

# ST. ANN'S COLLEGE FOR WOMEN

(AUTONOMOUS) AFFILIATED TO OSMANIA UNIVERSITY

ACCREDITED 'A+' GRADE BY NAAC (3RD CYCLE). CPE BY UGC

MEHDIPATNAM, HYDERABAD-500028



**2019-20**



# IMPETUS

# THE LIGHT OF LIFE



St. Ann's College for sisters, Society of St. Ann's in 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.

Women was established by the 1983, as an institution oriented

St. Ann's College for Women, within a short period 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 the 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 an 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 overall 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 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 their 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 shortly but also aid them in getting placed in topmost 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 a 100 percent pass percentage every year.*

*I am proud to be leading a 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 for the students to show their talent. I wish this endeavor of staff and students will be successful and will continue in the future and benefit the students at our college.*

*In the 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 skillsets required in the business world. The pedagogy followed is in coherence with the current requirements to bring out the best in the students to be successful managers.*

**Dr. A Mary Francina**

## HOD's Message



*MBA in today's  
basic qualification*


*it in Finance, Marketing, Human Resource & Retail Marketing departments of an organization. The major advantages of pursuing an MBA are 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.*

*scenario is considered as a  
for a management position be*

**With Best Wishes  
K Mary Keerthi**

# Reflections of the Activities organized


Student webinar on “Employability Post Pandemic – Indian Context” by Dr. Pavani Kadiyala, Business Analyst, Intuitive Data Solutions on 29<sup>th</sup> May 2020. 120 students participated.



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AFFILIATED TO OSMANIA UNIVERSITY  
NAAC REACCREDITED WITH 'A+' GRADE (3RD CYCLE), CPE BY UGC  
MEDICIPATNAM, HYDERABAD

**DEPARTMENT OF BUSINESS MANAGEMENT (MBA)**

Organizes student webinar on  
"Employability Post Pandemic- Indian Context"



**SPEAKER**  
**DR. PAVANI KADIYALA**  
BUSINESS ANALYST, INTUITIVE DATA SOLUTIONS

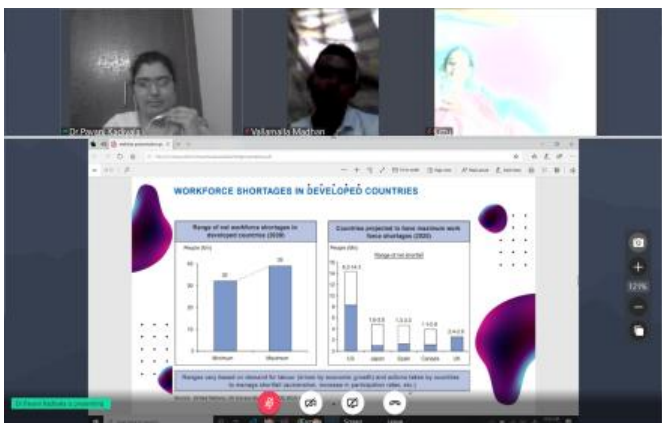
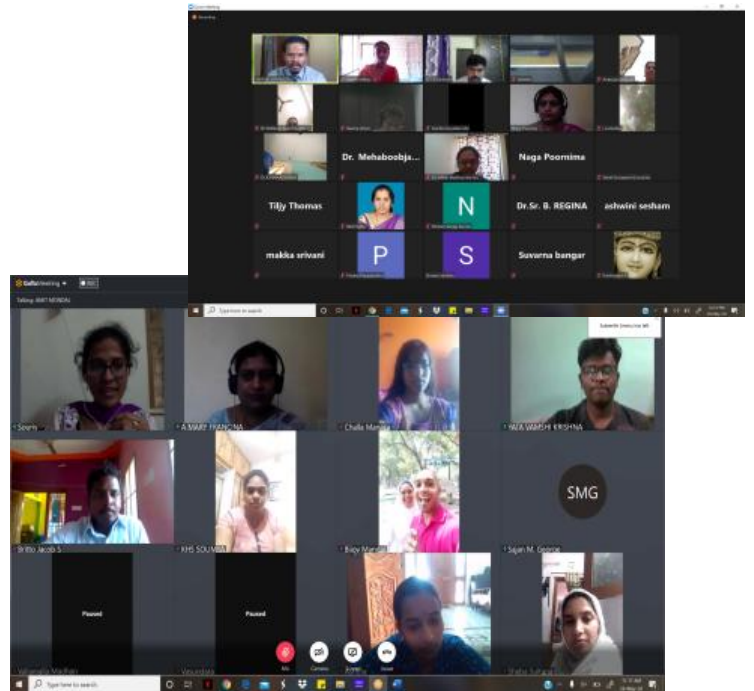
May 29, 2020  
10:00 AM - 11:00 AM

**Registration Link: <https://forms.gle/2sLZAqUgoSCzLb2K8>**  
E-Certificate will be issued to all participants

Dr. S Naga Poornima  
Coordinator, Ph: 9704089937

Ms. K Mary Keerthi  
HOD, Ph: 9703173610

A National level Faculty Development Program was organized on 30<sup>th</sup> May 2020. The topic for the session is “Technology-Enabled Teaching and Remote Learning” headed by Prof. Samuel Johnson K, VIT AP School of Business, Digital Education Coach. Right around 220 staff participated in the meeting.





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 MEHDIPATNAM, HYDERABAD

**DEPARTMENT OF BUSINESS MANAGEMENT (MBA)**

**Topic: Technology Enabled Teaching and Remote Learning**

**RESOURCE PERSON**

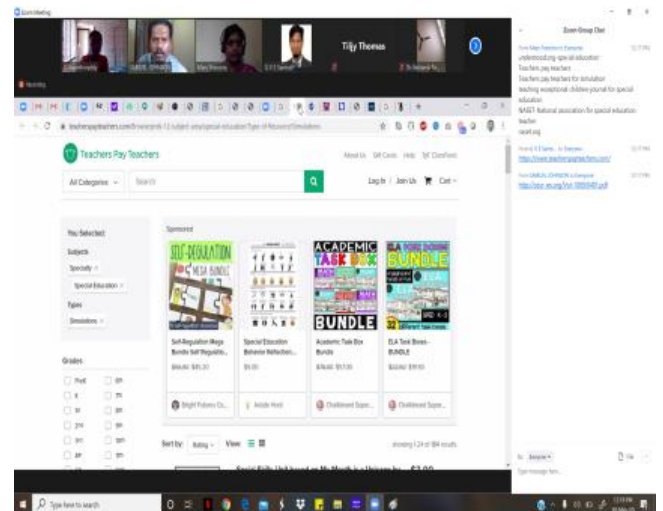
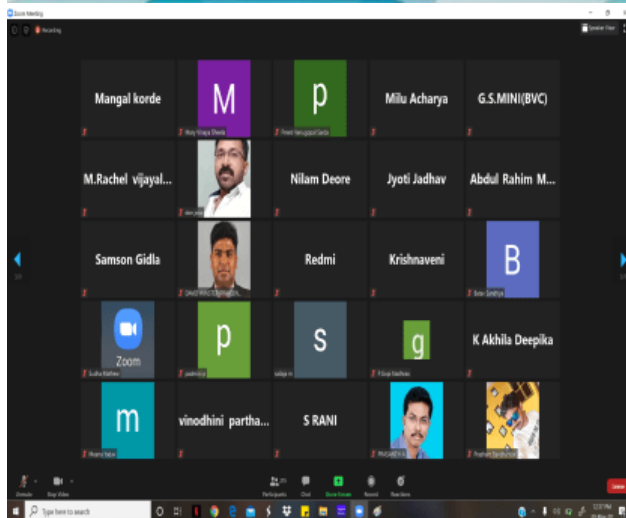
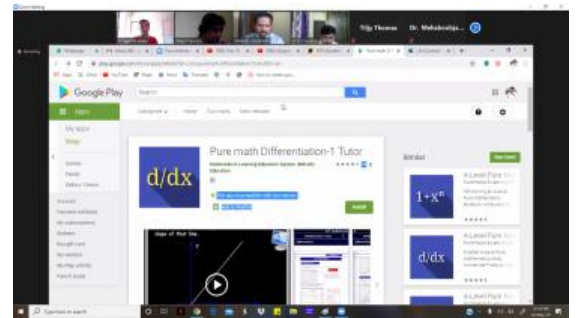
**Hands on live demonstration of ICT Remote learning tools.**  
 E-Certificate will be issued to all participants

**Date : 30<sup>th</sup> May 2020 (Saturday)**  
**Time : 10 am to 1pm**  
**Duration : 3 hrs (with a break of 15 min in between)**

**Coordinator**  
**A.Mary Francina**  
 Associate Professor  
 9849132836  
 maryfrancina1980@gmail.com

**PROF. SAMUEL JOHNSON.K**  
 VIT AP School of Business,  
 Digital Education Coach

 **9849132836**      **Registration fee: Rs. 50/-**



AICTE SPONSORED E-CONFERENCE ORGANIZED BY THE DEPARTMENT OF BUSINESS MANAGEMENT (MBA) ON SUSTAINABLE SOLUTIONS - A KEY TO CHALLENGES AND OPPORTUNITIES IN BUSINESS, MANAGEMENT, AND ENTREPRENEURSHIP



## About College

St. Ann's College for Women was established by the Sisters, Society of St. Ann, in 1983, as an institution oriented towards the cause of need-based education, aiming at optimum growth. Ever since its inception, the college has the distinction of excelling in academics, research and extracurricular activities. It has, within a short span of time, acquired reputation as being one of the best colleges in the twin cities of Hyderabad and Secunderabad. At present, the college has a strength of over 3000 students and well-qualified staff members belonging to as many as 30 different departments. The college has been re-accredited with 'A+' Grade by NAAC in the year 2018. It is declared as "College with Potential for Excellence" by U.G.C. The academic, social and spiritual elements of St. Ann's college education combine to open windows to global opportunities.

## About Department

The M.B.A. programme at St. Ann's is a 2 year course of 4 semesters which strikes a balance between theory and practice of modern business management. Well-qualified and dedicated faculty members mould the best-of breed into professionals to meet the challenges of the corporate world. This is done through a gamut of activities tailored to meet student needs - soft skills programmes, research projects, seminars and workshops, role plays and quizzes to name a few. Specializations offered are Finance, Marketing, Human Resource, Retail Management and Systems.

### Call For Papers

We are honored to invite you to SSCOBME 20, a National Conference sponsored by AICTE, that covers all areas related to sustainable solutions in Business, Management and Entrepreneurship. The themes for paper submission are aimed at providing Sustainable solutions in context of

**Business:** Specific to industries viz. Manufacturing, Services, Pharma, IT & ITES, Retail and any other  
**Management:** Functions relating to HR, Marketing, CSR, Finance, Operations, Logistics, Technology and others  
**Entrepreneurship:** In light of Startups, Agro Business, Education et al .

### Paper Submission

Authors are invited to submit an Abstract of 60-100 words and full paper of minimum 4 pages and maximum 10 pages. Manuscript should be in Single space format with 12 font size in Times New Roman Style with APA style of referencing should be mailed to stannsmba@gmail.com. The paper should include details pertaining to name, designation, department, institution along with email address of the author.

All papers will be reviewed by a minimum of two specialized technical reviewers after plagiarism check.

### Publication

Accepted papers will be published in a book with ISBN. E-Book of the conference will be shared with the participants. High quality papers will be recommended to UGC Care Listed Journals. Article processing charges to be paid by the submitting authors upon acceptance of the manuscript.

### Important Dates

Submission of Abstract:	22 July 2020
Notification of Acceptance:	25 July 2020
Submission of Full Paper:	31 July 2020
Notification of Acceptance:	2 August 2020
Registration Deadline:	7 August 2020
Conference Date:	12 August 2020



**ST. ANN'S COLLEGE FOR WOMEN**  
**(PG CENTRE)**

NAAC Reaccredited with 'A+' Grade (3rd Cycle), CPE by UGC  
Mehdipatnam, Hyderabad-28

**Department of Business Management**  
**(MBA)**  
organizing  
**AICTE Sponsored**



**NATIONAL E-CONFERENCE**  
**ON**

**"SUSTAINABLE SOLUTIONS – A KEY TO  
CHALLENGES AND OPPORTUNITIES  
IN BUSINESS, MANAGEMENT AND  
ENTREPRENEURSHIP"**

**August 12, 2020**

[www.stannscolgehyd.com](http://www.stannscolgehyd.com)

E Conference on "Sustainable solutions - a key to challenges and opportunities in Business, Management and Entrepreneurship" held on 12th August 2020, 9:30 AM - 5:00 PM.

The conference started with Dr. S. Naga Poornima, Convenor of the conference briefing the participants about the objectives and outcomes of the conference. We had an inaugural session graced by Dr. Sr. P. Amrutha, Principal, Dr. Smita Asthana, Dean Academic & IQAC Coordinator, and Prof. A. Suryanarayana, Former Dean, Faculty of Management along with the esteemed speakers for the day. The dignitaries of the inaugural session rendered their best wishes and exchanged their viewpoints highlighting sustainability. E-Book of the conference proceedings was released with research articles contributed by participants from different parts of India.

## Overview

Today's corporate sector is increasingly emphasizing on sustainability as a key to business success and prosperity. The bottom line attention of corporates revolves around three important pillars of sustainability- people, profits and environment. To sustain in competitive market, companies have to monitor and assess the emerging trends in order to help maintain an existing business or a startup. Industry analysts need to spot these trends and discover innovative ways to make profits and reach customers with new and exciting products. Technology, automation and outsourcing stand as foundation to help business heads explore and learn ways to gain competitive advantage. When all the three pillars of sustainability are strengthened, it leads to a holistic growth and development of economy. No form of economic growth can be continued without environment sustainability. Sustainability that focuses on renewable resources, waste disposable, development of renewable substitutes for resources that can be continued indefinitely should be emphasized on a larger scale by balancing between what is good for the environment and what is good for the economy.

The conference aims to bring together various leading academicians, researchers, industry experts and students to have enriching discussions on latest trends of the new decade in areas of business, management and entrepreneurship.

To highlight different opportunities and challenges related to business that provides sustainable solutions to various stakeholders and policy makers.

The conference further aims at bringing industry academia onto a common platform so as to introspect, discuss and present the prospects and sustainable solutions in business, management and entrepreneurship that help organisations build on brand value and image.

### CHIEF PATRON

Rev. Sr. Anthonamma, Superior General

### PATRON

Dr. Sr. P. Amrutha, Principal

### CONVENOR

Dr. S. Naga Poornima, Assistant Professor,  
Department of Business Management (MBA)

### CO-CONVENOR

Mrs. A. Mary Francina, Associate Professor,  
Department of Business Management (MBA)

### ADVISORY COMMITTEE

Prof. A. Suryanarayana, Former Dean, Faculty of  
Management, Osmania University, Hyderabad

Mr. Mario David, General Manager, Human Resources,  
Piramal Swasthya, Hyderabad

Dr. Smita Asthana, Dean Academics & IQAC  
Coordinator, St. Ann's College for Women, Hyderabad

### KEY NOTE SPEAKERS

Dr. M. M. Bagali, Head & Professor of Management,  
Acharya Institute of Technology, Bangalore

Mr. Uttam Banerjee, Co-Founder, Ekam Eco Solutions,  
New Delhi

Mr. Ramesh Vemuganti, Foreign Quality Assurance  
Expert, Sales Guru, Business Coach, Motivational  
Speaker, Hyderabad

Ms. Srikantha Lahari Sagi, Training & Development  
Head for International Courses, International School for  
Financial Studies, Hyderabad

### ORGANISING COMMITTEE

Mrs. K. Mary Keerthi, HOD,  
Department of Business Management (MBA)

Mrs. Nirmala Priya D, Assistant Professor,  
Department of Business Management (MBA)

Mrs. Thaslim Ghousiya, Assistant Professor,  
Department of Business Management (MBA)

### JURY - PUBLICATIONS

Mr. S. V. Appa Sarma – Consultant THDC,  
Guest Faculty, IIT, Roorkee

Dr. K. K. Veluri, Faculty, ICBM, Hyderabad

### REGISTRATION FEES

Students – UG/PG:	Rs. 200
Faculty/Research Scholar:	Rs. 400
Delegates from Industry:	Rs. 500

### REGISTRATION

Registration link is provided in the conference  
website <https://sranns.github.io>

Registration amount payment should be made  
through Gpay. GPay Number: 97040 89937  
E-mail id: [srannsmbaconference@gmail.com](mailto:srannsmbaconference@gmail.com)

For more details contact: 97040 89937  
98491 32836

Inaugural was followed by a technical session I & II. The technical session was chaired by Dr. M. M. Bagali, Head Department of business administration at Acharya Institute of Technology, Bangalore. Dr. Bagali presented his perspective on the changes and challenges during covid 19. He also spoke about the psychological stress people are going through due to the stoppage of capital flow in the economy, so sustainability is the need of the hour.

Technical session II was chaired by Mr. Uttam Banerjee, a young, budding, eco-friendly, and social entrepreneur from EKAM Solutions. Mr. Banerjee shared the journey of EKAM about idea generation to the sustainability of business in the present pandemic. He spoke about how waste can be treated as a resource and a problem as an opportunity to grow and stabilize the business.

Technical session III was chaired by Mr. Ramesh Vemuganti, Sales Guru, Business Coach, motivational speaker. He provided insights into sustainable solutions in Business, Management, and entrepreneurship before and after covid. Sir shared 3 pillars of sustainability namely economically viable, environment friendly, and socially acceptable. Technical Session IV was chaired by Ms. Srikantha Lahari Sagi, a Financial analyst who elaborated exclusively on the financial sustainability concerning MSME and SSI. Chief Guest for Valedictory was Mr. Mario David, General Manager-Human Resources, Piramal Swasthya

Student Management club “Ann Stars” in collaboration with TRACE – India contributed Essentials to the needy during the pandemic.



The Department in association with Institution's Innovation Council organized an intercollegiate "Idea Pitch Contest" on 30<sup>th</sup> December 2020. Many groups have astounded the adjudicators with their one-of-a-kind and imaginative thoughts. students accepted this occasion as an opportunity and have invested some part of their energy in thinking of various

innovative thoughts out of which Solar shoes, Plantae-the natural sanitizer have been viewed as awesome.



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Affiliated to Osmania University  
Accredited A+ Grade by NAAC (3rd cycle), CPE by UGC  
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**INSTITUTION'S INNOVATION COUNCIL**  
(Ministry of HRD Initiative)

**MHRD'S INNOVATION CELL**  
(GOVERNMENT OF INDIA)

**AICTE**  
All India Council of Technical Education

**DEPARTMENT OF BUSINESS MANAGEMENT**

**&**

**Institution's Innovation Council, St. Ann's**

*PRESENTS*

**IDEA PITCH CONTEST**

**Attractions!**

- PARTICIPATE AND WIN ATTRACTIVE CASH PRIZES
- PARTICIPANTS ARE GIVEN E- CERTIFICATES

**“BEFORE ANYTHING ELSE, PREPARATION IS THE KEY TO SUCCESS.”**

**-ALEXANDER GRAHAM BELL**

**“BELIEVE IT, BEFORE YOU SEE IT”**

# Details of Research Publications

**Dr. A. Mary Francina**

## **Papers Published**

1. Published a research article on “**The Impact of COVID 19 on Human Resource Management Practices in India**” at International E –Conference on Social Science,

Management and Technology in Covid Era organized by Indian Academicians and Researchers Association (IARA) in association with INSTITUT ZA NAUCNA ISTRAZIVANJA I RAZVOJ, Montenegro on 4<sup>th</sup> July 2021. VB International Interdisciplinary Research Journal ISSN: 2319-4979.

2. Published a research article on **“Impact of Human Resource Practices on Employee Retention in Information Technology Companies”** at 6th International Conference on Contemporary Management 2021- Issues and challenges of sustainable development: Fostering Resolutions towards Economic Resilience organized by Faculty of Management Studies and Commerce, University of Jaffna, Sri Lanka on 29<sup>th</sup> and 30<sup>th</sup> April 2021. ISSN 2783-8773 (Conference Proceedings)

### **Papers Presented**

1. Presented a research article on **“The Impact of COVID 19 on Human Resource Management Practices in India”** at International E –Conference on Social Science, Management and Technology in Covid Era organized by Indian Academicians and Researchers Association (IARA) in association with INSTITUT ZA NAUCNA ISTRAZIVANJA I RAZVOJ, Montenegro on 4<sup>th</sup> July 2021.
2. Presented a research article on **“Impact of Human Resource Practices on Employee Retention in Information Technology Companies in Hyderabad”** at Two Day International Conference SAMAROH 2021organised by Siva Sivani Institute of Management in Association with Association of Indian Management Schools (AIMS) on 17<sup>th</sup> and 18<sup>th</sup> April 2021.
3. Presented a research article on **“Impact of Human Resource Practices on Employee Retention in Information Technology Companies”** at 6th International Conference on Contemporary Management 2021- Issues and challenges of sustainable development: Fostering Resolutions towards Economic Resilience organized by Faculty of Management Studies and Commerce, University of Jaffna, Sri Lanka on 29<sup>th</sup> and 30<sup>th</sup> April 2021.

### **Conference/ Seminars attended**

1. Participated in the **International E –Conference on Social Science, Management and Technology in Covid Era** organized by Indian Academicians and Researchers Association (IARA) in association with INSTITUT ZA NAUCNA ISTRAZIVANJA I RAZVOJ, Montenegro on 4<sup>th</sup> July 2021.
2. Participated in a **Two Day International Conference SAMAROH 2021**organised by Siva Sivani Institute of Management in Association with Association of Indian Management Schools (AIMS) on 17<sup>th</sup> and 18<sup>th</sup> April 2021.
3. Participated in **6th International Conference on Contemporary Management 2021- Issues and challenges of sustainable development: Fostering Resolutions towards Economic Resilience** organized by Faculty of Management Studies and Commerce, University of Jaffna, Sri Lanka on 29<sup>th</sup> and 30<sup>th</sup> April 2021.

4. Participated in the International Seminar on “Choice Architecture and Nudging” organized by Sambhram College of Hotel Management, KGF, India in Association with ‘Technical University of Munich’ Germany on 17<sup>th</sup> June 2021.

#### **Webinars attended**

1. Participated in Two day National Webinar on “**The role of Ranking Frameworks in Quality Enhancement in HEI’s**” organized by IQAC, St. Ann’s College For Women, Hyderabad on 24<sup>th</sup> and 25<sup>th</sup> June 2021.
2. Participated in International Webinar on “**A Study Tour on Research Methodology**” organized by Department of MCA, St. Ann’s College For Women on 24<sup>th</sup> March 2021.

#### **FDP’s Attended**

1. Attended a 5 day Online Elementary FDP on “**Understanding Organisational Behaviour from Managerial Perspective**” from 14<sup>th</sup> to 18<sup>th</sup> June 2021 at International Management Institute-Kolkata organized by **AICTE under the AICTE Training and Learning (ATAL) Academy.**

#### **MDP’s Attended**

1. Participated in 6 Day National Level Management Development Programme (MDP) on “**Financial Literacy**” organized by Department of Business Management, St. Clare College Bengaluru from 7<sup>th</sup> to 12<sup>th</sup> June 2021

#### **Training Program Attended**

1. Participated in one week online Short Term Program on “**Building Competencies of Teachers in Blended Learning and Teaching**” organized by the Human Resource Development Centre, the University of Hyderabad from 17<sup>th</sup> to 22<sup>nd</sup> May 2021. Certificate ID: HRDCSTPBL72

#### **Acted as Resource Person**

1. Resource person for one day workshop for Management students of RBVRR College for Women, Hyderabad on “**Imbibing Essential skills and self-preparation for corporate requirements**” on June 8<sup>th</sup>, 2021.
2. Resource person for a guest Lecture for BBA Students on “**Career counseling and Guidance**” at Veda Degree College, Hyderabad on 26<sup>th</sup> June 2021.

# Faculty Achievements



Dr. S. Naga Poornima, Assistant Professor, was awarded a Ph.D. degree in Finance by Kalinga University.

Dr. A Mary Francina, Director was awarded a Ph.D. degree in Human Resource by Osmania University.



# Placement Details R19 Batch

HT NO	Name of the Student	Company
1204-19-672-030	Sithvika Kuchipudi	K3 Consultants
1204-19-672-032	Ruth Catherine	K3 Consultants
1204-19-672-045	Drishti Motwani	K3 Consultants
1204-19-672-003	RuhinaMazher	K3 Consultants
1204-19-672-044	Humaira Khatoon	K3 Consultants
1204-19-672-017	DondhePooja	K3 Consultants
1204-19-672-027	RepalliAnusha	Neospark Drugs and Chemicals Private Limited
1204-19-672-029	Vatti Mary Rishika	Neospark Drugs and Chemicals Private Limited
1204-19-672-022	Lakshmi PriyankaAnde	Neospark Drugs and Chemicals Private Limited
1204-19-672-012	Ihangella Saisri	DGITO
1204-19-672-021	Gounda Farheen	DGITO
1204-19-672-007	D. Manaswini	DGITO
1204-19-672-029	Vatti Mary Risheeka	DGITO
1204-19-672-050	P. Sowmya	DGITO
1204-19-672-048	V. Meghana	DGITO
1204-19-672-036	O.Sukeerthi	DGITO
1204-19-672-009	Lakshmi Monica	DGITO
1204-19-672-032	Ruth Catherin	Phenompeople
1204-19-672-017	Donde Pooja	Phenompeople
1204-19-672-045	Drishti Motwani	Phenompeople



# TCS Ion – Online Certification Program

TCS ION online certificate course “Career Skills” and “Career Edge for Young Professionals”

The Department of Business Management -PG ( MBA), starting the academic year 2019-2020 has made it mandatory for the students to pursue online certification courses during their II semester. Students have enrolled with TCS Ion for the program – Career edge - Young Managers, a free-to-access 15-day career preparedness course that has been designed with the intent to equip the students with core employability skills to take on in the future.

Considering the job market today, faced with challenges the new age managers are expected to put their best foot forward to win. The need of the hour is for them to be equipped with core employability skills such as communication, collaboration, business etiquette, financial and digital literacy skills to be gainfully employed.



# Wall Magazine on the theme of the year



# Student articles



Art by  
N Kanishya  
MBA II Year





## PERSUING GLEE

Happiness is a gem, for all and  
sundry

The world got enthralled to  
pursue glee

I heard them say

Abundance is the key

You know it in your gut when  
It went missing in a loving friend's  
company

It's quest took me near the sea  
Couldn't find it in dense forests,  
Or among the prairies

One day I woke up  
Made myself a cup of tea  
Had tears running down my face  
When I found it me.

- Rabia Butool

