

# Hearty Welcome to **NAAC Peer Team**

Department of Master of Business  
Administration

MBA Team

Miracle Educational Society



**Miracle Educational Society  
Group of Institutions**

(Approved by AICTE, New Delhi, and  
Affiliated to JNTUK, Kakinada)



# About Us

- MBA program was started in the year 2009
- The Department of Management Studies offers a Two-Year full-time MBA program
- Approved by AICTE, and affiliated to Jawaharlal Nehru Technological University (JNTU), Kakinada
- This program is offered as a tradition of academic excellence to train our student's best



# Department **Vision** and **Mission**

## Vision

- To motivate and mould students into globally recognized leaders in the emerging areas of business to become “productive assets for the nation”

## Mission

- The mission of the Miracle School of management is to discover and deepen our understanding of management concepts
- The applications that drive effective organizations from front end as intrapreneurs and entrepreneurs
- To use them to produce principled and insightful leaders who create positive change in the world and to become “productive assets for the nation”



# Program Objectives

- To doing it's fullest in grooming the students of MBA into competent managers
- To provide the students with an exposure of the industrial practices, industry internships made a part of their curriculum
- To emphasizes the development of mid-to upper-level managers, for organizations of all sizes and types
- The program seeks to develop knowledge of advanced business functions, decision-making skills, and understanding of internal and external factors affecting the management of organizations
- To bring total personality development and create diligent and responsible world citizens
- To develop students as well - rounded personalities with a holistic and integrated outlook and understanding of different subjects that will help their career growth and successes



# Our Motto

- Students will possess, specialized knowledge, thinking skills, communication skills, analytical and problem-solving skills to assess problems facing in businesses
- Students will integrate the core concepts of financial planning and financial reporting in the decision-making process and Impart skills to use finance for the growth and development process that India is presently witnessing
- Students will apply the concepts and models of human resource management and Strengthen the students' ability to perform this strategic role in the area of Human Resources
- Students use the knowledge of marketing concepts and strategies meet the diverse set of marketing challenges present in today's competitive business environment
- Students will exemplify ethical leadership skills and entrepreneurial skills in the contemporary environment through global scenario glance



# Short and Long Term Goals

- **Short Term Goals**

- To equip students with knowledge and expertise in leadership, management, and entrepreneurship
- To design the curriculum and modes of teaching in a way that it helps students to use their expertise to tackle complex real-world challenges
- To encourage and prepare students to attend intercollegiate, regional, national, and international events (competitions, conferences, boot camps, etc.) on entrepreneurship

- **Long Term Goals**

- To transform students into intrapreneurs and entrepreneurs
- To associate with corporate companies and top business schools for greater industrial exposure and to become a center of excellence for management studies
- To encourage students from other disciplines to take up entrepreneurship



# Strengths of the Department

- The department is enriched with well qualified and experienced faculty
- The department has a good placement activities with an internship facility at MSS
- The department has a good academic record
- The department has a students association and take activities through the association
- The department provides collaborative interaction of students with industry experts to make awareness of global scenarios
- The department arranges expert lectures by the eminent personalities
- Students satisfaction levels with faculty and institution
- Career opportunities with local businesses
- Teaching and learning process is strengthened with regular oral and written feedback from students



# Head of the Department Role

- **Decentralization and Consultation** - HOD in consultation with the faculty forms various committees appoint in - charges for the performance of various specific activities for the overall development of the department
- **Transparency**
  - Policy decisions, development activities, budget proposals and load allotment are being done during the meetings conducted with the faculty
  - Performance appraisal of faculty is shown to them through mails
- **Commitment** - Head of the department encourages faculty, staff and students to improve the quality of their work at a steady pace in the stipulated direction to achieve both long-range and short-range goals which was set





# Head of the Department Role

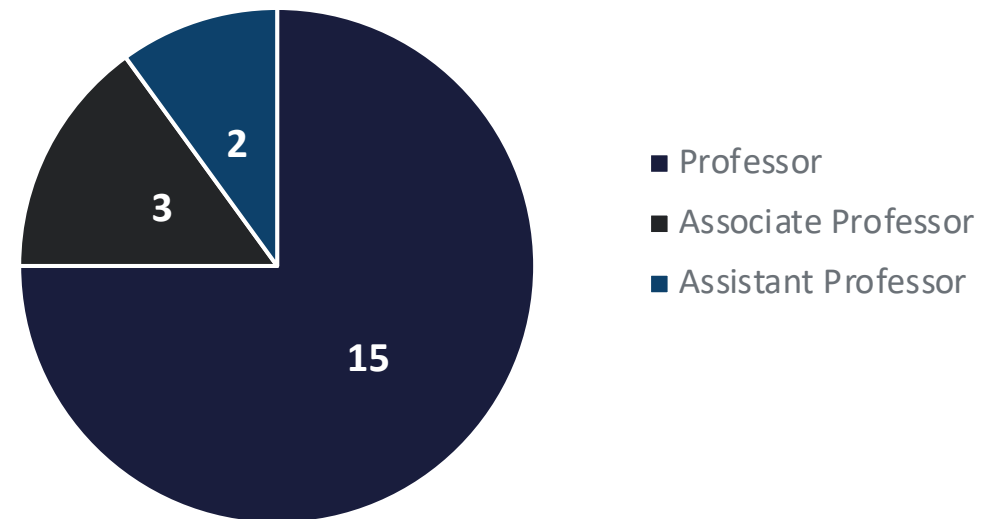
- **Attitude and Commitment**
  - It is measured on the following parameters
  - Punctuality, sticking to the lesson plan
  - Effectiveness of teaching
  - Involvement in administrative works
  - Commitment in the additional duties
  - Evaluation of papers
  - Effort to grow professionally
- **Planning and Monitoring**
  - **Planning** - Department Academic Council(DAC) prepares forward plans of the department at the beginning of the academic year
  - **Monitoring** - Various departmental committees are functioning to monitor and implement activities of the department and our staff play head role for different cells of the college like CGC, EC



# Department Staff

Faculty	Number
Professor	2
Associate Professor	3
Assistant Professor	15

## Academic Strength





# Staff Details

S.No.	Employee Name	Qualification	Designation	Years of Experience
1	Dr. B.Sreenivasarao	B.Tech, MBA, FAM, Ph.D.	Dean and Professor	28
2	S.A. Hussain	MBA, M.COM, MPHIL, Ph.D.	HOD and Associate Professor	20
3	Dr. M. Venkata Suryanarayana	MBA, Ph.D.	Professor	25
4	Dr. B. Venkata Rao	M.Com, MBA, Ph.D.	Associate Professor	9
5	Ch. Thrindha Rao	MBA, AMFI, DFD, NET(Mgt), Ph.D.	Associate Professor	11
6	P. Anupama	MBA, Ph.D.	Assistant Professor	9
7	M. Vamsi	MBA	Assistant Professor	6
8	B. Pushpa Latha	MBA	Assistant Professor	3
9	A. Vijaya	MBA	Assistant Professor	2
10	A. Janardhan	M.Com	Assistant Professor	21



# Staff Details

S.No.	Employee Name	Qualification	Designation	Years of Experience
11	L. Ganesh	MBA	Assistant Professor	2
12	B. Shilpa	MBA	Assistant Professor	6
13	K. Sowjanaya	MBA	Assistant Professor	5
14	Raja Ramesh T	MBA	Assistant Professor	6
15	M. Sravan Kumar	MBA	Assistant Professor	6
16	B. Naidu	MBA	Assistant Professor	6
17	K. Santosh	MBA	Assistant Professor	5
18	Ch. Bangararaju	MBA	Assistant Professor	5
19	P. Venkata Rao	MBA	Assistant Professor	5
20	M. Lakshmi	MBA	Assistant Professor	5



# Corporal Facilities

- Drinking water facility is available for students, staff and faculty at all common points
- First-Aid kits are made available in the laboratories and department
- Intercom and LAN are made available
- Stand alone desktop computers are provided for faculty and department
- Department Library

S.No.	Amenities	Number
1	Class Rooms	4
2	E-Class Room	1
3	Seminar Hall	1
4	Staff Room	1
5	HOD Room	1



# Our Faculty Publications

Types of Publication	No. of Publications
Books and Review of Books	4
Conference Papers <ul style="list-style-type: none"><li>• National</li><li>• International</li></ul>	6 4
Journal Articles <ul style="list-style-type: none"><li>• National and International</li></ul>	29



# Best Teachers

**M. Vamsi**

**2017 - 2018**

**B. Shilpa**

**2018 - 2019**

**S.A. Hussain**

**2019 - 2020**



# Teaching Methodologies

The MBA pedagogy must be such that it makes the students understand and experience the business problems and find their creative and feasible solutions. Also, they should be able to utilize the technology aided tools, wherever possible.

Case Study Methods

Situation Handling and Role Plays

Business Quiz/Exercises

Movies Videos/Videos Clips(NPTEL Videos)

Industrial Visits

Presentations

Field Projects/Assignments

Brain Storming

Simulation

Z to A approach and Co-Curricular Activities





# Faculty Academic Activities

## Teaching and Learning Process

- ICT based Teaching and Learning
- Organizing seminars and workshops
- Student feedback system on academic and non-academic reforms (Feed back system from all the stake holders is key)

## Training and Placements

Arranging Guest Lectures by inviting people from Industry for improving placements

## Industry Institute Interaction

Encouraging students to take internship



# Internships

- Miracle School of Management have M.O.U with Miracle Software Systems Pvt. Ltd. to provide Internship to MBA aspirants
- In this Internship they have shaping their skills and knowledge to the tune of global corporate requirement

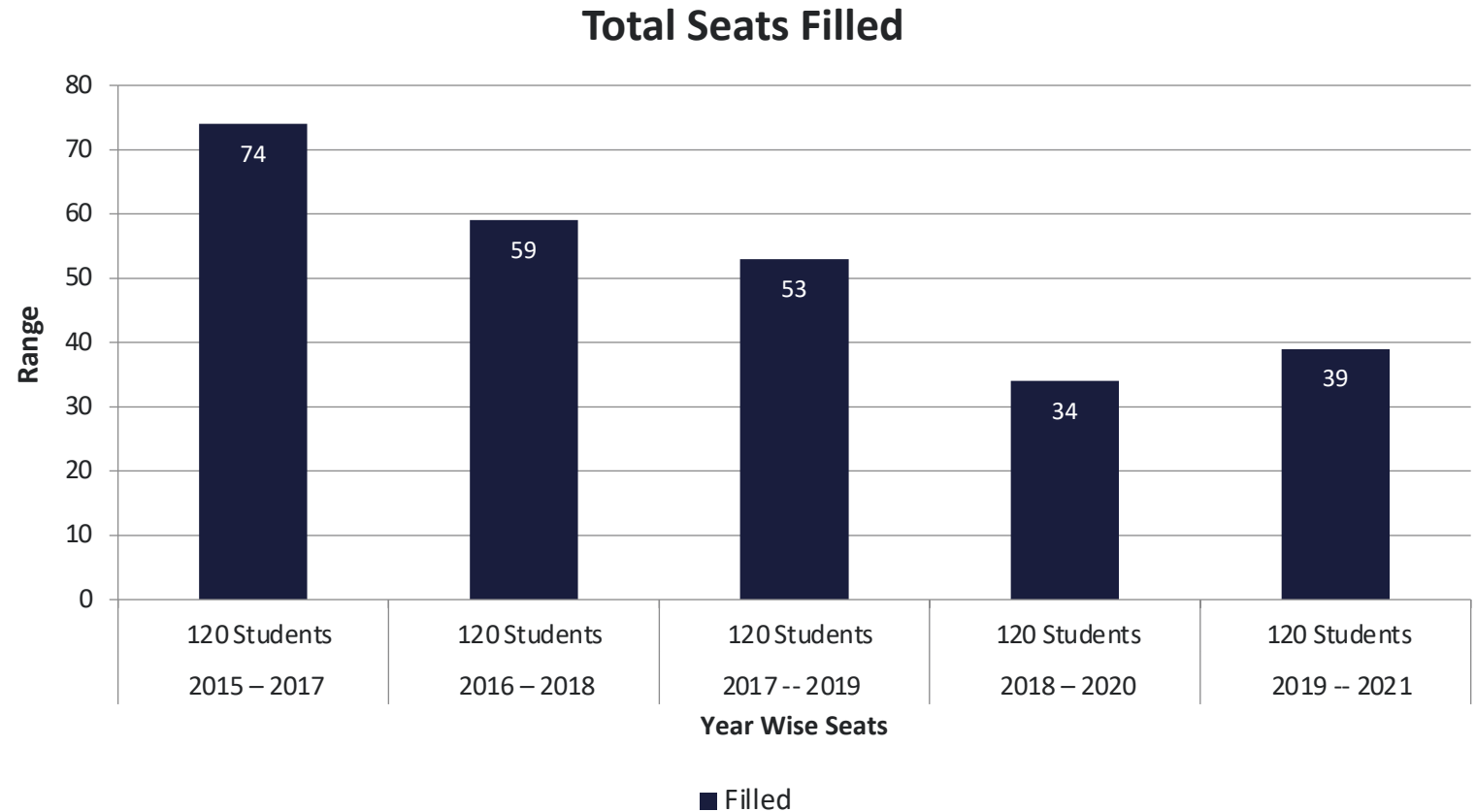
**MIRACLE**  
SOFTWARE SYSTEMS





# In Take(120) and Seats Filled

Academic Year	Filled
2015-16	74
2016 -17	59
2017-18	53
2018-19	34
2019-20	39

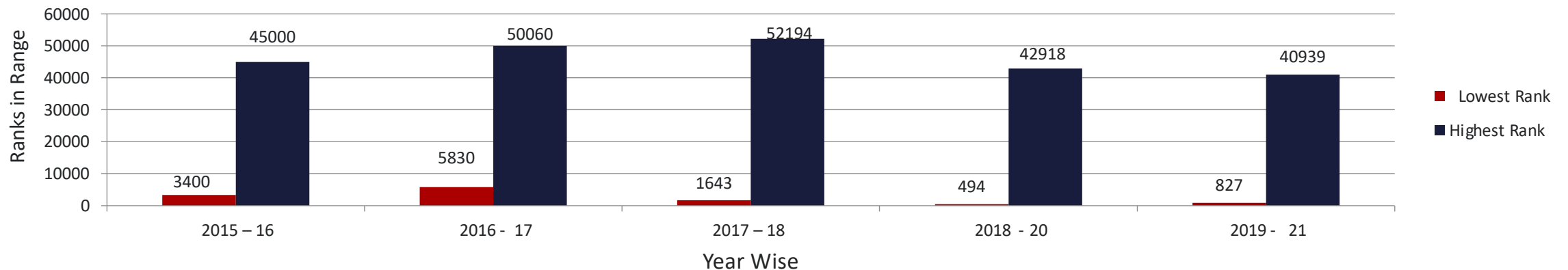




# I-CET Ranks

Academic Year	Lowest Rank	Highest Rank
2015 -16	3400	45000
2016 -17	5830	50060
2017 -18	1643	52194
2018 -19	494	42918
2019 -20	827	40939

ICET RANKS

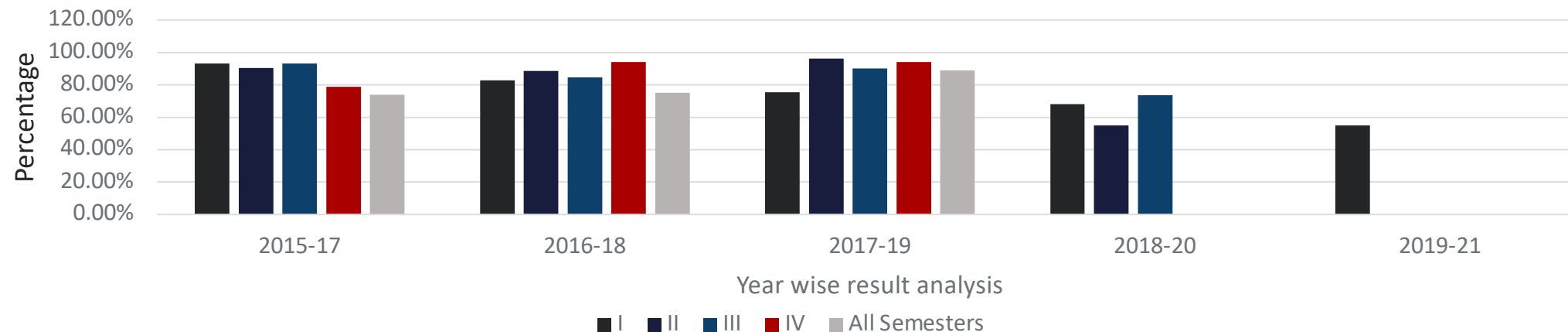




# Students Academic Performance(Result Analysis)

Semester/Year	2015-17	2016-18	2017-19	2018-20	2019-21
I	93.15%	82.69%	75.43%	68%	55%
II	90.41%	88.46%	96.15%	55%	-
III	93.15%	84.61%	90%	73.52%	-
IV	78.87%	94.23%	94.23%	-	-
<b>All Semesters</b>	<b>73.97%</b>	<b>75%</b>	<b>89%</b>	-	-

## Result Analysis



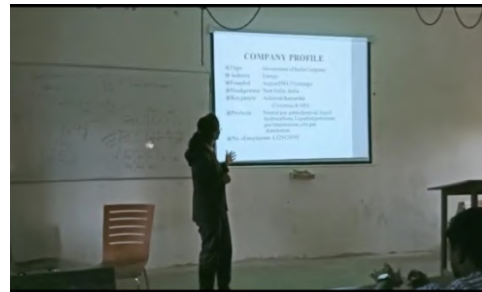


# Academic Toppers

S.No.	Batch	Regd. No.	Name of the Student	Percentage
1	2014-2016	146C1E0026	Doki Sireesha	80.85
2	2015-2017	156C1E0065	Satti Sriveni	78.22
3	2016-2018	166C1E0011	Ch.U. Sowmya	80.3
4	2017-2019	176C1E0013	D. Spandana	77.48
5	2018-2020	186C1E0009	G.Manasa (Upto Sem-3)	78.57
6	2019-2021	196C1E0021	P.Prasoona (Upto Sem-1)	9 (Grading)



# Students Presentations





# Organized Co-curricular Activities

Academic Year	No. of FDPs
2014-15	2
2015-16	2
2016-17	2
2017-18	2
2018-19	2
2019-20	3

Academic Year	No. of Workshops Organized
2014-15	2
2015-16	2
2016-17	2
2017-18	2
2018-19	2
2019-20	3





# Guest Lectures, Seminars and EDP's





# Industrial Visits

S.No.	Name of the Organization	Date of Visit
1	Garvidi Factory, Garvidi, Vizianagaram	08/12/2015
2	Visakhapatnam Steel Plant(RINL), Vishakhapatnam	20/03/2016
3	Hindustan Battery Limited, Pydhibhimvaram, Srikakulam	10/03/2017
4	Nellimarla Jute MILL, Nellimarla, Vizianagaram Dist.	10/09/2017
5	AS Jute Mill, Vishakhapatnam	30/03/2018
6	BHPV, Vishakhapatnam	23/03/2019



# Industrial Visits





# Training and Placement Goal

- The cell organizes certain orientation programs, grooming sessions, mock interviews for MBA Students
- Develops the student's corporate knowledge and soft skills to meet the corporate recruitment process
- Aiming to place maximum number of students through campus and pool-campus in the top-notch companies

S.No.	Batch	No. of Placements	No. of Students Placed
1	2014 - 2016 Batch	39	39%
2	2015 - 2017 Batch	43	58%
3	2016 - 2018 Batch	45	76%
4	2017 - 2019 Batch	18	34%
5	2018 - 2020 Batch	10	29%



# Training and Placement Goal





# Top Alumni

Name of the Student	Name of the Organisation	Designation	Salary Package(Rs.)
P. Anand Gangadhar	Info Gravity Solutions, Hyderabad	HCM Manager	11 LPA
Vijaya Bhaskar Sreeram	Vodafone, Pune	Manager	13 LPA
P. Sunitha	State Bank of India, Vizag	Assistant Manager	7 LPA
Naveen Babu Rapeti	Renault Nissan Buisness Center Pvt. Ltd., Chennai	Assistant Manager	15 LPA
Ravi Kiran	MR. Cooper, Chennai	Senior Analyst	7 LPA
Vasu Deva Naidu	CPF India Pvt. Ltd., Vizianagaram	Senior Finance officer	6 LPA
Billa Santosh	ENYO Technologies, US	Manager	8.5 LPA
P. Vishwanatham	Canara Bank	Probationary Officer	6.5 LPA
Reddi Gowtham Kumar	Olam Agro India, Vizag	Commercial Executive	6 LPA
Sandeep Gopalasetty	MSS, Vizag	Sr.Technical Associate	6 LPA



# Students Association

- The students of MBA formed an Association named **“ZEMS”(Zeal in Entrepreneur and Managerial Skills)** with an aim to promote the quality and professionalism of the MBA experience
- The association has become a networking group focused on enriching each student’s experience through social, community service, and professional events that promote student leadership and involvement
- The association will organize many different activities like group discussions, mock interviews, role plays, guest lectures, industrial visits, management meets. So that students can have fun, make new friends and prepare themselves for their professional careers



# Departmental Activities(Through ZEMS)

- Intra Dept. Events
- National Management Meets
- Sports Meets(ZMPL and Other Sports Activities)
- NSS
- Cultural Activities
- Public Speaking
- Yoga
- Blood Camp
- Medical Camp
- Digital Summit





# Students Achievements



Students Achievement @BABA  
College Mgt Fest



Students Achievement  
@Samatha College Mgt Fest



Students Achievement @VIGNAN  
College Mgt Fest



Achievement @Avanathi  
Management Fest



Achievement @Avanathi  
Management Fest



# ZEMS Anniversary





# Vyuha - 16 and 18 National Level Management Meet



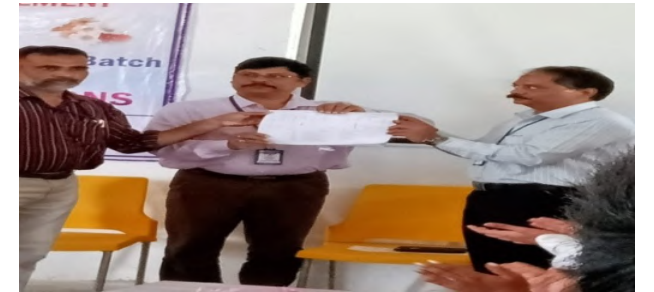


# Vyuha - 20 National Level Management Meet





# Welcoming Juniors and Intra Management Meet



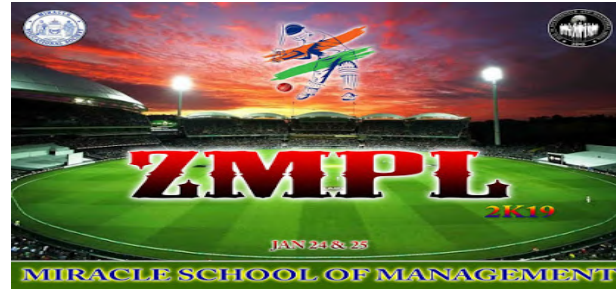


# Blood Donation and Plantation Program





# Sports Activities and ZMPL





# Fresher's and Farewell Activities







# Digital Summit, Cyber Crime Meet and Graduation Day Celebrations





# Future Goals

- To go for NBA accreditation for our department
- To have a separate building for MBA
- To motivate all faculty members towards research by making mandatory registration for Ph.D.
- To improve admissions and pass percentage
- To have good MOUs with all types of industries



# Conclusion

- Our department has made a mark in creation and dissemination of knowledge in inter and multidisciplinary areas and has fulfilled the holistic concept of a college
- Providing opportunity for overall development of students with opportunity for all-round well-proportioned education, co-curricular activities, training and placements with family valued life
- Inculcates cultural values, social responsibility, teamwork spirit, among students and staff
- The college is marching ahead towards the goal of providing quality higher education and achieving excellence and becoming a model college in the global context and making student a global worker and global leader is the objective

# Thank You

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For more info please visit us at,

[miracle.edu.in](http://miracle.edu.in)



## Miracle Educational Society Group of Institutions