



SANSKRITHI SCHOOL OF BUSINESS

Approved by AICTE, New Delhi. Affiliated to JNTUA, Anantapur.
Beedupalli Road, Prasanthigram, Puttaparthi, Sri Sathya Sai District – 515 134.

REPORT ON ADD-ON COURSE INTRODUCTION HTML LANGUAGE (2017-2018)

Date: Nov 26th, 2018.

Venue: SSB Campus.

Participants: Students of MBA.

Add On course Time Schedule:

S.No	Day	Time	Venue
1	Monday	02:00 PM to 03:00 PM	Computer Lab
2	Tuesday	02:00 PM to 03:00 PM	Computer Lab
3	Wednesday	02:00 PM to 03:00 PM	Computer Lab
4	Thursday	02:00 PM to 03:00 PM	Computer Lab
5	Friday	02:00 PM to 04:00 PM	Computer Lab
6	Saturday	02:00 PM to 04:00 PM	Computer Lab

COURSE: INTRODUCTION HTML LANGUAGE

COURSE INSTRUCTOR: MR. RAJASHEKAR

OVERVIEW OF THE COURSE

The Introduction to HTML Language course provides learners with a comprehensive overview of Hypertext Markup Language (HTML) and its fundamental role in web development. HTML is the standard markup language used to create web pages and is essential for building the structure and content of websites.

Throughout the course, learners will have hands-on opportunities to apply their knowledge through practical exercises and projects. They will create web pages using HTML, apply basic styling with CSS, and gain experience in troubleshooting and debugging HTML code.



Dr. Balakrishnan

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OUTCOMES OF THE ADD ON COURSE

- Understanding HTML Fundamentals: You will gain a solid understanding of the fundamental concepts of HTML (Hypertext Markup Language). This includes understanding the purpose of HTML, the structure of HTML documents, and the role of tags and elements in creating web pages.
- HTML Syntax and Structure: You will learn the syntax and structure of HTML code. You will understand the use of opening and closing tags, attributes, and values in HTML elements. You will also learn about the basic structure of an HTML document, including the doctype declaration, head section, and body section.
- Creating HTML Elements: You will learn how to create and manipulate various HTML elements, such as headings, paragraphs, lists, links, images, tables, forms, and more. You will understand the purpose and attributes associated with each element and how to structure content using HTML tags.
- Formatting and Styling with CSS: You will learn how to apply basic formatting and styling to HTML elements using CSS (Cascading Style Sheets). You will understand how to use inline styles, internal stylesheets, and external stylesheets to control the appearance of web pages.

COURSE CERTIFICATE:



Dr. Balakoteswari

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Date: 01-07-2018

CIRCULAR

It is hereby informed to all the MBA students that it is mandatory for in doing at least one **Add On course** for this academic year (2017 -2018). Here is the list and course instructor for the courses.

S.NO	Course Name	Instructor
1	Introduction HTML Language	Mr. Rajashekar
2	Stock market foundations	Dr. Rajendra Prasad
3	Accounting Fundamentals	Mrs. E. Prashanthi
4	Selling Products Online	Dr. Lilambeshwar singh
5	Social Media Management	Dr. Rama Devi

Guidelines:

1. Every student should do at least one add on course from the above list.
2. Students should follow the course instructor guidance during the course time.



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COURSE CONTENT:

Classes	TOPICS
1	Reminder On Videos
2	HTML Introduction
3	In this PowerPoint lecture, we will introduce the basic concepts of HTML.
4	Visual Studio Code Installation
5	In this section, you will learn how to install Visual Studio Code.
6	Visual Studio Code is a redefined and optimized code editor utilized for building and debugging modern web and cloud applications.
7	Visual Studio Code is free and available on all of your favorite platforms — Linux, OS X, and Windows.
8	Introduction to HTML16 lectures
9	HTML - Create Project Structure
10	HTML - First HTML Page
11	HTML - Elements and Attributes
12	HTML - Meta, Heading, and Paragraph Tags
13	HTML - Comments and Text Formatting
14	HTML - Browser Download and Browser Testing
15	HTML - Inline, Internal, and External CSS
16	HTML - Tables
17	HTML - Links and Images
18	HTML - Meta Tags
19	HTML - Lists
20	HTML - Block and Inline Display
21	HTML - Class and ID Selectors
22	HTML - JavaScript Introduction
23	HTML - HTML Colors
24	HTML - Summary Of Section
25	HTML Forms
26	Introduction To HTML Forms
27	HTML Forms - Elements



Dr. Balakoteswari

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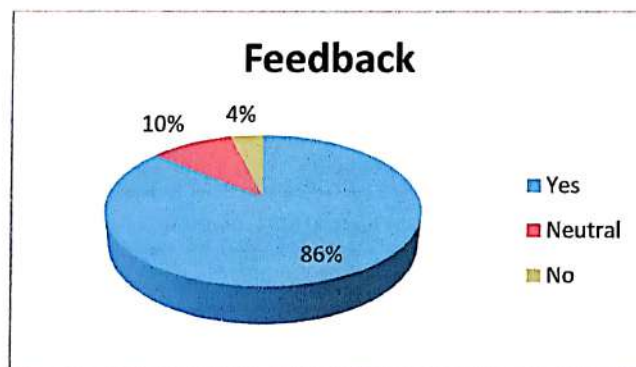
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28	HTML Forms - Types
29	HTML Forms - Attributes
30	HTML Forms - Create Your First Form
31	HTML Forms - Summary
32	Course Summary

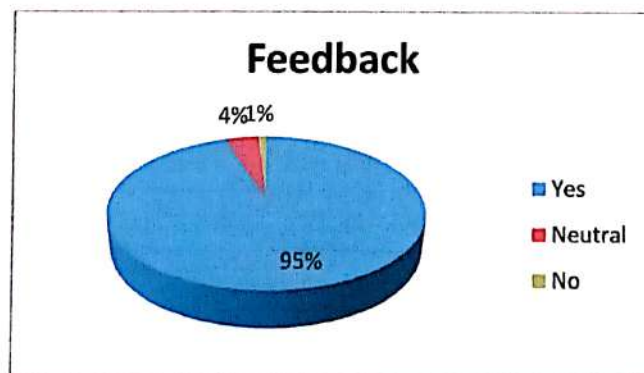
FEEDBACK ON ADD ON COURSE

The feedback of the entire online course was taken among the students by using 3 scale rating and presented with pie chart representation below...

1. Did the course meet your expectations in terms of content and learning outcomes?



2. The Specific topics or areas of the course did you find most valuable or interesting?

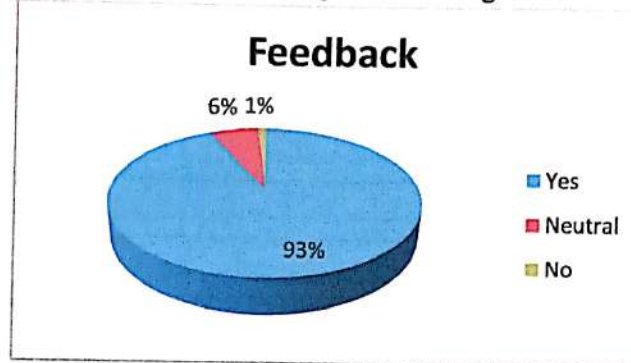


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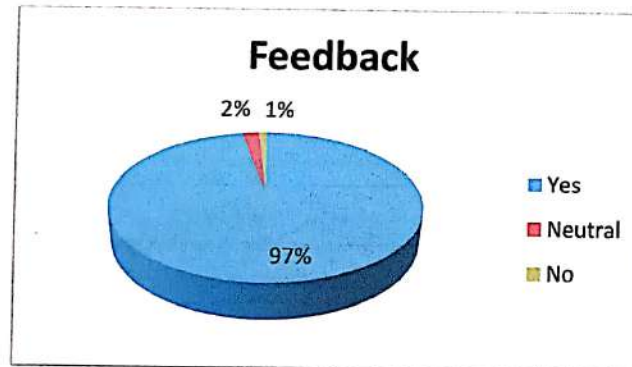
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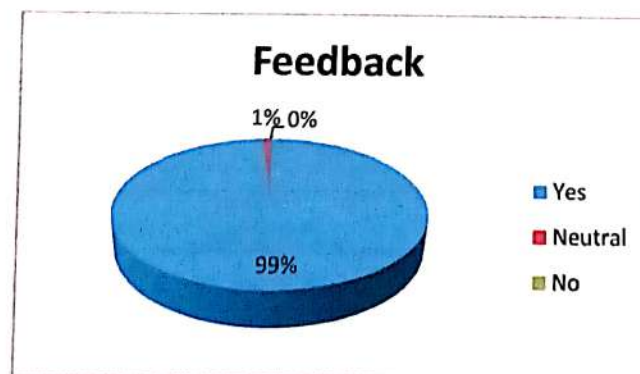
3. Were the course materials and resources provided by course guide are helpful in understanding the concepts and applying the knowledge?



4. How effective was the instructor in delivering the course content and facilitating discussions or activities?



5. Did the course provide enough opportunities for practical application or hands-on exercises?

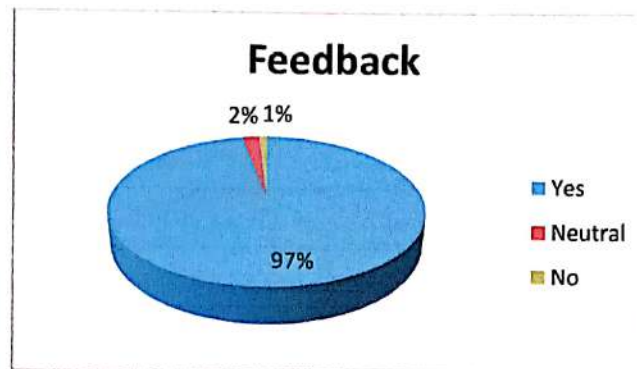


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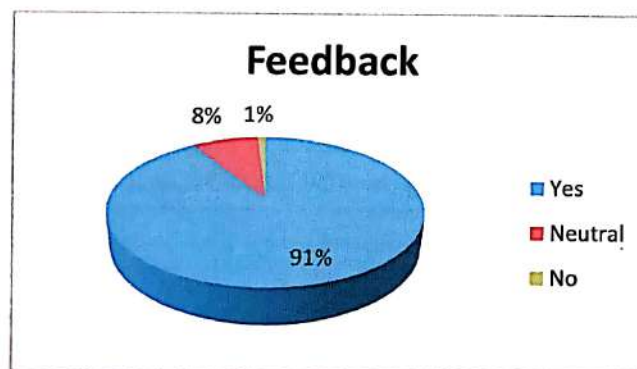
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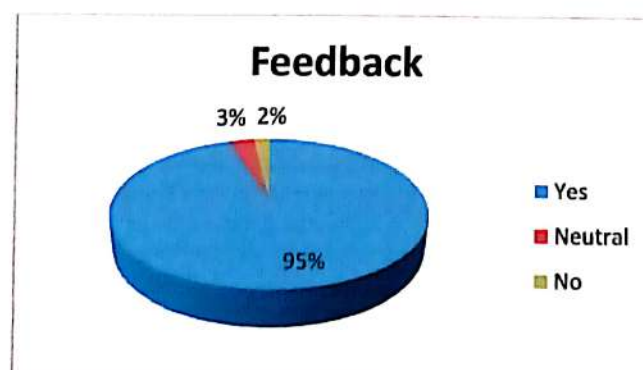
6. Did the course provide a good balance between theory and practical application?



7. Were the assessments and assignments relevant and effective in assessing your understanding of the course material?



8. Did the course contribute to your overall knowledge and skills in the subject matter?

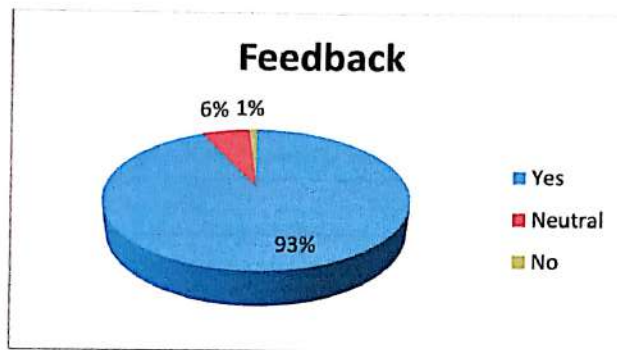


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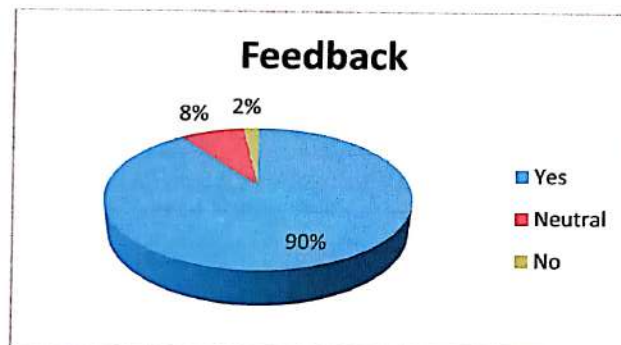
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9. Were the course objectives and learning outcomes clearly defined and communicated at the beginning of the course?



10. Is their scope of enhancing the course content, structure, or delivery by the course guide?



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Attendance:

S.No	Hall Ticket No	Student Name	Signature of Candidate
1	17HX1E00E7	KOVURU NANDINI	K. Nandini
2	17HX1E00E8	KURUBA MOUNICA	K. Mounica
3	17HX1E00E9	LAGAMAGGA RAMANJINEYULU	L. Ramanjineyulu
4	17HX1E00F0	LEKKALA MOUNIKA	L. Mounika
5	17HX1E00F1	M HARISH	M. Harish
6	17HX1E00F3	MADDANA SREELAKSHMI	M. Sree Lakshmi
7	17HX1E00F4	MADDELA JAGADEESH	M. Jagadeesh
8	17HX1E00F5	M SRINIVASA REDDY	M. Srinivasa Reddy
9	17HX1E00F8	N THIPPESWAMY	N. Thippeswamy
10	17HX1E00F9	NALABOPU SURESH	N. Suresh
11	17HX1E00G0	NEERUGATTI NARESH	N. Nareesh
12	17HX1E00G1	NESE CHITRAKALA	N. Chitrakala
13	17HX1E00G2	PALLAIAHGARI CHARANTEJA	P. Charanteja
14	17HX1E00G3	PARISE VIJAYABHASKAR	P. Vijayabhaskar
15	17HX1E00G4	PEDDAIAHGARI DURGAPRASAD	P. Durgaprasad
16	17HX1E00G5	POLA SREENATH	P. Sreenath
17	17HX1E00G6	PUTLURU NIRMALA	P. Nirmala
18	17HX1E00G7	PYAPILI JANAKI	P. Janaki
19	17HX1E00H0	RUDRA PRASANTHI	R. Prasanthi
20	17HX1E00H1	S MOUNIKA	S. Mounika
21	17HX1E00H2	SAGINALA PAVAN KUMAR	S. Pavan Kumar
22	17HX1E00H3	SIDDAVATAM SHABANA FIRDOS	S. Shabana Firdos
23	17HX1E00H4	S MANJUNATH GOWD	S. E. Manjunath
24	17HX1E00H5	SUBBAIAHGARI KAVITHA	S. Kavitha

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REPORT ON ADD-ON COURSE STOCK MARKET FOUNDATIONS (2017-2018)

Date: Nov 26th, 2018.

Venue: SSB Campus.

Participants: Students of MBA.

Add On course Time Schedule:

S.No	Day	Time	Venue
1	Monday	02:00 PM to 03:00 PM	Computer Lab
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COURSE: STOCK MARKET FOUNDATIONS

COURSE INSTRUCTOR: DR. RAJENDRA PRASAD

OVERVIEW OF THE COURSE

The Stock Market Foundations course provides learners with a comprehensive overview of the stock market and its fundamental concepts. This course is designed to equip learners with the knowledge and skills necessary to understand the functioning of the stock market, make informed investment decisions, and navigate the complexities of stock trading.

By the end of the Stock Market Foundations course, learners will have a solid understanding of the fundamental concepts and principles of the stock market. They will be equipped with the



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knowledge and skills necessary to make informed investment decisions, build and manage a stock portfolio, and navigate the dynamic and ever-changing world of stock trading.

OUTCOMES OF THE ADD ON COURSE

- Understanding Stock Market Basics: You will gain a solid understanding of the basic concepts and terminology used in the stock market. This includes understanding stocks, shares, market indices, stock exchanges, and the overall functioning of the stock market.
- Knowledge of Different Investment Vehicles: You will learn about various investment vehicles available in the stock market, including individual stocks, exchange-traded funds (ETFs), mutual funds, and bonds. You will understand the characteristics, risks, and potential returns associated with each investment option.
- Fundamental Analysis: You will learn how to analyze the fundamental factors that drive the value of stocks. This includes understanding financial statements, evaluating company performance, analyzing industry trends, and assessing the competitive landscape.
- Technical Analysis: You will gain knowledge of technical analysis techniques used to analyze stock price patterns and market trends. You will learn about chart patterns, trend lines, support and resistance levels, and other indicators to make informed investment decisions.

COURSE CERTIFICATE:



Dr. P. K. Koteswari

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COURSE CONTENT:

Classes	TOPICS
1	Why Be Involved In The Markets
2	What Is A Stock?
3	What Is A Market?
4	What Is A Stock Exchange?
5	What Is A Broker?
6	Important Changes to be aware of
7	Orders and Prices
8	Orders And Order Types
9	Orders Driving Prices (Level1 - Level2 - Time and Sales)
10	Different Players
11	3 Ways of Making Money
12	Recommended Resources
13	Warning: Beware of Scammers
14	Recommend Broker
15	Shareable Google Sheet For Global Resources
16	Technical Analysis
17	Introduction
18	Charts And Candlesticks
19	Candlesticks
20	Trends, Support & Resistance
21	Volume
22	Bollinger Bands
23	Relative Strength Index (RSI)
24	Average True Range (ATR)
25	Risk Management and Money Management
26	Expectancy
27	Gambling vs Educated Betting
28	Important Changes to be aware of
29	Batting Average & Win/Loss Ratio
30	Risk Management
31	Money Management
32	Position Sizing
33	Trading Psychology8 lectures
34	The Importance of Psychology
35	Endowment Effect

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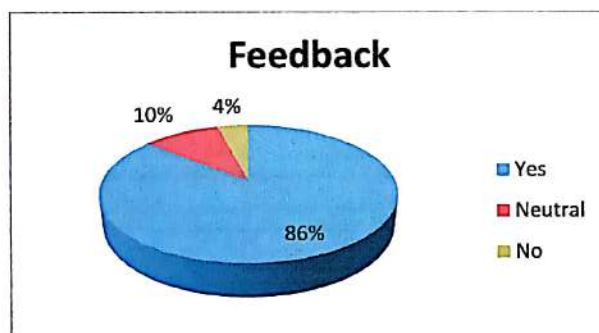


36	Status Quo Bias
37	Anchoring Effect
38	Confirmation Bias
39	Genes and Instincts
40	Misconceptions and Ways to Improve
41	Trading Tools
42	Stock Screener - Finviz
43	Charting Platform – Trading View

FEEDBACK ON ADD ON COURSE

The feedback of the entire online course was taken among the students by using 3 scale rating and presented with pie chart representation below...

1. Did the course meet your expectations in terms of content and learning outcomes?



2. The Specific topics or areas of the course did you find most valuable or interesting?

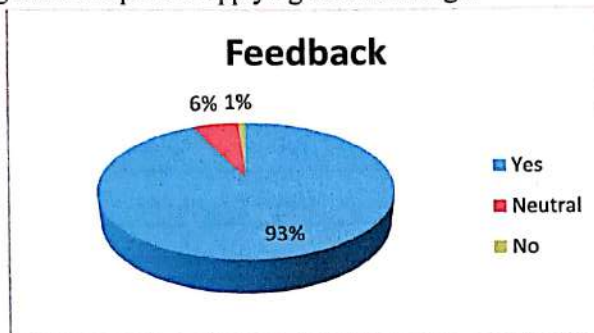


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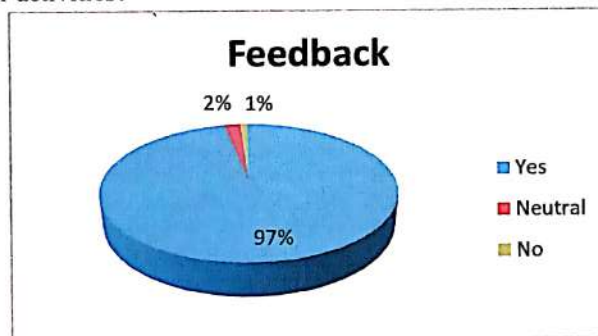
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3. Were the course materials and resources provided by course guide are helpful in understanding the concepts and applying the knowledge?



4. How effective was the instructor in delivering the course content and facilitating discussions or activities?



5. Did the course provide enough opportunities for practical application or hands-on exercises?

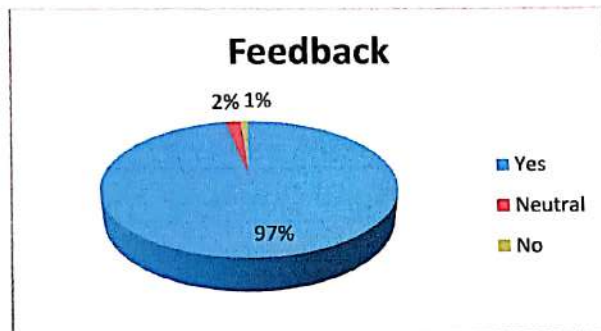


Dr. Paralakoteswari

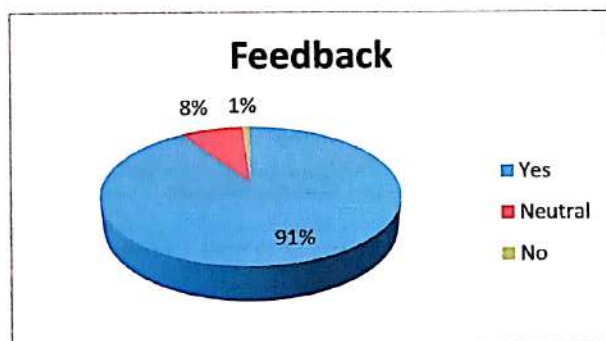
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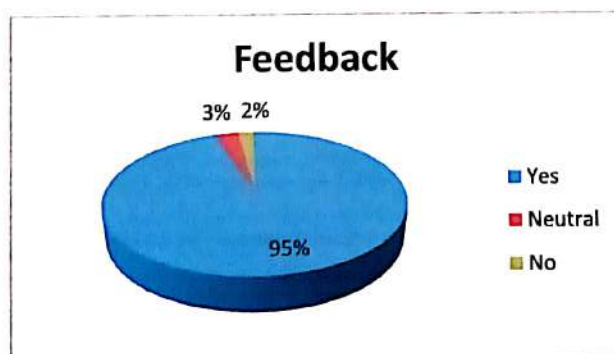
6. Did the course provide a good balance between theory and practical application?



7. Were the assessments and assignments relevant and effective in assessing your understanding of the course material?



8. Did the course contribute to your overall knowledge and skills in the subject matter?



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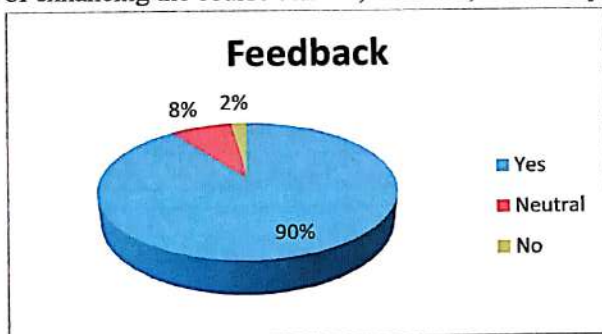
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9. Were the course objectives and learning outcomes clearly defined and communicated at the beginning of the course?



10. Is their scope of enhancing the course content, structure, or delivery by the course guide?



Attendance:

S.No	Hall Ticket No	Student Name	Signature of Candidate
1	17HX1E00H7	VATTI MANJUNATH	V. Manjunath
2	17HX1E00H8	Y M REVANTH KUMAR	Y. M. Revanth Kumar
3	17HX1E00H9	YARRABOTHULA SANDEEP KUMAR	Y. S. Sandeep Kumar
4	17HX1E00I0	Y HARINATH REDDY	Y. Harinath Reddy
5	16HX1E0076	SAIK SHAHANAJ	S. Shahanaj
6	15HX1E00G1	UPPU MURALIKRISHNA	U. Muralikrishna
7	16HX1E0024	MEGAVATH SREEDHAR NAIK	M. Sreedhar Naik
8	16HX1E0030	PAIPALLI SUNIL KUMAR	P. Sunil Kumar
9	16HX1E0073	PONUGANTI SAI JYOTHI	P. Sai Jyothi

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S.No	Hall Ticket No	Student Name	Signature of Candidate
1	17HX1E0088	KURUBA SAINATH	Jc. Sainath
2	17HX1E0089	KURUBA SANDHYA	K. Sandhya
3	17HX1E0091	M HEMASREE	M. Hemasree
4	17HX1E0092	M N SHOBHA RANI	M. N. Shobha Rani
5	17HX1E0093	M PUSHPANJALI	M. pushpanjali
6	17HX1E0094	MAGHAM SOWMYA LIKHITHA	M. Sowmya
7	17HX1E0095	MONDI MANOHAR	M. Manohar
8	17HX1E0096	MUNTIMADUGU BABJAN	M. B. Babjan
9	17HX1E0097	NAAMA KULLAYAPPA	N. Kullayappa
10	17HX1E0098	NAGARAJU GARI ANANTHALAKSHMI	N. Ananthalakshmi
11	17HX1E0099	N JAYATHEJAREDDY	N. Jaya Teja Reddy
12	17HX1E00A0	NETTIMI THIRUPAL	N. Thirupal
13	17HX1E00A1	P H VINOD KUMAR	P. Vinod Kumar
14	17HX1E00A2	P PAVITHRA	P. Pavithra
15	17HX1E00A3	PALAGIRI BHARGAVA	P. Bhargava
16	17HX1E00A4	PAMULAPATI ASHOK	P. Ashok
17	17HX1E00A5	PEDDAOBULAPPAGARI AKHIL	P. Akhil
18	17HX1E00A6	PENUKONDA MOHANA REDDY	P. Mohana Reddy
19	17HX1E00A7	POLA LAKSHMIVARAPRASAD	P. Lakshmi Varaprasad
20	17HX1E00A8	RENIGUNTA DHANALAKSHMI	R. Dhanalakshmi
21	17HX1E00B0	SARALA PAVAN KUMAR	S. Pavan Kumar
22	17HX1E00B1	SAYYAD CHANDBASHA	S. Chandbasha
23	17HX1E00B2	SURAPU REDDY KAVYA	S. Kavya
24	17HX1E00B3	THUNGA SRAVANI	T. Sravani

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REPORT ON ADD-ON COURSE ACCOUNTING FUNDAMENTALS (2017-2018)

Date: Nov 26th, 2018.

Venue: SSB Campus.

Participants: Students of MBA.

Add On course Time Schedule:

S.No	Day	Time	Venue
1	Monday	02:00 PM to 03:00 PM	Computer Lab
2	Tuesday	02:00 PM to 03:00 PM	Computer Lab
3	Wednesday	02:00 PM to 03:00 PM	Computer Lab
4	Thursday	02:00 PM to 03:00 PM	Computer Lab
5	Friday	02:00 PM to 04:00 PM	Computer Lab
6	Saturday	02:00 PM to 04:00 PM	Computer Lab

COURSE : ACCOUNTING FUNDAMENTALS

COURSE INSTRUCTOR: MRS .E. Prashanthi

OVERVIEW OF THE COURSE

The Accounting Fundamentals course provides learners with a comprehensive overview of the basic principles and practices of accounting. This course is designed to equip learners with the foundational knowledge and skills necessary to understand and interpret financial information, perform basic accounting tasks, and make informed financial decisions.

By the end of the Accounting Fundamentals course, learners will have a solid foundation in accounting principles and practices. They will be able to understand and interpret financial statements, perform basic accounting tasks, and make informed financial decisions. This

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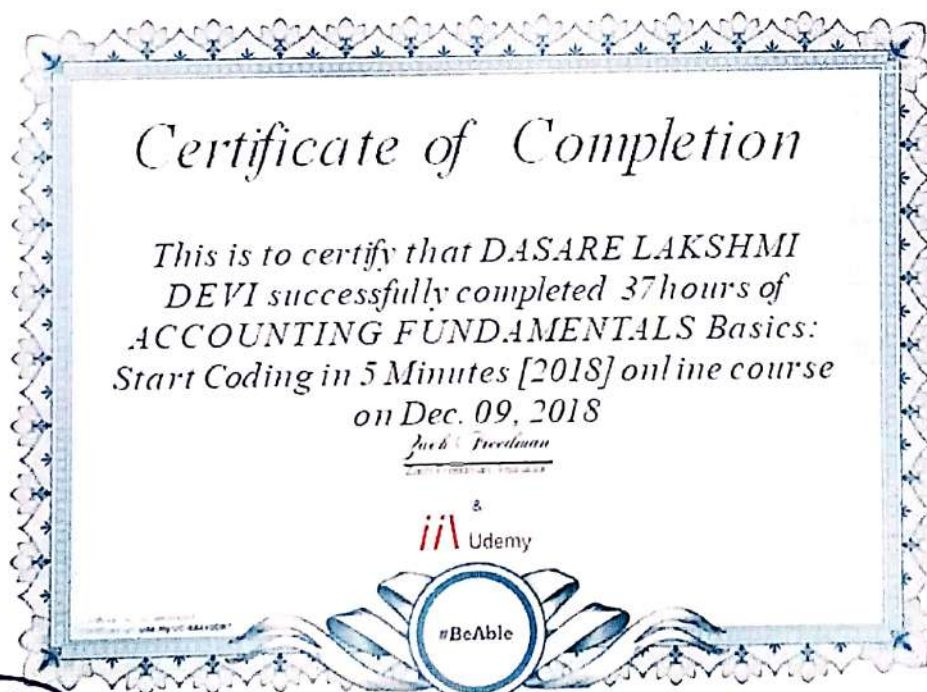


knowledge will be valuable for individuals pursuing careers in finance, business, or any field where a strong understanding of accounting is required.

OUTCOMES OF THE ADD ON COURSE

- **Preparation of Financial Statements:** You will learn how to prepare and interpret financial statements, including the income statement, balance sheet, and cash flow statement. You will understand the components of each statement, how they are interconnected, and their significance in assessing a company's financial performance and position.
- **Recording Financial Transactions:** You will learn how to record and classify financial transactions using the double-entry accounting system. You will understand the role of journals, ledgers, and trial balances in the recording and summarization of transactions.
- **Use of Accounting Tools and Software:** You will have the opportunity to work with accounting tools and software commonly used in the industry, such as Excel, QuickBooks, or other accounting software. You will learn how to input data, create reports, and perform basic accounting tasks using these tools.
- **Financial Analysis and Interpretation:** You will learn how to analyze financial statements and use financial ratios to assess a company's financial performance, liquidity, profitability, and solvency. You will understand how to interpret the results and make informed decisions based on the analysis.

COURSE CERTIFICATE:



Dr. Balakrishna

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Sanskriti School of Business,
Beedupalli Road, Prashanthigram,
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Ananthapuramu (Dt.) A.P.



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Beedupalli Road, Prasanthigram, Puttaparthi, Sri Sathya Sai District – 515 134.

Date: 01-07-2018

CIRCULAR

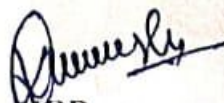
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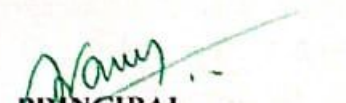
S.NO	Course Name	Instructor
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2	Stock market foundations	Dr. Rajendra Prasad
3	Accounting Fundamentals	Mrs. E. Prashanthi
4	Selling Products Online	Dr. Lilambeshwar singh
5	Social Media Management	Dr. Rama Devi

Guidelines:

1. Every student should do at least one add on course from the above list.
2. Students should follow the course instructor guidance during the course time.




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COURSE CONTENTS:

Classes	TOPICS
1	Introduction
2	What is accounting
3	Book Keeping
4	Financial Accounting
5	Managerial Accounting
6	Income Taxes
7	Financial Accounting
8	About Financial Accounting
9	The Balance Sheet
10	Balance Sheet example
11	Balance sheet vs. Income statement
12	Income Statement Overview
13	Income statement example
14	Cash flow statement
15	Financial reporting
16	Managerial Accounting
17	Managerial Accounting
18	Product Costing
19	Break-even analysis
20	Budgets
21	Performance evaluation
22	Income Taxes
23	Tax brackets and tax rates



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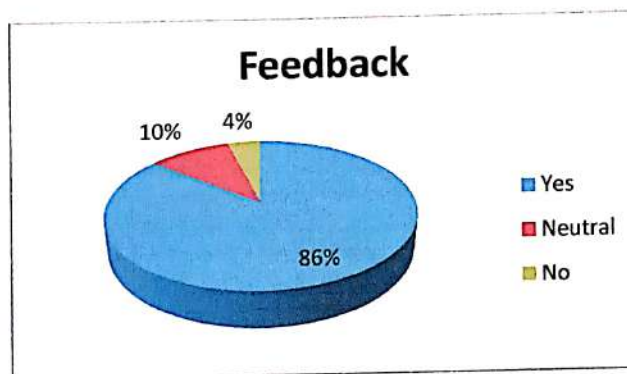
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24	Tax deductions and credits
25	Capital gains and ordinary income
26	Income taxes overview

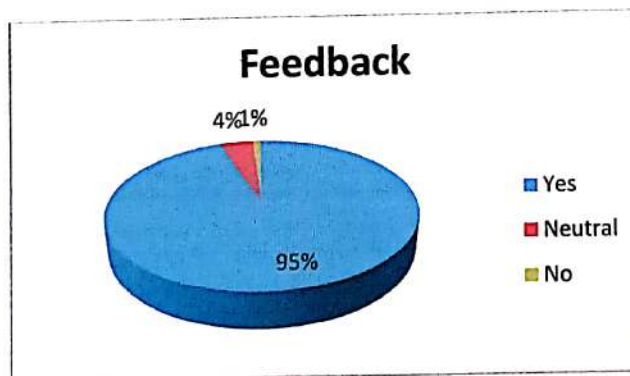
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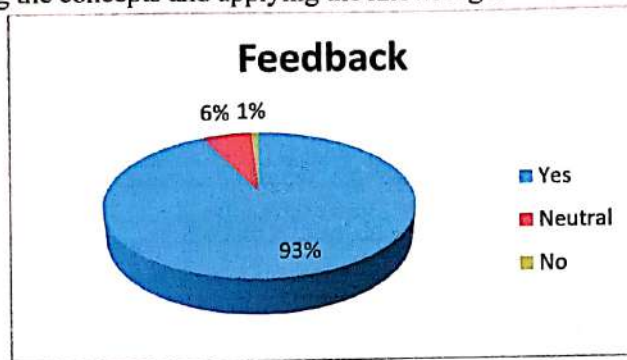


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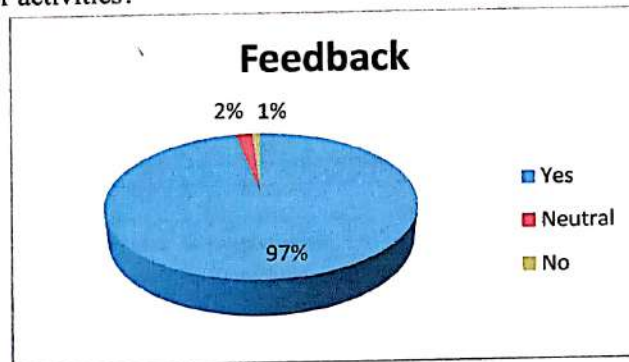
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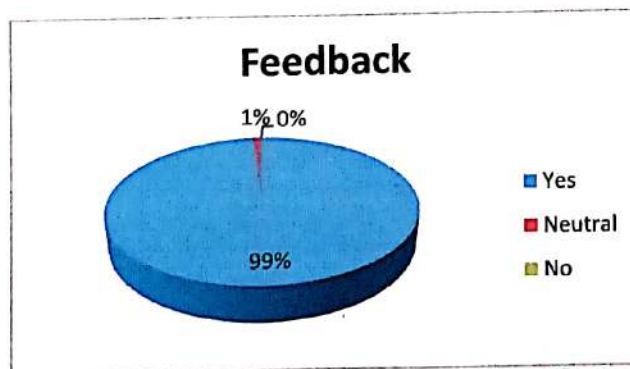
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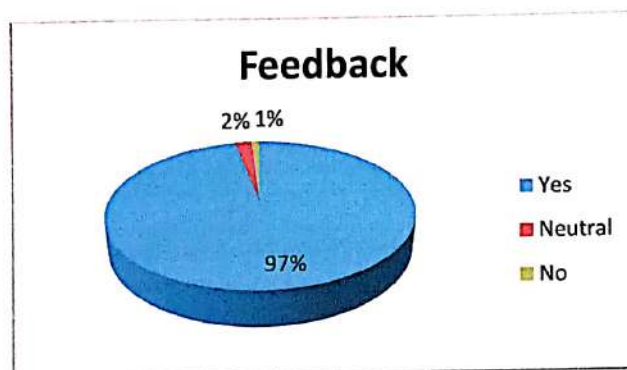


5. Did the course provide enough opportunities for practical application or hands-on exercises?

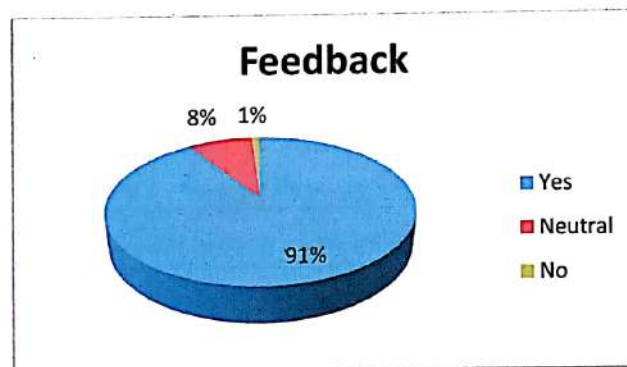


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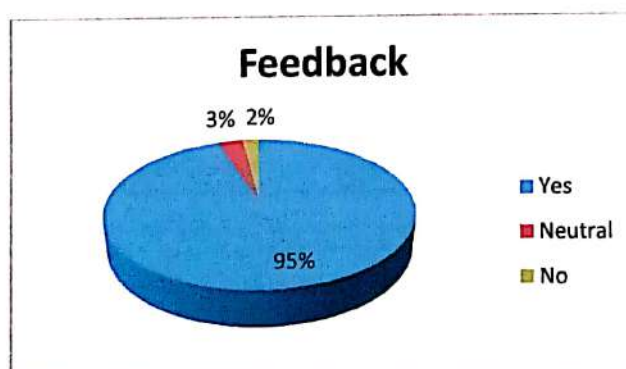
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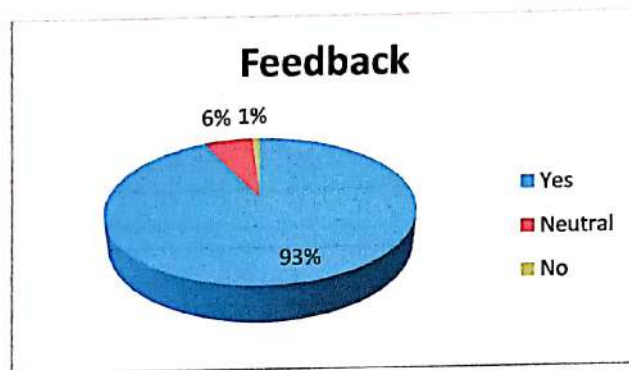


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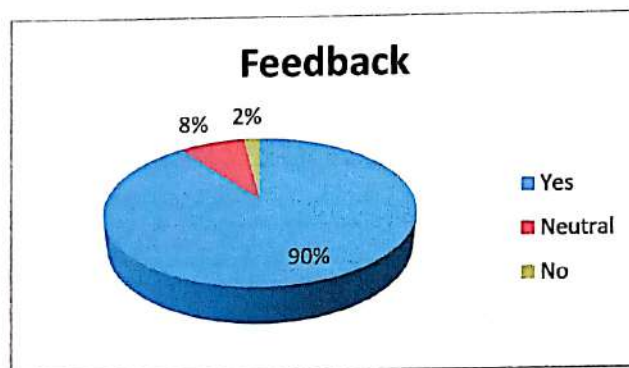
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9. Were the course objectives and learning outcomes clearly defined and communicated at the beginning of the course?



10. Is their scope of enhancing the course content, structure, or delivery by the course guide?



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Attendance:

S.No	Hall Ticket No	Student Name	Signature of Candidate
1	17HX1E0002	BASETTY BALA KRISHNA	B. Balakrishna
2	17HX1E0005	D KAVYA	D. Kavya
3	17HX1E0006	DEVA REEKUMAR	D. Reekumar
4	17HX1E0008	GOLLA SRAVAN KUMAR	G. Sraavan Kumar
5	17HX1E0009	GAJULA BHARGAVA RAYUDU	G. Bhargava Rayudu
6	17HX1E0010	GANDLA ASHOK	G. Ashok
7	17HX1E0011	GANGULAKUNTA VANI	G. Vani
8	17HX1E0012	GATTU CHOWDESWARI	G. Chandeswari
9	17HX1E0013	GATTU SREELEKHA	G. Sreelekha
10	17HX1E0014	GUDICI NOORMAHAMMAD	G. Noor
11	17HX1E0015	GOLLA SREENIVASULU	G. Sreenivasulu
12	17HX1E0016	JIKKI KALPANA	J. Kalpana
13	17HX1E0017	K SURYATHEJA	K. Suryatheja
14	17HX1E0018	KALAVANTHULA CHALAPATHI	K. Chalapati
15	17HX1E0019	KAMMA SIREESHA	K. Sireesha
16	17HX1E0020	KANAPANENI KALPANA	K. Kalpana
17	17HX1E0022	KONDAIAH GARI HARIKRISHNA	K. Hari
18	17HX1E0023	KOTLO CHANDRAMOULI	K. Chandramouli
19	17HX1E0024	KURUBA PRAVEEN KUMAR	K. Praveenkumar
20	17HX1E0025	KURUBA UPENDRA	K. Upendra
21	17HX1E0026	LINGALA NARASIMHA REDDY	L. Narasimha Reddy
22	17HX1E0027	LINGAM YASODHARA DEVI	L. Yasodhara Devi
23	17HX1E0028	MUDDAPUKUNTA RAMYA	M. Ramya
24	17HX1E0029	MULLA VAHIDA BEGUM	M. Vahida Begum



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REPORT ON ADD-ON COURSE SELLING PRODUCTS ONLINE (2017-2018)

Date: Nov 26th, 2018.

Venue: SSB Campus.

Participants: Students of MBA.

Add On course Time Schedule:

S.No	Day	Time	Venue
1	Monday	02:00 PM to 03:00 PM	Computer Lab
2	Tuesday	02:00 PM to 03:00 PM	Computer Lab
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6	Saturday	02:00 PM to 04:00 PM	Computer Lab

COURSE 4: SELLING PRODUCTS ONLINE

COURSE INSTRUCTOR: DR. Lilambeshwar Singh

OVERVIEW OF THE COURSE

The Selling Products Online course provides learners with a comprehensive overview of the strategies, tools, and techniques involved in successfully selling products through online platforms. This course is designed to equip learners with the knowledge and skills necessary to establish and grow an effective online sales presence.

By the end of the Selling Products Online course, learners will have a solid understanding of the strategies and techniques involved in successfully selling products through online platforms. They will be equipped with the knowledge and skills necessary to establish and manage an effective online sales presence, attract and convert customers, and drive business growth in the digital marketplace.



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OUTCOMES OF THE ADD ON COURSE

- Building an Online Store: You will learn how to set up and customize an online store using e-commerce platforms. This includes creating product listings, optimizing product descriptions, setting pricing strategies, and configuring payment gateways.
- Product Photography and Visual Presentation: You will gain skills in product photography and visual presentation techniques. You will learn how to capture high-quality product images, edit and optimize visuals for online platforms, and create visually appealing product listings.
- Search Engine Optimization (SEO): You will understand the fundamentals of search engine optimization for e-commerce websites. You will learn how to optimize product listings, category pages, and meta tags to improve visibility and organic search rankings on search engines.
- Online Advertising and Digital Marketing: You will learn various online advertising and digital marketing strategies to promote your products and drive traffic to your online store. This includes paid advertising on platforms like Google Ads and social media advertising, as well as content marketing and social media marketing techniques.

COURSE CERTIFICATE:



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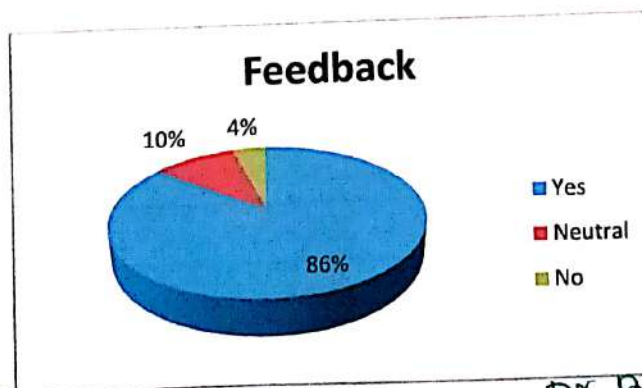
COURSE CONTENT:

Classes	TOPICS
1	Introduction
2	Using Ebay for analysis
3	Using amazon analysis
4	using google keyword tool
5	Social Media for market research
6	Platforms to sell your products
7	Selling on Amazon and eBay
8	Best Platforms To Sell Your Products Online
9	Generating Traffic to your eCommerce website
10	Free Traffic
11	Paid Traffic
12	Bonus Section - Generating sales to your products online
13	An introduction into email marketing
14	Why You need Aweber
15	The formula to online sales (Free report)

FEEDBACK ON ADD ON COURSE

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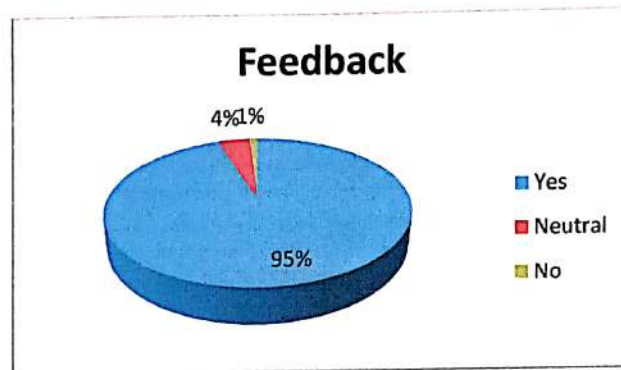
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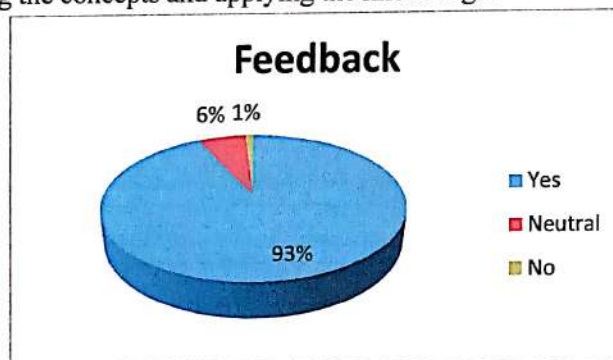
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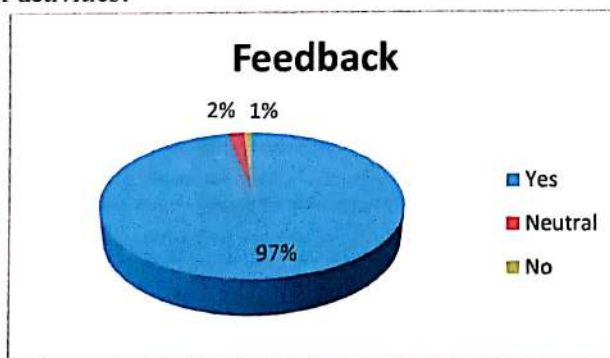
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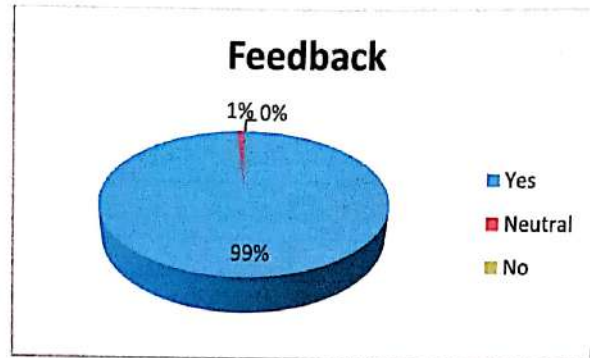


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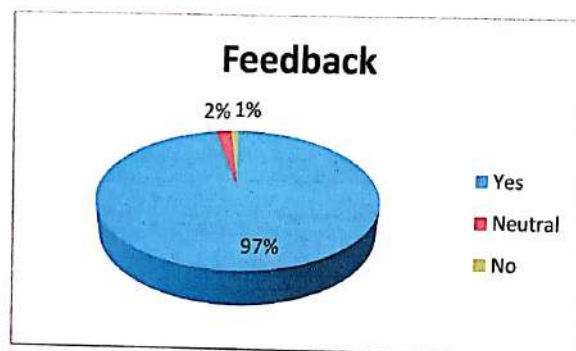
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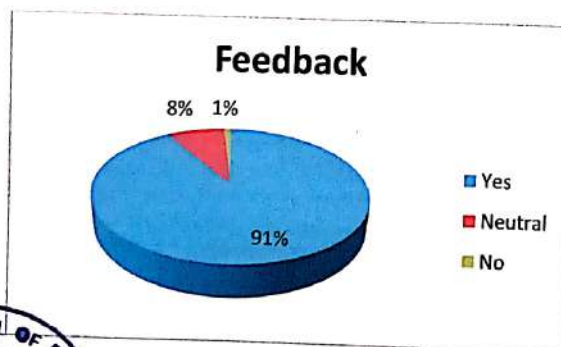
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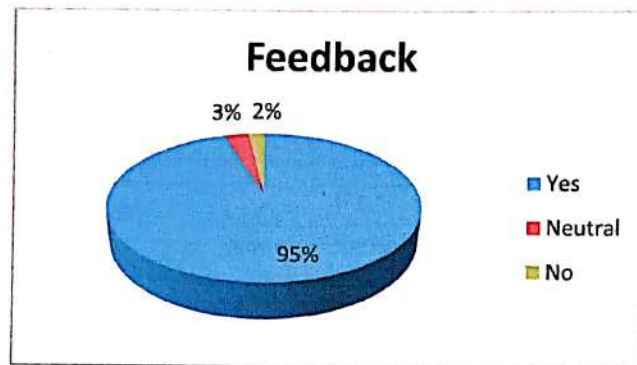


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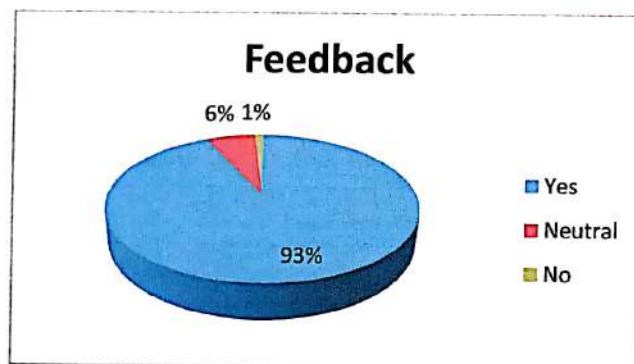
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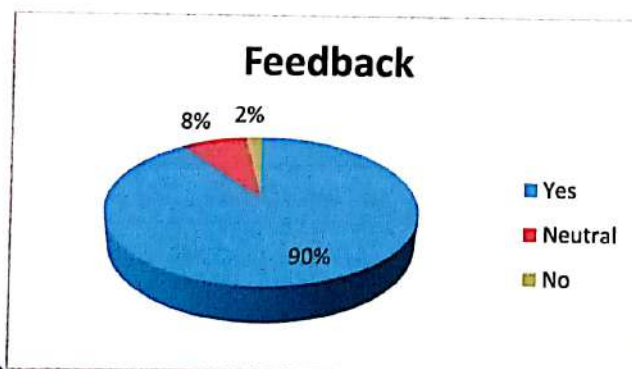
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Attendance:

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2	17HX1E0031	MAKANDAR RESHMA	M. Reshma
3	17HX1E0032	MARINENI TEJASWINI	M. Tejaswini
4	17HX1E0033	MARTHALA TRIVENI	M. Triveni
5	17HX1E0034	LAKKAI AHGARI RAJASEKHAR	L. Rajasekhari
6	17HX1E0035	NAYANI VEDASREE	N. Vedaasree
7	17HX1E0036	NITTURU SRAVYA	N. Sravya
8	17HX1E0037	NOOTHANAKALUVA SADIQ	N. Sadiq
9	17HX1E0038	P SAVITHRAMMA	P. Savithramma
10	17HX1E0039	PALLA VEMAJYOTHI	P. Vemajyothi
11	17HX1E0040	PARSE LOKESH	P. Lokesh
12	17HX1E0041	PATIL GIRIDHAR REDDY	P. Giridhar Reddy
13	17HX1E0043	PESALA SURENDRA	P. Surendra
14	17HX1E0044	PUJARI BHARGAVI	P. Bhargavi
15	17HX1E0045	RAMAGANI PUSHPALATHA	R. Pushpalatha
16	17HX1E0046	RANGAPPAGARI TEJA	R. Teja
17	17HX1E0048	SHAIK ATHAULLA	S. Athaulla
18	17HX1E0049	SHAIK SHAJAHAN	S. Shajahan
19	17HX1E0050	SIMHADRI SWATHI	S. Swathi
20	17HX1E0051	S ANANTHA SREENIVASULU	S. Anantha Sreenivasulu
21	17HX1E0052	SIRIVELLA BALAKRISHNA	S. Balakrishna
22	17HX1E0054	TALARI SRINIVASULU	T. Srinivasulu
23	17HX1E0055	UPPARA ARAVIND	U. Aravind
24	17HX1E0056	VADDE DHANUNJAYA	V. Dhannunja



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COURSE 5: SOCIAL MEDIA MANAGEMENT

COURSE INSTRUCTOR: DR.RAMA DEVI

OVERVIEW OF THE COURSE

The Social Media Management course provides learners with a comprehensive overview of social media platforms, strategies, and best practices for effectively managing social media presence and engaging with target audiences. This course is designed to equip learners with the knowledge and skills necessary to leverage social media platforms to build brand awareness, engage customers, and drive business growth.

Throughout the course, learners will have opportunities to apply their knowledge through practical exercises, case studies, and simulations. They will develop skills in social media planning, content creation, community engagement, analytics, and paid promotion.



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OUTCOMES OF THE ADD ON COURSE

- **Understanding of Social Media Landscape:** You will gain a comprehensive understanding of the social media landscape, including popular platforms, user demographics, and emerging trends. You will learn about the unique characteristics and capabilities of different social media channels.
- **Social Media Strategy Development:** You will learn how to develop effective social media strategies aligned with business goals and target audience. You will understand the importance of setting measurable objectives, defining target demographics, and selecting appropriate social media platforms for your brand or organization.
- **Content Planning and Creation:** You will learn how to create engaging and shareable content for social media platforms. You will understand content planning, storytelling techniques, visual design principles, and effective copywriting for social media posts. You will also explore user-generated content and content duration strategies.
- **Social Media Advertising:** You will gain knowledge of social media advertising platforms and how to create and manage effective advertising campaigns. You will learn targeting techniques, ad formats, bidding strategies, and tracking metrics to optimize your social media advertising efforts.

COURSE CERTIFICATE:



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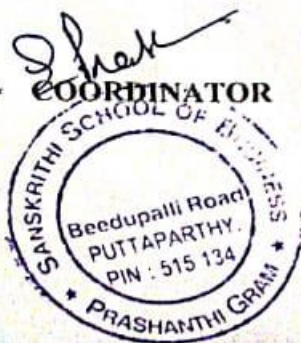
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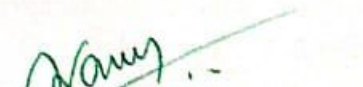
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4	Selling Products Online	Dr. Lilambeshwar singh
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2. Students should follow the course instructor guidance during the course time.




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PUTTAPARTHY - 515134,
Ananthapuramu (Dist. AP)
Andhra Pradesh (India)

COURSE CONTENT:

Classes	TOPICS
1	Introduction
2	What is Social Media Marketing & Management?
3	Market Research
4	Market Research Explained
5	Find Target Audience (Ideal Customer)
6	Exercise - Buyer Persona
7	Find Marketing Channels
8	Exercise - Find Marketing Channels
9	STRATEGY
10	Why You Need a Strategy
11	Goal Setting
12	S.M.A.R.T Goals
13	Specific
14	Measurable
15	Achievable
16	Relevant
17	Time-framed
18	Metrics Tracking Explained
19	Choose Your Metrics
20	Branding & Design
21	Branding for Social Media
22	The Structure of Branding
23	Branding vs Marketing
24	Why You Need a Brand Strategy
25	The Importance of Purpose
26	Purpose Examples
27	Your Purpose
28	The Importance of Vision
29	Vision Examples
30	Your Vision
31	The Importance of Mission
32	Mission Example
33	Your Mission
34	The Importance of Values
35	Values Examples
	Your Values



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37	Who Are Your Competitors?
38	What Makes You Different?
39	Differentiator Examples
40	The Importance of Positioning
41	Your Positioning Statement
42	What is Brand Personality
43	Define Your Brand Personality
44	Find Your Brand Voice
45	The Power of Brand Storytelling
46	How to Tell Your Brand Storytelling
47	Name Your Brand
48	Create Your Tagline
49	Your Brand Colors
50	Your Brand Fonts
51	Brand Logo Types
52	Your Brand Logo
53	Next Step
54	Content Marketing
55	Content Marketing Explained
56	Choose Your Objective
57	How to Brand Your Content
58	Content Marketing Strategies Examples
59	Choose Your Platforms
60	Find Content Ideas
61	Image Content
62	Create Image Content
63	Video Content
64	Create Video Content
65	Content Marketing Guidelines
66	Content Marketing Plan
67	Track Performance
68	Track Your Performance
69	Campaign Tagging
70	SALES
71	Sales Training Explained
72	Copywriting
73	What is Copywriting
74	Benefits vs Features
	Know What You're Selling



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Ananthapuramu (Dt.) A.P.

76	Know Who You're Selling To
77	3 Keys to Sell Anything
78	Writing Personalities
79	It's Never Time or Money
80	Headlines
81	Subheads
82	Use Persuasion
83	Use Power Words
84	The Steps To a Perfect Story
85	The AIDA Model
86	Remove Writer's Block
87	Call-To-Action
88	How To Call-To-Action
89	Copywriting Assignment
90	Copywriting Assignment - Answers
91	Sales Psychology 5 lectures • 32min
92	Reciprocity
93	Curiosity
94	Scarcity
95	Social Proof
96	The 3 Boxes
97	Emotional Intelligence
98	Emotional Intelligence Explained
99	The Power of Emotional Intelligence in Sales
100	How to Increase Sales
101	How to Deal with Difficult Customers
102	Emotional Intelligence Mastery in 5 Steps
103	Exercise - Self-Awareness
104	Exercise - Self-Regulation
105	Exercise - Empathy
106	Exercise - Motivation
107	Bonus: EQ Hack
108	Persuasion & Influence
109	Persuasion Mastery in 5 Steps
110	Customer Service



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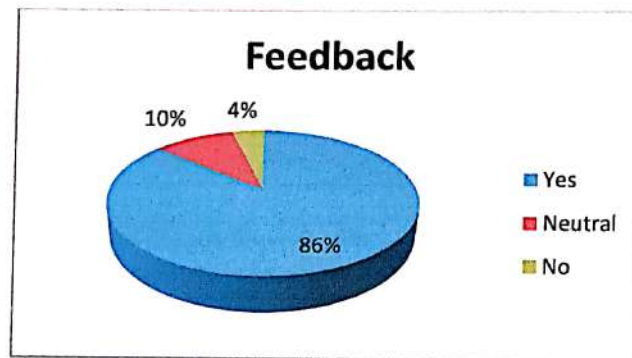
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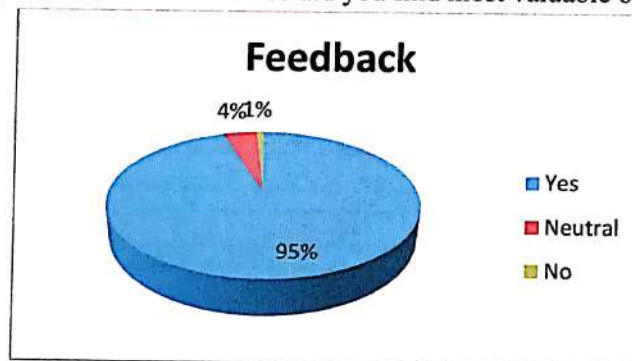
FEEDBACK ON ADD ON COURSE

The feedback of the entire online course was taken among the students by using 3 scale rating and presented with pie chart representation below...

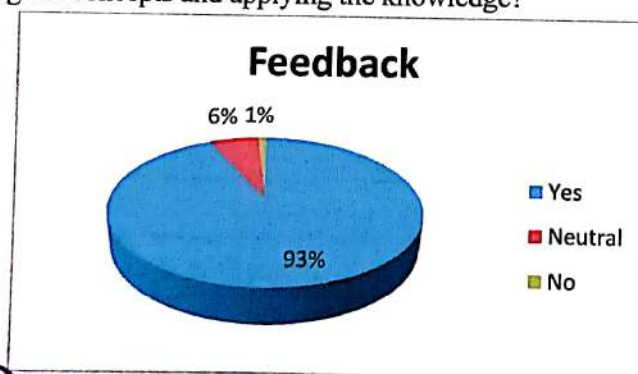
1. Did the course meet your expectations in terms of content and learning outcomes?



2. The Specific topics or areas of the course did you find most valuable or interesting?



3. Were the course materials and resources provided by course guide are helpful in understanding the concepts and applying the knowledge?

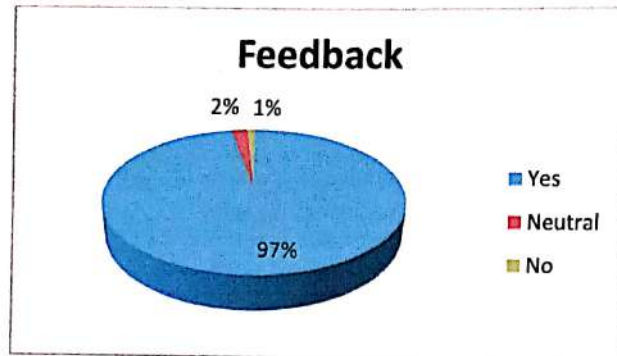


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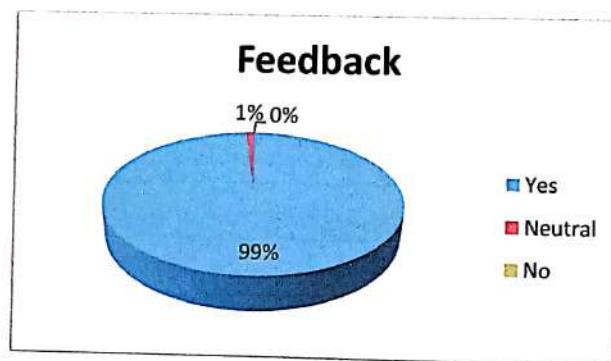
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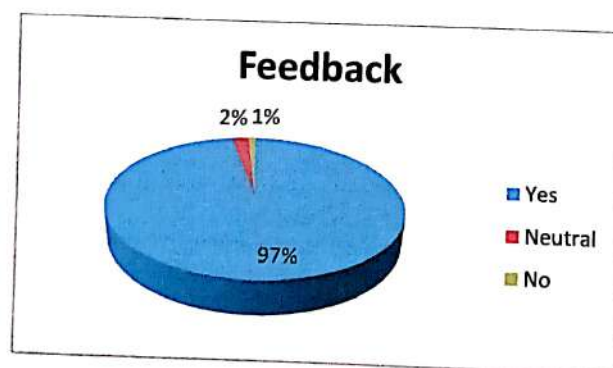
4. How effective was the instructor in delivering the course content and facilitating discussions or activities?



5. Did the course provide enough opportunities for practical application or hands-on exercises?



6. Did the course provide a good balance between theory and practical application?



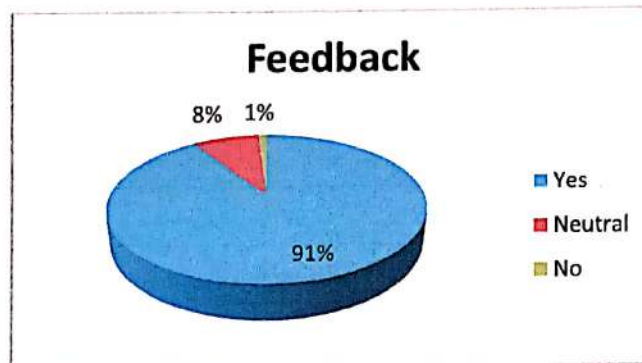
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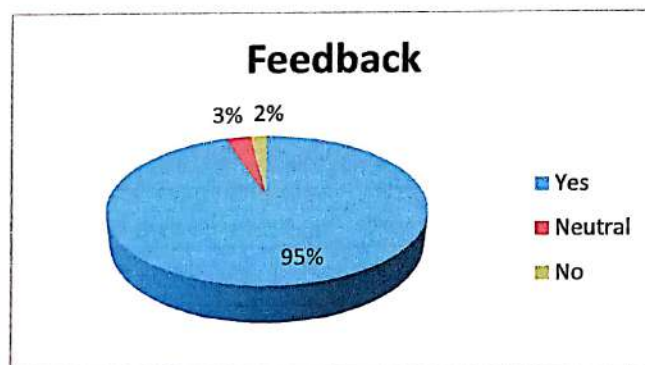
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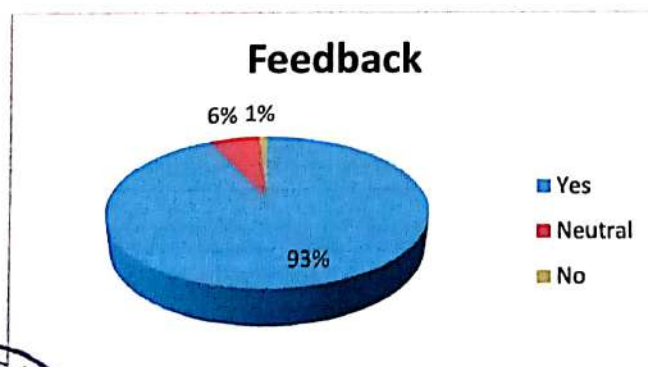
7. Were the assessments and assignments relevant and effective in assessing your understanding of the course material?



8. Did the course contribute to your overall knowledge and skills in the subject matter?

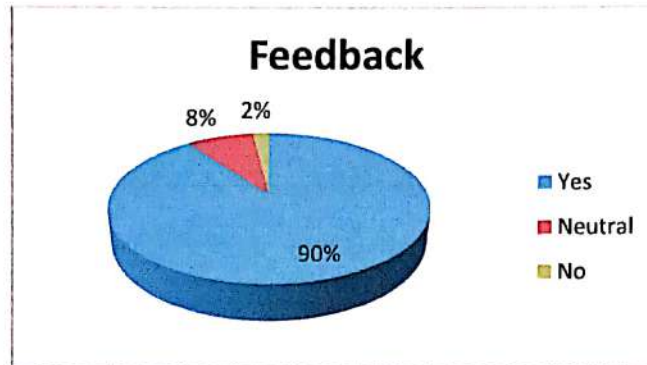


9. Were the course objectives and learning outcomes clearly defined and communicated at the beginning of the course?



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10. Is their scope of enhancing the course content, structure, or delivery by the course guide?



Attendance:

S.No	Hall Ticket No	Student Name	Signature of Candidate
1	17HX1E00B4	UPPARA PRATHAP	U. Prathap
2	17HX1E00B5	V RAGAVENDRA REDDY	V. Ragavendra
3	17HX1E00B6	VADDI HAREESHA	V. Hareesha
4	17HX1E00B7	P HARIKRISHNA	P. M. Hari Krishna
5	17HX1E00B8	VADDI VIJAYAKUMAR	V. Vijay Kumar
6	17HX1E00C3	BAJANTRI BABU	B. Babu
7	17HX1E00C4	BESTHA ANUSHA DEVI	B. Anusha
8	17HX1E00C6	BUKKAPATNAM RAJENDRA	B. Rajendra
9	17HX1E00C8	C THIRUPAL REDDY	C. Thirupal Reddy
10	17HX1E00C9	D SREELATHA	D. Sreelatha
11	17HX1E00D0	DANDE CHOWDESWARI	D. Chandeswari
12	17HX1E00D1	DEVIREDDY GOVARDHANREDDY	D. Govardhan Reddy
13	17HX1E00D2	ECHURU TEJASREE	E. Tejasree
14	17HX1E00D3	EDAGUTTU RAJESH	E. Rajesh
15	17HX1E00D4	EDIGA SURYAPRAKASH	E. Suryaprakash
16	17HX1E00D6	GULBARGA SHASHAVALI	G. Shashavali
17	17HX1E00D7	G VEENA	G. Veena
18	17HX1E00D9	GOLLA MANJUNATH	G. Manjunath
19	17HX1E00E1	JIKKI SREEKANTH REDDY	J. Sreekanth Reddy
20	17HX1E00E2	K JAITHRA	K. Jaithra
21	17HX1E00E3	KAMMA BHAGATH SINGH	K. Bhagath Singh
22	17HX1E00E4	KANDIKUNTA LAKSHMIDURGA	K. Lakshmi Durga
23	17HX1E00E5	KETHIREDDY ARUNAMMA	K. Arunamma
	17HX1E00E6	KOTAMPALLI ASWINI	K. Aswini



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S.No	Hall Ticket No	Student Name	Signature of Candidate
1	17HX1E0057	VAGGA PRATHYUSHA	V. Prathyusha
2	17HX1E0058	VURUVAKILI KRISHNAVENI	V. Krishna Veni
3	17HX1E0059	Y K LAVANYA	Y.K. Lavanya
4	17HX1E0061	AGISAM SRIKANTH	A. Srekanth
5	17HX1E0062	ALLAM MAHESH NAIDU	A. Mahesh Naidu
6	17HX1E0064	BHULAGONDLA INDRAJA	B. Indira
7	17HX1E0065	BUDATHATI SAIKUMAR	B. Saikumar
8	17HX1E0066	C NANDINI	C. Nandini
9	17HX1E0068	C JAGADISH YADAV	C. Jagadish Yadav
10	17HX1E0069	D V SHALINI	D.V. Shalini
11	17HX1E0070	DASARE LAKSHMI DEVI	D. Lakshmi Devi
12	17HX1E0071	EBBILI MAHITHA	E. Mahitha
13	17HX1E0072	GADI CHIRANJEEVI	G. Chiranjeevi
14	17HX1E0073	G VENUGOPAL REDDY	G. Venugopal Reddy
15	17HX1E0074	GANGIREDDY GARI OBI REDDY	G. Obi Reddy
16	17HX1E0075	GANIETHI POOJITHA	G. Poojitha
17	17HX1E0076	GASTHI RENUKA	G. Renuka
18	17HX1E0079	GUNTIPALLI MANOJKUMAR	G. Manoj Kumar
19	17HX1E0080	GUVALAGATTU RAMESH	G. Ramesh
20	17HX1E0081	ILLURU LAKSHMI PRASANNA	I. Lakshmi Prasanna
21	17HX1E0082	JENNE SRAVANI	J. Sravani
22	17HX1E0083	K HARINI	K. Harini
23	17HX1E0084	KESANI PARIMALA	K. Parimala
24	17HX1E0087	KUNTUMALLA DEEPIKA	K. Deepika

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REPORT ON ADD-ON COURSE FUNDAMENTALS OF FINANCIAL MARKETS (2018-2019)

Date: Dec 26th, 2019.

Venue: SSB Campus.

Participants: Students of MBA.

Add On course Time Schedule for year 2018 – 2019:

S.No	Day	Time	Venue
1	Monday	02:00 PM to 03:00 PM	Computer Lab
2	Tuesday	02:00 PM to 03:00 PM	Computer Lab
3	Wednesday	02:00 PM to 03:00 PM	Computer Lab
4	Thursday	02:00 PM to 03:00 PM	Seminar Hall
5	Friday	02:00 PM to 05:00 PM	Seminar Hall
6	Saturday	02:00 PM to 05:00 PM	Seminar Hall

COURSE : Fundamentals of Financial Markets

COURSE INSTRUCTOR: DR.T.VENKATESHAN

OVERVIEW OF THE COURSE

The Fundamentals of Financial Markets add-on course provides a comprehensive overview of the basic concepts, principles, and functioning of financial markets. This course is designed to equip learners with a solid foundation in understanding how financial markets operate, the key participants involved, and the various financial instruments traded within these markets.

By the end of the Fundamentals of Financial Markets add-on course, learners will have a solid understanding of financial markets, their participants, the instruments traded, and the key principles and strategies involved in investing and trading. This knowledge will provide a strong foundation for further exploration and specialization in the field of finance.



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Date: 20-07-2019

CIRCULAR

It is hereby informed to all the MBA students that it is mandatory for in doing at least one **Add On course** for this academic year (2018 -2019). Here is the list and course instructor for the courses.

S.NO	Course Name	Instructor
1	Fundamentals of Financial Markets	DR. T. Venkateshan
2	Portfolio Selection and Risk Management	Dr. Rajendra Prasad
3	Data visualization with advanced excel	DR. Hemanath
4	Marketing in a Digital World	MRS. E. Prashanthi
5	Preparing to Manage Human Resources	Dr. Rama Devi
6	Supply chain logistics	MR. Rajashekar



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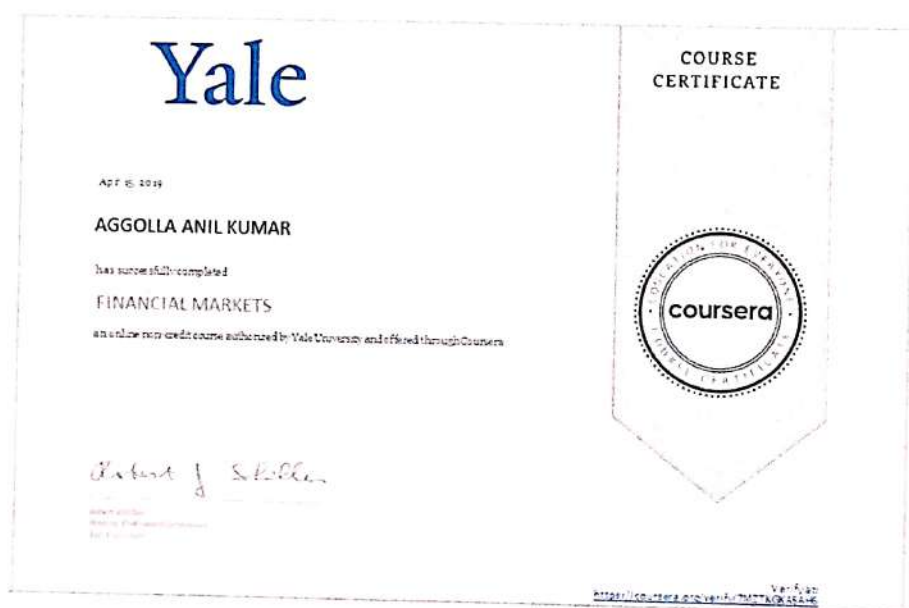
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OUTCOMES OF THE ADD ON COURSE

- Financial markets. This includes studying market indicators, charts, trends, and economic factors that influence asset prices. You will also explore various valuation models and methods used to assess the worth of financial instruments.
- Awareness of Investment Strategies: You will gain exposure to different investment strategies employed by market participants. This may include value investing, growth investing, technical analysis, and quantitative trading. You will understand the principles underlying these strategies and how they are applied in practice.
- Risk Management Techniques: You will acquire knowledge about risk management principles in financial markets. You will learn about different types of risks, such as market risk, credit risk, and liquidity risk, and explore strategies to mitigate these risks. This may involve portfolio diversification, hedging techniques, and risk measurement tools.

COURSE CERTIFICATE:



COURSE CONTENT:

MODULES	CONTENT
1	Welcome to the course! In this opening module, you will learn the basics of financial markets, insurance, and CAPM (Capital Asset Pricing Model). This module serves as the foundation of this course.



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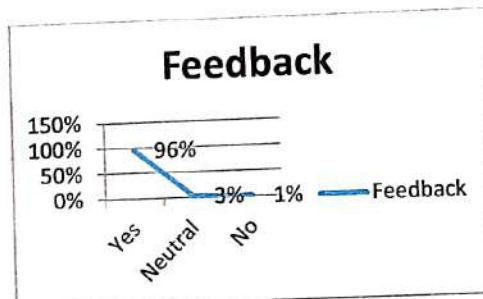
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2	In this next module, dive into some details of behavioral finance, forecasting, pricing, debt, and inflation.
3	Stocks, bonds, dividends, shares, market caps; what are these? Who needs them? Why? Module 3 explores these concepts, along with corporation basics and some basic financial markets history.
4	Take a look into the recent past, exploring recessions, bubbles, the mortgage crisis, and regulation.
5	Options and bond markets are explored in module 5, important components of financial markets.
6	In module 6, Professor Shiller introduces investment banking, underwriting processes, brokers, dealers, exchanges, and new innovations in financial markets.
7	Professor Shiller's final module includes lectures about nonprofits and corporations, and your career in finance.

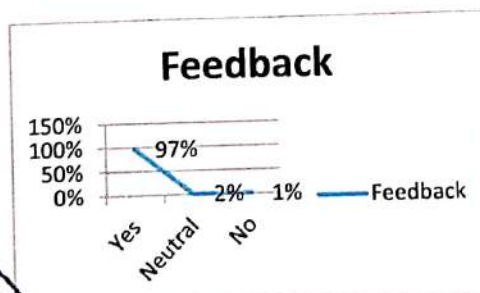
FEEDBACK ON ADD ON COURSE

The feedback of the entire online course was taken among the students by using 3 scale rating and presented with pie chart representation below...

1. Did the course meet your expectations in terms of content and learning outcomes?



2. The Specific topics or areas of the course did you find most valuable or interesting?

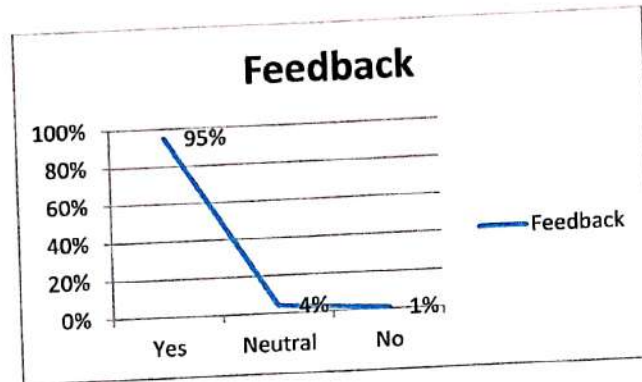


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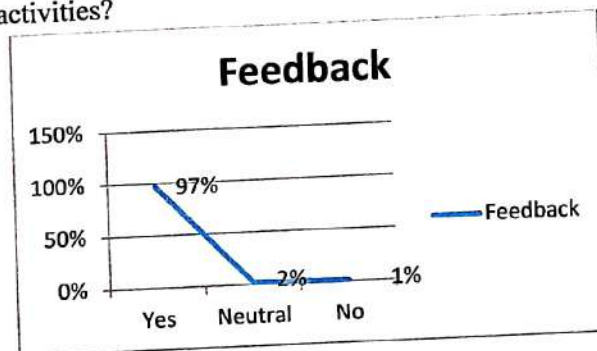
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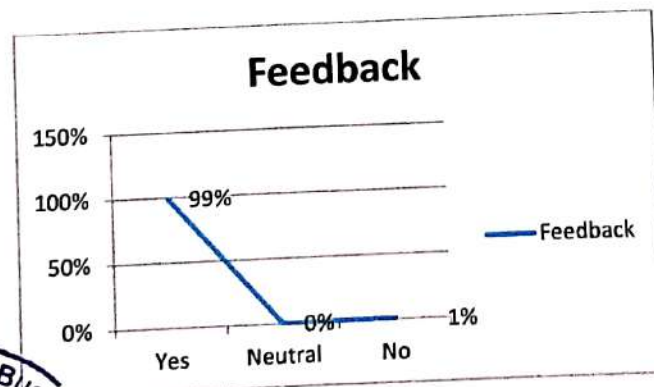
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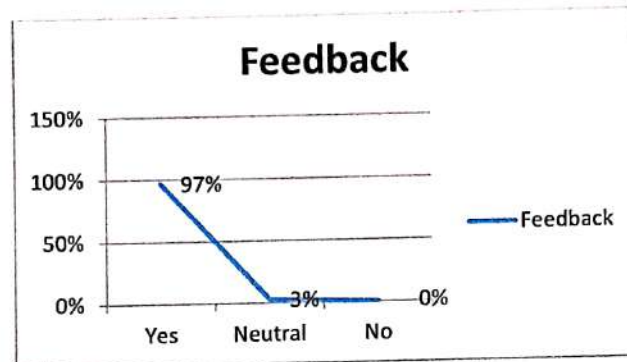


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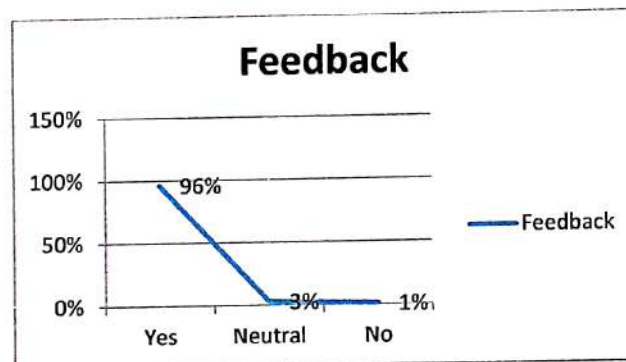
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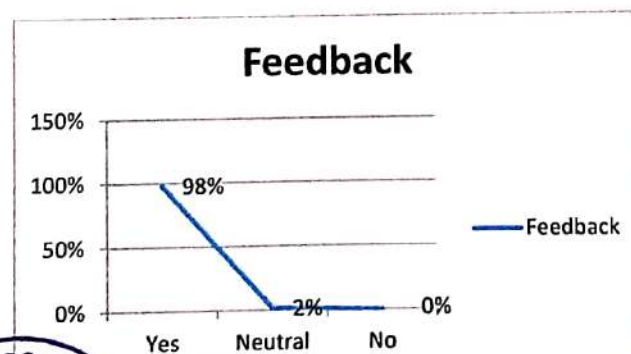
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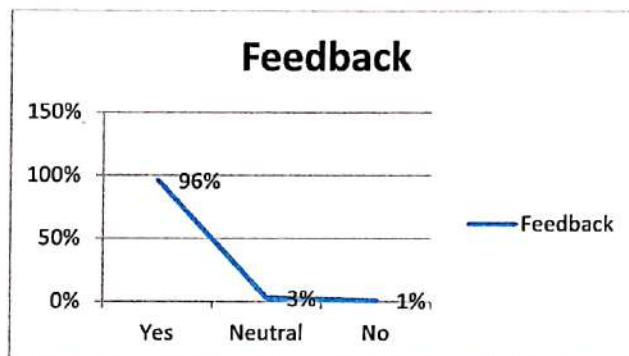


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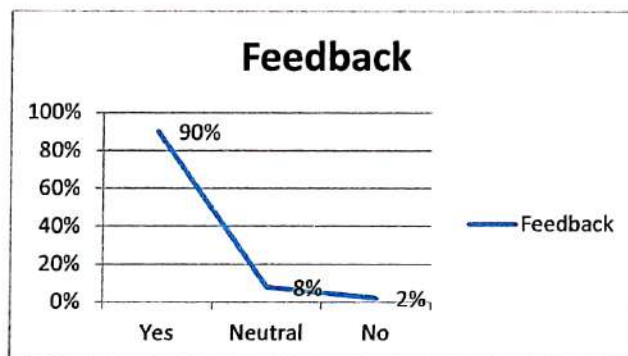
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9. Were the course objectives and learning outcomes clearly defined and communicated at the beginning of the course?



10. Is their scope of enhancing the course content, structure, or delivery by the course guide?



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2	18HX1E00B5	HARIKATHA SAI CHANDRA RAJU	H. Sairam
3	18HX1E00B6	JANGAMANNAGARI NAGARJUNA	J. Nagarjuna
4	18HX1E00B7	JUTURUVEERA PAVAN KUMAR	J.V. Pavankumar
5	18HX1E00B8	KURUBA SUPRIYA	K. Supriya
6	18HX1E00B9	KADAPALLI MADHAVI	K. madhavi
7	18HX1E00C0	KAMMAVARIPALLI RUBIYA	K. Rubiya
8	18HX1E00C1	KATHI YAVANIKA	K. Yavanika
9	18HX1E00C2	KONDAKAMARLA AFRINTAJ	K. Afrintaj
10	18HX1E00C3	KONKALA KALYANI	K. Kalyani
11	18HX1E00C4	KRISHNAPURAM TEJA	K. Teja
12	18HX1E00C5	MALYAM MANEESHA HEENA	Maneesh
13	18HX1E00C6	MAARAKA UMA DEVI	U. Devi
14	18HX1E00C7	MADDHA SIVA KUMAR	M. Siva Kumar
15	18HX1E00C8	MANNUTTARA LALITHA	Lalitha M.
16	18HX1E00C9	MEDAGAM SOUJANYA	M. Soujanya
17	18HX1E00D0	MIDDILI JAGADEESH REDDY	J. Jagadeesh
18	18HX1E00D1	MULAKALA BHARGAVI	M. Bhargavi
19	18HX1E00D2	N NAVEEN KUMAR	N. Naveen Kumar
20	18HX1E00D3	PALLE SUDARSHAN REDDY	P. Sudarshan
21	18HX1E00D4	PANDILLAPALLE SIREESHA	Sireesha P.
22	18HX1E00D5	PATIL RAGHUNATH REDDY	P. Raghunath
23	18HX1E00D6	PEDDARAMANNAGARI HARITHA	P. Haritha
24	18HX1E00D7	PINAGADI SAI PRASANTH	P. Sai Prasanth



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**REPORT ON ADD-ON COURSE PORTFOLIO SELECTION AND RISK MANAGEMENT
(2018-2019)**

Date: Dec 26th, 2019.

Venue: SSB Campus.

Participants: Students of MBA.

Add On course Time Schedule for year 2018 – 2019:

S.No	Day	Time	Venue
1	Monday	02:00 PM to 03:00 PM	Computer Lab
2	Tuesday	02:00 PM to 03:00 PM	Computer Lab
3	Wednesday	02:00 PM to 03:00 PM	Computer Lab
4	Thursday	02:00 PM to 03:00 PM	Seminar Hall
5	Friday	02:00 PM to 05:00 PM	Seminar Hall
6	Saturday	02:00 PM to 05:00 PM	Seminar Hall

COURSE : Portfolio Selection and Risk Management

COURSE INSTRUCTOR: DR. RAJENDRA PRASAD

OVERVIEW OF THE COURSE

The Portfolio Selection and Risk Management add-on course provides a comprehensive overview of portfolio management techniques and strategies, with a focus on effectively managing risk within investment portfolios. This course equips learners with the knowledge and skills necessary to construct well-diversified portfolios and mitigate risks associated with investment decisions.

By the end of the Portfolio Selection and Risk Management add-on course, learners will have a solid understanding of portfolio management principles, risk management techniques, and the



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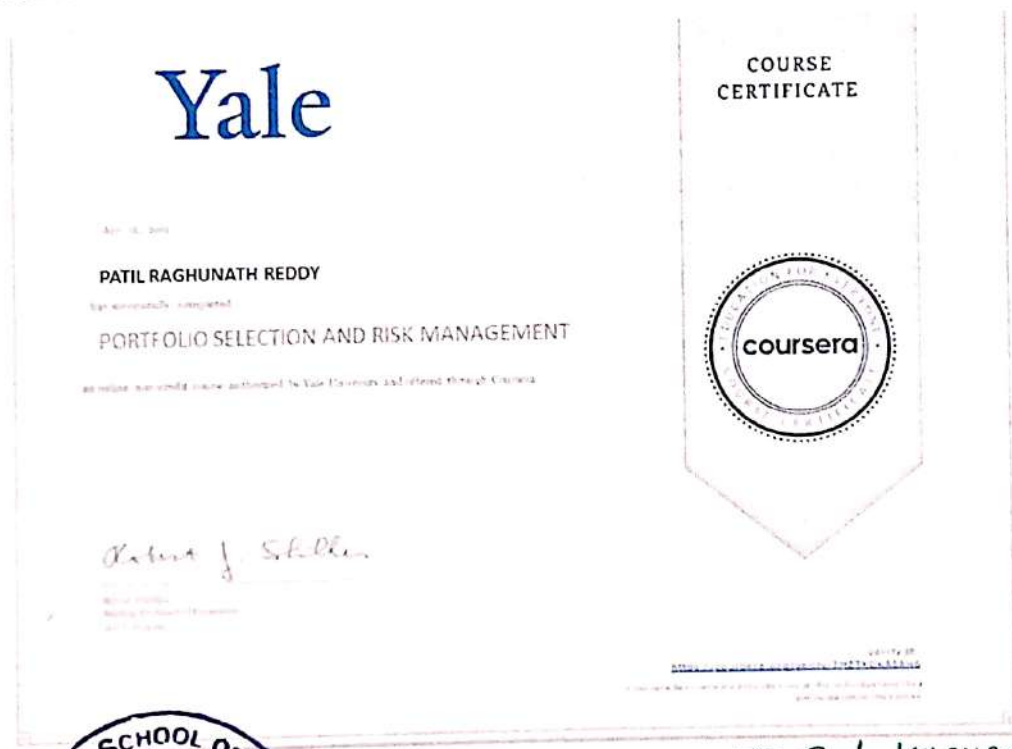
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OUTCOMES OF THE ADD ON COURSE

- **Risk Management Strategies:** You will explore different risk management strategies and techniques employed by portfolio managers, including hedging, diversification, and the use of derivatives. You will learn how to mitigate specific risks, such as market risk, credit risk, interest rate risk, and currency risk, within a portfolio context.
- **Portfolio Performance Evaluation:** You will learn how to evaluate the performance of investment portfolios using various performance measures, such as risk-adjusted returns, alpha, beta, and the Sharpe ratio. You will understand how to interpret these measures and assess the effectiveness of portfolio management strategies.
- **Understanding of Behavioural Finance:** You will gain insights into the field of behavioural finance, which examines the psychological biases and decision-making processes that influence investor behaviour. You will understand how these biases can impact portfolio selection and risk management, and learn strategies to mitigate their effects.

COURSE CERTIFICATE:



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Date: 20-07-2019

CIRCULAR

It is hereby informed to all the MBA students that it is mandatory for in doing at least one **Add On** course for this academic year (2018 -2019). Here is the list and course instructor for the courses.

S.NO	Course Name	Instructor
1	Fundamentals of Financial Markets	DR. T. Venkateshan
2	Portfolio Selection and Risk Management	Dr. Rajendra Prasad
3	Data visualization with advanced excel	DR. Hemanath
4	Marketing in a Digital World	MRS. E. Prashanthi
5	Preparing to Manage Human Resources	Dr. Rama Devi
6	Supply chain logistics	MR. Rajashekar



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COURSE CONTENT:

MODULE	CONTENT
1	INTRODUCTION OF RISK & RETURN: This module introduces the second course in the Investment and Portfolio Management Specialization. In this module, we discuss one of the main principles of investing: the risk-return trade-off, the idea that in competitive security markets, higher expected returns come only at a price – the need to bear greater risk. We develop statistical measures of risk and expected return and review the historical record on risk-return patterns across various asset classes.
2	PORTFOLIO CONSTRUCTION AND DIVERSIFICATION In this module, we build on the tools from the previous module to develop measure of portfolio risk and return. We define and distinguish between the different sources of risk and discuss the concept of diversification: how and why putting risky assets together in a portfolio eliminates risk that yields a portfolio with less risk than its components. Finally, we review the quantitative tools that help us identify the 'best' portfolios with the least risk for a given level of expected return by considering a numerical example using international equity data.
3	MEAN VARIANCE PREFERENCES In this module, we describe how investors make choices. Specifically, we look at how utility functions are used to express preferences. We review measures to describe investors' attitude towards risk. Finally, we discuss how we can summarize investors' preferences using a specific utility function: mean-variance preferences.
4	PORTFOLIO CONSTRUCTION AND DIVERSIFICATION In this module, you will learn about mean-variance optimization: how to make optimal capital allocation and portfolio choice decisions when investors have mean-variance preferences. This was one of the ground-breaking ideas in finance. We will formally set up the investor's portfolio choice problem and learn step-by-step how to solve for the optimal allocation and risky portfolio choice given a set of risky securities. You will also have an opportunity to apply these techniques to a numerical example. This module is slightly more technical than the others. Stick with it... you will not regret it!
5	EQUILIBRIUM ASSET PRICING MODELS In this module; we build on the insights obtained from modern portfolio theory to understand how risk and return are related in equilibrium. We first look at the main workhorse model in finance, the Capital Asset Pricing Model and discuss the expected return-beta relationship. We then turn our attention to multi-factor models, such as the Fama-French three-factor model.

Dr. Balakrishna

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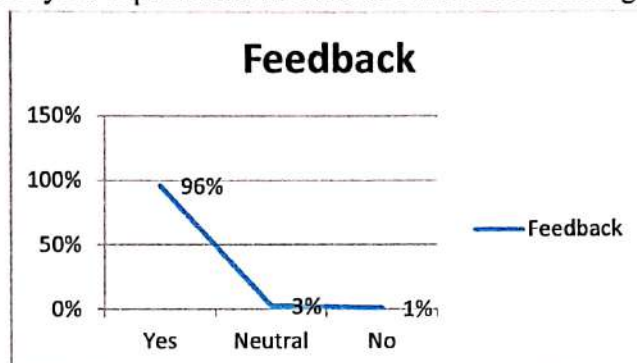
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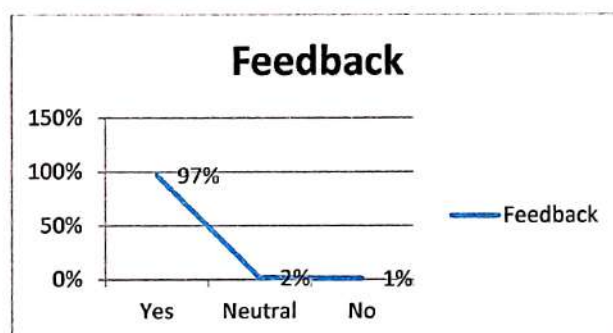
FEEDBACK ON ADD ON COURSE

The feedback of the entire online course was taken among the students by using 3 scale rating and presented with pie chart representation below...

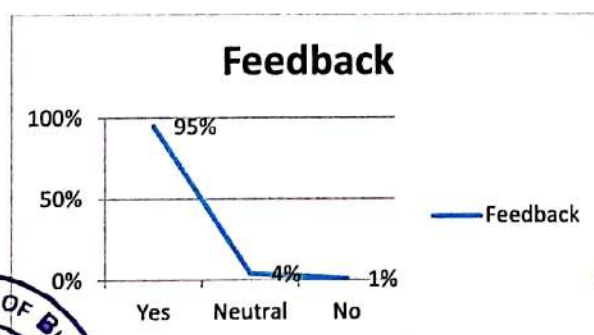
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12. The Specific topics or areas of the course did you find most valuable or interesting?



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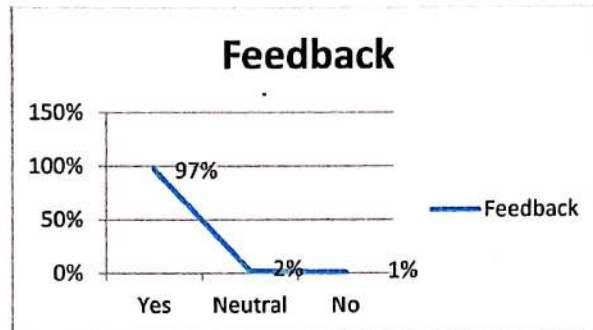


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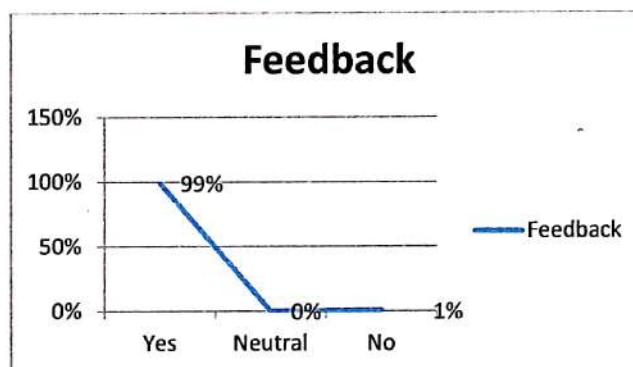
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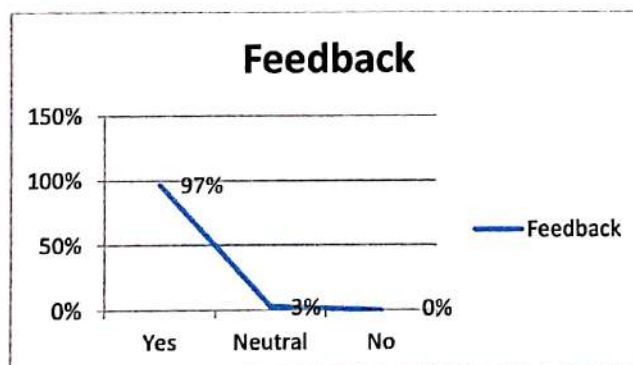
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15. Did the course provide enough opportunities for practical application or hands-on exercises?



16. Did the course provide a good balance between theory and practical application?

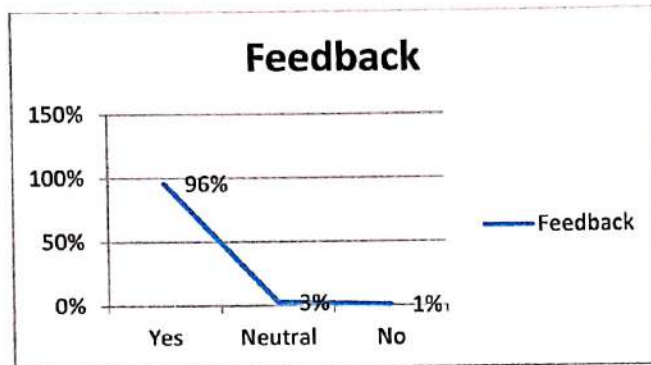


Dr. Balakrishnan

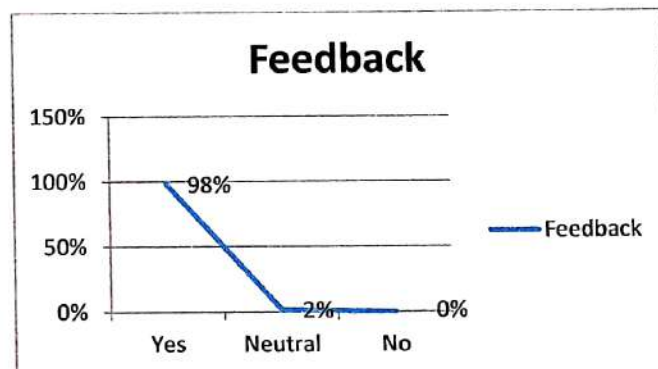
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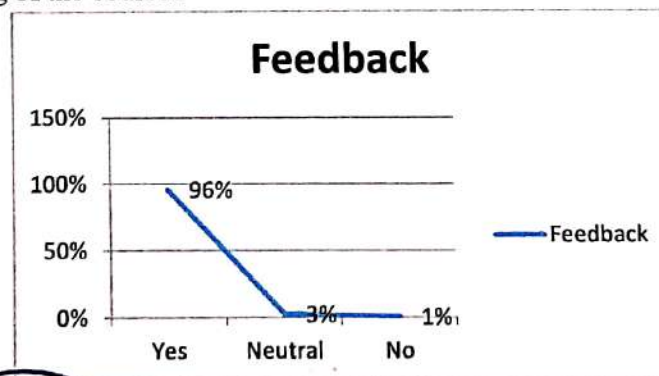
17. Were the assessments and assignments relevant and effective in assessing your understanding of the course material?



18. Did the course contribute to your overall knowledge and skills in the subject matter?



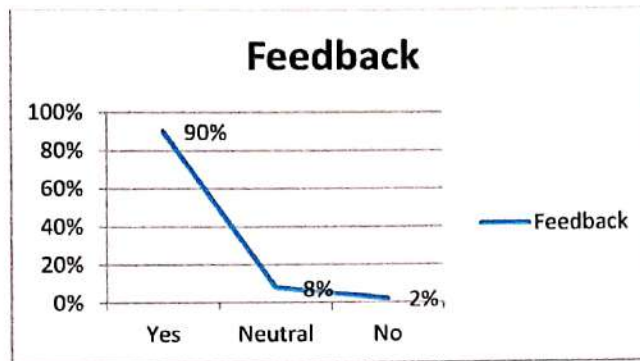
19. Were the course objectives and learning outcomes clearly defined and communicated at the beginning of the course?



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20. Is their scope of enhancing the course content, structure, or delivery by the course guide?



Attendance:

S.No	Hall Ticket No	Student Name	Signature of Candidate
1	18HX1E0085	PADAMATA PADMASREE	P. Padmasree
2	18HX1E0086	PASUPULETI JYOTHI	P. Jyothi
3	18HX1E0087	PUTIKIREDDY MOUNIKA	P. Mounika
4	18HX1E0088	RAMANNAGARI SANDEEP	R. Sandeep
5	18HX1E0089	REDDEM KAVITHA	P. Kavitha
6	18HX1E0090	REYGATIPALLI MAHESWARI	R. Maheswari
7	18HX1E0091	SAKE HEMALATHA	S. Hemalatha
8	18HX1E0092	SHAIK RUBIYA	S. Rubiya
9	18HX1E0093	SRINIVASA P	S. Srinivasa P
10	18HX1E0094	UPPU YASMIN	U. Yasmin
11	18HX1E0097	YADIKI NADIYA	Y. Nadiya
12	18HX1E0098	AKULATHIPPANNA GARI LIKHITHA	A. G. Likhitha
13	18HX1E00A1	BANDAMEEDHAPALLI AMARNATH	B. Amarnath
14	18HX1E00A2	B SAINATH	B. Sainath
15	18HX1E00A3	BAPANAPALLI NARESH	B. Nareesh
16	18HX1E00A4	CHERUKUR MAHESH KUMAR	C. Mahesh Kumar
17	18HX1E00A5	DWARAM JOSEPH REDDY	D. Joseph Reddy
18	18HX1E00A6	EDIGA SRAVANTHI	E. Sravanthi
19	18HX1E00A7	E UPENDRA	E. Upendra
20	18HX1E00A8	ENTHA MADHUSUDAN REDDY	E. Madhusudan Reddy
21	18HX1E00A9	ERURU RAFI	E. Rafi
22	18HX1E00B0	CHAGANTI HASMATHBEE	C. Hasmathbee
23	18HX1E00B1	GAJULA SATISH	G. Satish
24	18HX1E00B3	GOPANAPALLI RAKESH	G. Rakesh

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REPORT ON ADD-ON COURSE DATA VISUALIZATION WITH ADVANCED EXCEL (2018-2019)

Date: Dec 26th, 2019.

Venue: SSB Campus.

Participants: Students of MBA.

Add On course Time Schedule for year 2018 – 2019:

S.No	Day	Time	Venue
1	Monday	02:00 PM to 03:00 PM	Computer Lab
2	Tuesday	02:00 PM to 03:00 PM	Computer Lab
3	Wednesday	02:00 PM to 03:00 PM	Computer Lab
4	Thursday	02:00 PM to 03:00 PM	Seminar Hall
5	Friday	02:00 PM to 05:00 PM	Seminar Hall
6	Saturday	02:00 PM to 05:00 PM	Seminar Hall

COURSE : Data visualization with advanced excel

COURSE INSTRUCTOR: DR.HEMANATH

OVERVIEW OF THE COURSE

The course begins by introducing learners to the importance of data visualization in understanding and communicating information. It covers the fundamental principles of data visualization, including selecting appropriate chart types, designing visually appealing graphics, and effectively communicating data-driven narratives..

By the end of the Data Visualization with Advanced Excel add-on course, learners will have developed proficiency in leveraging advanced Excel features and techniques to create powerful data visualizations. This knowledge will enable them to effectively communicate complex data



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to a broad audience, facilitate data-driven decision-making, and add value to their professional endeavors.

OUTCOMES OF THE ADD ON COURSE

- **Creation of Interactive Dashboards:** You will learn how to build interactive dashboards in Excel, allowing users to explore and interact with data dynamically. You will understand how to use features such as slicers, filters, and conditional formatting to create user-friendly dashboards that convey insights effectively.
- **Charting Techniques and Customization:** You will explore various charting techniques in Excel and learn how to choose the most suitable chart types for different data scenarios. You will gain the skills to customize charts, including formatting axes, labels, titles, legends, and data series, to enhance the clarity and visual impact of your visualizations.
- **Advanced Data Visualization Tools:** You may be introduced to advanced data visualization tools or add-ins that extend Excel's capabilities, such as Power Query and Power Pivot. These tools enable you to perform complex data transformations, create relationships between data tables, and build more sophisticated visualizations.

COURSE CERTIFICATE:



Apr 20, 2023

ANANTHA GOWTHAMI

has successfully completed

DATA VISUALIZATION WITH ADVANCED EXCEL

an online non-credit course authorized by Yale University and delivered through Coursera

Robert J. Stiller
Dean, Yale University
Sanskriti School of Business



COURSE
CERTIFICATE



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Date: 20-07-2019

CIRCULAR

It is hereby informed to all the MBA students that it is mandatory for in doing at least one **Add On course** for this academic year (2018 -2019). Here is the list and course instructor for the courses.

S.NO	Course Name	Instructor
1	Fundamentals of Financial Markets	DR. T. Venkateshan
2	Portfolio Selection and Risk Management	Dr. Rajendra Prasad
3	Data visualization with advanced excel	DR. Hemanath
4	Marketing in a Digital World	MRS. E. Prashanthi
5	Preparing to Manage Human Resources	Dr. Rama Devi
6	Supply chain logistics	MR. Rajashekar



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COURSE CONTENT:

MODULE	CONTENT
1	PREPARING A PROFESSIONAL EXCEL During this first week, you are going to learn about the development of data models and databases. We will cover the components of data sets and the relational database models, database keys, relationships, and joins. We will also look at a tool called Power Pivot that is used to import and prepare data to build relational models, as well as visualize data. By the end of the week, you will have a working knowledge of how to develop a data model. Be sure to complete lessons in the order in which they are sequenced in the course.
2	ADVANCED SCENARIO ANALYSIS This week, we are going to explore three different analytical methods used to help model different scenarios and deal with variable uncertainty. These methods are scenario analysis, sensitivity analysis and simulation. We'll look at what each method is and then go deeper into why and how you use each. Following some guided demonstration, you'll be given a chance to practice in an Excel workbook and demonstrate what you've learned.
3	DATA VISUALIZATION This week we are going to focus on data visualization. We will start off by discussing data visualization basics, outlining the theory and concepts behind data visualization. We will also discuss how to enable effective story telling through the correct selection, creation, and presentation of tables and charts. You'll get a chance to learn how to create detailed graphs and charts to effectively tell a story about your data..
4	DASH BOARDING In the final week of this course, you are going to learn how to create a dynamic dashboard. We are going to discuss how to establish a good understanding of your audience and how to collect key requirements in order to determine what type of dashboard to build. We will talk about some guiding design principles and things to consider when building a dashboard. You'll have a chance to practice everything you learn this week by creating your own functional dashboard in Excel.

FEEDBACK ON ADD ON COURSE

The feedback of the entire online course was taken among the students by using 3 scale rating and presented with pie chart representation below...

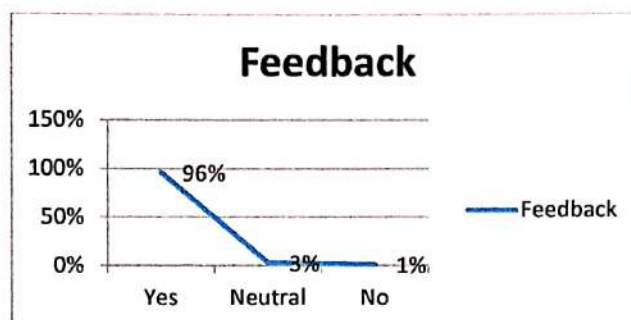


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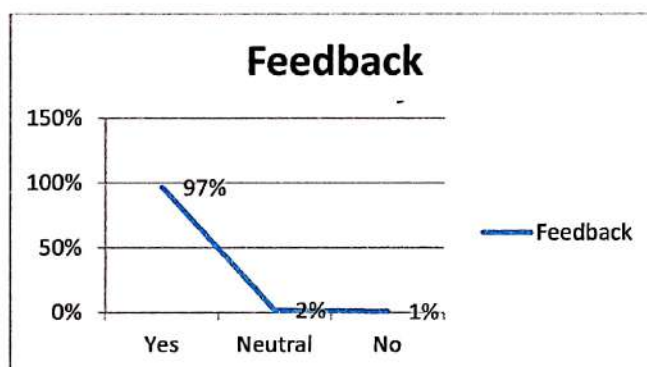
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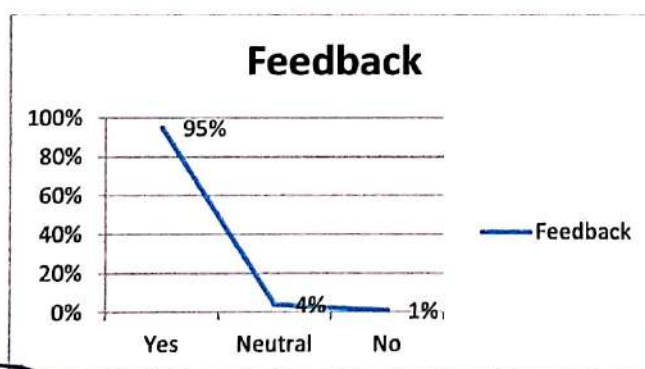
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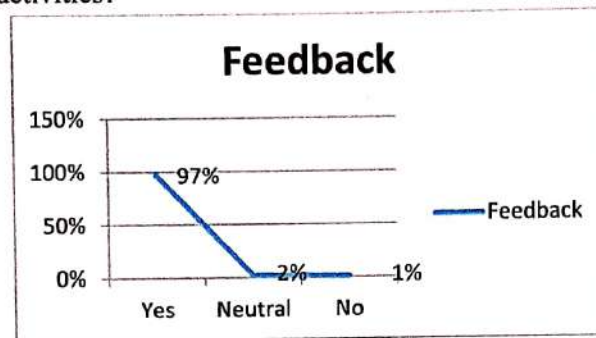


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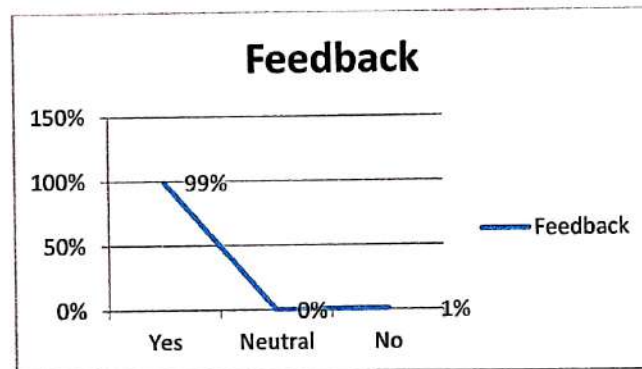
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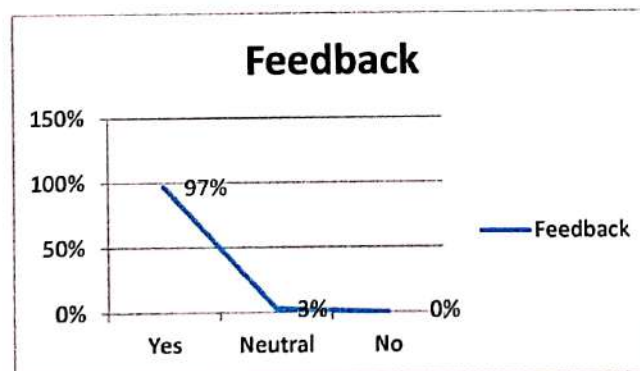
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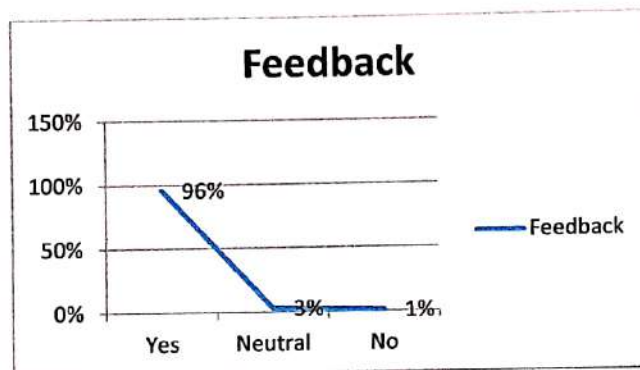
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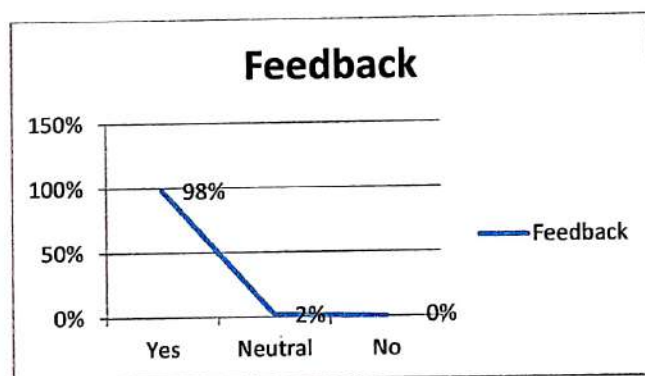
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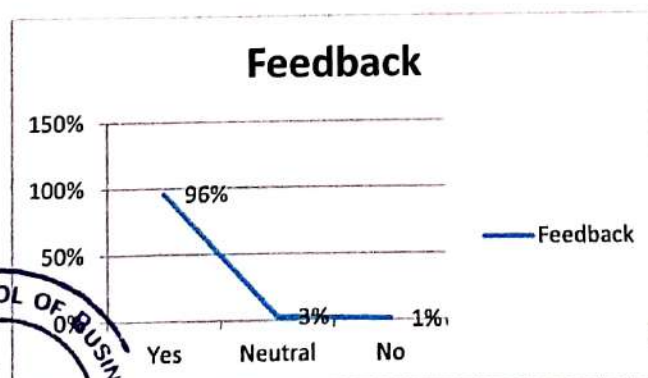
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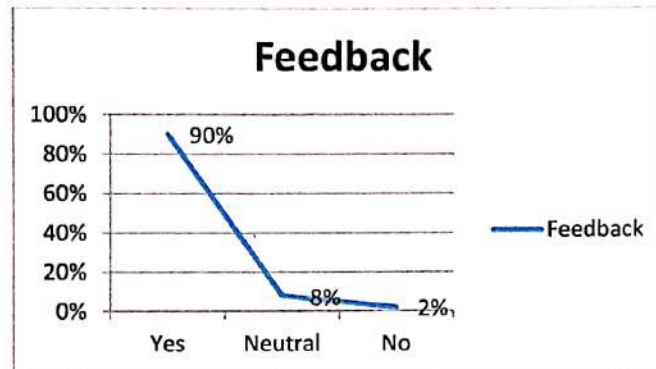


9. Were the course objectives and learning outcomes clearly defined and communicated at the beginning of the course?



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PRINCIPAL
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Ananthapuramu (Dt.) A.P.

10. Is their scope of enhancing the course content, structure, or delivery by the course guide?



Attendance:

S.No	Hall Ticket No	Student Name	Signature of Candidate
1	18HX1E0059	CHAKALA SUDHAKAR	C. Sudhakara
2	18HX1E0060	CHAKALI SURESH	C. Suresh
3	18HX1E0061	CHANGALA JAYAVARDHAN	C. Jayavardhan
4	18HX1E0062	CHEDU POTHULA SARASWATHI	C. Saraswathi
5	18HX1E0063	CHILLA NARESH	C. Naresh
6	18HX1E0064	DUSSA SUJITHA	D. Sujitha
7	18HX1E0065	E S TEJASWINI	E.S. Tejaswini
8	18HX1E0066	GANGINEPALLY VINODH KUMAR	G. Vinodh Kumar
9	18HX1E0067	GOLLA MOUNIKA	G. Mounika
10	18HX1E0068	J SRAVANI	J. Sravani
11	18HX1E0069	JAKATHI MOHAMMED ALI	J. Mohammed Ali
12	18HX1E0070	K C VARSHA LEKHA	K.C. Varsha Lekha
13	18HX1E0071	KARANAM SAI PRIYA	K. Sai Priya
14	18HX1E0072	KATREDDY POOJITHA	K. Poojitha
15	18HX1E0073	KESANI BHARATHI	K. Bharathi
16	18HX1E0075	KUMAVATH UMAMAHESWARI	K. Umamaheswari
17	18HX1E0076	M V LALATAKSH	M.V. Lalataksh
18	18HX1E0077	MADURUMAHESWARA REDDY	M. Madurumahaswara Reddy
19	18HX1E0078	MANDALA PRUTHVI KALYAN	M. Pruthvi Kalyan
20	18HX1E0079	MANENI KRISHNAVENI	M. Krishna Veni
21	18HX1E0081	N AMTUL SAFIYA FATHIMA	N. Asfiya
22	18HX1E0082	NALLABHUTHALA AVINASH	N. Avinash
23	18HX1E0083	NESE HEMALATHA	N. Hemalatha
24	18HX1E0084	PACHIPALA INDIRA	P. Indira



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REPORT ON ADD-ON COURSE Marketing in a Digital WORLD (2018-2019)

Date: Dec 26th, 2019.

Venue: SSB Campus.

Participants: Students of MBA.

Add On course Time Schedule for year 2018 – 2019:

S.No	Day	Time	Venue
1	Monday	02:00 PM to 03:00 PM	Computer Lab
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6	Saturday	02:00 PM to 05:00 PM	Seminar Hall

COURSE : Marketing in a Digital World

COURSE INSTRUCTOR: MRS.E.PRASHANTHI

OVERVIEW OF THE COURSE

The course begins by introducing learners to the foundational principles of marketing and how they apply in the digital context. It explores the shift from traditional marketing to digital marketing and the importance of understanding consumer behavior, market segmentation, and targeting in the digital space.



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By the end of the Marketing in a Digital World add-on course, learners will have a solid understanding of digital marketing strategies, techniques, and best practices. This knowledge will enable them to create effective digital marketing campaigns, reach target audiences, and drive business growth in the dynamic and ever-evolving digital landscape.

OUTCOMES OF THE ADD ON COURSE

- **Social Media Marketing:** You will gain knowledge and skills related to social media marketing, including effective social media strategies, content creation and duration, community management, influencer marketing, and social media advertising. You will understand how to engage with target audiences and build brand presence on popular social media platforms.
- **Search Engine Optimization (SEO):** You will learn the fundamentals of search engine optimization and how to improve the visibility and ranking of websites in search engine results. You will understand key SEO techniques, keyword research, on-page optimization, link building, and measuring SEO effectiveness.
- **Pay-Per-Click Advertising (PPC):** You will gain an understanding of pay-per-click advertising and how to create and manage PPC campaigns effectively. You will learn about platforms such as Google Ads and Bing Ads, keyword targeting, ad copywriting, bid management, and campaign optimization.

COURSE CERTIFICATE:



APR 10 2024

MONDI PRAMEELA


has successfully completed


MARKETING IN A DIGITAL WORLD

an online self-paced course, authorized by Yale University and offered through Coursera.

[Signature]

COURSE
CERTIFICATE





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PIN : 515 134
PRASHANTHI GRAM

Dr. Balakrishna

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Date: 20-07-2019

CIRCULAR

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2	Portfolio Selection and Risk Management	Dr. Rajendra Prasad
3	Data visualization with advanced excel	DR. Hemanath
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5	Preparing to Manage Human Resources	Dr. Rama Devi
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DR. BALAKRISHNA

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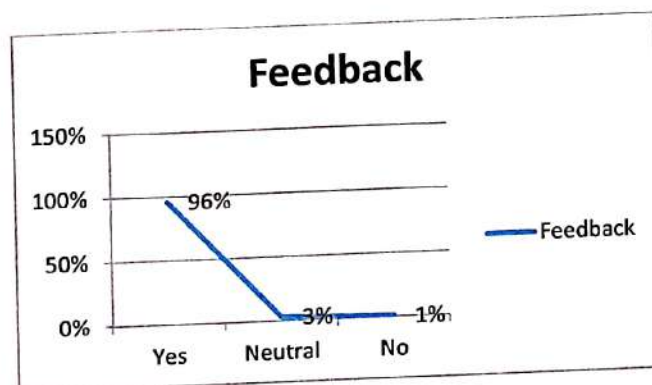
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PUTTAPARTHI - 515134,
Ananthaapuram Dt., A.P.

MODULE	CONTENT
1	COURSE OVERVIEW AND HOW DIGITAL TOOLS ARE CHANGING PRODUCT In this first module, you will become familiar with the course, your instructor, your classmates, and our learning environment. In this module, you will learn how new digital tools are enabling customers to take a more active role in developing and sharing products.
2	HOW DIGITAL TOOLS ARE CHANGING THE PRODUCT In this module, you learn how new digital tools are enabling customers to take a more active role in promotion activities.
3	HOW DIGITAL TOOLS ARE CHANGING THE PLACEMENT In this module, you learn how new digital tools are altering the distribution of products and revolutionizing the retail landscape.
4	HOW DIGITAL TOOLS ARE CHANGING THE PRICE In this module, you will learn how new digital tools are enabling customers to take a more active role in setting the prices they pay for the products they buy.

FEEDBACK ON ADD ON COURSE

The feedback of the entire online course was taken among the students by using 3 scale rating and presented with pie chart representation below...

- Did the course meet your expectations in terms of content and learning outcomes?

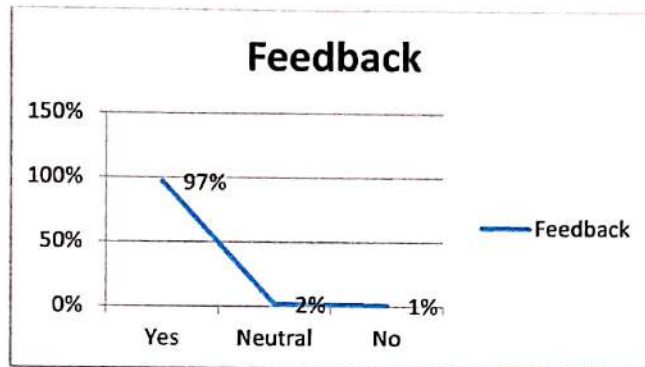


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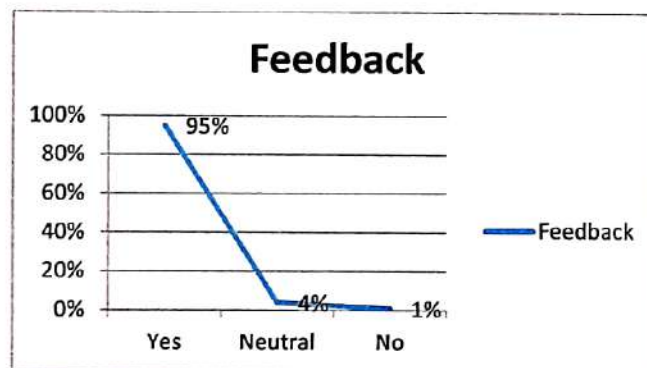
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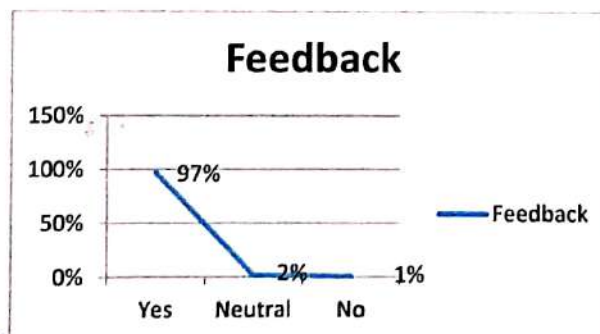
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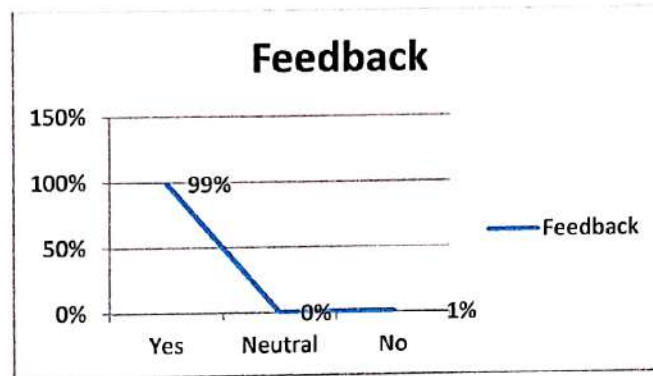


Dr. Balakrishnan

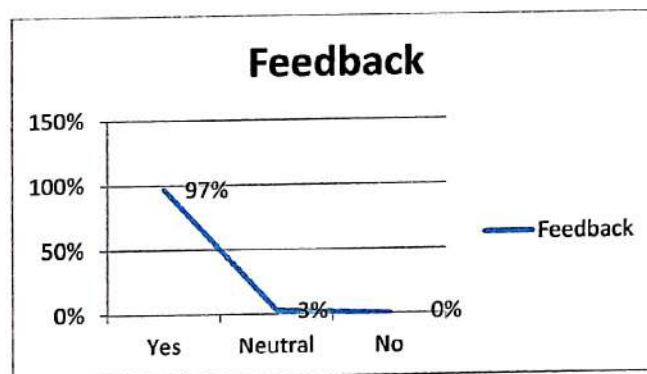
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Ananthapuramu (Dt.) A.P.

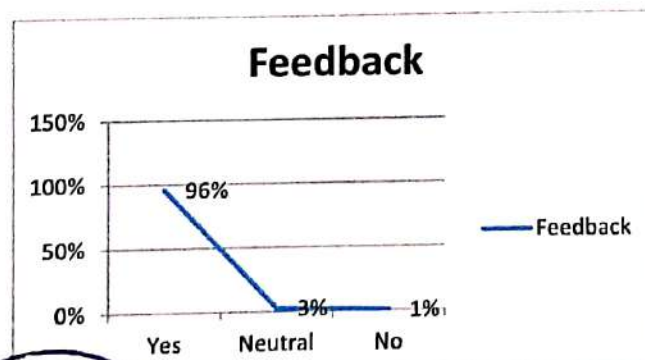
5. Did the course provide enough opportunities for practical application or hands-on exercises?



6. Did the course provide a good balance between theory and practical application?



7. Were the assessments and assignments relevant and effective in assessing your understanding of the course material?

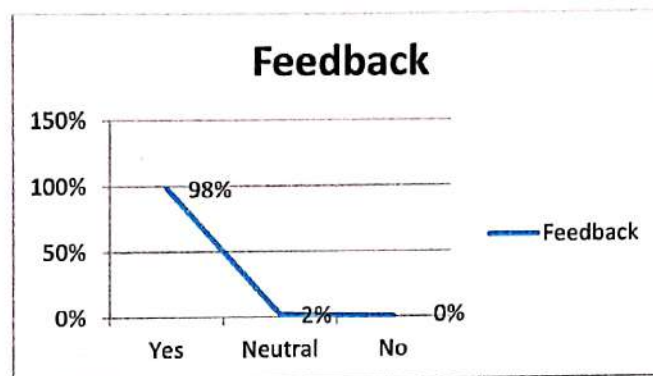


Dr. Balakdeswari

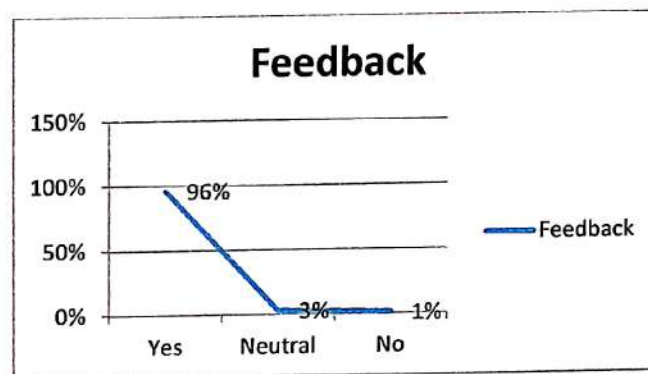
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Ananthapuramu (Dist.) A.P.

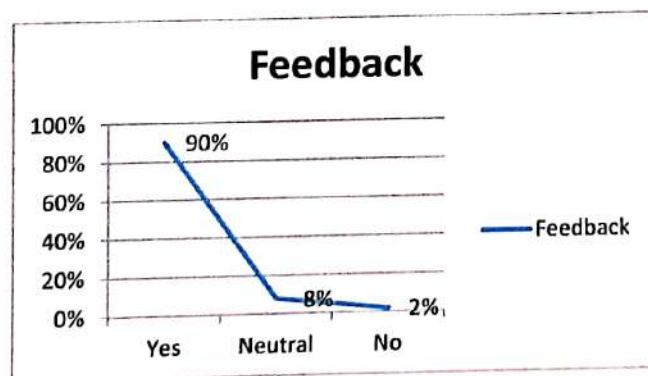
8. Did the course contribute to your overall knowledge and skills in the subject matter?



9. Were the course objectives and learning outcomes clearly defined and communicated at the beginning of the course?



10. Is their scope of enhancing the course content, structure, or delivery by the course guide?



Dr. Balakrishnani

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PUTTAPARTHI - 515134,
Ananthapuramu (T.S.R.A.P.)



Attendance:

S.No	Hall Ticket No	Student Name	Signature of Candidate
1	18HX1E0028	MANGALA SAI TEJA	M. Sai teja
2	18HX1E0029	MONDI PRAMEELA	M. Prameela
3	18HX1E0031	NALLANI RUKMINI	R. Rukmini
4	18HX1E0032	NALLANNAGARI RAMESH	N. Ramesh
5	18HX1E0034	P V VIDYA RANI	P. Vidya Rani
6	18HX1E0035	POTLAMARRI SUMANTH	P. Sumanth
7	18HX1E0036	TAMKIN MAZEDA	T. Mazeda
8	18HX1E0037	RALLAPALLI SREENIVASA REDDY	R. Sreenivasa Reddy
9	18HX1E0038	SHAIK YASMIN	S. Yasmin
10	18HX1E0039	SYED GOUSELAZAM	S. Gouselezam
11	18HX1E0040	TALLAPALLI SUPRAJA	T. Supraja
12	18HX1E0041	THARIKONDA AFRIN	T. Afrin
13	18HX1E0042	TIMUNAGANI MAMATHA	T. Mamatha
14	18HX1E0044	VADDI UMA DEVI	V. Umadevi
15	18HX1E0045	V CHANDRA OBULA REDDY	V. Chandrababu Reddy
16	18HX1E0047	Y NANDAKUMAR REDDY	Y. Nandakumar
17	18HX1E0048	ADIRALA SURESH KUMAR	A. Suresh Kumar
18	18HX1E0049	AKUTHOTA LAVANYA	A. Lavanya
19	18HX1E0050	B DEVARAJU	B. Deva Raju
20	18HX1E0051	BEGALA SIREESHA	B. Siresha
21	18HX1E0054	BILLE MAHESH BABU	B. Mahesh Babu
22	18HX1E0055	BOBBILI TULASI	B. Tulasi
23	18HX1E0057	BOYA HARIKRISHNA	B. Harikrishna
24	18HX1E0058	CHAKKA CHARAN TEJA	C. Charan Teja

Dr. Balakrishna

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REPORT ON ADD-ON COURSE PREPARING TO MANAGE HUMAN RESOURCES (2018-2019)

Date: Dec 26th, 2019.

Venue: SSB Campus.

Participants: Students of MBA.

Add On course Time Schedule for year 2018 – 2019:

S.No	Day	Time	Venue
1	Monday	02:00 PM to 03:00 PM	Computer Lab
2	Tuesday	02:00 PM to 03:00 PM	Computer Lab
3	Wednesday	02:00 PM to 03:00 PM	Computer Lab
4	Thursday	02:00 PM to 03:00 PM	Seminar Hall
5	Friday	02:00 PM to 05:00 PM	Seminar Hall
6	Saturday	02:00 PM to 05:00 PM	Seminar Hall

COURSE 5: Preparing to Manage Human Resources

COURSE INSTRUCTOR: DR. RAMA DEVI

OVERVIEW OF THE COURSE

The course begins by introducing learners to the strategic importance of human resource management (HRM) and its alignment with organizational goals. It covers the evolving role of HR professionals and the various functions they perform, including talent acquisition, training and development, performance management, employee relations, and compensation and benefits.

Learners will gain insights into the legal and ethical considerations in HRM, including equal employment opportunity, diversity and inclusion, labour laws, and employee rights. They will understand the importance of compliance with legal requirements and ethical standards in managing human resources effectively.



Dr. Balakrishna

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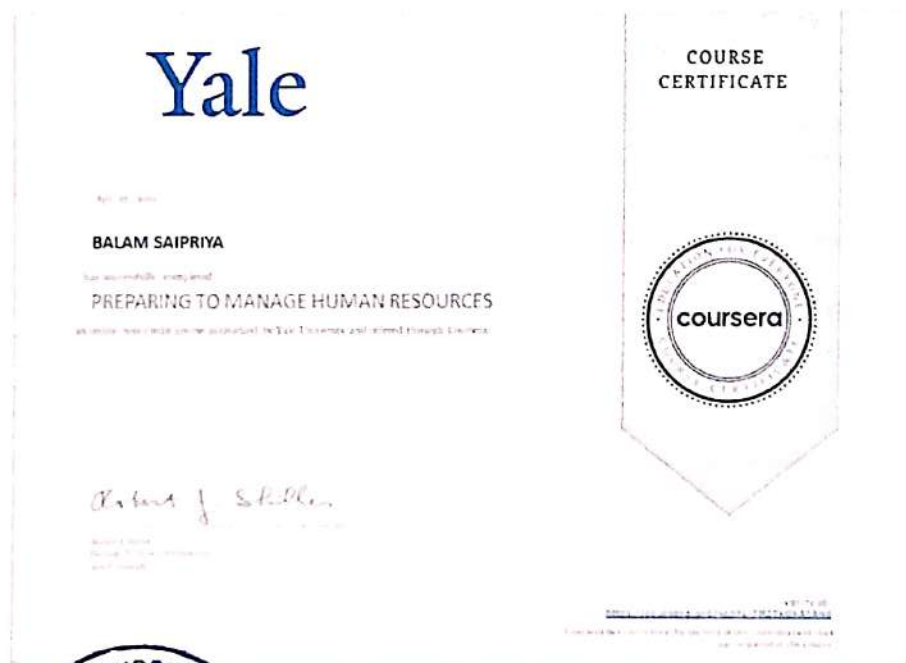
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PUTTAPARTHI - 515134
Ananthapuramu (D.C.) A.P.

By the end of the Preparing to Manage Human Resources add-on course, learners will have a solid understanding of the key principles and practices in HRM. This knowledge will prepare them to take on managerial roles in human resources, contribute to organizational success through effective HR practices, and address the challenges and opportunities in managing a diverse workforce.

OUTCOMES OF THE ADD ON COURSE

- **HR Metrics and Analytics:** You will gain knowledge of HR metrics and analytics to measure the effectiveness of HR programs and initiatives. You will learn how to collect and analyze HR data to make informed decisions, identify trends, and improve HR practices.
- **Ethical Considerations in HR Management:** You will develop an understanding of ethical considerations in HR management, including confidentiality, privacy, and fairness. You will learn about ethical decision-making frameworks and the importance of maintaining ethical standards in HR practices.
- **HR Leadership and Strategic Alignment:** You will understand the role of HR in strategic planning and organizational development. You will learn how to align HR practices with business goals, contribute to strategic decision-making, and act as a strategic partner within the organization.

COURSE CERTIFICATE:



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Date: 20-07-2019

CIRCULAR

It is hereby informed to all the MBA students that it is mandatory for in doing at least one **Add On course** for this academic year (2018 -2019). Here is the list and course instructor for the courses.

S.NO	Course Name	Instructor
1	Fundamentals of Financial Markets	DR. T. Venkateshan
2	Portfolio Selection and Risk Management	Dr. Rajendra Prasad
3	Data visualization with advanced excel	DR. Hemanath
4	Marketing in a Digital World	MRS. E. Prashanthi
5	Preparing to Manage Human Resources	Dr. Rama Devi
6	Supply chain logistics	MR. Rajashekar



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DR. BALAKRISHNAN

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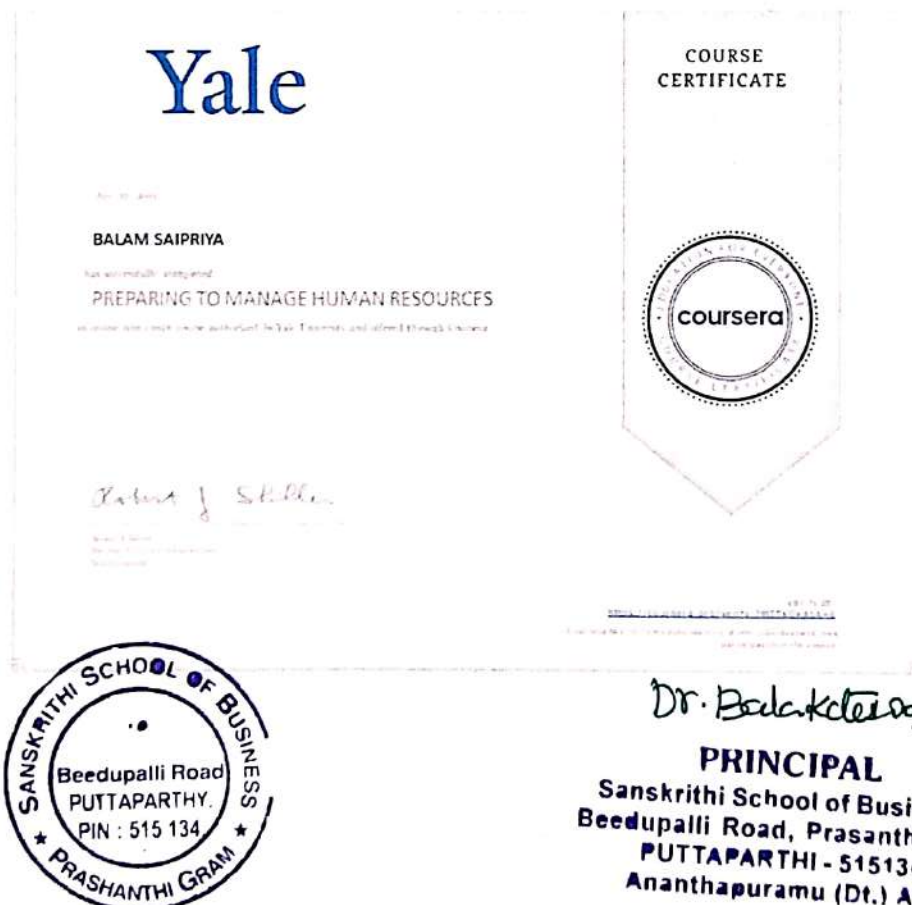
Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515 134,
Ananthapuramu (Dist) A.P.

By the end of the Preparing to Manage Human Resources add-on course, learners will have a solid understanding of the key principles and practices in HRM. This knowledge will prepare them to take on managerial roles in human resources, contribute to organizational success through effective HR practices, and address the challenges and opportunities in managing a diverse workforce.

OUTCOMES OF THE ADD ON COURSE

- **HR Metrics and Analytics:** You will gain knowledge of HR metrics and analytics to measure the effectiveness of HR programs and initiatives. You will learn how to collect and analyze HR data to make informed decisions, identify trends, and improve HR practices.
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- **HR Leadership and Strategic Alignment:** You will understand the role of HR in strategic planning and organizational development. You will learn how to align HR practices with business goals, contribute to strategic decision-making, and act as a strategic partner within the organization.

COURSE CERTIFICATE:



MODULE	CONTENT
1	<p>ALTERNATIVE APPROACHES TO MANAGING HUMAN RESOURCES:</p> <p>Welcome to the first week of this course! This section starts with an introduction to the course, and then we'll spend two lessons looking at alternative ways of managing human resources. After completing this module, you will be able to...</p> <ul style="list-style-type: none"> • Explain why managing people are important. • Compare strategies for managing human resources. • Evaluate the fit between an organization's HR strategy, a manager's style(s), and the business environment. • Recommend strategies and styles for managing people in a particular situation.
2	<p>WHAT MAKE EMPLOYEE WORKS? MONEY, OFCOURSE</p> <p>Welcome to the second module of this course! We'll be focusing on the monetary reasons for working, and the lessons for managers that result. After completing this module, you will be able to...</p> <ul style="list-style-type: none"> • Explain how money can motivate some workers. • Identify key managerial concerns if workers are self-interested and view work economically. • Develop strategies for addressing these key concerns using insights from economics.
3	<p>WHAT MAKE EMPLOYEE WORK REVISITING ---NONMONETARY MOTIVATIONS</p> <p>Welcome to the third module of this course! We'll be focusing on the non-monetary reasons for working, and the lessons for managers that result. After completing this module, you will be able to...</p> <ul style="list-style-type: none"> • Explain at least four different reasons that people work not related to money. • Identify key managerial concerns when workers work for different non-monetary reasons. • Develop strategies for addressing these key concerns using insights from psychology and sociology. • Justify the (in) application of insights from economics, psychology, and sociology in different situations.
4	<p>THE PEOPLE MANAGER AS PART OF A COMPLEX SYSYTEM</p> <p>Welcome to the fourth and final module of this course! In this section, we'll finish laying a foundation for managing human resources by looking at the constraints faced by managers, especially the legal environment. After completing this module, you will be able to...</p> <ul style="list-style-type: none"> • Explain at least four constraints that influence how human resources are managed in a particular organization. • Compare the ways in which the law does and does not see employment as a typical contractual relationship. • Create a list of legal and illegal HRM practices in your country. • Judge when to use strategies for managing people that go beyond what the law requires.



Dr. Balakrishna

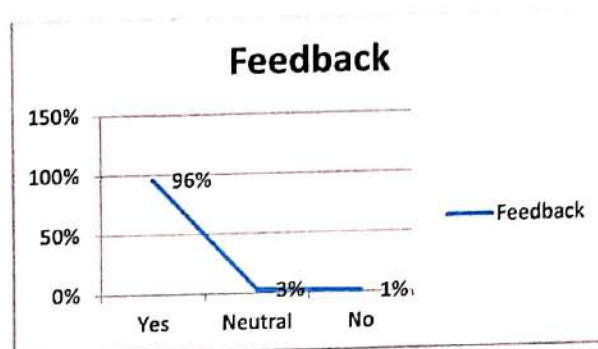
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PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.

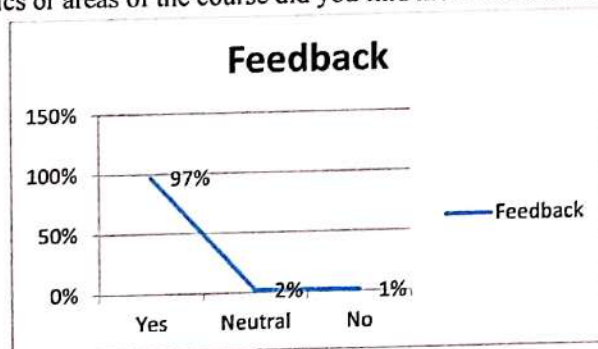
FEEDBACK ON ADD ON COURSE

The feedback of the entire online course was taken among the students by using 3 scale rating and presented with pie chart representation below...

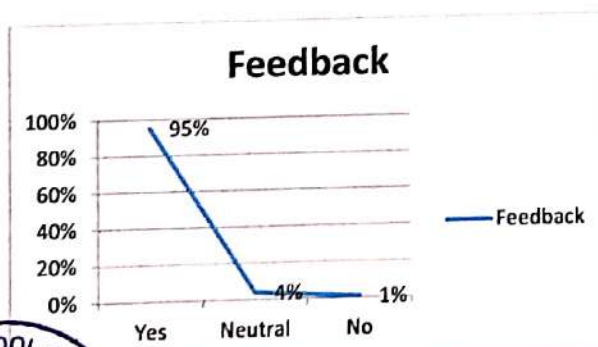
1. Did the course meet your expectations in terms of content and learning outcomes?



2. The Specific topics or areas of the course did you find most valuable or interesting?



3. Were the course materials and resources provided by course guide are helpful in understanding the concepts and applying the knowledge?

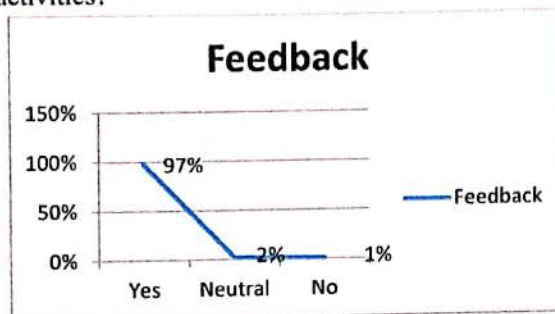


Dr. Balakrishna

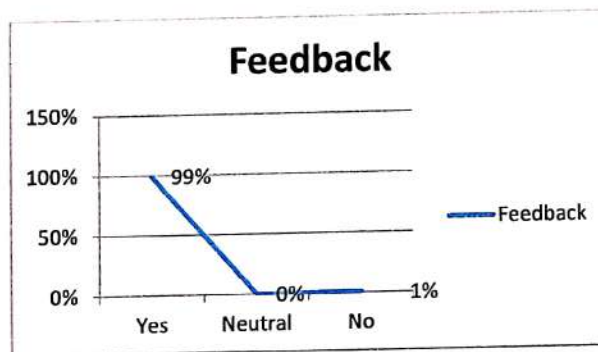
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Ananthapuramu (Dt.) A.P.

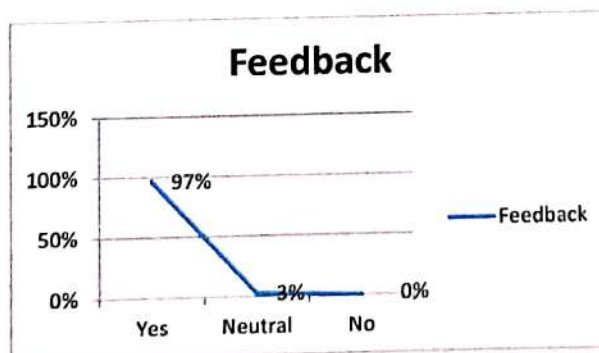
4. How effective was the instructor in delivering the course content and facilitating discussions or activities?



5. Did the course provide enough opportunities for practical application or hands-on exercises?



6. Did the course provide a good balance between theory and practical application?

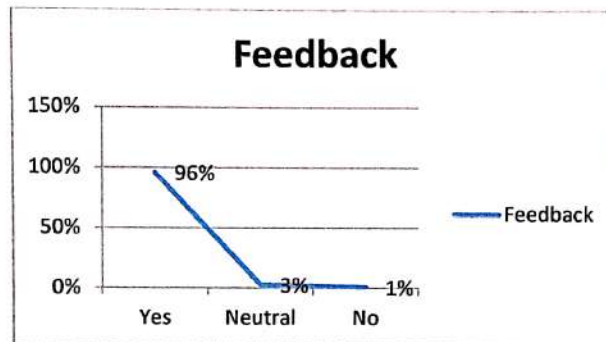


Dr. Balakotam

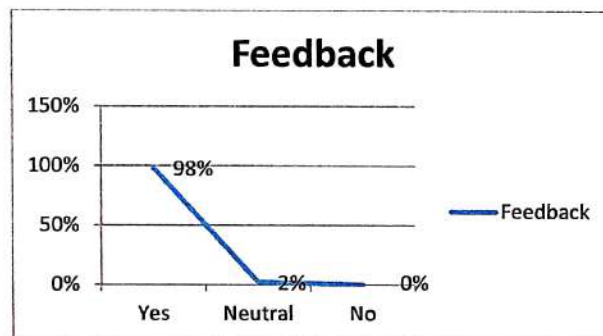
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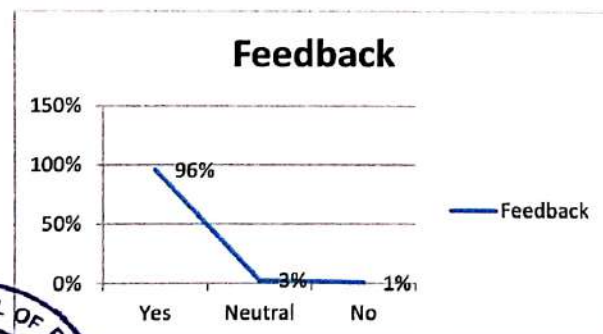
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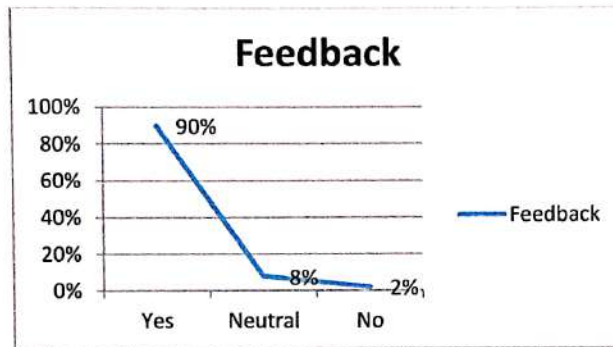


Dr. Balakoteswari

PRINCIPAL

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PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.

10. Is their scope of enhancing the course content, structure, or delivery by the course guide?



Attendance:

S.No	Hall Ticket No	Student Name	Signature of Candidate
1	18HX1E0001	AGGOLLA ANIL KUMAR	A. Anil Kumar
2	18HX1E0002	B SAI CHARAN	B. Saicharan
3	18HX1E0003	BALIGOLLA NAGAMANI	B. Nagamani
4	18HX1E0004	BHONSLE PARIMALA	B. Parimala
5	18HX1E0005	BONALA VAMSI KRISHNA	B. Vamsi Krishna
6	18HX1E0006	BOYA SAILEELA	B. Saileela
7	18HX1E0007	BURUJU KATI THANUJA	B. Thanuja
8	18HX1E0009	DASARI CHAITHANYA RUMAR	D. Chaithanya
9	18HX1E0010	EDIGA RAJASEKHAR GOWD	E. Rajasekhara
10	18HX1E0011	ENKEKALAVA LAKSHMI	E. Lakshmi
11	18HX1E0013	GANGANA VANAJA	G. Vanaja
12	18HX1E0014	GATTU RAMU	G. Ramu
13	18HX1E0015	GOLLA OBULESH	G. Obulesh
14	18HX1E0016	GOOTY PREM KUMAR REDDY	G. Prem
15	18HX1E0017	JALADURGAM BHAVANA	J. Bhavana
16	18HX1E0018	JAMBUGUMPALA LAKSHMI	J. Lakshmi
17	18HX1E0019	K LEELAVATHI	K. Leelavathi
18	18HX1E0020	K BALAKRISHNA	K. Balakrishna
19	18HX1E0021	KANISSETTY PALLI ISMAIL JABIULLA	K. Ismail Jabiulla
20	18HX1E0022	KODIPALLI PALLAVI	K. Pallavi
21	18HX1E0023	KOSTAGI SABINA	K. Sabina
22	18HX1E0024	LINGIREDDY SWAPNA	L. Swapna
23	18HX1E0025	MALIREDDYGARI SRAVANI	M. Sravani
24	18HX1E0026	MALLEMPUTI HANITHA	M. Hanitha



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REPORT ON ADD-ON COURSE SUPPLY CHAIN LOGISTICS (2018-2019)

Date: Dec 26th, 2019.

Venue: SSB Campus.

Participants: Students of MBA.

Add On course Time Schedule for year 2018 – 2019:

S.No	Day	Time	Venue
1	Monday	02:00 PM to 03:00 PM	Computer Lab
2	Tuesday	02:00 PM to 03:00 PM	Computer Lab
3	Wednesday	02:00 PM to 03:00 PM	Computer Lab
4	Thursday	02:00 PM to 03:00 PM	Seminar Hall
5	Friday	02:00 PM to 05:00 PM	Seminar Hall
6	Saturday	02:00 PM to 05:00 PM	Seminar Hall

COURSE: SUPPLY CHAIN LOGISTICS

COURSE INSTRUCTOR: MR. RAJASHEKAR

OVERVIEW OF THE COURSE

The Block chain Supply Management course provides a comprehensive overview of block chain technology and its application in supply chain management. This course is designed to equip learners with the knowledge and skills necessary to understand the potential benefits and challenges of implementing block chain solutions in supply chains.

Real-world case studies and practical projects are incorporated into the course to provide learners with hands-on experience. They will have the opportunity to analyse real-world examples and design block chain solutions for supply chain challenges.



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By the end of the Block chain Supply Management course, learners will have a comprehensive understanding of block chain technology and its potential application in supply chain management. They will be equipped with the knowledge and skills necessary to assess the feasibility of blockchain adoption, design block chain solutions, and drive innovation in supply chain processes.

OUTCOMES OF THE ADD ON COURSE

- **Smart Contracts and Supply Chain Automation:** Learners will explore the concept of smart contracts and their application in supply chain management. They will understand how smart contracts can automate processes such as procurement, verification, and payment, reducing the need for intermediaries and enhancing operational efficiency.
- **Enhancing Supply Chain Transparency and Traceability:** Learners will gain insights into how block chain can enhance transparency and traceability in supply chains. They will understand how block chain can provide an auditable and tamper-proof record of transactions, allowing stakeholders to track and verify the origin, movement, and authenticity of goods.
- **Managing Supply Chain Risks:** Learners will learn how blockchain can help manage supply chain risks by providing increased visibility into supplier relationships, ensuring compliance with regulations and standards, and mitigating fraud and counterfeiting risks. They will understand how block chain can enable better risk assessment and mitigation strategies.

COURSE CERTIFICATE:

Yale

GOOTY PREM KUMAR REDDY

for successful completion

SUPPLY CHAIN LOGISTICS

as required and verified online, witnessed by Yale University and offered through Coursera

COURSE
CERTIFICATE



Dr. Bala Koteswari
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Date: 20-07-2019

CIRCULAR

It is hereby informed to all the MBA students that it is mandatory for in doing at least one **Add On course** for this academic year (2018 -2019). Here is the list and course instructor for the courses.

S.NO	Course Name	Instructor
1	Fundamentals of Financial Markets	DR. T. Venkateshan
2	Portfolio Selection and Risk Management	Dr. Rajendra Prasad
3	Data visualization with advanced excel	DR. Hemanath
4	Marketing in a Digital World	MRS. E. Prashanthi
5	Preparing to Manage Human Resources	Dr. Rama Devi
6	Supply chain logistics	MR. Rajashekar



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PRINCIPAL

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DR. BALAKRISHNA

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PUTTAPARTHI - 515134,
Ananthapuramu (D.T.A.P.)

COURSE CONTENT:

MODULE	CONTENT
1	TRANSPORTATION Welcome to the exciting world of logistics! We are going to start by taking a look at transportation. But before we get there, I would like to introduce you to myself. We will cover the different modes of transportation: motor freight, air freight, intermodal, and express delivery. After completing this module, you'll be able to weigh the benefits and drawbacks of different transportation modes. Furthermore, you will demonstrate how transportation systems use different modes to facilitate the efficient movement of goods from origin to destination. Lastly, you will be able to recognize what transportation modes were used by a shipping company just by looking at the tracking statement.
2	WAREHOUSING AND INVENTORY MANAGEMENT This module introduces you to warehousing and inventory management. After completing this module, you will be able to design your own warehousing facility. You will also understand the different types of inventory and why they are important to ensure customers can find the products they are looking for.
3	LOGISTICS MANAGEMENT This module builds on the previously covered building blocks of logistics networks and reviews the implications of putting together a logistics network. After completing this module, you will be ready to tackle the final exam and able to design your own logistics network and understand the implications of logistics decisions on the overall satisfaction of our customers.
4	FINAL EXAM This module builds on the previously covered transportation, warehousing, and inventory. You will be able to appreciate the implications of putting together a logistics network. Furthermore, you will put all of the things into practice that we covered in the previous weeks. After completing this module, you will have shown that you master the basics of logistics and are able to design your own logistics network.

FEEDBACK ON ADD ON COURSE

The feedback of the entire online course was taken among the students by using 3 scale rating and presented with pie chart representation below...

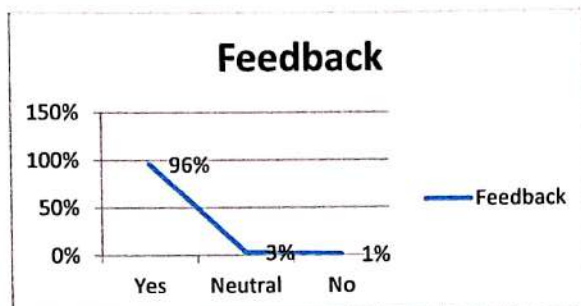


Dr. Balakateswari

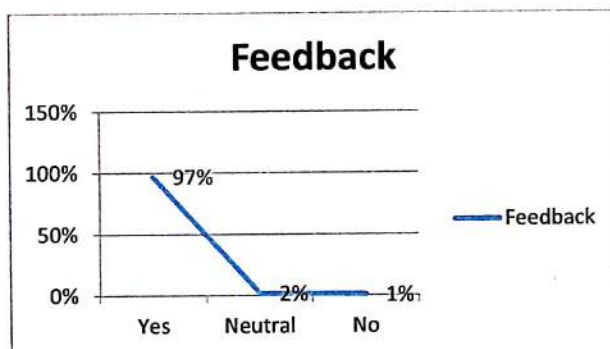
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PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.

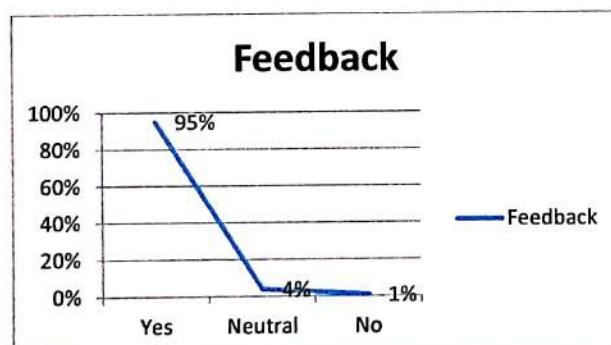
1. Did the course meet your expectations in terms of content and learning outcomes?



2. The Specific topics or areas of the course did you find most valuable or interesting?

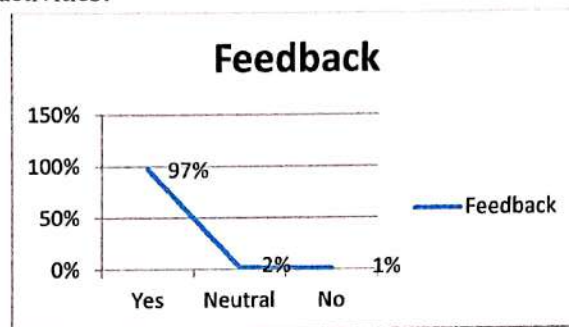


3. Were the course materials and resources provided by course guide are helpful in understanding the concepts and applying the knowledge?

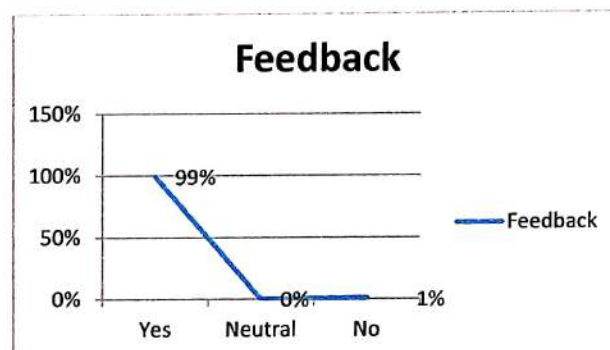


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PUTTAPARTHI - 515134,
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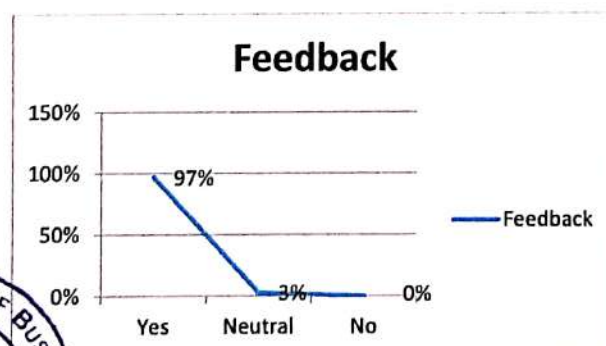
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6. Did the course provide a good balance between theory and practical application?

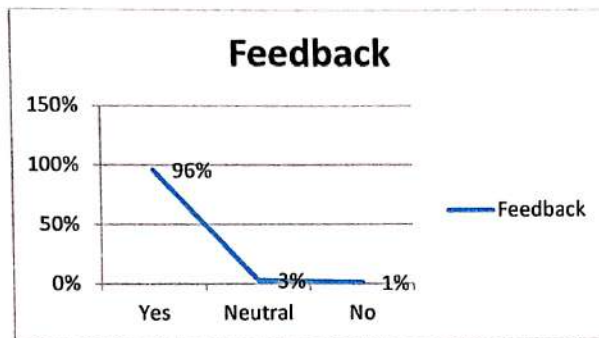


Dr. Balakoteswari

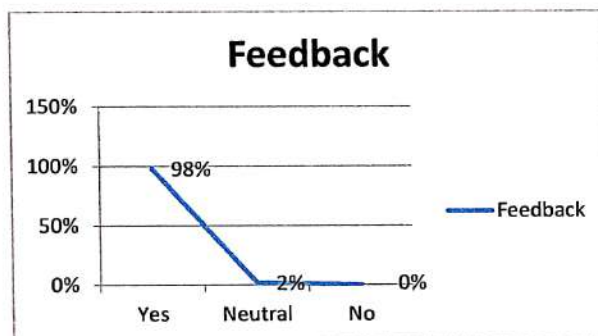
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PUTTAPARTHI - 515 134
Ananthapuramu (D.T.) A.P.

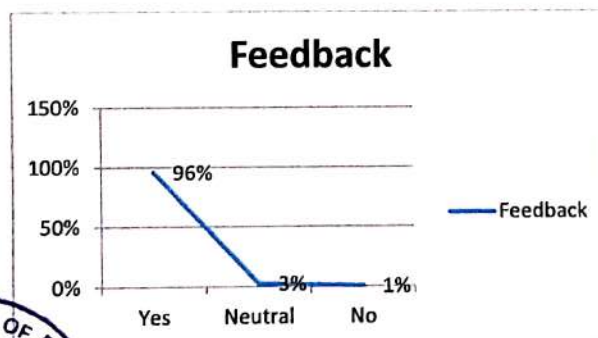
7. Were the assessments and assignments relevant and effective in assessing your understanding of the course material?



8. Did the course contribute to your overall knowledge and skills in the subject matter?



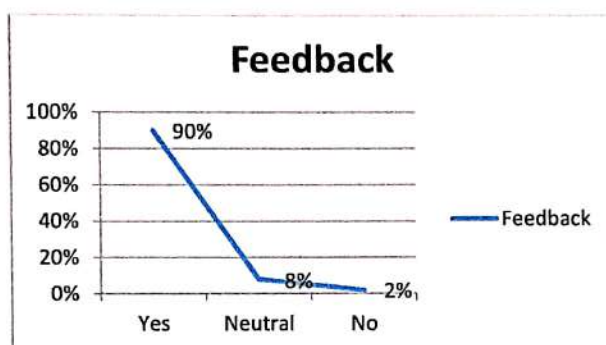
9. Were the course objectives and learning outcomes clearly defined and communicated at the beginning of the course?



Dr. Balakrishna
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PUTTAPARTHI, PIN: 515 134
Ananthapuram (A.P.)

10. Is their scope of enhancing the course content, structure, or delivery by the course guide?



Attendance:

S.No	Hall Ticket No	Student Name	Signature of Candidate
1	18HX1E00D8	RENDUCHERLA BHARTHI	R. Bhargavi
2	18HX1E00D9	SARANAS SAI PRASANTHI	S. Sai Prasanthi
3	18HX1E00E0	SHAIK SHABANA SULTANA	S. Shabana
4	18HX1E00E1	SHEAK NOORMAHAMMED	S. Noor Mohammed
5	18HX1E00E2	THONDAMALA LAKSHMI	T. Lakshmi
6	18HX1E00E3	THOTA PRASANNA LAKSHMI	T. Prasanna Lakshmi
7	18HX1E00E4	VATTAM SREENIVASULA REDDY	V. Sreenivasula Reddy
8	18HX1E00E6	Y MOHAMMED TANVEER	Y. Tanveer
9	18HX1E00E7	YAKKALA SAI TEJA	Y. Sai Teja
10	18HX1E00E8	B CHAITANYA KUMAR REDDY	B. Chaitanya
11	18HX1E00E9	BATYALA VANAJA	B. Vanaja
12	18HX1E00F0	CHAGALETI HARISH	C. Harish



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Ananthapuramu (Dist. A.P.)

ADD ON COURSE FOR YEAR 2020

FUNDAMENTALS OF FINANCIAL MARKETS

VENUE: SSB CAMPUS



START FROM :

10 JULY, 2020

TIME:

02:00 - 03:00 PM (MON- WED)

02:00 - 05:00 PM (THU - SAT)

GET STARTED



COURSE INSTRUCTOR
DR. VENKATESHAN



SANSKRITHI SCHOOL OF BUSINESS

Approved by AICTE, New Delhi. Affiliated to JNTUA, Anantapur.
Beedupalli Road, Prasanthigram, Puttaparthi, Sri Sathya Sai District – 515 134.

REPORT ON ADD-ON COURSE FUNDAMENTALS OF FINANCIAL MARKETS **(2019-2020)**

Date: Nov 26th, 2020.

Venue: SSB Campus.

Participants: Students of MBA.

Course Instructor: DR. Venkateshan

Add On course Time Schedule for year 2020 – 2021:

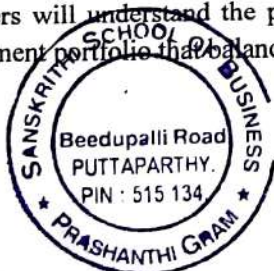
S.No	Day	Time	Venue
1	Monday	02:00 PM to 03:00 PM	Computer Lab
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4	Thursday	02:00 PM to 03:00 PM	Seminar Hall
5	Friday	02:00 PM to 05:00 PM	Seminar Hall
6	Saturday	02:00 PM to 05:00 PM	Seminar Hall

OVERVIEW OF ADD ON COURSE

COURSE: Fundamentals of Financial Markets

The Fundamentals of Financial Markets add-on course provides a comprehensive overview of the basic concepts, principles, and functioning of financial markets. This course is designed to equip learners with a solid foundation in understanding how financial markets operate, the key participants involved, and the various financial instruments traded within these markets.

Risk management and portfolio diversification are important aspects covered in the course. Learners will understand the principles of risk and return, and how to construct a diversified investment portfolio that balances risk and potential rewards.



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By the end of the Fundamentals of Financial Markets add-on course, learners will have a solid understanding of financial markets, their participants, the instruments traded, and the key principles and strategies involved in investing and trading. This knowledge will provide a strong foundation for further exploration and specialization in the field of finance.

ADD ON COURSE OUTCOMES

COURSE : Fundamentals of Financial Markets

- **Insight into Market Analysis:** You will learn fundamental concepts and techniques for analysing financial markets. This includes studying market indicators, charts, trends, and economic factors that influence asset prices. You will also explore various valuation models and methods used to assess the worth of financial instruments.
- **Awareness of Investment Strategies:** You will gain exposure to different investment strategies employed by market participants. This may include value investing, growth investing, technical analysis, and quantitative trading. You will understand the principles underlying these strategies and how they are applied in practice.
- **Risk Management Techniques:** You will acquire knowledge about risk management principles in financial markets. You will learn about different types of risks, such as market risk, credit risk, and liquidity risk, and explore strategies to mitigate these risks. This may involve portfolio diversification, hedging techniques, and risk measurement tools.
- **Understanding of Regulatory Framework:** You will gain insights into the regulatory framework governing financial markets. You will learn about key regulations, laws, and regulatory bodies that oversee market activities. This includes understanding investor protection measures, disclosure requirements, and compliance obligations.

ADD ON COURSE CONTENTS

MODULES	CONTENT
1	Welcome to the course! In this opening module, you will learn the basics of financial markets, insurance, and CAPM (Capital Asset Pricing Model). This module serves as the foundation of this course.
2	In this next module, dive into some details of behavioral finance, forecasting, pricing, debt, and inflation.
3	Stocks, bonds, dividends, shares, market caps; what are these? Who needs them? Why? Module 3 explores these concepts, along with corporation basics and some basic financial markets history.
4	Take a look into the recent past, exploring recessions, bubbles, the mortgage crisis, and regulation.



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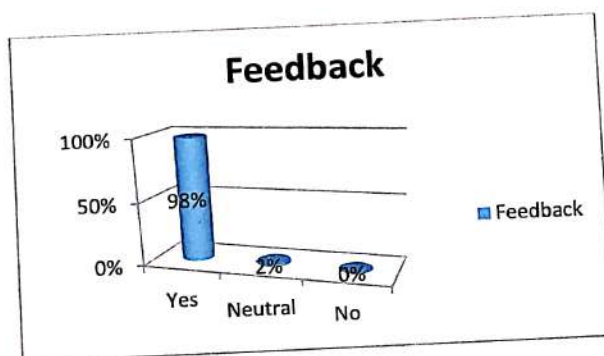
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5	Options and bond markets are explored in module 5, important components of financial markets.
6	In module 6, Professor Shiller introduces investment banking, underwriting processes, brokers, dealers, exchanges, and new innovations in financial markets.
7	Professor Shiller's final module includes lectures about nonprofits and corporations, and your career in finance.

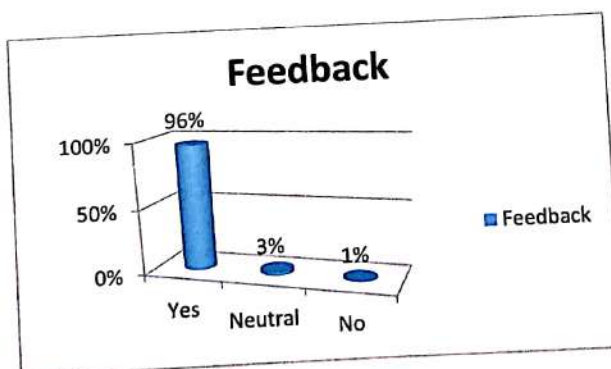
FEEDBACK ON ADD ON COURSE

The feedback of the entire online course was taken among the students by using 3 scale rating and presented with pie chart representation below...

1. Did the course meet your expectations in terms of content and learning outcomes?



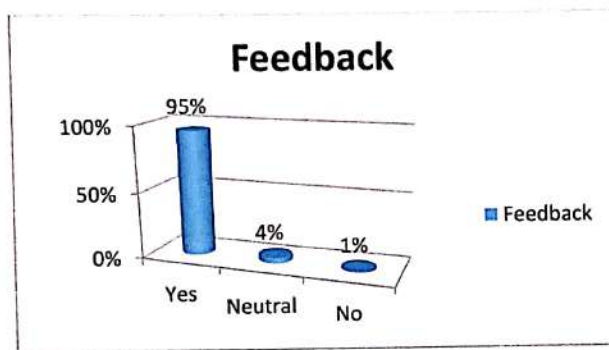
2. The Specific topics or areas of the course did you find most valuable or interesting?



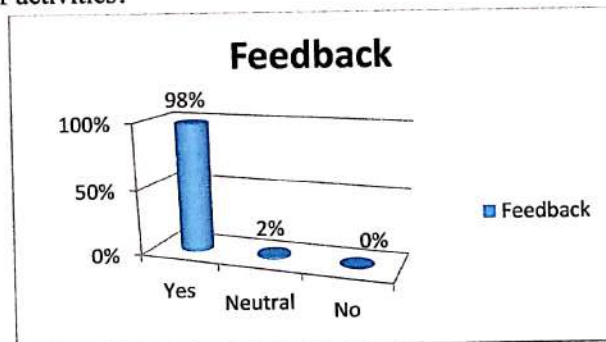
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 Ananthapuramu (D.T.) A.P.

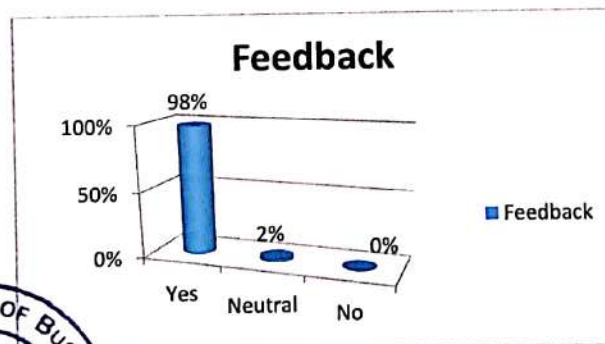
3. Were the course materials and resources provided by course guide are helpful in understanding the concepts and applying the knowledge?



4. How effective was the instructor in delivering the course content and facilitating discussions or activities?



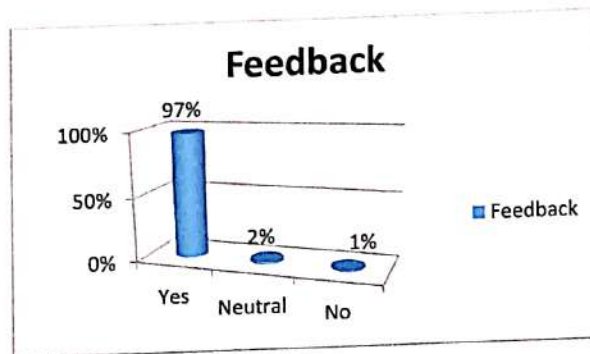
5. Did the course provide enough opportunities for practical application or hands-on exercises?



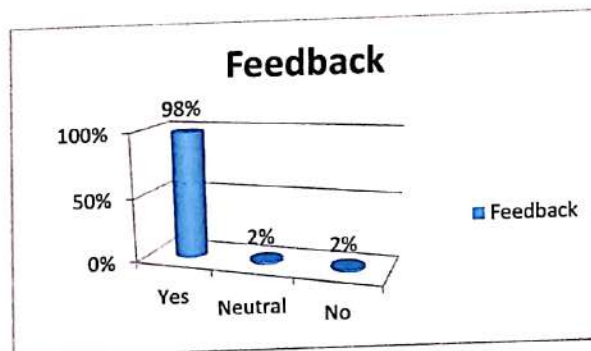
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Ananthapuramu (Dt.) A.P.

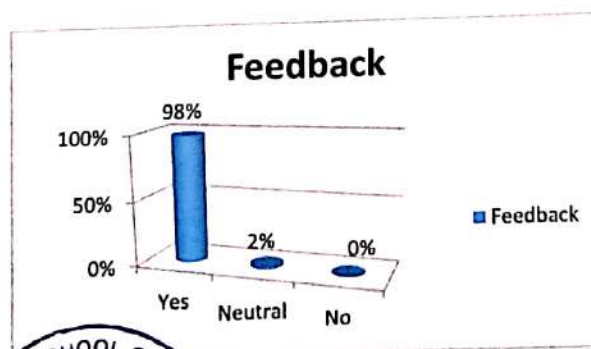
6. Did the course provide a good balance between theory and practical application?



7. Were the assessments and assignments relevant and effective in assessing your understanding of the course material?



8. Did the course contribute to your overall knowledge and skills in the subject matter?

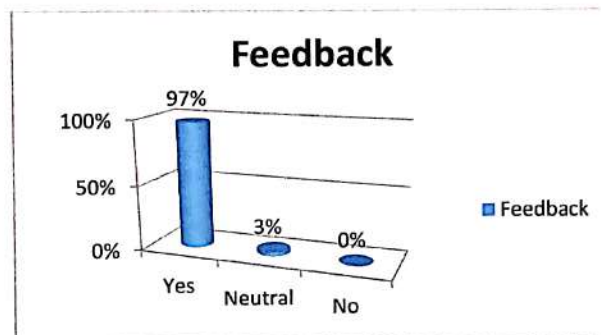


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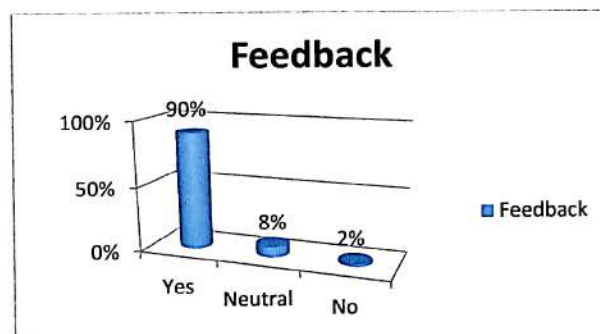
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Ananthapuramu (Dt.) A.P.

9. Were the course objectives and learning outcomes clearly defined and communicated at the beginning of the course?



10. Is their scope of enhancing the course content, structure, or delivery by the course guide?



PROOF OF CERTIFICATE

Yale

BARAKA ARAVIND

PUTTAPARTHY

COURSE
CERTIFICATE

COURSE



Dr. Balakrishnan
PRINCIPAL

Sanskriti School of Business,
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PUTTAPARTHY - 515134,
Ananthapuramu (Dt.) A.P.

Attendance

S.No	Hall Ticket No	Student Name	Signature of Candidate
1	20HX1E0001	AVULA MAHESH	A. Mahesh
2	20HX1E0004	B SAI RAMANJINEYULU	B. Sairamanjineyulu
3	20HX1E0006	BANDI SREEKANYA	B. Sreekanya
4	20HX1E0008	CHADIVE ROJA	C. Roja
5	20HX1E0009	DASARI YERRISWAMY	D. Yerriswamy
6	20HX1E0010	DERANGULA KALYANKUMAR	D. Kalyankumar
7	20HX1E0011	DOKKA GEETHA	D. Geetha
8	20HX1E0012	GAJULA SAI CHARAN	G. Saicharan
9	20HX1E0014	GAJULA SRILAKSHMI	G. Srilakshmi
10	20HX1E0016	JUNJU SASIKALA	J. Sasikala
11	20HX1E0017	KARRA ASWINI	K. Aswini
12	20HX1E0018	KONKALA DIVYASREE	K. Divya Sree
13	20HX1E0020	KOWJULA KUMAR SWAMY	K. Kumar Swamy
14	20HX1E0021	K S SAICHARAN	K.S. Saicharan
15	20HX1E0022	KUMMARA SIREESHA	K. Sireesha
16	20HX1E0023	KARNA UPENDRA	K. Upendra
17	20HX1E0025	KUMMARA DEVENDRA	K. Devendra
18	20HX1E0026	LEKKALA SAI KISHORE	L. Sai Kishore
19	20HX1E0028	M POOJITHA	M. Poojitha
20	20HX1E0029	MAILELA SREEVANI	M. Sreevani
21	20HX1E0031	MANNALA KALYANI	M. Kalyani
22	20HX1E0032	N PAVAN KUMAR ACHARI	N. Pavan Kumar Achari
23	20HX1E0033	PALAGIRI RAMYASREE	P. Ramyasree
24	20HX1E0034	R SAIPRASAD	R. Saiprasad
25	20HX1E0035	R K DURGA	R.K. Durga
26	20HX1E0036	REVURU SRAVYA	R. Sravya
27	20HX1E0037	S PRUTHVI SAI NARAYANA REDDY	S. Pruthvi Sai Narayana Reddy
28	20HX1E0039	G SARITHA CHARI	G. Saritha Chari
29	20HX1E0040	SHAIK SAMIULLA	S. Samiulla
30	20HX1E0041	SIDDE HEMAVATHI	S. Hemavathi



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ADD ON COURSE For year 2020

Portfolio Selection and Risk Management

Note :

- *Interested students can give name to instructor to do course*
- *Course will start from 10 july 2020*
- *Course duration will be above 30 hours*

Register soon



COURSE INSTRUCTOR
Mrs. E. Prashanthi



SANSKRITHI SCHOOL OF BUSINESS

Approved by AICTE, New Delhi. Affiliated to JNTUA, Anantapur.
Beedupalli Road, Prasanthigram, Puttaparthi, Sri Sathya Sai District – 515 134.

REPORT ON ADD-ON COURSE PORTFOLIO SELECTION AND RISK MANAGEMENT (2019-2020)

Date: Nov 26th, 2020.

Venue: SSB Campus.

Participants: Students of MBA.

Course Instructor: Mrs .E.Prashanthi

Add On course Time Schedule for year 2020 – 2021:

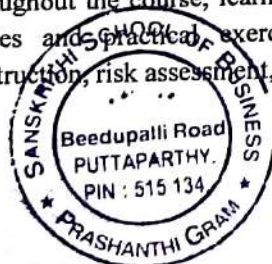
S.No	Day	Time	Venue
1	Monday	02:00 PM to 03:00 PM	Computer Lab
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5	Friday	02:00 PM to 05:00 PM	Seminar Hall
6	Saturday	02:00 PM to 05:00 PM	Seminar Hall

OVERVIEW OF ADD ON COURSE

COURSE: Portfolio Selection and Risk Management

The Portfolio Selection and Risk Management add-on course provides a comprehensive overview of portfolio management techniques and strategies, with a focus on effectively managing risk within investment portfolios. This course equips learners with the knowledge and skills necessary to construct well-diversified portfolios and mitigate risks associated with investment decisions.

Throughout the course, learners will have opportunities to apply their knowledge through case studies and practical exercises. They will develop critical thinking skills in portfolio construction, risk assessment, and decision-making.



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By the end of the Portfolio Selection and Risk Management add-on course, learners will have a solid understanding of portfolio management principles, risk management techniques, and the tools necessary for constructing well-diversified portfolios. This knowledge will enable them to make informed investment decisions and effectively manage risk in their investment portfolios.

ADD ON COURSE OUTCOMES

COURSE: Portfolio Selection and Risk Management

- **Risk Measurement and Analysis:** You will gain knowledge of risk measurement techniques used in portfolio management, such as standard deviation, beta, Value-at-Risk (VaR), and Conditional Value-at-Risk (CVaR). You will learn how to assess and analyse the risk exposures of portfolios, as well as the impact of diversification on risk reduction.
- **Risk Management Strategies:** You will explore different risk management strategies and techniques employed by portfolio managers, including hedging, diversification, and the use of derivatives. You will learn how to mitigate specific risks, such as market risk, credit risk, interest rate risk, and currency risk, within a portfolio context.
- **Portfolio Performance Evaluation:** You will learn how to evaluate the performance of investment portfolios using various performance measures, such as risk-adjusted returns, alpha, beta, and the Sharpe ratio. You will understand how to interpret these measures and assess the effectiveness of portfolio management strategies.
- **Understanding of Behavioral Finance:** You will gain insights into the field of behavioural finance, which examines the psychological biases and decision-making processes that influence investor behavior. You will understand how these biases can impact portfolio selection and risk management, and learn strategies to mitigate their effects.

ADD ON COURSE CONTENTS

MODULE	CONTENT
1	INTRODUCTION OF RISK & RETURN: This module introduces the second course in the Investment and Portfolio Management Specialization. In this module, we discuss one of the main principles of investing: the risk-return trade-off, the idea that in competitive security markets, higher expected returns come only at a price – the need to bear greater risk. We develop statistical measures of risk and expected return and review the historical record on risk-return patterns across various asset classes.



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2	PORTFOLIO CONSTRUCTION AND DIVERSIFICATION In this module, we build on the tools from the previous module to develop measure of portfolio risk and return. We define and distinguish between the different sources of risk and discuss the concept of diversification: how and why putting risky assets together in a portfolio eliminates risk that yields a portfolio with less risk than its components. Finally, we review the quantitative tools that help us identify the 'best' portfolios with the least risk for a given level of expected return by considering a numerical example using international equity data.
3	MEAN VARIANCE PREFERENCES In this module, we describe how investors make choices. Specifically, we look at how utility functions are used to express preferences. We review measures to describe investors' attitude towards risk. Finally, we discuss how we can summarize investors' preferences using a specific utility function: mean-variance preferences.
4	PORTFOLIO CONSTRUCTION AND DIVERSIFICATION In this module, you will learn about mean-variance optimization: how to make optimal capital allocation and portfolio choice decisions when investors have mean-variance preferences. This was one of the ground-breaking ideas in finance. We will formally set up the investor's portfolio choice problem and learn step-by-step how to solve for the optimal allocation and risky portfolio choice given a set of risky securities. You will also have an opportunity to apply these techniques to a numerical example. This module is slightly more technical than the others. Stick with it... you will not regret it!
5	EQUILIBRIUM ASSET PRICING MODELS In this module; we build on the insights obtained from modern portfolio theory to understand how risk and return are related in equilibrium. We first look at the main workhorse model in finance, the Capital Asset Pricing Model and discuss the expected return-beta relationship. We then turn our attention to multi-factor models, such as the Fama-French three-factor model.

FEEDBACK ON ADD ON COURSE

The feedback of the entire online course was taken among the students by using 3 scale rating and presented with pie chart representation below...

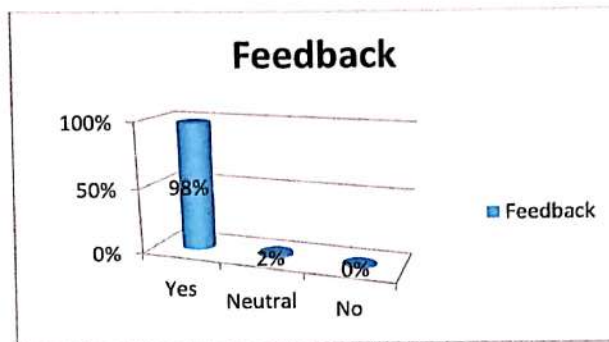


Dr. Balakoteyan

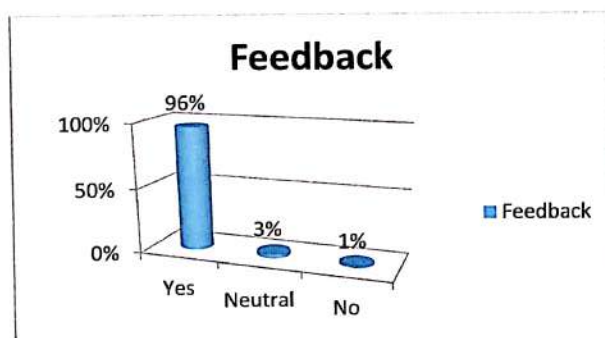
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Sanskriti School of Business,
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 PUTTAPARTHY, SRI SAILAM,
 ANANTHAPURAM DISTRICT, A.P.

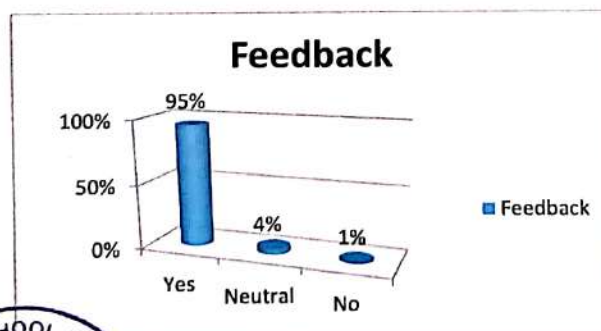
11. Did the course meet your expectations in terms of content and learning outcomes?



12. The Specific topics or areas of the course did you find most valuable or interesting?



13. Were the course materials and resources provided by course guide are helpful in understanding the concepts and applying the knowledge?

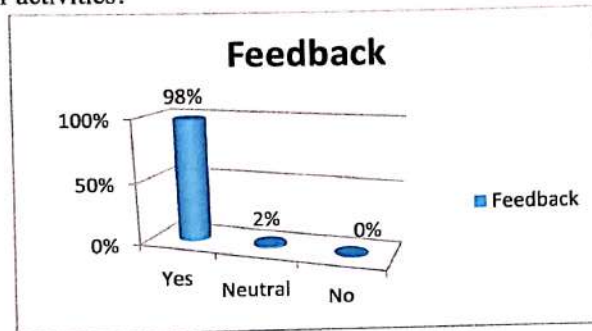


Dr. Bala Koteswari

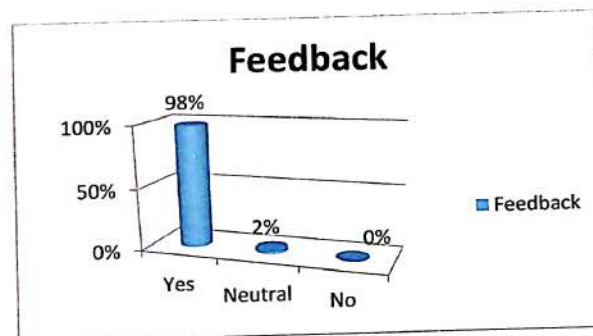
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PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.

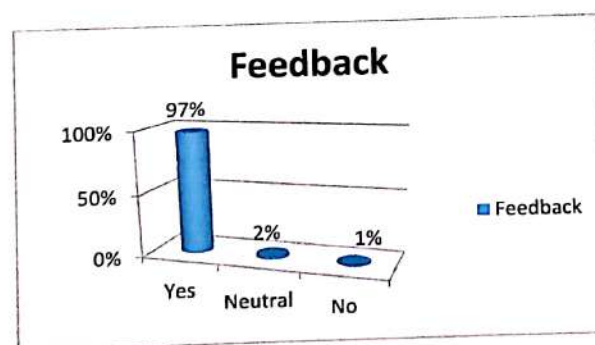
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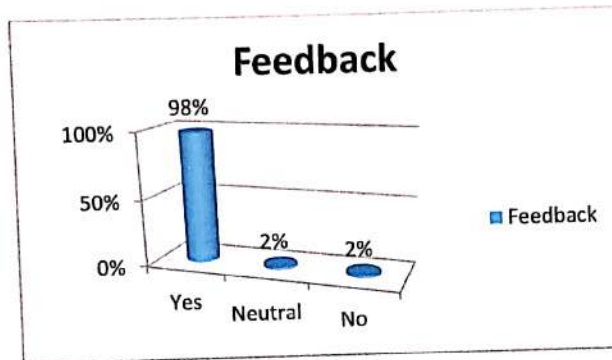


16. Did the course provide a good balance between theory and practical application?

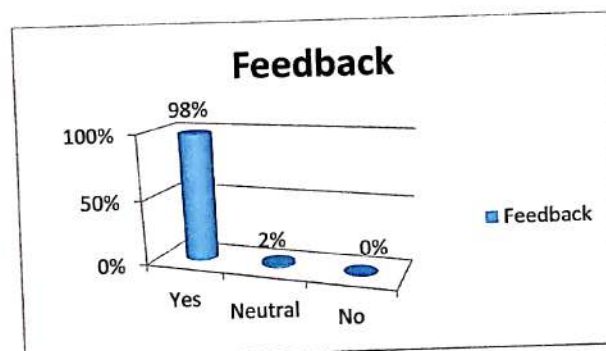


Dr. Balakoteswari
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 PUTTAPARTHI - 515134,
 Ananthapuramu (Dt.) A.P.

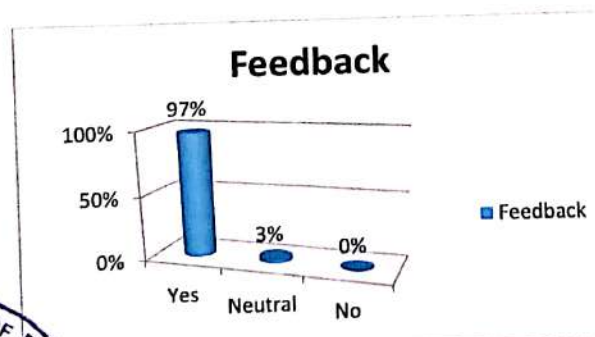
17. Were the assessments and assignments relevant and effective in assessing your understanding of the course material?



18. Did the course contribute to your overall knowledge and skills in the subject matter?



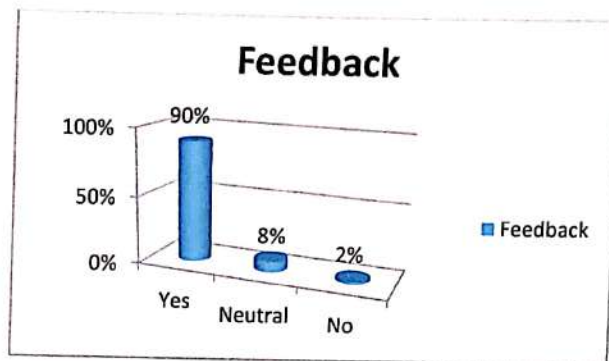
19. Were the course objectives and learning outcomes clearly defined and communicated at the beginning of the course?



Dr. Balakoteswar

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 PUTTAPARTHI - 515131,
 Ananthapuramu (Dt.) A.P.

20. Is their scope of enhancing the course content, structure, or delivery by the course guide?



PROOF OF CERTIFICATE



Dr. Balakrishnan

PRINCIPAL

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Beedupalli Road, Prasanthigram,
PUTTAPARTHY - 515134,
Ananthapuramu (Dt.) A.P.

Attendance

S.No	Hall Ticket No	Student Name	Signature of Candidate
1	20HX1E0042	S BHARGAV	S. Bhargav
2	20HX1E0043	SUDHAKAR GARI VANDANA	S. Vandana
3	20HX1E0044	S SREENIVASULU	S. Sreenivasulu
4	20HX1E0046	T KANTHARAJU	T. Kantharaju
5	20HX1E0048	V GIREESH KUMAR	V. Gireesh Kumar
6	20HX1E0049	YEDDULA ARUNKUMAR	Y. Arunkumar
7	20HX1E0050	Y DHANASEKHAR REDDY	Y. Dhanasekhara Reddy
8	20HX1E0052	YALAVARTHY VANI	Y. Vani
9	20HX1E0053	Y DEVENDRAREDDY	Y. Devendra Reddy
10	20HX1E0054	A E MANJUNATH	A. E. Manjunath
11	20HX1E0055	ARVETI LEELAVATHI	A. Leelavathi
12	20HX1E0057	AVVARU VENKATA SUBHASHI	A. Subhashi
13	20HX1E0058	BODAPETA ASWANI	B. Aswani
14	20HX1E0059	BONDALETI BHAVANA	B. Bhavana
15	20HX1E0060	B GNANA NETHRA	B. Gnananethra
16	20HX1E0061	B G LAVANYA	B. Lavanya
17	20HX1E0063	BABA FAKRUDDIEN N	N. Babafakrudien
18	20HX1E0065	BELLAM IOKESH	B. Iokesh
19	20HX1E0066	BOGGU JYOTHI	B. Jyothi
20	20HX1E0067	CHALLAGALI HEMA KUMAR	H. Kumar
21	20HX1E0068	CHILLARA SIREESHA	C. Sireesha
22	20HX1E0069	DEVARINTI SAISOMESWARI	D. Saisomeswari
23	20HX1E0070	DUDEKULA SHABANA	D. Shabana
24	20HX1E0071	DASARI SAILAKSHMI	D. Sailakshmi
25	20HX1E0073	G YUGENDRA REDDY	G. Yugendra Reddy
26	20HX1E0074	GANNE SRAVANI	G. Sravani
27	20HX1E0076	GUJJULA VINITHA	G. Vinitha
28	20HX1E0077	JELLI USHA	J. Usha
29	20HX1E0079	JAMBAPURAM ANUSHA	J. Anusha
30	20HX1E0081	KAPU SRAVANI	K. Sravani



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ADD ON COURSE FOR YEAR 2020

DATA VISUALIZATION WITH ADVANCED EXCEL

**WITH MINIMUM OF 30
HOURS DURATION**

JOIN OUR TEAM!

BY 10TH JULY, 2020



**COURSE INSTRUCTOR
MR. V. RANGANATHAN**



SANSKRITHI SCHOOL OF BUSINESS

Approved by AICTE, New Delhi. Affiliated to JNTUA, Anantapur.
Beedupalli Road, Prasanthigram, Puttaparthi, Sri Sathya Sai District – 515 134.

REPORT ON ADD-ON COURSE DATA VISUALIZATION WITH ADVANCED EXCEL (2019-2020)

Date: Nov 26th, 2020.

Venue: SSB Campus.

Participants: Students of MBA.

Course Instructor: Mr. Rangantham

Add On course Time Schedule for year 2020 – 2021:

S.No	Day	Time	Venue
1	Monday	02:00 PM to 03:00 PM	Computer Lab
2	Tuesday	02:00 PM to 03:00 PM	Computer Lab
3	Wednesday	02:00 PM to 03:00 PM	Computer Lab
4	Thursday	02:00 PM to 03:00 PM	Seminar Hall
5	Friday	02:00 PM to 05:00 PM	Seminar Hall
6	Saturday	02:00 PM to 05:00 PM	Seminar Hall

OVERVIEW OF ADD ON COURSE

COURSE: Data visualization with advanced excel

The Data Visualization with Advanced Excel add-on course offers a comprehensive overview of using advanced Excel techniques to create impactful and visually compelling data visualizations. This course is designed to enhance learners' skills in presenting data effectively and extracting meaningful insights from complex datasets.

The course begins by introducing learners to the importance of data visualization in understanding and communicating information. It covers the fundamental principles of data visualization, including selecting appropriate chart types, designing visually appealing graphics, and effectively communicating data-driven narratives..



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By the end of the Data Visualization with Advanced Excel add-on course, learners will have developed proficiency in leveraging advanced Excel features and techniques to create powerful data visualizations. This knowledge will enable them to effectively communicate complex data to a broad audience, facilitate data-driven decision-making, and add value to their professional endeavours.

ADD ON COURSE OUTCOMES

COURSE: Data visualization with advanced excel

- **Understanding of Visual Design Principles:** You will gain knowledge of visual design principles and best practices for creating effective and engaging data visualizations. This includes topics such as colour theory, chart selection, layout, labelling, and data storytelling. You will learn how to present data in a visually appealing and meaningful way.
- **Creation of Interactive Dashboards:** You will learn how to build interactive dashboards in Excel, allowing users to explore and interact with data dynamically. You will understand how to use features such as slicers, filters, and conditional formatting to create user-friendly dashboards that convey insights effectively.
- **Charting Techniques and Customization:** You will explore various charting techniques in Excel and learn how to choose the most suitable chart types for different data scenarios. You will gain the skills to customize charts, including formatting axes, labels, titles, legends, and data series, to enhance the clarity and visual impact of your visualizations.
- **Advanced Data Visualization Tools:** You may be introduced to advanced data visualization tools or add-ins that extend Excel's capabilities, such as Power Query and Power Pivot. These tools enable you to perform complex data transformations, create relationships between data tables, and build more sophisticated visualizations.

ADD ON COURSE CONTENTS

MODULE	CONTENT
1	<p>PREPARING A PROFESSIONAL EXCEL</p> <p>During this first week, you are going to learn about the development of data models and databases. We will cover the components of data sets and the relational database models, database keys, relationships, and joins. We will also look at a tool called Power Pivot that is used to import and prepare data to build relational models, as well as visualize data. By the end of the week, you will have a working knowledge of how to develop a data model. Be sure to</p>



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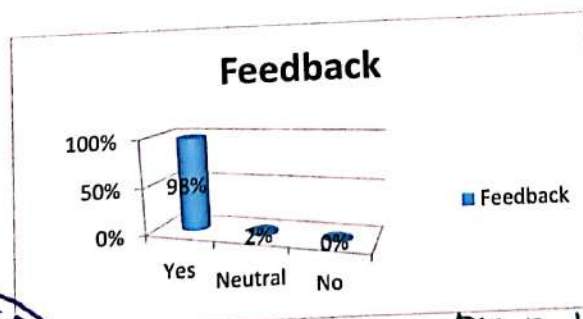
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	complete lessons in the order in which they are sequenced in the course.
2	ADVANCED SCENARIO ANALYSIS This week, we are going to explore three different analytical methods used to help model different scenarios and deal with variable uncertainty. These methods are scenario analysis, sensitivity analysis and simulation. We'll look at what each method is and then go deeper into why and how you use each. Following some guided demonstration, you'll be given a chance to practice in an Excel workbook and demonstrate what you've learned.
3	DATA VISUALIZATION This week we are going to focus on data visualization. We will start off by discussing data visualization basics, outlining the theory and concepts behind data visualization. We will also discuss how to enable effective story telling through the correct selection, creation, and presentation of tables and charts. You'll get a chance to learn how to create detailed graphs and charts to effectively tell a story about your data..
4	DASH BOARDING In the final week of this course, you are going to learn how to create a dynamic dashboard. We are going to discuss how to establish a good understanding of your audience and how to collect key requirements in order to determine what type of dashboard to build. We will talk about some guiding design principles and things to consider when building a dashboard. You'll have a chance to practice everything you learn this week by creating your own functional dashboard in Excel.

FEEDBACK ON ADD ON COURSE

The feedback of the entire online course was taken among the students by using 3 scale rating and presented with pie chart representation below...

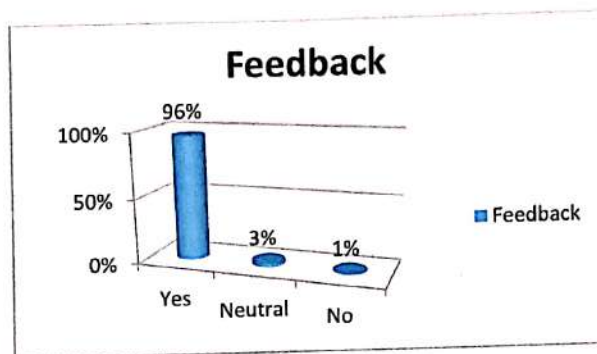
21. Did the course meet your expectations in terms of content and learning outcomes?



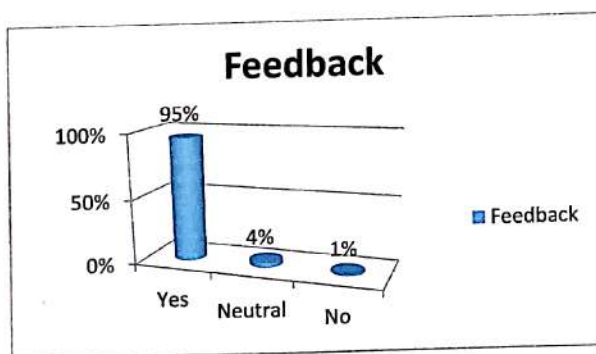
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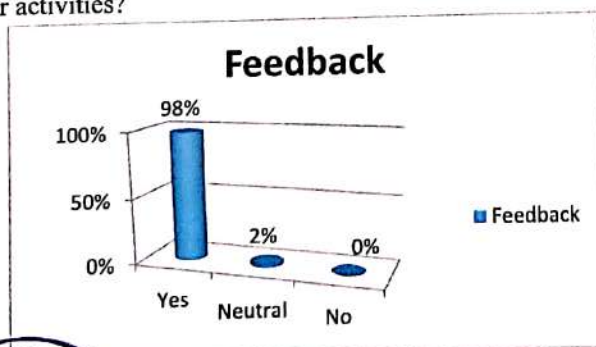
22. The Specific topics or areas of the course did you find most valuable or interesting?



23. Were the course materials and resources provided by course guide are helpful in understanding the concepts and applying the knowledge?

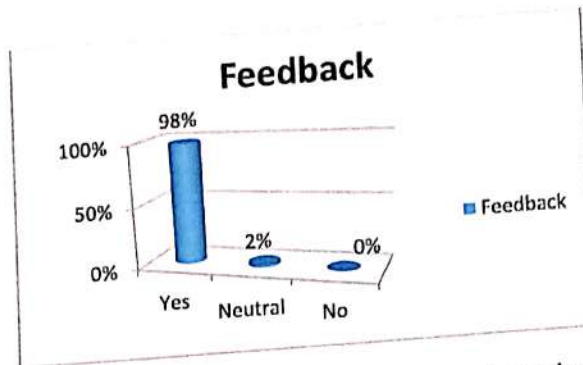


24. How effective was the instructor in delivering the course content and facilitating discussions or activities?

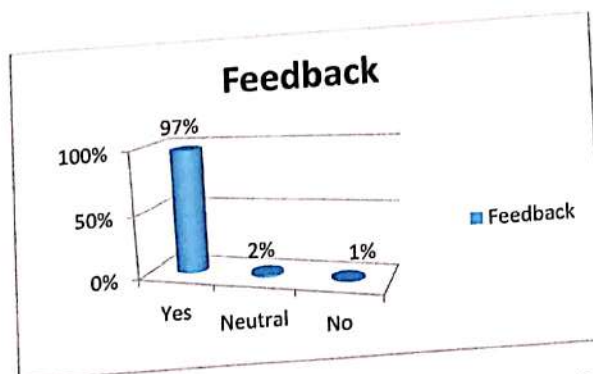


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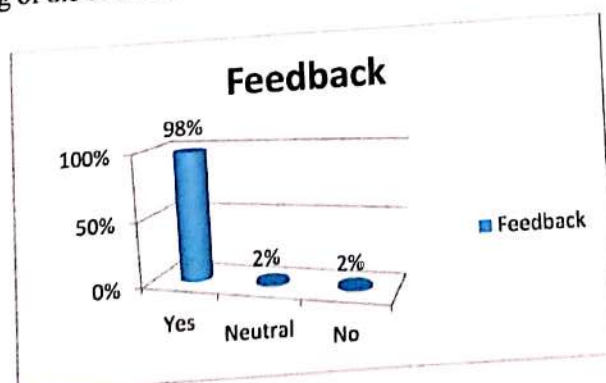
25. Did the course provide enough opportunities for practical application or hands-on exercises?



26. Did the course provide a good balance between theory and practical application?



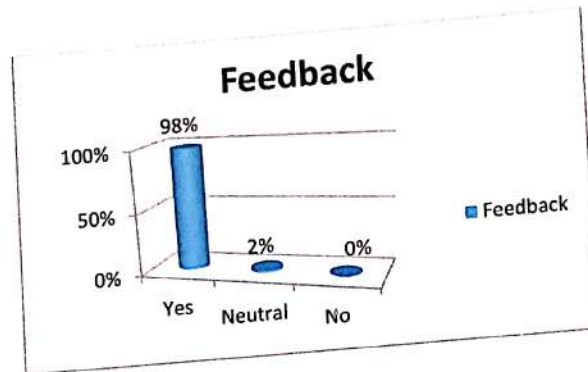
27. Were the assessments and assignments relevant and effective in assessing your understanding of the course material?



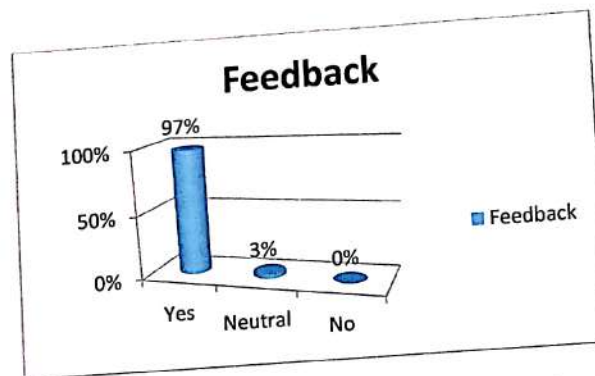
28. Did the course contribute to your overall knowledge and skills in the subject matter?



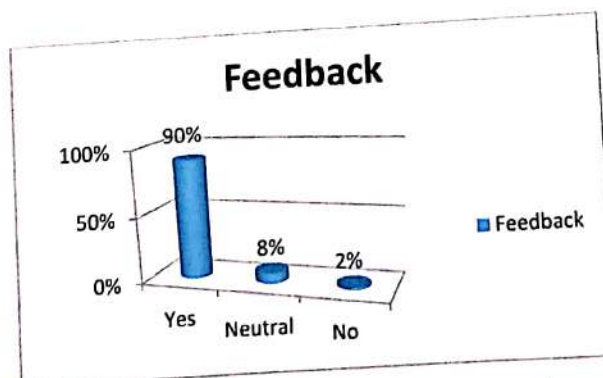
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29. Were the course objectives and learning outcomes clearly defined and communicated at the beginning of the course?



30. Is their scope of enhancing the course content, structure, or delivery by the course guide?



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PROOF OF CERTIFICATE



Attendance

S.No	Hall Ticket No	Student Name	Signature of Candidate
1	20HX1E0082	KATASANI THULASI	K. Thulasi
2	20HX1E0084	K N G HARISH	K. N. G. Harish
3	20HX1E0085	KORAKALI U LAVANYA	K. Korakali U. Lavanya
4	20HX1E0086	KUMMARA NARESH BABU	K. Kummara N. Babu
5	20HX1E0087	KUMMETHA SUDHA RANI	K. Kummetha S. Rani
6	20HX1E0088	MARUVAPALLI SARITHA	M. Maruvapalli S. Saritha
7	20HX1E0089	MARINENI CHAITHANYA	M. Marineni C. Chaithanya
8	20HX1E0091	NELI LURU SRINIVASULU	N. Neli Luru S. Srinivasulu
9	20HX1E0092	P NAGAVEENA	P. Nagaveena
10	20HX1E0093	P G MOUNIKA	P. G. Mounika
11	20HX1E0094	P PURUSHOTHAM	P. Purushotham
12	20HX1E0095	PAPPURU JAISHNAVI	P. Pappuru J. Jaishnavi
13	20HX1E0096	PEDDAIAGARI MANIKANTA	P. Peddaiagari M. Manikanta
14	20HX1E0097	PULASANI SARATHI KUMAR REDDY	P. Pulasani S. Sarathi K. Reddy
15	20HX1E0098	PULIMEDDALA GOUSPHERA	P. Pulimeddala G. Gouspfera
16	20HX1E0099	S UMERABANI	S. Umerabani
17	20HX1E00A0	SEELAM KASTURI	S. Seelam K. Kasturi
18	20HX1E00A1	SHAIK IRFAN BASHA	S. Shaik I. Basha
19	20HX1E00A2	SOMAGUTTA HARINATH REDDY	S. Somagutta H. Harinath Reddy
20	20HX1E00A3	SYED SALMA	S. Syed S. Salma
21	20HX1E00A4	TADIMARRI TEJA	T. Tadimarr T. Teja
22	20HX1E00A5	V NEELIMA	V. Neelima
23	20HX1E00A6	VANARCHU SAINATH	V. Vanarchu S. Sainath
24	20HX1E00A7	YELLAPU CHANDRAKANTHI	Y. Yellapu C. Chandrakanthi
25	19HX1E00B0	MALLIKARJUNAGARI SAILAJA	M. Mallikarjuna G. Sailaja

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**ADD ON COURSE
FOR YEAR 2020**

Marketing in a Digital World

Start on 10 july 2020

Duration : above 30 Hours

Venue : SSB Campus

Course instructor : Dr.D.Hemanath

JOIN TO THE DIGITAL WORLD !!!



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Approved by AICTE, New Delhi. Affiliated to JNTUA, Anantapur.
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REPORT ON ADD-ON COURSE MARKETING IN A DIGITAL WORLD (2019-2020)

Date: Nov 26th, 2020.

Venue: SSB Campus.

Participants: Students of MBA.

Course Instructor: Dr. Hemanath

Add On course Time Schedule for year 2020 – 2021:

S.No	Day	Time	Venue
1	Monday	02:00 PM to 03:00 PM	Computer Lab
2	Tuesday	02:00 PM to 03:00 PM	Computer Lab
3	Wednesday	02:00 PM to 03:00 PM	Computer Lab
4	Thursday	02:00 PM to 03:00 PM	Seminar Hall
5	Friday	02:00 PM to 05:00 PM	Seminar Hall
6	Saturday	02:00 PM to 05:00 PM	Seminar Hall

OVERVIEW OF ADD ON COURSE

COURSE: Marketing in a Digital World

The Marketing in a Digital World add-on course provides a comprehensive overview of digital marketing strategies and techniques in today's rapidly evolving digital landscape. This course is designed to equip learners with the knowledge and skills necessary to navigate the digital marketing realm and effectively reach target audiences in a digital world.

The course begins by introducing learners to the foundational principles of marketing and how they apply in the digital context. It explores the shift from traditional marketing to digital marketing and the importance of understanding consumer behaviour, market segmentation, and targeting in the digital space.



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By the end of the Marketing in a Digital World add-on course, learners will have a solid understanding of digital marketing strategies, techniques, and best practices. This knowledge will enable them to create effective digital marketing campaigns, reach target audiences, and drive business growth in the dynamic and ever-evolving digital landscape.

ADD ON COURSE OUTCOMES

COURSE: Marketing in a Digital World

- **Digital Consumer Behavior Analysis:** You will explore consumer behavior in the digital environment and understand how it influences marketing decisions. You will learn how to analyse consumer data, track online behavior, and leverage insights to create targeted and personalized marketing campaigns.
- **Social Media Marketing:** You will gain knowledge and skills related to social media marketing, including effective social media strategies, content creation and duration, community management, influencer marketing, and social media advertising. You will understand how to engage with target audiences and build brand presence on popular social media platforms.
- **Search Engine Optimization (SEO):** You will learn the fundamentals of search engine optimization and how to improve the visibility and ranking of websites in search engine results. You will understand key SEO techniques, keyword research, on-page optimization, link building, and measuring SEO effectiveness.
- **Pay-Per-Click Advertising (PPC):** You will gain an understanding of pay-per-click advertising and how to create and manage PPC campaigns effectively. You will learn about platforms such as Google Ads and Bing Ads, keyword targeting, ad copywriting, bid management, and campaign optimization.

ADD ON COURSE CONTENTS

MODULE	CONTENT
1	COURSE OVERVIEW AND HOW DIGITAL TOOLS ARE CHANGING PRODUCT In this first module, you will become familiar with the course, your instructor, your classmates, and our learning environment. In this module, you will learn how new digital tools are enabling customers to take a more active role in developing and sharing products.
2	HOW DIGITAL TOOLS ARE CHANGING THE PRODUCT In this module, you learn how new digital tools are enabling customers to take a more active role in promotion activities.
3	HOW DIGITAL TOOLS ARE CHANGING THE PLACEMENT In this module, you learn how new digital tools are altering the distribution of products and revolutionizing the retail landscape.



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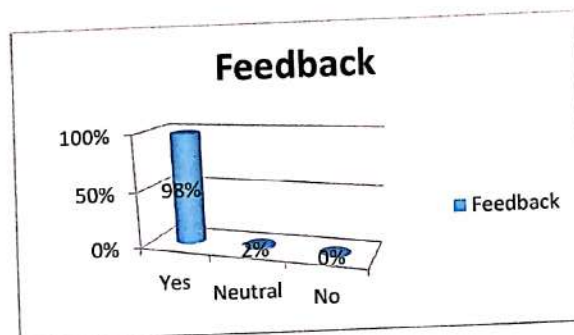
HOW DIGITAL TOOLS ARE CHANGING THE PRICE

In this module, you will learn how new digital tools are enabling customers to take a more active role in setting the prices they pay for the products they buy.

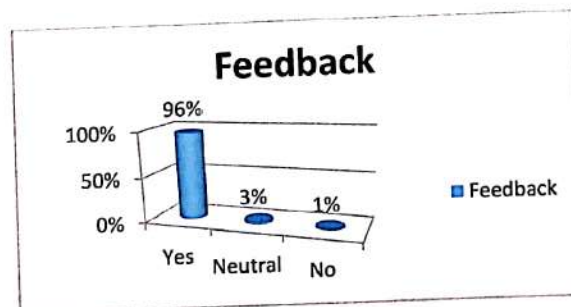
FEEDBACK ON ADD ON COURSE

The feedback of the entire online course was taken among the students by using 3 scale rating and presented with pie chart representation below...

31. Did the course meet your expectations in terms of content and learning outcomes?



32. The Specific topics or areas of the course did you find most valuable or interesting?

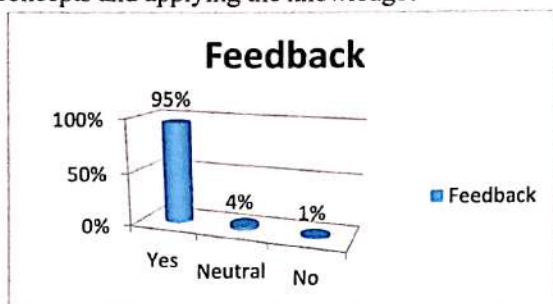


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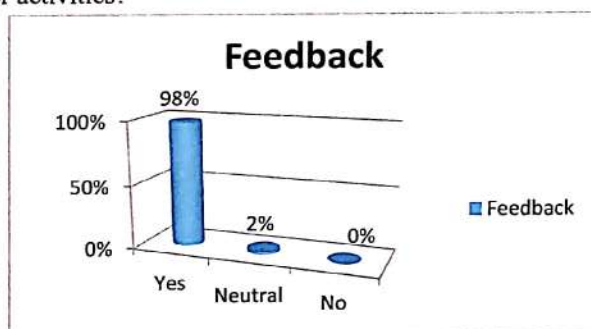
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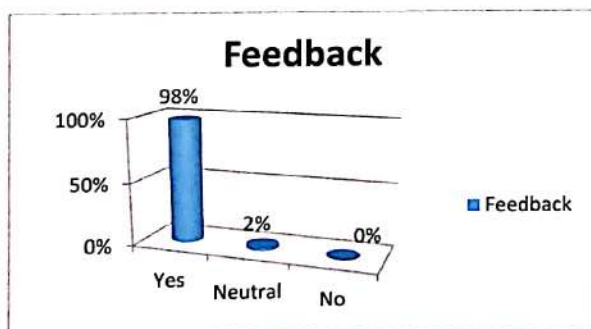
33. Were the course materials and resources provided by course guide are helpful in understanding the concepts and applying the knowledge?



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35. Did the course provide enough opportunities for practical application or hands-on exercises?

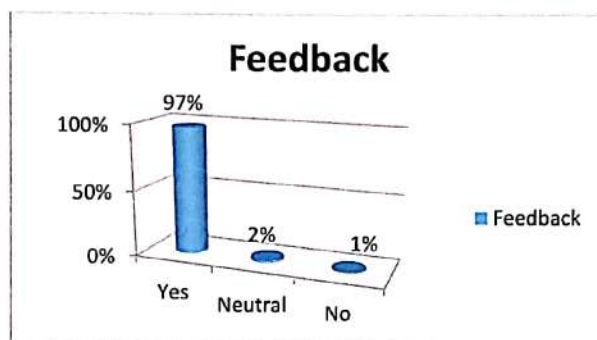


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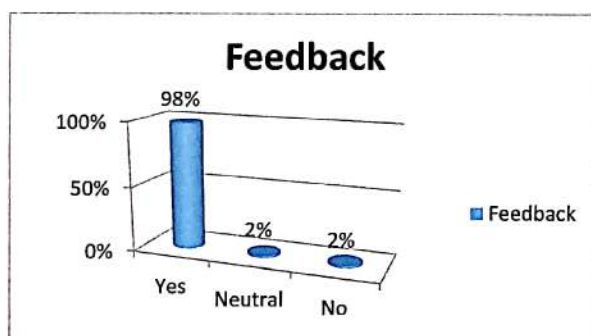
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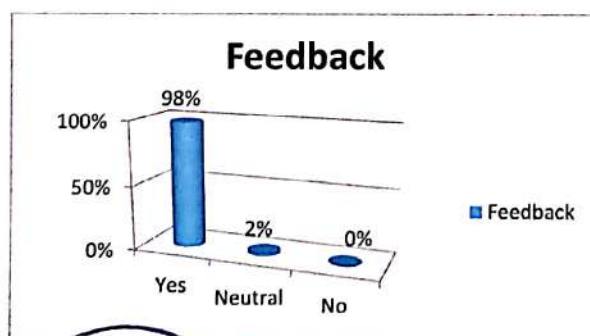
36. Did the course provide a good balance between theory and practical application?



37. Were the assessments and assignments relevant and effective in assessing your understanding of the course material?



38. Did the course contribute to your overall knowledge and skills in the subject matter?

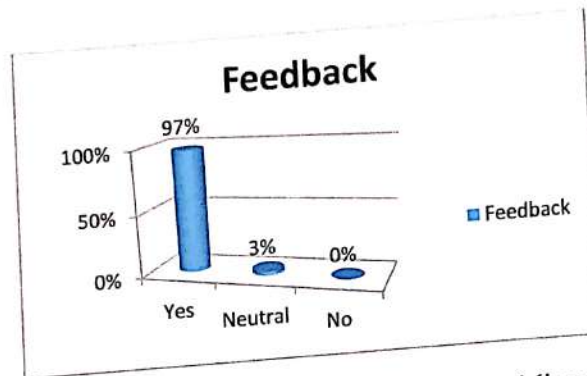


Dr. Balakrishna

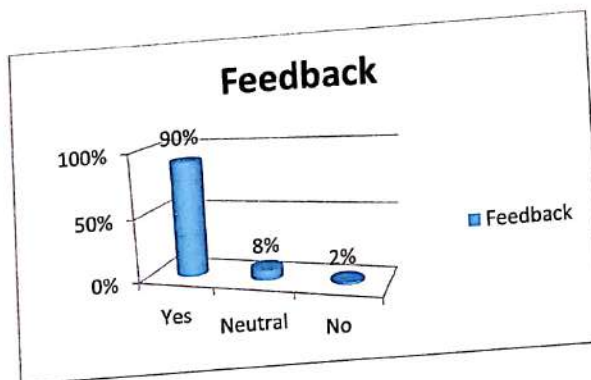
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39. Were the course objectives and learning outcomes clearly defined and communicated at the beginning of the course?



40. Is their scope of enhancing the course content, structure, or delivery by the course guide?



PROOF OF CERTIFICATE



DR. Bala Koteswari
PRINCIPAL
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 Beedupalli Road, Prasanthigram,
 PUTTAPARTHI - 515134,
 Ananthapuramu (Dt.) A.P.

Attendance

S.No	Hall Ticket No	Student Name	Signature of Candidate
1	20HX1E0042	S BHARGAV	S. Bhargav
2	20HX1E0043	SUDHAKAR GARI VANDANA	S. Vandana
3	20HX1E0044	S SREENIVASULU	S. Sreenivasulu
4	20HX1E0046	T KANTHARAJU	T. Kantharaju
5	20HX1E0048	V GIREESH KUMAR	V. Gireesh Kumar
6	20HX1E0049	YEDDULA ARUNKUMAR	Y. Arunkumar
7	20HX1E0050	Y DHANASEKHAR REDDY	Y. Dhanasekhara Reddy
8	20HX1E0052	YALAVARTHY VANI	Y. Vani
9	20HX1E0053	Y DEVENDRAREDDY	Y. Devendra Reddy
10	20HX1E0054	A E MANJUNATH	A. E. Manjunath
11	20HX1E0055	ARVETI LEELAVATHI	A. Leelavathi
12	20HX1E0057	AVVARU VENKATA SUBHASI	A. Subhasi
13	20HX1E0058	BODAPETA ASWANI	B. Aswani
14	20HX1E0059	BONDALETTI BHAVANA	B. Bhavana
15	20HX1E0060	B GNANA NETHIRA	B. Gnana Nethira
16	20HX1E0061	B G LAVANYA	B. Lavanya
17	20HX1E0063	BABA FAKRUDDIN N	N. Babu
18	20HX1E0065	BELLAM LOKESH	B. Lokesh
19	20HX1E0066	BOGGU JYOTHI	B. Jyothi
20	20HX1E0067	CHALLAGALI HEEMA KUMAR	H. Kumar
21	20HX1E0068	CHILLARA SIREESHA	C. Sireesha
22	20HX1E0069	DEVARINTI SAISOMESWARI	D. Saisomeswari
23	20HX1E0070	DUDEKULA SHABANA	D. Shabana
24	20HX1E0071	DASARI SAILAKSHMI	D. Sailakshmi
25	20HX1E0073	G YUGENDRA REDDY	G. Yugendra Reddy
26	20HX1E0074	GANNE SRAVANI	G. Sravani
27	20HX1E0076	GUJJULA VINITHA	G. Vinitha
28	20HX1E0077	JELLI USHA	J. Usha
29	20HX1E0079	JAMBAPURAM ANUSHA	J. Anusha
30	20HX1E0081	KAPU SRAVANI	K. Sravani



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Ananthapuramu (Dt.) A.P.

ADD ON COURSE FOR YEAR 2020

PREPARING TO MANAGE HUMAN RESOURCES

REGISTER SOON

Key points:

- Course will begin on 10 july,2020
- Interested students to do this course can give name to instructor (DR.lilambeshwar singh)



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REPORT ON ADD-ON COURSE PREPARING TO MANAGE HUMAN RESOURCES (2019-2020)

Date: Nov 26th, 2020.

Venue: SSB Campus.

Participants: Students of MBA.

Course Instructor: Dr. Lilambeshwar

Add On course Time Schedule for year 2020 – 2021:

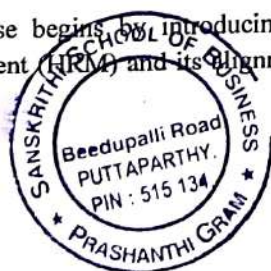
S.No	Day	Time	Venue
1	Monday	02:00 PM to 03:00 PM	Computer Lab
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3	Wednesday	02:00 PM to 03:00 PM	Computer Lab
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5	Friday	02:00 PM to 05:00 PM	Seminar Hall
6	Saturday	02:00 PM to 05:00 PM	Seminar Hall

OVERVIEW OF ADD ON COURSE

COURSE: Preparing to Manage Human Resources

The Preparing to Manage Human Resources add-on course offers a comprehensive overview of the key concepts, principles, and practices involved in effectively managing human resources within organizations. This course is designed to provide learners with a solid foundation in understanding the role of human resources and preparing them for managerial positions in HR.

The course begins by introducing learners to the strategic importance of human resource management (HRM) and its alignment with organizational goals. It covers the evolving role of



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HR professionals and the various functions they perform, including talent acquisition, training and development, performance management, employee relations, and compensation and benefits.

Learners will gain insights into the legal and ethical considerations in HRM, including equal employment opportunity, diversity and inclusion, labor laws, and employee rights. They will understand the importance of compliance with legal requirements and ethical standards in managing human resources effectively.

Additionally, the course covers performance management and employee development. Learners will gain an understanding of performance appraisal methods, feedback and coaching techniques, and strategies for employee engagement and motivation. They will also explore training and development programs aimed at enhancing employee skills and competencies.

By the end of the Preparing to Manage Human Resources add-on course, learners will have a solid understanding of the key principles and practices in HRM. This knowledge will prepare them to take on managerial roles in human resources, contribute to organizational success through effective HR practices, and address the challenges and opportunities in managing a diverse workforce.

ADD ON COURSE OUTCOMES

COURSE: Preparing to Manage Human Resources

- Employee Relations and Conflict Resolution: You will develop skills in managing employee relations and resolving conflicts in the workplace. You will learn techniques for effective communication, conflict resolution, and fostering positive employee relations to create a harmonious work environment.
- Employee Engagement and Retention Strategies: You will explore strategies for fostering employee engagement and retention. You will learn how to create a positive work culture, promote employee satisfaction, and implement employee recognition programs to increase employee loyalty and productivity.
- HR Metrics and Analytics: You will gain knowledge of HR metrics and analytics to measure the effectiveness of HR programs and initiatives. You will learn how to collect and analyze HR data to make informed decisions, identify trends, and improve HR practices.
- Ethical Considerations in HR Management: You will develop an understanding of ethical considerations in HR management, including confidentiality, privacy, and fairness. You will learn about ethical decision-making frameworks and the importance of maintaining ethical standards in HR practices.
- HR Leadership and Strategic Alignment: You will understand the role of HR in strategic planning and organizational development. You will learn how to align HR practices with



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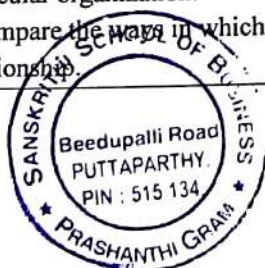
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business goals, contribute to strategic decision-making, and act as a strategic partner within the organization

ADD ON COURSE CONTENTS

MODULE	CONTENT
1	<p>ALTERNATIVE APPROACHES TO MANAGING HUMAN RESOURCES:</p> <p>Welcome to the first week of this course! This section starts with an introduction to the course, and then we'll spend two lessons looking at alternative ways of managing human resources. After completing this module, you will be able to...</p> <ul style="list-style-type: none"> • Explain why managing people are important. • Compare strategies for managing human resources. • Evaluate the fit between an organization's HR strategy, a manager's style(s), and the business environment. • Recommend strategies and styles for managing people in a particular situation.
2	<p>WHAT MAKE EMPLOYEE WORKS? MONEY, OFCOURSE</p> <p>Welcome to the second module of this course! We'll be focusing on the monetary reasons for working, and the lessons for managers that result. After completing this module, you will be able to...</p> <ul style="list-style-type: none"> • Explain how money can motivate some workers. • Identify key managerial concerns if workers are self-interested and view work economically. • Develop strategies for addressing these key concerns using insights from economics.
3	<p>WHAT MAKE EMPLOYEE WORK REVISITING ---NONMONETARY MOTIVATIONS</p> <p>Welcome to the third module of this course! We'll be focusing on the non-monetary reasons for working, and the lessons for managers that result. After completing this module, you will be able to...</p> <ul style="list-style-type: none"> • Explain at least four different reasons that people work not related to money. • Identify key managerial concerns when workers work for different non-monetary reasons. • Develop strategies for addressing these key concerns using insights from psychology and sociology. • Justify the (in) application of insights from economics, psychology, and sociology in different situations.
4	<p>THE PEOPLE MANAGER AS PART OF A COMPLEX SYSYTEM</p> <p>Welcome to the fourth and final module of this course! In this section, we'll finish laying a foundation for managing human resources by looking at the constraints faced by managers, especially the legal environment. After completing this module, you will be able to...</p> <ul style="list-style-type: none"> • Explain at least four constraints that influence how human resources are managed in a particular organization. • Compare the ways in which the law does and does not see employment as a typical contractual relationship.



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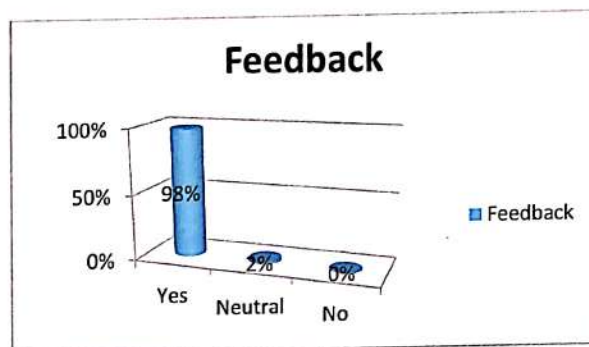
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- Create a list of legal and illegal HRM practices in your country.
- Judge when to use strategies for managing people that go beyond what the law requires.

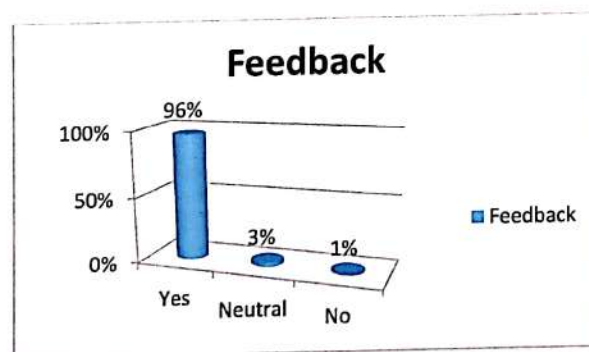
FEEDBACK ON ADD ON COURSE

The feedback of the entire online course was taken among the students by using 3 scale rating and presented with pie chart representation below...

41. Did the course meet your expectations in terms of content and learning outcomes?



42. The Specific topics or areas of the course did you find most valuable or interesting?

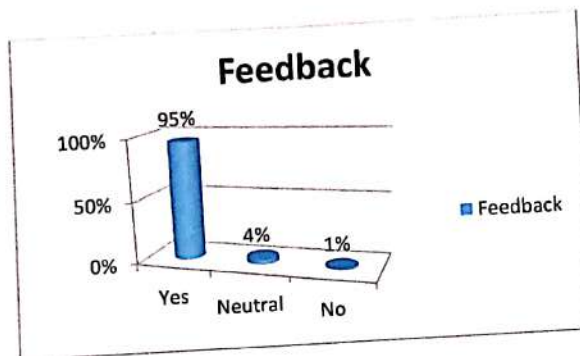


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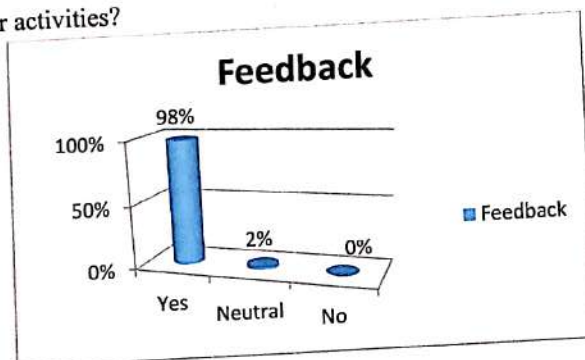
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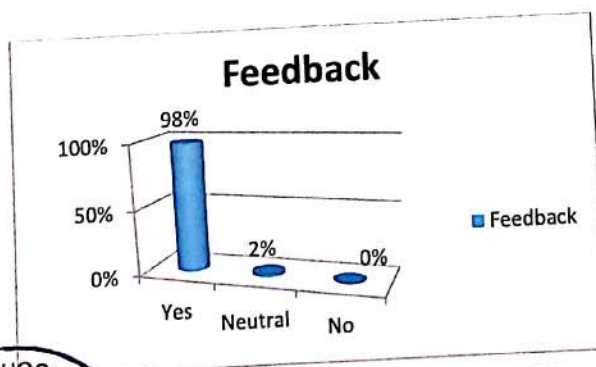
43. Were the course materials and resources provided by course guide are helpful in understanding the concepts and applying the knowledge?



44. How effective was the instructor in delivering the course content and facilitating discussions or activities?



45. Did the course provide enough opportunities for practical application or hands-on exercises?

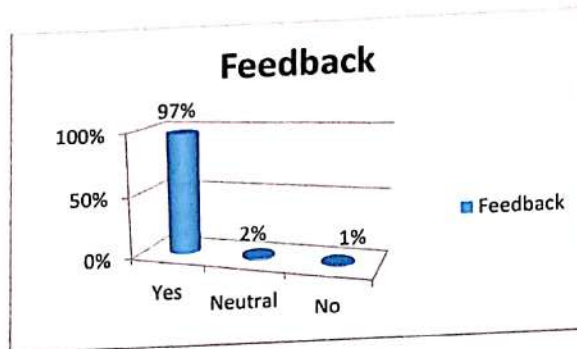


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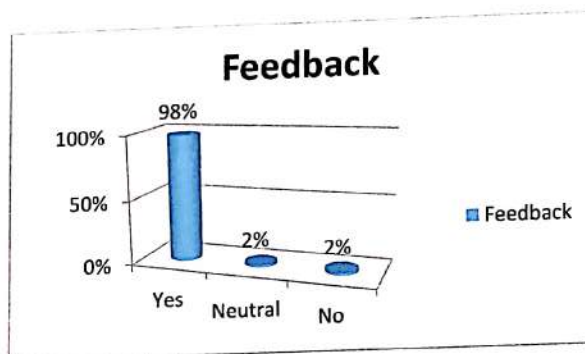
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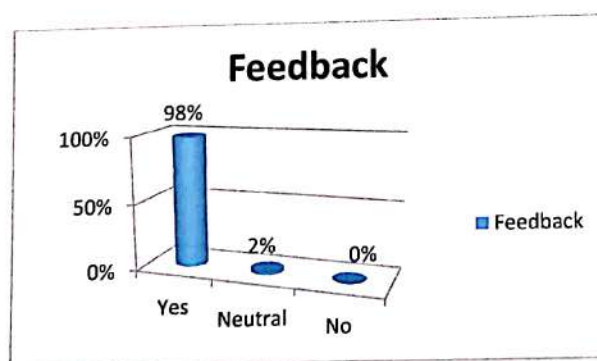
46. Did the course provide a good balance between theory and practical application?



47. Were the assessments and assignments relevant and effective in assessing your understanding of the course material?



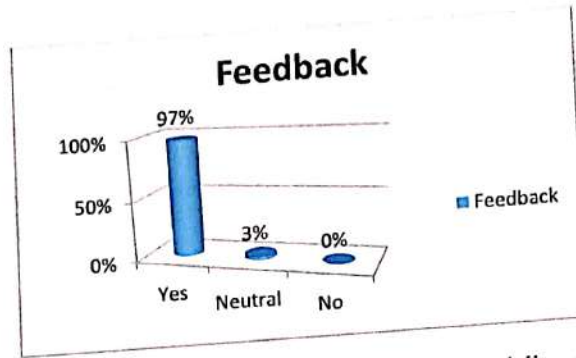
48. Did the course contribute to your overall knowledge and skills in the subject matter?



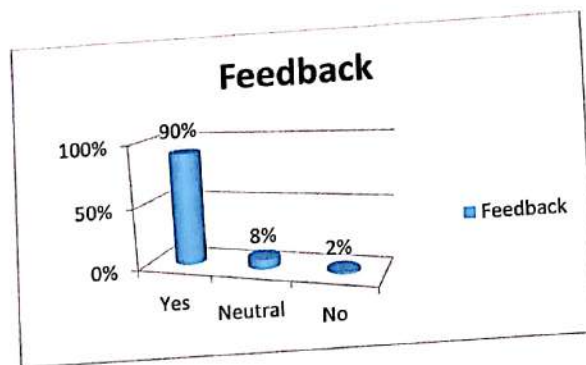
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49. Were the course objectives and learning outcomes clearly defined and communicated at the beginning of the course?



50. Is their scope of enhancing the course content, structure, or delivery by the course guide?



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Attendance

S.No	Hall Ticket No	Student Name	Signature of Candidate
1	20HX1E0042	S BHARGAV	S. Bhargav
2	20HX1E0043	SUDHAKAR GARI VANDANA	S. Vandana
3	20HX1E0044	S SREENIVASULU	S. Sreenivasulu
4	20HX1E0046	T KANTHARAJU	T. Kantharaju
5	20HX1E0048	V GIREESH KUMAR	V. Gireesh Kumar
6	20HX1E0049	YEDDULA ARUNKUMAR	Y. Arun Kumar
7	20HX1E0050	Y DHANASEKHAR REDDY	Y. Dhanasekhara Reddy
8	20HX1E0052	YALAVARTHY VANI	Y. Vani
9	20HX1E0053	Y DEVENDRAREDDY	Y. Devendra Reddy
10	20HX1E0054	A E MANJUNATH	A. E. Manjunath
11	20HX1E0055	ARVETI LEELAVATHI	A. Leelavathi
12	20HX1E0057	AVVARU VENKATA SUBHASI	A. Subhasi
13	20HX1E0058	BODAPETA ASWANI	B. Aswani
14	20HX1E0059	BONDALETI BHAVANA	B. Bhavana
15	20HX1E0060	B GNANA NETHRA	B. Gnana Nethra
16	20HX1E0061	B G LAVANYA	B. Lavanya
17	20HX1E0063	BABA FAKRUDDIEN N	N. Babu
18	20HX1E0065	BELLAM LOKESH	B. Lokesh
19	20HX1E0066	BOGGU JYOTHI	B. Jyothi
20	20HX1E0067	CHALLAGALI HEMA KUMAR	H. Kumar
21	20HX1E0068	CHILLARA SIREESHA	C. Sireesha
22	20HX1E0069	DEVARINTI SAISOMESWARI	D. Saisomeswari
23	20HX1E0070	DUDEKULA SHABANA	D. Shabana
24	20HX1E0071	DASARI SAILAKSHMI	D. Sailakshmi
25	20HX1E0073	G YUGENDRA REDDY	G. Yugendra Reddy
26	20HX1E0074	GANNE SRAVANI	G. Sravani
27	20HX1E0076	GUJJULA VINITHA	G. Vinitha
28	20HX1E0077	JELLI USHA	J. Usha
29	20HX1E0079	JAMBAPURAM ANUSHA	J. Anusha
30	20HX1E0081	KAPU SRAVANI	K. Sravani



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Call For ADD on course

- Last date for registration : 31-06-2021
- Course Venue : SSB Campus



Fundamentals of Financial Markets

instructed by
Dr. T. Venkatesan



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Beedupalli Road, Prasanthigram, Puttaparthi, Sri Sathya Sai District – 515 134.

REPORT ON ADD-ON COURSE FUNDAMENTALS OF FINANCIAL MARKETS (2020-2021)

Date: DEC 20th, 2021.

Venue: SSB Campus.

Participants: Students of MBA.

Course Instructor: DR. Venkateshan

Add On course Time Schedule for year 2020 – 2021:

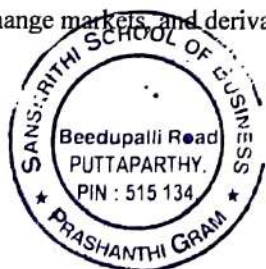
S.No	Day	Time	Venue
1	Thursday	02:00 PM to 05:00 PM	Seminar Hall
2	Friday	02:00 PM to 05:00 PM	Seminar Hall
3	Saturday	02:00 PM to 05:00 PM	Seminar Hall

OVERVIEW OF ADD ON COURSE

COURSE: Fundamentals of Financial Markets

The Fundamentals of Financial Markets add-on course provides a comprehensive overview of the basic concepts, principles, and functioning of financial markets. This course is designed to equip learners with a solid foundation in understanding how financial markets operate, the key participants involved, and the various financial instruments traded within these markets.

The course begins by introducing learners to the role and importance of financial markets in the economy. It explores the functions of financial markets, including facilitating the allocation of capital, enabling price discovery, and providing liquidity to investors. Learners will gain an understanding of the different types of financial markets, such as stock markets, bond markets, foreign exchange markets, and derivatives markets.



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Risk management and portfolio diversification are important aspects covered in the course. Learners will understand the principles of risk and return, and how to construct a diversified investment portfolio that balances risk and potential rewards.

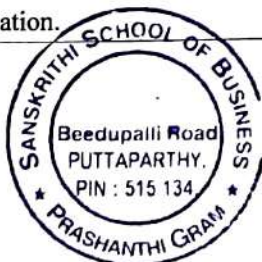
By the end of the Fundamentals of Financial Markets add-on course, learners will have a solid understanding of financial markets, their participants, the instruments traded, and the key principles and strategies involved in investing and trading. This knowledge will provide a strong foundation for further exploration and specialization in the field of finance.

ADD ON COURSE OUTCOMES

- **Understanding of Regulatory Framework:** You will gain insights into the regulatory framework governing financial markets. You will learn about key regulations, laws, and regulatory bodies that oversee market activities. This includes understanding investor protection measures, disclosure requirements, and compliance obligations.
- **Application of Financial Market Concepts:** Through case studies and practical exercises, you will develop the ability to apply financial market concepts to real-world scenarios. This may involve analyzing market data, making investment decisions, and assessing the impact of economic events on financial markets.
- **Enhanced Financial Literacy:** Overall, the course will improve your financial literacy and empower you to make informed decisions in the context of financial markets. You will be better equipped to understand market dynamics, evaluate investment opportunities, and navigate the complexities of the financial world.
- **Preparation for Further Study or Career Advancement:** The knowledge and skills acquired in this add-on course can serve as a foundation for further studies in finance or related fields. Additionally, it can enhance your employability in roles requiring financial market knowledge, such as financial analyst, investment advisor, or risk manager.

ADD ON COURSE CONTENT

MODULES	CONTENT
1	Welcome to the course! In this opening module, you will learn the basics of financial markets, insurance, and CAPM (Capital Asset Pricing Model). This module serves as the foundation of this course.
2	In this next module, dive into some details of behavioural finance, forecasting, pricing, debt, and inflation.
3	Stocks, bonds, dividends, shares, market caps; what are these? Who needs them? Why? Module 3 explores these concepts, along with corporation basics and some basic financial markets history.
4	Take a look into the recent past, exploring recessions, bubbles, the mortgage crisis, and regulation.



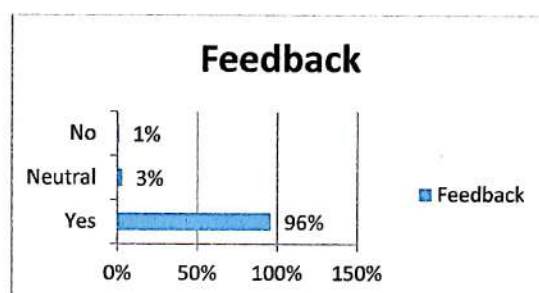
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5	Options and bond markets are explored in module 5, important components of financial markets.
6	In module 6, Professor Shiller introduces investment banking, underwriting processes, brokers, dealers, exchanges, and new innovations in financial markets.
7	Professor Shiller's final module includes lectures about nonprofits and corporations, and your career in finance.

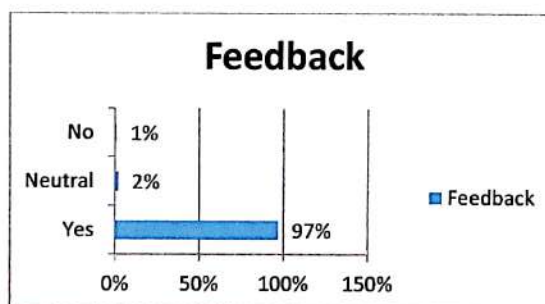
FEEDBACK ON ADD ON COURSE

The feedback of the entire online course was taken among the students by using 3 scale rating and presented with pie chart representation below...

1. Did the course meet your expectations in terms of content and learning outcomes?



2. The Specific topics or areas of the course did you find most valuable or interesting?

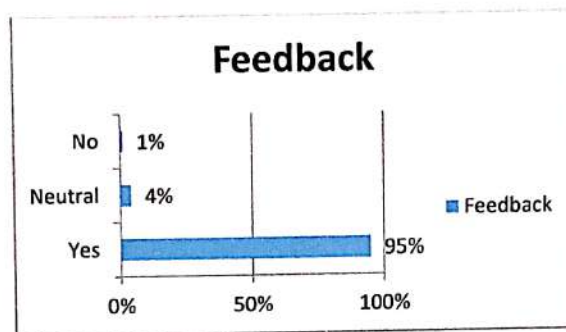


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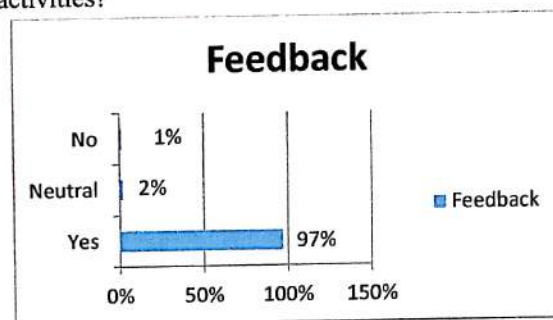
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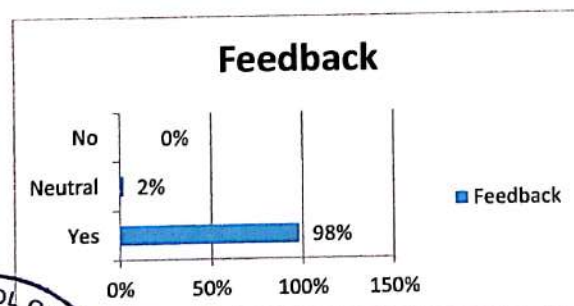
3. Were the course materials and resources provided by course guide are helpful in understanding the concepts and applying the knowledge?



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5. Did the course provide enough opportunities for practical application or hands-on exercises?

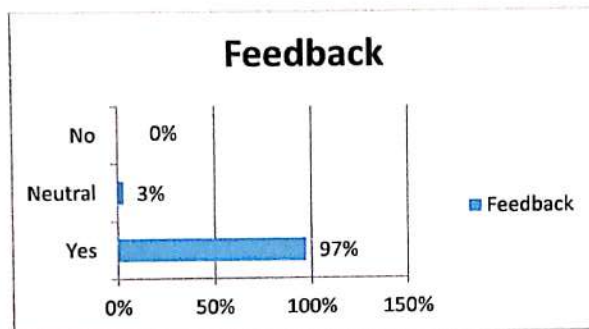


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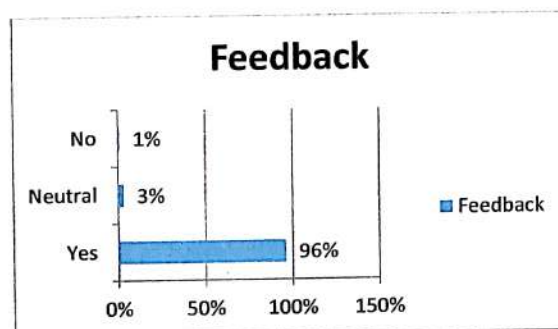
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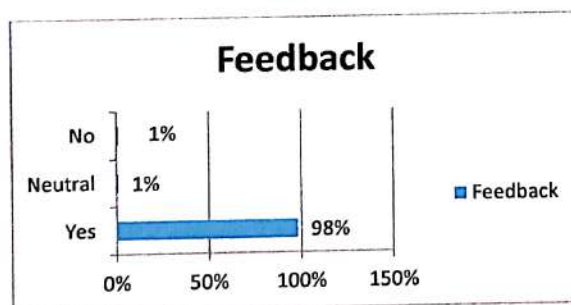
6. Did the course provide a good balance between theory and practical application?



7. Were the assessments and assignments relevant and effective in assessing your understanding of the course material?



8. Did the course contribute to your overall knowledge and skills in the subject matter?

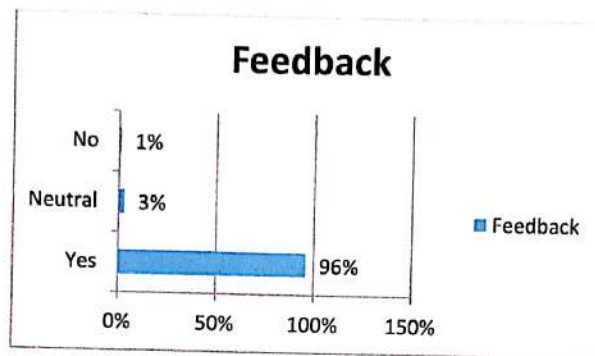


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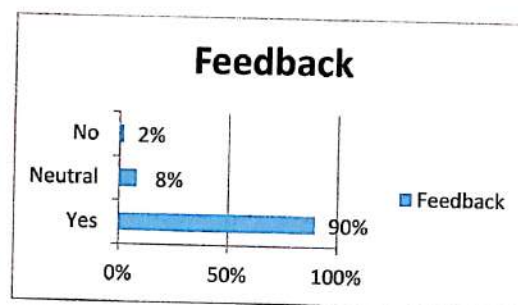
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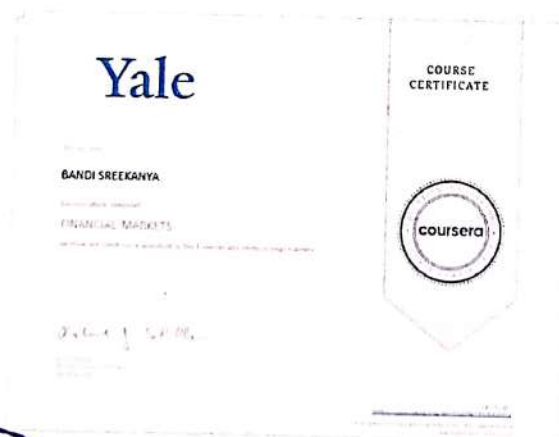
9. Were the course objectives and learning outcomes clearly defined and communicated at the beginning of the course?



10. Is their scope of enhancing the course content, structure, or delivery by the course guide?



PROOF OF CERTIFICATE



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Ananthapuramu (Dt.) A.P.

Attendance:

S.No	Hall Ticket No	Student Name	Signature of Candidate
1	20HX1E0001	AVULA MAHESH	A. Mahesh
2	20HX1E0004	B SAI RAMANJINEYULU	B. Sairamanyu
3	20HX1E0006	BANDI SREEKANYA	B. Sreekanya
4	20HX1E0008	CHADIVE ROJA	C. Roja
5	20HX1E0009	DASARI YERRISWAMY	D. Yerriswamy
6	20HX1E0010	DERANGULA KALYANKUMAR	D. Kalyankumar
7	20HX1E0011	DOKKA GEETHA	D. Geetha
8	20HX1E0012	GAJULA SAI CHARAN	G. Saicharan
9	20HX1E0014	GAJULA SRILAKSHMI	G. Srilakshmi
10	20HX1E0016	JUNJU SASIKALA	J. Sasikala
11	20HX1E0017	KARRA ASWINI	K. Aswini
12	20HX1E0018	KONKALA DIVYASREE	K. Divya Sree
13	20HX1E0020	KOWJULA KUMAR SWAMY	K. Kumar Swamy
14	20HX1E0021	K S SAICHARAN	K. Saicharan
15	20HX1E0022	KUMMARA SIREESHA	K. Sireesha
16	20HX1E0023	KARNA UPENDRA	K. Upendra
17	20HX1E0025	KUMMARA DEVENDRA	K. Devendra
18	20HX1E0026	LEKKALA SAI KISHORE	L. Saikishore
19	20HX1E0028	M POOJITHA	M. Poojitha
20	20HX1E0029	MALLELA SREEVANI	M. Sreevani
21	20HX1E0031	MANNALA KALYANI	M. Kalyani
22	20HX1E0032	N PAVAN KUMAR ACHARI	N. Pavan Kumar Achari
23	20HX1E0033	PALAGIRI RAMYASREE	P. Ramyasree
24	20HX1E0034	R SAIPRASAD	R. Saiprasad
25	20HX1E0035	R K DURGA	R. K. Durga
26	20HX1E0036	REVURU SRAVYA	R. Sravya
27	20HX1E0037	S PRUTHVI SAI NARAYANA REDDY	S. Pruthvi Sai Narayana Reddy
28	20HX1E0039	G SARITHA CHARI	G. Saritha Chari
29	20HX1E0040	SHAIK SAMIULLA	S. Samiulla
30	20HX1E0041	SIDDE HEMAVATHI	S. Hemavathi

Dr. Balakoteswari

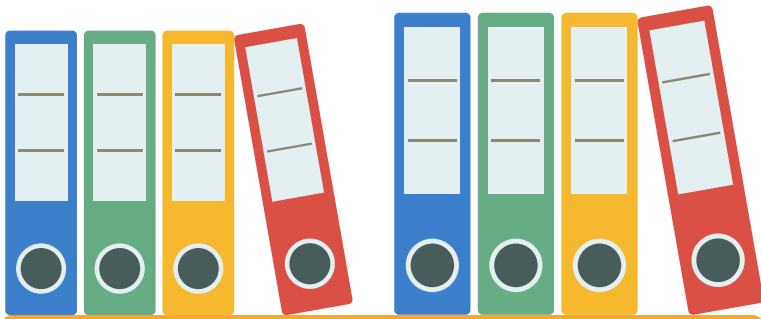
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**LAST DATE : 01-07-2021
FOR
REGISTRATION**

PORTFOLIO SELECTION AND RISK MANAGEMENT



**LEARN MORE
BY JOINING
ADD ON COURSE**

**COURSE INSTRUCTOR
Dr.D .Rajesh Babu**





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Beedupalli Road, Prasanthigram, Puttaparthi, Sri Sathya Sai District – 515 134.

REPORT ON ADD-ON COURSE PORTFOLIO SELECTION AND RISK MANAGEMENT (2020-2021)

Date: DEC 20th, 2021.

Venue: SSB Campus.

Participants: Students of MBA.

Course Instructor: DR. Rajesh Babu

Add On course Time Schedule for year 2020 – 2021:

S.No	Day	Time	Venue
1	Thursday	02:00 PM to 05:00 PM	Seminar Hall
2	Friday	02:00 PM to 05:00 PM	Seminar Hall
3	Saturday	02:00 PM to 05:00 PM	Seminar Hall

OVERVIEW OF ADD ON COURSE

COURSE: Portfolio Selection and Risk Management

The Portfolio Selection and Risk Management add-on course provides a comprehensive overview of portfolio management techniques and strategies, with a focus on effectively managing risk within investment portfolios. This course equips learners with the knowledge and skills necessary to construct well-diversified portfolios and mitigate risks associated with investment decisions.

The course begins by introducing learners to the concept of portfolio management and its importance in achieving investment objectives. It explores the principles of asset allocation, diversification, and the trade-off between risk and return. Learners will understand how to identify and assess different types of risk, including market risk, credit risk, liquidity risk, and operational risk.



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Throughout the course, learners will have opportunities to apply their knowledge through case studies and practical exercises. They will develop critical thinking skills in portfolio construction, risk assessment, and decision-making.

By the end of the Portfolio Selection and Risk Management add-on course, learners will have a solid understanding of portfolio management principles, risk management techniques, and the tools necessary for constructing well-diversified portfolios. This knowledge will enable them to make informed investment decisions and effectively manage risk in their investment portfolios.

ADD ON COURSE OUTCOMES

- **Understanding of Behavioural Finance:** You will gain insights into the field of behavioural finance, which examines the psychological biases and decision-making processes that influence investor behaviour. You will understand how these biases can impact portfolio selection and risk management, and learn strategies to mitigate their effects.
- **Application of Portfolio Management Software:** You may have the opportunity to gain hands-on experience with portfolio management software or tools commonly used in the industry. This will enable you to apply the concepts and techniques learned in the course to practical portfolio construction and risk management scenarios.
- **Ethical Considerations in Portfolio Management:** You will develop an understanding of ethical considerations and professional standards relevant to portfolio management. You will learn about fiduciary responsibilities, conflicts of interest, and the importance of acting in the best interests of clients or stakeholders.
- **Integration of Theory and Practice:** Through case studies, simulations, or real-world examples, you will have the opportunity to apply portfolio selection and risk management concepts to practical investment scenarios. This will enhance your ability to make informed investment decisions, manage risk effectively, and create portfolios aligned with specific investment objectives.

ADD ON COURSE CONTENT

MODULE	CONTENT
1	INTRODUCTION OF RISK & RETURN: This module introduces the second course in the Investment and Portfolio Management Specialization. In this module, we discuss one of the main principles of investing: the risk-return trade-off, the idea that in competitive security markets, higher expected returns come only at a price – the need to bear greater risk. We develop statistical measures of risk and expected return and review the historical record on risk-return patterns across various asset classes.



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2	<p>PORTFOLIO CONSTRUCTION AND DIVERSIFICATION</p> <p>In this module, we build on the tools from the previous module to develop measure of portfolio risk and return. We define and distinguish between the different sources of risk and discuss the concept of diversification: how and why putting risky assets together in a portfolio eliminates risk that yields a portfolio with less risk than its components. Finally, we review the quantitative tools that help us identify the 'best' portfolios with the least risk for a given level of expected return by considering a numerical example using international equity data.</p>
3	<p>MEAN VARIANCE PREFERENCES</p> <p>In this module, we describe how investors make choices. Specifically, we look at how utility functions are used to express preferences. We review measures to describe investors' attitude towards risk. Finally, we discuss how we can summarize investors' preferences using a specific utility function: mean-variance preferences.</p>
4	<p>PORTFOLIO CONSTRUCTION AND DIVERSIFICATION</p> <p>In this module, you will learn about mean-variance optimization: how to make optimal capital allocation and portfolio choice decisions when investors have mean-variance preferences. This was one of the ground-breaking ideas in finance. We will formally set up the investor's portfolio choice problem and learn step-by-step how to solve for the optimal allocation and risky portfolio choice given a set of risky securities. You will also have an opportunity to apply these techniques to a numerical example. This module is slightly more technical than the others. Stick with it... you will not regret it!</p>
5	<p>EQUILIBRIUM ASSET PRICING MODELS</p> <p>In this module; we build on the insights obtained from modern portfolio theory to understand how risk and return are related in equilibrium. We first look at the main workhorse model in finance, the Capital Asset Pricing Model and discuss the expected return-beta relationship. We then turn our attention to multi-factor models, such as the Fama-French three-factor model.</p>

FEEDBACK ON ADD ON COURSE

The feedback of the entire online course was taken among the students by using 3 scale rating and presented with pie chart representation below...

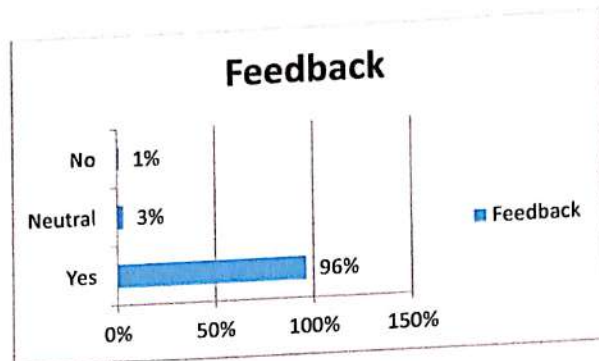
11. Did the course meet your expectations in terms of content and learning outcomes?



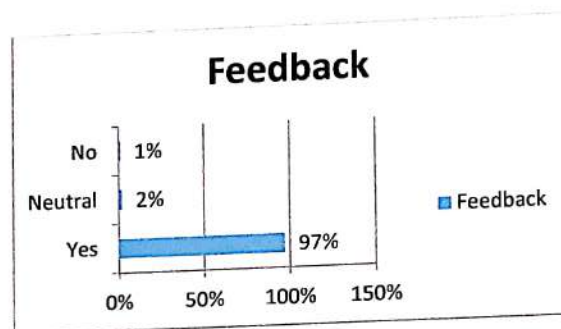
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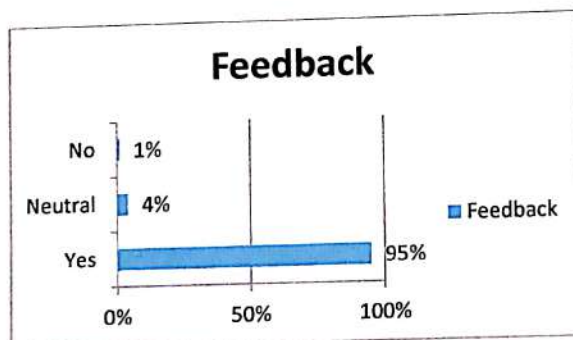
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Ananthapuramu (Dt.) A.P.



12. The Specific topics or areas of the course did you find most valuable or interesting?



13. Were the course materials and resources provided by course guide are helpful in understanding the concepts and applying the knowledge?

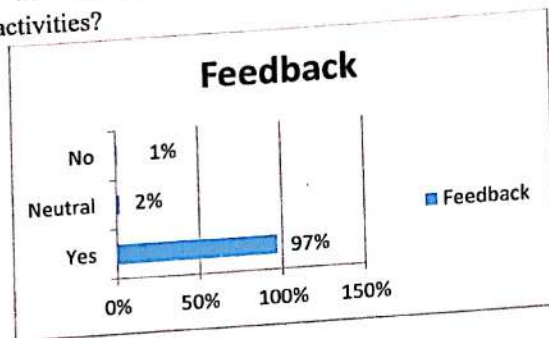


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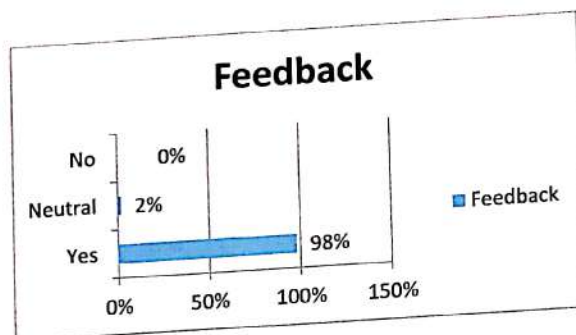
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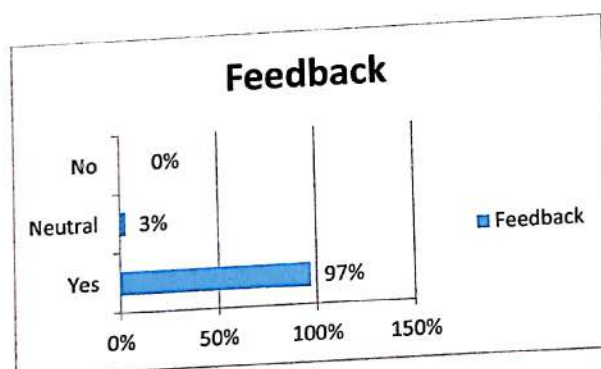
14. How effective was the instructor in delivering the course content and facilitating discussions or activities?



15. Did the course provide enough opportunities for practical application or hands-on exercises?



16. Did the course provide a good balance between theory and practical application?

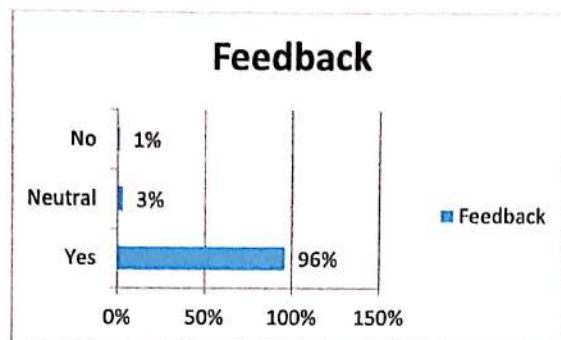


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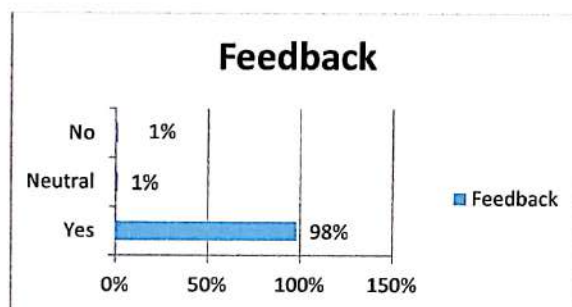
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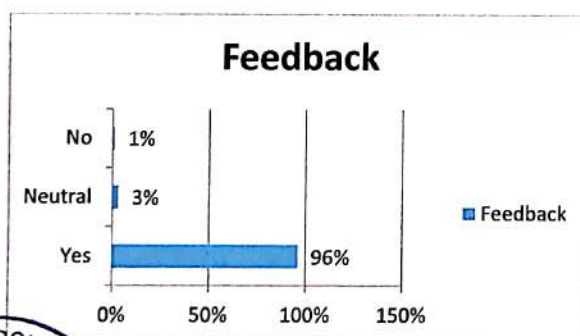
17. Were the assessments and assignments relevant and effective in assessing your understanding of the course material?



18. Did the course contribute to your overall knowledge and skills in the subject matter?

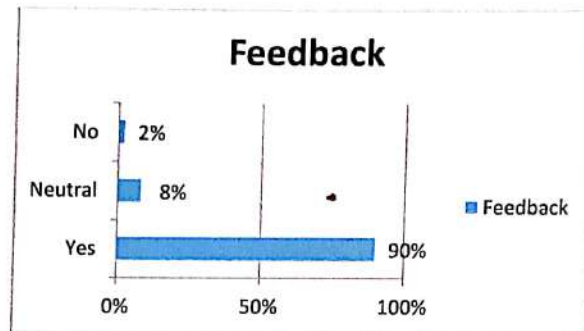


19. Were the course objectives and learning outcomes clearly defined and communicated at the beginning of the course?

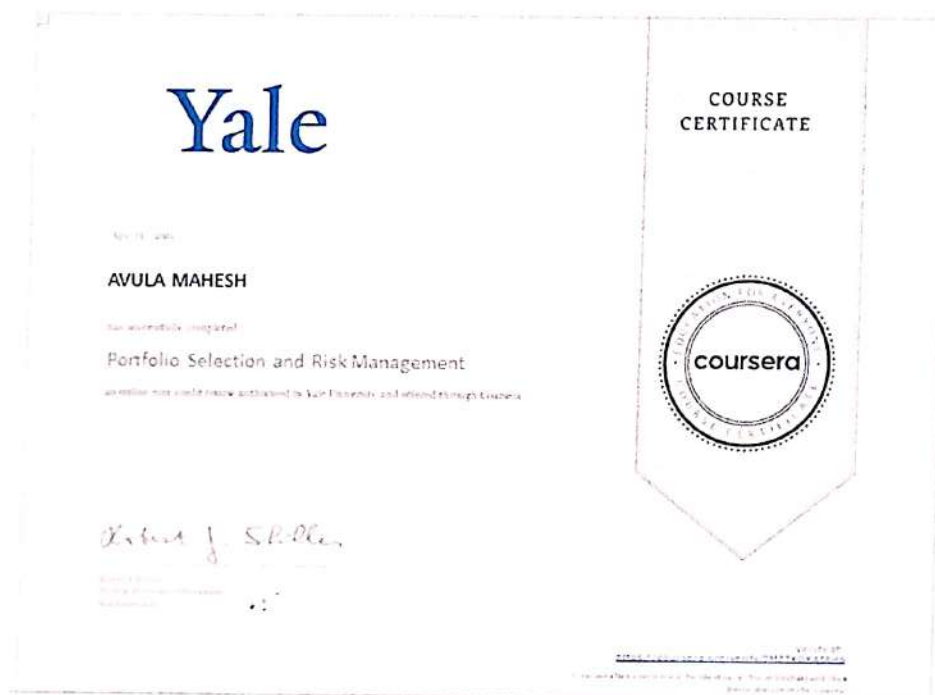


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20. Is their scope of enhancing the course content, structure, or delivery by the course guide?



PROOF OF CERTIFICATE



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Attendance:

S.No	Hall Ticket No	Student Name	Signature of Candidate
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2	20HX1E0043	SUDHAKAR GARI VANDANA	S. Vandana
3	20HX1E0044	S SREENIVASULU	S. Sreenivasulu
4	20HX1E0046	T KANTHARAJU	T. Kantharaju
5	20HX1E0048	V GIREESH KUMAR	V. Gireesh Kumar
6	20HX1E0049	YEDDULA ARUNKUMAR	Y. Arunkumar
7	20HX1E0050	Y DHANASEKHAR REDDY	Y. Dhanasekhara Reddy
8	20HX1E0052	YALAVARTHY VANI	Y. Vani
9	20HX1E0053	Y DEVENDRAREDDY	Y. Devendrar Reddy
10	20HX1E0054	A E MANJUNATH	A. E. Manjunath
11	20HX1E0055	ARVETI LEELAVATHI	A. Leelavathi
12	20HX1E0057	AVVARU VENKATA SUBHASI	A. Subhasi
13	20HX1E0058	BODAPETA ASWANI	B. Aswani
14	20HX1E0059	BONDALETI BHAVANA	B. Bhavana
15	20HX1E0060	B GNANA NETHRA	B. Gnana Nethra
16	20HX1E0061	B G LAVANYA	B. Lavanya
17	20HX1E0063	BABA FAKRUDDIEN N	N. Babakudien
18	20HX1E0065	BELLAM LOKESH	B. Lokesh
19	20HX1E0066	BOGGU JYOTHI	B. Jyothi
20	20HX1E0067	CHALLAGALI HEMA KUMAR	H. Hemakumar
21	20HX1E0068	CHILLARA SIREESHA	C. Sireesha
22	20HX1E0069	DEVARINTI SAISOMESWARI	D. Saisomeswari
23	20HX1E0070	DUDEKULA SHABANA	D. Shabana
24	20HX1E0071	DASARI SAILAKSHMI	D. Sailakshmi
25	20HX1E0073	G YUGENDRA REDDY	G. Yugendra Reddy
26	20HX1E0074	GANNE SRAVANI	G. Sravani
27	20HX1E0076	GUJJULA VINITHA	G. Vinitha
28	20HX1E0077	JELLI USHA	J. Usha
29	20HX1E0079	JAMBAPURAM ANUSHA	J. Anusha
30	20HX1E0081	KAPU SRAVANI	K. Sravani



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Call for registering add on course

Data visualization with advanced excel

Course Instructor :

MR. V. Ranganthan

Last day for registering :

31 June, 2021

Venue : SSB Campus



Join Us





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REPORT ON ADD-ON COURSE DATA VISUALIZATION WITH ADVANCED EXCEL (2020-2021)

Date: DEC 20th, 2021.

Venue: SSB Campus.

Participants: Students of MBA.

Course Instructor: Mr. Rangantham

Add On course Time Schedule for year 2020 – 2021:

S.No	Day	Time	Venue
1	Thursday	02:00 PM to 05:00 PM	Seminar Hall
2	Friday	02:00 PM to 05:00 PM	Seminar Hall
3	Saturday	02:00 PM to 05:00 PM	Seminar Hall

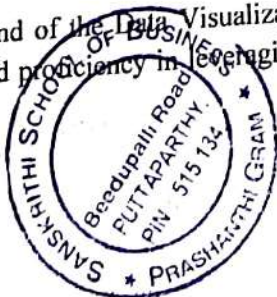
OVERVIEW OF ADD ON COURSE

COURSE: Data visualization with advanced excel

The Data Visualization with Advanced Excel add-on course offers a comprehensive overview of using advanced Excel techniques to create impactful and visually compelling data visualizations. This course is designed to enhance learners' skills in presenting data effectively and extracting meaningful insights from complex datasets.

Furthermore, the course covers advanced Excel features such as conditional formatting, sparklines, data bars, and trendlines, which enable learners to enhance the visual impact of their data presentations. Learners will also gain insights into interactive features like slicers and filters to enable dynamic exploration of datasets.

By the end of the Data Visualization with Advanced Excel add-on course, learners will have developed proficiency in leveraging advanced Excel features and techniques to create powerful



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data visualizations. This knowledge will enable them to effectively communicate complex data to a broad audience, facilitate data-driven decision-making, and add value to their professional endeavours.

ADD ON COURSE OUTCOMES

- **Data Visualization Best Practices:** You will learn best practices for data visualization, including principles of data accuracy, simplicity, and clarity. You will understand how to avoid common pitfalls and misrepresentations in visualizations, ensuring that your visuals effectively communicate the intended message.
- **Incorporation of External Data Sources:** You will gain knowledge of techniques for importing and integrating external data sources into Excel for visualization purposes. This may involve connecting to databases, web data sources, or APIs to retrieve and analyse data from various platforms.
- **Automation and Efficiency:** You will discover techniques to automate repetitive tasks and streamline your data visualization workflows in Excel. This may include using macros, formulas, or Power Query to automate data refresh, data cleansing, and report generation processes.
- **Practical Application and Project Work:** Through hands-on exercises and projects, you will have the opportunity to apply your Excel data visualization skills to real-world scenarios. This will enhance your ability to analyse data, create meaningful visualizations, and derive insights from complex datasets.

ADD ON COURSE CONTENT

MODULE	CONTENT
1	PREPARING A PROFESSIONAL EXCEL During this first week, you are going to learn about the development of data models and databases. We will cover the components of data sets and the relational database models, database keys, relationships, and joins. We will also look at a tool called Power Pivot that is used to import and prepare data to build relational models, as well as visualize data. By the end of the week, you will have a working knowledge of how to develop a data model. Be sure to complete lessons in the order in which they are sequenced in the course.
2	ADVANCED SCENARIO ANALYSIS This week, we are going to explore three different analytical methods used to help model different scenarios and deal with variable uncertainty. These methods are scenario analysis, sensitivity analysis and simulation. We'll look at what each method is and then go deeper into why and how you use each. Following some guided demonstration, you'll be given a chance to practice in an Excel workbook and demonstrate what you've learned.



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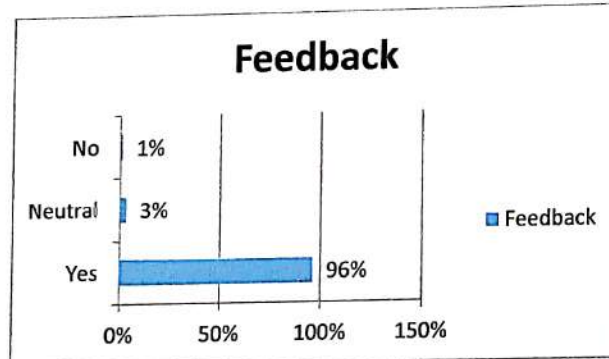
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3	DATA VISUALIZATION This week we are going to focus on data visualization. We will start off by discussing data visualization basics, outlining the theory and concepts behind data visualization. We will also discuss how to enable effective story telling through the correct selection, creation, and presentation of tables and charts. You'll get a chance to learn how to create detailed graphs and charts to effectively tell a story about your data..
4	DASH BOARDING In the final week of this course, you are going to learn how to create a dynamic dashboard. We are going to discuss how to establish a good understanding of your audience and how to collect key requirements in order to determine what type of dashboard to build. We will talk about some guiding design principles and things to consider when building a dashboard. You'll have a chance to practice everything you learn this week by creating your own functional dashboard in Excel.

FEEDBACK ON ADD ON COURSE

The feedback of the entire online course was taken among the students by using 3 scale rating and presented with pie chart representation below...

21. Did the course meet your expectations in terms of content and learning outcomes?

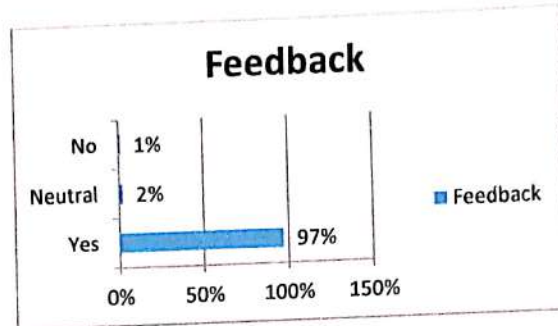


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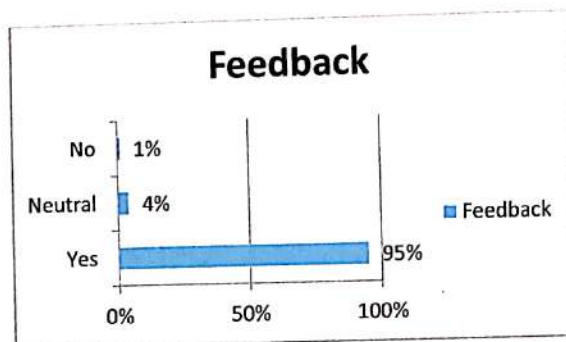


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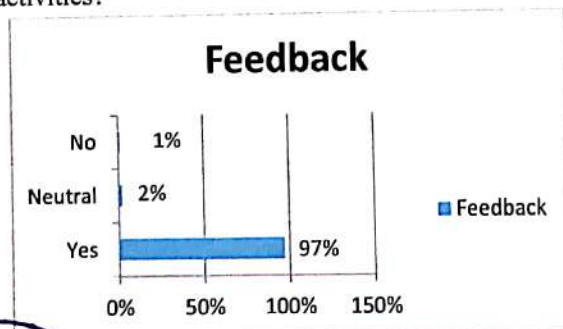
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23. Were the course materials and resources provided by course guide are helpful in understanding the concepts and applying the knowledge?



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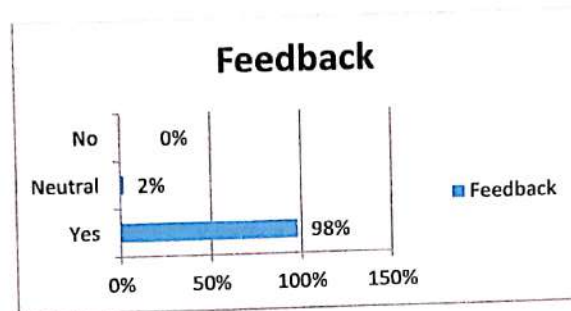


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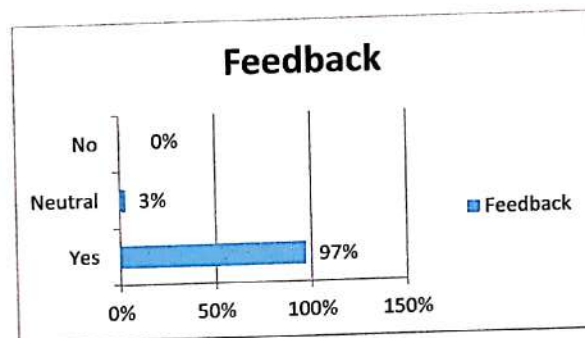
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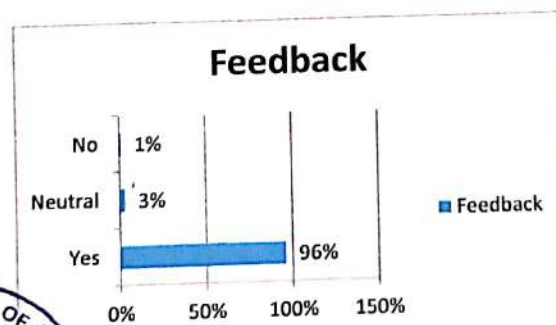
25. Did the course provide enough opportunities for practical application or hands-on exercises?



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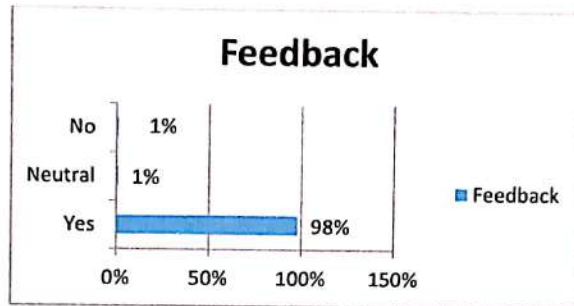


27. Were the assessments and assignments relevant and effective in assessing your understanding of the course material?

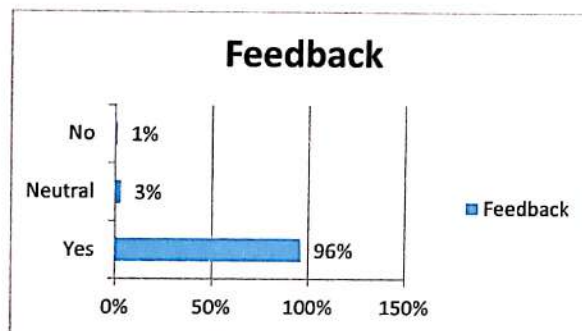


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ANDHRA PRADESH

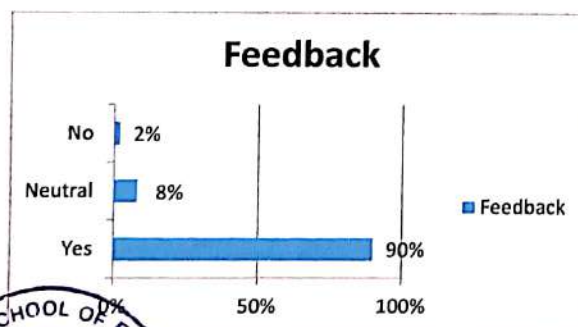
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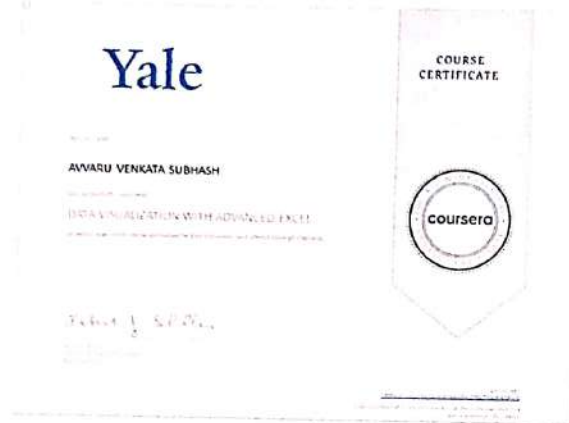


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PROOF OF CERTIFICATE



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13	20HX1E0058	BODAPETA ASWANI	B. Aswani
14	20HX1E0059	BONDALETI BHAVANA	B. Bhavana
15	20HX1E0060	B GNANA NETHIRA	B. Gnananethira
16	20HX1E0061	B G LAVANYA	B. Lavanya
17	20HX1E0063	BABA FAKRUDDIEN N	N. Babu
18	20HX1E0065	BELLAM LOKESH	B. Lokesh
19	20HX1E0066	BOGGU JYOTHI	B. Jyothi
20	20HX1E0067	CHALLAGATI IIFMA KUMAR	I. Ifma Kumar
21	20HX1E0068	CHILLARA SIREESHA	C. Sireesha
22	20HX1E0069	DEVARINTI SAISOMESWARI	D. Saisomeswari
23	20HX1E0070	DIDEKULA SHABANA	D. Shabana
24	20HX1E0071	DASARI SAILAKSHMI	D. Sailakshmi
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28	20HX1E0077	JELLI USHA	J. Usha
29	20HX1E0079	JAMRAPURAM ANUSHA	A. Anusha
30	20HX1E0081	KAPU SRAVANI	K. Sravani



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Call for add on
course
registration

MARKETING IN A DIGITAL WORLD

LAST DATE TO REGISTER : 31 JUNE, 2021

COURSE DURATION : ABOVE 30 HOURS

VENUE : SSB CAMPUS

COURSE INSTRUCTOR : DR. D. HEMANATH



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REPORT ON ADD-ON COURSE MARKETING IN A DIGITAL WORLD (2020-2021)

Date: DEC 20th, 2021.

Venue: SSB Campus.

Participants: Students of MBA.

Course Instructor: Dr. Hemanath

Add On course Time Schedule for year 2020 – 2021:

S.No	Day	Time	Venue
1	Thursday	02:00 PM to 05:00 PM	Seminar Hall
2	Friday	02:00 PM to 05:00 PM	Seminar Hall
3	Saturday	02:00 PM to 05:00 PM	Seminar Hall

OVERVIEW OF ADD ON COURSE

COURSE 4: Marketing in a Digital World

The Marketing in a Digital World add-on course provides a comprehensive overview of digital marketing strategies and techniques in today's rapidly evolving digital landscape. This course is designed to equip learners with the knowledge and skills necessary to navigate the digital marketing realm and effectively reach target audiences in a digital world.

The course begins by introducing learners to the foundational principles of marketing and how they apply in the digital context. It explores the shift from traditional marketing to digital marketing and the importance of understanding consumer behavior, market segmentation, and targeting in the digital space.

Learners will gain insights into various digital marketing channels, including search engine marketing (SEM), search engine optimization (SEO), social media marketing, email marketing,



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content marketing, and mobile marketing. They will understand how these channels can be leveraged to create effective marketing campaigns and engage with target audiences.

The course covers essential concepts and strategies related to website design and optimization, including user experience (UX) design, conversion rate optimization (CRO), and web analytics. Learners will gain an understanding of how to optimize websites for better visibility, usability, and conversion.

By the end of the Marketing in a Digital World add-on course, learners will have a solid understanding of digital marketing strategies, techniques, and best practices. This knowledge will enable them to create effective digital marketing campaigns, reach target audiences, and drive business growth in the dynamic and ever-evolving digital landscape.

ADD ON COURSE OUTCOMES

- **Email Marketing and Automation:** You will learn how to design and execute effective email marketing campaigns. This includes building email lists, creating compelling email content, optimizing email deliverability, and utilizing marketing automation tools to personalize and automate email communications.
- **Content Marketing and Storytelling:** You will understand the importance of content marketing in the digital landscape. You will learn how to develop a content marketing strategy, create engaging and shareable content, leverage storytelling techniques, and measure content effectiveness.
- **Data Analytics and Measurement:** You will gain knowledge of digital marketing analytics and measurement techniques. You will learn how to set up and track key performance indicators (KPIs), analyze marketing data, and make data-driven decisions to optimize digital marketing campaigns.
- **Ethical and Legal Considerations:** You will develop an understanding of ethical and legal considerations in digital marketing, including privacy regulations, data protection, spam laws, and advertising standards. You will learn how to conduct marketing activities in compliance with relevant laws and regulations.

ADD ON COURSE CONTENT

MODULE	CONTENT
1	COURSE OVERVIEW AND HOW DIGITAL TOOLS ARE CHANGING PRODUCT In this first module, you will become familiar with the course, your instructor, your classmates, and our learning environment. In this module, you will learn how new digital tools are enabling customers to take a more active role in developing and sharing products.
2	HOW DIGITAL TOOLS ARE CHANGING THE PRODUCT In this module, you learn how new digital tools are enabling customers to take a more active role in promoting activities.



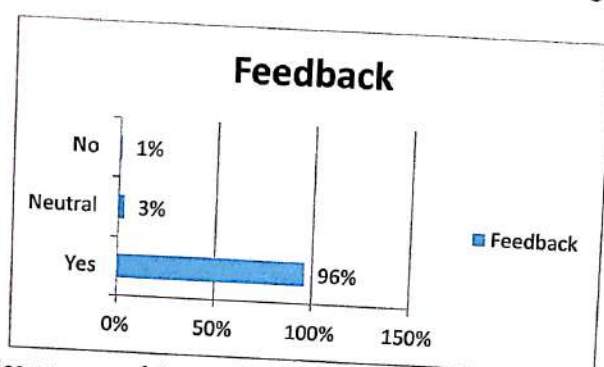
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3	HOW DIGITAL TOOLS ARE CHANGING THE PLACEMENT In this module, you learn how new digital tools are altering the distribution of products and revolutionizing the retail landscape.
4	HOW DIGITAL TOOLS ARE CHANGING THE PRICE In this module, you will learn how new digital tools are enabling customers to take a more active role in setting the prices they pay for the products they buy.

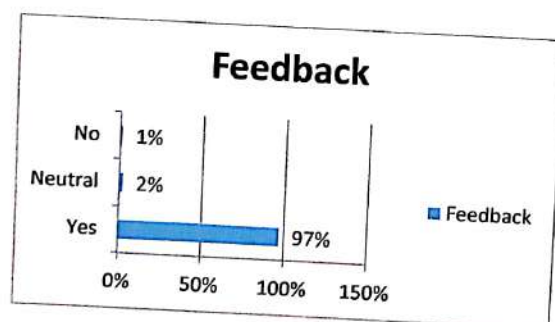
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31. Did the course meet your expectations in terms of content and learning outcomes?

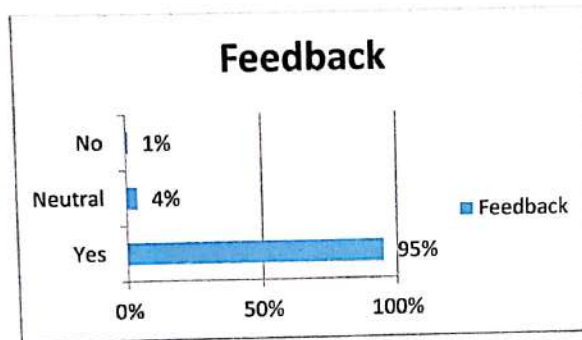


32. The Specific topics or areas of the course did you find most valuable or interesting?

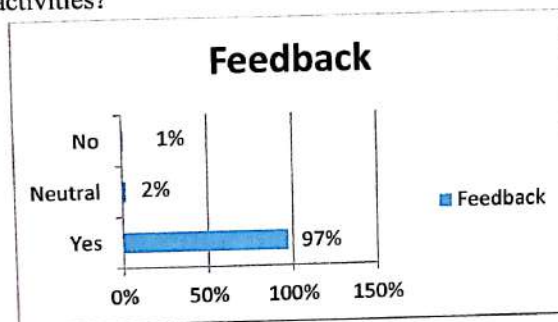


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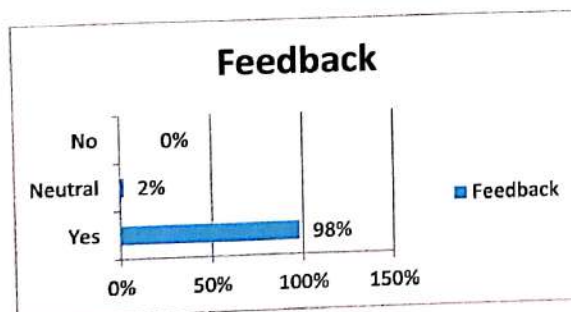
33. Were the course materials and resources provided by course guide are helpful in understanding the concepts and applying the knowledge?



34. How effective was the instructor in delivering the course content and facilitating discussions or activities?



35. Did the course provide enough opportunities for practical application or hands-on exercises?

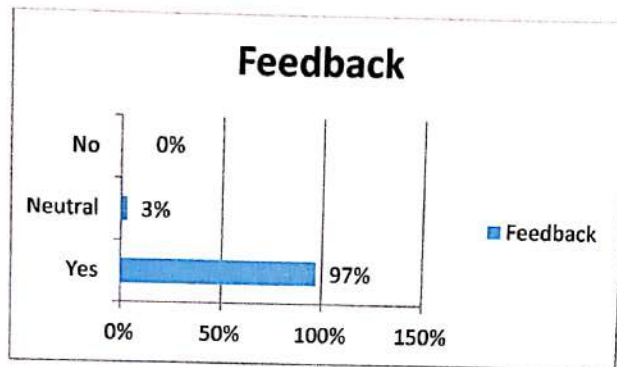


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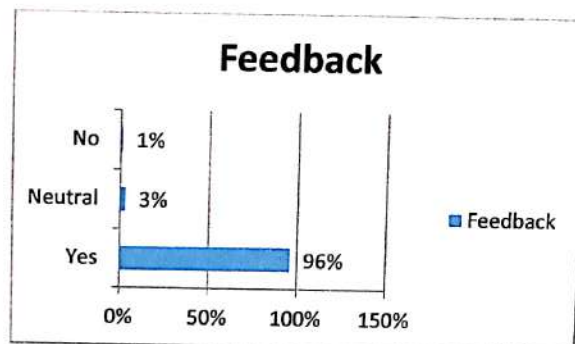
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PUTTAPARTHY - 515134,
Andhra Pradesh INDIA.

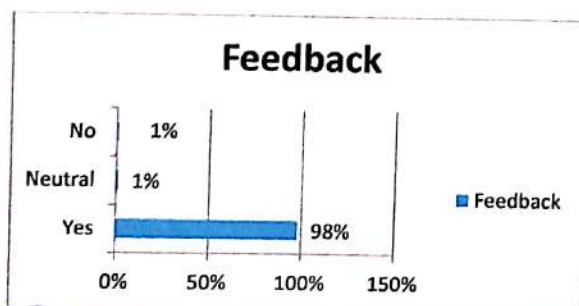
36. Did the course provide a good balance between theory and practical application?



37. Were the assessments and assignments relevant and effective in assessing your understanding of the course material?

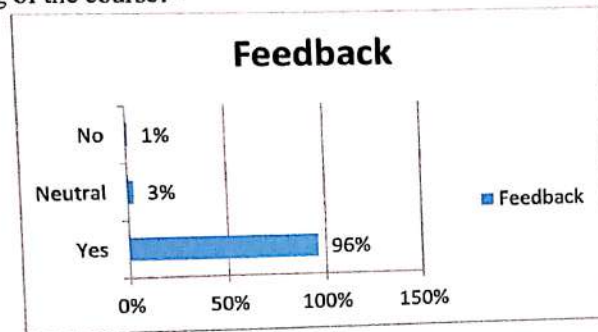


38. Did the course contribute to your overall knowledge and skills in the subject matter?

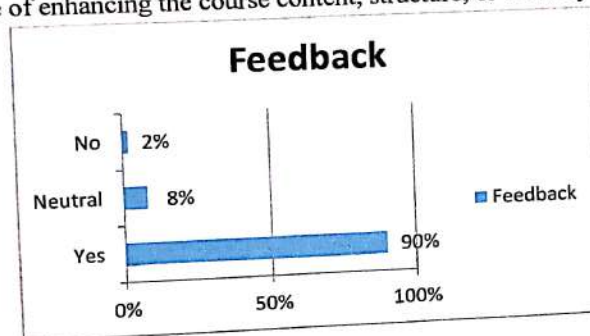


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39. Were the course objectives and learning outcomes clearly defined and communicated at the beginning of the course?



40. Is their scope of enhancing the course content, structure, or delivery by the course guide?



PROOF OF CERTIFICATE



Attendance:

S.No	Hall Ticket No	Student Name	Signature of Candidate
1	20HX1E0082	KATASANI THULASI	K. Thulasi
2	20HX1E0084	K N G HARISH	K.N. Harish
3	20HX1E0085	KORAKALLU LAVANYA	K. Lavanya
4	20HX1E0086	KUMMARA NARESH BABU	K. Nareesh Babu
5	20HX1E0087	KUMMETHA SUDHA RANI	K. Sudha Rani
6	20HX1E0088	MARUVAPALLI SARITHA	M. Saritha
7	20HX1E0089	MARINENI CHAITHANYA	M. Chaithanya
8	20HX1E0091	NELLURU SRINIVASULU	N. Srinivasulu
9	20HX1E0092	P NAGAVEENA	P. Nagaveena
10	20HX1E0093	P G MOUNIKA	P.G. Mounika
11	20HX1E0094	P PURUSHOTHAM	P. Purushotham
12	20HX1E0095	PAPPURU JAISHNAVI	P. Jaishnavi
13	20HX1E0096	PEDDAIAHIGARI MANIKANTA	P. Manikanta
14	20HX1E0097	PULASANI SARATHIKUMAR REDDY	P. Sarathikumar Reddy
15	20HX1E0098	PULIMEDDALA GOUSPEERA	P. Gouspeera
16	20HX1E0099	S UMERABANU	S. Umerabanu
17	20HX1E00A0	SEELAM KASTURI	S. Kasturi
18	20HX1E00A1	SHAIK IRFAN BASHA	S. Irfan Basha
19	20HX1E00A2	SOMAGUTTA HARINATH REDDY	S. Harinath Reddy
20	20HX1E00A3	SYED SALMA	S. Salma
21	20HX1E00A4	TADIMARRI TEJA	T. Teja
22	20HX1E00A5	V NEELIMA	V. Neelima
23	20HX1E00A6	VANARCHU SAINATH	V. Sainath
24	20HX1E00A7	YELLAPU CHANDRAKANTHI	Y. Chandrakanthi
25	19HX1E00B0	MALLIKARJUNAGARI SAILAJA	M. Sailaja



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Call for the Add on course

PREPARING TO MANAGE HUMAN RESOURCES

JOIN US



KEY POINTS:

- REGISTRATION IS OPEN UPTO 1 JULY, 2021
- COURSE INSTRUCTOR IS MS.S.JAYANANDINI



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Beedupalli Road, Prasanthigram, Puttaparthi, Sri Sathya Sai District – 515 134.

REPORT ON ADD-ON COURSE PREPARING TO MANAGE HUMAN RESOURCES (2020-2021)

Date: DEC 20th, 2021.

Venue: SSB Campus.

Participants: Students of MBA.

Course Instructor: Ms.S.Jayanandini

Add On course Time Schedule for year 2020 – 2021:

S.No	Day	Time	Venue
1	Thursday	02:00 PM to 05:00 PM	Seminar Hall
2	Friday	02:00 PM to 05:00 PM	Seminar Hall
3	Saturday	02:00 PM to 05:00 PM	Seminar Hall

OVERVIEW OF ADD ON COURSE

COURSE: Preparing to Manage Human Resources

The Preparing to Manage Human Resources add-on course offers a comprehensive overview of the key concepts, principles, and practices involved in effectively managing human resources within organizations. This course is designed to provide learners with a solid foundation in understanding the role of human resources and preparing them for managerial positions in HR.

The course begins by introducing learners to the strategic importance of human resource management (HRM) and its alignment with organizational goals. It covers the evolving role of HR professionals and the various functions they perform, including talent acquisition, training and development, performance management, employee relations, and compensation and benefits.



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Learners will gain insights into the legal and ethical considerations in HRM, including equal employment opportunity, diversity and inclusion, labor laws, and employee rights. They will understand the importance of compliance with legal requirements and ethical standards in managing human resources effectively.

Additionally, the course covers performance management and employee development. Learners will gain an understanding of performance appraisal methods, feedback and coaching techniques, and strategies for employee engagement and motivation. They will also explore training and development programs aimed at enhancing employee skills and competencies.

By the end of the Preparing to Manage Human Resources add-on course, learners will have a solid understanding of the key principles and practices in HRM. This knowledge will prepare them to take on managerial roles in human resources, contribute to organizational success through effective HR practices, and address the challenges and opportunities in managing a diverse workforce.

ADD ON COURSE OUTCOMES

- Employee Relations and Conflict Resolution: You will develop skills in managing employee relations and resolving conflicts in the workplace. You will learn techniques for effective communication, conflict resolution, and fostering positive employee relations to create a harmonious work environment.
- Employee Engagement and Retention Strategies: You will explore strategies for fostering employee engagement and retention. You will learn how to create a positive work culture, promote employee satisfaction, and implement employee recognition programs to increase employee loyalty and productivity.
- HR Metrics and Analytics: You will gain knowledge of HR metrics and analytics to measure the effectiveness of HR programs and initiatives. You will learn how to collect and analyze HR data to make informed decisions, identify trends, and improve HR practices.
- Ethical Considerations in HR Management: You will develop an understanding of ethical considerations in HR management, including confidentiality, privacy, and fairness. You will learn about ethical decision-making frameworks and the importance of maintaining ethical standards in HR practices.
- HR Leadership and Strategic Alignment: You will understand the role of HR in strategic planning and organizational development. You will learn how to align HR practices with business goals, contribute to strategic decision-making, and act as a strategic partner within the organization.



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ADD ON COURSE CONTENT

MODULE	CONTENT
1	<p>ALTERNATIVE APPROACHES TO MANAGING HUMAN RESOURCES:</p> <p>Welcome to the first week of this course! This section starts with an introduction to the course, and then we'll spend two lessons looking at alternative ways of managing human resources. After completing this module, you will be able to...</p> <ul style="list-style-type: none"> • Explain why managing people are important. • Compare strategies for managing human resources. • Evaluate the fit between an organization's HR strategy, a manager's style(s), and the business environment. • Recommend strategies and styles for managing people in a particular situation.
2	<p>WHAT MAKE EMPLOYEE WORKS? MONEY, OFCOURSE</p> <p>Welcome to the second module of this course! We'll be focusing on the monetary reasons for working, and the lessons for managers that result. After completing this module, you will be able to...</p> <ul style="list-style-type: none"> • Explain how money can motivate some workers. • Identify key managerial concerns if workers are self-interested and view work economically. • Develop strategies for addressing these key concerns using insights from economics.
3	<p>WHAT MAKE EMPLOYEE WORK REVISITING ---NONMONETARY MOTIVATIONS</p> <p>Welcome to the third module of this course! We'll be focusing on the non-monetary reasons for working, and the lessons for managers that result. After completing this module, you will be able to...</p> <ul style="list-style-type: none"> • Explain at least four different reasons that people work not related to money. • Identify key managerial concerns when workers work for different non-monetary reasons. • Develop strategies for addressing these key concerns using insights from psychology and sociology. • Justify the (in) application of insights from economics, psychology, and sociology in different situations.
4	<p>THE PEOPLE MANAGER AS PART OF A COMPLEX SYSYTEM</p> <p>Welcome to the fourth and final module of this course! In this section, we'll finish laying a foundation for managing human resources by looking at the constraints faced by managers, especially the legal environment. After completing this module, you will be able to...</p> <ul style="list-style-type: none"> • Explain at least four constraints that influence how human resources are managed in a particular organization. • Compare the ways in which the law does and does not see employment as a typical contractual relationship. • Create a list of legal and illegal HRM practices in your country. • Judge when to use strategies for managing people that go beyond what the law requires.

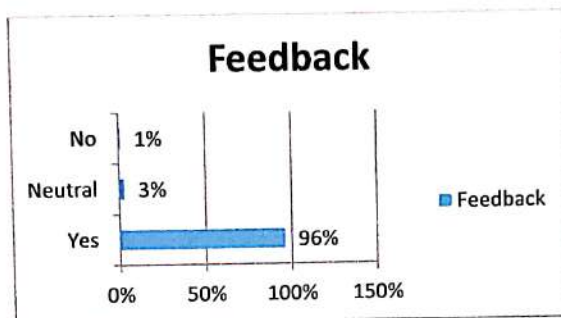


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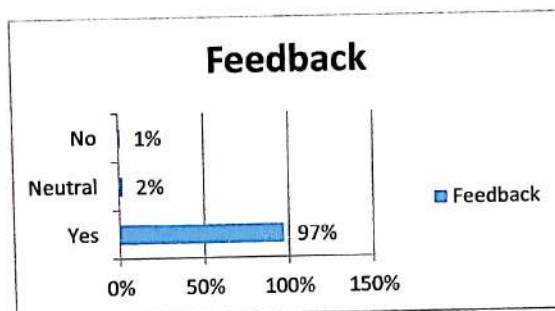
FEEDBACK ON ADD ON COURSE

The feedback of the entire online course was taken among the students by using 3 scale rating and presented with pie chart representation below...

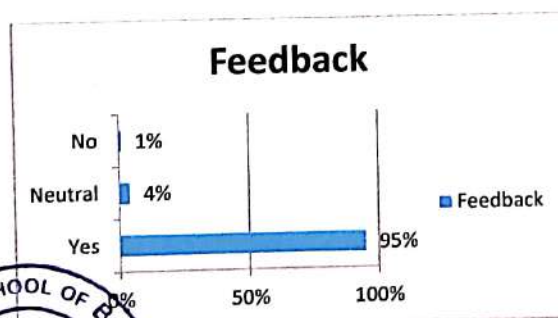
41. Did the course meet your expectations in terms of content and learning outcomes?



42. The Specific topics or areas of the course did you find most valuable or interesting?



43. Were the course materials and resources provided by course guide are helpful in understanding the concepts and applying the knowledge?

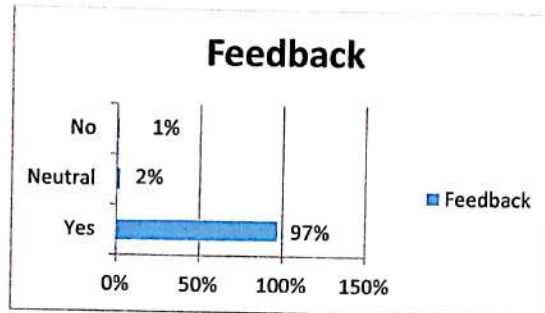


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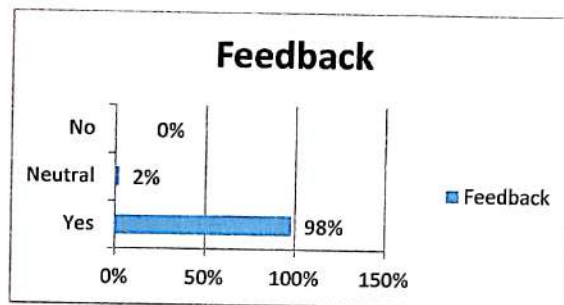
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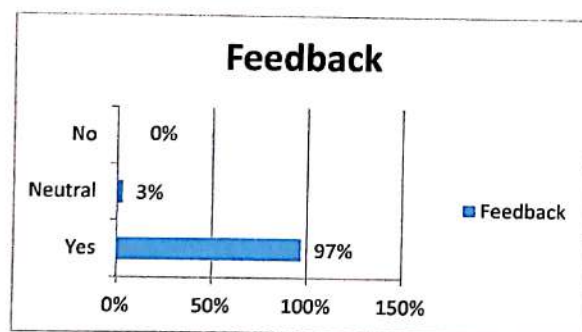
44. How effective was the instructor in delivering the course content and facilitating discussions or activities?



45. Did the course provide enough opportunities for practical application or hands-on exercises?

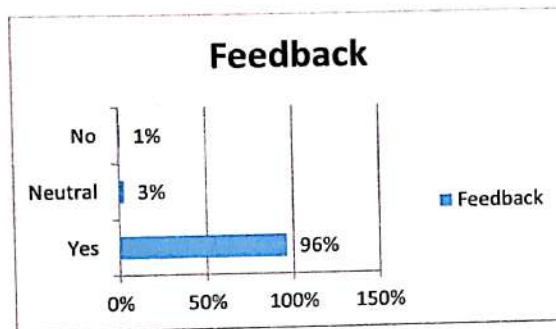


46. Did the course provide a good balance between theory and practical application?

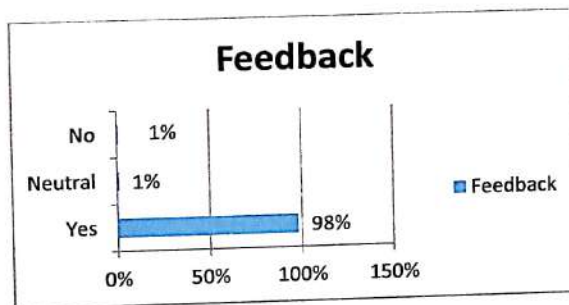


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Ananthapuramu (DL) A.P.

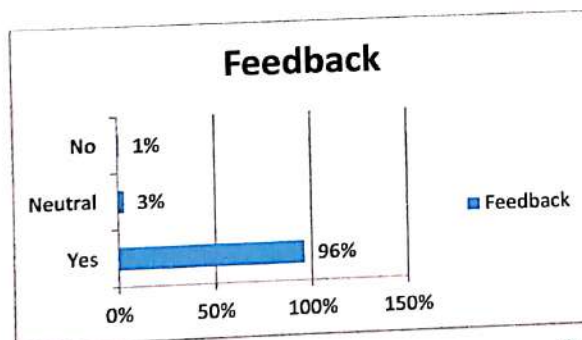
47. Were the assessments and assignments relevant and effective in assessing your understanding of the course material?



48. Did the course contribute to your overall knowledge and skills in the subject matter?

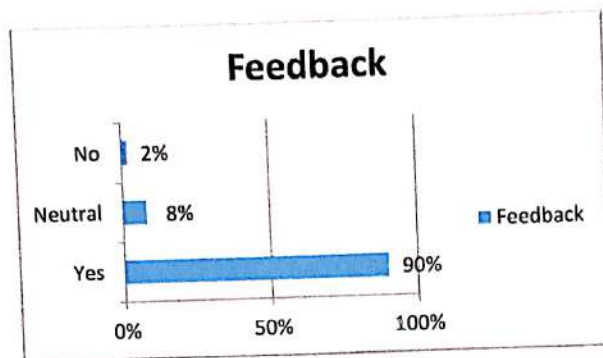


49. Were the course objectives and learning outcomes clearly defined and communicated at the beginning of the course?

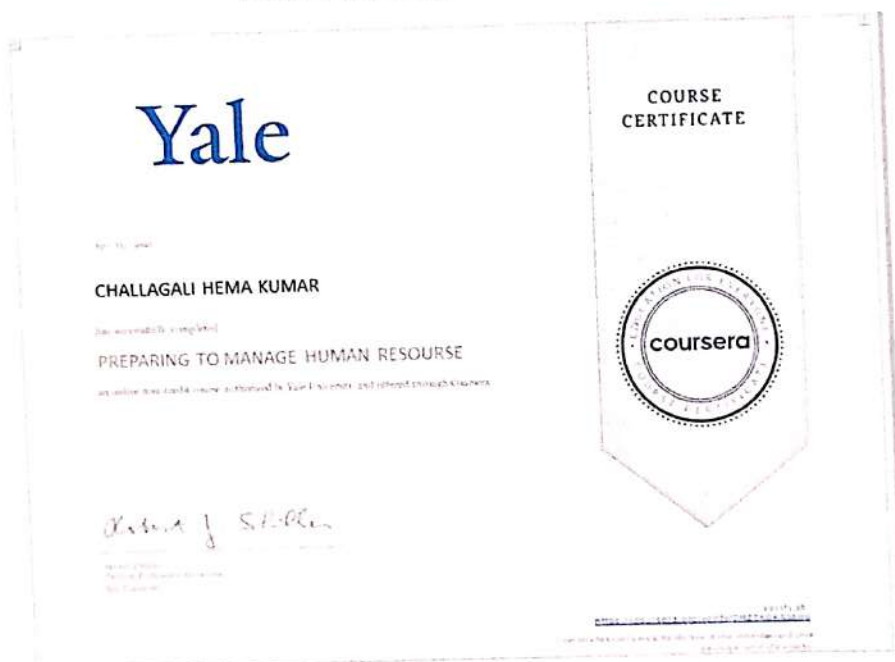


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 PUTTAPARTHI - 515134,
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50. Is their scope of enhancing the course content, structure, or delivery by the course guide?



PROOF OF CERTIFICATE



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PUTTAPARTHY - 515134,
Ananthapuramu (Dt.) A.P.

Attendance:

S.No	Hall Ticket No	Student Name	Signature of Candidate
1	20HX1E0042	S BHARGAV	S. Bhargav
2	20HX1E0043	SUDHAKAR GARI VANDANA	S. Vandana
3	20HX1E0044	S SREENIVASULU	S. Sreenivasulu
4	20HX1E0046	T KANTHARAJU	T. Kantharaju
5	20HX1E0048	V GIREESH KUMAR	V. Gireesh Kumar
6	20HX1E0049	YEDDULA ARUNKUMAR	Y. Arunkumar
7	20HX1E0050	Y DHANASEKHAR REDDY	Y. Dhanasekhara Reddy
8	20HX1E0052	YALAVARTHY VANI	Y. Vani
9	20HX1E0053	Y DEVENDRAREDDY	Y. Devendra Reddy
10	20HX1E0054	A E MANJUNATH	A. E. Manjunath
11	20HX1E0055	ARVETI LEELAVATHI	A. Leelavathi
12	20HX1E0057	AVVARU VENKATA SUBHASHI	A. Subhashi
13	20HX1E0058	BODAPETA ASWANI	B. Aswani
14	20HX1E0059	BONDALETI BHAVANA	B. Bhavana
15	20HX1E0060	B GNANA NETHRA	B. Gnana Nethra
16	20HX1E0061	B G LAVANYA	B. Lavanya
17	20HX1E0063	BABA FAKRUDDIEN N	N. Babafakrudien
18	20HX1E0065	BELLAM LOKESH	B. Lokesh
19	20HX1E0066	BOGGU JYOTHI	B. Jyothi
20	20HX1E0067	CHALLAGALI HEMA KUMAR	H. Hemakumar
21	20HX1E0068	CHILLARA SIREESHA	C. Sireesha
22	20HX1E0069	DEVARINTI SAISOMESWARI	D. Saisomeswari
23	20HX1E0070	DUDEKULA SHABANA	D. Shabana
24	20HX1E0071	DASARI SAILAKSHMI	D. Sailakshmi
25	20HX1E0073	G YUGENDRA REDDY	G. Yugendra Reddy
26	20HX1E0074	GANNE SRAVANI	G. Sravani
27	20HX1E0076	GUJJULA VINITHA	G. Vinitha
28	20HX1E0077	JELLI USHA	J. Usha
29	20HX1E0079	JAMBAPURAM ANUSHA	J. Anusha
30	20HX1E0081	KAPU SRAVANI	K. Sravani



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SANSKRITHI **SCHOOL OF BUSINESS**

CALL FOR **ADD ON COURSE** **FOR YEAR** **2022**



LAST DATE FOR REGISTERING THE COURSE ON OR BEFORE
20 June, 2022



COURSE CONTENT :

- Basics of financial markets.
- Behavioral finance, forecasting, pricing, debt, and inflation.
- Stocks, bonds, dividends, shares, market caps
- exploring recessions, bubbles, the mortgage crisis, and regulation.
- Options and bond markets.
- Investment banking, underwriting processes, brokers, dealers, exchanges, and new innovations in financial markets
- non-profits and corporations and career in finance.

Fundamentals **of** **Financial Markets**

INSTRUCTED BY

DR. T. Venkatesan

Sanskriti School of Business,
Beedupalli Knowledge Park,
Puttaparthi, Sri Sathya Sai District
www.sanskrithibschool.com



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REPORT ON ADD-ON COURSE FUNDAMENTALS OF FINANCIAL MARKETS (2021-2022)

Date: Nov 28th, 2022.

Venue: SSB Campus.

Participants: Students of MBA.

Course Instructor: DR. Venkateshan

Add On course Time Schedule for year 2021 – 2022:

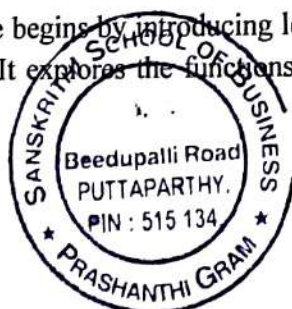
S.No	Day	Time	Venue
1	Monday	04:00 PM to 05:00 PM	Chanakya
2	Tuesday	04:00 PM to 05:00 PM	Chanakya
3	Wednesday	04:00 PM to 05:00 PM	Chanakya
4	Thursday	04:00 PM to 05:00 PM	Chanakya
5	Friday	04:00 PM to 05:00 PM	Chanakya
6	Saturday	02:00 PM to 04:00 PM	Seminar Hall

OVERVIEW OF ADD ON COURSES

COURSE 1: Fundamentals of Financial Markets

The Fundamentals of Financial Markets add-on course provides a comprehensive overview of the basic concepts, principles, and functioning of financial markets. This course is designed to equip learners with a solid foundation in understanding how financial markets operate, the key participants involved, and the various financial instruments traded within these markets.

The course begins by introducing learners to the role and importance of financial markets in the economy. It explores the functions of financial markets, including facilitating the allocation of



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capital, enabling price discovery, and providing liquidity to investors. Learners will gain an understanding of the different types of financial markets, such as stock markets, bond markets, foreign exchange markets, and derivatives markets.

The course delves into the major participants in financial markets, including individual investors, institutional investors, financial intermediaries, and regulatory bodies. It examines their roles, motivations, and impact on market dynamics.

Learners will also explore the different types of financial instruments traded in financial markets, such as stocks, bonds, currencies, options, and futures. They will learn about the characteristics of these instruments, their valuation methods, and the risks associated with trading them.

Risk management and portfolio diversification are important aspects covered in the course. Learners will understand the principles of risk and return, and how to construct a diversified investment portfolio that balances risk and potential rewards.

Additionally, the course introduces learners to market analysis techniques, including fundamental analysis and technical analysis, to evaluate investment opportunities and make informed decisions. Throughout the course, learners will have opportunities to apply their knowledge through practical exercises and case studies. They will develop critical thinking skills and gain insights into real-world financial market scenarios.

By the end of the Fundamentals of Financial Markets add-on course, learners will have a solid understanding of financial markets, their participants, the instruments traded, and the key principles and strategies involved in investing and trading. This knowledge will provide a strong foundation for further exploration and specialization in the field of finance.

ADD ON COURSE OUTCOMES

COURSE 1: Fundamentals of Financial Markets

- Understanding of Financial Market Participants: You will gain knowledge about the various participants in financial markets, such as investors, traders, brokers, and regulators. You will learn about their roles, responsibilities, and interactions within the market ecosystem.
- Knowledge of Financial Instruments: You will become familiar with different types of financial instruments, including stocks, bonds, derivatives, commodities, and currencies. You will understand how these instruments are traded, their features, and their risk-return characteristics.
- Comprehension of Market Structure: You will develop an understanding of the structure and organization of financial markets. This includes learning about exchanges, trading platforms, order types, and market mechanisms that facilitate the buying and selling of financial instruments.



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- **Insight into Market Analysis:** You will learn fundamental concepts and techniques for analysing financial markets. This includes studying market indicators, charts, trends, and economic factors that influence asset prices. You will also explore various valuation models and methods used to assess the worth of financial instruments.
- **Awareness of Investment Strategies:** You will gain exposure to different investment strategies employed by market participants. This may include value investing, growth investing, technical analysis, and quantitative trading. You will understand the principles underlying these strategies and how they are applied in practice.

ADD ON COURSE CONTENTS

MODULES	CONTENT
1	Welcome to the course! In this opening module, you will learn the basics of financial markets, insurance, and CAPM (Capital Asset Pricing Model). This module serves as the foundation of this course.
2	In this next module, dive into some details of behavioral finance, forecasting, pricing, debt, and inflation.
3	Stocks, bonds, dividends, shares, market caps; what are these? Who needs them? Why? Module 3 explores these concepts, along with corporation basics and some basic financial markets history.
4	Take a look into the recent past, exploring recessions, bubbles, the mortgage crisis, and regulation.
5	Options and bond markets are explored in module 5, important components of financial markets.
6	In module 6, Professor Shiller introduces investment banking, underwriting processes, brokers, dealers, exchanges, and new innovations in financial markets.
7	Professor Shiller's final module includes lectures about nonprofits and corporations, and your career in finance.

FEEDBACK ON ADD ON COURSE

The feedback of the entire online course was taken among the students by using 3 scale rating and presented with pie chart representation below...

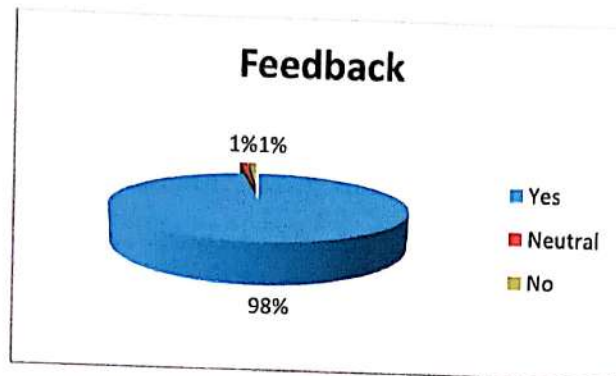


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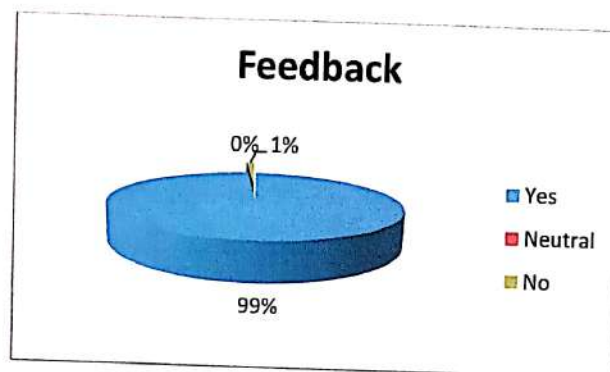
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Ananthapuramu (Dt.) A.P.

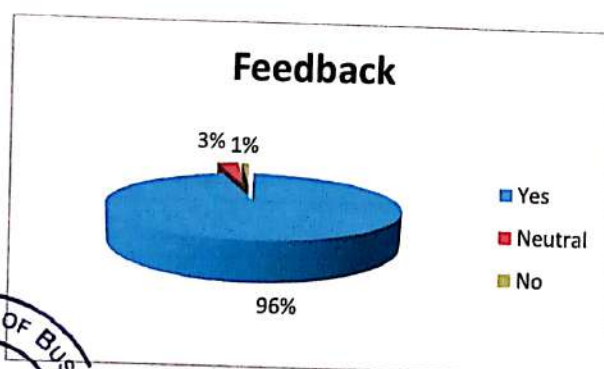
1. Did the course meet your expectations in terms of content and learning outcomes?



2. The Specific topics or areas of the course did you find most valuable or interesting?



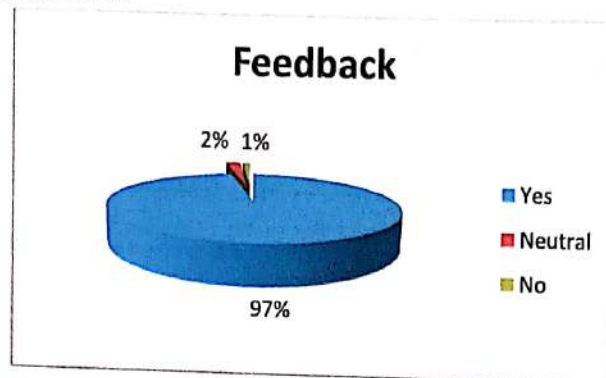
3. Were the course materials and resources provided by course guide are helpful in understanding the concepts and applying the knowledge?



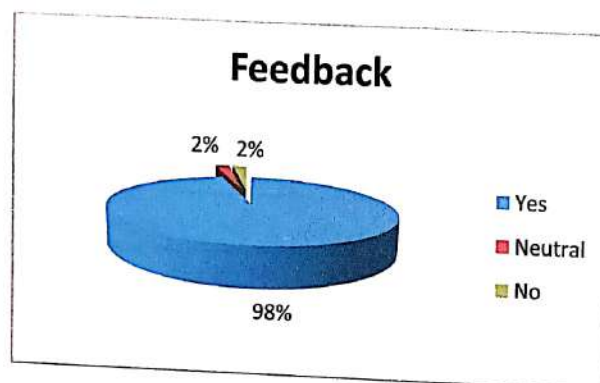
Dr. Balakrishna Wari
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Ananthapuramu (Dt.) A.P.

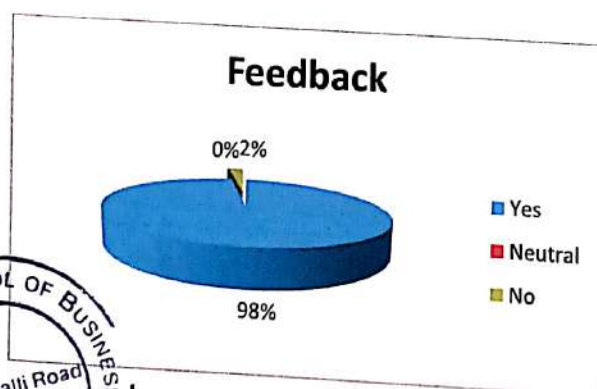
4. How effective was the instructor in delivering the course content and facilitating discussions or activities?



5. Did the course provide enough opportunities for practical application or hands-on exercises?



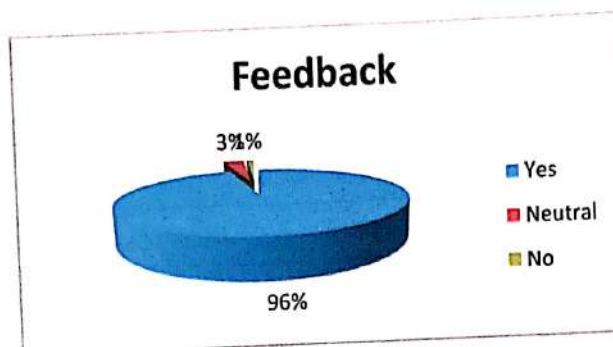
6. Did the course provide a good balance between theory and practical application?



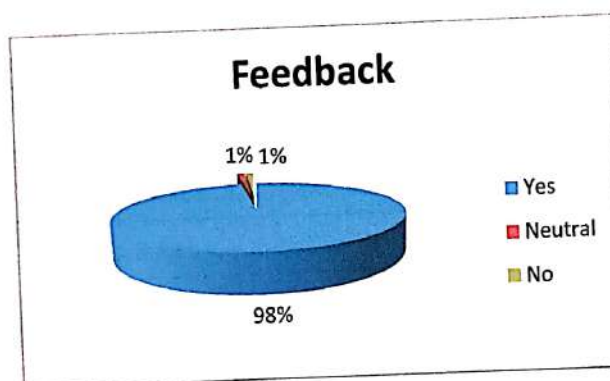
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PUTTAPARTHI - 515134,
Andhra Pradesh (India).

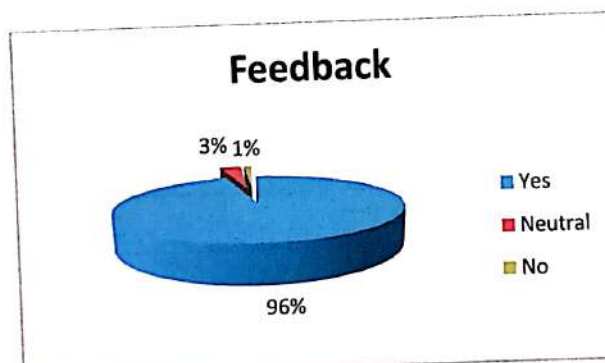
7. Were the assessments and assignments relevant and effective in assessing your understanding of the course material?



8. Did the course contribute to your overall knowledge and skills in the subject matter?



9. Were the course objectives and learning outcomes clearly defined and communicated at the beginning of the course?

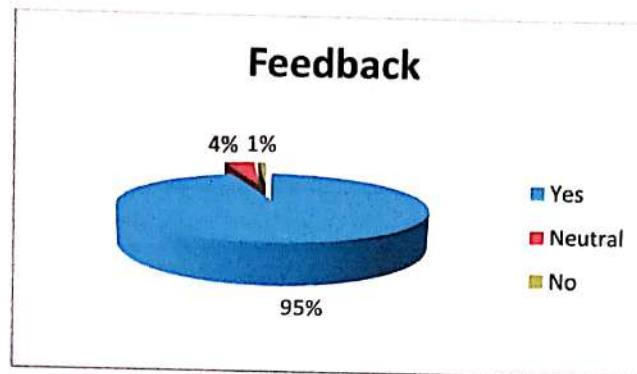


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Ananthapuramu (Dt.) A.P.

10. Is their scope of enhancing the course content, structure, or delivery by the course guide?



Attendance:

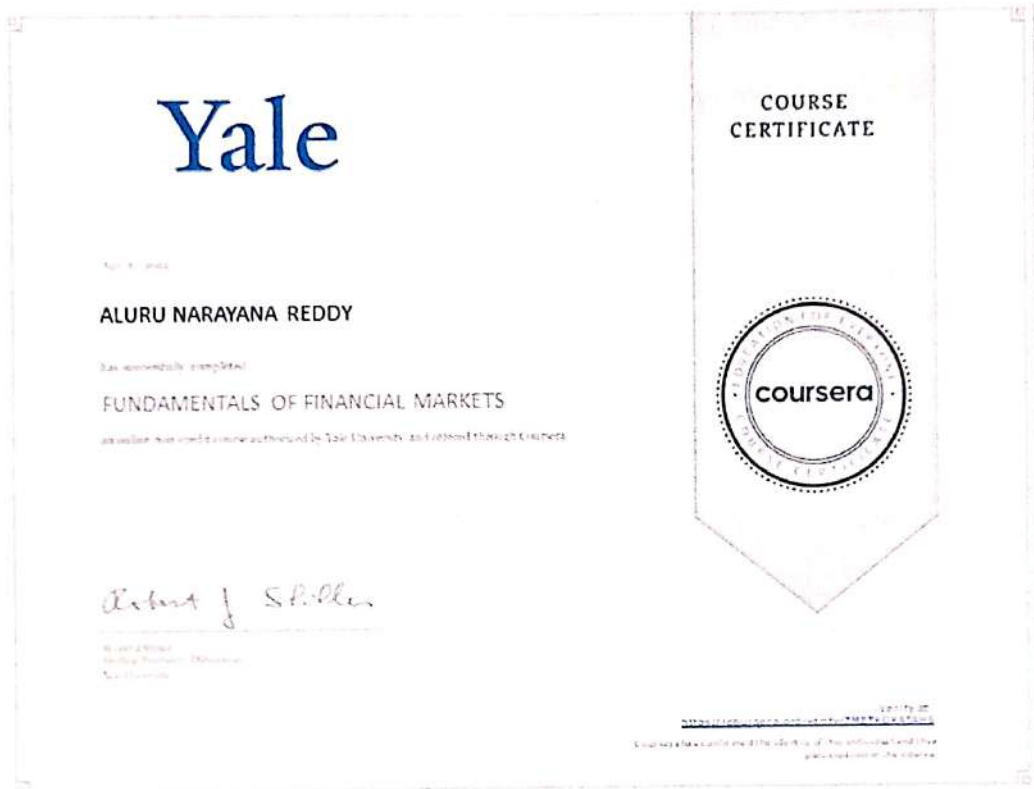
S.No	Hall Ticket No	Student Name	Signature of Candidate
1	21HX1E0001	ALURU NARAYANA REDDY	A. Narayana Reddy
2	21HX1E0002	AGRAHARAM ROHITH	A. Rohith
3	21HX1E0003	ALLAM MEGHANA	A. Meghana
4	21HX1E0004	ALLAPAREDDI VARI BHARATHI	A. Bharathi
5	21HX1E0007	VEERAKYATHAPPAGARI ANIL KUMAR	A. Anil Kumar
6	21HX1E0008	APPIREDDY RENUKA	A. Renuka
7	21HX1E0009	ATTAR SHAHATAJBEGAM	A. Shahatajbegam
8	21HX1E0010	B MOUNIKA	B. Mounika
9	21HX1E0011	BADIMELA MOHAN KRISHNA	B. Mohan Krishna
10	21HX1E0012	BAGA TEJA PRAKASH	B. Teja Prakash
11	21HX1E0013	BANDA MANJUNATH	B. Manjunath
12	21HX1E0014	BESTHA SAI SANDHYA	B. Sai Sandhya
13	21HX1E0015	BIDLAPPAGARI LATHA	B. Latha
14	21HX1E0016	BOJEGOWD GARI NARASEGOWD	B. Narasegowd
15	21HX1E0017	BOJIREDDY ASHWINI	B. Ashwini
16	21HX1E0019	CHAKALI RANI	C. Rani
17	21HX1E0020	CHAKALI SAI SIREESHA	C. Sai Sireesha
18	21HX1E0021	CHAKALI SHIVA	C. Shiva
19	21HX1E0022	CHEDIPOTHU VINOD KUMAR	C. Vinod Kumar
20	21HX1E0023	CHELLAM GOWTHAMI	C. Gowthami
21	21HX1E0024	CHENNA GAYATRI	C. Gayatri
22	21HX1E0025	CHENNAMAREDDYGARI VASUDHA	C. Vasudha
23	21HX1E0026	CHENNANGI HARIBABU	C. Haribabu
24	21HX1E0027	CHILLU KALYANI	C. Kalyani
25	21HX1E0029	CHITRA BHAGYALAKSHMI	C. Bhagyalakshmi
26	21HX1E0031	D BABA FAKRUDDIN	D. Fakrudin
27	21HX1E0032	DEVISSETTY SAI SWETHA	D. Sai Swetha
28	21HX1E0033	DONDU SANDHYA RANI	D. Sandhyarani
29	21HX1E0034	DOOPUDA SATEESHKUMAR	D. Sateeshkumar
30	21HX1E0035	DUDEKULA RABIYA	D. Rabiya



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PROOF OF CERTIFICATE



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**LAST DATE FOR REGISTERING THE COURSE
ON OR BEFORE 25 June, 2022**

SANSKRITHI SCHOOL OF BUSINESS

**CALL FOR
ADD ON COURSE
FOR YEAR
2022**



Course Content

- INTRODUCTION OF RISK & RETURN
- PORTFOLIO CONSTRUCTION AND DIVERSIFICATION
- MEAN VARIANCE PREFERENCES
- PORTFOLIO CONSTRUCTION AND DIVERSIFICATION
- EQUILIBRIUM ASSET PRICING MODELS



INSTRUCTED BY

DR. D.RAJESH BABU

**Portfolio Selection
and
Risk Management**

**Sanskriti School of Business,
Beedupalli Knowledge Park,
Puttaparthi, Sri Sathya Sai District
www.sanskrithibschool.com**



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REPORT ON ADD-ON COURSE PORTFOLIO SELECTION AND RISK MANAGEMENT (2021-2022)

Date: Nov 28th, 2022.

Venue: SSB Campus.

Participants: Students of MBA.

Course Instructor: DR. Rajesh Babu

Add On course Time Schedule for year 2021 – 2022:

S.No	Day	Time	Venue
1	Monday	04:00 PM to 05:00 PM	Chanakya
2	Tuesday	04:00 PM to 05:00 PM	Chanakya
3	Wednesday	04:00 PM to 05:00 PM	Chanakya
4	Thursday	04:00 PM to 05:00 PM	Chanakya
5	Friday	04:00 PM to 05:00 PM	Chanakya
6	Saturday	02:00 PM to 04:00 PM	Seminar Hall

OVERVIEW OF ADD ON COURSES

COURSE 2: Portfolio Selection and Risk Management

The Portfolio Selection and Risk Management add-on course provides a comprehensive overview of portfolio management techniques and strategies, with a focus on effectively managing risk within investment portfolios. This course equips learners with the knowledge and skills necessary to construct well-diversified portfolios and mitigate risks associated with investment decisions.

The course begins by introducing learners to the concept of portfolio management and its importance in achieving investment objectives. It explores the principles of asset allocation,



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diversification, and the trade-off between risk and return. Learners will understand how to identify and assess different types of risk, including market risk, credit risk, liquidity risk, and operational risk.

The course covers various techniques for portfolio selection, including modern portfolio theory and the efficient frontier. Learners will gain insights into portfolio optimization models and methods for constructing portfolios that maximize returns for a given level of risk. They will learn how to analyze risk-return trade-offs and make informed investment decisions based on their risk tolerance and investment goals.

Risk management is a crucial aspect covered in the course. Learners will explore different risk management tools and strategies, including hedging, diversification, and risk-adjusted performance measures. They will understand how to assess and manage risks within their portfolios using techniques such as value at risk (VaR) and stress testing.

Additionally, the course delves into performance evaluation and monitoring of investment portfolios. Learners will learn how to measure and assess portfolio performance, analyze attribution analysis, and make adjustments to portfolios based on changing market conditions.

Throughout the course, learners will have opportunities to apply their knowledge through case studies and practical exercises. They will develop critical thinking skills in portfolio construction, risk assessment, and decision-making.

By the end of the Portfolio Selection and Risk Management add-on course, learners will have a solid understanding of portfolio management principles, risk management techniques, and the tools necessary for constructing well-diversified portfolios. This knowledge will enable them to make informed investment decisions and effectively manage risk in their investment portfolios.

ADD ON COURSE OUTCOMES

COURSE 2: Portfolio Selection and Risk Management

- **Understanding of Portfolio Theory:** You will gain a solid understanding of portfolio theory, including concepts such as risk and return, diversification, asset allocation, and the efficient frontier. You will learn how to construct portfolios that optimize risk-adjusted returns and manage the trade-off between risk and reward.
- **Knowledge of Asset Classes:** You will become familiar with different asset classes, such as stocks, bonds, commodities, real estate, and alternative investments. You will understand the characteristics, risk profiles, and return expectations associated with each asset class, allowing you to make informed investment decisions.
- **Portfolio Construction Techniques:** You will learn various techniques for constructing portfolios, including strategic asset allocation, tactical asset allocation, and factor-



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based investing. You will understand the principles behind these approaches and their application in different market conditions.

- **Risk Measurement and Analysis:** You will gain knowledge of risk measurement techniques used in portfolio management, such as standard deviation, beta, Value-at-Risk (VaR), and Conditional Value-at-Risk (CVaR). You will learn how to assess and analyse the risk exposures of portfolios, as well as the impact of diversification on risk reduction.
- **Risk Management Strategies:** You will explore different risk management strategies and techniques employed by portfolio managers, including hedging, diversification, and the use of derivatives. You will learn how to mitigate specific risks, such as market risk, credit risk, interest rate risk, and currency risk, within a portfolio context.

ADD ON COURSE CONTENTS

MODULE	CONTENT
1	INTRODUCTION OF RISK & RETURN: This module introduces the second course in the Investment and Portfolio Management Specialization. In this module, we discuss one of the main principles of investing: the risk-return trade-off, the idea that in competitive security markets, higher expected returns come only at a price – the need to bear greater risk. We develop statistical measures of risk and expected return and review the historical record on risk-return patterns across various asset classes.
2	PORTFOLIO CONSTRUCTION AND DIVERSIFICATION In this module, we build on the tools from the previous module to develop measure of portfolio risk and return. We define and distinguish between the different sources of risk and discuss the concept of diversification: how and why putting risky assets together in a portfolio eliminates risk that yields a portfolio with less risk than its components. Finally, we review the quantitative tools that help us identify the ‘best’ portfolios with the least risk for a given level of expected return by considering a numerical example using international equity data.
3	MEAN VARIANCE PREFERENCES In this module, we describe how investors make choices. Specifically, we look at how utility functions are used to express preferences. We review measures to describe investors’ attitude towards risk. Finally, we discuss how we can summarize investors’ preferences using a specific utility function: mean-variance preferences.



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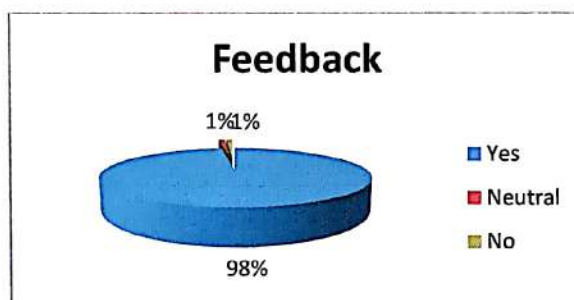
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 Ananthapuramu (Dt.) A.P.

4	PORTFOLIO CONSTRUCTION AND DIVERSIFICATION In this module, you will learn about mean-variance optimization: how to make optimal capital allocation and portfolio choice decisions when investors have mean-variance preferences. This was one of the ground-breaking ideas in finance. We will formally set up the investor's portfolio choice problem and learn step-by-step how to solve for the optimal allocation and risky portfolio choice given a set of risky securities. You will also have an opportunity to apply these techniques to a numerical example. This module is slightly more technical than the others. Stick with it... you will not regret it!
5	EQUILIBRIUM ASSET PRICING MODELS In this module; we build on the insights obtained from modern portfolio theory to understand how risk and return are related in equilibrium. We first look at the main workhorse model in finance, the Capital Asset Pricing Model and discuss the expected return-beta relationship. We then turn our attention to multi-factor models, such as the Fama-French three-factor model.

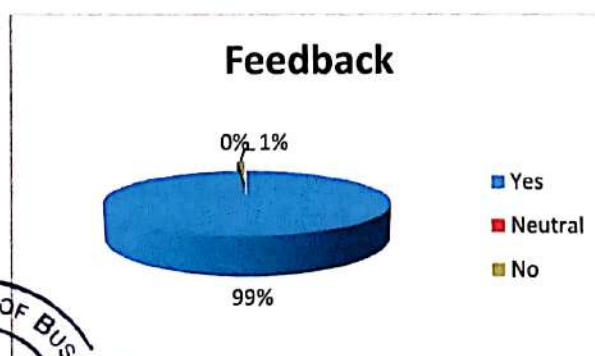
FEEDBACK ON ADD ON COURSE

The feedback of the entire online course was taken among the students by using 3 scale rating and presented with pie chart representation below...

11. Did the course meet your expectations in terms of content and learning outcomes?

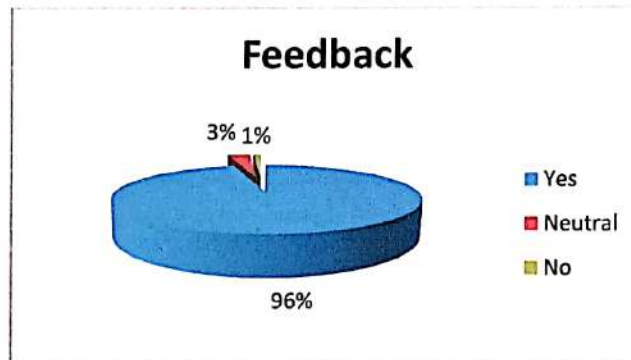


12. The Specific topics or areas of the course did you find most valuable or interesting?

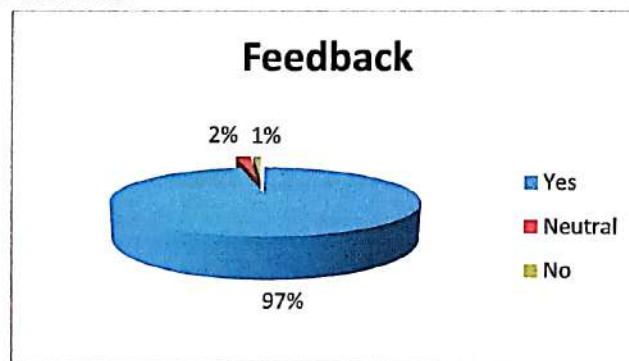


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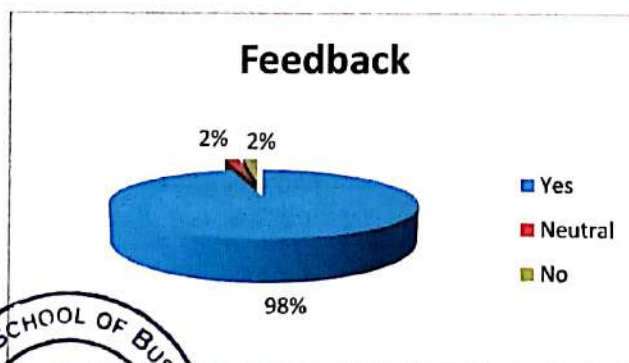
13. Were the course materials and resources provided by course guide are helpful in understanding the concepts and applying the knowledge?



14. How effective was the instructor in delivering the course content and facilitating discussions or activities?



15. Did the course provide enough opportunities for practical application or hands-on exercises?

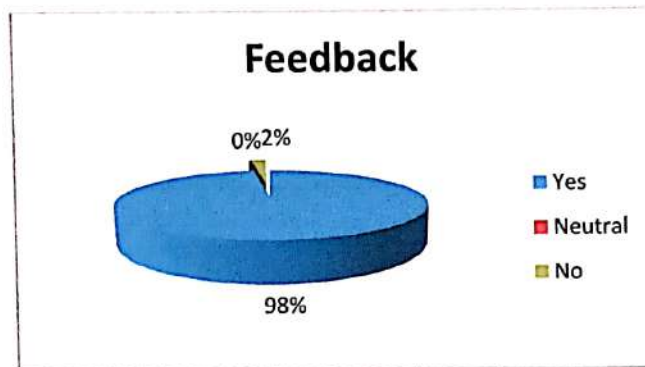


Dr. Balakrishna

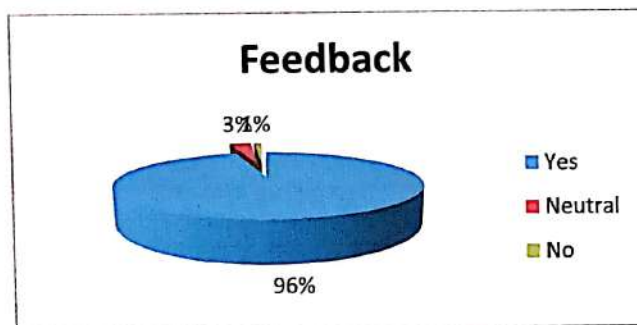
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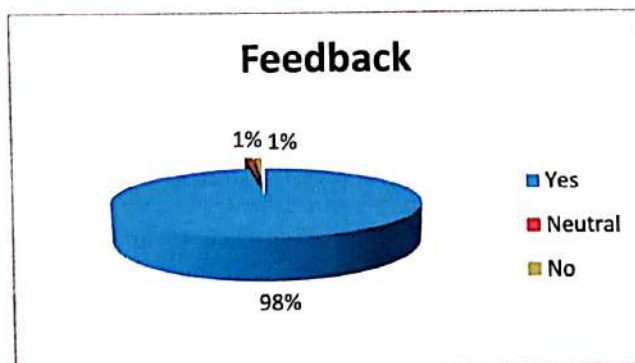
16. Did the course provide a good balance between theory and practical application?



17. Were the assessments and assignments relevant and effective in assessing your understanding of the course material?



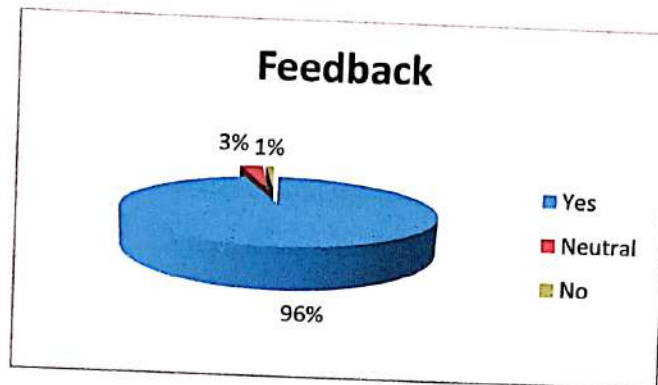
18. Did the course contribute to your overall knowledge and skills in the subject matter?



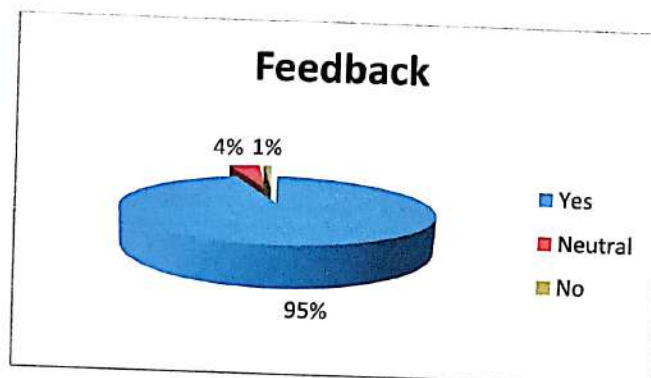
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PUTTAPARTHI - 515134,
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19. Were the course objectives and learning outcomes clearly defined and communicated at the beginning of the course?
20.



21. Is their scope of enhancing the course content, structure, or delivery by the course guide?



PROOF OF CERTIFICAT



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PUTTAPARTHY - 515134,
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Attendance:

S.No	Hall Ticket No	Student Name	Signature of Candidate
1	21HX1E0036	E BHAVYASREE	E Bhavyasree
2	21HX1E0037	EDAGOTTU HARINATHI	E Harinathi
3	21HX1E0038	EDIGA MAHESHI	E Maheshi
4	21HX1E0040	EEDIGA PRADEEP SANKAR	E. Pradeep Sankar
5	21HX1E0041	ERUKULA SWETHA	E. Swetha
6	21HX1E0042	GOLLA PRUTHIVI RANI	G. Pruthivi Rani
7	21HX1E0043	G THANUJA	G. Thanuja
8	21HX1E0044	MEDA KONDAPPA GARI SAI TEJA	M. Sai Teja
9	21HX1E0045	GOLLAPPAGARI MANASA	G. Manasa
10	21HX1E0046	GONGATI PUSHPA SABARI	G. Pushpa Sabari
11	21HX1E0047	GORANTLA KOMALI	G. Komali
12	21HX1E0048	GOSALA GANESH YADAV	G. Ganesh Yadav
13	21HX1E0049	GOWNIVARIPALLI NAZEER BASHA	G. Nazim R
14	21HX1E0050	GOWTHAM R	G. Gowtham R
15	21HX1E0051	GUNDLAPALLI MANSOOR BASHA	G. Mansoor Basha
16	21HX1E0052	GURRAM SREENATHI	G. Sreenathi
17	21HX1E0053	HAMATA VARA LAKSHMI	H. Varalakshmi
18	21HX1E0054	HARIJANA KULLAYAPPA	H. Kullayappa
19	21HX1E0055	JAALAKULA NETHRAVATHI	J. Nethravathi
20	21HX1E0056	JAMMALAMADUGU SAI CHARAN	J. Sai Charan
21	21HX1E0057	JINKA VAMSI KRISHNA	J. Vamsi Krishna
22	21HX1E0058	JONNALA BHARGAVI REDDY	J. Bhargavi Reddy
23	21HX1E0059	K C MEGHANA	K. C. Meghana
24	21HX1E0060	KUNUTHURU NARMADHA	K. Narmadha
25	21HX1E0061	KAKARLA MEDARA SAI BHARATHI	K. M. Sai Bharathi
26	21HX1E0063	KASIREDDYGARI GAYATHRI	K. Gayathri
27	21HX1E0064	KATTA BABA FAREED	K. Katta B. Fareed
28	21HX1E0066	KIMAVATH ASWINI BAI	K. Aswini Bai
29	21HX1E0067	KOMMERA HARSHAVARDAN	K. Harshavardan
30	21HX1E0068	KONDRA SAI LIKHITHA	K. Sai Likhitha



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SANSKRITHI SCHOOL OF BUSINESS

CALL FOR ADD ON COURSE FOR YEAR 2022

Data visualization with advanced excel

**LAST DATE FOR
REGISTRATION IS ON
OR BEFORE
25 JUNE 2022**

COURSE CONTENT

MODULE 01

PREPARING A PROFESSIONAL EXCEL

MODULE 02

ADVANCED SCENARIO ANALYSIS

MODULE 03

DATA VISUALIZATION

MODULE 04

DASH BOARDING

INSTRUCTED BY

MR. V.RANGANATHAN

Sanskriti School of Business,
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Puttaparthi, Sri Sathya Sai District
www.sanskritibschool.com





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Beedupalli Road, Prasanthigram, Puttaparthi, Sri Sathya Sai District – 515 134.

REPORT ON ADD-ON COURSE DATA VISUALIZATION WITH ADVANCED EXCEL (2021-2022)

Date: Nov 28th, 2022.

Venue: SSB Campus.

Participants: Students of MBA.

Course Instructor: Mr. Rangantham

Add On course Time Schedule for year 2021 – 2022:

S.No	Day	Time	Venue
1	Monday	04:00 PM to 05:00 PM	Chanakya
2	Tuesday	04:00 PM to 05:00 PM	Chanakya
3	Wednesday	04:00 PM to 05:00 PM	Chanakya
4	Thursday	04:00 PM to 05:00 PM	Chanakya
5	Friday	04:00 PM to 05:00 PM	Chanakya
6	Saturday	02:00 PM to 04:00 PM	Seminar Hall

OVERVIEW OF ADD ON COURSES

COURSE 3: Data visualization with advanced excel

The Data Visualization with Advanced Excel add-on course offers a comprehensive overview of using advanced Excel techniques to create impactful and visually compelling data visualizations. This course is designed to enhance learners' skills in presenting data effectively and extracting meaningful insights from complex datasets.

The course begins by introducing learners to the importance of data visualization in understanding and communicating information. It covers the fundamental principles of data



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visualization, including selecting appropriate chart types, designing visually appealing graphics, and effectively communicating data-driven narratives.

Learners will then delve into advanced Excel features and functions specifically geared towards data visualization. They will learn how to organize and clean data, apply data manipulation techniques, and create calculated fields to prepare data for visualization.

The course focuses on a range of visualization techniques available in Excel, including creating charts, graphs, and pivot tables. Learners will explore the various chart types offered by Excel and understand the best practices for selecting the most suitable chart type based on the data and the story they want to convey.

Furthermore, the course covers advanced Excel features such as conditional formatting, sparklines, data bars, and trendlines, which enable learners to enhance the visual impact of their data presentations. Learners will also gain insights into interactive features like slicers and filters to enable dynamic exploration of datasets.

The course places a strong emphasis on data storytelling and effective communication. Learners will understand how to structure and design their visualizations to tell a compelling data-driven narrative. They will learn techniques for incorporating titles, labels, and annotations to provide context and clarity to their visual representations.

Throughout the course, learners will have ample opportunities to apply their knowledge through hands-on exercises and real-world case studies. They will gain practical experience in transforming raw data into meaningful visualizations that highlight trends, patterns, and insights.

By the end of the Data Visualization with Advanced Excel add-on course, learners will have developed proficiency in leveraging advanced Excel features and techniques to create powerful data visualizations. This knowledge will enable them to effectively communicate complex data to a broad audience, facilitate data-driven decision-making, and add value to their professional endeavors.

ADD ON COURSE OUTCOMES

COURSE 3: Data visualization with advanced excel

- **Proficiency in Advanced Excel Functions:** You will develop a strong command of advanced Excel functions and formulas, such as VLOOKUP, HLOOKUP, INDEX-MATCH, SUMIFS, COUNTIFS, and more. These functions are essential for data manipulation and analysis, which form the basis of effective data visualization.
- **Mastery of Data Cleaning and Preparation:** You will learn techniques for cleaning and preparing data in Excel, including handling missing values, removing duplicates, transforming data formats, and structuring data for visualization purposes. This will ensure that your data is accurate and suitable for visualization.



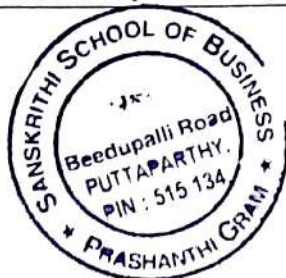
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- **Understanding of Visual Design Principles:** You will gain knowledge of visual design principles and best practices for creating effective and engaging data visualizations. This includes topics such as colour theory, chart selection, layout, labelling, and data storytelling. You will learn how to present data in a visually appealing and meaningful way.
- **Creation of Interactive Dashboards:** You will learn how to build interactive dashboards in Excel, allowing users to explore and interact with data dynamically. You will understand how to use features such as slicers, filters, and conditional formatting to create user-friendly dashboards that convey insights effectively.
- **Charting Techniques and Customization:** You will explore various charting techniques in Excel and learn how to choose the most suitable chart types for different data scenarios. You will gain the skills to customize charts, including formatting axes, labels, titles, legends, and data series, to enhance the clarity and visual impact of your visualizations.

ADD ON COURSE CONTENTS

MODULE	CONTENT
1	PREPARING A PROFESSIONAL EXCEL During this first week, you are going to learn about the development of data models and databases. We will cover the components of data sets and the relational database models, database keys, relationships, and joins. We will also look at a tool called Power Pivot that is used to import and prepare data to build relational models, as well as visualize data. By the end of the week, you will have a working knowledge of how to develop a data model. Be sure to complete lessons in the order in which they are sequenced in the course.
2	ADVANCED SCENARIO ANALYSIS This week, we are going to explore three different analytical methods used to help model different scenarios and deal with variable uncertainty. These methods are scenario analysis, sensitivity analysis and simulation. We'll look at what each method is and then go deeper into why and how you use each. Following some guided demonstration, you'll be given a chance to practice in an Excel workbook and demonstrate what you've learned.
3	DATA VISUALIZATION This week we are going to focus on data visualization. We will start off by discussing data visualization basics, outlining the theory and concepts behind data visualization. We will also discuss how to enable effective story telling through the correct selection, creation, and presentation of tables and charts. You'll get a chance to learn how to create detailed graphs and charts to effectively tell a story about your data..



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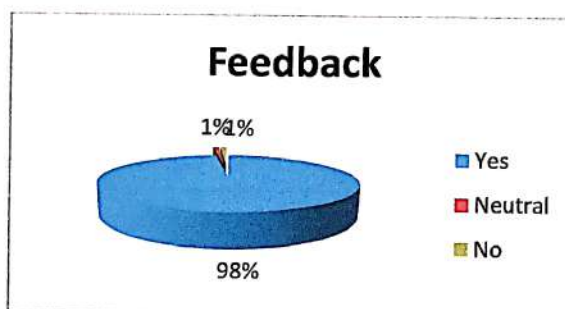
DASH BOARDING

In the final week of this course, you are going to learn how to create a dynamic dashboard. We are going to discuss how to establish a good understanding of your audience and how to collect key requirements in order to determine what type of dashboard to build. We will talk about some guiding design principles and things to consider when building a dashboard. You'll have a chance to practice everything you learn this week by creating your own functional dashboard in Excel.

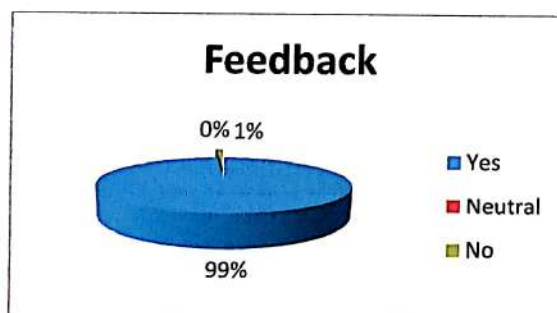
FEEDBACK ON ADD ON COURSE

The feedback of the entire online course was taken among the students by using 3 scale rating and presented with pie chart representation below...

22. Did the course meet your expectations in terms of content and learning outcomes?

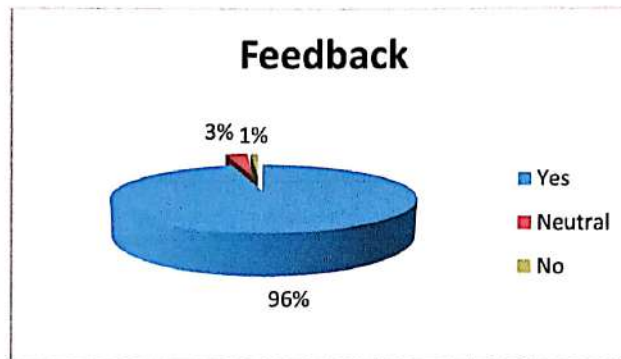


23. The Specific topics or areas of the course did you find most valuable or interesting?

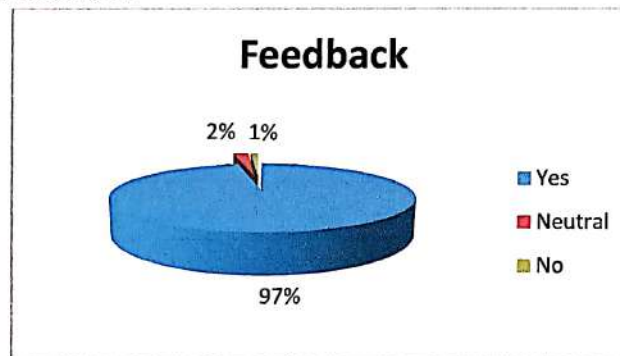


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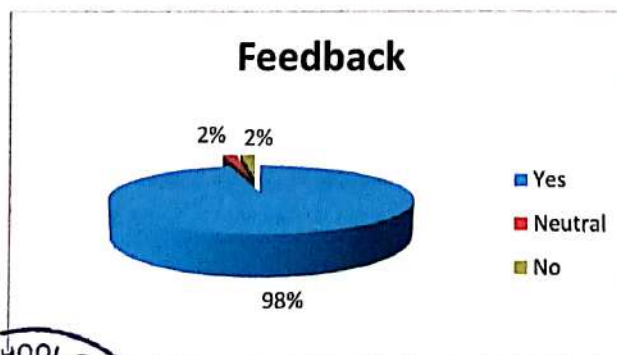
24. Were the course materials and resources provided by course guide are helpful in understanding the concepts and applying the knowledge?



25. How effective was the instructor in delivering the course content and facilitating discussions or activities?

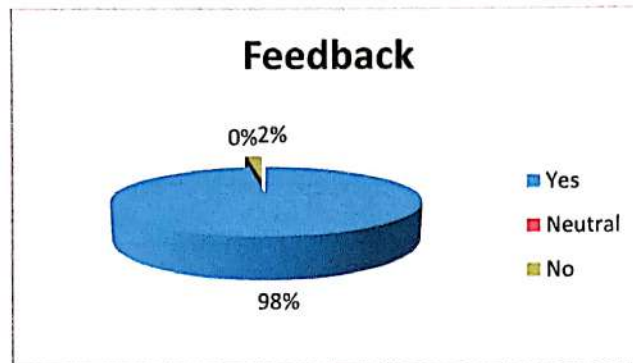


26. Did the course provide enough opportunities for practical application or hands-on exercises?

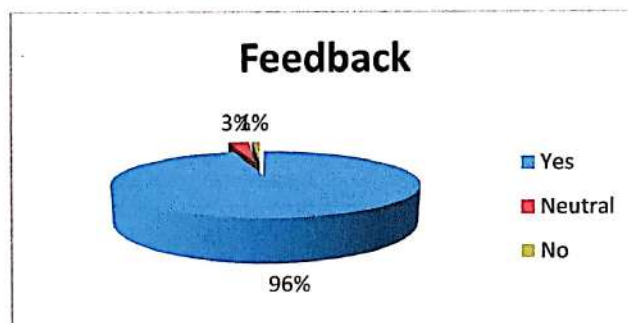


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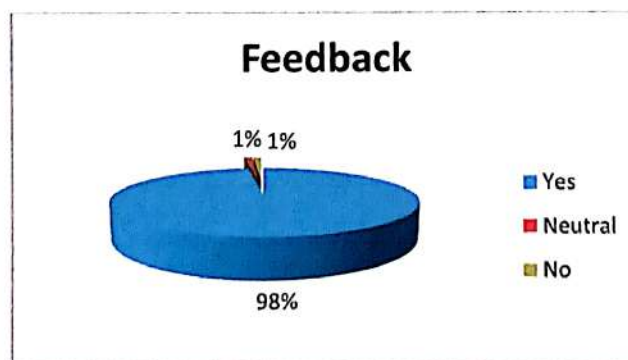
27. Did the course provide a good balance between theory and practical application?



28. Were the assessments and assignments relevant and effective in assessing your understanding of the course material?

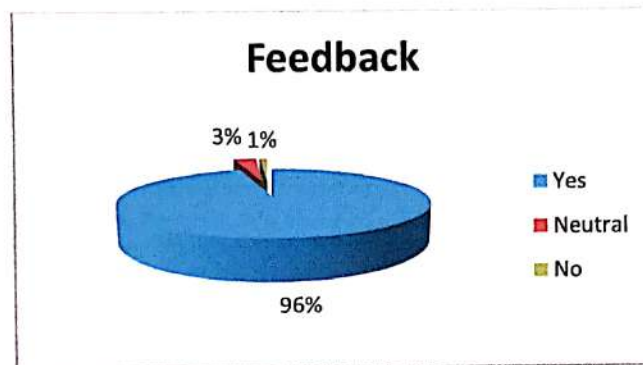


29. Did the course contribute to your overall knowledge and skills in the subject matter?
30.

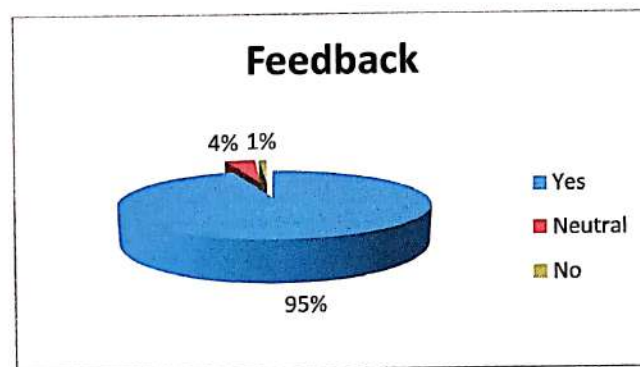


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31. Were the course objectives and learning outcomes clearly defined and communicated at the beginning of the course?



32. Is their scope of enhancing the course content, structure, or delivery by the course guide?



PROOF OF CERTIFICATE



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Attendance:

S.No	Hall Ticket No	Student Name	Signature of Candidate
1	21HX1E0069	KOTHA PALLAVI	K. Pallavi
2	21HX1E0070	KOTIAKAPULA MOUNIKA	K. Mounika
3	21HX1E0071	KRISHNA PURAM SAI KUMAR	K. Sai Kumar
4	21HX1E0072	SHAIK FATHIMA MERAJ	S. Fathima Meraaj
5	21HX1E0073	KUMMARA AKHILA	K. Akhila
6	21HX1E0074	KUMMARA SUNIL KUMAR	K. Sunil Kumar
7	21HX1E0075	KUNDLA SREENATH	K. Sreenath
8	21HX1E0076	KUNIGIRI PAVITHRA	K. Pavithra
9	21HX1E0078	KURUBA SANJEEVAPPA GARI PAVANKUMAR	K. Sanjeevappa
10	21HX1E0079	LALAM LAKSHMI PRASANNA	L. Lakshmi
11	21HX1E0080	M CHARAN KUMAR	M. Charan
12	21HX1E0081	MADAR NAIK SAMEER ALI KHAN	M. Sameer Ali Khan
13	21HX1E0082	M RAGHUVIEERA REDDY	M. Raghuveera Reddy
14	21HX1E0083	MAHAL MAHEER BASHA	M. Mahesh Basha
15	21HX1E0085	MANCHALA JOSUNA	M. Josuna
16	21HX1E0086	MANDALA SASIKALA	M. Sasikala
17	21HX1E0087	MANDLI SAI KUMAR	M. Sai Kumar
18	21HX1E0088	MANIGE PRASANTHI	M. Prasanthi
19	21HX1E0089	MANNAM KAVERI	M. Kaveri
20	21HX1E0090	BUTTI SAITEJA	B. Saiteja
21	21HX1E0091	MATTAMADUGU DIWAKAR REDDY	M. Diwakar Reddy
2	21HX1E0092	MEDARA DURGAPRASAD	M. Durgaprasad
23	21HX1E0093	MIDATHALA MEGHANA	M. Meghana
24	21HX1E0095	MOPURI AJITH KUMAR	M. Ajith Kumar
25	21HX1E0096	MUDDE GOWD GARI NAVEEN KUMAR	M. Naveen Kumar
26	21HX1E0097	MUDE NARESH NAIK	M. Nareesh Naik
27	21HX1E0098	MUMMADISETTY SAIMAHESH	M. Saimahesh
28	21HX1E0099	NAGARURU POOJA	N. Pooja
29	21HX1E00A0	NALLURI KARUNA KUMARI	N. Karuna Kumari
30	21HX1E00A1	NAYANI SIREESHA	N. Sireesha



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COURSE CONTENT

- 01.** COURSE OVERVIEW AND HOW DIGITAL TOOLS ARE CHANGING PRODUCT
- 02.** HOW DIGITAL TOOLS ARE CHANGING THE PRODUCT
- 03.** HOW DIGITAL TOOLS ARE CHANGING THE PLACEMENT
- 04.** HOW DIGITAL TOOLS ARE CHANGING THE PRICE

**CALL FOR
ADD ON COURSE
FOR YEAR
2022**

Marketing in a Digital World

**LAST DATE FOR
REGISTRATION IS
ON OR BEFORE
15 JUNE 2022**

Sanskriti School of Business,
Beedupalli Knowledge Park,
Puttaparthi, Sri Sathya Sai District
www.sanskrithibschool.com

**CO-ORDINATED BY
DR. A.SRINIVASAN**





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Approved by AICTE, New Delhi. Affiliated to JNTUA, Anantapur.
Beedupalli Road, Prasanthigram, Puttaparthi, Sri Sathya Sai District – 515 134.

REPORT ON ADD-ON COURSE MARKETING IN A DIGITAL WORLD (2021-2022)

Date: Nov 28th, 2022.

Venue: SSB Campus.

Participants: Students of MBA.

Course Instructor: Dr. Srinivasan

Add On course Time Schedule for year 2021 – 2022:

S.No	Day	Time	Venue
1	Monday	04:00 PM to 05:00 PM	Chanakya
2	Tuesday	04:00 PM to 05:00 PM	Chanakya
3	Wednesday	04:00 PM to 05:00 PM	Chanakya
4	Thursday	04:00 PM to 05:00 PM	Chanakya
5	Friday	04:00 PM to 05:00 PM	Chanakya
6	Saturday	02:00 PM to 04:00 PM	Seminar Hall

OVERVIEW OF ADD ON COURSES

COURSE 4: Marketing in a Digital World

The Marketing in a Digital World add-on course provides a comprehensive overview of digital marketing strategies and techniques in today's rapidly evolving digital landscape. This course is designed to equip learners with the knowledge and skills necessary to navigate the digital marketing realm and effectively reach target audiences in a digital world.



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The course begins by introducing learners to the foundational principles of marketing and how they apply in the digital context. It explores the shift from traditional marketing to digital marketing and the importance of understanding consumer behaviour, market segmentation, and targeting in the digital space.

Learners will gain insights into various digital marketing channels, including search engine marketing (SEM), search engine optimization (SEO), social media marketing, email marketing, content marketing, and mobile marketing. They will understand how these channels can be leveraged to create effective marketing campaigns and engage with target audiences.

Furthermore, the course explores the power of social media platforms for marketing purposes. Learners will learn how to create and manage social media campaigns, engage with followers, and leverage social media analytics to measure campaign performance.

Additionally, the course delves into the importance of content marketing and the creation of valuable, relevant, and engaging content to attract and retain customers. Learners will understand content strategy, storytelling techniques, and content distribution strategies to maximize the impact of their content efforts.

The course also covers digital advertising and the use of paid media channels, such as display ads, search ads, and social media ads. Learners will gain insights into ad targeting, bidding strategies, and campaign optimization to achieve desired marketing outcomes.

By the end of the Marketing in a Digital World add-on course, learners will have a solid understanding of digital marketing strategies, techniques, and best practices. This knowledge will enable them to create effective digital marketing campaigns, reach target audiences, and drive business growth in the dynamic and ever-evolving digital landscape.

ADD ON COURSE OUTCOMES

COURSE 4: Marketing in a Digital World

- **Understanding Digital Marketing Landscape:** You will gain a comprehensive understanding of the digital marketing landscape, including key concepts, terminology, and trends. You will learn about various digital marketing channels, such as search engine marketing, social media marketing, email marketing, content marketing, and mobile marketing.
- **Knowledge of Digital Marketing Strategies:** You will learn about different digital marketing strategies and how they can be applied to achieve marketing objectives. This may include developing strategies for brand awareness, customer acquisition, lead generation, customer retention, and online sales.



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- **Digital Consumer Behaviour Analysis:** You will explore consumer behaviour in the digital environment and understand how it influences marketing decisions. You will learn how to analyse consumer data, track online behaviour, and leverage insights to create targeted and personalized marketing campaigns.
- **Social Media Marketing:** You will gain knowledge and skills related to social media marketing, including effective social media strategies, content creation and duration, community management, influencer marketing, and social media advertising. You will understand how to engage with target audiences and build brand presence on popular social media platforms.
- **Search Engine Optimization (SEO):** You will learn the fundamentals of search engine optimization and how to improve the visibility and ranking of websites in search engine results. You will understand key SEO techniques, keyword research, on-page optimization, link building, and measuring SEO effectiveness.

ADD ON COURSE CONTENTS

MODULE	CONTENT
1	COURSE OVERVIEW AND HOW DIGITAL TOOLS ARE CHANGING PRODUCT In this first module, you will become familiar with the course, your instructor, your classmates, and our learning environment. In this module, you will learn how new digital tools are enabling customers to take a more active role in developing and sharing products.
2	HOW DIGITAL TOOLS ARE CHANGING THE PRODUCT In this module, you learn how new digital tools are enabling customers to take a more active role in promotion activities.
3	HOW DIGITAL TOOLS ARE CHANGING THE PLACEMENT In this module, you learn how new digital tools are altering the distribution of products and revolutionizing the retail landscape.
4	HOW DIGITAL TOOLS ARE CHANGING THE PRICE In this module, you will learn how new digital tools are enabling customers to take a more active role in setting the prices they pay for the products they buy.

FEEDBACK ON ADD ON COURSE

The feedback of the entire online course was taken among the students by using 3 scale rating and presented with pie chart representation below...

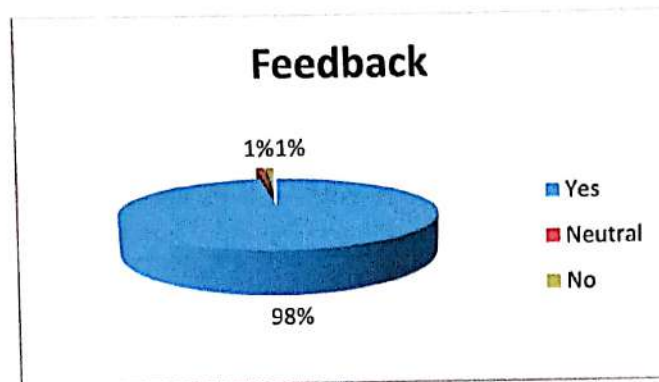
33. Did the course meet your expectations in terms of content and learning outcomes?



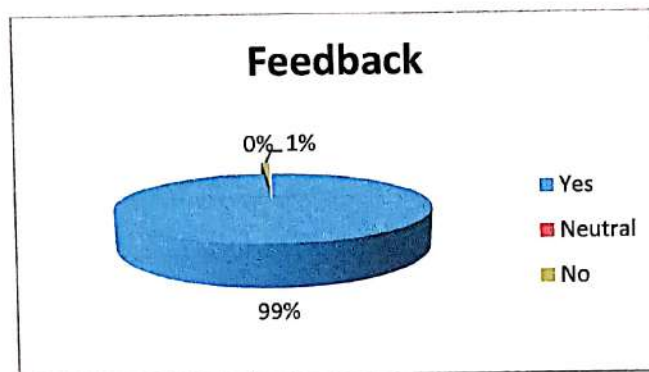
Dr. Balakdeswar

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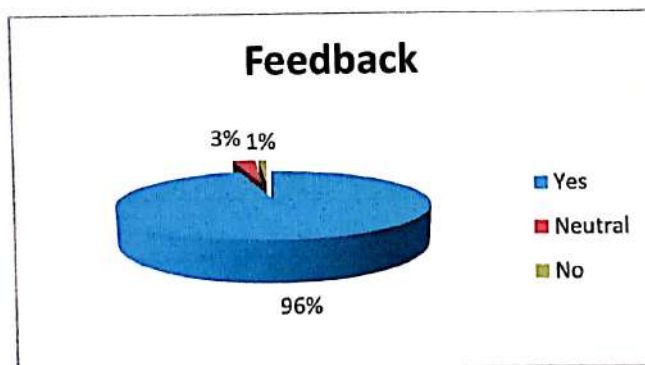
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34. The Specific topics or areas of the course did you find most valuable or interesting?



35. Were the course materials and resources provided by course guide are helpful in understanding the concepts and applying the knowledge?

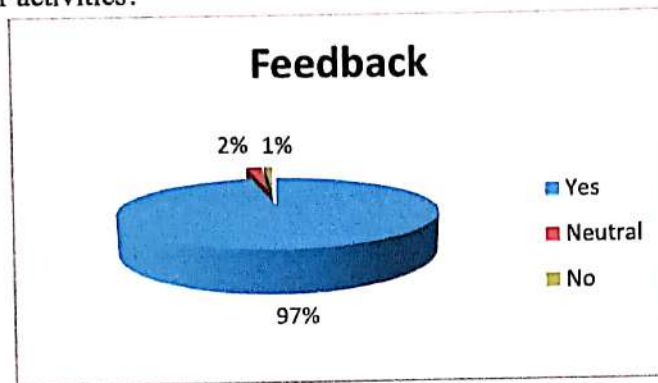


Dr. Balakrishnan

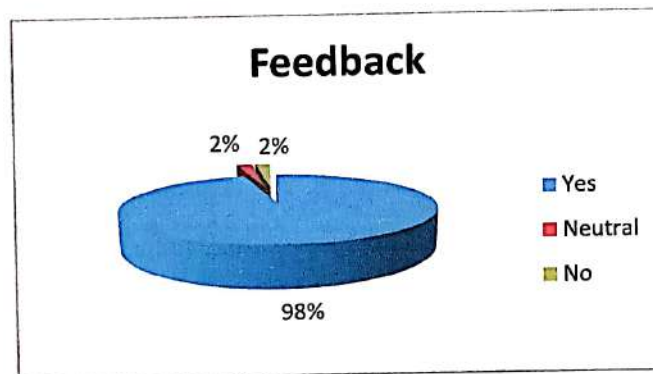
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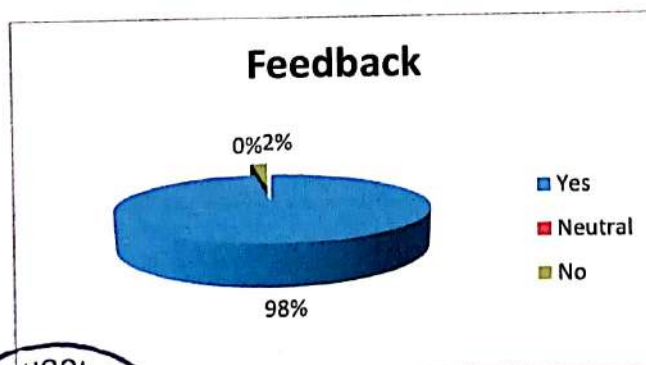
36. How effective was the instructor in delivering the course content and facilitating discussions or activities?



37. Did the course provide enough opportunities for practical application or hands-on exercises?



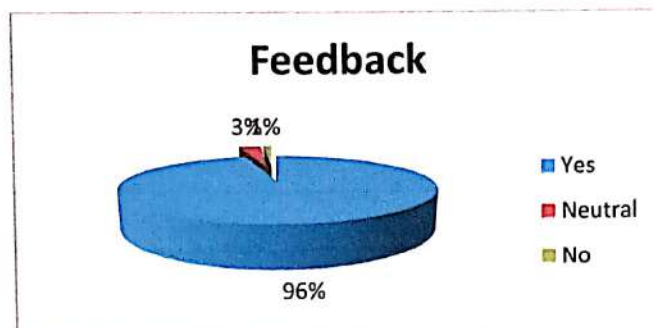
38. Did the course provide a good balance between theory and practical application?



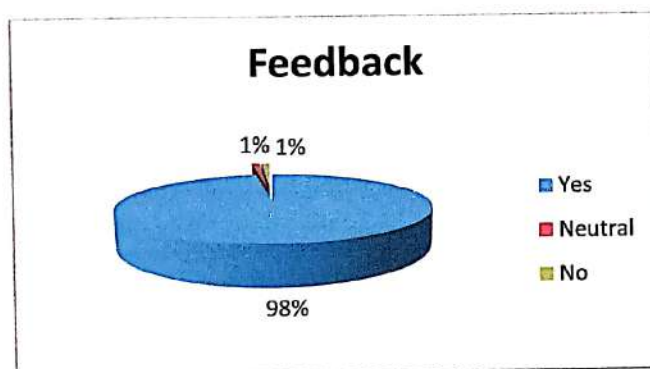
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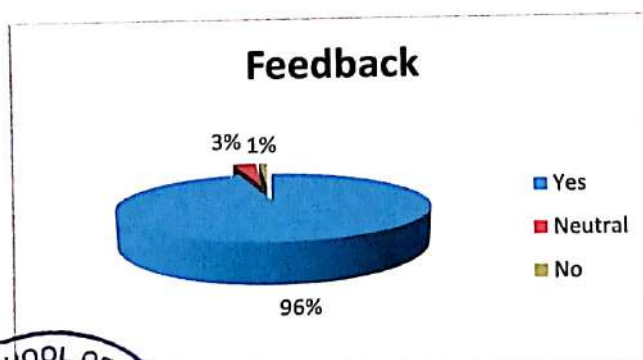
39. Were the assessments and assignments relevant and effective in assessing your understanding of the course material?



40. Did the course contribute to your overall knowledge and skills in the subject matter?



41. Were the course objectives and learning outcomes clearly defined and communicated at the beginning of the course?

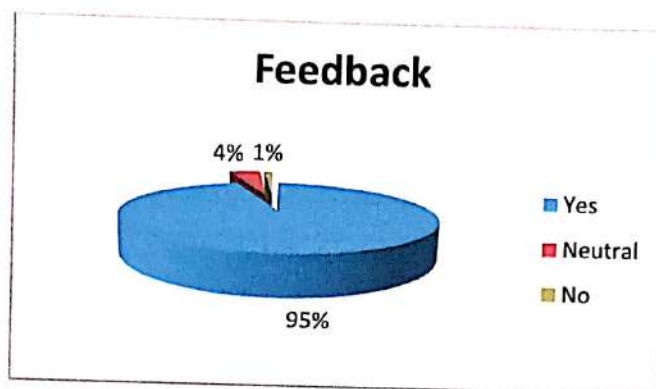


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42. Is their scope of enhancing the course content, structure, or delivery by the course guide?



Attendance:

S.No	Hall Ticket No	Student Name	Signature of Candidate
1	21HX1E0001	ALURU NARAYANA REDDY	A. Narayana Reddy
2	21HX1E0002	AGRAHARAM ROHITH	A. Rohith
3	21HX1E0003	ALLAM MEGHANA	A. Meghana
4	21HX1E0004	ALLAPAREDDI VARI BHARATHI	A. Bharathi
5	21HX1E0007	VEERAKYATHAPPAGARI ANIL KUMAR	A. Anil Kumar
6	21HX1E0008	APPIREDDY RENUKA	A. Renuka
7	21HX1E0009	ATTAR SHAHATAJBEGAM	A. Shahatajbegam
8	21HX1E0010	B MOUNIKA	B. Mounika
9	21HX1E0011	BADIMELA MOHAN KRISHNA	B. Mohan Krishna
10	21HX1E0012	BAGA TEJA PRAKASH	B. Teja Prakash
11	21HX1E0013	BANDA MANJUNATH	B. Manjunath
12	21HX1E0014	BESTHA SAI SANDHYA	B. Sai Sandhya
13	21HX1E0015	BIDLAPPAGARI LATHA	B. Latha
14	21HX1E0016	BOJEGOWD GARI NARASEGOWD	B. Narasegowd
15	21HX1E0017	BOJJIREDDY ASHWINI	B. Ashwini
16	21HX1E0019	CHAKALI RANI	C. Rani
17	21HX1E0020	CHAKALI SAI SIREESHA	C. Sai Sireesha
18	21HX1E0021	CHAKALI SHIVA	C. Shiva
19	21HX1E0022	CHEDIPOTHU VINOD KUMAR	C. Vinod Kumar
20	21HX1E0023	CHIELLAM GOWTHAMI	C. Gowthami
21	21HX1E0024	CHENNA GAYATRI	C. Gayatri
22	21HX1E0025	CHENNAMAREDDYGARI VASUDHA	C. Vasudha
23	21HX1E0026	CHENNANGI HARIBABU	C. Haribabu
24	21HX1E0027	CHILLU KALYANI	C. Kalyani
25	21HX1E0029	CHITRA BHAGYALAKSHMI	C. Bhagyalakshmi
26	21HX1E0031	D BABA FAKRUDDIN	D. Fakrudin
27	21HX1E0032	DEVISETTY SAI SWETHA	D. Sai Swetha
28	21HX1E0033	DONDU SANDHYA RANI	D. Sandhyarani
29	21HX1E0034	DOOPUDA SATEESHKUMAR	D. Sateeshkumar
30	21HX1E0035	DUDEKULA RABIYA	D. Rabiya



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PROOF OF CERTIFICATE

Yale

April 15, 2018

JAALAKULA NETHRAVATHI

has successfully completed

MARKETING IN A DIGITAL WORLD

an online non-credit course authorized by Yale University and offered through Coursera

**COURSE
CERTIFICATE**



Robert J. Schiller

Robert J. Schiller
Deputy Provost and
Vice President for Learning

Verify at: <https://coursera.org/verify/AMT661VSTABU>

Coursera has verified the authenticity of this individual and their
affiliation with the university.



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**CALL FOR
ADD ON COURSE
FOR YEAR
2022**

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COURSE CONTENTS

- ALTERNATIVE APPROACHES TO MANAGING HUMAN RESOURCES
- WHAT MAKE EMPLOYEE WORKS? MONEY, OFCOURSE
- WHAT MAKE EMPLOYEE WORK REVISITING ,NON -MONETARY MOTIVATIONS
- THE PEOPLE MANAGER AS PART OF A COMPLEX SYSYTEM



**PREPARING TO
MANAGE HUMAN
RESOURCES**

**CO-ORDINATED BY
MRS. NILOFER**



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Approved by AICTE, New Delhi. Affiliated to JNTUA, Anantapur.
Beedupalli Road, Prasanthigram, Puttaparthi, Sri Sathya Sai District – 515 134.

REPORT ON ADD-ON COURSE PREPARING TO MANAGE HUMAN RESOURCES (2021-2022)

Date: Nov 28th, 2022.

Venue: SSB Campus.

Participants: Students of MBA.

Course Instructor: Mrs. Nilofer

Add On course Time Schedule for year 2021 – 2022:

S.No	Day	Time	Venue
1	Monday	04:00 PM to 05:00 PM	Chanakya
2	Tuesday	04:00 PM to 05:00 PM	Chanakya
3	Wednesday	04:00 PM to 05:00 PM	Chanakya
4	Thursday	04:00 PM to 05:00 PM	Chanakya
5	Friday	04:00 PM to 05:00 PM	Chanakya
6	Saturday	02:00 PM to 04:00 PM	Seminar Hall

OVERVIEW OF ADD ON COURSES

COURSE 5: Preparing to Manage Human Resources

The Preparing to Manage Human Resources add-on course offers a comprehensive overview of the key concepts, principles, and practices involved in effectively managing human resources within organizations. This course is designed to provide learners with a solid foundation in understanding the role of human resources and preparing them for managerial positions in HR.

The course begins by introducing learners to the strategic importance of human resource management (HRM) and its alignment with organizational goals. It covers the evolving role of



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HR professionals and the various functions they perform, including talent acquisition, training and development, performance management, employee relations, and compensation and benefits.

Learners will gain insights into the legal and ethical considerations in HRM, including equal employment opportunity, diversity and inclusion, labor laws, and employee rights. They will understand the importance of compliance with legal requirements and ethical standards in managing human resources effectively.

The course delves into the processes and techniques involved in talent acquisition and recruitment. Learners will learn about job analysis, job descriptions, sourcing strategies, screening and selection methods, and onboarding practices. They will also explore techniques for attracting and retaining top talent in a competitive job market.

Additionally, the course covers performance management and employee development. Learners will gain an understanding of performance appraisal methods, feedback and coaching techniques, and strategies for employee engagement and motivation. They will also explore training and development programs aimed at enhancing employee skills and competencies.

The course addresses employee relations and the management of workplace dynamics. Learners will learn about conflict resolution techniques, employee communication strategies, and employee rights and responsibilities. They will also understand the importance of fostering a positive work environment and building strong employee relationships.

Furthermore, the course explores compensation and benefits management. Learners will gain insights into job evaluation, pay structures, incentives, and employee benefits programs. They will understand the role of compensation in attracting, retaining, and motivating employees.

Throughout the course, learners will have opportunities to apply their knowledge through case studies, simulations, and practical exercises. They will develop critical thinking skills in solving HR-related problems, making informed decisions, and effectively managing human resources within organizations.

By the end of the Preparing to Manage Human Resources add-on course, learners will have a solid understanding of the key principles and practices in HRM. This knowledge will prepare them to take on managerial roles in human resources, contribute to organizational success through effective HR practices, and address the challenges and opportunities in managing a diverse workforce

ADD ON COURSE OUTCOMES

COURSE 5: Preparing to Manage Human Resources

- **Understanding of HR Management:** You will gain a comprehensive understanding of human resource management principles, functions, and practices within organizations.



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You will learn about the role of HR in supporting business objectives, managing employee relations, and creating a positive work environment.

- **Knowledge of HR Laws and Regulations:** You will become familiar with key employment laws and regulations that govern HR practices, such as labour laws, anti-discrimination laws, and workplace safety regulations. You will understand the legal obligations and compliance requirements related to managing human resources.
- **Recruitment and Selection Strategies:** You will learn effective strategies for attracting and selecting qualified candidates for job openings. This includes understanding job analysis, writing job descriptions, conducting interviews, and assessing candidates' skills and qualifications.
- **Employee On boarding and Orientation:** You will understand the importance of a well-structured on boarding process to help new employees integrate into the organization smoothly. You will learn techniques for conducting effective employee orientations, providing necessary training, and fostering a positive first impression.
- **Performance Management and Appraisal:** You will gain knowledge of performance management processes, including goal setting, performance evaluations, feedback, and performance improvement plans. You will learn how to effectively manage employee performance, identify development opportunities, and address performance issues

ADD ON COURSE CONTENTS

MODULE	CONTENT
1	<p>ALTERNATIVE APPROACHES TO MANAGING HUMAN RESOURCES:</p> <p>Welcome to the first week of this course! This section starts with an introduction to the course, and then we'll spend two lessons looking at alternative ways of managing human resources. After completing this module, you will be able to...</p> <ul style="list-style-type: none"> • Explain why managing people are important. • Compare strategies for managing human resources. • Evaluate the fit between an organization's HR strategy, a manager's style(s), and the business environment. • Recommend strategies and styles for managing people in a particular situation.
2	<p>WHAT MAKE EMPLOYEE WORKS? MONEY, OFCOURSE</p> <p>Welcome to the second module of this course! We'll be focusing on the monetary reasons for working, and the lessons for managers that result. After completing this module, you will be able to...</p> <ul style="list-style-type: none"> • Explain how money can motivate some workers. • Identify key managerial concerns if workers are self-interested and view work economically. • Develop strategies for addressing these key concerns using insights from economics.



D. Balakrishna
PRINCIPAL

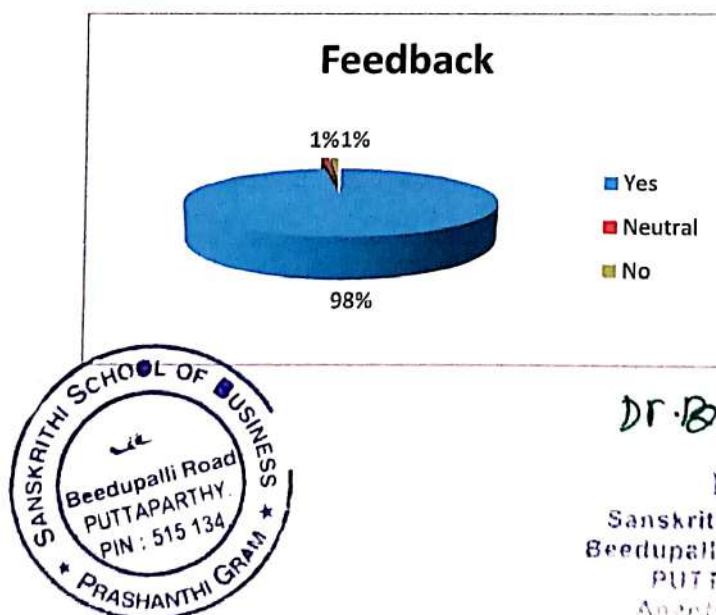
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3	<p>WHAT MAKE EMPLOYEE WORK REVISITING ---NONMONETARY MOTIVATIONS</p> <p>Welcome to the third module of this course! We'll be focusing on the non-monetary reasons for working, and the lessons for managers that result. After completing this module, you will be able to...</p> <ul style="list-style-type: none"> • Explain at least four different reasons that people work not related to money. • Identify key managerial concerns when workers work for different non-monetary reasons. • Develop strategies for addressing these key concerns using insights from psychology and sociology. • Justify the (in) application of insights from economics, psychology, and sociology in different situations.
4	<p>THE PEOPLE MANAGER AS PART OF A COMPLEX SYSYTEM</p> <p>Welcome to the fourth and final module of this course! In this section, we'll finish laying a foundation for managing human resources by looking at the constraints faced by managers, especially the legal environment. After completing this module, you will be able to...</p> <ul style="list-style-type: none"> • Explain at least four constraints that influence how human resources are managed in a particular organization. • Compare the ways in which the law does and does not see employment as a typical contractual relationship. • Create a list of legal and illegal HRM practices in your country. • Judge when to use strategies for managing people that go beyond what the law requires.

FEEDBACK ON ADD ON COURSE

The feedback of the entire online course was taken among the students by using 3 scale rating and presented with pie chart representation below...

1. Did the course meet your expectations in terms of content and learning outcomes?

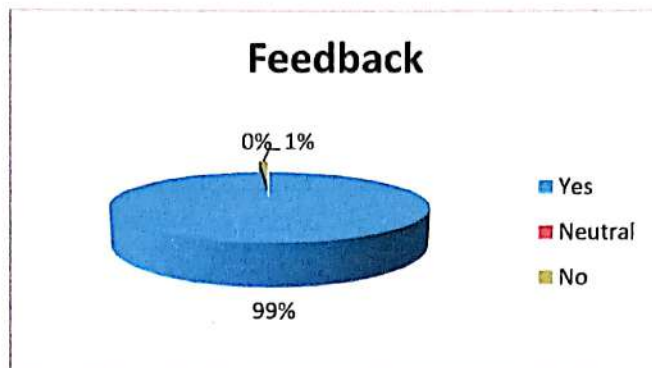


Dr. Balakrishna

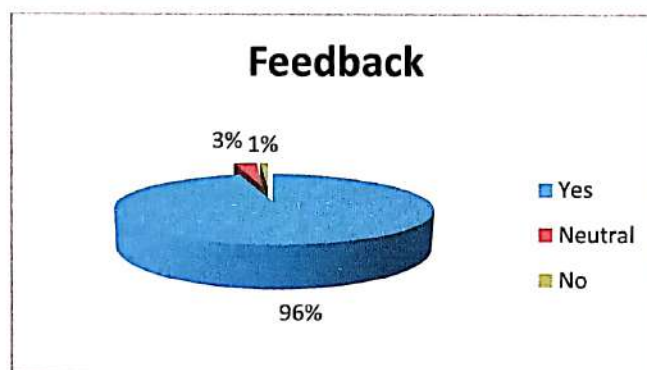
PRINCIPAL

Sanskriti School of Business,
Beedupalli Road, Prashanthigram,
PUTTAPARTHI - 515 134,
Andhra Pradesh (India)

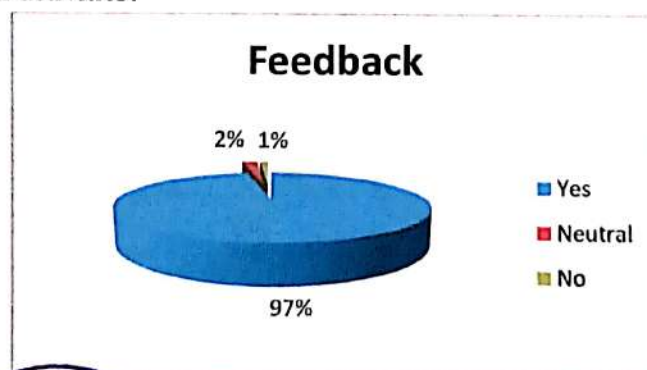
2. The Specific topics or areas of the course did you find most valuable or interesting?



3. Were the course materials and resources provided by course guide are helpful in understanding the concepts and applying the knowledge?

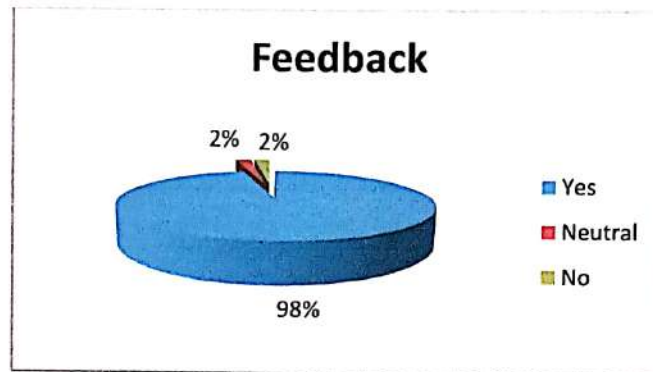


4. How effective was the instructor in delivering the course content and facilitating discussions or activities?

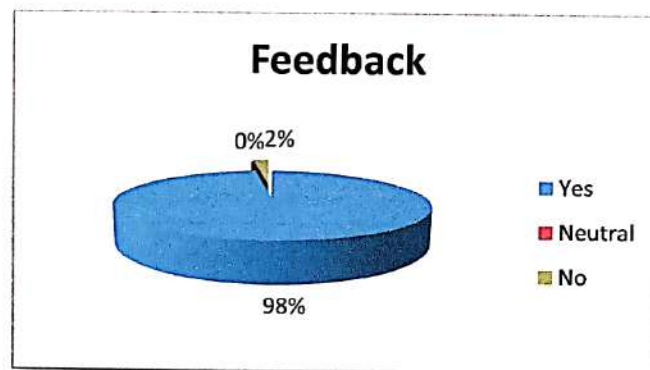


Dr. Balakdeswari
PRINCIPAL
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Ananthapuramu (D.T.) A.P.

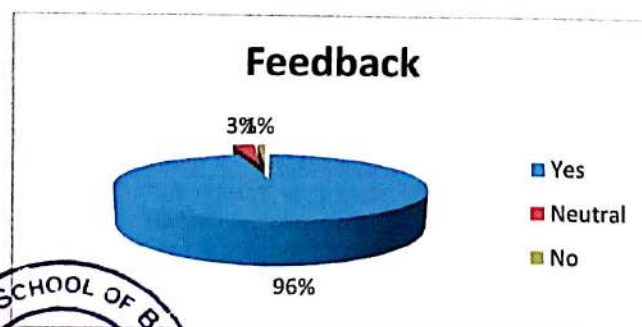
5. Did the course provide enough opportunities for practical application or hands-on exercises?



6. Did the course provide a good balance between theory and practical application?



7. Were the assessments and assignments relevant and effective in assessing your understanding of the course material?

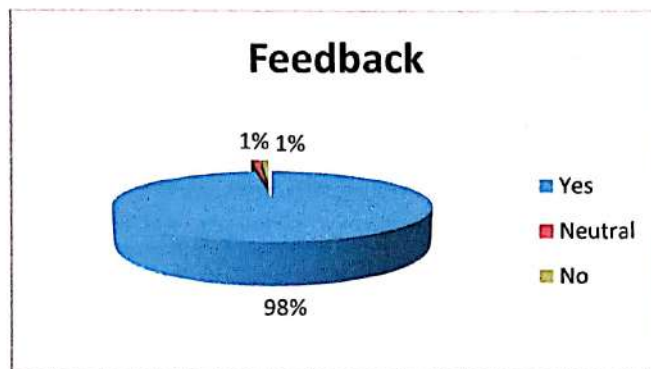


Dr. Balakrishna

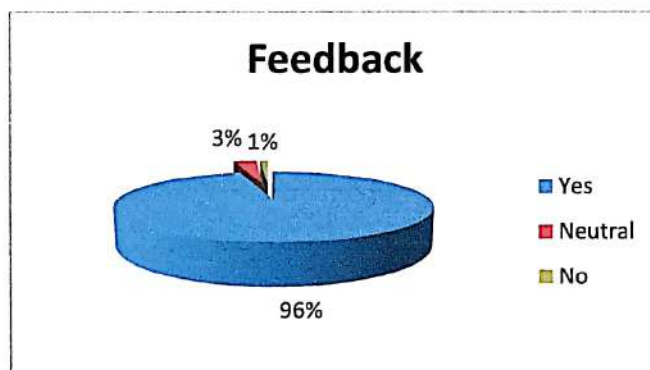
PRINCIPAL

Sanskriti School of Business,
Beedupalli Road, Prashanthi Gram,
PUTTAPARTHY - 515 134
Andhra Pradesh - 520 002

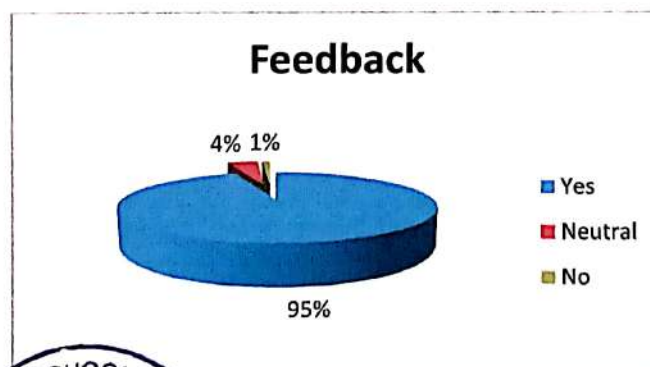
8. Did the course contribute to your overall knowledge and skills in the subject matter?



9. Were the course objectives and learning outcomes clearly defined and communicated at the beginning of the course?



10. Is their scope of enhancing the course content, structure, or delivery by the course guide?



Dr. Balakrishna

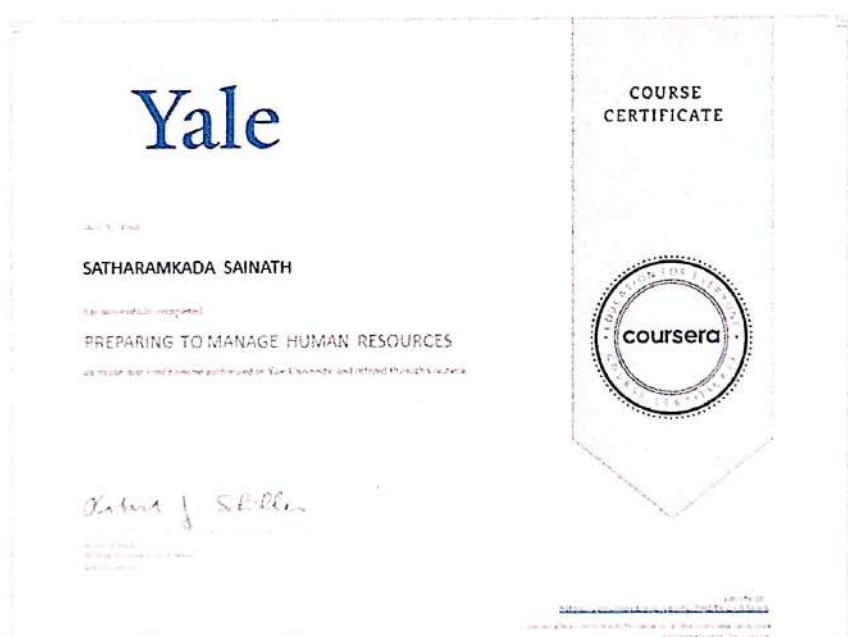
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PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.

Attendance:

S.No	Hall Ticket No	Student Name	Signature of Candidate
1	21HX1E00D2	UPPARA MANJULA	U. Manjula
2	21HX1E00D3	UPPARA MEGHANA	U. meghana
3	21HX1E00D4	VADDI SANGHAVI	V. Sanghavi
4	21HX1E00D5	VALIPIREDDY SRI LAKSHMI	V. Sri Lakshmi
5	21HX1E00D6	VEEDILO VENKATA SAI	V. Venkatesai
6	21HX1E00D8	YATAGIRI SANDEEP	Y. Sandeep
7	21HX1E00D9	YAVAKULA VENKANNABABU	Y. Venkanna Babu
8	21HX1E00E0	YEGIREDDI VAMSIKRISHNA	Y. vamsi krishna
9	21HX1E00E1	YERRAGUNTALA SAMBA SIVA	Y. Samba Siva
10			

PROOF OF CERTIFICATE



Dr. Balakdeswari

PRINCIPAL

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