



LOYOLA ACADEMY
SCHOOL OF COMMERCE
DEPARTMENT OF B. Com
Business Analytics



Department Report 2023-24

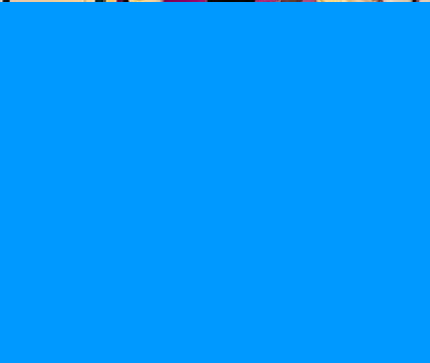




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An Introduction from Head of the Department, T. Swarna

I am delighted to introduce our Department Report, which looks back on the year 2023-24.

In addition to being a year of growth and development, we also celebrated a milestone as a community. Being able to create the kind of dynamic, inclusive, and sustainable learning spaces that we believe are essential to our mission has been a goal of successive Boards and leadership teams.

As I look back at the last year, I can see that we have made significant strides in shifting our focus. We have harnessed the benefits of technology by introducing a digital classroom which has enabled us to improve the teaching learning process and has also been instrumental in understanding how we can challenge and support every student. I am proud of the amazing outcomes of our Classes in 2023. I am proud to say that one of our DCBA students has achieved 12Lakhs P.A. Placement in Barclays bank which is one of the best placement records in Loyola academy's history.

I also appreciate that we now stand on the brink of a new chapter, and that the coming year will be crucial in moving forward with department development plan that will help us both maintain and improve the quality of our education. I am confident, however, that together we will continue to find improved ways of ensuring that all our students can be better challenged, included, and successful than ever before.

Kind regards,



T. Swarna,

Head of the Department



Mission & Vision

“

Gain the expertise needed to solve business challenges with complex data through our comprehensive Business Analytics Program.

”

“**We envision a world of highly skilled scientific world of analysts who would fathom the most intricate and hidden meaning in every business transaction.**

”

Introduction to the department

The Department of B. Com Business Analytics was first set up at Loyola Academy in the year 2020. B. Com in Business Analytics is a six-semester Learning Program designed for students who wish to make a career in the areas of Digital Business, E-Commerce, and related areas. Participants will gain a good understanding of the business practices, processes, design, and strategies relevant for success in digital businesses. The course focuses on preparing future-ready business professionals to develop the Analytics Mindset. The curriculum of this course was designed in such a way that it provides a blend of knowledge on both commerce and data analytics visualization. The program gives thrust on Data Analytics and Visualization using tools such as Advanced Excel, Power BI & R for Statistical Computing.

Highlights of the Department

1. Digital learning

Learners can access engaging learning material at their own pace which includes recorded lectures from faculty members and course content where applicable.



2. Experiential learning

The program emphasizes on Experiential Learning that allows learners to apply concepts learnt in classroom in simulated, and real work situations

This is achieved through the exposure to contemporary software packages in the Analytics Lab.

3. Case studies and assignments

Carefully chosen real-world cases & assignments are both discussed and used as problem-solving exercises during the program

4. Project work

The sixth semester offers an opportunity for learners to apply their knowledge gained during the program to a real-world like complex project. The learner is expected to demonstrate understanding of vital principles learnt across semesters and their ability to successfully apply these concepts.

5. Continuous assessment

Continuous Assessment includes graded Assignments, Presentations, Viva, Weekly test, Mid-semester exam, Pre final exam and Final Semester end Exam.

Character Learning

Standards and Goals

Learning Dispositions:



Learners demonstrate
OPENNESS.



Learners demonstrate
REFLECTION.



Learners demonstrate
RESILIENCE.



LOYOLA ACADEMY DEGREE AND PG COLLEGE

SCHOOL OF COMMERCE

DEPARTMENT OF B. Com Business Analytics

REPORT ON

WORKSHOP ON "Harnessing Inner Drive - Personality Development and Motivation"

Title: "Harnessing Inner Drive - Personality Development and Motivation"

Date(s): February 22-23, 2024

Venue: Seminar Hall, Commerce Block

Preamble:

The workshop on "Harnessing Inner Drive - Personality Development and Motivation" was conducted on February 22nd and 23rd, 2024, at the Seminar Hall located in the Commerce Block. The workshop aimed to enlighten participants about the significance of inner drive in shaping personality and enhancing motivation. The event saw active participation from students, faculty, and staff members alike.

Resource persons Profile:

1. Mr. G. Manikumar-Entrepreneur, Founder of GMK Group India, Business Coach, Advocate
2. Mr. Tanishq-Assistant Manager at Federal Bank
3. Mrs. Charmeine Pascal- Senior learning management consultant at Thomson Reuters
4. Dr. Sri Lakshmi- Asst Professor in St Mary's college Yousufguda, Hyderabad and Visiting faculty in Accounting & Finance on Saturdays with ACFM (Annapurna college for Film & Media)
5. Dr. B.Suneetha – Motivational Speaker



Workshop Overview:

Day 1: February 22, 2024

The workshop commenced at 9:00 AM with an opening address by Mr. G. Manikumar, setting the tone for the day's proceedings. Mr. Manikumar delved into the concept of inner drive and its pivotal role in personal development. He highlighted various factors that influence one's inner drive and provided insights into strategies for identifying and nurturing it.

Following Mr. Manikumar's session, Mr. Tanishq took the stage to discuss the correlation between personality development and inner drive. He emphasized the importance of self-awareness and offered practical tips for aligning personal goals with inner motivations. The session included interactive exercises aimed at self-reflection and goal-setting.

Day 2: February 23, 2024



The second day of the workshop commenced with a session by Mrs. Charmaine Pascal on motivation and its impact on achieving goals. Mrs. Pascal explored different motivational theories and their applicability in real-life scenarios. Participants engaged in group discussions and case studies to understand the dynamics of motivation in various contexts.

The workshop concluded with a panel discussion featuring all three resource persons, allowing participants to seek clarifications and share their experiences. The panelists addressed queries ranging from sustaining motivation over the long term to overcoming obstacles in personal development.

Dr. Sri Lakshmi commenced the day with a session on the integration of academic and professional pursuits for holistic development. She highlighted the role of education in shaping one's personality and motivation, drawing from her experiences as both an academician and a visiting faculty member.

The workshop concluded with an inspiring session by Dr. B. Suneetha, who shared practical strategies for maintaining high levels of motivation and harnessing inner drive amidst challenges. Her session resonated deeply with the participants, leaving them motivated and empowered.

Important Insights By Resource Persons:

Ms. CHARMINE PASCAL

The speaker began by introducing herself and providing a brief overview of her academic background and interests. She highlighted her journey through collage, including significant milestones and challenges faced during this period. Emphasized the significance of collage education in shaping one's professional career and personal growth. Discussed how collage experiences prepare individuals for the challenges of the real world, both personally and professionally.

Shared insights into her placement experience, including the process of applying for jobs, attending interviews, and securing a position. Discussed the challenges encountered during the placement phase, such as competition, self-doubt, and uncertainty about career choices. Highlighted the valuable lessons learned during the placement phase, including the importance of perseverance, adaptability, and continuous learning. Emphasized the significance of networking, building professional relationships, and seeking mentorship in navigating the job market successfully. Also, Offered practical advice and tips for college students preparing for their placement phase. Encouraged students to proactively engage in internships, networking events, and skill-building activities to enhance their employability.

The presentation by Ms. Charmine provided valuable insights into the collage experience and the challenges associated with the placement phase. Through personal anecdotes and practical advice, the speaker effectively conveyed the importance of perseverance, adaptability, and continuous learning in achieving professional



success. The workshop concluded with a Q&A session, allowing participants to seek further clarification and guidance on collage and placement-related topics.

Mr. TANISHQ LOOMBA

Mr. Tanishq emphasized the significance of motivation in achieving academic and personal goals. He highlighted that motivation is the driving force behind every action and encouraged students to identify their passions and set clear goals to stay motivated throughout their college journey. By sharing personal anecdotes and success stories, he inspired the audience to cultivate a positive mindset and persevere through challenges. The speaker delved into the concept of resilience and its relevance in navigating the ups and downs of college life. He underscored that setbacks and failures are inevitable but reiterated that resilience is about bouncing back stronger from adversity. Through practical tips and strategies, such as practicing self-care, seeking support, and reframing negative thoughts, he empowered students to build resilience and embrace failure as a stepping stone to growth. Networking was highlighted as a crucial aspect of college life and beyond. [Speaker's Name] stressed the value of building meaningful connections with peers, professors, and professionals in various fields.

He emphasized that networking not only opens doors to opportunities such as internships and job placements but also fosters a supportive community that can offer guidance and mentorship. The speaker shared actionable advice on networking etiquette, leveraging social media platforms, and attending networking events to expand one's professional circle. Throughout the workshop, Mr. Tanishq engaged the audience through interactive activities, including group discussions, role-playing scenarios, and goal-setting exercises. These activities encouraged active participation and facilitated peer-to-peer learning, allowing students to reflect on their own experiences and gain insights from their peers.

In conclusion, he delivered a dynamic and thought-provoking workshop that left a lasting impact on the audience. By addressing key topics such as motivation, resilience, and networking, he equipped college students with practical strategies and tools to thrive academically and professionally. The workshop served as a reminder of the importance of perseverance, adaptability, and community support in navigating the challenges of college life and achieving success in the future.

Dr. SRI LAKSHMI RAMU

Dr. Sri Lakshmi Ramu began by elucidating the concept of business analytics and its increasing relevance across industries. They highlighted how businesses leverage data-driven insights to make informed decisions, optimize processes, and gain a competitive edge in the market. The speaker emphasized the benefits of pursuing business analytics courses in college. They underscored how such programs equip students with analytical skills, statistical knowledge, and proficiency in data manipulation tools, which are highly sought after by employers in various sectors. A significant portion of the speech was dedicated to discussing the myriad career opportunities available to graduates with a background in business analytics. The speaker elucidated on roles such as data analyst,



business intelligence analyst, data scientist, and emphasized the growing demand for professionals with expertise in this field.

Transitioning to the entrepreneurial aspect, the speaker advocated for the integration of entrepreneurship education into college curriculums. They stressed the importance of nurturing an entrepreneurial mindset among students, fostering creativity, innovation, and problem-solving skills essential for starting and managing successful ventures. The speaker encouraged students to actively engage in entrepreneurial initiatives and provided examples of successful student-led startups. They emphasized the importance of seizing opportunities, taking calculated risks, and learning from failures in the entrepreneurial journey. Lastly, the speaker highlighted the resources and support available within the college ecosystem to aspiring entrepreneurs. They mentioned incubation centers, mentorship programs, and funding opportunities aimed at nurturing and sustaining student entrepreneurship.

In conclusion, the speech delivered by the speaker provided valuable insights into the realms of business analytics education and entrepreneurship. The workshop served as a catalyst for inspiring students to explore these domains, equip themselves with relevant skills, and embark on fulfilling career paths or entrepreneurial ventures in the future.

Key Takeaways:

1. Understanding the concept of inner drive and its significance in personal growth.
2. Recognizing the interplay between personality development and inner motivations.
3. Exploring strategies for fostering self-awareness and setting meaningful goals.
4. Gaining insights into different motivational theories and their practical implications.
5. Learning techniques for maintaining motivation and overcoming challenges.

Feedback and Conclusion:

The workshop received overwhelmingly positive feedback from participants, who expressed appreciation for the depth of insights provided by the resource persons. Many attendees noted that the workshop had inspired them to introspect and take proactive steps towards personal development. The event concluded with a vote of thanks to the resource persons, organizers, and participants for their contributions to making the workshop a resounding success.



We extend our gratitude to Mr. G. Manikumar, Mr. Tanishq, and Mrs. Charmaine Pascal for sharing their expertise and enriching the learning experience of all attendees. We look forward to organizing similar insightful workshops in the future to continue nurturing personal and professional growth within our community.

Sincerely,

Mrs T. Swarna

Head of the Department, B. Com Business Analytics

GALLERY-











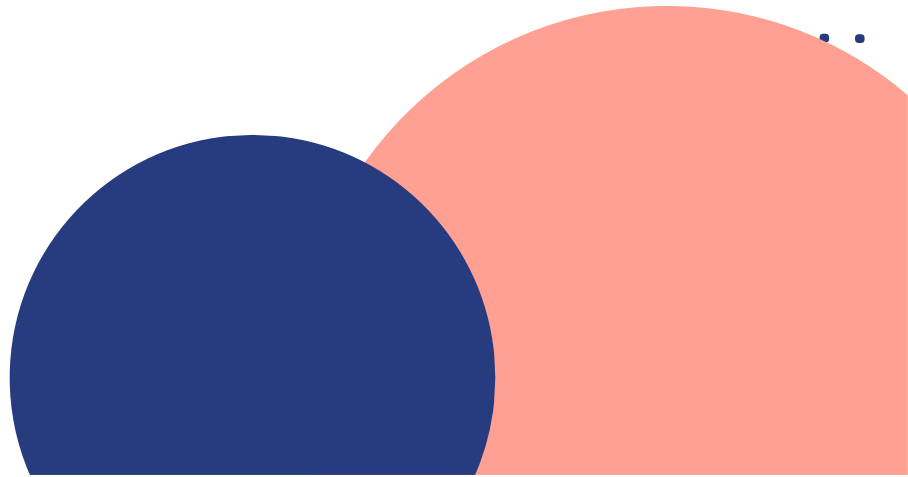
Acumen Connect and Loyola Academy

Departments of B. Com Business Analytics

Industry Connect Program Report

4th August '23

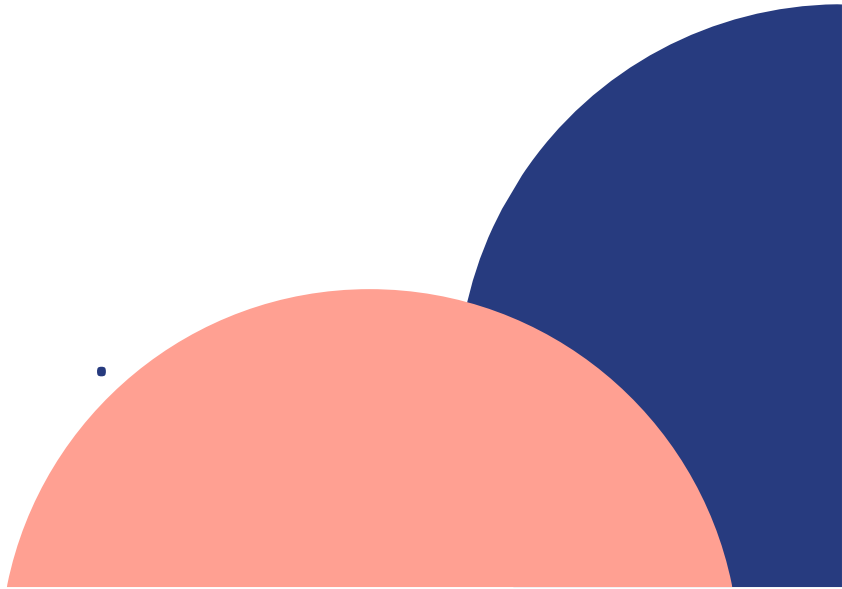
POCHAMPALLY





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- About Faculty
- About Acumen Connect
- Program Objectives
- Program Outcomes
- Details of Industry Visit
- Caselet
- Case Study Sample (Submitted by Student)





**ACUMEN
CONNECT**

About Loyola Academy

Loyola Academy (LA) a spacious ecofriendly campus with excellent infrastructure is managed and administered by the Catholic clergy, popularly called Jesuits of the Andhra Jesuit Province, belonging to the Society of Jesus (founded by St. Ignatius of Loyola), an International Catholic Religious Order. Loyola Academy was founded by Rev Fr T.

Baliah SJ in 1976 in Alwal, Secunderabad, Telangana.

Loyola Academy was granted Autonomous status in 1992 for Degree and PG courses in 2010. Appreciating the achievements and qualitative pursuit of Higher Education needs, UGC awarded Loyola Academy "A College with Potential for Excellence" (CPE) in 2008.

T. Swarna Ma'am, HOD & Asst. Professor of B.Com Business Analytics, Loyola Academy organized, facilitated & Accompanied the Industry Connect Program.

Rajini Ma'am and Anusha Ma'am accompanied the students for the visit.



NAAC Criteria

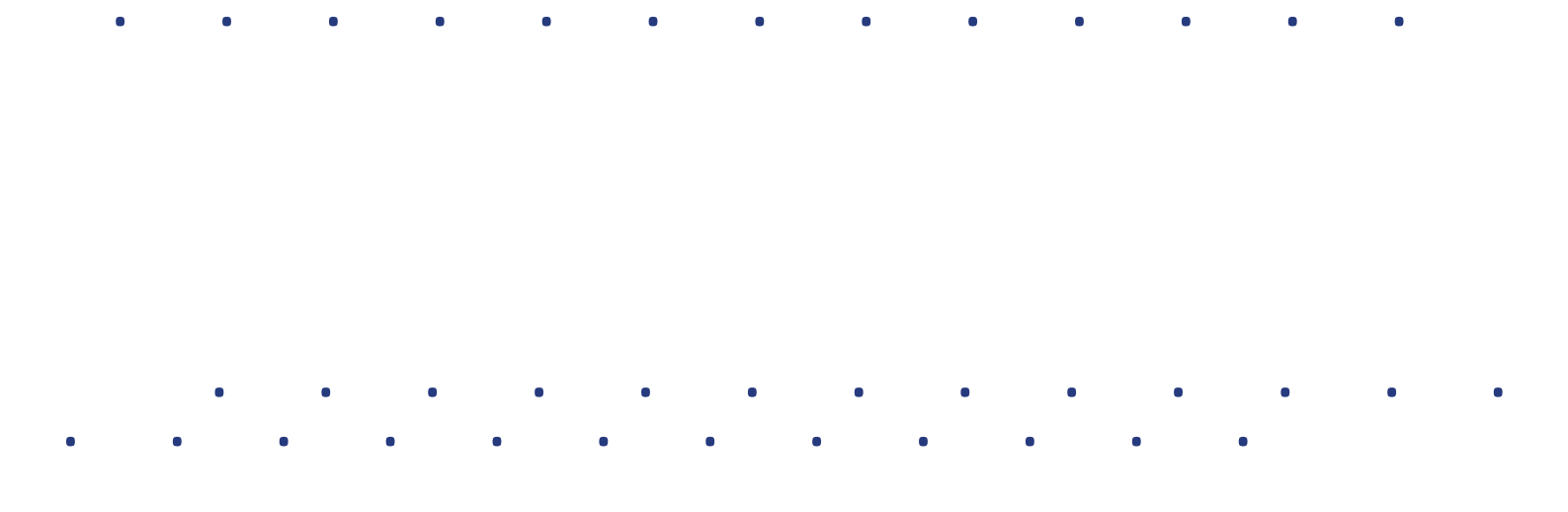
- **(1.3) Curriculum Enrichment:**

- (1.3.1) The industrial visits have given students insight into work culture and professionalism along with an understanding of the professional ethics followed by Pochampally.
- (1.3.2 and 1.3.3) The Industry Connect program is an experiential learning program that has provided industry exposure to students through field visits. Students understand the practical usage of the subjects and concepts learned in the classroom through the Industry Visits.

- **(2.3) Teaching-Learning Process:**

- (2.3.1) **Experiential Learning methodologies** such as journey mapping, what, how, why, and 5 why's were used during the program during industry immersion.

- **(7.2) Best Case Practices**

- (7.2.1) The Industry Connect Program is a best-case practice followed by Loyola Academy. ICP integrates industry exposure and employee engagement along with case studies that enrich students' worldviews.
- 

ICP Program Outcomes

1. Students will be able to recognize and articulate the production process of the industry through a "journey map."
2. Students will be able to note the layout, manpower, automation, quality management, raw material procurement, and waste management of the industry during the industry immersion session.
3. Students will answer a case study given to them at the end of the Industry Connect Program.



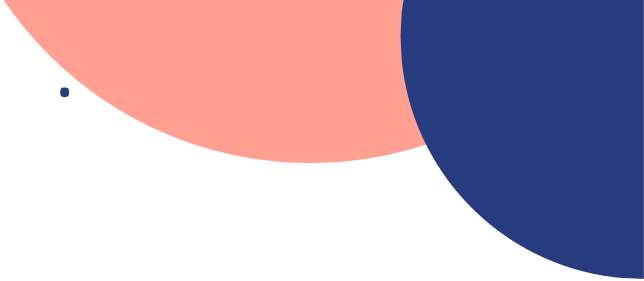
Industry exposure

POCHAMPALLY

The students visited Pochampally on 4th August 2023.

Bhoodan Pochampally is a census town in the Yadadri Bhuvanagiri district of the Indian state of Telangana. It is located in Pochampalle mandal of Bhongir division. This village is known for woven products, especially hand-woven Ikkat sarees. A **learning kit** was shared with the students prior to the industry visit that provided them with information regarding the company. A **pre-industry session** was organized where students were engaged with the history and future plans of the company. They interacted with the employees of the organization who answered their questions and helped them understand the sector and company better. The **production process** was explained in detail by the Industry Gurus of Acumen Connect. A **post-industry session** was conducted to clarify further doubts and queries. Students are **certified** in their learning experience post the Industry





ConnectProgram.



CASE

POCHAMPALLY HANDLOOM INDUSTRY

Introduction about Pochampally

Pochampally is a small village situated in the district of Nalgonda in the state of Telengana, India. It is also known as Bhoodan Pochampally. The village is around 50KM from Hyderabad, capital city of Telengana. It is near to the famous Ramoji Film city. Pochampally is surrounded by hills and lush green fields. It is the place where threads and colours find their way into the hands of skillful weavers and meander into the market as beautiful sarees and dress materials. Pochampally is a typical weaving village. Pochampally textile industry is renowned for its traditional handwoven ikat fabrics & it is also famous for its culture, tradition, heritage, history, and modernity that is unique to the place.



The weavers of Pochampally are popular for their traditional and geometric patterns in Ikat style of dyeing. Ikat weaving involves an 18-steps sequence of tying and dyeing sections of bundled yarn to a predetermined intricate colour pattern prior weaving.

History

The town has a very interesting piece of history attached to it. 18th April 1951 was an historic day of the very genesis of the Bhoodan movement. Vinoba Bhave visited Pochampally mandal in Nalgonda district. The organizers had arranged Vinoba's stay at Pochampally, a small village with about 700 families, in which two-third were landless. By seeing the plight of landless villagers, Vinoba inquired whether anything is possible to do, if it is not possible to get land from the government. Vedre Ramchandra Reddy,

CASE

the local landlord got up and said that he is ready to donate 250 acres. This incident became the genesis of Bhoodan movement and it made Vinoba realize that there is some potentiality in solving the land problem of India. This movement later on developed into a village gift or Gramdan movement. As such the huge, massive and magnificent movement called Bhoodan Movement was born at this village Pochampally, the village was renamed to Bhoodan Pochampally.



The optimal price ranges of various Pochampally handloom products based on market demand and customers willing to pay.

Pochampally handloom products are renowned for their exquisite craftsmanship and unique designs. To maximize profitability and maintain a competitive edge, it is crucial to set optimal price ranges for various Pochampally handloom products based on market demands and customer willingness to pay. To determine the optimal price ranges, a market research study was conducted.

Customers associate Pochampally handlooms with authenticity and quality. Products marketed as genuine Pochampally handlooms have higher perceived value, allowing for higher price positioning.

Different customer segments exhibit varying levels of price sensitivity. While some customers prioritize quality and craftsmanship and are willing to pay a premium, others may seek more budget-friendly options without compromising on the essence of Pochampally handlooms.

Customers show a preference for exclusive and innovative designs in Pochampally sarees, fabrics, and other products. The rarity of designs can justify higher price points. Festive seasons and cultural events witness increased demand for Pochampally handlooms. Capitalizing on these occasions with well-timed promotions can influence customer willingness to pay.

Striking the right balance between pricing and perceived value will ensure the continued success of Pochampally handloom products in the market.

The current raw material procurement process, including sources, pricing, and supplier relationship.

Pochampally handloom industry is renowned for its traditional handwoven silk and cotton sarees, produced in Pochampally village, located in the state of Telangana, India.

Sourcing of Raw Materials: The primary raw materials used in Pochampally handloom sarees are silk and cotton yarns & different coloured dyes.

- a. Silk Yarn: The silk yarn used in Pochampally sarees is typically sourced from silkworm rearing centers mainly are from TamilNadu & other southern states. The cocoons are processed to obtain silk fibers, which are then spun into yarns suitable for weaving.
- b. Cotton Yarn: For cotton sarees, the raw cotton is sourced from cotton farms or cotton-producing regions. The cotton fibers are processed and spun into yarns before they are used for handloom weaving.

Pricing of Raw Materials: The pricing of raw materials in the Pochampally handloom industry can be influenced by various factors, including:

- a. Market Demand: If there is high demand for Pochampally sarees, the prices of raw materials may increase due to greater demand from weavers and manufacturers.
- c. Quality: The quality of raw materials can also impact their pricing. Higher-quality silk and cotton may be more expensive.

Supplier Relationship: In the Pochampally handloom industry, weavers typically procure raw materials from local suppliers or cooperatives. These suppliers play a crucial role in maintaining a healthy supplier relationship with the weavers. The key aspects of the supplier relationship include:

- a. Timely Delivery: Suppliers must ensure that raw materials are delivered to weavers on time, as any delay can affect the production schedule.
- b. Quality Assurance: Suppliers need to provide consistent and good-quality raw materials to maintain the reputation of Pochampally sarees.



CASE

The effectiveness of various sales channels, such as physical stores, online platforms, and direct sales.

Physical Stores:

Physical stores are traditional sales channels and have been essential for selling Pochampally handloom products for many years. They offer customers the opportunity to see, touch, and feel the products before making a purchase, which can significantly influence buying decisions. Physical stores also allow sellers to provide personalized customer service and build relationships with buyers, fostering trust and loyalty.

Advantages of physical store are; Tangible shopping experience. Opportunity for personal interaction with customers. Ability to showcase the intricate craftsmanship of handloom products. Local presence may attract tourists and local customers.

Some disadvantages of physical store people faced are; Limited geographical reach unless multiple stores are established. The global pandemic (COVID-19) may have impacted footfall in physical stores.

Online Platforms:

Online sales channels have seen growth in recent years, and many people are not aware of their pochampally ikat saree application. By this app we can order any product of pochampally. E-commerce platforms allow Pochampally handloom product sellers to reach a broader audience, including national and international customers. They also advertise their products through social platforms like Facebook, Instagram and many more.

Direct Sales:

Direct sales involve selling Pochampally handloom products directly to customers through events, exhibitions, or home parties. This approach allows sellers to build personal connections and educate customers about the uniqueness and value of their products.



The Value Proposition Canvas framework, how can the Pochampally handloom industry craft a customer-oriented value proposition that showcases the cultural heritage, craftsmanship, and exclusivity of its handloom products, while effectively addressing customer pain points, aligning with sustainability preferences, and differentiating itself from contemporary textile options, to drive growth and competitiveness in the market.

Customer Profile (Customer Gains and Pains):

a. Cultural Heritage and Craftsmanship Appreciators:

Gains: Customers seeking authentic, traditional handloom products that represent the rich cultural heritage and craftsmanship of Pochampally.

Pains: Concerns about the fading cultural identity, limited accessibility, and competition from modern textile options.

b. Environmentally Conscious Consumers:

Gains: Customers looking for sustainable, eco-friendly products to support ethical and responsible practices.

Pains: Worries about the environmental impact of contemporary textile production and the lack of transparent sourcing.

Value Map (Products and Services):

a. Showcase Cultural Heritage and Craftsmanship:

Handloom products made using traditional weaving techniques and designs that reflect Pochampally's cultural heritage.

b. Exclusivity and Personalization:

Offer limited-edition collections and customizable options, giving customers a sense of exclusivity and involvement in the creative process.

Value Fit and Alignment:

a. Cultural Events and Workshops:

Organize workshops and cultural events to educate customers about Pochampally's history and weaving techniques, fostering a deeper appreciation for the products.

b. Eco-Friendly Packaging and Branding:

Utilize sustainable packaging materials and promote eco-conscious branding to align with environmentally conscious consumers.

c. Collaboration with Fashion Designers:

Collaborate with fashion designers to create contemporary collections that blend Pochampally handloom with modern fashion trends.



NPTEL REPORT FOR THE ACADEMIC YEAR 2023-24

BATCH 2023-26

UID NO	NPTEL Roll No	NAME OF THE STUDENT	TITLE OF NPTEL COURSE	NUMBER OF WEEKS	PERCENTAGE of MARKS	CREDITS
111723037001	NOC23MG76S637403435	Alisha Raj	Marketing Management 1	8	53	2
111723037002	NOC23MG76S537404077	Anupa Deepika	Marketing Management -1	8	54	2
111723037005	NOC23MG76S537404029	Avantika Muralidhar	Marketing Management	8	54	2
111723037010	NOC23MG76S637405155	Durgam sirisha goud	Marketing management -1	8	58	2
111723037012	NPTEL23MG76S637405545	G Vaishnavi	marketing managment 1	8	57	2
111723037013	NOC23MG76S537404178	K. Navya sree	Marketing Management -1	8	58	2
111723037019	NPTEL23MG76S537400991	P.Yasaswini	Marketing management -1	8	53	2
111723037023	NOC23MG76S537404635	Sakinala Shriya	Marketing management	8	54	2
111723037024	NPTEL23MG76S537404815	S Shwetambhari	Marketing management	8	42	2
111723037026	NOC23MG76S537404946	Tina Sharma	Marketing Management -1	8	54	2
111723037038	NPTEL23MG76S537402141	Pranav Kumar	Marketing management	8	60	2
111723037041	NOC23MG76S637405788	K. Jai chandra	Marketing Management -1	8	54	2



111723037044	NOC23MG76S6374039 12	Kompalli Surya Kamal	Marketing Management - 1	8	53	2
111723037047	NPTEL23MG76S53740 4035	Mangesh Shrikant Vaikhunte	Marketing Management 1	8	54	2
111723037050	NOC23MG76S6379050 71	Mohammed Azeem baig	Marking management	8	41	2
111723037054	NPTEL23MG76S53740 4359	Ramala Vaibhav	MARKETING MANAGEME NT	8	60	2
111724037008	NPTEL23MG76S63740 5232	C.Bhargavi	MARKETING MANAGEME NT	8	60	2

17 students cleared Nptel from the batch 2023-26 in this academic year.

BATCH 2022-25

UID NO	NPTEL Roll No	NAME OF THE STUDENT	TITLE OF NPTEL COURSE	NUMBER OF WEEKS	PERCENTAGE	CREDITS
1117220370 01	NPTEL23HS146S537402 727	Adapa Tejasri Sushmitha	Body language key to professiona l success	4	52	1
1117220370 03	NOC23MG76S537410074	A S Sai Pranathi	Marketing Managemen t -1	8	55	2
1117220370 04	NPTL23MG76S63741032 3	Bhumika Patra	Marketing manageme nt-1	8	53	2
1117220370 05	NOC23HS146S63740157 2	Bidarkota Nikitha	Body language: key to professiona l success	4	53	1
1117220370 07	NOC23MG76S637410381	Joshitha sai	Marketing Managemen t-1	8	55	2
1117220370 09	NPTEL23HS146S637401 741	Ganeshna Prasanna Lakshmi	Body language key to professiona l success	4	56	1

1117220370 10	NPTEL23MG76S6374056 23	Harshita Bahl	Marketing Management - I	8	56	2
1117220370 13	NPTEL23MG64S4375188 8	K Navya vinod	Advances in strategic Human resource management (HRM)	4	58	1
1117220370 15	NPTEL23MG64S3375041 2	K Richa Jasmine	Advances in Strategic Human Resource Management	4	70	1
1117220370 20	NPTEL23HS146S537402 023	N.Manisha	Body language: key professional success	4	53	1
1117220370 23	NPTEL23MG7655374023 97	Rafiyat	Marketing management-1	8	60	2
1117220370 24	NPTEL23MG76S6374039 78	Riya Mandal	Marketing Management	8	57	2
1117220370 25	NPTEL23HS146S637401 767	RUDRAPAKA SREE HARSHITHA	Body Language: Key to Professional Success	4	57	1
1117220370 26	NPTEL23HS1953472485 3	R.Vaishnavi	Effective writing	4	51	1
1117220370 29	NOC23MG76S637401363	Sumaira Ansari	Marketing management 1	8	54	2
1117220370 30	Noc23mg76S537400892	Tina Tandle	Marketing Management-1	8	63	2
1117220370 32	NPTEL23MG10S4472530 9	AMMANAMANCHI V S SHANMUKHA SRI CHARAN	Introduction to probability	4	48	1
1117220370 33	NPTEL23MG76S6374016 14	Aryan More	Marketing management - 1	8	47	2

STAFF ACHIEVEMENTS 2023-2024

CONFERENCE ATTENDED

S.No	Faculty Name	Conference Name	Date	Place	Participate/ Presented
1	V.Anusha	International conference on mathematical modelling and emerging trends in computing (ICMMETC-2023)	23/6/2023 TO 25/6/2023	WOXSEN UNIVERSITY HYDERABAD	Presented

WORKSHOP ATTENDED

S.No	Faculty Name	Workshop Name	Date	Place	Participate/ Presented
1	T.Swarna	FETS	18/10/2023 to 19/10/2023	Loyola Academy	Participated
2	K.Rajitha	FETS	18/10/2023 to 19/10/2023	Loyola Academy	Participated

		guidance			
5	K.Rajitha	2 week faculty development program on Enterpreneuership essentials	22/1/2024 to 6/2/2024	Chitkar university Punjab	Participated
6	V.Anusha	One week national level FDP on cloud intrastucture (AWS)	21/08/2023 to 25/08/2023	Loyola Academy	Participated
7	V.Anusha	National level online faculty development program on Research methodology and project guidance	12/3/2024 to 13/3/2024	Government degree college Korutla	Participated
8	V.Anusha	10 hours faculty development program on Data Analytics using Power BI and Tableau	11/3/2024 to 15/3/2024	Parul university Gujarath	Participated



AWARDS/PhD's/NET

S.No	Faculty Name	Name of Award	Date
1	V. Anusha	PhD Registered	01-04-2018
2	T.Swarna	PhD Registered	08-08-2021

PAPER PUBLISHED

S.No	Faculty Name	Journal Name	Date	Title	Impact factor	ISSN
1	T.Swarna	Tuijin Jishu/Journal of Propulsion Technology	2023	A Study on Use of E-Wallets: Current Status and Future Challenges in Rural Areas of Telangana State	25	ISSN: 1001-4055
2	K.Rajitha	Tuijin Jishu/Journal of Propulsion Technology	2023	A Study on Use of E-Wallets: Current Status and Future	25	ISSN: 1001-4055

				Challenges in Rural Areas of Telangana State		
3.	V.Anusha	Tuijin Jishu/Journal of Propulsion Technology	2023	A Study on Use of E-Wallets: Current Status and Future Challenges in Rural Areas of Telangana State	25	ISSN: 1001-4055
4.	K.Rajitha	NIU International Journal of Human Rights	June 2023	Using Digital Advartizing to increase online marketing strategy.	4.7	ISSN: 2394-0298
5.	K.Rajitha	Madhyapradesh journal of social sciences	June 2023	A study of exchange traded fund (ETF) as investment vehicle for passive wealth growth in India	5.3	ISSN: 0973-855X



				with reference to Nifty 50		
6.	V.Anusha	Korea review of international studies	Oct 2023	SCULPTING TOMORROW: NEP 2020'S ARTISTRY IN TELANGANA'S INDUSTRIAL LANDSCAPE	20	ISSN - 1226-4741

BOOK PUBLISHED

S.No	Faculty Name	Publisher Name	Date	Title	ISBN
1.	K.Rajitha	Alpha international publication	2023	Financial management and corporate finance	978-93-5762-055-0

STUDENTS PLACEMENT:

1.UID	NAME O STUDENT	COMPANY PLACED	DESIGNATION	PACKAGE
111721037002	Anju Mary Alex	Synchrony International Services Pvt.Ltd.	Customer Service Representative	3 Lakhs p.a
111721037031	G Lohith Varma	IKS Health Care	Jr revenue collection officer	3 Lakhs p.a
111721037006	Ishita Chopra	Barclays Bank	Internal Audit Analyst	11.75 Lakhs p.a



STUDENT ACHIEVEMENTS

Name of the student	UID	CLASS	Name of the event
Akarsh Sama	111721037046	DCBA	Cricket
G vaishnavi	111723037012	ACBA	Inter college tug of war
Aakash	111721037054	DCBA	LCON 24
Aakash	111721037054	DCBA	D1 Project Basketball Tournament
Aakash	111721037054	DCBA	Comfiesta - The Final Chapter
Aakash	111721037054	DCBA	G20 Mock Summit
B Karthikeya	111723037030	ACBA	Olympus
K.S.PONVE	111722037016	NCBA	TUG OF WAR, HANDBALL
K.S.PONVE	111722037016	NCBA	HANDBALL
K.S.PONVE	111722037016	NCBA	PER ASPERA AD ASTRA RESONANCE - MIME
Aryaman Kommireddi	111721037027	DCBA	Awards Day
Kompalli Surya Kamal	111723037044	ACBA	Dance, Sadda Haq (Magic Youth)
Kompalli Surya Kamal	111723037044	ACBA	Debate, Sadda Haq (magic youth)
Kompalli Surya Kamal	111723037044	ACBA	LCON (MUN)
Kompalli Surya Kamal	111723037044	ACBA	G20 Mock Summit
Kompalli Surya Kamal	111723037044	ACBA	PRIMICERIUS, Business Quiz
Kompally Surya Kamal	111723037044	ACBA	IFRS NEXUS
Kompalli Surya Kamal	111723037044	ACBA	Fiducia 5.0, BUSINESS QUIZ
Mohammed Azeem baig	111723037050	ACBA	LCON'24

STUDENTS PROJECTS

<u>NATURE OF LINKA+A5:C49GE</u>	<u>TITLE OF THE LINKAGE</u>	<u>NAME OF STUDENT</u>
MARKETING MANAGEMENT	A STUDY ON IMPACT OF SOCIAL MEDIA IN BUSINESS DYNAMICS IN HYDERABAD	A NIHARIKA
MARKETING MANAGEMENT	The influence of personalisation on youth consumer choices:strategies and buying patterns of Nike	ANJU MARY ALEX
SOCIAL	A study on Revolutionizing Education'The influence of ChatGPT on students learning and teaching practices'	CHEMUDUPATI SHREYA
SOCIAL	EXAMINING AND ADDRESSING THE REASON FOR BRAIN DRAIN: STUDY ON STUDENTS MIGRATION TO ABROAD FOR HIGHER STUDIES IN TELANGANA	GAJJELLI AKSHITHA
SOCIAL	EXAMINING AND ADDRESSING THE REASON FOR BRAIN DRAIN: STUDY ON STUDENTS MIGRATION TO ABROAD FOR HIGHER STUDIES IN TELANGANA	GYARA HARINI

MARKETING MANAGEMENT	A study on understanding and predicting the luxury car market dynamics in Hyderabad	RYALI CHAITRA SRAVANI
MARKETING MANAGEMENT	A STUDY TO DETERMINE THE LEVEL OF CUSTOMER SATISFACTION FOR ZUDIO IN HYDERABAD	SAKINA H BHIWANDIWALA
MARKETING MANAGEMENT	A STUDY ON INFLEUCE OF GAMIONG ZONE ON CUSTOMERS IN MALL HYDERABAD.	SHINDE PRAVALIKA
MARKETING MANAGEMENT	A STUDY TO DETERMINE THE LEVEL OF CUSTOMER SATISFACTION FOR ZUDIO IN HYDERABAD	SHRUTI PATEL
SOCIAL	A study on Revolutionizing Education'The influence of ChatGPT on students learning and teaching practices'	SUNKARA MANISHA
HUMAN RESOURCE MANAGEMENT	A STUDY ON STRESS MANAGEMENT OF EMPLOYEES IN A CEMENT MANUFACTURING ORGANISATION	THARUNI AKKULA
SOCIAL	EXPLORING WHY INDIAN STUDENTS CHOOSE TO STUDY OVERSEAS	ABHINAV SRINIVAS
MARKETING MANAGEMENT	A STUDY ON CONSUMER BEHAVIOUR AT SPORT RETAIL OUTLETS ACROSS HYDERABAD.	ADARSH CHETTY

MARKETING MANAGEMENT	A study on various pricing strategies adopted in retail markets and its effects on consumer behaviour with respect to the city of Hyderabad	MADA DEVIK KUMAR
MARKETING MANAGEMENT	The influence of personalisation on youth consumer choices: strategies and buying patterns of Nike	MAREPALLY KEVIN JOSHUA
MARKETING MANAGEMENT	A Research Report on how social media effects consumer actions	MOHAMMED ASHFAQ AHMED KHAN
MARKETING MANAGEMENT	A Research Report on how social media effects consumer actions	M VIDYANAND
MARKETING MANAGEMENT	Analysing individual perspective on real estate investment	NITHIN NAIR
MARKETING MANAGEMENT	ANALYZING THE PANDEMIC'S IMPACT ON OTT PLATFORMS AND SHIFTING MEDIA CONSUMPTION PATTERNS	PAVAN KUMAR C V
FINANCE MANAGEMENT	A study on dominance of digital payments over M3 money supply	P S ASHIK
HUMAN RESOURCE MANAGEMENT	INCENTIVIZING EXCELLENCE :MONETARY REWARDS DRIVE EMPLOYEE PERFORMANCE	RAHUL RAJEEV NAIR
MARKETING MANAGEMENT	Analysing individual perspective on real estate investment	REKALA SHARAN DEEP GOUD

	CONSUMER DECISION- MAKING PROCESS	
MARKETING MANAGEMENT	Apple's Generational Dynamics: Understanding Customer Perception Across Different Age Groups	V S S AAKASH KOMMIREDDI
FINANCE MANAGEMENT	A study on Blockchain in Financial application using IoT (internet of things)	YERUVA UDAY ROHITH REDDY
MARKETING MANAGEMENT	ANALYZING THE INFLUENCE OF BRANDING STRATEGIES ON CONSUMER DECISION- MAKING PROCESS	NAKKA ABHISHEK GOUD
FINANCE MANAGEMENT	A study on corporate financial scams in India	DHARA PATEL
MARKETING MANAGEMENT	INFLUENCE OF SOCIAL MEDIA ON YOUTH: WITH RESPECT TO RECENT GENERAL ELECTIONS HELD IN TELANGANA 2023.	SUNKARA RAM DURGA GANGADHAR