



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

ICET / EAMCET CODE **MLRD**

**YOUR PATH
TO A SUCCESSFUL
CAREER
STARTS HERE!**



NBA Accredited Course



**SCHOOL OF
MANAGEMENT
STUDIES**



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“Intellectuals are not born but are made”



Mr. CH. Malla Reddy is the Founder & Chairman of Malla Reddy Group of Institutions (MRGI) who has been in the field of education for last 30 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 - MRGI



Dr. V.S.K. Reddy, Principal, Malla Reddy College of Engineering & Technology, has an experience of 22 years in Teaching and Research put together. He is alumni of IIT-Kharagpur; he obtained Ph.D in the area of Multi-media Signal Processing and Communication Protocols. He is versatile in multidisciplinary specializations in Electronics & Communications and Computer Science Engineering. His laurels include more than 140 Publications in the National and International reputed Conferences and Journals. 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.



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



Dr. M. Murali Krishna
Dean - Academics

Dr. M. Murali Krishna received the degree of Bachelor of Engineering in Mechanical Engineering from Karnataka University and a Master

of Technology in Energy Systems from JNT University, Hyderabad. His Doctorial Ph.D degree from JNTUH and he is having more than 23 years of experience in teaching and research. He has published more than 30 research papers in National and International reputed Journals and conference proceedings.



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.



ABOUT THE DEPARTMENT OF BUSINESS MANAGEMENT

MBA course is introduced in the year 2006 and ten batches have successfully completed MBA degree with more distinctions. Students are inducted into reputed companies and few of them have turned to be good entrepreneurs. The performance of the pursuing batch is promising and the department has been nurturing and developing students to register success in academics and shaping them into dynamic managers. Got UGC Autonomous Status (Govt. of India) and Accredited with National Board of Accreditation (NBA) and National Assessment and Accreditation Council (NAAC) with 'A' Grade, for quality Management Education.

Vision of the Department

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.

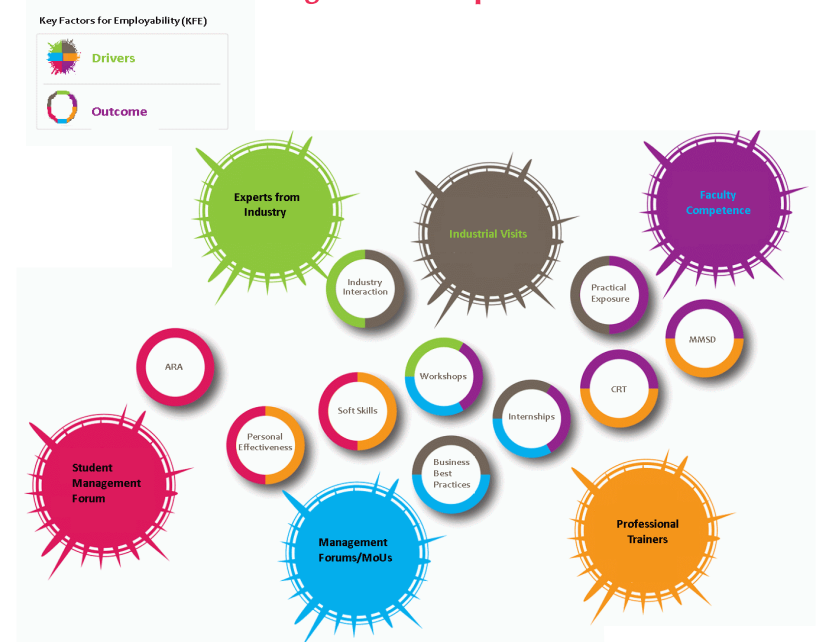
Mission of the Department

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

Quality Policy of the Department

- 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

Strength of the Department





AD SUPERSTAR

AIM

The concept makes students feel the importance and their liking towards a particular brand which make them aware of complete brand features.

PROCESS

The students were allowed to select their favorite Brands and have to endorse by clicking their photos along with brand and write up product features and add their own tagline.

OUTCOME

The event will lead the students to nurture the wide view of brands and the brand ambassadors; they get along to know the promotional technique practices taken up by the companies.



BUDGET TALK

BUDGET TALK

AIM

The aim of the programme was to make students aware about the union budgets, its allocation and implications on the business and economy as a whole.

PROCESS

The first section was factual presentation of 2018 Union Budget by 18 teams on various sectors of the economy. The second section was designed for discussion on budget implications.

OUTCOME

The students have learned the current union budget, its effect on business and accordingly its implications on business strategies.



COMMON MAN 2 GREAT MAN

AIM

The objective of this program is igniting flame of motivation in the students community.

In this program students presented and discussed about the milestones and success stories of great business leaders.

PROCESS

This program helps the students to understand and acquire the entrepreneurial skills and enhance their knowledge.

OUTCOME

In this program, students ignite their mind with transformational thoughts to be an common man to great man.



DARE IT

AIM

In this program, the students are made to participate in various management activities and games.

It helps in High knowledge formation and Quick learning.

PROCESS

Students enhance their creativity through fun and entertainment.

OUTCOME

It creates a sense of achievement and develops critical thinking skills.

These games train the brain to act without too much strain.



EYE

AIM

The students must be aware of certain levels of management games on the lines of team building, creativity, spontaneity and so on.

PROCESS

Students will enhance the skill set on much needed team work concepts while participating in the groups.

This event is scheduled on every Saturday and winners are rewarded with a rolling trophy which remains with the class teacher until the next event.

OUTCOME

The event undoubtedly raised the participating spirit among the students in order to win the week trophy for their own Section.

FIN DAY



AIM

Students become part of an important national drive to develop consumer skills, knowledge and behaviour in relation to money in future.

It helps in assisting the students with elimination of financial stresses.

PROCESS

It provides knowledge to Students that despite of our earning levels, we can all learn good money management habits and we can all aspire to a good level of financial security.

OUTCOME

Financial literacy within a student community means community development and lower poverty.



GRADUATION DAY

AIM

Post-Graduation ceremony is one of its kind events that takes place every year.

PROCESS

The event is every time blessed by Chairman Shri. Ch. Malla Reddy and eminent guests from industry and universities.

OUTCOME

Students got motivated and had a sense of fulfilment.



HR SUMMIT

Corporate Readiness
- an Initiative for Skill Development

HR SUMMIT

AIM

To provide a platform for students to interact with the HR professionals of corporate world.

PROCESS

Eminent professionals from Corporate HR are invited to address our students on the corporate expectations from management graduates. They also shared their expertise and experiences with the students.

OUTCOME

An excellent opportunity for the students to interact with professionals, researchers and academicians working in the domain of human resource.



INDUSTRIAL VISITS

AIM

Industry and Academic interface is the real time experience in our curriculum.

Industry interface facilitates the practical knowledge to the students.

PROCESS

As a part of this program, the students visits various industries to have a clear knowledge about the plant functioning and layout.

OUTCOME

Industries like: Zinda Tilismath, Coco cola, NSCL, Hindu Paper, Bambino, Parle- G, and so on are in to our regular list of visits.



AIM

Just A Minute is a session where the person should select a topic and speak about it just for 1 minute.

The object of the game is for students to talk for sixty seconds on a given subject, "without hesitation, repetition or deviation."

PROCESS

In the process of recruitment Just A Minute session plays a major role.

OUTCOME

While you started speaking on the topic Interviewer who do recruitment will check job seekers grammar, pronunciation, sentence formation and spontaneity.



KYC

AIM

Know Your Career is a practical interactive sessions to the first year students.

PROCESS

The students must be aware of all the verticals about their chosen career.

OUTCOME

The students got enlightened on how to plan their careers and work hard towards it.

LEAD

**LEADERSHIP
EXCELLENCE
AWARD
DAY 2018**

Redefining Leadership...

LEAD

AIM

This is an Award program, which is organized in order to felicitate people at different levels of hierarchy in MRCET.

PROCESS

The levels include: students, Faculties, HOD' s and Principal in the pyramid of organization.

OUTCOME

The people involved in the event are encouraged to come with new concepts and conduct events at next level



MANAGERIAL ETIQUETTE SESSION

AIM

"Etiquette" meaning professional protocol. Business etiquette is a set of unwritten rules that apply to social situations, professional workplaces and relationships.

PROCESS

In the world of business, it means that you have to act professionally and exercise proper manners and respect when engaging with people in your profession that come from other cultures or backgrounds.

OUTCOME

Having good business etiquette is a skill that has the potential to enhance student's success in work life.



NDA

AIM

This program aims at developing skill set of students.

The development of life skills helps students to: Find new ways of thinking and problem solving.

PROCESS

This program recognises the impact of their actions and teaches them to take responsibility for what they do.

Talent is innate, but skills are acquired. Skill training focuses on identifying, training and nurturing talent, in any desired field.

OUTCOME

Build confidence in spoken skills and for group collaboration and cooperation.



ONE STOP SHOP

AIM

A unique way of lifting the excitement of product shopping.

The students learn the concept of stalls, sales, promotional acts, pricing, and overall the closer angle of retailing process.

PROCESS

The students come out with various stalls mainly grocery and food items, the overall retailing projection are handled by them.

OUTCOME

The fair trade exhibits not only the products but even the convincing abilities on selling the same to the customers, and finally this kind of realistic and live promotion will definitely put the students at different level of analyzing the retail outlets when they go on shopping with their family and friends.

PED^xTalks

2018



PED^xTALKS

AIM

PEDX Talks is a professional educational talk in the spheres of professionalism in managerial skills.

PROCESS

The talks are on mock Board of Directors meeting. Students have discussions, arguments and counter arguments on the topics like: Hero Honda Demerge, Maggi Quality controversy and Air India privatization.

OUTCOME

The students came to know about the different houses and gained enormous knowledge.



Quiz Bizz

AIM

The business quiz for MBA aspirants provides the knowledge of corporate world, It comprises of questions from various industry verticals to test students awareness level about business world.

PROCESS

Business Awareness helps the students to evoke interest, curiosity, challenge and fear- all in one go.

OUTCOME

This program comprises of eminent business professionals, photo identification, tag lines of different companies and products, logos, Acronyms and many more. In fact it touched every root corner of Business Empire.



REPORT ANALYSIS

AIM

This Sessions are part of forth Semester of MBA Program.

PROCESS

The Students are initiated with case studies and others aspects of specialization subjects.

OUTCOME

The students are initiated to take up 2 reports based upon :

- i) ARA- Annual Report Analysis,
- ii) SDA- Statistical Decision Analysis
- iii) IE- Innovative Entrepreneurship
- iv) BBP- Business Best Practices.



Swis

AIM

The presentations are evaluated and are allotted with marks which are to internal mid semester marks.

PROCESS

The students are directed to give written, oral and Power point Presentations on subject topics.

OUTCOME

The students learned the presentation skills on the respective subjects and also the team work.



Tip

AIM

The students will be trained accordingly in the third semester on lines with job market and will send to internships for live practical work exposure so as they get themselves much better placement in the market.

PROCESS

The students regularly attend training sessions and improve their weakness on par with job requirements and make themselves ready for campus placements.

OUTCOME

The students regularly attend training sessions and improve their weakness on par with job requirements and make themselves ready for campus placements.



Usp

AIM

It is a platform which is set to showcase the unique selling point of each student.

PROCESS

Students are bound to have certain unique strong point to sell themselves in the market.

OUTCOME

USP gives an opportunity to enhance and identify their strong unique selling points.



V₂V

AIM

The students who are in to the 2nd year should learn to subordinate their personal vision in to the organizational vision.

PROCESS

By subordination of both of these visions students will develop long term commitment towards the organization and excel in their performance.

OUTCOME

The students learned how to match their personal vision to that of the organizational vision.



WHAT NEXT

AIM

The Idea behind program is to inculcate the out of box thinking in to the minds of the students by creating something useful from waste.

PROCESS

Students are encouraged to explore the ideas and views in this process.

OUTCOME

Many students utilize this platform to make things such as: flower vase, candle stands, Notice boards, prototype of college building, logos and soon.



X FACTOR

AIM

It's a talent studio kind of show time event.

PROCESS

This stage sets for talent exhibition such as: Instrument playing, Craft making, designing, singing, and dancing and so on.

OUTCOME

Students are given opportunity to showcase their inherent talent



YOUNG MANAGER

AIM

Young Manager Event is a program where the students are tested on the lines of Aptitude, Technical, Soft Skills, and HR in different rounds.

PROCESS

Young manager title is given to the best performer, who is screened and analysed by the panel of expert committee.

OUTCOME

This program leads to the personal effectiveness of the students to excel themselves in the job market.

This program leads to improvement of personal effectiveness of the students to excel themselves in the job market.



ZEAL

AIM

This event is a combination of formal and informal activities.

PROCESS

Zeal in the students will make them to participate actively and compete with each other.

OUTCOME

Zeal is developed in the students to be dynamic, versatile and ready for corporate world.