## Faculty @MBA



**Dr. N. Ramanuja**  
Assistant Professor  
MBA, M.Phil, Ph.D.,



**Dr. D. Srinivasa Rao**  
Assistant Professor  
M.Com, M.Phil, MBA, NET, Ph.D.,



**Mr. V. Praveen Kumar**  
Assistant Professor  
MBA, (Ph.D.,)



**Dr. Lt. M. Dhadurya Naik**  
Assistant Professor  
MBA, NET, MA(Eco), Ph.D.,



**Dr. G. Anil Kumar**  
Assistant Professor  
MBA, MA(Eco), Ph.D.,



**Mr. A. Ranjith Kumar**  
Assistant Professor  
MBA(IB)



**Ms. T. Chaitanya Lakshmi**  
Assistant Professor  
M.B.A., (Ph.D.)



**Mrs. L. Sudheera**  
Soft Skills Trainer  
M.B.A., (Ph.D.)



**Mr. G. Mahesh**  
Aptitude Trainer  
B.Tech, M.Tech



**Mr. K. Pardha Sai**  
Assistant Professor  
MBA, UGC-NET



**Mr. Y. S. N. Murthy**  
Assistant Professor  
B.Tech, MBA, (Ph.D.,)



**Mr. K. Naveen Kumar**  
Asst. Training & Placement Officer  
MBA

## Student Profiles



**A Saleem**  
Finance & Marketing  
saleemabdul567@gmail.com  
9912936167



**A Ramya Sri**  
Finance & Marketing  
Sri947999@gmail.com  
8367278369



**A Srinivasa Rao**  
Finance & Marketing  
asrinu5071@gmail.com  
7036973463



**B Ravi Teja**  
HR & Marketing  
ravitejabalumuri95@gmail.com  
9959032134



**B Lokesh**  
Finance & Marketing  
boddulokesh307@gmail.com  
6303441947



**B Raghava**  
Finance & Marketing  
boleraghava7@gmail.com  
7780276776



**Ch Lakshman Reddy**  
Finance & Marketing  
Chandan.reddy.5243@gmail.com  
9700422900



**Ch Devadatta Sai**  
Finance & Marketing  
devadattasai138@gmail.com  
6309331230



**Ch Janardhan Raju**  
Finance & Marketing  
chindajanardhanraju@gmail.com  
7569088020

## Student Profiles



**Ch Ravi Kumar**  
Finance & Marketing  
[chravikumar994@gmail.com](mailto:chravikumar994@gmail.com)  
9052450522



**D Lokesh Babu**  
Finance & Marketing  
[lokeshdevarakonda72@gmail.com](mailto:lokeshdevarakonda72@gmail.com)  
7396616216



**G Manohar Chowdary**  
HR & Marketing  
[manohargoduguluri99@gmail.com](mailto:manohargoduguluri99@gmail.com)  
9676332868



**G Hima Sai Vani**  
Finance & Marketing  
[goginenihima91@gmail.com](mailto:goginenihima91@gmail.com)  
6309182088



**G Bhargava**  
HR & Marketing  
[gundalab161@gmail.com](mailto:gundalab161@gmail.com)  
7382404094



**G V Sai Madhavi**  
Finance & Marketing  
[gvsaimadhavi@gmail.com](mailto:gvsaimadhavi@gmail.com)  
9182028080



**G M Vyshnavi**  
Finance & Marketing  
[madhuvyshnavi2@gmail.com](mailto:madhuvyshnavi2@gmail.com)  
6302914922



**I Sarvani Padma**  
HR & Marketing  
[sarvanipadma.i@gmail.com](mailto:sarvanipadma.i@gmail.com)  
9515917325



**J Susmitha Kalyani**  
Finance & Marketing  
[susmithakalyani123@gmail.com](mailto:susmithakalyani123@gmail.com)  
8179830701

## Student Profiles



**J Jyotsna**  
Finance & Marketing  
jinugujyostna5@gmail.com  
7075269283



**G J Bhaskar**  
Finance & Marketing  
gjyothibhaskar@gmail.com  
8247463005



**K Preethi**  
Finance & Marketing  
Katcharam.preethi@gmail.com  
8978296879



**K Sravya**  
Finance & Marketing  
Sravyareddy.kallam@gmail.com  
9133200956



**K Harika**  
HR & Marketing  
kambhagalla.harika@gmail.com  
9398840408



**K Divya Tejaswi**  
Finance & Marketing  
tejaswwishetty@gmail.com  
9493265888



**K Chandra Sekhar**  
Finance & Marketing  
kc114112@gmail.com  
9494114112



**K Durga Prasad**  
Finance & Marketing  
prasad.dp8322@gmail.com  
9493392632



**K Guru Prasad**  
Finance & Marketing  
princeprasad106@gmail.com  
7386574633

## Student Profiles



**K Sivaiah**  
Finance & Marketing  
sivakothapalli1998@gmail.com  
8143725129



**K Ravi Teja**  
Finance & Marketing  
tejation111@gmail.com  
7981013181



**K Thanuja**  
Finance & Marketing  
kudupudithanuja@gmail.com  
8520015890



**M B V D Prakash Varma**  
Finance & Marketing  
mprakash14340@gmail.com  
7981140558



**M Charitha**  
Finance & Marketing  
charithamallampati1999@gmail.com  
6304275723



**M Prasanna Kumari**  
Finance & Marketing  
prasanna.manikonda777@gmail.com  
9652921977



**M Nageswara Rao**  
Finance & Marketing  
mathe.nageswararao@gmail.com  
6305095195



**M Vinay Kumar**  
HR & Marketing  
vvvinayvicky@gmail.com  
8142856482



**M Manohar**  
Finance & Marketing  
Manoharmuppidi07@gmail.com  
9676119473

## Student Profiles



**M Sai Yaswini**  
HR & Marketing  
yaswinisaimyla@gmail.com  
756956668



**N Gayatri**  
Finance & Marketing  
gayathrinarni@gmail.com  
7998946295



**P Mythili**  
Finance & Marketing  
mythilipallothu@gmail.com  
89885597924



**P Bhavya**  
Finance & Marketing  
patchigollabhavya1@gmail.com  
9246467648



**P V Praveen**  
HR & Marketing  
praveen140468@gmail.com  
9573966861



**P Saraswathi**  
Finance & Marketing  
psaru1998@gmail.com  
9381892969



**P Lakshmana Rao**  
Finance & Marketing  
laxmenponugumati3@gmail.com  
9515657420



**R Siva Tejaswi**  
Finance & Marketing  
tejaswi3532@gmail.com  
8317598051



**S Manohar**  
Finance & Marketing  
Manoharsagalamarri@gmail.com  
8977755356

## Student's Profile



**S Prem Kumar**  
HR & Marketing  
Premp201@gmail.com  
9248577888



**S Lokesh Bala Subrahmanyam**  
Finance & Marketing  
balusangamreddy999@gmail.com  
7780609275



**Shaik Akhil**  
Finance & Marketing  
akhilaaa999@gmail.com  
9490365676



**Shaik Fayeem Ansari**  
Finance & Marketing  
ansari21.sfa@gmail.com  
8688455505



**Shaik Laljan Basha**  
Finance & Marketing  
laljanbashashaik567@gmail.com  
8121847426



**V Sivani**  
Finance & Marketing  
sivani911999@gmail.com  
7032247457



**T Vatsalya**  
Finance & Marketing  
Vatsalya2109@gmail.com  
9515847350



**T Kishore**  
HR & Marketing  
tiruveedhulakishore567@gmail.com  
6302044148



**T L N V Samantha**  
Finance & Marketing  
samanthatumpudi@gmail.com  
9966106295

## Student's Profile



**T Anil Kumar**  
Finance & Marketing  
anilthupakula743@gmail.com  
9966106295



**V Sai Pavan**  
HR& Marketing  
vutukurisaipavan44@gmail.com  
8019722975



**V Krishna Vardhani**  
Finance & Marketing  
vardhanivyakaranam@gmail.com  
9346105478



**Y S S Ysaswi**  
Finance & Marketing  
yasarwi1998@gmail.com  
8522838266



**Y Sai Mounica**  
Finance & Marketing  
mounikayanduri@gmail.com  
96760129587



**Y Monica**  
HR & Marketing  
monica.yasoda129@gmail.com  
981924889



**Y Bhagya Sri**  
Finance & Marketing  
bhagyayelchuri1997@gmail.com  
9490674409

## Course Structure(PVP17)

SEMESTER -1	SEMESTER -2
<ol style="list-style-type: none"> <li>1. Principles of Management</li> <li>2. Managerial Economics</li> <li>3. Accounting for Managers</li> <li>4. Managerial communication</li> <li>5. Business Government and Society</li> <li>6. Quantitative analysis for Business Decisions</li> <li>7. Management Information System</li> <li>8. IT Lab</li> </ol>	<ol style="list-style-type: none"> <li>1. Financial Management</li> <li>2. Human Resource Management</li> <li>3. Marketing Management</li> <li>4. Production and Operations Management</li> <li>5. Business Research Methods</li> <li>6. Organizational Behaviour</li> <li>7. Data Analysis Lab</li> <li>8. Soft Skills Development</li> <li>9. Subject Viva Voce</li> </ol>
SEMESTER -3	SEMESTER -4
<ol style="list-style-type: none"> <li>1. Strategic Management</li> <li>2. Entrepreneurship Development &amp; Business Models</li> <li>3. Advertising and Brand Management</li> <li>4. Services Marketing</li> <li>5. Security Analysis and Portfolio Management</li> <li>6. Financial Markets and Services</li> <li>7. Training and Development</li> <li>8. Performance Management</li> <li>9. Professional Skills Development</li> </ol>	<ol style="list-style-type: none"> <li>1. Innovation Management</li> <li>2. Business Law</li> <li>3. Global Marketing Management</li> <li>4. Retailing</li> <li>5. Global Financial Management</li> <li>6. Financial Derivatives</li> <li>7. Global Human Resource Management</li> <li>8. Organization Development &amp; Change Management</li> <li>9. Analysis of SME Enterprises and success stories of emerging leaders</li> <li>10. Project Report &amp; Viva Voce</li> </ol>

## Development Programs

1. A One-day wwebinar on “IT Enabled Services-Competitive Advantage & Challenges for India” for the students of II MBA on 22<sup>nd</sup> July, 2020. Resource person: Dr. B. Murali Manohar, Senior Professor, VIT Business School & Director-Library,VIT-Vellore. Coordinators: Dr.P.Adi Lakshmi.
2. A One-daynational wwebinar on “Future of Work: The Emerging Challenges for Business, Government & Society” for the students of II MBA in association with P.B. Siddhartha college of arts and scienceon 5<sup>th</sup> August, 2020. Coordinators: Dr.P.Adi Lakshmi.
3. A One-day wwebinar on “Be a Self- Motivator” for the students of II MBA on 21<sup>st</sup> August, 2020. Resource person: Dr. P. Karthikeyan, Associate Professor, Head, Department of Management Studies, Periyar University, PG Extension centre, Dharmapuri, Tamilnadu. Coordinators: Dr.P.Adi Lakshmi.
4. A One-daywebinar on “Digital Marketing: Job Opportunities and career growth” for the students of II MBA in association with P.B. Siddhartha college of arts and sciencee and AIMS Academy on 2<sup>4th</sup> September,2020. Resource person:Prof. Dr. Shaik Ahamed Basha Coordinators: Dr.P.Adi Lakshmi.
5. A One-day webinar on “New Education Policy in the Era of Digital Transformation” for the students of II MBA on 30<sup>th</sup> September, 2020. Resource persons: Prof. Ravi Sankar, Prof. K. Venu Gopal Rao, Prof. Teki, and Prof. R. Sivaram Prasad.Coordinators: Dr.P.Adi Lakshmi.
6. A One-daywebinar on “Introduction of Securities Market and Role of SEBI In Stock Exchange” for the students of II MBA in association with SEBI on 2<sup>3rd</sup> November,2020. Resource person: Mr. Harinatha Reddy (Senior Manager at Hyderabad Regional office of NSE) Mr. D. Rama Krishna (Assistant General Manager at Vijayawada local Office, SEBI)Coordinators: Dr.P.Adi Lakshmi.
7. A One-daywebinar on “Be Your Own Boss (How to Setup an Enterprise)” for the students of II MBA in association with National Institute for MSMEon 2<sup>7th</sup> November, 2020. Resource person:Ms. S. Glory Swarupa , Director General, National Institute for MSME & Mr. G. Sudarshan, Faculty, National Institute for MSME.Coordinators: Dr.P.Adi Lakshmi.
8. A One-dayguest lecture on “Capital Market in India” for the students of II MBA in association with National Institute for MSMEon 28<sup>th</sup> November,2020. Resource person:Mr.D.Raghunath,SeniorProcess Analyst, Broadridge Financial Solutions, Hyderabad(alumni of Department of Business Administration, PVPSIT) .Coordinators: Dr.P.Adi Lakshmi.
9. A One-day wwebinar on “Legal Awareness with Special Reference to Digital Etiquette” for the students of II MBA in association with P.B. Siddhartha college of arts on 16<sup>th</sup> December,2020. Resource person:Rahimunnisa Begum, Advocate & Academician, Standing Committee Member, All India Women’s Conferences, New Delhi. Coordinators: Dr.P.Adi Lakshmi.
10. A One-dayinaugurationof Consumer Club on “National Consumers Day” for the students of II MBA in association with P.B.Siddhartha College of Arts and Science &K.V.S.R.Siddhartha college of Pharmaceutical Sciences on 24<sup>th</sup> December,2020. Resource person:Rahimunnisa Begum, Advocate & Academician, Standing Committee Member, All India Women’s Conferences, New Delhi. Coordinators: Dr.P.Adi Lakshmi.

## **Development Programs**

11. Department of Business Administration, PVP Siddhartha Institute of technology in organised an online guest lecture on “Indian Youth For 21<sup>st</sup> Century-Opportunities, Challenges &Responsibilities” byY.Bhargav, Director, Jignasa Interface Private Limited to the students of II MBA on 11<sup>th</sup> February,2021. on the occasion and honour of “National Youth Day” and Birth Anniversary of “Swami Vivekananda”.
12. Department of Business Administration, PVP Siddhartha Institute of technology in association with Mahindra Pride Classroom, Naandi Foundation, and Vijayawada conducted 3 days’ Workshop on “Employability Skills” to the students of II MBA from 25-03-2021 to 27-03-2021.

# Eminent Personalities in Department Webinars @2020-2021

**Prasad V. Potluri Siddhartha Institute of Technology**  
Vijayawada, Andhra Pradesh

Accredited with A+ grade by NAAC  
AUTONOMOUS ISO 9001:2015 Certified Institute, Permanently Affiliated to JNTUK, Kakinada  
AUGC Programs are provisionally accredited by NBA Tier 1

**Department of Business Administration**

**CORDIALLY INVITES YOU**  
National Webinar on  
"IT Enabled Services - Competitive Advantage & Challenges for India"

Date: 22<sup>nd</sup> July, 2020  
Time: 11.00 am to 12.00 pm

Registration Link: <https://forms.gle/CMS4LNUjSvmSaFEMR6>

**\*\* Note \*\***  
Registration is Free  
E-certificates will be issued

**Dr. B. Murali Manohar**  
Senior Professor  
VIT Business School &  
Director - Library  
VIT - Vellore

**PRASAD V. POTLURI SIDDHARTHA INSTITUTE OF TECHNOLOGY**  
Vijayawada, Andhra Pradesh

**PARVATHANENI BRAHMAYYA SIDDHARTHA COLLEGE OF ARTS & SCIENCE**  
Vijayawada, Andhra Pradesh, India

Cordially Invites You to the  
National Webinar on  
FUTURE OF WORK: THE EMERGING CHALLENGES FOR BUSINESS, GOVERNMENT & SOCIETY

DATE: 3<sup>rd</sup> August, 2020  
Time: 11 to 1.00 Pm

**NHRO KNOWLEDGE PARTNER**  
NATIONAL HRD NETWORK  
Vijayawada Chapter

Registration Link:  
<https://forms.gle/DrH9hrkNXTGuNe7>

**Dr. K. Sivaji Bobu**  
Principal  
P V Siddhartha Institute of Technology  
Vijayawada, Andhra Pradesh

**Dr. M. Ramesh**  
Principal  
P V Siddhartha College of Arts & Science  
Vijayawada, Andhra Pradesh

**Resource Persons**

**Theme Presenter**  
Mr. Rama Krishna Dasari  
Chairman, CLAP &  
CEO  
Efficiency System Pvt. Ltd.

**Panel Speaker**  
Dr. Lata Dayaram  
Associate Professor, DMS, IT Madras  
Chennai.

**Panel Speaker**  
Mr. Sriharsh Simhasan  
S' Director & Head, Membership & Outreach  
NASSCOM

**Panel Speaker**  
Mr. Chandra Koduru  
General Manager & Head, Academic Interface Program  
TCS

**Moderator**  
Prof. Rajesh C. Jampala  
Dean, P V Siddhartha College of Arts & Science  
President, NHRO Network, Vijayawada Chapter

**Prasad V. Potluri Siddhartha Institute of Technology**  
Vijayawada, Andhra Pradesh

Accredited with A+ Grade by the NAAC  
Autonomous ISO 9001:2015 certified Institute  
Department of Business Administration  
Cordially Invites You To  
Webinar on  
"New Education Policy In The Era of Digital Transformation"

**Chief Guest**  
Prof. Ravi Sankar  
Director  
School of Management, IGNOU  
NEW DELHI

**Keynote Speaker**  
Prof. K. Venu Gopal Rao  
Professor & Dean  
Department of Commerce & Management Studies  
S.K. University, Anaparthi, AP

**Distinguished Guest**  
Prof. Teji  
Professor & Dean  
Commerce and Management Studies  
Adilanki Narayana University  
Rajahmundry, AP

**Guest of Honour**  
Prof. R. Sivaram Prasad  
Professor & Dean  
Faculty of Commerce & Management  
Chairman,  
BOS of Commerce & Management Studies  
Acharya Nagarjuna University, AP

Registration Link: <https://forms.gle/MoE6QEqoib16W1FA9>

Time: Morning Session: 11.00 Am to 12.30 Pm  
Afternoon Session: 2.00 Pm to 3.30 Pm  
Date: 30<sup>th</sup> September, 2020

**Note:**  
Registration is Free  
E-Certificate will be issued

**PB SIDDHARTHA COLLEGE OF ARTS AND SCIENCE**  
**PVP SIDDHARTHA INSTITUTE OF TECHNOLOGY**

Organising Webinar on  
"DIGITAL MARKETING : JOB OPPORTUNITIES  
AND CAREER GROWTH"

IN ASSOCIATION WITH  
**AIM ACADEMY**

24th Sept (Thursday)  
11.00 AM-12.30 PM  
Call & Register :  
9491348818

Guest Speaker  
**Prof. Dr. Shaik Ahmed Basha**  
Ph.D (Marketing Management), Digital Marketing IIM-J

**INVITATION**  
Inauguration of  
**Consumer Club**  
On the Occasion of "National Consumer Day"  
Theme: 2020:  
New Features of Consumer Protection Act, 2019.

**Collaborative Organizations**  
P. B. Siddhartha College of Arts & Science  
P. V. P. Siddhartha Institute of Technology  
K. V. S. R. Siddhartha College of Pharmaceutical Sciences  
Vijayawada, Andhra Pradesh, India

Date: 24<sup>th</sup> December, 2020  
Time: 10.30 am to 11.30 am

**Special Address by**  
Rahimunnisa Begum  
M.Com, M.L.I, M.HRM&G, G. Dip in HRPM & LW  
P.G Dip in Social Exclusion & Inclusive Policy  
Advocate & Academician,  
Standing Committee Member,  
All India Women's Conference, New Delhi.

Join with us @ [Click Here](#)

**Chief Patrons**  
Dr. M. Ramesh, Principal - PBCAS  
Dr. K. Sujan Babu, Principal - PVPST  
Dr. G. Devula Rao- Principal - KVSRSOCS

**Club Mentor**  
Prof. P. Adil Lakshmi

**विश्व निवेशक सप्ताह 2020**  
**World Investor Week 2020**  
23-29 नवम्बर, 2020  
November: 23-29, 2020

**INVESTOR AWARENESS: A KEY TO FINANCIAL WELL-BEING**  
आर्थिक समर्थता: वित्त के क्षेत्र में सफलता की नींव है।  
Plan and invest according to your needs and goals

**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**PRASAD V. POTLURI SIDDHARTHA INSTITUTE OF TECHNOLOGY**  
Vijayawada, Andhra Pradesh

In Association with  
Securities and Exchange Board of India  
Is organizing  
a National Webinar on  
INTRODUCTION OF SECURITIES MARKET AND ROLE OF  
SEBI IN STOCK EXCHANGE  
On 23<sup>rd</sup> Nov, 2020.  
Time: 11:00am to 12:30pm

**Eminent Speakers**  
Mr. Harinatha Reddy  
(Senior Manager at Hyderabad Regional office of NSE )  
Mr. D. Rama Krishna  
(Assistant General Manager at Vijayawada local Office, SEBI)

**Dr. K. Sivaji Babu**  
PRINCIPAL  
Prasad v. Potluri Institute of Technology

**Dr. P. Adil Lakshmi**  
HOD-MBA  
Prasad v. Potluri Institute of Technology

**Prasad V. Potluri Siddhartha Institute of Technology**  
Autonomous, Vijayawada,  
affiliation to JNTUK, Kakinada.

**DEPARTMENT OF BUSINESS ADMINISTRATION**

Organizing a Webinar on  
"GOAL SETTING"

By  
**PROF. M. L. SAI KUMAR**

Date: 24-04-2021  
Time: 11:00 Am-12:30 Pm

**Dr. P. Adil Lakshmi**  
Head of the Department

**Dr. K. Sivaji Babu**  
Principal

**Prasad V. Potluri Institute of Technology**  
Department of Business Administration  
in association with  
**National Institute for MSME** is conducting  
Online webinar on  
**Be Your Own Boss**  
(How to Set up an Enterprise)

27 November, 2020 (Friday) 10:30am-12:00pm

**Topics**  
1. Essentials of Starting the business, Funding and MSME schemes  
2. Udhyan Registration  
3. Marketing and Branding of Product

**Benefits of attending the program**  
1. Will understand how to start an enterprise  
2. Get to know to register the enterprise and brand the product  
3. Participation Certificate by Govt. of India

Contact: G. Sudarshan, Faculty Member, 04023633228, 9494959108

**Fee: Rs 100/-**  
ni-msme - State Bank of India, Balakrishna Branch,  
Current Account A/c no: 06060030740656383, IFS Code SBIN0036407  
<https://nimsme.org/RegistrationForm-2292>

**National Institute for MSME (ni-msme)**  
An Organisation of the Ministry of MSME, and ISO 9001:2015 Certified Organization, Govt. of India  
Yousafguda, Hyderabad - 500045

**Webinar Director**  
Dr. P. Adil Lakshmi  
Prof & Head  
Department of Business Administration

Webinar will be on YouTube Live

**www.nimsme.org** Filters

**Expert in one thing was once a beginner**

## Student Activities @ 2020-2021

CERTIFICATE COURSE  
BUSINESS ANALYTICS

SKILL DEVELOPMENT  
AND FOUNDATION



**A leader is one who knows the way, goes the way, and shows the way.**

### Company Wise List @2020-2021

S.No	Name of the Company	No: of Students Selected
1	IDFC Bank	9
2	Asian Paints	2
3	Pinclick	1
4	SpandhanaSpoorthy	1
5	State Street HCL Services	10
6	Vipany Management Consulting Company	2
7	KJ Systems	8
8	Ducima Analytics	3
9	People MAACS	4
10	Prathigna.com	1
11	Byjus Private Limited	1
12	HDFC Bank Limited	8
13	Dmart	4
<b>Total</b>		<b>54</b>

#### **Range of Salary Package(2020-2021)**

<b>Highest Salary</b>	<b>:10 LPA</b>
<b>Average Salary</b>	<b>:3.42 LPA</b>
<b>Median Salary</b>	<b>:2.50 LPA</b>
<b>Low Salary</b>	<b>:1.80 LPA</b>

**Hardwork+ Dedication+Focus+ Commitment (HDFC) = Success**

## Selected Students List

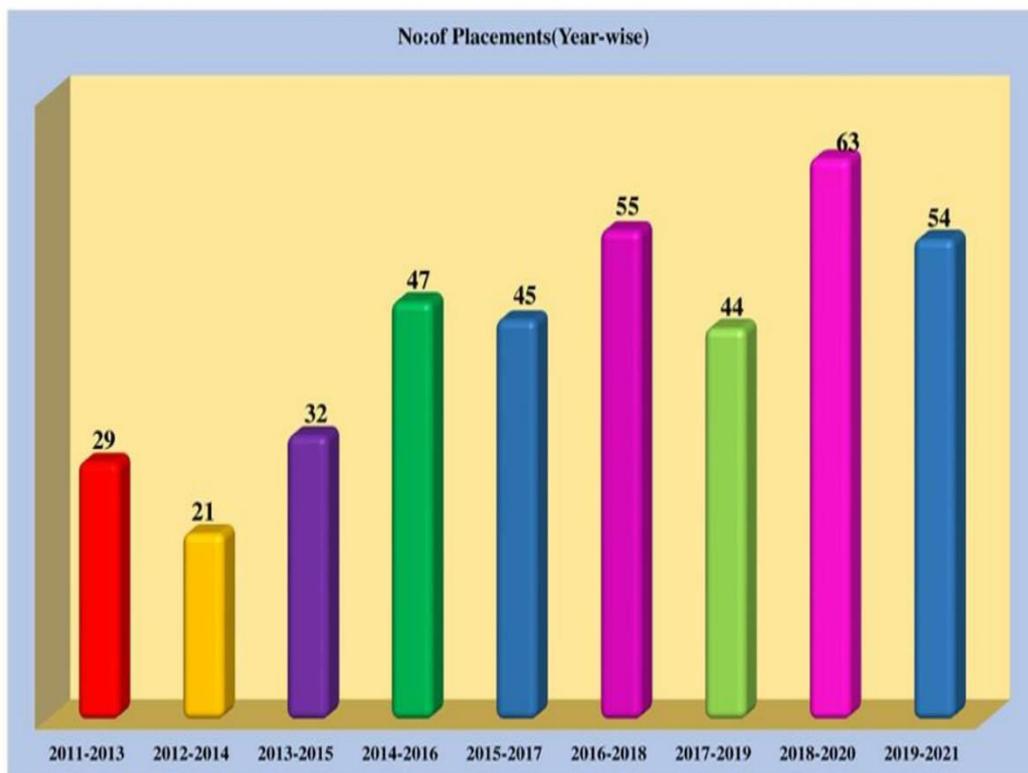
S.No	Name	Branch	Roll No	Company	Salary
1	AddankiRamyasri	MBA	19501E0002	IDFC BANK	3.00 L/A
2	Chippada Ravi Kumar	MBA	19501E0011	IDFC BANK	3.00 L/A
3	Kandula Chandra Sekhar	MBA	19501E0026	IDFC BANK	3.00 L/A
4	Kudupudi Thanuja	MBA	19501E0032	IDFC BANK	3.00 L/A
5	MatheNageswararao	MBA	19501E0036	IDFC BANK	3.00 L/A
6	Pallapothu Mythili	MBA	19501E0041	IDFC BANK	3.00 L/A
7	Sangamreddy Lokesh Bala Subrahmanyam	MBA	19501E0050	IDFC BANK	3.00 L/A
8	Veeramachaneni Sivani	MBA	19501E0054	IDFC BANK	3.00 L/A
9	TadipartiVatsalya	MBA	19501E0055	IDFC BANK	3.00 L/A
10	Sanati Prem Kumar	MBA	19501E0049	ASIAN PAINTS	6.25 L/A
11	KothavarapuRaviteja	MBA	19501E0031	ASIAN PAINTS	6.25 L/A
12	Sangamreddy Lokesh Bala Subrahmanyam	MBA	19501E0050	PIN CLICK	5.16 L/A
13	Kanugula Durga Prasad	MBA	19501E0027	Spandhana Spoorthy	2.40 L/A
14	Devarakonda Lokesh Babu	MBA	19501E0012	State Street HCL	2.00 L/A
15	Gurram Madhu Vyshnavi	MBA	19501E0017	State Street HCL	2.00 L/A
16	Jinugu Jyotsna Rani	MBA	19501E0020	State Street HCL	2.00 L/A
17	KallamSravya	MBA	19501E0023	State Street HCL	2.00 L/A
18	Kandregula Divya Tejaswi	MBA	19501E0025	State Street HCL	2.00 L/A
19	Kasimikota Guru Prasad	MBA	19501E0028	State Street HCL	2.00 L/A
20	Kothapalli Sivaiah	MBA	19501E0030	State Street HCL	2.00 L/A
21	Manikonda Prasanna Kumari	MBA	19501E0035	State Street HCL	2.00 L/A
22	Manohar Sagalamarri	MBA	19501E0048	State Street HCL	2.00 L/A
23	Vyakaranam Krishna Vardhani	MBA	19501E0060	State Street HCL	2.00 L/A
24	Yasoda Monica	MBA	19501E0063	VIPANY	2.65 L/A
25	IsikellaSarvani Padma	MBA	19501E0018	VIPANY	2.65 L/A
26	Chippada Ravi Kumar	MBA	19501E0011	KJ SYSTEMS	2.50 L/A
27	Kasimikota Guru Prasad	MBA	19501E0028	KJ SYSTEMS	2.50 L/A
28	Kudupudi Thanuja	MBA	19501E0032	KJ SYSTEMS	2.50 L/A
29	Pallapothu Mythili	MBA	19501E0041	KJ SYSTEMS	2.50 L/A
30	Veeramachaneni Sivani	MBA	19501E0054	KJ SYSTEMS	2.50 L/A
31	TadipartiVatsalya	MBA	19501E0055	KJ SYSTEMS	2.50 L/A
32	Chedella Deva Datta Sai	MBA	19501E0009	People's MACCS	1.80 L/A
33	Chinda Janardhan Raju	MBA	19501E0010	People's MACCS	1.80 L/A
34	Gogineni Hima Sai Vani	MBA	19501E0014	People's MACCS	1.80 L/A
35	Tupakula Anil Kumar	MBA	19501E0058	People's MACCS	1.80 L/A
36	Chinda Janardhan Raju	MBA	19501E0009	Ducima Analytics	1.80 L/A
37	Kacharam Preethi	MBA	19501E0022	Ducima Analytics	1.80 L/A
38	Mallampati Charitha	MBA	19501E0034	Ducima Analytics	1.80 L/A
39	BalamuriRaviteja	MBA	19501E0004	Prathigna.com	2.16 L/A
40	J Sushmitha Kalyani	MBA	19501E0019	KJ SYSTEMS	2.50 L/A
41	M Sai Yaswini	MBA	19501E0039	KJ SYSTEMS	2.50 L/A
42	Mathe Nageswara Rao	MBA	19501E0036	Byjus Private Limited	10.00 L/A

## Selected Students List

S.No	Name	Branch	Roll No	Company	Salary
43	Boddu Lokesh	MBA	19501E0005	HDFC Bank Limited	1.80 L/A
44	Goduguluri Manohar Chowdhary	MBA	19501E0013	HDFC Bank Limited	1.80 L/A
45	Maila B V Durga Prakash Varma	MBA	19501E0033	HDFC Bank Limited	1.80 L/A
46	Mellacheruvu Vinay	MBA	19501E0037	HDFC Bank Limited	1.80 L/A
47	Muppidi Manohar	MBA	19501E0038	HDFC Bank Limited	1.80 L/A
48	Tiruvedhula Kishore	MBA	19501E0056	HDFC Bank Limited	1.80 L/A
49	Y S S Yaraswi	MBA	19501E0061	HDFC Bank Limited	1.80 L/A
50	Yeluchuri Bhagya Sri	MBA	19501E0064	HDFC Bank Limited	1.80 L/A
51	Abdul Saleem	MBA	19501E0001	Dmart	3.00 L/A
52	Bole Raghava	MBA	19501E0006	Dmart	3.00 L/A
53	Gogineni Hima Sai Vani	MBA	19501E0014	Dmart	3.00 L/A
54	Gunadala Bhargav	MBA	19501E0015	Dmart	3.00 L/A

## Placements' Record @2020

### DEPARTMENT OF BUSINESS ADMINISTRATION



**Success is the sum of small efforts, repeated.**

Placement Coordinator  
Student Coordinators

: Mr. Y. Suryanarayana Murthy, Assistant Professor  
: S. Lokesh Bala Subramanyam, G. Hima Sai Vani

## Prominent Recruiters Visited @ 2020-2021



**If you cannot do great things, do small things in a great way.**



UNIVERSITY OF PETROLIUM  
TECHNOLOGICAL INSTITUTE OF PETROLIUM