



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

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

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**ANNUALREPORT**

**(Academic Year 2024 - 25)**

**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/Systems

- ✓ Admissions Statistics

Academic Year	Program	Sanctioned Intake	Total Admitted Students	Admission Percentage	Male Students	Female Students
2024-25	MBA	120	118	98%	57	61

- ✓ 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
Seminar	MBA	Seminar on SEBI – Investor’s Awareness Program	02.12.2024	MCET	100	
Workshop	MBA	Workshop on From Stories to Strategies – Pathways to Success in Life & Management	26.03.2024	MCET	120	
Workshop	MBA	Workshop on LinkedIn Profile Building & Understanding Application Tracking System (ATS)	23.04.2024	MCET	100	
Workshop	MBA	Workshop on Beyond the Lecture Hall: Mastering Work-Life Balance for Educators	08.07.2024	MCET	100	
Industrial Visit	MBA	Industrial Visit to Pochampally Handloom Park	08.11.2024	Co. Location	120	

Industrial Visit	MBA	Workshop on Entrepreneurship & Cottage Industry @ Active Discovery Campus	09.01.2025	Co. Location	120	
Industrial Visit	MBA	Industrial Visit to Hindustan Coca-Cola Beverages Pvt. Ltd.	24.01.2025	Co. Location	60	
Industrial Visit	MBA	Industrial Visit to Telangana State Dairy Development Cooperative Federation Ltd. (Vijaya Dairy)	04.07.2025	Co. Location	120	

✓ 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
Mrs. G. Shiba Rani Manjula	Workshop	MCET	Workshop on Discover, Unlock and Activate :Empowering Employees for Peak Performance	28.08.2024 & 29.08.2024	Offline	
Mrs A.Swathi	Workshop	MCET	Workshop on Discover, Unlock and Activate :Empowering Employees for Peak Performance	28.08.2024 & 29.08.2024	Offline	
Mrs A.Brundavani	Workshop	MCET	Workshop on Discover, Unlock and Activate :Empowering Employees for Peak Performance	28.08.2024 & 29.08.2024	Offline	

Mr C.Shyam Sunder	Workshop	MCET	Workshop on Discover, Unlock and Activate :Empowering Employees for Peak Performance	28.08.2024 & 29.08.2024	Offline	
Mrs Roubena Sultana	Workshop	MCET	Workshop on Discover, Unlock and Activate :Empowering Employees for Peak Performance	28.08.2024 & 29.08.2024	Offline	
Dr. S Sujatha	FDP	Stanley College	Five Day online FDP on Data Driven Decision making to enhance Management practices through Analytics	09.12.2024 - 13.12.2024	Online	
Mrs G.Shiba Rani Manjula	FDP	Stanley College	Five Day online FDP on Data Driven Decision making to enhance Management practices through Analytics	09.12.2024 - 13.12.2024	Online	
Mrs A.Swathi	FDP	Stanley College	Five Day online FDP on Data Driven Decision making to enhance Management practices through Analytics	09.12.2024 - 13.12.2024	Online	
Mrs A.Brundavani	FDP	Stanley College	Five Day online FDP on Data Driven Decision making to enhance Management practices through Analytics	09.12.2024 - 13.12.2024	Online	

Mrs Roubena Sultana	FDP	Stanley College	Five Day online FDP on Data Driven Decision making to enhance Management practices through Analytics	09.12.2024 - 13.12.2024	Online	
Mrs G.Shiba Rani Manjula	FDP	Mindspark Learning Hub	Five Day FDP on Mastering the art of research paper writing	24.02.2025-28.02.2025	Online	
Mrs A.Swathi	FDP	Mindspark Learning Hub	Five Day FDP on Mastering the art of research paper writing	24.02.2025-28.02.2025	Online	
Mrs.A.Brundavani	FDP	Mindspark Learning Hub	Five Day FDP on Mastering the art of research paper writing	24.02.2025-28.02.2025	Online	
Mrs A.Swathi	FDP	NPTEL	4 Weeks FDP on Advances in strategic Human Resource Management	Jan-Feb 2025	Online	
Mrs G.Shiba Rani Manjula	FDP	Tamilnadu Dr J.JayaLalithaa Fisheries University, Fisheries Business School	Two Days National Level Online FDP on "Ethical Implications of AI in Research Methods"	28.03.2025 & 29.03.2025	Online	
Mrs A.Swathi	FDP	NPTEL	12 Weeks FDP on Talent Acquisition and Management	Jan-April 2025	Online	
Mrs A.Swathi	FDP	NPTEL	12 Weeks FDP on AI in Human Resource Management	Jan-April 2025	Online	

Mrs A.Swathi	FDP	MCET	One week FDP on "From Gen AI to Edu AI"-working with teaching & Research CO-Pilots	14.07.2025 to 19.07.2025	Online
Mrs.A.Brundavani	FDP	MCET	One week FDP on "From Gen AI to Edu AI"-working with teaching & Research CO-Pilots	14.07.2025 to 19.07.2025	Online
Mr C Shyam Sunder	FDP	MCET	One week FDP on "From Gen AI to Edu AI"-working with teaching & Research CO-Pilots	14.07.2025 to 19.07.2025	Online
Mrs M Sowjanya	FDP	MCET	One week FDP on "From Gen AI to Edu AI"-working with teaching & Research CO-Pilots	14.07.2025 to 19.07.2025	Online

### STUDENT NPTEL CERTIFICATION COURSE

S.No	Name of the Student	Course Name	No. of weeks	Score (%)	Type of Certificate Received	Duration
1	Shruthi Biradar	AI in Human Resource Management	12 Week	60	Elite	(Jan – Apr 2025)
2	Vadla Ramesh Chary	AI in Marketing	12 Week	47	Successfully Completed	(Jan – Apr 2025)
3	P Gnanender	Business Ethics	12 Week	62	Elite	(Jan – Apr 2025)
4	MD Raihan Ullah	Business Forecasting	8 Week	57	Successfully Completed	(Feb – Apr 2025)
5	Rishika	Business Ethics	12 Week	72	Elite	(Jan – Apr 2025)
6	Amirpul Simran	Business Forecasting	8 Week	60	Elite	(Feb – Apr 2025)

7	Molugu Varshitha	AI in Human Resource Management	12 Week	57	Successfully Completed	(Jan – Apr 2025)
8	KatruSaiTejal	AI in Human Resource Management	12 Week	53	Successfully Completed	(Jan – Apr 2025)
9	Pidugu Gowthami	Financial Institutions and Markets	12 Week	52	Successfully Completed	(Jan – Apr 2025)
10	Sufiya Naaz	Business Analytics for Management Decision	12 Week	48	Successfully Completed	(Jan – Apr 2025)
11	Nadiya	Design Thinking-A Primer	4 Week	66	Elite	(Jan- Feb 2025)
12	Harikrishna	Human Behaviour	8 Week	46	Successfully Completed	(Feb – Apr 2025)
13	Amgoth Priyaka	Aircraft Design	12 Week	43	Successfully Completed	(Jan – Apr 2025)
14	Somaraju Indu	AI in Human Resource Management	12 Week	54	Successfully Completed	(Jan – Apr 2025)
15	Kandhi Jayasree	Business Forecasting	8 Week	62	Elite	(Feb – Apr 2025)
16	Mohd Ibrahim	Business Fundamentals for entrepreneurs	12 Week	53	Successfully Completed	(Jan – Apr 2025)
17	Ridhi Jaiswal	Business Ethics	12 Week	70	Elite	(Jan – Apr 2025)
18	K Pooja	AI in Human Resource Management	12 Week	63	Elite	(Jan – Apr 2025)
19	Akanksha Dhyawarkonda	Data Analytics with Phython	12 Week	64	Elite	(Jan – Apr 2025)
20	Damaiguda Aditi Reddy	AI in Human Resource Management	12 Week	68	Elite	(Jan – Apr 2025)
21	Khatija Begum	Business Development From Start to Scale	12 Week	55	Successfully Completed	(Jan – Apr 2025)
22	Saleha Firdous	Business Analytics and Data Mining Modeling using R	12 Week	55	Successfully Completed	(Jan – Apr 2025)
23	Rathnakar Sowjanya	Business Forecasting	8 Weeks	49	Successfully Successfully Completed	(Feb- April 2025)
24	Anam Fatima	AI in Marketing	12 Week Course	60	Elite	(Feb- April 2025)
25	Shaista Samreen	AI in Marketing	12 Week Course	61	Elite	(Jan-April 2025)

✓ Professional Memberships

Membership ID	Professional Organisation	Membership Type	Membership Duration	Member Since	Status
IS-7181	HMA	Institutional Membership	1 yr	July 2024	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 Appeared	No. of Students passed	Pass percentage
2024-25	I	115	105	92	87.62%
2024-25	III	84	79	73	92.41%
2024-25	II	112	100	88	88%
2024-25	IV	84	77	77	100%

✓ Sports Activities Participated

Roll. No.	Semester	Student Name	Activity	Description	Date	Venue	Remarks Participated/ Won)
160724672012	I	P.Vamshi	Fencing	Osmania University Inter-College Sports and Games	05.10.2024	HMV, Vidyanagar	First Prize

✓ 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
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✓ Cultural Activities

Event Name	Description	Date	Venue	Remarks
NIL	NIL	NIL	NIL	NIL

✓ 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
Consumer Perception of Green Marketing and its impact on Purchase Intentions	Dr. S.Sujatha	GIS Science Journal				2025		

✓ 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
NIL	NIL	NIL	NIL	NIL	NIL

✓ 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	Number of Students
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			<b>Involved</b>	
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
II	88	30	26.4%	UBS, Sutherland, Genpact, Wipro, Accenture, Brihaspathi Technologies Ltd, Synchrony Financial services, Cognizant

• **Alumni updates**

○ Alumni Meetings Conducted

Date	Location	Key Discussions	Number of Attendees	Outcomes
NIL	NIL	NIL	NIL	NIL

○ Alumni achievements

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

○ Renowned Alumni

Alumni Name	Graduation Year	Field Achievements	Notable Contribution/ Positions
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

