



MALLAREDDY ENGINEERING COLLEGE FOR WOMEN

(Autonomous Institution-UGC, Govt. of India)

Accredited by NBA & NAAC with 'A' Grade, UGC, Govt. of India

NIRF Indian Ranking–2020, Accepted by MHRD, Govt. of India

Permanently Affiliated to JNTUH, Approved by AICTE, ISO 9001:2015 Certified Institution

AAAA+ Rated by Digital Learning Magazine, AAA+ Rated by Careers 360 Magazine, 6th Rank CSR

Platinum Rated by AICTE-CII Survey, Top 100 Rank band by ARIIA, MHRD, Govt. of India

National Ranking-Top 100 Rank band by Outlook, National Ranking-Top 100 Rank band by Times News Magazine

EVENTS ORGANISED BY MBA DEPARTMENT

International conferences:

1. 5th INTERNATIONAL CONFERENCE ON EMERGING STRATEGIES FOR BUSINESS ADVANCEMENTS (ICESBA – 2019) on DEC 5th & 6th 2019
2. 4TH INTERNATIONAL CONFERENCE ON EMERGING STRATEGIES FOR BUSINESS ADVANCEMENTS (ICESBA – 2019) ON FEB 8th & 9th 2019
3. 3rdINTERNATIONAL CONFERENCE ON EMERGING STRATEGIES FOR BUSINESS ADVANCEMENTS (ICESBA – 2018) on Feb 2nd & 3rd,2018
4. 2nd INTERNATIONAL CONFERENCE ON EMERGING STRATEGIES FOR BUSINESS ADVANCEMENTS (ICESBA – 2016) on August 19th & 20th, 2016
5. 1st INTERNATIONAL CONFERENCE ON EMERGING STRATEGIES FOR BUSINESS ADVANCEMENTS (ICESBA – 2015) on July 3rd & 4th, 2015

Faculty Development Programs/ Refreshers Courses/Workshops Organized

2019-20

- Workshop on “Application Oriented Teaching Methodologies”, on 25th May, 2019.
- One Week Workshop on “Effective Teaching Methodologies”, on 9th Aug, 2019
- Workshop on “Effective Communication skills”, on 28th Dec, 2019
- AWARENESS PROGRAMME ON “OUTCOME BASED EDUCATION”, on 6th Mar 2020
- FDP on building business cases on 25th Apr, 2020
- WEBINAR ON “DATA ANALYTICS IN MANAGEMENT RESEARCH”, 16th May,2020

2018-19

- Workshop on “Encouraging students for active participation in all events”.10th feb, 2018.
- Workshop on “Financial Markets”, on 28th Dec, 2018
- Workshop on case study analysis on 25th Feb, 2018

2016-17

- One Week Faculty Development Programme on Effective Teaching Methodologies for Engineering Education on 1st to 5 October,2016
- Faculty Development Programme on **Entrepreneurship**-Train the Trainer in association with JNTUH EDC CELL from 14th-28th December,2016

Student Development Programmes

2019-20

- **Business Plan Competition**" for MBA Students under EDC CELL on 15th February, 2020..
- **Entrepreneurship Awareness Camp-2019** - DST NIMAT Project-2019 organized under MRECW Entrepreneurship Development Cell during 3rd to 5th October,2019.- Chief Guest , Dr. N.Monohoran, Entrepreneurs Trainer,Hyd and Mr. Vivek Rangabhashayam, Director Money N Mobiles ,Hyd.
- **Industrial visit to The Hindu,Production Unit,Habsiguda, Hyderabad on** – 7th Dec-2019.
- Guest Lecture on "**Women Entrepreneurship**" by Ms. R.Rama Devi, CEO, Confederation of women entrepreneurs (COWE) on 5th October,2019
- One day workshop on "**Women Entrepreneurship**" by **Ms. Pranathi Reddy & Team**, Telangana women entrepreneurs Hub (WE HUB) on 22nd March, 2019
- **India First Leadership Talk Series by Shri Ajit Doval, National Security Advisor , Govt. of India, by MHRD** on 19th March, 2019
- **India First Leadership Talk by Dr.Anand Deshpande Chairman & MD ,Persistent Systems Ltd ,by MHRD** on 24th January, 2019

- One day workshop on "**IPR for Students and faculty members** " by Ms. **Shwetasree Majumder, Principal, Fidus law Chambers** on 10th January, 2019
- **India first leadership talk by Shri. Anand Mahinder, Chairman, Mahindra Group** by **MHRD** on 8th January, 2019

Previous years

- **Business Plan Competition**" on 10th November, 2018
- Orientation Programme on "**Derivatives Markets**" by Mr. B.Mallesu, Resource Person, Max Co.Ltd, Bombay on 2nd November, 2018
- **Entrepreneurship Development Programme on "How to Export"** Presented By E-Cell, JNTUHCEH for MBA Students from 21st to 23rd September, 2017.
- Workshop on "**Entrepreneur Orientation Programme**" for MBA students on 10th October, 2017.
- **Entrepreneurship orientation Programme** by, Mr. Srinivas Rao, **NSIC** on 11th October, 2017.
- Work shop on **financial opportunities for MSME** by JNTUH EDC CELL on 7th & 8th January, 2017.
- Established **MRECW Incubation Center-Business start up in the Campus by students** on 31st March, 2017
- Workshop on "**Entrepreneurship Orientation**" by National Small Industries Corporation Ltd. (NSIC) on 6th January, 2016.
- Orientation Programme on **Bombay Stock Exchange** by Mr. V. Santosh Reddy Resource Person, Bombay Stock Exchange 27th July, 2016.

- **Business plan competition**” for I MBA Students on 15th October 2015
- One Day Workshop on **“Entrepreneur Skills Development Program”** by Mr.C.Satya Murthy, M.D, C.S.Industrial Consultancy on 27th April,2013.
- **Product Launch & Business Plan Competition Students** on 27th July,2013.
- One Day Work Shop on **“Best Business Plans”** for Lady Entrepreneurs by Dr.M.Asha Rani, Director, Entrepreneurship Development Cell, JNTU, Hyderabad on 16th March,2013.
- One Day Workshop on **“Financial Education for Young Investors”**, by Mr. J. Anil, Hyderabad Local Office, SEBI on 17thFebruary, 2013.

GUEST LECTURES

2019-20

- Guest Lecture on **Entrepreneur Development Skills** for M.B.A students on 11th January, 2020.
- Guest lecture on **“Women Entrepreneurship”** by Dr.Broto Rauth Bhardwaj, Head, Research and Entrepreneurship Development at Bharati Vidyapeeth University, New Delhi for MBA Students on 23rd July, 2019.
- Guest Lecture on **“Role of Conformity Behavior of managers in an organization”** by **Dr.V.Tulasi Das, Guntur.**

2018-19

- Guest Lecture on **"Women Entrepreneurship"** by **Ms. R.Rama Devi, CEO,** Confederation of women entrepreneurs (COWE) on 5th October,2018
- Guest Lecture on **"Women Development & Safety”** by **Ms. N.Priyanka, IRS, Deputy Commissioner, Customs Department, Hyderabad zone** on 4th August, 2018

2017-18

- Guest lecture on **“Women Entrepreneurship”** by **Dr. Broto Rauth Bhardwaj**, Head, Research and Entrepreneurship Development at Bharati Vidyapeeth University, New Delhi for II & III Year B.Tech & MBA Students on 23rd July, 2017.
- Guest lecture on **“Women Entrepreneurship Empowerment”** by Dr. D. Sunitha, Hyderabad on 15th September, 2017.

2016-17

- Guest Lecture on **"Women Entrepreneurship"** by **Ms. Vibha Venkata Raman**, CEO, Under EDC Cell on 17th February, 2017.
- Guest Lecture on **"Enterprise Resource Planning"** Under EDC Cell on 17th February, 2017

2015-16

- Guest Lecture on **“Financial opportunities for Lady entrepreneurs in India”** by B. Sucharita, Manager Bharataya Mahila Bank, Hyderabad on 18th August, 2015
- **Open house discussion** with MRECW students on latest Union Budget -2015 on 3rd March, 2015.
- Guest Lecture on **“Strengths of Women Entrepreneur”** by Mr. K. Pratushaya Reddy, Marketing Head & leading event Manager, Hyderabad on 24th January, 2015.

2014-15

- **Workshop on “Stress Management”** by ISCON trust, Hyderabad on 12th November, 2014.
- Workshop on **“Entrepreneur Enhancement Training Programme”** by NSIC, Hyderabad on 05th November, 2014.
- **“TIPS FOR LADY ENTREPRENEURS”** By Mrs. B. Shantakumari, Branch Manager, Bank Of India, Suraram, Hyd on 2nd August 2014.

- **Women Entrepreneurs Strengths**” by Prof.P.Jayalakshmi personality development trainer Ramakrishna Math, Hyd. on 21st October, 2014.

2013-14

- **“Security Analysis & Investment Management”** by M.Nagabhushan Rao, Stock Analyst from Inter Connected Stock Exchange Of India Ltd, Hyderabad on 5th January,2013
- One Day Seminar on **“Processing of Business Financing”** by G.Sunil Raju, Asst Manager, Corporate Loan, ICICI Bank, Hyderabad on 10th October,2013.

2012-13

- Guest lecture on **“Young Entrepreneurs”** by Mr. P. Rajashekar Marketing Head, MONEY MOBILES, HYDERABAD on 21st July, 2012.

Training programs offered in the MBA department for students

2019-20

- ❖ Conducting group discussions to improve student’s analytical ability .
- ❖ Conducting mock interviews to analyze and improve student’s communication skills.
- ❖ **MEDHA- 2K19** – State Level Technical Symposium on 25th and 26th January, 2020.
- ❖ Product Launch And Ad Making
- ❖ Business Quiz
- ❖ Young Manager Award
- ❖ Mock Interview
- ❖ Workshop on “improving communication skills”.
- ❖ Industrial visit to “co-cola plant”, Hyderabad, August 2019
- ❖ Power Point Presentation on “Women Empowerment” –Women’s Day-2020 on 5th March, 2020
- ❖ **Business Plan Competition**" for MBA Students under EDC CELL on 15th February, 2020..

- ❖ Conducted "**Business Plan Competition**" for I Year MBA Students Under EDC CELL on 11th November, 2019.
- ❖ Industrial visit to “The Hindu”, Hyderabad, December 2019
- ❖ One day workshop on "**Women Entrepreneurship**" by **Ms. Pranathi Reddy & Team**, Telangana women entrepreneurs Hub (WE HUB) on 22nd March, 2019
- ❖ **India First Leadership Talk Series by Shri Ajit Doval, National Security Advisor , Govt. of India, by MHRD** on 19th March, 2019

2018-19 & Earlier years

- **India First Leadership Talk by Dr.Anand Deshpande Chairman & MD ,Persistent Systems Ltd ,by MHRD** on 24th January, 2019
- One day workshop on "**IPR for Students and faculty members** " by **Ms. Shwetasree Majumder, Principal, Fidus law Chambers** on 10th January, 2019
- Industrial visit to “Modern Foods”, Hyderabad.
- **India first leadership talk by Shri. Anand Mahinder, Chairman, Mahindra Group by MHRD** on 8th January, 2019
- Industrial visit to “ALEAP Industries”, Hyderabad.
- **Business Plan Competition**" on 10th November, 2018
- Orientation Programme on “**Derivatives Markets**” by Mr. B.Mallesu, Resource Person, Max Co.Ltd, Bombay on 2nd November, 2018
- **Entrepreneurship Development Programme on “How to Export”** Presented By E-Cell, JNTUHCEH for II & III Year B.Tech & MBA Students from 21st to 23rd September, 2017.
- Workshop on “**Entrepreneur Orientation Programme**” for B.Tech & MBA students on 10th October, 2017.
- **Entrepreneurship orientation Programme** by, Mr. Srinivas Rao NSIC on 11th October, 2017.

- Work shop on financial opportunities for MSME by JNTUH EDC CELL on 7th & 8th January, 2017.
- Established **MRECW Incubation Center-Business start up in the Campus by students on 31st March, 2017**
- Industrial visit to “Kesoram Cements”, Hyderabad.
- Workshop on “**Entrepreneurship Orientation**” by National Small Industries Corporation Ltd. (NSIC) on 6th January, 2016.
- "**Business Plan Competition**" for I Year B.Tech Students Under EDC CELL on 19th November, 2016
- Orientation Programme on **Bombay Stock Exchange** by Mr. V. Santosh Reddy Resource Person, Bombay Stock Exchange 27th July, 2016.
- “**Business Plan Competition**” under EDC on 2nd July, 2016.
- Open house discussion with MRECW students on latest Union Budget – 2015 on 3rd March, 2015
- “**Business plan competition**” for I B.Tech Students on 21st November, 2015
- **Business plan competition**” for I MBA Students on 15th October 2015
- Industrial visit to “Heritage Foods Private Limited”, Hyderabad.
- **Entrepreneurship Development Programme** by Smt. N. Vijaysree, Sr. Manager, Projects, TWCDC on 20th March, 2015.
- **Open house discussion** with MRECW students on latest Union Budget -2015 on 3rd March, 2015.
- **Workshop on “Stress Management**” by ISCON trust, Hyderabad on 12th November, 2014.
- Industrial visit to “Coca-Cola Beverages , Ameenpur,”, Hyderabad

- Workshop on “**Entrepreneur Enhancement Training Programme**” by NSIC , Hyderabad on 05th November, 2014.
- “**TIPS FOR LADY ENTREPRENEURS**” By Mrs.B.Shantakumari, Branch Manger,Bank Of India Suraram, Hyd on 2nd August 2014.
- Workshop on Financial Analysis for Young Investors by SEBI – 17th July, 2013
- One Day Workshop on “**Entrepreneur Skills Development Program**” by Mr.C.Satya Murthy, M.D, C.S.Industrial Consultancy on 27th April,2013.
- **Product Launch & Business Plan Competition Students** on 27th July,2013.
- One Day Work Shop on “**Best Business Plans**” for Lady Entrepreneurs by Dr.M.Asha Rani, Director, Entrepreneurship Development Cell, JNTU, Hyderabad on 16th March,2013.
- One Day Workshop on “**Financial Education for Young Investors**”, by Mr. J. Anil, Hyderabad Local Office, SEBI on 17thFebruary, 2013.