

# IMPETUS

2018-19

DEPARTMENT OF BUSINESS MANAGEMENT (MBA)



## St. Ann's College for Women Autonomous

NAAC REACCREDITED WITH 'A+' GRADE (3RD CYCLE), COLLEGE  
WITH POTENTIAL FOR EXCELLENCE BY UGC  
MEHDIPATNAM, HYDERABAD

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# THE LIGHT OF LIFE



St. Ann's College for Women was established by the Sisters, Society of St. Ann's in 1983, as an institution oriented towards the cause of need-based education, aiming at optimum growth. What began as a humble institution with just two courses to offer has evolved into an example of excellence offering courses at Undergraduate and Postgraduate levels.

St. Ann's College for Women, within a short span of time since its inception, acquired the reputation as being one of the best colleges in the twin cities of Hyderabad and Secunderabad, with a distinction of excelling in academics and extracurricular activities. At present, the college has strength of about 3000 students and 100 well-qualified staff members, belonging to as many as 28 different departments. The faculty of St. Ann's is its most valuable resource with incomparable set of skills and knowledge, coming from varied backgrounds in terms of specialization and experience. The academic, social and spiritual elements of St. Ann's college education combine to offer the students many windows of opportunity.

## **VISION:**

Academic excellence, skill enhancement and value enrichment to help the girl student embark on life's journey as an empowered woman.

## **MISSION:**

By adopting a need based approach, synthesis of academics and ethics, innovation in learning methods, and a diversified curriculum, the college aims at providing a learning environment that integrates body, mind and spirit.

## *From the Principal's Desk*



*St. Ann's College MBA Department takes pride in its excellent infrastructure which has been set up with a plan to facilitate not just learning but over all personality development of the students. With the motto of "Classroom to Boardroom" the department endeavors to shape its students to get exposed to the current trends in management.*

*The college is highly committed to quality and this is evidently seen from being the NAAC "A" grade accredited college. The college has modern well equipped facilities and highly qualified faculty. With the vision of empowering the girl child, the college has in place Women Development Cell and Entrepreneurship Development Cell. Through these cells, the students are molded to become budding entrepreneurs by imbibing in them self discipline, self confidence, social skills, wholesome attitude and organized approach to problem solving and decision making. All these skills that are acquired by the students during their course not only help them in blossoming as entrepreneurs in the near future but also aid them in getting placed in top most companies like Deloitte, ICICI, Karvy, MOL, DMV, etc. At the end of the course the students are transformed from dependents to self-reliant and independent people individuals ready to climb their career ladder.*

*The declaration of the excellent results has become for us a moment of glory. Our students have always excelled in academics and the college is proud to have 100 percent pass percentage every year.*

*I am proud to be leading the team of open minded young leaders who are flexible and independent. We hope to reach new heights in the years to come.*

**Dr. Sr. P. Amrutha**

## Message from the Director



*I am extremely happy to note that our college MBA Department staff and students together are bringing out a magazine by contributing articles which will be an opportunity to the students to show their talent. I wish this endeavor of staff and students will be successful and will continue in future and benefited by the students of our college.*

*I am proud of our MBA students for bringing out Department Magazine on the occasion of Silver Jubilee year of MBA Department.*

*Our MBA Department has exhibited consistency in Academics but also few students have attained great positions in the field of sports like P.V. Sindhu who won silver medal in Rio Olympics in Badminton.*

**Dr. S. Ashok Kumar**

## *HOD's Message*



*MBA in today's scenario is considered as a basic qualification for management position be it in Finance, Marketing, Human Resource & Systems departments of an organization. The major advantages of pursuing MBA is the exposure to the theories of management and their practical implications, understanding the actual organizational environment, the working culture and learning the ways to become successful managers in various disciplines.*

*In present globally acquired business environment dynamic managers having vision, resourcefulness and proficiency to face the problems and challenges are in demand. Keeping this in view Department of MBA trains the students with quality education and skill sets required in business world. The pedagogy followed is in coherence with the current requirements in order to bring out the best in the students to be successful managers.*

**With Best Wishes**

**K Mary Keerthi**

## *Faculty Awards & Achievements*



Dr. S. Naga Poornima, Department of MBA was awarded Ph.D from Kalinga University in the field of Commerce.

Ms. K Mary Keerthi, Head, Department of MBA has been certified for completing NPTEL online “Business Statistics” course.



*“Believing in you is the first secret to success”*

# Abstracts of Research Papers

**A STUDY OF**

## **BANKING SERVICES IN PUBLIC AND PRIVATE SECTOR**

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### **ABSTRACT**

*Banks are backbone of any economy. With the debut of multinational private sector banks, banking sector is facing stiff competition and a thirst to enhance their service quality in order to gain a competitive edge over their customers. Public sector banks are facing stiff challenges from the private sector banks and are under tremendous pressure to cope up with the facilities provided by the multinational banks. While public sector banks have an advantage of perception and strong rural network private sector banks have better services and amenities. Our study was aimed at comparing public sector and private sector on the criteria of public perception, basic amenities customer centric services and there bench strength. Indian Banking industry is fast growing with the use of technology in the form of ATMs, on-line banking, Telephone banking, Mobile banking etc., plastic card is one of the banking products that cater to the needs of retail segment has seen its number grow in geometric progression in recent years. This growth has been strongly supported by the development of in the field of technology. The Paper is concerned with the Comparative study of the Profitability of the Indian Banking Sector, and the impact of Technological Investment on the Profitability of the Public and Private Sector Banks.*



A paper on

## **IMPACT OF INNOVATIONS IN BANKING SERVICES**

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### **Abstract:**

The IT revolution has had a great impact on Indian Banking system. Back in the days where technology was in nascent stage, Indian Banks were finding it difficult to compete with the International banks in terms of customer service, without the use of IT. To meet the challenges of changing environment and gain customers loyalty, Indian banks turned no stone unturned in embracing advanced technology which is on par with the world's best technology. Today, banks are investing more on technological advancements and provided these advancements are more user-friendly to the bank as well as the customers. The Indian Banking Industry has been witnessing a slow transition from people driven to machines control in the past few years. The banking sector in India has seen a number of changes. They introduced much advancement like Electronic Funds Transfer, Real Time Gross Settlement (RTGS), National Electronic Funds Transfer (NEFT), mobile banking, mobile applications, online banking, E-corners, E-payments, chatbot and E-Wallets etc. This paper coherently showcases the many innovations that gave an edge of progressiveness to banking services in India.

### **Keywords:**

Online banking, mobile banking, E-corner, E-Wallet, Mobile Application

# Department of Business Management (MBA)

## Report 2018-19

Student Centric Activities - (27-07-18, 30-07-18, 30-07-18)

Activities like Mind Skills, Guess What, Pictionary, Story Begins and Shoot from the roof top were organized by II Year students to build a healthy relation with their juniors.



### Orientation- 09-08-2018

“The Future belongs to those who believe in the beauty of their Dreams”

We take pride in Welcoming the young minds into our St Ann’s family were Orientation marks the beginning and encouraging them towards their future dreams...

### Freshers – Bollywood Theme 18-08-2018

Senior Students took the opportunity of welcoming their juniors by organizing a fresher's party which gave them a platform to showcase their talent and also to create fun filling memories



### Student Presentations (01-10-2018 to 02-11-2018)

Every Student is encouraged to portray their talent and skills by effectively working in teams and presenting on the topics given by the faculty

A Guest lecture on Business Analytics by Shoaib, Chief Executive, Pace Consultancy on 25-09-2018.

### Rivaaz – Traditional Day- 08-10-2018

Our 1<sup>st</sup> year students continued the legacy of their seniors by organizing various programmes like Dandiya, Rangoli and Miss Rivaaz which portrays the traditional attires of our Indian Culture in order to celebrate the Traditional Day **Rivaaz**



### Eco-friendly Pottery Stall for Annofesta 2k18

We the Department of MBA took initiative to promote and encourage Ecofriendly products by putting up stalls of homemade organic soaps and earthen cookware during Annofesta 2018.



### Field Visit to Reliance & Spencer's - 10/01/2019

Nothing beats exciting hands on experience in learning new things.

Field visit to reputed warehouses like Reliance and Spencer's were arranged to help students acquire practical knowledge on various operational and business processes.



# Zesta'19 Management Fest

Annual Management Fest Zesta was conducted on 6<sup>th</sup> February 2019. Management students of various colleges participated in different events and made our event huge success.

The activities include

Formal Activities:

1. Arthik Nithi  
This activity tests the participants' knowledge in Finance & Business domain.
2. Advik Nithi  
SWOC analysis stands as a basis for this activity. It helped the participants to explore their inner inertia.
3. Karya Nithi  
"Doing is the best way of learning".  
This activity enhances the adaptability to current market.



Informal Activities

"When you have confidence, you can have a lot of fun. And when you have fun, you can do amazing things." - Joe Namath

1. Fun and Furious
2. Brain Trust

The above activities helped unwind and recharge.





## Placements

Few on and off campus drives were held from various Corporate organizations like Feuji, Quest Valley Consulting, Adroit Informations Solutions, Genpact & Karvy Stock Broking Pvt. Ltd in which most of the students got placed.

Company Name	Students Placed/Shortlisted
Adroit Information Solutions	1. Z Suma Pradeepa
<b>Campus Drive</b>	2. Taha Habiba
Quest Valley Consulting	3. A Sarah
	4. M Keren Madhuri
	5. A Assuntha Maria
<b>Walk-in Interview for Equity Advisor - Karvy</b>	6. Sonali Joshi
Stock Broking Ltd	
SkyBridge Solutions <b>Campus Drive</b>	7. Radhika D - Finance
	8. Sonali Joshi - Finance
	9. Bhagya Lakshmi - Finance
	10. A Avanthi - HR
S & P Global	11. Radhika D
	12. Chitra
	13. Lakshmi Prasanna

## *Internships*

NAME	COMPANY NAME	SPECIALIZATI ON	DURATIO N
<b>SONALI</b>	CA FIRM	FINANCE	45 DAYS
<b>FARHANNAZ</b>	CA FIRM	FINANCE	45 DAYS
<b>KERAN MADHURI</b>	CRON INFOTECH PVT.LTD	HR	45 DAYS
<b>PREETHI DAYAMA</b>	CRON INFOTECH PVT.LTD	HR	45 DAYS
<b>JISA JOHN</b>	TECH TYCOON	HR	45 DAYS
<b>M.LAKSHMI</b>	SBI MF	FINANCE	30 DAYS
<b>PRASANNA</b>			
<b>BHAGYA LAKSHMI</b>	AIR INDIA	FINANCE	45 DAYS
<b>K.BHAVANA</b>	AIR INDIA	FINANCE	45 DAYS
<b>NIVEDITA</b>	THE SKILL ENHANCERS	FINANCE	45 DAYS
<b>HEMA</b>	PAY MY TIME	FINANCE	2 MONTHS
<b>SINDHUJA</b>	COROMANDEL FIRM	HR	45 DAYS
<b>SVETHLANA</b>	LAUGHOUT LOUD VENTURES	HR	8 MONTHS
<b>ASSUNTHA MARIA</b>	VIJAYA MARY HOSPITAL AND EDUCATIONAL SOCIETY	HR	2 MONTHS
<b>SARAH ANAND</b>	INDIAN HOSTING	MARKETING	45 DAYS
<b>NIHARIKA</b>	HINDUSTAN PETROLEUM	FINANCE	2 MONTHS
<b>BHANUSREE</b>	SATYAM AND VEERABHADRA	FINANCE	45 DAYS
<b>AMRUTHA</b>	ONGC	FINANCE	45 DAYS
<b>MARY SUSHMA</b>	TECH TYCOON	HR	45 DAYS
<b>G SUSHMA</b>	NARAYANA EDUCATIONAL SOCIETY	HR	2 MONTHS
<b>RADHIKA.D</b>	APOSTLETECH PVT LTD	FINANCE	2 MONTHS



## Our Elite Students



G Ruthvika MBA II year

- 🇮🇳 Mixed team eventy at Common Wealth Games 2018 – Gold Medal
- 🇮🇳 Quarter Finalist in Singles at Common Wealth Games - 2018
- 🇮🇳 Asian Games - 2018

J Meghana MBA II Year

- 🇮🇳 Tata Open India International 2018 – Silver Medal
- 🇮🇳 Badminton Asia Championship 2018



### Gold Medalists

#### R16 Batch

M. B. A. I TOPPER - **G.C. ANKITA AGARWAL (CGPA 8.81)**

M. B. A. II TOPPER - **BANALA ALEKHYA (CGPA 8.67)**

# **CHILDHOOD**

**How beautiful were my childhood joys**

**Just passing my time playing with toys**

**No studies and no worries**

**Just enjoy my days eating cherries**

**Running and running around the place**

**Playing in mud and dirtying my face**

**Breaking toys was great fun**

**Shouting by my mom made me run**

**As time passes and year roll**

**I grow old and take a vital role**

**Yet the memories of my childhood joys**

**Remain in my heart for all days. Days!!**

**-ASSUNTHA MARIA**

**MBA II Year**



"Be the  
change that  
you wish to  
see in the  
world"

- Mahatma Gandhi

