

MRCET CAMPUS

**DEPARTMENT OF
BUSINESS MANAGEMENT**

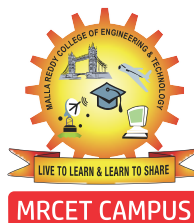
ICET Code

MLRD

**EMBRACE THE
NEW ERA OF
LEADERSHIP**



www.mrcet.ac.in



**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

VISION OF THE DEPARTMENT

To be an indispensable source in management education which has the zeal to provide the value driven platform for the students to acquire knowledge and power themselves to shoulder higher responsibility in building a strong nation.

MISSION OF THE DEPARTMENT

To promote Management education and research. It strives consistently to provide quality education keeping in pace with time and technology. It also Passions to integrate the intellectual, spiritual, ethical and social development of the students for shaping them into dynamic managers.



THE INSTITUTION –MRCET CAMPUS



Malla Reddy College of Engineering and Technology-MRCET (UGC Autonomous) is established in 2004, approved by AICTE, Govt of India and affiliated to JNT University, Hyderabad. The college is accredited by National Board of Accreditation (NBA) and NAAC – 'A' Grade and also recognized under UGC 2f & 12(B) status. The college is an ISO 9001:2015 certified Institution.

ACCOMPLISHMENTS OF THE INSTITUTION

- Autonomous Institution, UGC, Govt. of India.
- Accredited by NBA, AICTE, New Delhi.
- Accredited by NAAC with 'A' Grade, UGC, Govt. of India.
- ISO 9001:2015 Certified Institution.
- 2(f) & 12(B) Recognition, UGC, Govt. of India. NSS Unit recognized by JNTUH, Hyderabad. Research Centre Status, JNTUH, Hyderabad
- MoU with NRDC, Govt. of India. AICTE-MHRD Institution Innovation Council, Ministry of HRD, Govt. of India.
- Industry Institute Partnership Cell (IIPC).
- Recognition of Scientific Industrial Research Organizations (SIROs) by Govt. of India.
- MRCET is a life member of NHRD Network. CISCO International Certification Authorized Centre.
- Approved to admit Foreign Students/PIO's Nodal Center: IIT - Bombay/Kharagpur for Technology Transfer
- NASSCOM Nodal Center for NAC - Test Assessment Business Incubation Centre - MSME, Govt. of India
- Global Education and Career Counseling Centre



QUALITY POLICY OF THE DEPARTMENT

- Identifying and promoting potentiality of Individuals.
- Providing the best in class contemporary management education through promoting effective and teaching learning culture in judicious manner.
- Inculcating Entrepreneurial skills to the expectations of robust industry fostering learning creativity and teamwork.
- Adherence to Commitment.

FACULTY

Faculty comprising of learned Academic institutions/Universities and reputed R&D Organizations. The Professors are having the synergy of excellence in application oriented teaching, research and consultancy experience in India and abroad. The experience academicians continuously Endeavour to impart the knowledge to groom the students into industry ready engineers



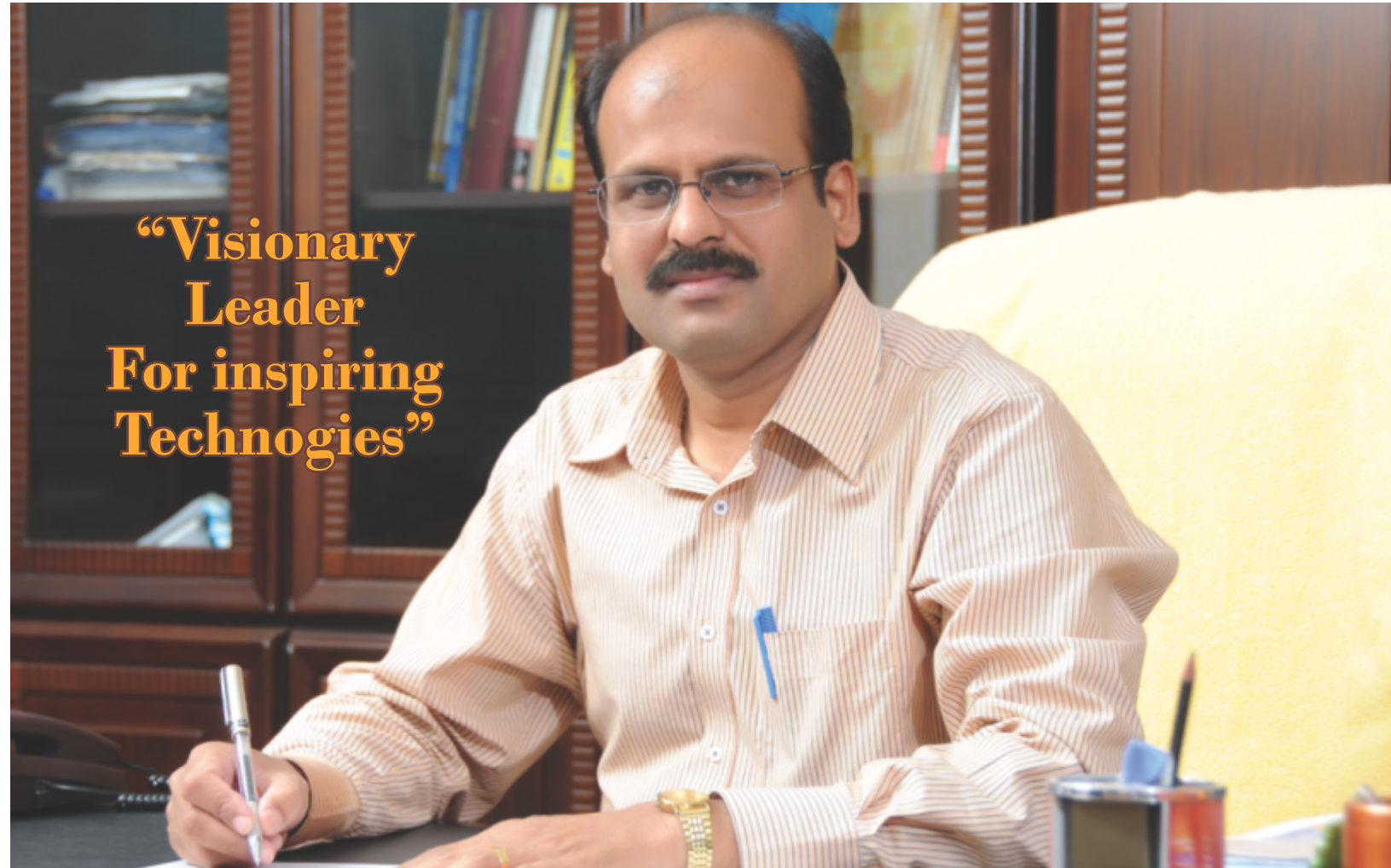
**“Intellectuals
are not born but
are made”**

Sri. Ch. Malla Reddy Founder Chairman, MRGI

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 31 years with the aim of spreading quality education among the largest cluster of Technical institutions in the state of Telangana.

A DESIRE: 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.

**“Visionary
Leader
For inspiring
Technogies”**



Dr. VSK Reddy Principal

B.Tech, M.Tech, Ph.D (IIT-KGP), FIETE, MIEEE, MISTE, MCSI, MHE-UK

Dr. V.S.K. Reddy, Principal, Malla Reddy College of Engineering & Technology has an experience of more than 19 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 is versatile in multidisciplinary specializations in Electronics & Communications and Computer Science Engineering. His laurels include more than 45 Publications in the National and International reputed Conferences and Journals. He is fellow of IETE, Life Member of ISTE and Member of IEEE. 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. M. Murali Krishna Dean

B.E, M.Tech., Ph.D, MISTE, FIE, MSAE, C.Engg

Dr. M. Murali Krishna received the degree of Bachelor of Engineering in Mechanical Engineering from Karnataka University and Master of Technology in Energy Systems from JNT University, Hyderabad. His Doctoral degree is from JNTUH and he has 23 years of extensive experience in teaching and research. He has authored more than 30 research papers in National and International reputed Journals and conference proceedings. He also worked as Principal in one of the colleges of MRGI for past 9 years, and during his tenure he organized two AICTE sponsored staff development programme in ECE and Mechanical specializations in association with IIT, New Delhi.



Prof. G. Naveen Kumar HOD

B.sc, MBA, (Phd.)

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. The MBA MRCET is committed to provide the necessary skill sets to bridge the supply and demand gap of professionally trained managers to the global companies.



ABOUT THE DEPARTMENT OF BUSINESS MANAGEMENT

This is the 9th Best B - School in India (Other than IIMs) and the only MBA programme having 240 intake inculcating a strong academic and professional environment through pedagogy includes 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.



OUR BEST PRACTICES

- Internal personality development programs beyond academic calendar.
- Workshops on business etiquettes, leadership skills, and innovative management practices.
- Industry academia interface- collaboration with foreign universities, professional bodies and corporate sector.
- Industrial visits for practical exposure on production & supply chain management.
- Student's exhibit talent at various levels of management fests conducted across various states.
- Co and extracurricular activities to facilitate an equal balance between physical & mental development of a student.
- Case Study Approach, Internships and Live Projects , Concept Thought Process , IIPC and EDC Activities are the mainstream approaches.

RANKINGS & RATINGS

AAA+ Careers360	• Ranked 'AAA+' among India's Best Engineering Colleges - Careers360.
OUTLOOK	• Ranked Top 100 Best Engineering Institutions in India - Outlook Magazine.
CSR	• Ranked 5th among the Top Engineering Colleges of Excellence in Competition Success Review (CSR).
INDIA TODAY	• Ranked Top 30 Best Engineering Institutions in India - India Today.
TIMES OF INDIA	• Ranked 74th among the Top Private Engineering Institutions in India - Times of India.
THEWEEK	• Ranked among the Best Engineering Colleges in India - The Week
24 MRC	• Technical Institute Education Award™ for outstanding performance in Technical Education - 24 MRC Network Private Limited.
EDU Tech, RAND	• 13th State wise Best Engineering Colleges Ranking by EDU Tech RAND. Recognized e.Gov Campus by Engineering Watch, Re-Engineering India.
siliconindia	• Ranked Professional Skill Development Initiatives 9th Best B-School (Other than IIMs) in India for Academic Excellence - Silicon India.

PROFESSIONAL SKILL DEVELOPMENT INITIATIVES



PROFESSIONAL CHAPTERS



Catch Appropriate Brand - Join MBA MRCET.. and Be a Brand

A TO Z PROGRAMES confine to 360 degree of skill enhancement of student which enables their career navigation in the fields of business management. These events are executed during semester and incepted into regular time table.

AD SUPERSTAR

The concept makes them feel the importance and their liking towards a particular brand, how to endorse it and promote.

BUDGET TALK

Presentation & discussion on implication of the Union Budget on the economy and the business sectors.

COMMON MAN TO GREAT MAN

In this program students present and discuss about the milestones and success stories of great business leaders.

DARE IT

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

EYE- Emerging Young Executives

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

FIN DAY

It helps in assisting the students with Financial literacy.

GRADUATION DAY

Post Graduation ceremony is one of its kind event that takes place every year after the completion of the course.

HR SUMMIT

It is an excellent opportunity for the students as the professionals, researchers and academicians working in the domain of human resource share their expertise and experiences.

INDUSTRIAL VISITS.

Industry interface facilitates the practical knowledge to the students, as a part of this program, the students visits various industries to have a clear knowledge about the operations, & logistics.

JAM –Just a Minute.

Since the interviewer will check job seekers grammar, pronunciation, sentence formation, content and spontaneity.

KYC - Know Your Career.

It is a practical interactive sessions for the first year students, since the students must be aware of all the verticals about their chosen career.

LEAD - Leadership Excellence Award Day

Positive actions and positive thinking leads to success, the program is a verge of transforming youngsters into future leaders.

MES – Managerial Etiquettes Session

Students are taught on business etiquette which is a set of unwritten rules that apply to social situations, professional workplaces and relationships.

NDA – Nurturing Dynamic Abilities

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

ONESTOP SHOP

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

PEDX TALKS - Professional educational extension talk

The talks are on mock Board of Directors meeting. Students have discussions, arguments and counter arguments

QUIZZ BIZZ

The business quiz for MBA aspirants provides the knowledge of corporate world, The real time experience of quiz programs are taken as example to make the students feel the participative and entertaining essence and acquire the knowledge of many aspects of business units across the globe.

REPORT ANALYSIS

The Students Are Initiated With Case Studies And Others Aspects Of Specialization Subjects.

• ARA - Annual Report Analysis, • SDA- Statistical Decision Analysis, • IE- Innovative Entrepreneurship
•BBP - Business Best Practices.

SWISS –Subject Wise Internal Sessions.

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

TIP – Training Internship & Placements

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.

USP – Unique Skill Projection

USP gives an opportunity to enhance and identify their strong unique selling points, mainly their core strengths.

V2V – Vision 2 Vision

The students are made to establish their career vision with par to organizational vision.

WOW – Wealth Out of Waste

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.

X FACTOR

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

YOUNG MANAGER

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

ZEAL

This event is a combination of formal and informal activities.



SPORTS AND GAMES



HOSTEL FACILITY



The College provides excellent sports and games facilities in cricket, football, basket ball, Throw Ball and indoor games. Our students have excelled in sports and games and are champions at university level & national level events too. College has excellent Gymnasium facility for both students and faculty.

A modern eco-friendly exclusive Hostel facility is available for Boys and Girls with internet, Digital Library, Gym and Yoga facility. All the rooms in the Hostel are very spacious and hygienic with good ventilation facility.





TRANSPORTATION

The college is providing bus facility for the staff and students connecting all the corners of the city. The College is also providing Exclusive Buses for the girl students on specific routes. • Number of Buses: 30 • Number of Routes: 24



OTHER FACILITIES

- DIGITAL LIBRARY.
- AUDITORIUM WITH MULTIMEDIA FACILITY.
- STATIONARY & PHOTOCOPYING FACILITY.

ALUMNI SPEAK



The 2 years MBA Program for 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



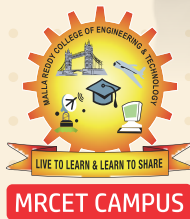
Prof. T. Satish Kumar
Dean Training & Placements, NSS Coordinator.

TRAINING & PLACEMENTS

A PERFECT CHOICE FOR SUPPORT & GUIDANCE

1. Orientation programs on various areas of specializations
2. Corporate readiness workshops by industry experts.
3. CRT Program by in house training team.
4. 270+ students placed in last two academic years.





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 **72070 34237 | 9640388872 | 9848203240**

 Maisammaguda, Dhulapally, Secunderabad - 500 100

 mrcet2004@gmail.com, mbamrcet@gmail.com

