Department of Business Management

V.R.Siddhartha Engineering College

Activities organised during 2015-16

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No.** | **Name of the Event** | **Date of the Event** | **Chief Guest / Guest of Honor / Resource Person Participated** |
| 1 | Seminar on Good Corporate Governance | 15-10-2015 | Prof.K.Kinnera Murthy |
| 2 | Guest talk on Career Opportunities in different fields | 02-09-2015 | V.Ravi Kumar, Senior Software Analyst, Accenture, Bangalore. |
| 3 | Work Shop on  “Motivation for Personality Development | 22-9-2015 | Sri M.R.K .Murthy, trainer  Vijayawada |
| 4 | Guest Lecture on CRM | 23-09-2015 | R.Srinivasa Rao,Associate Professor,PB Siddhartha College of Arts & Science, Vijayawada. |
| 5 | Seminar On  “Make In India”  Opportunities & Challenges | 14-10-2015 | Sri.D.Paparao  Economist & Analyst |
| 6 | Guest Lecture on E-Commerce | 30-10-2015 | S.Ravi Kishan  Associate Professor  CSE Dept , VRSEC |
| 7 | Guest Lecture  On  Strategic Planning | 30-11-2015 | Dr. G.V.R Sastry  Chairman  Coastal India Development Council |
| 8 | National Seminar on  “Emerging Trends in Marketing” | 20-11-2016 | 1. Dr. Ratnaja Gogula   Marketing & Strategy, IBS, Hyderabad   1. Sri.K.Srinivasa Rao   Global Accounts Manager, DHL Express (I) Private Limited, Bangalore |