



**METHODIST**  
**COLLEGE OF ENGINEERING AND TECHNOLOGY**

Approved by AICTE New Delhi | Affiliated to Osmania University, Hyderabad

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## **ANNUALREPORT**

**(Academic Year 2023 - 24)**

**DEPARTMENT OF BUSINESS MANAGEMENT**

## **VISION OF THE INSTITUTION**

To produce ethical, socially conscious and innovative professionals who would contribute to sustainable technological development of the society.

## **MISSION OF THE INSTITUTION**

- To impart quality engineering education with latest technological developments and interdisciplinary skills to make students succeed in professional practice.
- To encourage research culture among faculty and students by establishing state-of-art laboratories and exposing them to modern industrial and organizational practices.
- To inculcate humane qualities like environmental consciousness, leadership, social values, professional ethics and engage in independent and lifelong learning for sustainable contribution to the society.

## **VISION OF THE DEPARTMENT**

Our vision is to be the most credible and admired leader in business education.

## **MISSION OF THE DEPARTMENT**

1. Committed in providing excellent academic delivery and infrastructure to the students.
2. Imparting knowledge and skills in management for providing social Consciousness and globally relevant thought leaders.
3. To drive towards contemporary wisdom in management for producing Professionals of character and confidence to address the challenges posed by dynamic business environment.
4. Nurturing future executives and entrepreneurs who can make a valuable difference in the corporate world and society.
5. To strive for excellence in research and innovation with the aim of
6. providing opportunities for students, faculty and all the stakeholders in building a sustainable, peaceful and prosperous world.

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- **Departmental Profile**

- ✓ Academic Programs

Program Name	Degree	Duration	Intake	Specialisation
MBA	P G	2 years	120	Finance/ HRM/ Marketing

- ✓ Admissions Statistics

Academic Year	Program	Sanctioned Intake	Total Admitted Students	Admission Percentage	Male Students	Female Students
2023-24	MBA	120	97	81%	51	46

- ✓ Laboratory Equipment (Hardware/ Software) upgrades

Sl.No.	Major Equipment/ Software with specifications	Cost of Equipment/ Software	Quantity	Total cost including GST
1.	NA	NA	NA	NA

- **Academic Highlights:**
- **Faculty and Staff**

- ✓ Faculty Achievements and Awards

Faculty Name	Achievement / Award	Description	Date	Awarding Body/ Institution	Remarks
NIL	NIL	NIL	NIL	NIL	NIL

- ✓ Professional Development Activities Organised

- Conferences
- FDPs
- Workshops
- Seminars/ Webinars

Activity Name	Organiser	Description	Date	Venue	Target Audience	Remarks
Workshop	MBA	Workshop on strategy,creativity,Innovation,Enterprenuership readiness	03/08/2023	MCET	100	
Seminar	MBA	Strengthening Life skills for Professionals	06/12/2023	MCET	120	
Indsutrial Visits	MBA	Zinda tilismath ,Parle G,Masqati dairy,NIRD	06/07/2024	Co. Location	100	

- ✓ Professional Development Activities (Registered/ Attended / Passed)

- Conferences
- Self-Study Courses (SWAYAM/ NPTEL/ COURSERA ETC)
- FDPs
- Workshops
- Seminars/ Webinars
- Orientation Courses
- Refresher Courses
- Certification Courses

Faculty Name	Activity Name	Organiser	Description	Date	Venue	Remarks

Dr. S.Sujatha	One week National FDP	Vardhaman College of Engg	Emerging Trends in Digital marketing	20 <sup>th</sup> – 26 <sup>th</sup> Sep 2023-	Online	
Mrs G Shiba Rani Manjula	One week National FDP	Vardhaman College of Engg	Emerging Trends in Digital marketing	20 <sup>th</sup> – 26 <sup>th</sup> Sep 2023-	Online	
Mrs A Swathi	One week National FDP	Vardhaman College of Engg	Emerging Trends in Digital marketing	20 <sup>th</sup> – 26 <sup>th</sup> Sep 2023-	Online	
Mrs A Brundavani	One week National FDP	Vardhaman College of Engg	Emerging Trends in Digital marketing	20 <sup>th</sup> – 26 <sup>th</sup> Sep 2023-	Online	
Mrs Rubina	One week National FDP	Vardhaman College of Engg	Emerging Trends in Digital marketing	20 <sup>th</sup> – 26 <sup>th</sup> Sep 2023-	Online	
Dr. S.Sujatha	FDP	Woxsen University	Rethinking Entrepreneurial research with design thinking and business modelling	March 5 <sup>th</sup> 2024	Online	
Mrs G Shiba Rani Manjula	FDP	Woxsen University	Rethinking Entrepreneurial research with design thinking and business modelling	March 5 <sup>th</sup> 2024	Online	

✓ Professional Memberships

Membership ID	Professional Organisation	Membership Type	Membership Duration	Member Since	Status
	HMA		1 yr	July 2024	Yet to receive

					confirmation from HMA

✓ Ph.D. Guided / Guiding

Ph.D. Student Name	Thesis Title	Year of Enrolment	Year of Completion	Current Status	Co-Supervisor(s)	Publications
NIL	NIL	NIL	NIL	NIL	NIL	NIL

• Students

✓ Academic Achievements (Gold Medals/ Ranks/ Toppers)

Roll No.	Semester	Student Name	Achievement	Description	Date
NIL	NIL	NIL	NIL	NIL	NIL

✓ Student Academic Performance

Academic Year	Semester	Total Strength	No. of Students passed	Pass percentage
2023-24	I, III	I-97, III-58		92% & 90%

✓ Sports Activities Participated

Roll. No.	Semester	Student Name	Activity	Description	Date	Venue	Remarks Participated/ Won)
NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL

✓ Awards and Honors Won

Roll. No.	Semester	Student Name	Award	Description	Date	Awarding Body	Remarks
NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL

✓ Student club and organization achievements

Club/ Organisation	Achievement	Description	Date	Remarks
NIL	NIL	NIL	NIL	NIL

✓ Cultural Activities

Event Name	Description	Date	Venue	Remarks
Delicious Day		28-6-2024	MBA Dept	

✓ Parent- Teacher Meeting

Meeting Date	Description	Venue	Remarks
NA	NA	NA	NA

• Research and Development

✓ Research Projects and Grants

Project Title	Principal Investigator	Funding Agency	Grant Amount	Start Date	End Date	Remarks
NIL	NIL	NIL	NIL	NIL	NIL	NIL

✓ Publications in Journals

Title of Paper	Author(s)	Journal Name	Volume	Issue	Page Numbers	Publication Date	Impact Factor	Remarks
Beyond Finance: Unveiling Stock Market Dynamics through HR Mgt Metrics and Social Sentiment analysis	Dr S Sujatha	RES MILITARIS- International Interdisciplinary Journal						
Exploring the role of HRM practices in Enhancing employee engagement and retention	Dr S Sujatha	Scopus						Accepted yet to be published

✓ Publications in Proceedings of Conferences

Title of Paper	Author(s)	Conference Name	Location	Date	Remarks
NIL	NIL	NIL	NIL	NIL	NIL

✓ Collaborations and Partnerships

Project Title	Collaborating Institution	Description	Start Date	End Date	Remarks
NIL	NIL	NIL	NIL	NIL	NIL

✓ Patents, Innovations and Start-ups

Patent/ Innovation/ Start-up	Inventor(s)	Description	Date Filed	Status	Remarks
Patent	Dr S Sujatha	The impact of Big Data on the structure of the “Internet Plus” Consumer-to-Consumer online market place		Granted & Published	
Patent	Dr S Sujatha	Artificial Intelligence	11-5-2024	Granted &	



		based Human Robot for Industrial Applications		Published	
Patent	Mrs.A.Swathi	A System & method for Green HR Practices in Emp engagement & Retention	11-9-2023	Granted & Published	
Patent	Mrs.A.Brundavani				

✓ Research collaborations and Industry partnerships

Collaboration	Partner Organisation	Description	Start Date	End Date	Remarks
NIL	NIL	NIL	NIL	NIL	NIL

✓ Internships and Training Programs

Program Name	Description	Duration	Companies Involved	Number of Students
NIL	NIL	NIL	NIL	NIL

✓ Consultancy

Consultancy Project	Client Organisation	Description	Start Date	End Date	Remarks
NIL	NIL	NIL	NIL	NIL	NIL

• Placements

✓ Placement Statistics including Higher Education

Year	Total Students	Total students placed	Placement Percentage	Major Recruiters
I	97	12	12%	CSSI ,India center Pvt ltd Intrainz Innovations Pvt ltd Synchrony Financial services Cognizant,
II	57	4	15%	

• Alumni updates

○ Alumni Meetings Conducted

Date	Location	Key Discussions	Number of Attendees	Outcomes
18/11/2023	MCET	Job and market requirements	56	

○ Alumni achievements

Alumni Name	Achievement	Year	Recognition/ Award
Mrs Sumaiya Ganesh	Sr.Manager Deloitte		

○ Renowned Alumni

Alumni Name	Graduation Year	Field of Achievements	Notable Positions	Contribution/
Mr Mrinal Sen	2017	Highest package 22 Lakhs per Annum.	Manager IT sales Ctrl S Co	

- **Financial Report**

- ✓ Budget Proposals and Utilisation

Category	Description	Proposed Budget	Utilised Budget	Remaining Budget	Notes
Equipments (Hardware/ Software)	NIL	NIL	NIL	NIL	NIL
Training Programs	NIL	NIL	NIL	NIL	NIL
Miscellaneous	NIL	NIL	NIL	NIL	NIL

- **Community Engagement and Outreach**

- ✓ Programs conducted with NSS on Social Responsibility Initiatives

Program Name	Description	Date	Location	Participants	Impact/ Outcomes

- **Appendices**

- ✓ Detailed Statistical Data
  - ✓ List of Publications
  - ✓ Additional Supporting Documents