



SANSKRITHI SCHOOL OF BUSINESS

Approved by AICTE, New Delhi. Affiliated to JNTUA, Anantapur.

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

5.1.3 Photographs of Career Counseling and Guidance Programs



సదస్సులో ప్రసంగిస్తున్న ఆచార్యులు పాల్ స్పెసిబర్గర్

అభిరుచులకు అనుగుణంగా ఉత్పత్తులు

మట్టపర్తి స్వామీయ్య: నేటి పాల్ స్పెసిబర్గర్ మాట్లాడుతూ రంగంలో వినియోగదారుల అభిరుచులకు అనుగుణంగా ఉత్పత్తులను తయారీ చేయాలని ఆహ్వానించారు. ఇది విద్యార్థులకు ఉపయోగపడుతుంది. ముంగళవారం సందర్భంగా పాల్ స్పెసిబర్గర్ మాట్లాడుతూ, రంగం.. నూతన ఉత్పత్తుల తయారీపై సదస్సు నిర్వహించారు. మాట్లాడుతూ, రంగంలో ఉత్పత్తుల తయారీ వినియోగదారుల అభిరుచులకు అనుగుణంగా ఉత్పత్తుల తయారీ చేయాలని ఆహ్వానించారు. మాట్లాడుతూ, రంగంలో ఉత్పత్తుల తయారీ చేయాలని ఆహ్వానించారు. మాట్లాడుతూ, రంగంలో ఉత్పత్తుల తయారీ చేయాలని ఆహ్వానించారు.



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మట్టపర్తి స్వామీయ్య: ఏ వ్యాపారంలోనైనా ఉద్యోగులకు అధిగమిస్తే లక్ష్యాన్ని చేరుకోగలమని ఆర్థిక మంత్రి ఆయిల్ ఎక్స్‌పోర్ట్, ముదార్ ఎక్స్‌పోర్ట్ చైర్మన్ సుధీర్ అన్నారు. గురువారం మట్టపర్తి సమీపంలోని సంస్కృతి స్కూల్ ఆఫ్ బిజినెస్‌లో మీట్ యువర్ ఎంటర్ ప్రెనూర్ కాన్ఫరెన్స్ చైర్మన్ విజయ భాస్కర్‌రెడ్డి సమక్షంలో జరిగింది. ఈ సందర్భంగా సుధీర్ మాట్లాడుతూ సామాన్య కుటుంబం నుంచి వచ్చి ప్రస్తుతం ఎక్స్‌పోర్ట్‌గా తన అనుభవాలను విద్యార్థులకు పంచారు. ఏ వ్యాపారంలోనైనా నాణ్యతను పాటించడం, సమయానుకూలంగా ప్రజలకు అందించడం, ధరల నియంత్రణ తదితర కారణాలతో మంచి వ్యాపారవేత్తగా ఎదగవచ్చన్నారు.



ముదార్ సుధీర్‌ను సన్మానిస్తున్న సంస్కృతి కళాశాల యాజమాన్యం
కార్యక్రమంలో డైరెక్టర్ డాక్టర్ నారాయణరెడ్డి, ప్రెసిపిట్ కామేశ్వరరావు, 300 మంది ఎంబీఏ విద్యార్థులు పాల్గొన్నారు.



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CAREER ENHANCEMENT WEBINAR

Date: 08-09-2020
Coordinator: Dr.Bala Koteswari
Online Platform: Zoom Application
Zoom Link: Join Zoom Meeting
<https://zoom.us/j/92138763483?pwd=OGNVeHhia3JzNFZmS2w5eEt0QzhCUT09> Meeting ID: 921 3876 3483
Passcode: 043087
Participants: Sanskrithi School of Business & Sanskrithi School of Engineering
Students



Dr. Bala Koteswari

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Resource Persons & Their Profiles:



Rangaraj - MD India and Global Digital Head - Alorica

Rangaraj is an astute and result - oriented business leader and digital evangelist with over 26 years of work experience. He built Alorica's first Centre of Excellence and is Managing Director of India. Prior to Alorica, he was vice president in Capgemini leading global business transformation programs. He had worked in other MNCs like HP, Akzo Nobel and Indian companies like Asian Paints and Hinduja. He is an alumni of IIM Bangalore.



Siddharth - Sr. Account Manager at NI with ISRO

Siddharth graduated from BITS Pilani in 2012 and has been with NI, a US based engineering firm for the past 8 years. He is currently a Sr. Account Manager at NI, leading a cross functional team handling the technical sales for NI with ISRO. He has been involved with projects such as the Chandrayaan-2 and is currently working with ISRO on the ongoing Gaganyaan project. Personally, he enjoys music and he also plays the mridangam, a Carnatic musical instrument.

He has been associated with the Art of Living for 22 yrs now and has been facilitating the Art of Living Happiness Program, the Youth Empowerment and Skills programs for more than 5 years now.



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Webinar Flyer and Certificate Sample:



Report on Webinar “Marketing Analytics”

Name of the Event: Guest Lecture (Webinar)

Title of the webinar: Marketing Analytics

Date and Time of Event: 03.06.21, 5PM to 6 PM

Mode: Online

Platform: Zoom

Link: <https://zoom.us/j/94465776124?pwd=bTVzUFZjOGY5V0daZStTTVhSSTQxUT09>

Coordinator: Dr. Bala Kotewari

Number of Participants: 456MBA students



Dr. Bala Kotewari

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POSTER

SSB
www.sanskritihschool.com

**WEBINAR ON
MARKETING ANALYTICS**

03-06-2021, 5.00 PM - 6.00 PM

SPEAKER
MR. ALOK CHAKRAVARTY
PROFESSOR
DAYANAND SAGAR UNIVERSITY

Dayananda Sagar University

LIVE

THE BEST PART
E-CERTIFICATE TO ALL THE PARTICIPANTS

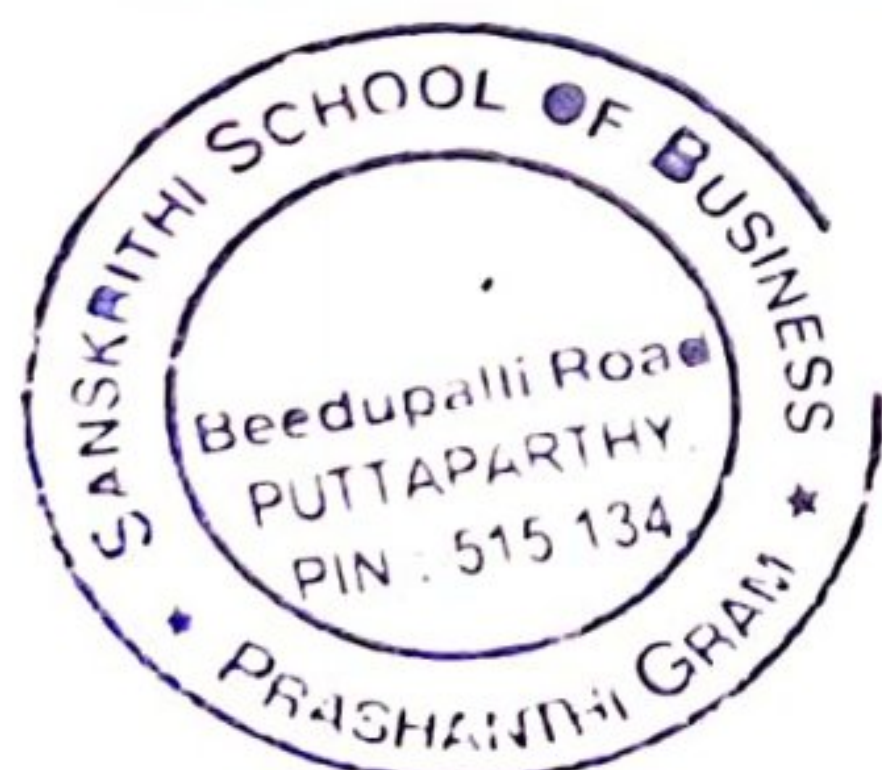
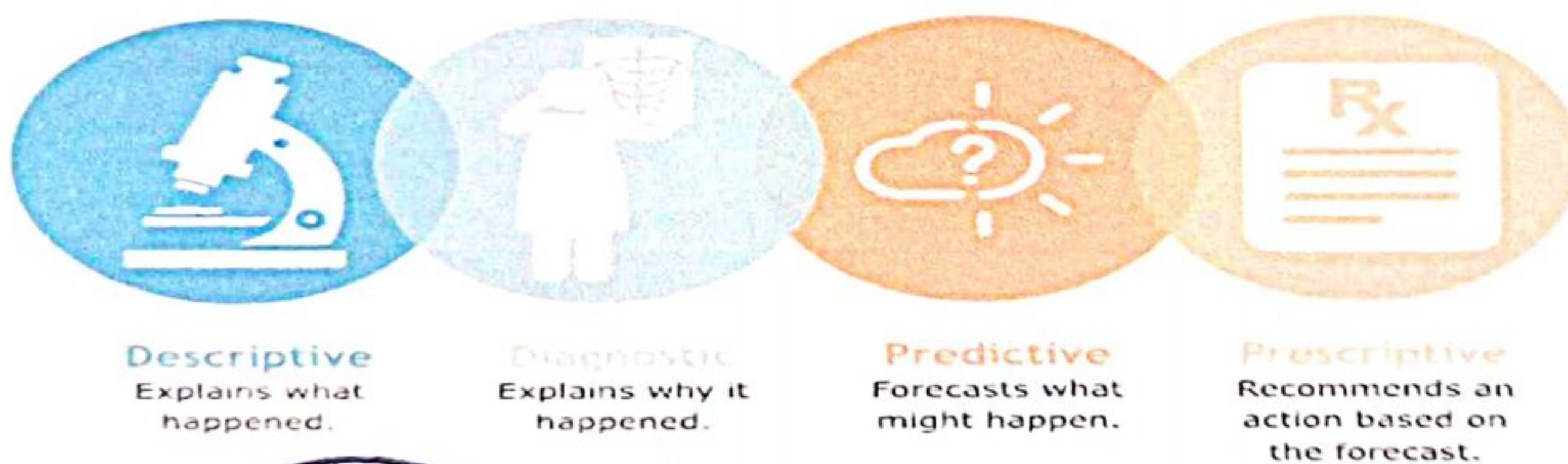
More info
+91 9100974516/44.

Name of the Resource Person

Prof Alok Chakravarty, Professor, MBA, Dayanand Sagar University, Bangalore

Profile of the Resource Person:

TYPES OF ANALYTICS



Dr. Balakoteswary

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TYPES OF ANALYTICS: COMPLEXITY AND VALUE



POPULAR TOOLS

SOME POPULAR TOOLS



Microsoft Excel

Allows you to
explore/analyze
smaller data sets



Tableau Desktop

Allows you to
visualize your data
with dashboards



Python Language

Allows you to build
statistical models that
can make predictions
about your data



SQL

Allows you to
communicate
and interact with
databases



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INTRO TO MARKETING ANALYTICS



Marketing Decisions

- Which product variant will the customer prefer?
- Which product features do the customers like the most?
- How to predict customer churn?
- Which promotion channels to spend on?
- How much sales can I expect the next month?
- How should I price my product?

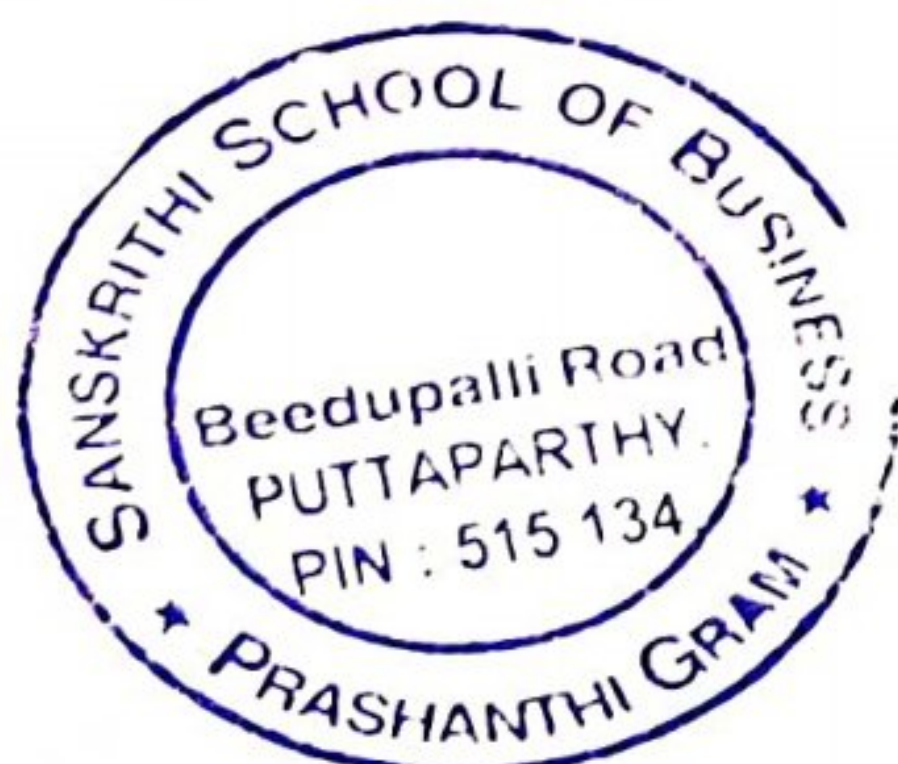
HOW TO SOLVE MARKETING PROBLEMS?

| Approach | Tools and Technology | |
|---|---|--|
| Descriptive What happened? | Examples: What was the traffic from the USA? What were the top 5 products this month? | Tools & Techniques: Google Analytics, MIS Reports, Tableau, MS Excel |
| Diagnostic Why it happened? | Examples: Why were the sales down in December? Why did shirts sell more than trousers? | Tools & Techniques: Lift, Support, Confidence, Google Analytics, MIS Reports |
| Predictive What will happen? | Examples: What will be the sales next month? Will the prospect enrol or not? | Tools & Techniques: Data Mining, Tableau, Machine Learning, Python, R |
| Prescriptive What to do if something happens? | Examples: Use optimized budget for campaign Shortest route to deliver product | Tools & Techniques: Machine Learning, Deep Learning, Python, IOT |

Heuristics: Decision making by experienced marketers and the management

Data driven: democratise decision making with data driven insights

Combination: Data driven with wisdom of experienced marketers



Dr. Balakoteswari

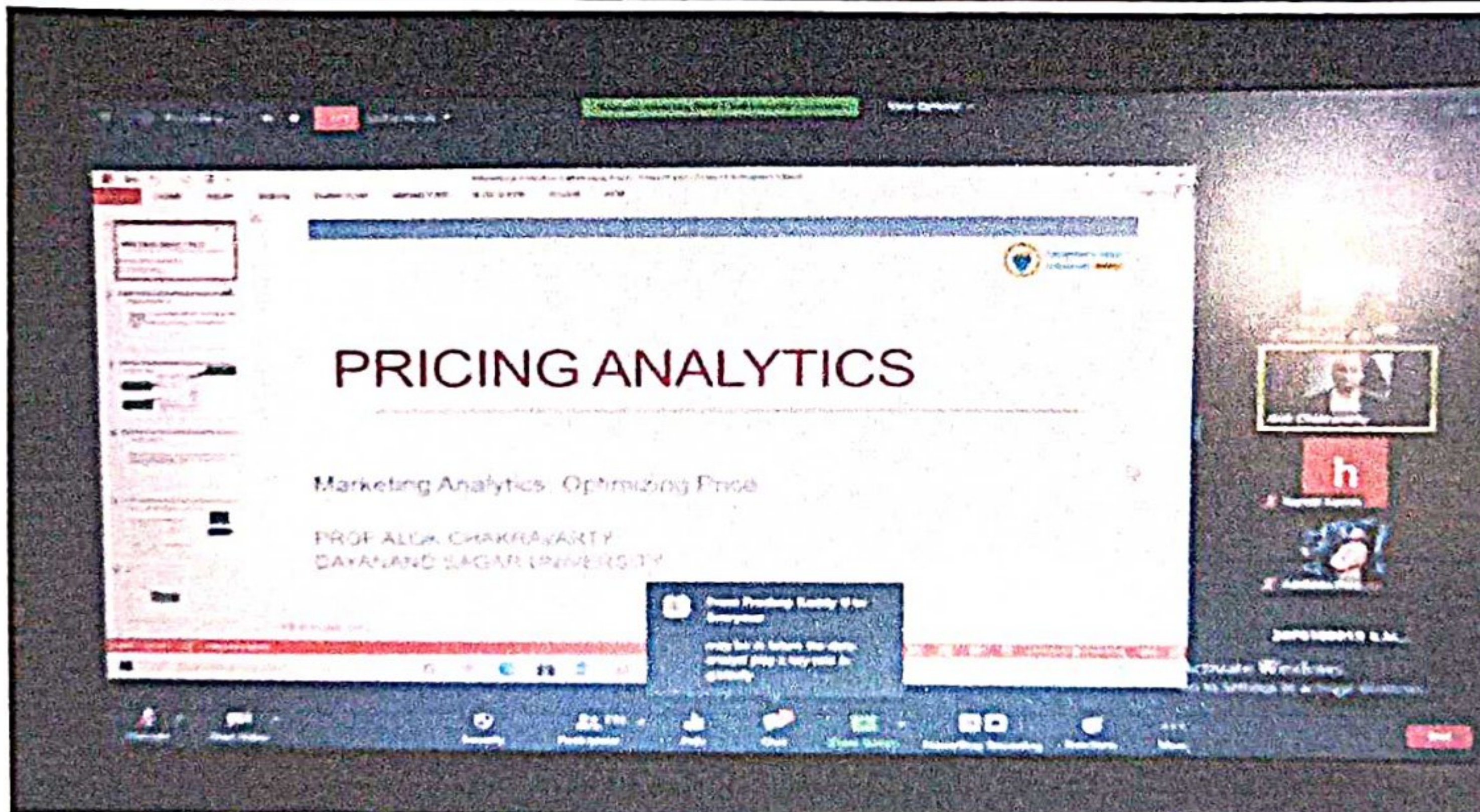
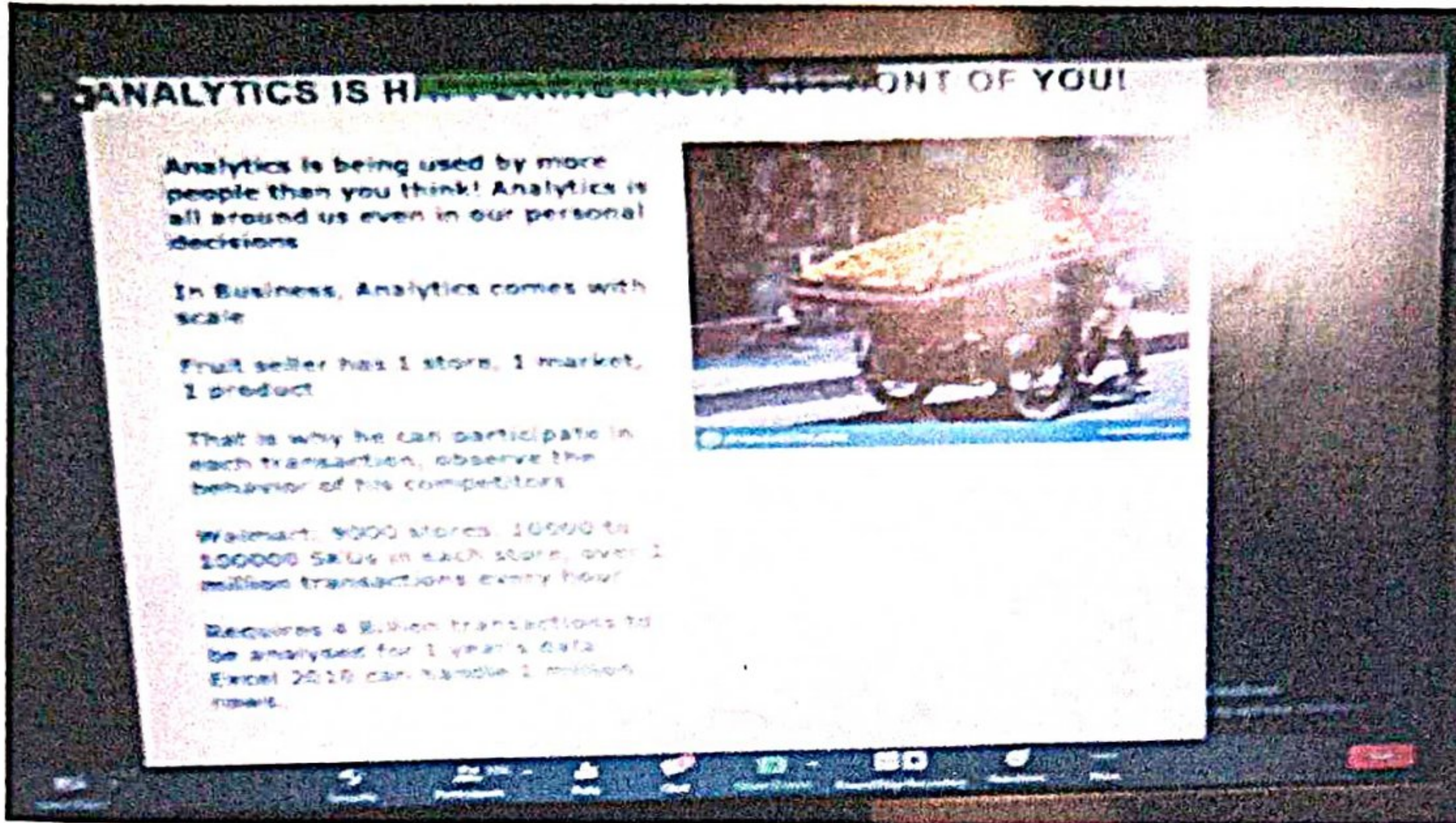
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DATE:10.08.2018

CLUB: MARKETING CLUB

EVENT: BUSINESS QUIZ

COORDINATOR: DR. K. RAJENDRA PRASAD



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DATE: 20/08/2018

EVENT: POSTER PRESENTATION

Coordinator: Mr. A. Rama Krishna



DATE: 24TH & 25TH AUG, 2018

EVENT: INTERNATIONAL B-PLAN COMPETITION: ON 24TH & 25TH AUG, 2018

COORDINATOR: TN ANIL KUMAR



International B-Plan Competition
In Association with Makeintern & Echoe's (IIMK Event)

makeintern.com **SSB** **ECHOES' 18 (IIM-K Event)**

2 Days (16 Hours) Workshop @ SSB

Details
Topic: Digital Marketing + Entrepreneurship
Dates: AUG-24&25 2018
Faculty Co-ordinator: Assist. Prof. Anil Kumar TN
9400973038/07997522269
Registration Charge: 150/- INR

Benefits:

- ★ Winners will be awarded by prize money of 50,000 INR.
- ★ Internship and Placement Assistance for all the Participants.
- ★ All the Participants will be Awarded with the Participation Certificate.
- ★ Merit certificate for Selected Students and Coordination Certificate for Coordinators
- ★ Final Round will be in (IIM-Kozhikode).

Venue:
1st Round:
2 Days Training Program @ Sanskrithi School of Business Beedupalli Road, Puttaparthi
2 Days Finale @ Echoes Event IIM Kozhikode

www.makeintern.com **priyanka@makeintern.com** **+91 9582668797**



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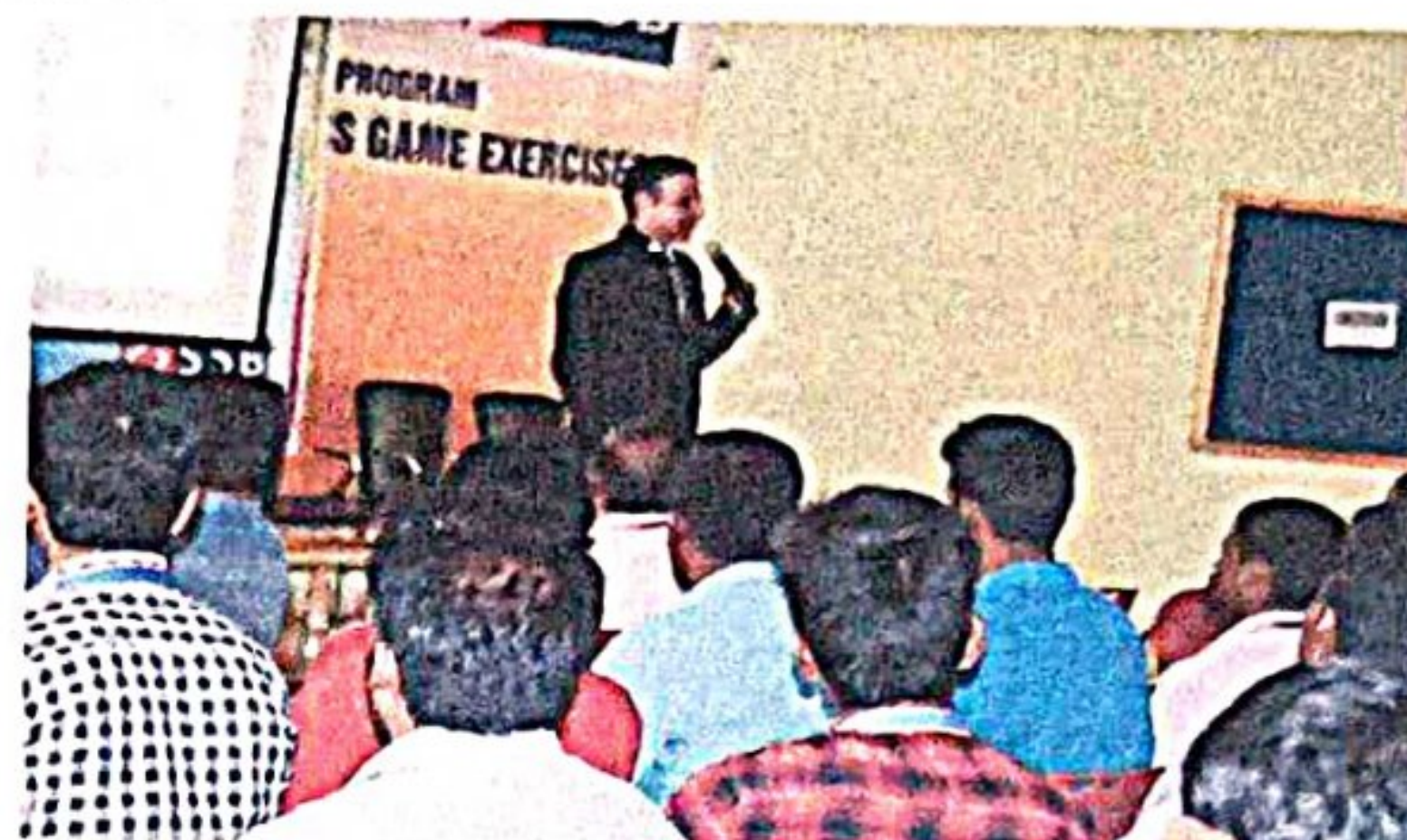
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ATE:25-08-2018

EVENT: ONE DAY WORKSHOP ON CREATIVITY - BEYOND THE BOX.

COORDINATOR: MR.RAKESH BURANI



DATE: 03-10-2018

EVENT: MANAGEMENT STRATEGIES FROM MAHABHARATA

COORDINATOR: MR.KARIMULLA BASHA



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World Investor Week: 6th Oct, 2018

As Part Of World Investor Week, Dr. Rajendra Prasad - Associate Professor Of Sanskrithi School Of Business Has Given An Awareness Program In Bukkapatnam And Kothacheruvu For Faculty, Workers And Students Of Nearby Locations.



Workshop On Effective Hrm Practices For Gaining A Competitive Advantage 5th Oct, 2018

Hrm Practices Actually Make A Difference In The Performance Of Both The Individuals As Well As Organizations. Participants Of The Event: I Mba –I Semester Students Of Ssb Date & Time Of The Event: 05.10.2018 From 02.00 Pm To 05.00 Pm. Venue:

Ssb Seminar Hall

Name Of The Faculty Coordinator: Mrs. Rama Kumari.M



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Workshop On Multi Commodity Exchange And Its Application

Coordinator: Dr. Venkateshan

As A Part Of Workshop Conducted In The Title Of "To Be Grown Up Is A State Of Mind" (08/09/2018)



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Date: 13-10-2018

Coordinators: Mr. G.Rajasekhar And Mrs.E.Prasanth

Event: Aarambh, An Entrepreneurial Carnival



Event: industrial visit

Date: oct 6 th ,2018



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4th December, 2018 /guest lecture on start-up's

We had an immense pleasure having **Dr. Anand Govindaluri - Founder CEO of Govin Capital Pvt Ltd** in our campus as a guest of honour and got enlightened with his value based talk on entrepreneurship and start-ups. He shared his experiences in his journey of entrepreneurship. In the process he himself become model for the young students. Chairman Mr. Vijay B.Reddy presided over the function.



Guest Lecture on entrepreneurship: Dec 1st 2018

Dr. P Reddanna (Professor - University of Hyderabad), President, Federation of Asian Biotech Associations (FABA) India chapter- 2014 onwards - has visited our campus and graced the day with his extreme experience on Biosciences stream along with Entrepreneurship subject to all our Faculties and Students of SSB. It was an interesting experience for management students to visualise the bio sciences in the modern days



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2019-2020

5th Jan, 2019

Training programme for students on skills and knowledge

Ms. Sarika Rangani - CEO & Founder of The YouQ, has delivered an interactive lecture on "Let's Make Magic Together" for future integrated of skills and knowledge. In the session faculty participants got the knowledge about the different levels of leadership and responsibilities with some practical applications. She delivered three levels of leadership like self leadership, leading the followers and leading the leaders and also the faculties were gained with the knowledge of perception for 3D's success like dare, differ and dream.

This engaging session utilises discussion, videos, examples, role-play, experiential exercises and motivational comments. Its structure and flow encourage participation and accountability while building leadership skills and confidence.



Dr. Balakrishna Dora

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A Guest Lecture on “International Financial Markets & Services and Islamic Financial Markets Services” organised by inviting Dr.Kallu Rao Ex-NSBI,Mumbai.



Dr. Balakrishna Rao

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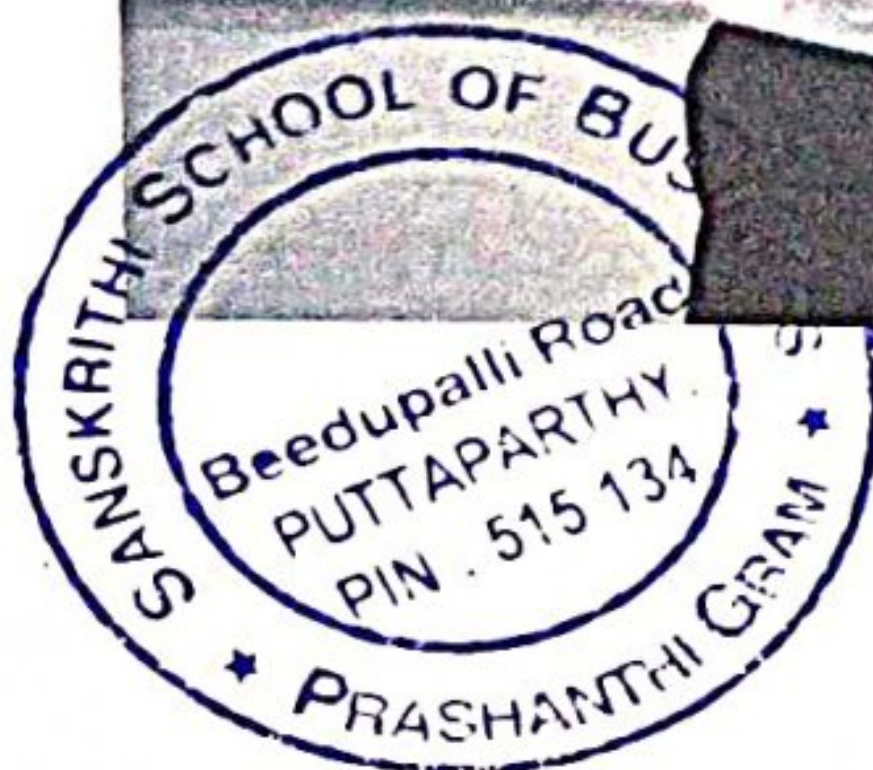
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Guest Lecture on "Profitable growth strategies for the Global Emerging Markets" by Dr. Bhavani M.R., "PROFITABLE GROWTH STRATEGIES FOR THE GLOBAL EMERGING MARKETS" By Dr. Bhavani M.R., Principal, Nagarjuna College, Yelahanka.



Dr. Balakoteswari

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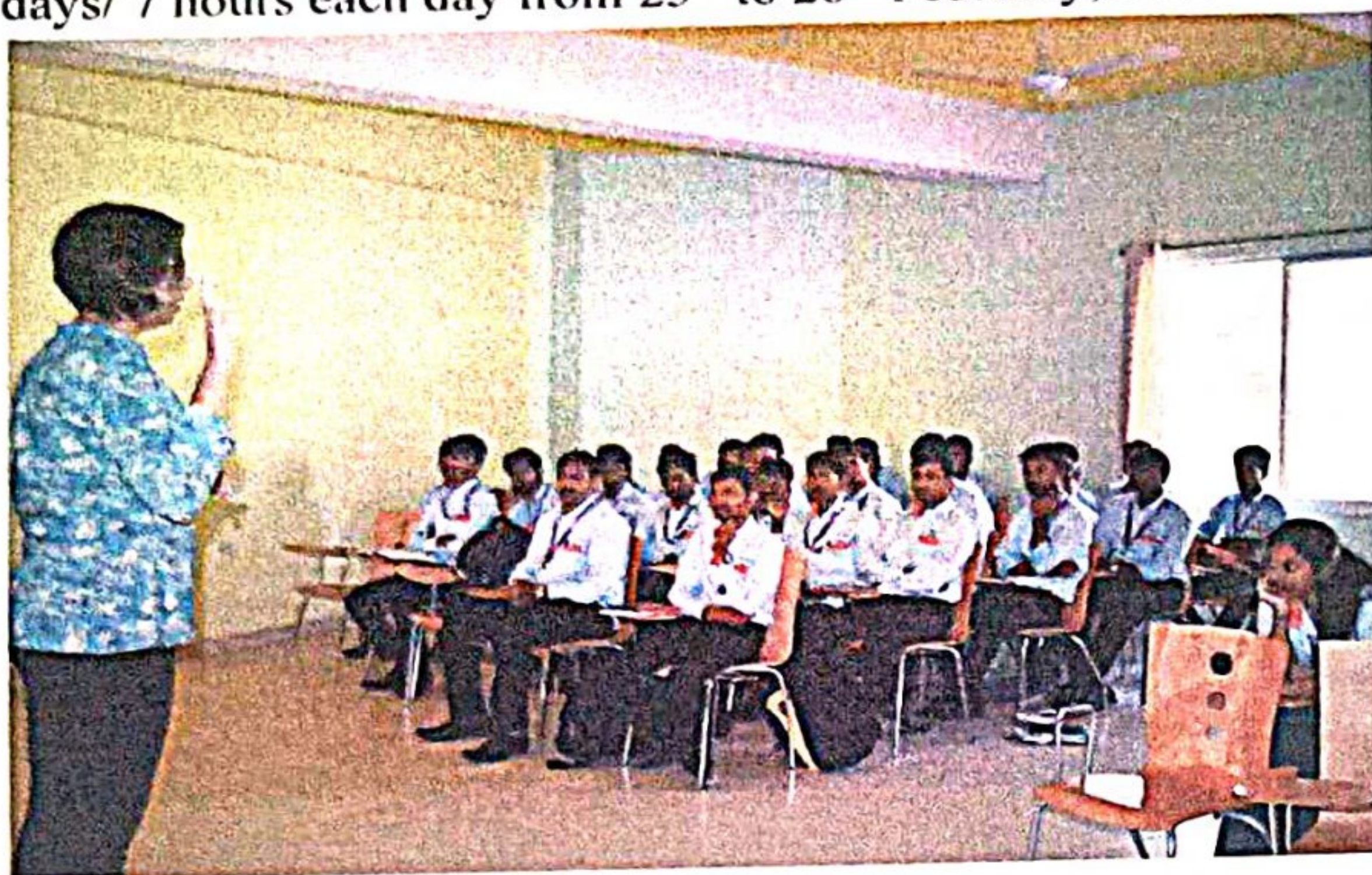
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Date: 25th to 28th February, 2019

Placement and Training Program: One week Certification Course on English organised by the institute to improve the proficiency in English for the MBA 1st year students. 4 days/ 7 hours each day from 25th to 28th February, 2019



27th Feb, 2019-03-23

Students had a guest lecture by DR. SATISH AILAWADI, Director & Professor – Operations Management, Institute of Management Technology, IMT-Hyderabad and member in Vienna university, Austria.. Who have given an insight on the Decision making and Career Growth to our students with his interactive session.



Dr. Balakoteswary.

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Date: april 30th,2019

Event: workshop on business opportunity analysis

Workshop on business opportunity analysis: dr. P narayana reddy garu - group director of sanskrithi group of institutions, puttaparthi has conducted the one day workshop on business opportunity analysis. In this contemporary world, business plays a vital role. As an entrepreneur, you can greatly increase your chances of success by analyzing the business concept, your market place, your industry and competition, and your financial and organizational structures. Whether you plan to expand an existing business, acquire an existing business, or start a new business, a feasibility analysis will evaluate a business idea to see if it is worth pursuing. Students of i mba had an interactive session with our group director.



29th & 30th march,2019

Ssb b-school management fest celebrations. The two day national level management fest witnessed day 1 with our special guest mr. Mvs prasad reddy, md preimum honda and prof. Mls deva kumar - hod, sms, jntu-anantapuram graced the occasion. Nearly more than 250 students have registered the event from many colleges in andhra, karnataka. Best wishes to the participants.



Dr. Balakrishna Rao

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



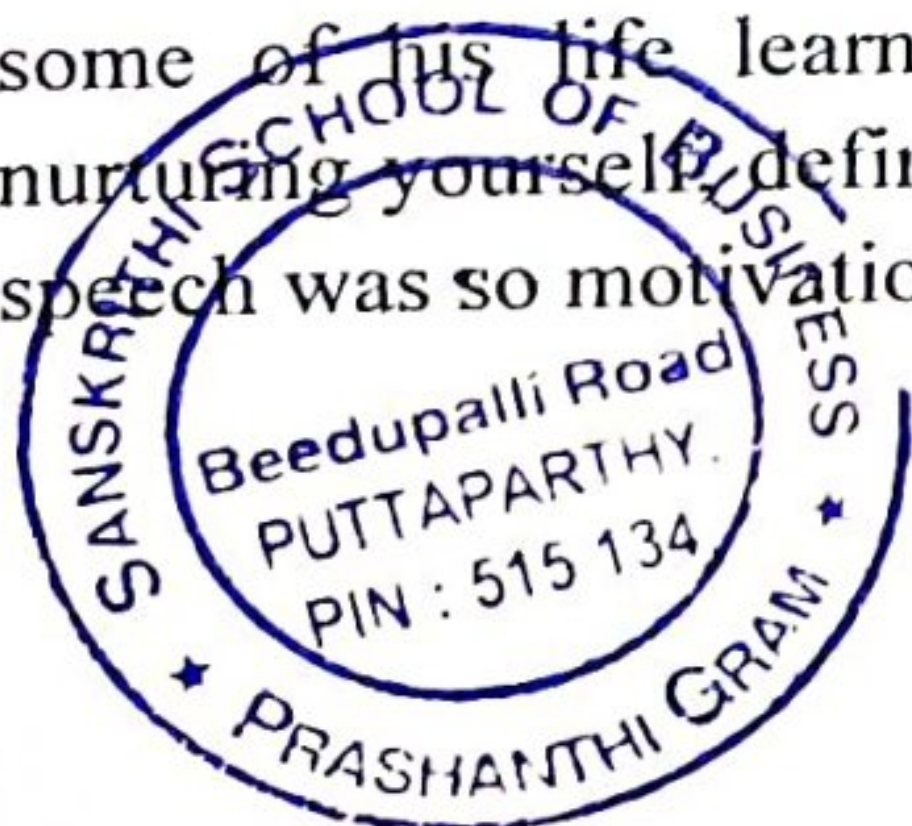
SANSKRITHI SCHOOL OF BUSINESS

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Beedupalli Road, Prasanthi Gram, Puttaparthi, Anantapur – 515 134



April 23rd, 2019

Guest lecture: mr. Sameer soni - director, international initiatives (the times of india group) has visited our campus and gave a guest lecture on drawing on his diverse experience in his 20 year long career and rich experience in various settings with people from different interests, business & cultures cross the globe, mr. Sameer is keen to share some of his life learning on self-empowerment, individuality, creative "tinkering", nurturing yourself, defining the goals and finding your own balance through life etc., his speech was so motivational and inspiration to all our students.



Dr. Balakrishna

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4th may, 2019

A WORKSHOP ON FOREX MARKET AND ITS APPLICATIONS

A workshop on forex market and its applications in our sanskrithi school of business by dr.t. Venkatesan, who is a professor at ssb having more than 8 years of experience in accounting in management. He has participated and presented papers in various national and international conferences.

The workshop is all about forex markets and its applications, every management student should have a minimum knowledge about the forex markets.dr.t.venkatesan is having a



Dr. Balakoteswari

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vast experience in accounting and business management system

WORKSHOP

ON FOREX MARKET

By Dr. T. Venkatesan



3rd May, 2019

A workshop on approaches of project work by dr.k. Rajendra prasad in our sanskrithi school of business, who is a professor having more than 13 years of experience in teaching on 03/05/2019(today).

The workshop is all about the approaches of project work and how to do a project work on different topics etc



Dr. Balakrishna

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WORKSHOP

ON APPROACHES FOR PROJECT WORK

By Dr. K. Rajendra Prasad



SANSKRITHI SCHOOL OF BUSINESS

Beedupalli Knowledge Park, Puttaparthi, Ananthapuram (Dt)

Affiliated to JNTUA, Accredited by AICTE

CAREER ENHANCEMENT WEBINAR

Date: 08-09-2020

Coordinator: Dr. Bala Koteswari

Online Platform: Zoom Application

Zoom Link: Join Zoom Meeting

<https://zoom.us/j/92138763483?pwd=OGNVeHhia3JzNFZmS2w5e>

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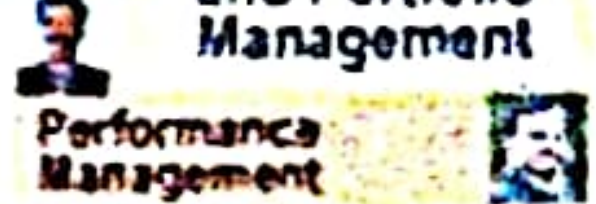










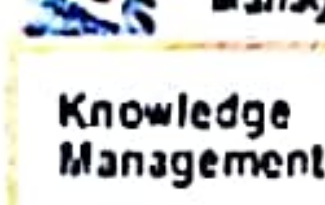


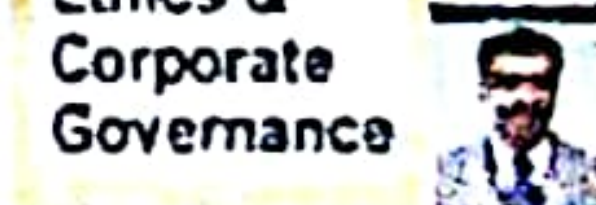








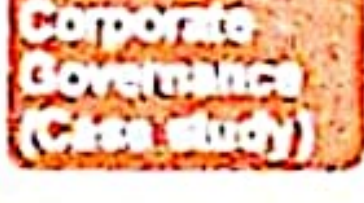




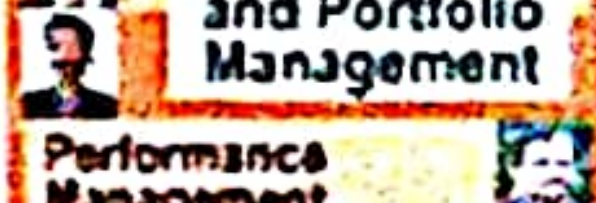





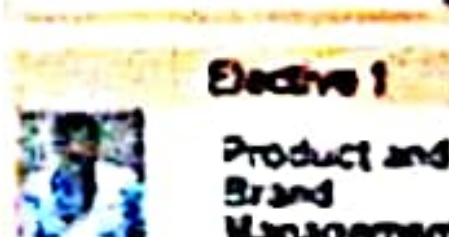
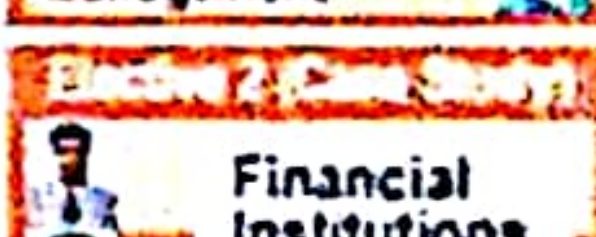



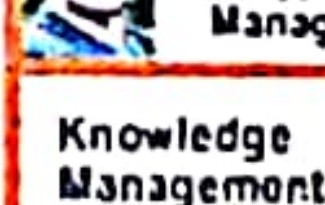


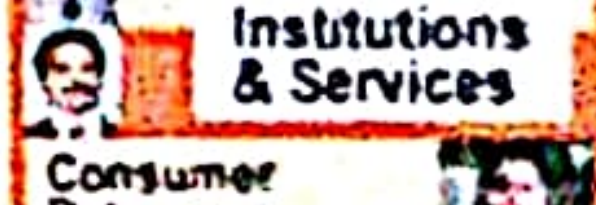


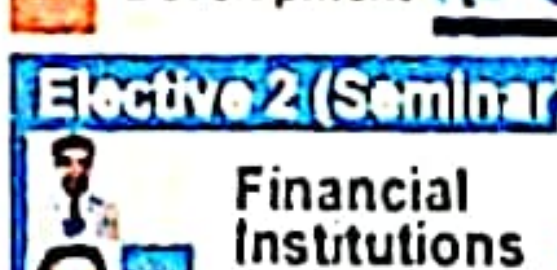



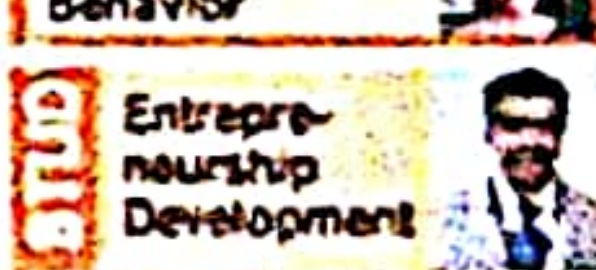



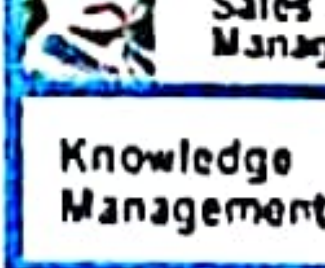










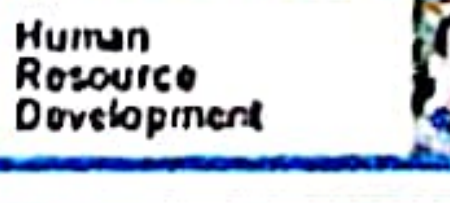



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| Day | Sec. | 1 9:30 to 10:20 | 2 10:20 to 11:10 | 3 11:20 to 12:10 | 4 12:10 to 1:00 | 5 2:00 to 2:50 | 6 2:50 to 3:40 | 7 3:40 to 4:30 |
|-----------|------|--|---|---|---|---|---|--|
| Monday | A |  Smart Manager |  Business Ethics & Corporate Governance |  Green Business Management |  Entrepreneurship Development |  BS-LAB |  Elective 2 Financial Institutions & Services |  Elective 3 Investment and Portfolio Management |
| | B |  Smart Manager |  Business Ethics & Corporate Governance |  Entrepreneurship Development |  Green Business Management |  "AARAMB" |  Consumer Behavior |  Performance Management |
| Tuesday | A |  Smart Manager |  Elective 2 Financial Institutions & Services |  Green Business Management |  Elective 4 Advertising and Sales Promotion Management |  "AARAMB" |  Elective 3 Investment and Portfolio Management |  Business Ethics & Corporate Governance |
| | B |  Smart Manager |  Consumer Behavior |  Entrepreneurship Development |  Knowledge Management |  BS-LAB |  Performance Management |  Business Ethics & Corporate Governance |
| Wednesday | A |  HBR Case Study |  Business Ethics & Corporate Governance (Case Study) |  Elective 4 Advertising and Sales Promotion Management |  Entrepreneurship Development |  BS-LAB |  Elective 1 Product and Brand Management |  Investment and Portfolio Management |
| | B |  HBR Case Study |  Business Ethics & Corporate Governance (Case Study) |  Knowledge Management |  Green Business Management |  Marketing Club |  Human Resource Development |  Performance Management |
| Thursday | A |  HBR Case Study |  Business Ethics & Corporate Governance (Seminar) |  Green Business Management |  Elective 4 (Case Study) Advertising and Sales Promotion Management |  Marketing Club |  Elective 1 Product and Brand Management |  Elective 2 (Case Study) Financial Institutions & Services |
| | B |  HBR Case Study |  Business Ethics & Corporate Governance (Seminar) |  Entrepreneurship Development |  Knowledge Management |  BS-LAB |  Human Resource Development |  Consumer Behavior |
| Friday | A |  Magazine Time |  Product and Brand Management |  Elective 2 (Seminar) Financial Institutions & Services |  Elective 4 (Seminar) Advertising and Sales Promotion Management |  BS-LAB |  SEMINAR Green Business Management |  CASE STUDY Entrepreneurship Development |
| | B |  Magazine Time |  Human Resource Development |  Consumer Behavior |  Knowledge Management |  Investment Club |  SEMINAR Entrepreneurship Development |  CASE STUDY Green Business Management |
| Saturday | A |  SANSKRITHI SCHOOL OF BUSINESS Bejoy Mathad PUTTAPARTHY |  Elective 1 (Seminar) Product and Brand Management |  Elective 3 (Seminar) Investment and Portfolio Management |  SEMINAR Entrepreneurship Development |  Investment Club |  PLACEMENT AND TRAINING TEST PRINCIPAL | |
| | B |  SANSKRITHI SCHOOL OF BUSINESS Bejoy Mathad PUTTAPARTHY |  Human Resource Development |  Performance Management |  Green Business Management |  BS-LAB | | |

4:30 TO 5:00 MEET THE MENTOR



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2019 ACTIVITIES

DATE: 08-08-2018

CLUB: SPEAKERS CLUB

EVENT: SITUATIONS ARISING TO SAY WAIT FOR A WHILE

COORDINATOR: MR.KARIMULLA BASHA



Dr. Balakrishna

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