

R.V.R & J.C COLLEGE OF ENGINEERING, CHOWDAVARAM

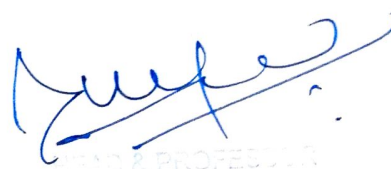
DEPARTMENT OF MANAGEMENT SCIENCES

**NAAC 1.1.3 CRITERIA: AVERAGE PERCENTAGE OF COURSES HAVING FOCUS ON
EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT: 2014-15**

SNO	NAME OF THE COURSE	COURSE CODE	NAME OF THE PROGRAM	ACTIVITIES WITH DIRECT BEARING ON EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	YEAR OF INTRODUCTION
1	MANAGEMENT PROCESS	BUS 1.1	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2014
2	QUANTITATIVE TECHNIQUES FOR MANAGERIAL DECISIONS	BUS 1.2	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2014
3	MANAGERIAL ECONOMICS	BUS 1.3	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2014
4	BUSINESS ENVIRONMENT & LEGISLATION	BUS 1.4	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2014
5	MANAGERIAL SKILL DEVELOPMENT	BUS 1.5	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2014
6	ACCOUNTING FOR MANAGERS	BUS 1.6	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2014
7	INFORMATION TECHNOLOGY FOR MANAGERS	BUS 1.7	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2014
8	ENTREPRENUERSHIP DEVELOPMENT	BUS 2.1	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2014
9	MANAGEMENT SCIENCE	BUS 2.2	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2014
10	ORGANISATIONAL BEHAVIOUR	BUS 2.3	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2014
11	HUMAN RESOURCE MANAGEMENT	BUS 2.4	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2014
12	FINANCIAL MANAGEMENT	BUS 2.5	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2014
13	MARKETING MANAGEMENT	BUS 2.6	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2014

	NAME OF THE COURSE	COURSE CODE	NAME OF THE PROGRAM	ACTIVITIES WITH DIRECT BEARING ON EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	YEAR OF INTRODUCTION
	PRODUCTION & OPERATIONS MANAGEMENT	BUS 2.7	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2014
15	BUSINESS POLICY & STRATEGIC ANALYSIS	BUS 3.1	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2014
16	DECISION SUPPORT SYSTEMS & MIS	BUS 3.2	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2014
17	BUSINESS ETHICS & CORPORATE GOVERNANCE	BUS 3.3	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2014
18	INTERNATIONAL FINANCIAL MANAGEMENT	BUS 3.4F	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2014
19	SECURITY ANALYSIS & PORTFOLIO MANAGEMENT	BUS 3.5F	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2014
20	ADVERTISING & BRAND MANAGEMENT	BUS 3.4M	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2014
21	CRM & RELATIONSHIP MARKETING	BUS 3.5M	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2014
22	MANAGEMENT OF INDUSTRIAL RELATIONS	BUS 3.4 OB & HR	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2014
23	MANAGEMENT TRAINING & DEVELOPMENT	BUS 3.5 OB & HR	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2014
24	CORPORATE EVOLUTION & STRATEGIC MANAGEMENT	BUS 4.1	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2014
25	KNOWLEDGE MANAGEMENT	BUS 4.2	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2014
26	GLOBAL BUSINESS	BUS 4.3	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2014

	NAME OF THE COURSE	COURSE CODE	NAME OF THE PROGRAM	ACTIVITIES WITH DIRECT BEARING ON EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	YEAR OF INTRODUCTION
	FINANCIAL DERIVATIVES	BUS 4.4F	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2014
28	MANAGEMENT OF FINANCIAL SERVICES	BUS 4.5F	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2014
29	CORPORATE TAXATION	BUS 4.6F	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2014
30	GLOBAL MARKETING MANAGEMENT	BUS 4.4M	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2014
31	LOGISTICS & SUPPLY CHAIN MANAGEMENT	BUS 4.5M	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2014
32	RURAL & AGRICULTURAL MARKETING	BUS 4.6M	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2014
33	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	BUS 4.4OB & HR	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2014
34	PERFORMANCE & COMPENSATION MANAGEMENT	BUS 4.5OB & HR	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2014
35	HRD: STRATEGY & SYSTEMS	BUS 4.6OB & HR	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2014


 HEAD & PROFESSOR
 Dept. of Management Courses
 R.V.P. S.J.C. College of Engineering
 Changanassery, Kollam

R.V.R & J.C COLLEGE OF ENGINEERING, CHOWDAVARAM


DEPARTMENT OF MANAGEMENT SCIENCES

**NAAC 1.1.3 CRITERIA: AVERAGE PERCENTAGE OF COURSES HAVING FOCUS ON
EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT :2015-16**

SNO	NAME OF THE COURSE	COURSE CODE	NAME OF THE PROGRAM	ACTIVITIES WITH DIRECT BEARING ON EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	YEAR OF INTRODUCTION
1	MANAGEMENT PROCESS	BUS 1.1	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015
2	QUANTITATIVE TECHNIQUES FOR MANAGERIAL DECISIONS	BUS 1.2	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015
3	MANAGERIAL ECONOMICS	BUS 1.3	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015
4	BUSINESS ENVIRONMENT & LEGISLATION	BUS 1.4	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015
5	MANAGERIAL SKILL DEVELOPMENT	BUS 1.5	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015
6	ACCOUNTING FOR MANAGERS	BUS 1.6	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015
7	INFORMATION TECHNOLOGY FOR MANAGERS	BUS 1.7	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015
8	ENTREPRENEURSHIP DEVELOPMENT	BUS 2.1	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015
9	RESEARCH METHODOLOGY & BUSINESS ANALYTICS	BUS 2.2	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015
10	ORGANISATIONAL BEHAVIOUR	BUS 2.3	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015
11	HUMAN RESOURCE MANAGEMENT	BUS 2.4	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015
12	FINANCIAL MANAGEMENT	BUS 2.5	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015
13	MARKETING MANAGEMENT	BUS 2.6	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015

SNO	NAME OF THE COURSE	COURSE CODE	NAME OF THE PROGRAM	ACTIVITIES WITH DIRECT BEARING ON EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	YEAR OF INTRODUCTION
14	PRODUCTION & OPERATIONS MANAGEMENT	BUS 2.7	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015
15	BUSINESS POLICY & STRATEGIC ANALYSIS	BUS 3.1	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015
16	DECISION SUPPORT SYSTEMS & MIS	BUS 3.2	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015
17	BUSINESS ETHICS & CORPORATE GOVERNANCE	BUS 3.3	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015
18	INTERNATIONAL FINANCIAL MANAGEMENT	BUS 3.4F	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015
19	SECURITY ANALYSIS & PORTFOLIO MANAGEMENT	BUS 3.5F	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015
20	ADVERTISING & BRAND MANAGEMENT	BUS 3.4M	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015
21	CRM & RELATIONSHIP MARKETING	BUS 3.5M	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015
22	MANAGEMENT OF INDUSTRIAL RELATIONS	BUS 3.4H	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015
23	MANAGEMENT TRAINING & DEVELOPMENT	BUS 3.5H	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015
24	CORPORATE EVOLUTION & STRATEGIC MANAGEMENT	BUS 4.1	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015
25	KNOWLEDGE MANAGEMENT	BUS 4.2	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015
26	GLOBAL BUSINESS	BUS 4.3	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015

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27	FINANCIAL DERIVATIVES	BUS 4.4F	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015
28	MANAGEMENT OF FINANCIAL SERVICES	BUS 4.5F	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015
29	CORPORATE TAXATION	BUS 4.6F	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015
30	GLOBAL MARKETING MANAGEMENT	BUS 4.4M	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015
31	LOGISTICS & SUPPLY CHAIN MANAGEMENT	BUS 4.5M	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015
32	RURAL & AGRICULTURAL MARKETING	BUS 4.6M	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015
33	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	BUS 4.4H	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015
34	PERFORMANCE & COMPENSATION MANAGEMENT	BUS 4.5H	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015
35	HRD: STRATEGY & SYSTEMS	BUS 4.6H	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2015


 HEAD & PROFESSOR
 Dept. of Management Studies
 R.V.R. & J.C. College of Engineering
 Chowdavarthy, 32-1-19.

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**NAAC 1.1.3 CRITERIA: AVERAGE PERCENTAGE OF COURSES HAVING FOCUS ON
EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT : 2016-17**

SN O	NAME OF THE COURSE	COURSE CODE	NAME OF THE PROGRAM	ACTIVITIES WITH DIRECT BEARING ON EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	YEAR OF INTRODUCTION
1	MANAGEMENT PROCESS	BUS 1.1	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2016
2	QUANTITATIVE TECHNIQUES FOR MANAGERIAL DECISIONS	BUS 1.2	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2016
3	MANAGERIAL ECONOMICS	BUS 1.3	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2016
4	BUSINESS ENVIRONMENT & LEGISLATION	BUS 1.4	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2016
5	MANAGERIAL SKILL DEVELOPMENT	BUS 1.5	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2016
6	ACCOUNTING FOR MANAGERS	BUS 1.6	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2016
7	INFORMATION TECHNOLOGY FOR MANAGERS	BUS 1.7	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2016
8	ENTREPRENEURSHIP DEVELOPMENT	BUS 2.1	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2016
9	RESEARCH METHODOLOGY & BUSINESS ANALYTICS	BUS 2.2	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2016
10	ORGANISATIONAL BEHAVIOUR	BUS 2.3	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2016
11	HUMAN RESOURCE MANAGEMENT	BUS 2.4	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2016
12	FINANCIAL MANAGEMENT	BUS 2.5	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2016
13	MARKETING MANAGEMENT	BUS 2.6	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2016

SNO	NAME OF THE COURSE	COURSE CODE	NAME OF THE PROGRAM	ACTIVITIES WITH DIRECT BEARING ON EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	YEAR OF INTRODUCTION
14	PRODUCTION & OPERATIONS MANAGEMENT	BUS 2.7	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2016
15	STRATEGIC MANAGEMENT & BUSINESS POLICY	BUS 3.1	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2016
16	DECISION SUPPORT SYSTEMS & MIS	BUS 3.2	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2016
17	BUSINESS ETHICS & CORPORATE GOVERNANCE	BUS 3.3	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2016
18	INTERNATIONAL FINANCIAL MANAGEMENT	BUS 3.4F	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2016
19	SECURITY ANALYSIS & PORTFOLIO MANAGEMENT	BUS 3.5F	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2016
20	ADVERTISING & BRAND MANAGEMENT	BUS 3.4M	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2016
21	CRM & RELATIONSHIP MARKETING	BUS 3.5M	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2016
22	MANAGEMENT OF INDUSTRIAL RELATIONS	BUS 3.4 H	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2016
23	MANAGEMENT TRAINING & DEVELOPMENT	BUS 3.5H	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2016
24	BUSINESS ANALYTICS	BUS 4.1	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2016
25	KNOWLEDGE MANAGEMENT	BUS 4.2	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2016
26	GLOBAL BUSINESS	BUS 4.3	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2016

SNO	NAME OF THE COURSE	COURSE CODE	NAME OF THE PROGRAM	ACTIVITIES WITH DIRECT BEARING ON EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	YEAR OF INTRODUCTION
27	FINANCIAL DERIVATIVES	BUS 4.4F	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2016
28	MANAGEMENT OF FINANCIAL SERVICES	BUS 4.5F	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2016
29	CORPORATE TAXATION	BUS 4.6F	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2016
30	GLOBAL MARKETING MANAGEMENT	BUS 4.4M	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2016
31	LOGISTICS & SUPPLY CHAIN MANAGEMENT	BUS 4.5M	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2016
32	RURAL & AGRICULTURAL MARKETING	BUS 4.6M	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2016
33	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	BUS 4.4H	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2016
34	PERFORMANCE & COMPENSATION MANAGEMENT	BUS 4.5H	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2016
35	HRD: STRATEGY & SYSTEMS	BUS 4.6H	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2016

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DEPARTMENT OF MANAGEMENT SCIENCES


**NAAC 1.1.3 CRITERIA: AVERAGE PERCENTAGE OF COURSES HAVING FOCUS ON
EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT: 2017-18**

SNO	NAME OF THE COURSE	COURSE CODE	NAME OF THE PROGRAM	ACTIVITIES WITH DIRECT BEARING ON EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	YEAR OF INTRODUCTION
1	PERSPECTIVES OF MANAGEMENT	MS 111	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2017
2	QUANTITATIVE TECHNIQUES FOR MANAGEMENT	MS 112	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2017
3	MANAGERIAL ECONOMICS	MS 113	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2017
4	BUSINESS ENVIRONMENT & LEGISLATION	MS 114	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2017
5	ACCOUNTING FOR MANAGERS	MS 115	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2017
6	ORGANISATIONAL BEHAVIOUR	MS 116	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2017
7	MANAGERIAL COMMUNICATION	MS 117	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2017
8	ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT	MS 121	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2017
9	RESEARCH METHODOLOGY & BUSINESS ANALYTICS	MS 122	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2017
10	HUMAN RESOURCE MANAGEMENT	MS 123	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2017
11	FINANCIAL MANAGEMENT	MS 124	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2017
12	MARKETING MANAGEMENT	MS 125	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2017
13	PRODUCTION & OPERATIONS MANAGEMENT	MS 126	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2017

SNO	NAME OF THE COURSE	COURSE CODE	NAME OF THE PROGRAM	ACTIVITIES WITH DIRECT BEARING ON EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	YEAR OF INTRODUCTION
14	INFORMATION TECHNOLOGY FOR MANAGERS	MS 127	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2017
15	STRATEGIC MANAGEMENT	MS 211	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2017
16	BUSINESS ETHICS AND CORPORATE GOVERNANCE	MS 212	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2017
17	LOGISTICS & SUPPLY CHAIN MANAGEMENT	MS 213	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2017
18	FINANCIAL MARKETS AND SERVICES	MS 214F	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2017
19	FINANCIAL DERIVATIVES AND RISK MANAGEMENT	MS 215F	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2017
20	BANKING AND INSURANCE MANAGEMENT	MS 216F	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2017
21	PRODUCT AND BRAND MANAGEMENT	MS 214M	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2017
22	CONSUMER BEHAVIOUR AND CUSTOMER RELATIONSHIP MANAGEMENT	MS 215M	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2017
23	ADVERTISING AND MEDIA MANAGEMENT	MS 216M	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2017
24	MANAGEMENT OF INDUSTRIAL RELATIONS	MS 214H	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2017
25	ORGANISATIONAL CHANGE & DEVELOPMENT	MS 215H	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2017
26	TRAINING AND DEVELOPMENT	MS 216H	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2017
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SNO	NAME OF THE COURSE	COURSE CODE	NAME OF THE PROGRAM	ACTIVITIES WITH DIRECT BEARING ON EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	YEAR OF INTRODUCTION
27	INNOVATIONS AND STARTUP MANAGEMENT	MS 214ED	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2017
28	MICRO, SMALL & MEDIUM ENTERPRISES MANAGEMENT	MS 215ED	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2017
29	ENTREPRENUERIAL ECO-SYSTEM	MS 216ED	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2017
30	BANKING THEORY LAW AND PRACTICES	MS 214BT	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2017
31	RURAL BANKING AND FINANCIAL INCLUSION	MS 215BT	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2017
32	TREASURY AND DERIVATIVES MANAGEMENT	MS 216BT	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2017
33	INTERNATIONAL BUSINESS	MS 221	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2017
34	TALENT AND KNOWLEDGE MANAGEMENT	MS 222	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2017
35	INTERNATIONAL FINANCIAL MANAGEMENT	MS 223F	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2017
36	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	MS 224F	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2017
37	FOREIGN EXCHANGE MANAGEMENT	MS 225F	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2017
38	FINANCIAL ENGINEERING	MS 226F	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2017
39	INTERNATIONAL MARKETING MANAGEMENT	MS 223M	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2017
40	SALES PROMOTION AND DISTRIBUTION MANAGEMENT	MS 224M	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2017
41	SERVICES AND RETAIL MARKETING	MS 225M	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2017
42	SOCIAL MEDIA AND E-MARKETING	MS 226M	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2017
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NO	NAME OF THE COURSE	COURSE CODE	NAME OF THE PROGRAM	ACTIVITIES WITH DIRECT BEARING ON EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	YEAR OF INTRODUCTION
43	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	MS 223H	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2017
44	PERFORMANCE AND COMPENSATION MANAGEMENT	MS 224H	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2017
45	HUMAN RESOURCE DEVELOPMENT : STRATEGIES & SYSTEMS	MS 225H	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2017
46	CROSS CULTURE MANAGEMENT	MS 226H	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2017
47	SOCIAL ENTREPRENUERSHIP	MS 223ED	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2017
48	WOMEN ENTREPRENUERSHIP	MS 224ED	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2017
49	ENTREPRENURIAL LEADERSHIP	MS 225ED	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2017
50	VENTURE CAPITAL & PRIVATE EQUITY	MS 226ED	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2017
51	MANAGEMENT OF BANK OPERATIONS	MS 223BT	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2017
52	BANK CUSTOMER RELATIONSHIP MANAGEMENT	MS224 BT	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2017
53	SERVICES MARKETING FOR BANKS AND FINANCIAL INSTITUTIONS	MS 225BT	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2017
54	CREDIT RISK MANAGEMENT FOR BANKS	MS226 BT	M.B.A	EMPLOYABILITY/ENTREPRENUERSHIP/SKILL DEVELOPMENT	2017


 HEAD & PROFESSOR
 Dept. of Management Sciences
 R.V.R. & J.C. College of Engineering
 Chowdavarum, 3 Jn 70-19.

.V.R & J.C COLLEGE OF ENGINEERING, CHOWDAVARAM

DEPARTMENT OF MANAGEMENT SCIENCES

**NAAC 1.1.3 CRITERIA: AVERAGE PERCENTAGE OF COURSES HAVING FOCUS ON
EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT: 2018-19**

SNO	NAME OF THE COURSE	COURSE CODE	NAME OF THE PROGRAM	ACTIVITIES WITH DIRECT BEARING ON EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	YEAR OF INTRODUCTION
1	PERSPECTIVES OF MANAGEMENT	MS 111	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
2	QUANTITATIVE TECHNIQUES FOR MANAGEMENT	MS 112	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
3	MANAGERIAL ECONOMICS	MS 113	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
4	BUSINESS ENVIRONMENT & LEGISLATION	MS 114	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
5	ACCOUNTING FOR MANAGERS	MS 115	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
6	ORGANISATIONAL BEHAVIOUR	MS 116	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
7	MANAGERIAL COMMUNICATION	MS 117	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2017
8	ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT	MS 121	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
9	RESEARCH METHODOLOGY & BUSINESS ANALYTICS	MS 122	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
10	HUMAN RESOURCE MANAGEMENT	MS 123	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
11	FINANCIAL MANAGEMENT	MS 124	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
12	MARKETING MANAGEMENT	MS 125	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
13	PRODUCTION & OPERATIONS MANAGEMENT	MS 126	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018

	NAME OF THE COURSE	COURSE CODE	NAME OF THE PROGRAM	ACTIVITIES WITH DIRECT BEARING ON EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	YEAR OF INTRODUCTION
	INFORMATION TECHNOLOGY FOR MANAGERS	MS 127	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
15	STRATEGIC MANAGEMENT	MS 211	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
16	BUSINESS ETHICS AND CORPORATE GOVERNANCE	MS 212	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
17	LOGISTICS & SUPPLY CHAIN MANAGEMENT	MS 213	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
18	FINANCIAL MARKETS AND SERVICES	MS 214F	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
19	FINANCIAL DERIVATIVES AND RISK MANAGEMENT	MS 215F	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2017
20	BANKING AND INSURANCE MANAGEMENT	MS 216F	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
21	PRODUCT AND BRAND MANAGEMENT	MS 214M	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
22	CONSUMER BEHAVIOUR AND CUSTOMER RELATIONSHIP MANAGEMENT	MS 215M	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
23	ADVERTISING AND MEDIA MANAGEMENT	MS 216M	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
24	MANAGEMENT OF INDUSTRIAL RELATIONS	MS 214H	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
25	ORGANISATIONAL CHANGE & DEVELOPMENT	MS 215H	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
26	TRAINING AND DEVELOPMENT	MS 216H	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
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	NAME OF THE COURSE	COURSE CODE	NAME OF THE PROGRAM	ACTIVITIES WITH DIRECT BEARING ON EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	YEAR OF INTRODUCTION
	INNOVATIONS AND STARTUP MANAGEMENT	MS 214ED	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
28	MICRO, SMALL & MEDIUM ENTERPRISES MANAGEMENT	MS 215ED	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
29	ENTREPRENEURIAL ECO-SYSTEM	MS 216ED	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
30	BANKING THEORY LAW AND PRACTICES	MS 214BT	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
31	RURAL BANKING AND FINANCIAL INCLUSION	MS 215BT	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
32	TREASURY AND DERIVATIVES MANAGEMENT	MS 216BT	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2017
33	INTERNATIONAL BUSINESS	MS 221	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
34	TALENT AND KNOWLEDGE MANAGEMENT	MS 222	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
35	INTERNATIONAL FINANCIAL MANAGEMENT	MS 223F	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
36	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	MS 224F	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
37	FOREIGN EXCHANGE MANAGEMENT	MS 225F	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
38	FINANCIAL ENGINEERING	MS 226F	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
39	INTERNATIONAL MARKETING MANAGEMENT	MS 223M	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
40	SALES PROMOTION AND DISTRIBUTION MANAGEMENT	MS 224M	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
41	SERVICES AND RETAIL MARKETING	MS 225M	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
42	SOCIAL MEDIA AND E-MARKETING	MS 226M	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
				Page 16	2018

NAME OF THE COURSE	COURSE CODE	NAME OF THE PROGRAM	ACTIVITIES WITH DIRECT BEARING ON EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2017
INTERNATIONAL HUMAN RESOURCE MANAGEMENT	MS 223H	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
PERFORMANCE AND COMPENSATION MANAGEMENT	MS 224H	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
HUMAN RESOURCE DEVELOPMENT : STRATEGIES & SYSTEMS	MS 225H	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
CROSS CULTURE MANAGEMENT	MS 226H	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
SOCIAL ENTREPRENEURSHIP	MS 223ED	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
WOMEN ENTREPRENEURSHIP	MS 224ED	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
ENTREPRENEURIAL LEADERSHIP	MS 225ED	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
VENTURE CAPITAL & PRIVATE EQUITY	MS 226ED	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
MANAGEMENT OF BANK OPERATIONS	MS 223BT	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
BANK CUSTOMER RELATIONSHIP MANAGEMENT	MS224BT	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
SERVICES MARKETING FOR BANKS AND FINANCIAL INSTITUTIONS	MS 225BT	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018
CREDIT RISK MANAGEMENT FOR BANKS	MS226BT	M.B.A	EMPLOYABILITY/ENTREPRENEURSHIP/SKILL DEVELOPMENT	2018

HEAD & PROFESSOR
 Dept. of Management
 R.V.N. A.J.C. College of F
 Chovvannan, GUN.

DEPARTMENT OF MANAGEMENT SCIENCES

RVR & JC COLLEGE OF ENGINEERING, CHOWDAVARAM

NAAC CRITERIA 1.1.3 – SKILL DEVELOPMENT: CERTIFICATIONS

NSE - NCFM CERTIFICATION:2016- 2017

National Stock Exchange (NSE) is India's leading stock exchange covering various cities and towns across the country. NCFM is an online testing system which tests the practical knowledge and skills required to operate in the financial markets. NCFM offers a comprehensive range of modules covering different areas of finance. Realizing the huge gap for qualified financial professionals who are trained in stock market trading to guide the investors, NSE stepped into education sector and is trying to bridge the gap between industry and academia by giving a chance to capture various job opportunities in areas like investment Banking, Insurance, Mutual Funds, Stock Broking, Currency Trading and Advisory Services. Our Department includes NCFM Certification in final semester as a part of regular curriculum. The Students had taken the Equity Derivatives Beginner's Module. **41 students out of 71 Final Year MBA students of our Department Cleared the NCFM On-line Examination, conducted by NSE - India Ltd, Mumbai.**




HEAD & PROFESSOR
Dept. of Management Sciences
R.V.R. & J.C. College of Engineering
Chowdavarum, G.JNTU-DR-19.

DEPARTMENT OF MANAGEMENT SCIENCES
RVR & JC COLLEGE OF ENGINEERING, CHOWDAVARAM

NAAC CRITERIA 1.1.3 –


GUEST LECTURES DELIVERED BY FACULTY 2018-19

GUEST LECTURE PROGRAMME		
S.No.	Topic	Delivered by
1.	Career Prospects for MBA Students through NISM Certification	Mr. Nikil Shinde, Assistant Manager, National Institute of Securities Markets (NISM), NISM Bhavan, New Mumbai
2.	Future Work Place Dynamics : Behavioral Issues	Prof. N.Sambasiva Rao, Senior Professor, Department of Commerce and Management Studies, Andhra University,Vizakhapatnam
2.	Brand Equity and Brand Loyalty : Global Perspectives	Dr. Ch.Jayasankara Prasad, Associate Professor, Department of Business Management Krishna University, Machilipatnam


HEAD & PRINCIPAL
Dept of Management Sciences
R.V.R. & J.C. College of Engineering,
Chowdavaram, Machilipatnam

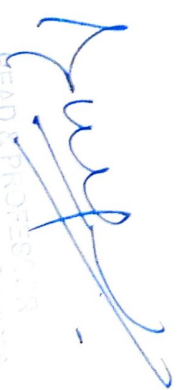
GUEST LECTURES DELIVERED BY FACULTY 2017-18:

GUEST LECTURE PROGRAMME		
S.No.	Topic	Delivered by
1	Doing business in the changing Global environment	Dr.Y.Srinivasulu, Associate Professor, Department of International Business, Pondicherry University, Puducherry
2	Career prospects for Management graduates in Banking, Financial Services and Insurance sector	Sr.T.V.S.Rao, Senior-Vice President, HDFC Bank, Hyderabad
3	Innovative Management Practices for New Millenium Organisations	Prof.T.Sreenivas, Dean, Department of Business Management, VV University, Kadapa
4	Entrepreneurial Myths and Realities	Prof.G.Anjaneyaswamy, Dean, School of Management, Pond cherry University, Puducherry
5	Diversifying growth opportunities in North-East India- A Case study of Mizoram	Prof.N.V.R.Jyothi Kumar, Dean, School of Management, Mizoram University, Mizoram
6	Career and Internship prospects in Dairy Industry with reference to Elaire Dairy	Mt.Pavan Kumar, Personnel Manager, Eliane Dairy, Guntur Region
7	Research Methodology and Business Analytics : Current trends and practices	Dr.Jaya sankara Prasad, Faculty, Krishna University, Machilipatnam


 HEAD, PROVISION
 Dept of Management Sciences
 R.V.R & J.C. College of Engineering
 Chittoor, GUNTUR-18.

GUEST LECTURES DELIVERED BY FACULTY 2016-17 :

GUEST LECTURE PROGRAMME		
S.No.	Topic	Delivered by
1.	Career Prospects for Management Students in Financial Services and Importance of NSE Certification	Sri.G.S. Vinayak , Assistant Manager, National Stock Exchange of India Limited (NSEIL), Hyderabad
2	Career Planning and importance of Quiz programs & MANMEET for MBAs	Sri.Sk. Hussien Sha Khadar , Executive Administration, Satish Dhawan Space Centre (SHAR), Sriharikota, Nellore District
3.	GST and its implications on Indian Economy	Sri.D. Brahma Reddy , Faculty, Department of Economics, Sri Venkateswara College, University of Delhi, New Delhi
4.	Career Prospects and Opportunities for Management Students in BFSI Sector with focus on Insurance Sector	Sri N.R.M. Das , Principal, Divisional Training Centre, LIC of India, Machilipatnam Sri.P.S. Bhagavath Rao , Principal, Area Training Centre, LIC of India, Guntur
5.	The relevance and importance of Emerging Technologies for today's Business and Industry	Dr.R.Siva Rama Prasad , Head, Department of Commerce and Business Administration, Acharya Nagarjuna University Guntur


 HEAD & PROFESSOR
 Dept. of Management Studies
 R.V.K. & J.C. College for Women, Guntur
 Chittoor District, 522 002, A.P.

GUEST LECTURES DELIVERED BY FACULTY 2015-16 :

GUEST LECTURE PROGRAMME		
S.No.	Topic	Delivered by
1.	Entrepreneurship Development	Sri M.V. Sudhir Kumar, Assistant Director, MSME-Development Institute, Hyderabad
2.	Career Prospects for Management students in Financial Services and Importance of NSE Certification	Sri G.S. Vinayak Assistant Manager, NSEIL, Hyderabad
3.	Make in India Opportunities and Challenges	Sri D. Papa Rao Economic and Media Analyst, Hyderabad
4.	Career Opportunities and Challenges in Banking, Financial Services and Insurance Sector (BFSI)	Sri T.V.S. Rao Sr. Vice-President, HDFC Bank, Hyderabad
5.	Marketing, Sales and Distribution as a Career-Prospects for MBA Students	Sri P.B. Mulan Kumar, Branch Head, Market Development and Sales-CES, Jugar & Company Pvt. Ltd., Hyderabad
6.	Career Opportunities in SAP, Oracle Financials and ERP Solutions for Management Students	Mr. N. Vijaya Bhaskar CEO, M/s. Kautilya Consulting, Hyderabad
7.	Contemporary Relevance of Marketing in the present day scenario	Dr. Y. Srinivasulu, Associate Professor, Development of International Business, Pondicherry University, Pondicherry



HEAD & PROFESSOR
Dept. of Management Sciences
R.V.R. & J.C. College of Engineering
Chittoor District, G.P.O. Chittoor.

GUEST LECTURES DELIVERED BY FACULTY 2014-15 :

GUEST LECTURE PROGRAMME		
S.No.	Topic	Delivered by
1.	Quantitative Tools for Decision making in Management	Dr. B. Rajasekhar, Professor, School of Management, University of Hyderabad, Hyderabad
2.	Beyond Words - Listening & Non Verbal Communication	Sri M.R.Chandu Dy.General Manager - HR, CCL Products India Ltd., Duggirala
3.	Emergence and Impact of Economic Reforms in India	Professor Noor Basha Abdul, Chairman, Board of Studies PG, Department of Commerce & Business Administration, Acharya Nagarjuna University, Guntur
4.	Role of Technology in Global Business - Some insights	Dr. B.Ranganayakulu, CMD, Thrive Energy Pvt.Ltd., Hyderabad
5.	Sales and Marketing as a carrier for Management Graduates	Mr. Feroz Ahmed Regional Manager- South India, Sea shell Logistics Pvt Ltd, Hyderabad

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R.V.R. & J.C. COLLEGE OF ENGINEERING(AUTONOMOUS), GUNTUR - 19
DEPARTMENT OF MANAGEMENT SCIENCES
MBA Y17MS (2017 - 19) BATCH ONLINE CERTIFICATION A SECTION

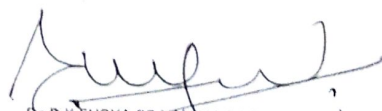
S.No	REGD.No	STUDENT NAME	MODULE NAME	COURSE
1	Y17MS001	A.NAGAMANI	FINANCIAL STATEMENT ANALYSIS AND REPORTING	NPTEL
2	Y17MS002	A.PRASANNA LAKSHMI	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
3	Y17MS003	A. SAI KUMAR	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
4	Y17MS004	A.V.SIVA RAMA KRISHNA	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
5	Y17MS005	A.MOHAN BABU	DESCRIPTIVE STATISTICS WITH R SOFTWARE	NPTEL
6	Y17MS006	A.SAI RAM	FINANCIAL STATEMENT ANALYSIS AND REPORTING	NPTEL
7	Y17MS007	A.SRI RANIYA	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
8	Y17MS008	A.V.S.NIRANJAN	FINANCIAL STATEMENT ANALYSIS AND REPORTING	NPTEL
9	Y17MS009	A.SAI PRIYA	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
10	Y17MS010	B.NARESH	NOT DONE ANY COURSE	
11	Y17MS011	B.DURGA SANKAR	FINANCIAL STATEMENT ANALYSIS AND REPORTING	NPTEL
12	Y17MS012	B.NALINI	FINANCIAL STATEMENT ANALYSIS AND REPORTING	NPTEL
13	Y17MS013	B.VENKATA NARAYANA SWAMY	CONSUMER BEHAVIOUR AND MARKETING RESEARCH	MOCXX
14	Y17MS014	B.YESURATNAM	GLOBAL MARKETING MANAGEMENT	NPTEL
15	Y17MS015	C.H.HARIKA	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
16	Y17MS016	C.H.NAGAMANI	FINANCIAL STATEMENT ANALYSIS AND REPORTING	NPTEL
17	Y17MS017	CH.LAKSHMI	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
18	Y17MS018	CH.MANIKANTA	FINANCIAL STATEMENT ANALYSIS AND REPORTING	NPTEL
19	Y17MS019	CH.CHAITANYA	SOFT SKILLS FOR BUSINESS NEGOTIATIONS AND MARKETING STRATEGIES	NPTEL
20	Y17MS020	CH.SRI RAM	INTRODUCTION TO COMPUTER SCIENCE	MOCXX
21	Y17MS021	D.PRUDHVI KIRAN KUMAR	MANAGERIAL ACCOUNTING	MOCXX
22	Y17MS022	D.SWAPNA	SERVICES MARKETING: A PRACTICAL APPROACH	NPTEL
23	Y17MS024	D.SUNEEL KUMAR	FINANCIAL STATEMENT ANALYSIS AND REPORTING	NPTEL
24	Y17MS025	D.NAGAJYOTHI	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
25	Y17MS026	D.MOHANA RAO	FINANCIAL STATEMENT ANALYSIS AND REPORTING	NPTEL
26	Y17MS027	D.V.SARATH	FINANCIAL STATEMENT ANALYSIS AND REPORTING	NPTEL
27	Y17MS028	D.YAMINI	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
28	Y17MS029	E.MADHAN	LIFE SKILLS	MOCXX
29	Y17MS030	G.PRUDHVI RAJ	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL

S.No	REGD.No	STUDENT NAME	MODULE NAME	COURSE
30	Y17MS031	G.YESU DASU	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
31	Y17MS032	G.VASANTHA KUMAR	CONSUMER BEHAVIOUR AND MARKETING RESEARCH	NPTEL
32	Y17MS033	LANITHA	FINANCIAL STATEMENT ANALYSIS AND REPORTING	NPTEL
33	Y17MS034	J.PAVAN KUMAR	FINANCIAL INSTITUTIONS AND MARKETS	NPTEL
34	Y17MS035	J.DATHA VISAL	FINANCIAL STATEMENT ANALYSIS AND REPORTING	NPTEL
35	Y17MS036	J.JEREMIAH	OPTIONS TRADING STRATEGIES	NISE
36	Y17MS037	K.VIDYA	FINANCIAL STATEMENT ANALYSIS AND REPORTING	NPTEL
37	Y17MS038	K.SURESH KUMAR	FINANCIAL STATEMENT ANALYSIS AND REPORTING	NPTEL
38	Y17MS039	K.NAGA HARANI	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
39	Y17MS040	K.SRI PAVANI	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
40	Y17MS041	K.VENKATESWARLU	CONSUMER BEHAVIOUR	NPTEL
41	Y17MS042	K.GOWTHAMI	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
42	Y17MS043	K.PRATHYUSHA	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
43	Y17MS045	K.GOWTHAMI KRISHNA	FINANCIAL STATEMENT ANALYSIS AND REPORTING	NPTEL
44	Y17MS046	K.PUSHPAJALI	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
45	Y17MS047	K.SRIKANTH	FINANCIAL STATEMENT ANALYSIS AND REPORTING	NPTEL
46	Y17MS048	K.MANIKRISHNA	CONSUMER BEHAVIOUR	NPTEL
47	Y17MS049	K.MARY LALITHA	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
48	Y17MS050	K.JYOTHI	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
49	Y17MS051	K.PRIYANKA	FINANCIAL STATEMENT ANALYSIS AND REPORTING	NPTEL
50	Y17MS052	K.PRADEEPTHI	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
51	Y17MS053	K.D.L.APARNA	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
52	Y17MS054	K.MOUNIKA	FINANCIAL STATEMENT ANALYSIS AND REPORTING	NPTEL
53	Y17MS055	K.SAI KUMAR	FINANCIAL STATEMENT ANALYSIS AND REPORTING	NPTEL
54	Y17MS056	K.BHAGYA FATNA	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
55	Y17MS057	L.PRAVEEN	SALES AND DISTRIBUTION MANAGEMENT	NPTEL
56	Y17MS058	M.KEERTHI	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
57	Y17MS059	M.LAKHMI DURGA	FINANCIAL STATEMENT ANALYSIS AND REPORTING	NPTEL
58	Y17MS060	M.SAI RAM	FINANCIAL STATEMENT ANALYSIS AND REPORTING	NPTEL

R.V.R. & J.C. COLLEGE OF ENGINEERING(AUTONOMOUS), GUNTUR - 19
DEPARTMENT OF MANAGEMENT SCIENCES
MBA Y17MS (2017 - 19) BATCH ONLINE CERTIFICATION B SECTION

S.No	REGD.No	STUDENT NAME	MODULE NAME	COURSE
59	Y17MS061	M.ANITHA	FINANCIAL STATEMENT ANALYSIS AND REPORTING	NPTEL
60	Y17MS062	M.VENKATA NARAYANA	BUSINESS ANALYTICS FOR MANAGEMENT DECISION	NPTEL
61	Y17MS063	M.CHANDRASEKHAR	FINANCIAL STATEMENT ANALYSIS AND REPORTING	NPTEL
62	Y17MS064	M.V.BHANU PRAKASH REDDY	FINANCIAL STATEMENT ANALYSIS AND REPORTING	NPTEL
63	Y17MS065	M.SAHITHI	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
64	Y17MS066	M.HIMA BINDU	FINANCIAL STATEMENT ANALYSIS AND REPORTING	NPTEL
65	Y17MS067	M.LAKSHMI ANUSHA	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
66	Y17MS068	M.RAMYAVANI	FINANCIAL STATEMENT ANALYSIS AND REPORTING	NPTEL
67	Y17MS069	M.LIKHITHASREE	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
68	Y17MS070	M.VINOD KUMAR	FINANCIAL STATEMENT ANALYSIS AND REPORTING	NPTEL
69	Y17MS071	M.C.SATISH KUMAR	SOFT SKILLS FOR BUSINESS NEGOTIATIONS AND MARKETING STRATEGIES	NPTEL
70	Y17MS072	M.KAIVALYA	FINANCIAL STATEMENT ANALYSIS AND REPORTING	NPTEL
71	Y17MS073	N.TEJASWANI SAI	MANAGEMENT OF NEW PRODUCTS AND SERVICES	NPTEL
72	Y17MS074	N.ASWINI	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
73	Y17MS075	N.GEERAVANI	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
74	Y17MS076	N.MANO HAR	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
75	Y17MS077	P.SRINIVASARAO	LIFE SKILLS	MOOCs
76	Y17MS078	P.SRI GAYATHRI	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
77	Y17MS079	PATHURI KRISH	FINANCIAL STATEMENT ANALYSIS AND REPORTING	NPTEL
78	Y17MS080	P.JUBEDA	BUSINESS ANALYTICS FOR MANAGEMENT DECISION	NPTEL
79	Y17MS081	M.PAVANI	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
80	Y17MS082	P.NAVYA	HUMAN RESOURCE DEVELOPMENT	NPTEL
81	Y17MS083	P.GOPINATH	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
82	Y17MS084	P.GOPIRANI	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
83	Y17MS085	P.MANASA	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
84	Y17MS086	P.PREMSAGAR	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
85	Y17MS087	P.GOPI KRISHNA	SOFT SKILLS FOR BUSINESS NEGOTIATIONS AND MARKETING STRATEGIES	NPTEL
86	Y17MS088	P.NARENDRA BABU	CONSUMER BEHAVIOUR AND MARKETING RESEARCH	MOOCs
87	Y17MS089	P.RAVINDRA	LIFE SKILLS	MOOCs
88	Y17MS090	P.SUNEETHA	CONSUMER BEHAVIOUR	NPTEL

S.No	REGD.No	STUDENT NAME	MODULE NAME	COURSE
89	Y17MS091	S.MOUNIKA	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
90	Y17MS092	S.SUBBARAO	LIFE SKILLS	MOOCs
91	Y17MS093	SK.AFROZ	LIFE SKILLS	MOOCs
92	Y17MS095	SK.AMEER	LIFE SKILLS	MOOCs
93	Y17MS096	SHAIK FARHANA	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
94	Y17MS097	SK.MASTAN SHAREEF	FINANCIAL STATEMENT ANALYSIS AND REPORTING	NPTEL
95	Y17MS098	SK.MASTAN VALI	OPTIONS TRADING STRATEGIES	NSE
96	Y17MS099	SHAIK RAZIA SULTANA	FINANCIAL STATEMENT ANALYSIS AND REPORTING	NPTEL
97	Y17MS100	SHAIK SAMEER	BUSINESS ANALYTICS FOR MANAGEMENT DECISION	NPTEL
98	Y17MS102	S.MALLAIAH	MANAGERIAL ACCOUNTING	MOOCs
99	Y17MS103	Y.SOWMYA	SOFT SKILLS FOR BUSINESS NEGOTIATIONS AND MARKETING STRATEGIES	NPTEL
100	Y17MS104	S.SUMANA MITHA	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
101	Y17MS105	SD.MUSHTAQ AHMED	FINANCIAL STATEMENT ANALYSIS AND REPORTING	NPTEL
102	Y17MS106	T.NANDINI	HUMAN RESOURCE DEVELOPMENT	NPTEL
103	Y17MS107	T.RAM PRASANTH	NOT DONE ANY COURSE	
104	Y17MS108	T.NARASIMHA	CONSUMER BEHAVIOUR AND MARKETING RESEARCH	MOOCs
105	Y17MS109	T.ASHRITHA	SOFT SKILLS FOR BUSINESS NEGOTIATIONS AND MARKETING STRATEGIES	NPTEL
106	Y17MS110	T.NOUSHAD	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
107	Y17MS111	V.PAVAN KUMAR	FINANCIAL STATEMENT ANALYSIS AND REPORTING	NPTEL
108	Y17MS113	V.KISHORE	LIFE SKILLS	MOOCs
109	Y17MS114	V.BINDUPURNA	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	NPTEL
110	Y17MS115	Y.NAGAMANI	FINANCIAL STATEMENT ANALYSIS AND REPORTING	NPTEL


 Dr. B.K. SURYA PRAKASHA RAO
 PROF & HEAD, DEPT. OF MS

13.06.2023
 RAOUL JO. CHAVEZ
 13.06.2023

R.V.R. & J.C. COLLEGE OF ENGINEERING (AUTONOMOUS), GUNTUR – 19
DEPARTMENT OF MANAGEMENT SCIENCES

Novemeber 26th, 2018

To

The Dean

Examinations

R.V.R. & J.C. College of Engineering,

Guntur - 522019

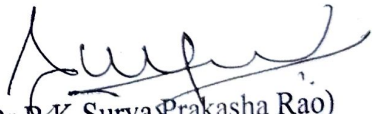
Sir,

Sub: MBA Fianal Year Students Online Certification – reg.

We are herewith sending the information regarding MBA Final year students cleared online certification for the year 2018– 19 for the purpose of your record. Kindly acknowledge the receipt of the above.

Thank you,

Yours faithfully,


(Dr. B.K. Surya Prakasha Rao)
Professor & Head, Dept. of MS
HEAD & PROFESSOR
Dept. of Management Sciences
R.V.R. & J.C. College of Engineering
Guntur, S.J. 522019

Enclosures: 1. Statement's of online certification details

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