



Malla Reddy College of Engineering & Technology

(Autonomous Institution-UGC, Govt of India)

DEPARTMENT OF BUSINESS MANAGEMENT



REPORT OF THE PROGRAM

Title of the Activity: Mastering Management Maze(MMM)

Date & Time: 04-06, 2023

Duration (in minutes): 2.30hrs

No of Student Participants: 150

No of Faculty Participants: 12

No. of External Participants: Nil

Expenditure: Nil

Mode of Delivery: Offline

Objectives of the Activity (In 100 words):

Malla Reddy College of Engineering & Technology Innovation Council (IIC) and Department of Business Management has conducted Mastering Management Maze (MMM) program for MBA 1st year students from May 04-06, 2023. This Program has been designed based on the Balance Scorecard (BSC) concept as it is an organizational-level performance management tool. The Program is been divided into two categories 1. Best Strategy Communicator & 2. Gamifying leadership skills. Students must thoroughly study the company details to understand the four essential aspects: Financial, Internal Process, Customer, and Development of the business. Moreover, the Program's second part helps the students navigate leadership skills through gamification. This Program aims to facilitate the students understanding of how strategy mapping is done in the companies. It also helps to identify and analyze the company's internal operations to investigate the cause-and-effect process.

Links: <https://www.instagram.com/p/Cr-GLYOJRWq/?igshid=YzcyNDA0Yzg3NA==>

Twitter:

POSTER

MBA DEPARTMENT OF BUSINESS MANAGEMENT AUTONOMOUS ICET Code: MLRD www.mrcet.ac.in

presents

MASTERING MANAGEMENT MAZE

MAY 4-6, 2023
Venue: MBA BLOCK

Program Objective
To help students to study the company details thoroughly.

Best Strategy Communicator (BSC)
Strategic Synergy
To understand the four important aspects like Financial, Internal Process, Customer, and Development of the business.

Gamifying Leadership Skills (GLS)
Game to Lead
The program helps the students to navigate leadership skills through gamification.

Program Coordinators: Ms. M. SUNITA, Ms. A. KAVYA
Class Teachers: DR. G. VENKAT REDDY, MS. V. GIRIJA RANI, DR. G. ARCHANA
First Year Coordinator: Dr. K. SRIKANTH
Training Coordinator: Prof. T. SATISH KUMAR

Dr. G NAVEEN KUMAR (Head of the Department), **Dr. T VENUGOPAL** (Dean, MRCET), **Dr. S SRINIVASA RAO** (Principal, MRCET), **Dr. VSK REDDY** (Director, MRCET)

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(AUTONOMOUS INSTITUTION - UGC, GOVT. OF INDIA)
Affiliated to JNTUH; Approved by AICTE
NBA & NAAC with A-GRADE | ISO 9001:2015

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