



ST. JOSEPH'S DEGREE & PG COLLEGE

(Autonomous), Affiliated to Osmania University
Re-accredited by NAAC (3rd Cycle) with B⁺⁺ Grade
King Koti Road, Hyderabad

ACADEMIC YEAR 2023-2024 DEPARTMENT OF BUSINESS MANAGEMENT

DATE: 24-07-2023

MBA

(Batch 2022-2024)

Specialization & Project Orientation Notice

This is to inform MBA **I** Year Semester-II Students that Orientation Programme on Specialization and Projects is scheduled on 25st July 2023 from 9:30 am – 12:00 pm in Vianney Hall, 3rd Floor. It is mandatory for all the students to attend the programme.

MCS
HOD
24/7/23

[Signature]
Principal
24/7/23

THE UNIVERSITY OF CHICAGO

DEPARTMENT OF CHEMISTRY



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Specialization & Project Orientation – Responsibility Sheet & Schedule

S.NO	TIME	PROGRAMME FLOW	FACULTY INCHARGES	FACULTY SIGNATURE
1	9.30:00 am-09:50 am	Orientation – Finance Specialization & subjects	Mr. P. Ganesh Anand Ms. Smriti Nagaria	
2	09:50 am- 10:10 am	Orientation – HR Specialization & subjects	Prof. A. Danam Tressa Dr. K. Gracy Sailasree	 24/7/23
3	10:10 am-10:30 am	Orientation – Marketing Specialization & subjects	Prof. N. Srinivas Prof.Vani	
4	10:30 am-10:50 am	Orientation – Operations Specialization & subjects	Prof. R. Anita Mr. Venkat Shiva	
5	10:50 am-11:10 am	Orientation – Entrepreneurship Specialization & subjects	Mr.Martin Mysa Mrs.Mamatha	
6	11:10 pm- 11:30 am	Projects Orientation	Mrs.Neeraja Mrs. Rajitha	
7	11:30 am- 11:50 am	Overall orientation on specialization	Mrs. Swetha	
8	09:30 am to 12:00 pm	Technical arrangements Photographs	Mr. Shiv Kumar Mr. G. Kiran Kumar	
9	Report Writing		Respective specialization Incharges	
10	Student Attendance sheet (including student signatures)		Respective Class Incharges: Section A: Mrs. Gowri Pisolkar Section B: Dr. Saba Section C: Mrs. Smriti	
11	Compiling of Reports including Signatures & Filing of Reports		Mrs. Gowri Pisolkar	

HOD
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ACADEMIC YEAR 2023-2024
DEPARTMENT OF BUSINESS MANAGEMENT

Report for Specialization Orientation and Project

Date: - 25th July 2023

Venue: Vianney Hall

Objective: For selection of specialization for the 2nd year MBA Program

Target audience: MBA I year, II semester students

Resource persons: Prof. Anita, Prof. Srinivas, Prof. A. Danam Tressa, Dr. K. Gracy Sailasree, Prof. Vani, Mr. P. Ganesh Anand, Ms. Smriti Nagaria, Mrs. Neeraja, Mrs. Swetha

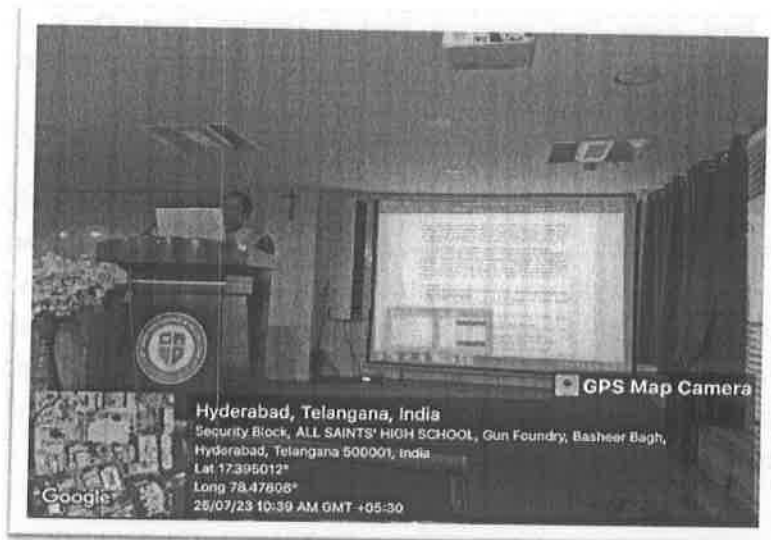
Report

The program started with welcoming the students to the Orientation of Specialization and Project for MBA I year II sem. There was a slight delay in the commencement of the program due to rain. The session was aired live as weather condition entailed few students to attend the session. Mrs. Gowri Pisolkar, MBA program Coordinator welcomed the students and asked them to pay attention to details about the subjects. She also instructed about the specialization choices and the options to opt for two specializations as the college offers dual specialization. The first session was finance session by Mr. Ganesh Anand which began at 10.15.



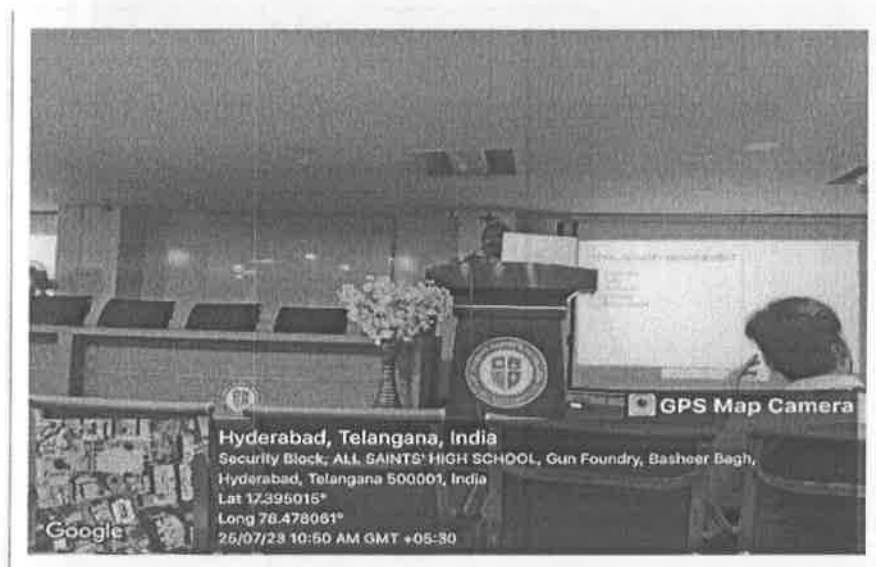
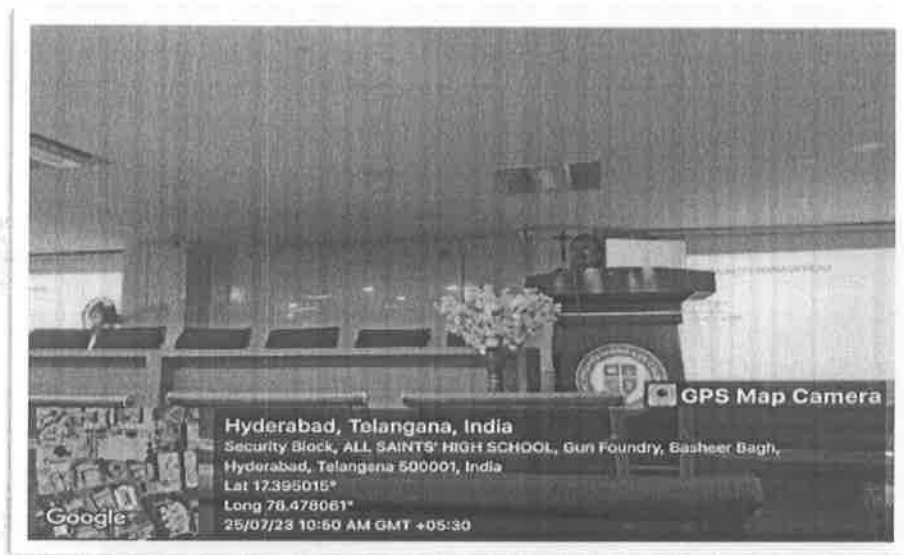
Finance orientation

Mr. Ganesh Anand, Assistant Professor, gave a brief on specialization in finance by mentioning that they will have four subjects to deal with two subjects in each semester. He mentioned that selection of specialization should be selected based on the goals and should not be done with friend's influence or other's choice. The subjects namely IAPM deals with portfolio investment, where to invest, create portfolio. He explained the syllabus in brief. Financial Risk management & derivatives in the IV semester which is the continuation of IAPM and the syllabus covers how to manage risk in business. The syllabus covers derivatives, options, swaps. How to manage credit risk? He also gave brief on career options in finance like – Investment banking, Asset management, Equity Research, Risk management, Corporate Finance, etc. Ms.Smruti also explained about the other finance subjects namely Financial systems & services and International Finance. FSS subject gives insights into funds, classification on finance. IF deals with foreign exchange, risk management in International arena. The session ended by clearance of doubt.



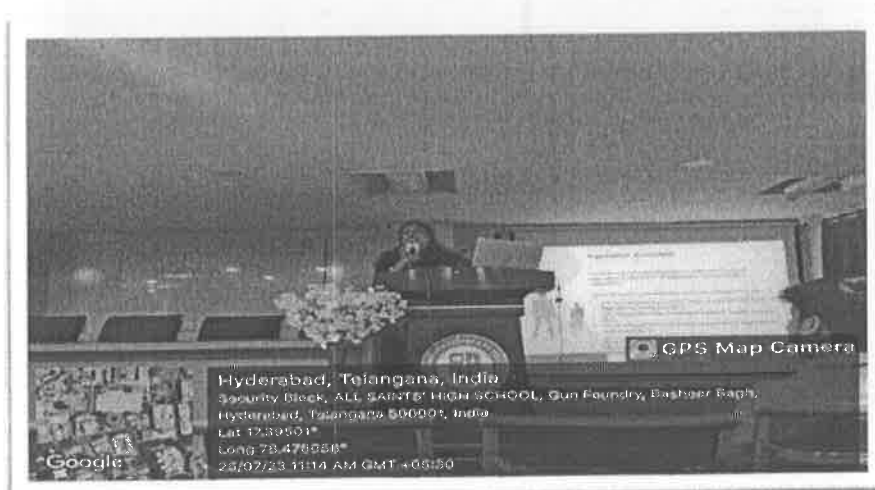
Operations Orientation

The next orientation at about 10.40 am was on Operations by Prof. Anita mam. After inviting her on the dais by Ms. Ritu, MBA Sem- II student, she began by introducing herself and gave operation subject introduction. She mentioned that this elective is useful for manufacturing & engineering operations and also covers logistics. She gave an overview on the subject TQM, LSCM, Project management. She emphasized on pursuing courses like six sigmas which would enhance their chances of recruitment. She mentioned the importance of operation and stated that it is an extension of statistics, OM, OR, etc. She also highlighted about the opportunities that are available in FMCG, Consultancy & IT, etc. She also mentioned about internship, CRT, Certificate courses & backlogs. The session ended by thanking mam by Ms.Ritu, MBA student.



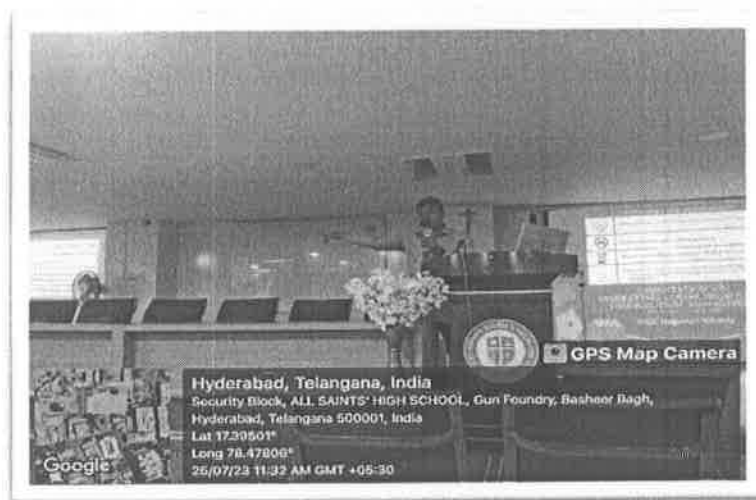
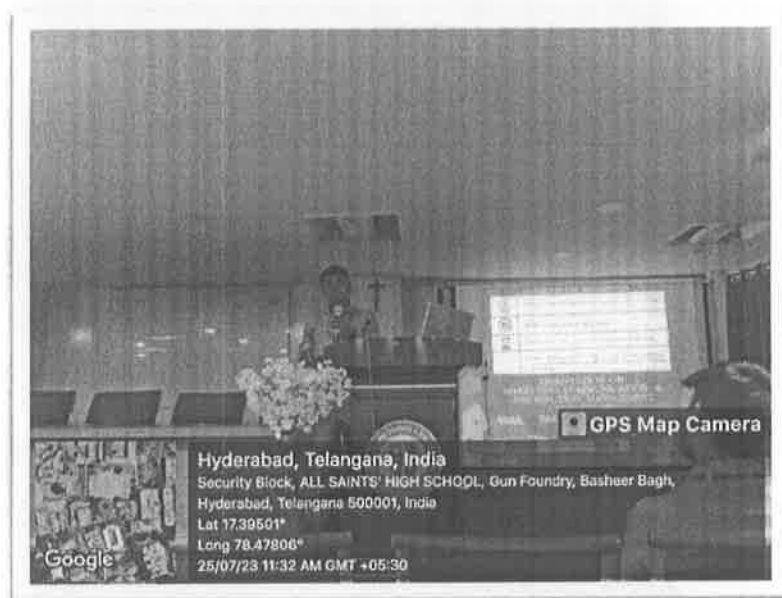
HR Orientation

The orientation on HR began at 11.00 am. The resource person for the session were Prof.Danam Tressa and Dr.Gracy sailasree. had started by inviting Prof.Danam Tressa and Dr.Gracy sailasree on to the dais. After the formal introduction, Prof.Danam started the session by presentation about why and what is HR? why HR as a career needs to be chosen? She posed questions to the students, which made them introspect if they possess the requisite skills and attitude to be an HR in future. She gave details of the core areas of HR and spoke the worth of studying HR. She hit the psyche of students by narrating an anecdote – Star throwerby Loren Eiseley a poet and story writer. Emphasizing on being unique and not being the audience as action is very important in HR world. She briefly mentioned about the subjects in HR namely OD, IRL, Performance Management, Compensation Management, giving the idea about course objective and course outcome. She then handed over the session to Dr.Gracy who elaborated on the importance of HR and gave the detailed description of what HR needs to do. They should hire, train, solve dispute etc. Prof.Danam concluded the session by briefing about the projects that can be undertaken and certificates that can add value while studying HR. The session ended by a motivational thought” Great vision without great people is irrelevant” followed by a thank you by Ms. Ritu.



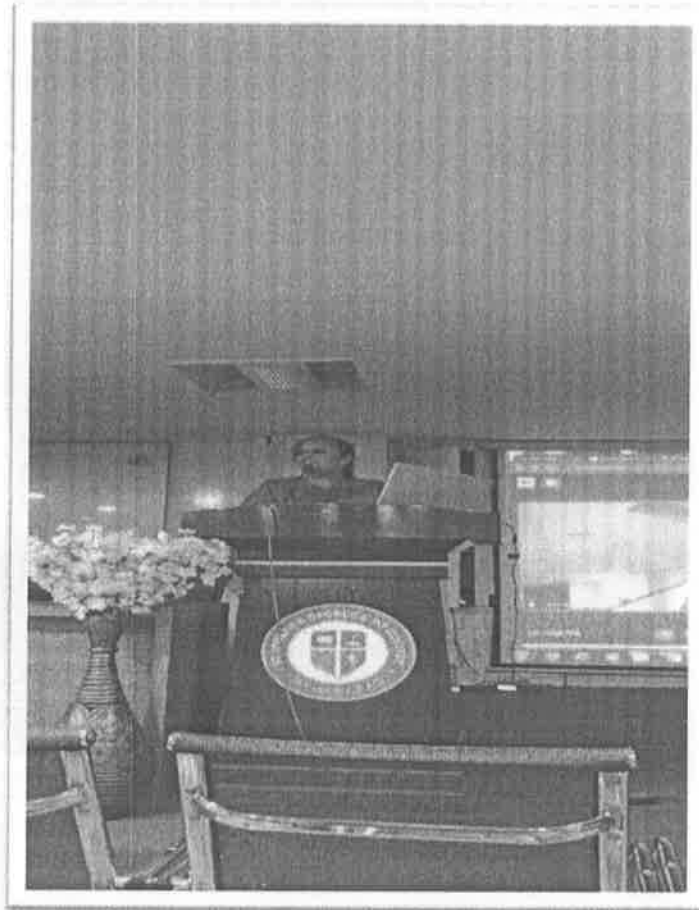
Marketing Orientation

Marketing orientation began by welcoming the HoD by Ms. Ritu (MBA student) at about 11.30 am. He started the presentation with Why Marketing? He mentioned it helps networking skills, helps build relationship. Marketing has the highest package and a person needs to have data on his fingertips. Students need to be updated with the latest happenings and compulsorily browse through Newspaper, Magazines, latest trends. They need to have an updated marketing knowledge. He also gave an overall view on Consumer Behavior, Service marketing and other subjects that are dealt within the marketing purview. He strictly asked the students to select the specialization options within two days of the orientation. He also was thanked by Ms.Ritu on behalf of the students for the orientation.



Placement orientation.

At about 11.50 Ms. Ritu called on to the dais Ms. Sweta (Placement Officer) by welcoming her. Ms.Sweta gave a brief on companies which come to visit the campus. The highest placements come for marketing and asked the students to be prepared and be ready for the placement season.



Project orientation

After a small break project orientation was continued at about 12.00 pm by Mrs. Neeraja, Project Coordinator, MBA. She started by mentioning that projects are allotted 100 marks, 40 marks are for internal evaluation and 60 marks are for external evaluation. According to the specialization opted the project needs to have various chapters like – Introduction, Review of literature, Company profile, Data analysis, Findings, Suggestions and conclusion which remains same for all specialization. A topic has to be selected according to the specialization chosen and study has to be conducted. The internal marks are calculated in two phase, 1st phase in semester three and the 2nd phase in semester four. Marks are allotted for log book, meeting the guide, presentation/viva by external members. Plagiarism check is done for all projects. Guides will be allotted for each student and final evaluation is done by external panel members through final viva. She also cleared doubts on project by students and the session came to an end at 12.30 pm. Finally, the session on orientation on specialization and project ended by vote of thanks by Mrs. Gowri Pisolkar, Program coordinator, MBA thanking each and every faculty for taking them through the detailed orientation on subject specialization and the students for attending the session despite the bad weather conditions. She also thanked Mr.Kiran , lab assistant for his help in making all the technical assistance and setting the session live.



Outcome: The students were satisfied with the orientation and were able to take decision on selection of specialization.

Report Prepared by: Mrs. Gowri Pisolkar

Mrs. Gowri Pisolkar
HoD
2/8/23

Gowri Pisolkar
Principal
2/8/23

