



METHODIST
COLLEGE OF ENGINEERING & TECHNOLOGY
[Autonomous Institution]

Accredited by NAAC with A+ and NBA
Affiliated to Osmania University & Approved by AICTE



THE MANAGEMENT MEMOIR

~DEPARTMENT OF BUSINESS MANAGEMENT



About The Department

The MBA course at MCET was started from the A.Y:2009-10. This program offers a comprehensive curriculum that covers core areas such as finance, marketing, operations, and strategic management, blended with courses on ethical leadership and corporate social responsibility. Students engage in experiential learning through case studies, internships, and projects, gaining practical insights into the complexities of modern business environments. The MBA program emphasizes values-based leadership, encouraging students to make ethically sound decisions and contribute positively to their organizations and communities.



EVENTS ORGANISED

MBA Students Explore Heritage and Innovation During Insightful Factory Visits

July 6, 2024 – The Department of Business Management recently organized an engaging industrial visit for MBA students, offering a unique glimpse into the operations of three distinguished companies: Zinda Tilismath, Parle-G, and Masqati Dairy Products.

The day began with a tour of the historic Zinda Tilismath Factory in Amberpet. Founded in 1920 by Hakeem Mohammed Moizuddin Farooqi, this 104-year-old establishment has been a pioneer in Unani herbal medicine, providing remedies for up to 24 ailments while bolstering the immune system. Students were warmly welcomed by the factory advisor, who shared the rich history and intricate workings of the factory. The tour included observations of the various natural ingredients used and the meticulous stages of production before the products are sealed and dispatched. Each student received a selection of sample products, offering firsthand insight into the factory's enduring success.

Following this, the students visited the Parle-G biscuit factory, renowned for its variety of sweet and savory snacks. The visit commenced with a lunch provided by the factory, followed by a captivating animated presentation that detailed the brand's storied history and production process. The presentation, featuring nostalgic advertisements, intrigued attendees and deepened their understanding of Parle-G's manufacturing techniques. The students then toured the factory floor, witnessing the careful production and quality control of Parle-G glucose biscuits. As a memorable conclusion, they were gifted fresh Hide & Seek biscuits and a complimentary pack of Parle-G.

The final stop of the day was Masqati Dairy Products, known for its range of high-quality dairy goods, including milk, curd, ghee, and ice creams. Students were guided through the factory, observing the specialized machinery used in filtration, pasteurization, and homogenization. The factory's commitment to hygiene and efficient operation was evident throughout the tour. To cap off the visit, students enjoyed a serving of Masqati's famous badam milk and were treated to a selection of ice creams.

Overall, the industrial visits provided MBA students with valuable insights into the heritage, innovation, and operational excellence of these iconic brands, making the trip a resounding success.





"Delicious Day" Highlights Healthy Eating at Business Management Department Festival

June 28, 2024 – The Department of Business Management recently hosted an engaging and successful food festival, aptly named "Delicious Day." Held on June 28, the event was a vibrant celebration of health and nutrition, featuring an impressive array of fresh fruits, raw vegetables, and nutritious beverages.



Students contributed to the festival by preparing and presenting a diverse selection of health-conscious food items. The first-year students took on the role of servers, offering attendees a taste of their nutritious creations and sharing information about their health benefits.



The festival's focus on minimal appliance use and basic utensils underscored the simplicity and accessibility of healthy eating. Both faculty members and students were actively involved, contributing to a lively and successful event. The positive response from all participants highlighted the festival's impact and effectiveness in promoting healthy lifestyle choices.



“International Yoga Day” Celebrations

June 21, 2024 - In a bid to promote wellness and mindfulness, the International Yoga Day was celebrated with a special event on June 21, 2024. The festivities commenced at 10:30 a.m. in Seminar Hall, D-Block.

Organized jointly by the Humanities & Sciences (H&S) Department and the National Service Scheme (NSS) Cell, the event was open to all students and staff members. The program aimed to underscore the importance of physical and mental well-being through the practice of yoga.

Participants enjoyed a range of activities designed to enhance their yoga practice and overall health. The event included guided yoga sessions, wellness talks, and interactive workshops led by experienced instructors.

Members of the campus community were encouraged to join in the rejuvenating experience and embrace the principles of yoga for a balanced and healthier lifestyle.





“One-Day Training Program on Basic Life Support (BLS) Held with Focus on Cardiac Emergency Preparedness”

June 21, 2024 - A one-day training program on “Basic Life Support (BLS)” was successfully conducted on June 21, 2024, organized by the Internal Quality Assurance Cell (IQAC) in collaboration with the MBA and the National Service Scheme (NSS) Cell.

The program, held with the objective of increasing awareness about the essential measures to be taken during sudden cardiac arrest and other heart-related emergencies, featured Dr. Sanjeev Kumar, a renowned Cardiologist from Hyderabad, as the resource person. Dr. Kumar’s expertise provided invaluable insights into life-saving techniques and emergency response strategies.

Participants were trained in critical BLS techniques, including cardiopulmonary resuscitation (CPR) and the use of automated external defibrillators (AEDs). The session also emphasized the importance of quick and effective action in emergency situations.

Certificates were awarded to attendees upon successful completion of the training, acknowledging their preparedness to handle cardiac emergencies. This initiative underscored the commitment of the IQAC, MBA and NSS Cell to enhance safety and health awareness within the community.

For more information about similar programs or to obtain additional training resources, interested individuals are encouraged to contact the IQAC, MBA or the NSS Cell.

CREATIVE CORNER

Just A Random Thought

...Isn't it funny how people constantly ask you not to change, but then they change as if they never claimed to hate change, saying it would disturb them to lose what we have now? So, you try to keep everything the same for them, and yet they suddenly show you a completely different side of themselves. The irony is striking—how their actions contradict their words. These same people will then play the victim, acting as if they were forced to change or behave a certain way. My mind gets stuck in a loop every time I see them, fighting the urge to tell them outright that they're the culprit and they need to stop messing around. Please, just say what you truly feel and stop sabotaging relationships.

By Ada Fatima, MBA 1st year



A Narrative on society

A wise man and his wife went to a zoo park. They saw a monkey and his female partner playing around and having fun in their enclosure. Seeing this, the wife said, "What a romantic couple." Then they walked over to the lion's enclosure. The lion was sitting silently alone in a corner not minding the lioness who was lying down in the other corner. On seeing this, the wife said to her husband, "What a sad scene without love." Then the man said to her "Try throwing a stone at the lioness and see." She did so. But then the lioness stood up and started roaring loudly and angrily scaring her. It looked like as if the lion would tear her apart for trying to hurt his lioness. She then did the same with pelting a stone on the monkey couple. It didn't take long for the male monkey to quickly jump up a tree, abandoning his partner. The man said, "Do not be fooled by what is in front of your eyes. Real love lies deep within the heart and doesn't manifest in ways we think as obvious."

This is the sad truth of our society. Sadly, too much monkey business goes around and gets celebrated, whereas true deep love and care like that of the lion go un-noticed.

By Md Athayshyam, MBA 1st year

Mr. Prateek of MBA 2nd year was awarded the title of "The Best User of Library" for his excellent utilization of the materials and reference books available in the college library.



STUDENT SPOTLIGHT



Syed Hussain of MBA 1st year involved in volunteering and co-ordination for blind people on the occasion of women's day as part of his efforts for helping the community.

In yet another contribution to society, Syed Hussain is seen participating in Food distribution at Gandhi Hospital, Secunderabad



REFUSE TO BE AVERAGE...



Cheguri Madhava of MBA 1st year, participated in the ICN National Competition held on the 17th of August at the SR Classic Conversation Hall in Shamshabad. Competing in the Men's Fitness category, specifically under the 23 age group, he showcased remarkable dedication and physical prowess. His hard work and determination were rewarded with a 4th place finish, earning him a well-deserved bronze medal.



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