



NAAC with A-GRADE

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(AN AUTONOMOUS INSTITUTION-UGC, GOVT. OF INDIA)

Permanently Affiliated to JNTUH, Approved by AICTE - Accredited by NBA & NAAC with A-GRADE - ISO 9001:2015 Certified

APPROVED TO ADMIT FOREIGN STUDENTS

Endowed 9th Best B-School (Other than IIMs) in India for Academic Excellence by Silicon India Best B-School Survey.

Ranked Fourth (4th) Among the Top Engineering Colleges of Excellence in Andhra Pradesh Competition Success Review (CSR)

NBA Accredited Course

SCHOOL OF MANAGEMENT STUDIES

*"A thought beyond horizons of success
committed for educational excellence"*

"Intellectuals are not born but are made"



As knowledge is power, focus must be given in grooming dynamic leaders, not just graduates. Our society needs Enthusiasts with passion to transform India into a "Force to reckon with". I believe that the aim of Education is the knowledge not of facts but of values. MRCET has always believed in value based education, where modern quality education is imparted in environment which is in conformity with our rich traditions and heritage. I strongly believe in the capabilities of

student's community and ensure everything best to reach them for their promising growth.

Mr. CH. Malla Reddy is the Member of Parliament from Telangana State, India and founder & Chairman of Malla Reddy Group of Institutions (MRGI) who has been in the field of education for last 29 years with the aim of spreading quality education among children at the school level and is the largest cluster of Technical institutions in the state of Telangana.

CH. Malla Reddy

Founder Chairman
Malla Reddy Group of Institutions (MRGI)

Dr. V.S.K. Reddy, Principal, Malla Reddy College of Engineering & Technology has an experience of more than 20 years in Teaching and Industry put together. He is alumni of IIT Kharagpur, he obtained Ph.D in the area of Multi-media Signal Processing and Communication Protocols. He was awarded as "Best Teacher" in three consecutive Academic years with citation and cash award. He is the recipient of "India Jewel Award" for outstanding contribution in the research in the field of Engineering and Technology.



The MBA Department is one of the very few institutions accredited with **National Assessment and Accreditation Council (NAAC), National Board of Accreditation (NBA), a certification for Quality Management Education from AICTE, Govt. of India**, under JNTU Hyderabad. The college has received a financial grant of 90lakhs from AICTE, Govt. of India for various specializations under Research & Development. The Department is a member of 'National Human Resource Development Network', 'Hyderabad Management Association', 'National Entrepreneurship Network' and 'Vivekananda Institute of Human Excellence'. The college is equipped with state of art laboratories, full-fledged training & placement cell, Industry Institution Partnership Cell (IIPC) for enhancing skills. The college has been ranked as one of the progressive institutions of our state. We assure you to unleash the hidden talents and make you confident assertive to face challenges.

Dr. VSK Reddy

B.Tech, M.Tech, Ph.D (IIT-KGP), FIETE, MIEEE, MISTE
Principal

Prof. G. Naveen Kumar

Head of the Department, Management Studies

We heartily welcome you to the School of Management Studies, MRCET for MBA program. The Department is impressive with well-established programs, academic expertise and highly qualified teaching to promote quality Management education with creative learning environment.



BEC Training & Certification



MRCET - Best Engineering Educators Award

A Perfect Choice for Support & Guidance

We understand that choosing a college for PG program is a complex decision which will impact on opportunities available to you in future. It is no matter for us. Our track record confirms excellent results and placements in reputed organizations like **Microsoft, Genpact, and Cognizant etc.** We are keen to extend support to you. We are committed to promote an environment which ensures a great career in response to your aspirations.

A Relevant Learning Experience

Teaching and learning is always on high priority for us and is supported with high profile academicians and industry experienced professionals. The students will enjoy our flexible approach to learning, involving group discussion, team work, seminars, lectures and practice based study. The review of the performance of former students justifies the competencies of the faculty and their care, strong personal support and personal attention to the students.

Library

The library houses over 1300 titles of relevant Management publications & journals/Periodicals. This great resource coupled with the computer and Business communication labs make a powerful input for learning and skills enhancement.

How we prepare you

In co-curricular activities, the competence building is through

- PowerPoint presentations in National seminars, student fests etc.
- Student development programs, special PDP sessions by experts.
- On a regular basis, we prepare the students for facing interviews through JAM sessions, Group Discussions, Business Quiz etc.
- We finally organize campus recruitment drive by many reputed organizations

Vision:

To be an indispensable source in Management education providing value driven platform for the students to acquire knowledge and shoulder higher responsibility in building a strong Nation.

Mission:

- To promote Quality management education & Research in pace with Time & Technology.
- Integrate intellectual capital of students to get transformed into vibrant leaders.

Special Achievements:

- UGC Autonomous Institution, UGC, Govt. of India.
- Accredited by NBA, AICTE, New Delhi.
- Accredited by NAAC With 'A' Grade, UGC, Govt. of India
- Department achieved ISO 9001:2015 Certificate for quality education for 2015.
- Ranked "AAA" among India's Best Engineering Colleges - 2015, Survey by Careers 360
- Ranked Fourth among the Top Engineering Colleges of Excellence in Andhra Pradesh Competition Success Review (CSR)-2015
- Endowed 9th Best B-School (other than IIMs) in India for Academic Excellence by Silicon India Best B-School Survey.
- Secured top-notch position (First rank among 350 colleges) in JNTU Hyderabad in 2010 January.
- Ranked as one of the Best Engineering Colleges in India-Survey conducted by Outlook Magazine.
- Granting of Permanent affiliation status from JNTU, Hyderabad.
- More than 80% of the faculty is ratified by JNT University Hyderabad.
- Grant of Rs.90 Lakhs sanctioned for establishing Industry Institute Partnership Cell (IIPC) scheme by AICTE, Govt., of India, New Delhi.
- Life member of NHRD Network member for HMA, NEN & VIHE
- Nodal Centre: IIT-Bombay for Technology Transfer
- Nodal Centre: IIT-Kharagpur for Technology Transfer
- Microsoft Innovative Centre at Campus to expose the students in the latest technologies
- Established a Global Education and Career Counseling Centre to promote international education.
- Business English Certification (BEC) Centre, Cambridge University, UK.
- All Eight batches of students secured good number of First class & Distinctions
- Placements in prestigious MNC's like Microsoft, Genpact, Cognizant, Pfizer, GSS-America, Amazon, Cadbury, Novatel etc

The student's forum 'SANKALP' carries out the co-curricular activities like Management Games, Role Play, Case Studies etc., under the guidance of the staff. The department is a member of National Associations like HMA, NEN and HRD to promote skills & knowledge in the student's community.



Prof. T. Satish Kumar

Dean - Training & Placements, Management Studies

The Department has been nurturing and developing students to register success in academics and other activities. It is exhilarating to share that the MBA of MRCET College has bagged the "Top- Notch" position among the 350 MBA colleges under JNTUH in the 3rd semester exams held in January 2010. The Department has 100% results with 23 distinctions and 35 First classes. I am happy to inform that the present intake of MBA is increased to 240. The student's forum 'SANKALP' carries out the co-curricular activities like Management Games, Role Play, Case Studies etc., under the guidance of the staff. The department is a member of National Associations like HMA, NEN, NHRD, NSIC and ICSI to promote skills & knowledge in the student's community. The department is providing good placement opportunities to the student's right from its inception. Many reputed companies' visits the college and select the students after conducting interviews. The department and college organize training programs to enhance student's skill to match the requirement of the companies. Appreciable efforts for placements are being made on a continuous basis.

Quality Policy

- Identifying and promoting potentiality of individuals
- Providing 'the best in class' contemporary management education through
 - Promoting effective teaching & learning culture in judicious manner
 - Inculcating Entrepreneurial skills to the expectations of robust industry
 - Fostering learning, creativity and team work
- Adherence to commitment

ALUMNI SPEAK



The 2 years MBA Program from MRCET offered me lifelong learning. It propelled my corporate aspirations.

N. Sridhar Babu Sr. Procurement officer - DuPont



We came here seeking knowledge we walked out ready to face challenges of the professional world. This transformation was made possible by MBA program of MRCET.

K. Krishna Reddy Sr. Sales officer - Novartis



MRCET MBA shapes our dreams into reality. It creates a platform to taste the palatable fruits of success throughout my career.

Swagathika Jena Jr. Research Associate - S&P Capital IQ

Innovative Practices

The college has taken necessary initiative to develop the overall personality of students by the following measures:

- The college has taken initiative for conducting training program on Business English Certification course for MBA students leading to Business English Certificate(BEC), University of Cambridge, UK
- Employment enhancement Training Program for Final year students of MBA
- Program on Promoting Human Excellence for MBA Students association with Vivekananda Institute of Human Excellence, Rama Krishna Math, Hyderabad
- Motivational/Inspirational Lectures from Reputed Industry and Organizations

Faculty

The faculty expertise comprises of experience acquired through Academic institutions/Universities and reputed R&D Organizations. The faculty having the synergy of excellence in application oriented teaching, research and consultancy experience. The experienced faculty continuously endeavors to impart the knowledge to groom the students into industry ready managers.

Professional Chapters

The College has established various Professional Chapters for the student community to enable them to enhance their professional and soft skills. Few of them are:

- NHRD Institutional Chapter
- HMA Institutional Chapter
- NEN Institutional Chapter
- EDC/IIPC Cell

Industrial Visits Organised

- COCA-COLA
- VISAKHA INDUSTRIES
- BDL
- USHA
- RANE ENGINE VALVES
- KARNATAKA SOAPS
- BHEL
- MOTHER DAIRY
- NIRD

Workshops/ Seminars/ Guest Lectures & Conferences

- Faculty Development Program on "Managerial Etiquette for Tech. Teachers – Explore beyond Teaching" from May 4- 6, 2017.
- Workshop on "Project Report Writing & Orientation" for MBA II Year II Semester Students on April 22, 2017.
- Workshop on "Statistical Data Analysis Using Excel" – by Dr. Y. Rama Krishna on April 14, 2017.
- Personal Effectiveness Program- Dr. S. Anand Reddy from HETERO Drugs on March 25, 2017.
- Personal Effectiveness Program- Ms. M. Mrudula Reddy, HR-Genpact on March 11, 2017.
- Two day Workshop on "Effective Career Planning Management- A Functional Approach" ,November 11-12, 2016.
- Two day Workshop on "Orientation on Electives" from September 16-17, 2016.
- Organized "HR SUMMIT-2016- A Corporate Readiness" In association with KVM Industries on August 06, 2016.
- Two day workshop on "Leadership Skills for Aspiring Managers" on June 17-18, 2016.
- A National level management fest conducted on April 1-2, 2016
- International Conference on Strategies for Business Excellence organized in Dec 18-19, 2016
- One day Workshop on "personality Development", by Dr. BV. Pattabhiram on Feb 23, 2015
- International Conference on Strategies for Business Excellence organized in Dec 29-30, 2014
- Three Day workshop on 'Managerial Skill Development Program' organized on Dec 1-2, 2014
- One day workshop on Personality Effectiveness organized on April 22, 2014
- Three Day workshop on 'Managerial Skill Development Program' organized on April 10-12, 2014
- Student Technical Fest on "Sankalp - 2013" (MBA)
- A five day workshop has been conducted on "creating a winning edge personality", where certain industry stalwarts like Ms. Hema Jain, President-HMA; Dr. Jaganmohan Reddy Prof. of IPE; Mr. Sunil, HR-Manager, Sita. Corp; Ms. Geeta, Management Consultant; in Sep, 2012.
- Financial training for young investors by SEBI in November, 26, 2012

Expert Lectures (MBA Dept.)

- Expert lecture by Prof. V. Vishwanadham from Osmania University on "Effective Career planning"-2017.
- Expert Lecture on Student counseling and Motivation by Prof. Sumitha Roy, Motivational Trainer, Osmania University.
- Expert Talk on Student counseling and Motivation by Dr. BV. Pattabhiram, Psychologist, Motivational Speaker.
- Expert Lecture on HR Practices by Mr. Solomon, Manager-HR, RMSI Technology
- A Lecture on Career Opportunities by Mr. K. Rapture, Principal Consultant Atum IT Services
- A Special Lecture on Overview of Marketing Mr. P. B. Rama Swaroop, Manager-HR/IR, Jeedimetla Effluent Treatment Ltd.
- Expert Lecture on Business Excellence by Dr. Genevieve Adkins, Professor, University of Ireland and Iceland, UK.
- Expert Lecture on Management by Dr.KS.Ratnakar, Dean Global Hospitals, Hyderabad
- Expert Lecture on Management Success Md.Rafi, Motivational speaker, Hyderabad
- India's Etiquette guru, Sri Rummy Sharma has delivered a talk on "Etiquette for business managers" on November 12th, 2013.
- Dr. K Viswanath, Managing Partner, Yagnam Systems, has inculcated students on "Art of getting a corporate job" on 13, December, 2012
- A Lecture on Research Methodology and effective report writing skills by Dr.A.R.Aryasri, Director, School of Management Studies, JNTU Hyderabad.
- Guest Lecture on Strategic Management by Dr. Madhusudhan Prasad, Professor, School of Management Studies, JNTU Hyderabad.
- A special lecture on HR Strategies by Prof. Sudheer Reddy, School of Management Studies, JNTU Hyderabad.

Industry-Academia Interface

The need for students & faculty to get exposed to real time problems of industry need not be over emphasized. The college has been engaged in interaction with R&D organizations. The following industry institute partnerships were formulated to make the students aware of industry requirements for developing matching skills.

- MOU with Tech Mahindra.
- ESOL Examinations (BEC) University of Cambridge, UK.
- Northern Arizona University, USA.
- University of Highlands and Islands, Scotland, UK.
- International Technological University, Silicon Valley, USA.
- City of Glasgow's College (COGC), UK.
- University of New Orleans, USA.
- Advanced centre for Atmospheric Sciences, S.V University, Tirupati (Sponsored by ISRO, Govt of India).
- IIT Bombay/IIT-Kharagpur for Technology transfer.
- National Aerospace Laboratories (NAL), Bangalore.
- Serveen Software systems Pvt.Ltd.
- Datapoint Info Solutions Pvt. Ltd., Hyderabad.
- Arkin software solution Pvt.Ltd., Hyderabad
- Visiontek solutions Pvt.Ltd., Hyderabad.
- Volk soft Technologies Pvt.Ltd., Hyderabad.

- An expert talk on "Technical and Management Education – Opportunities and Challenges in Abroad" by Dr. Bell and Dr. Bhaskar Kura.
- "Motivational Lecture on Academic & Career Development" by Shri. K. Surya Narayana, Academic Relationship Officer, TCS, Hyderabad.
- A special talk on "Human Excellence" for Engineering/MBA/MCA students in association with Vivekananda Institute of Human Excellence, Rama Krishna Math Hyderabad.

NSS Programme

The MBA Department of the college boasts of their services to NSS unit which has put up an excellent show as mentioned below:

- Organised a programme on "World Earth Day" by painting world map on 1 lakh Sft. on April 22, 2017 which is an Indian Book of World Records.
- "Haritha Haaram" conducted by MBA-MRCET -NSS Team-2016. Sri Kalvakuntla Taraka Rama Rao, honorable Cabinet Minister for IT & E&C participated in this program.
- Excellent Performance Award-"NSS" received from Shri. N.D. Tiwari, Hon'ble Ex. Governor, A.P.
- MRCET students organized one week village camp at Gundlapochampally, R.R District.
- MRCET is recipient of Best NSS State Level Program officer award from Govt. of A.P.
- Organizing Blood Donation Camps every year.
- The students of MBA Dept. have been contributing their service to Orphans Home children in the form of distributing Clothes, Food and Books every year.
- The students of NSS team of MRCET distributing Books and other related Stationery to poor children and old people at Bahadurpalli, in the month of October 2010.
- Conducted a Blood Donation Camp in March 2012 under NSS by our students.

Student Achievements:

- Winners in MAD ADS conducted by Badruka College Post Graduate Centre on March 17, 2017. (Winners: Mr. TS Prasad, Mr. Sai Krishna, and Ms. Shanti)
- Ms. Pravalika & Mr. Sai Aravind Participated in Business Quiz "Sanskriti – Karyartha-17" conducted by IPE, Hyderabad on January 8, 2017.
- Ms. Ravali Runner in "Startup Entrepreneur" 20th SAMANVAY 2017 India level Inter-college fest conducted by Siva Sivani Institute of Management on December 10, 2016.
- Ms. G. Meenakshi participated and won 1st prize in young Manager Conducted by Gurunank Institutions on 11-12 April 2016.
- Ms. R. Swathi and Mr. Anil participated and won 1st prize in Business Plan conducted by Gokaraju Rangaraju Institute of Engineering & Technology on 19th March, 2016.
- Ms. Shanthi Parandhaman participated and won 2nd prize in paper presentation conducted by Malla Reddy Engineering College on 11-12 March, 2016.
- Ms. Shanthi Parandhaman participated and won 1st prize in Ad-Making conducted by MLRIT on 16-17 March, 2016.
- Mr. Ch. Satish Kumar, Winner of the StockMIND Season 3 at National level Conducted by ICICI.
- Mr. R. Siva Sankar Naidu Awarded 2nd Prize in Business Quiz in Visista-2015 at Avanthi Group of Institutions.
- Ms. Beena Sathviki and Mr. Ch. Satish Kumar Awarded 1st Prize in Business Quiz in Shodhana organized by Nalla Malla Reddy Engineering College.
- Ms. G. Lakshmi Priya, Mrs. C. Vishali, Mrs. Safiya Begum & Mrs. P. Haritha Awarded 1st Prize in Add making in Advaya organized by Vidya Jyothi Institute of Technology
- Mr. Srikanth Awarded 1st Prize in Marketing Young Manager in Shodhana organized by Nalla Malla Reddy Engineering College.

R&D

A separate outfit for research and development has been developed to take care of both student and faculty research. As such, R&D launched an International Journal on Strategies for Business Excellence with ISSN: 2277-761X as one of its efforts to promote research and knowledge dissemination. Some of the important responsibilities of R&D are:

- To enrich research efforts of the department in specific and community in general
- To identify and execute research interventions within and outside the institut

Department of Physical Education

Department of Physical Education under the guidance of Shri. E. Rajagopal, Physical Director has been doing a very impressive job of encouraging and motivating the students to participate in various National, International and zonal sports competitions in which students of MBA have participated with zeal and vigour which has resulted in the teams winning many laurels for the college.

Extra Curricular Activities (Sports)

Apart from academic achievements we take pride in our students' achievements in sports activities. Our students have been the Winner Zonal & Central Zone in Foot Ball, Cricket matches. Our students have also won the Runner of in Zonal Volley Ball Matches.

- Cricket Champions -2017 organized by MRCET.
- Sakshi Kabbadi Tournament Winners-2017 (Winners: Srinivas, Anish, Venu, Anirudh, Bharath, Sai Krishna)
- CVSR Anurag Group Kabbadi Tournament Winners-2017 (Winners: Srinivas, Anish, Venu, Anirudh, Bharath, Sai Krishna)
- Sakshi Arena Cricket Tournament winner.
- HATRICK JNTUH Zone -C Cricket Championship.
- Samskruthi Cricket Tournament Winner.
- Jyothismathi Cricket Tournament Winner.
- Volley Ball Women JNTU Zone -C Runner.
- AKSHARA 2K 15 Volley Ball Women Winner.
- NAIPUNYA Volley Ball Women Runner.
- Narasimha Reddy Engg. College Volley Ball Tournament Winner.
- MRCET Football Tournament Winner.

The college has provided ample motivation for students to excel in both academics as well as co-curricular and extra-curricular activities in the following way:

- Merit Scholarships for 1st & 2nd Rank holders for all Departments
- Encouraging for Paper Presentations
- Guidance and Support to Certification Courses like Business English Certificate (BEC), Cambridge University, UK and Aviation Management etc.,
- Guest Lectures from International Professors for exposing to opportunity in Management Education.

General Facilities

- Power back-up & UPS facility
- Transport facility
- Digital Library with high speed internet connectivity
- Indoor/Out door games and Gymnasium facility
- Canteen
- Auditorium with multimedia facility
- Bank ATMs
- Stationery & Photocopying facilities
- Girls and Boys separate Hostels
- Medical facility
- Filtration plant and cold drinking water.

Entrepreneurship Development Cell

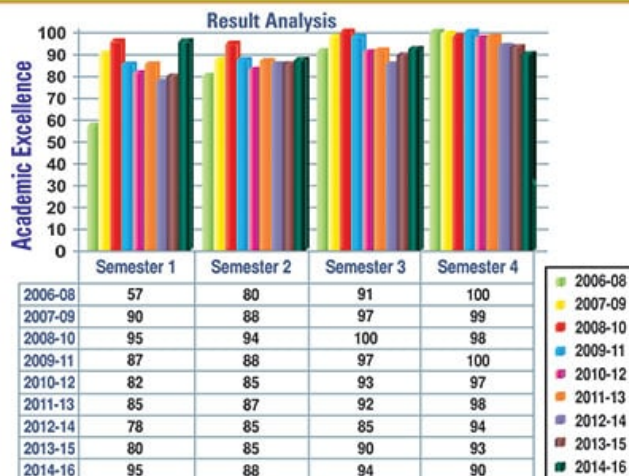
An Entrepreneurship Development cell in association with Industry Institute Partnership Cell (IIPC) is established in the college to guide and make the students aware about the opportunities in self-employment and also promote entrepreneurship amongst the technical and the management students. It is to focus on the fact that the students should become employers but not simply employees. This needs awareness skill development and opportunity finding along with financial and other feasibility issues. Program on "Entrepreneurship Awareness" is conducted in collaboration with ED Cell of JNTUH on September, 2011 in our college. An Industry -Academia meet was organized by MRCET under IIPC at Taj Banjara in May, 2012 which was a huge success.

The Department has launched an International Journal with ISSN: 2277-761X



Training & Placement Cell

- The college has taken initiative to enhance the employability skills of students through organizing Group discussion, personal & technical interviews and soft skills to suit the requirements of Multi National Organizations.
- MRCET has a team of members for interfacing with the industry and facilitation placements for students.



Result Analysis

2006-2008

Distinctions: 19
First Class: 33
Second Class: 3
Total: 55

2007-2009

Distinctions: 23
First Class: 35
Total: 58

2008-2010

Distinctions: 24
First Class: 27
Second Class: 3
Total: 54

2009-2011

Distinctions: 32
First Class: 26
Total: 58

2010-2012

Distinctions: 24
First Class: 30
Total: 54

2011-2013

Distinctions: 30
First Class: 22
Second Class: 6
Total: 58

2012-2014

Distinctions: 65
First Class: 102
Total: 167

2013-2015

Distinctions: 70
First Class: 133
Total: 203

2014-2016

Distinctions: 68
First Class: 139
Total: 207



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