

DEPARTMENT OF MANAGEMENT STUDIES



Excelling in the field of Management Education Since 1983



Sri Venkateswara University
Tirupati – 517 502, Andhra Pradesh

About the Department:

The Department of Management Studies was established in 1983 with an aim to be a model business school, handing out competent management graduates to industry, taking up path breaking research activities and providing corporate consultancy. Since its inception it has made rapid strides in imparting management education and established itself as one of the outstanding management institutes of the country. The unique feature of the department is its collaboration with University of Wisconsin-Whitewater, USA.

The Department of Management Studies produces professional managers with a perfect blend of knowledge, skills, value, and commitment to meet the ever changing business needs. The institute is located in a lush green campus of Sri Venkateswara University, Tirupati. The campus boasts of its well furnished seminar hall, auditorium, central library and computer Centre.

Vision:

To be a Centre of excellence in the field of management education.

Mission:





To produce globally competent and socially responsible managers, entrepreneurs, teachers and researchers.

Objectives:

- ✓ To provide best learning experience in management education by extensive use of information and communication technology tools.
- ✓ To create management knowledge through path breaking research and disseminate it.
- ✓ To encourage entrepreneurial spirit and foster entrepreneurship.
- ✓ To infuse the basic value and transform people as good human beings.



THE FACULTY

Name	Qualification	Designation	Specialization	Experience
 1. Prof.M.Srinivasa Reddy	MBA, FDP, Ph.D	Professor	Finance	37
 2.Prof. P.Raghunadha Reddy	MBA, Ph.D CC	Professor	HRM and Entrepreneurship	34
 3.Prof.Sardar Gugloth	M.Com, MBA,MA (Eng), MHRM,Ph.D	Professor	HRM	19
 4.Dr.P.Sujatha (Deputation)	MBA,Ph.D	Assistant Professor	HRM & Marketing Management	14

Courses Offered

1. Postgraduate Programme

The department has been offering a two year MBA Programme since its inception. The program aims at providing value based management education and prepare the students to develop entrepreneurial spirit by making extensive use of Information and Communication Technology Tools. The curriculum by and large covers all the areas of the management. Based on the industry requirements and career demands it is updated as and when needed. All in all it contains 24 common courses and 6 courses from a choice of 56 electives spanning over different functional areas of business.

Course Structure

2. Doctoral Programme

Department offers Doctor of Philosophy (Ph.D.) on Full-Time and Part-Time basis. The objective of the Ph.D. program is to develop scholars for academic careers at leading research universities. These scholars investigate a wide range of topics from a scientific perspective covering various fields of management such as, Marketing, Finance, Human Resources, Supply Chain, Production and Operations to name a few. They create and disseminate knowledge which would not only impact business practices but also government policies at national and global level.

STUDENTS' ENGAGEMENT AND DEVELOPMENT

Pedagogical Tools

The pedagogical tools used, include, lectures, case analysis, role play, in basket exercises, group discussions, team projects, blended learning, flipped class room and student presentations.

Practical Training

The summer internship provided at the end of the second semester and mini projects organized at the regular intervals help the students to acquire insight into problem solving in real life situations. The students undertake projects in different disciplines based upon their interests. The placement activity is co-ordinated by placement committee and is a collaborative effort of faculty and students.

Industrial Visits

Industrial Visits are an integral part of the curriculum. The students are taken for industry visits every year to expose them to the real corporate world. Students get a feel of what is happening practically and can relate to the theory better.

Management Meet

Since 1992, the department started conducting management students meet titled Biz Beam. The purpose of the meet is to create competitive spirit among the young budding management professional drawn from different schools across the country. It is primarily intended to sharpen their communication and analytical skills. The event is conducted exclusively by the students under the guidance of the faculty. It helps the students immensely to fine tune their organizing and leadership skills. Over the years, the students have successfully conducted the event by taking the support of various organizations and alumni.

I Semester <ul style="list-style-type: none"> • Management and Organizational Behaviour • Managerial Communication • Managerial Economics • Accounting for Managers • Quantitative Analysis for Management Decisions • Business Statistics • Modelling with Excel • Human Values and Professional Ethics 	II Semester <ul style="list-style-type: none"> • Marketing Management • Human Resources Management • Financial Management • Production Management • Business Research Methods • Operations Research Management • Information Systems • Leadership Values, and Styles
III Semester <ul style="list-style-type: none"> • Business Environment • Entrepreneurship • Industrial Project Course • Project Viva-Voce • Electives • Marketing • Human Resources • Finance • System 	IV Semester <ul style="list-style-type: none"> • International Business Management • Strategic Management • Business Laws and Ethics • Organizational Development • Electives • Marketing • Human Resources • Finance • System



Students Participation and Activities

Students and Scholars are always encouraged to participate in conferences, workshops, seminars and symposiums. Over the years they have presented many papers in various conferences and seminars held at different institutions including top B-schools like IIMs.

AWARDS AND RECOGNITIONS:

- The faculty members have received numerous awards for their outstanding contribution over the years.
- Prof.P.Raghuadha Reddy received Best Management Teacher award for the year 2018 from AIMS and Received Best HR Professor award from AMITY University 2020



OTHER FACILITIES

Library

The department has its own library with a wide collection of books, journals and magazines on different aspects of management. This is supported by the university's central library which is a sound source of reference books, text books and various national and international periodicals.

Computer Laboratory : The department is well-equipped with a computer laboratory, which is open to the students and faculty during working hours and beyond as required.

INDUSTRY INTERFACE

- The department maintains a close rapport with the industry by involving executives in the development of curriculum and training of students.
- The Tirupati Management Association founded by the department is an important forum for discussions and exchange of ideas among executives, faculty and students.

MEMBERSHIP IN PROFESSIONAL BODIES

- Association of Indian management schools(AIMS) New Delhi.
- Association of Management Development Institutions in SOUTH Asia (AMDISA), Hyderabad.
- Indian Science Congress Association (ISCA)
- Indian Economic Association (IEA)

ED-Cell

Entrepreneurship Development Cell strives to inspire and integrate a culture of innovation through Entrepreneurship Awareness Camps and Entrepreneurship Development Programmes to help budding entrepreneurs realize their dream to start up their own enterprises. Many students and entrepreneurs got benefited with the programs organized by the ED-Cell of the department.

EXTENSION ACTIVITIES

Extension activities are organized based on the need of the community around. Department is deeply concerned to serve the society in general, and those in and around Tirupati in particular. It has conducted several awareness programs in different areas like health awareness, financial literacy, digital literacy and various government programs.

