



ADITYA COLLEGE OF ENGINEERING & TECHNOLOGY

(Permanently Affiliated to JNTUK, Kakinada, Approved by AICTE, New Delhi, Accredited by NAAC-UGC)

Recognized by UGC Under Section (2f) and 12(B) of UGC Act 1956

Aditya Nagar, ADB Road, Surampalem,

Title: Seminar on Marketing

Date: 24-08-2017

Resource person: Dr. G ShyamalaRao.
M.com, MBA, M.Phil., Ph.D.
Dept. of Management studies

Objective of workshop: The objective of this seminar is to create awareness among students about marketing

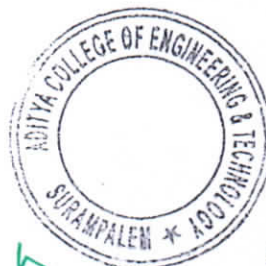
Beneficiaries: Faculty and Students

Outcome of the event: This session help student able to gain huge knowledge how to Increase sales. Build brand awareness, Grow market share, Launch new products or services. Target new customers, Enter new markets internationally or locally, improve stakeholder relations, Enhance customer relationships. Marketing objectives are goals set by a business when promoting its products or services to potential consumers that should be achieved.

Budget

S.no	Budget Head	Amount
1.	Honorarium to the Expert(s) (Dr. G ShyamalaRao)	7500/-
2.	T.A/D.A	1500/-
3.	Venue related Expenditure (Banner printing, Bouquets)	100/-
4.	Snacks and Drinks (40X Rs.30/-)	1200/-
5.	Helpers and water supply Purpose (4X Rs. 50/-)	200/-
Total amount		10500/-

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SURAMPALEM-533437



ADITYA COLLEGE OF ENGINEERING AND TECHNOLOGY

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Seminar on Marketing

By

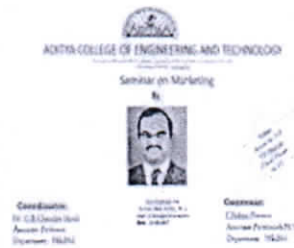


Dr. G. Shyamala Rao,
M.Com., MBA, M.Phil., Ph.D.,
Dept. of Management Studies
Date : 24-08-2017



Coordinator:
Mr. G.B.Chandra Mouli
Associate Professor
Department : H&BS-I

Convenor:
T.Padma Praveen
Associate Professor & HOD
Department : H&BS-I



Gallery coverage of Marketing

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Aditya Nagar, ADB Road, Surampalem,

Title: Stock Market Operations

Date: 18-08-2017

Resource person: Dr. Narapareddi Visalakshi,
Professor in Management,
ADTP, Surampalem.

Objective of workshop: The objective of this seminar is to build management skills in students

Beneficiaries: Faculty and Students


Outcome of the event: With this session students able to know about stock exchange is to formulate policies for easy transactions and the safety of the investors and companies. A stock exchange informs investors which way the investment wind is blowing. Stocks represent ownership equity in the firm and give shareholders voting rights as well as a residual claim on corporate earnings in the form of capital gains and dividends. Individual and institutional investors come together on stock exchanges to buy and sell shares in a public venue.

Budget

S.no	Budget Head	Amount
1.	Honorarium to the Expert(s) (Dr.Narapareddi Visalakshi)	7000/-
2.	T.A/D.A	300/-
3.	Venue related Expenditure (Banner printing, Bouquets)	100/-
4.	Snacks and Drinks (60X Rs. 30/-)	1800/-
5.	Helpers and water supply Purpose (4X Rs. 50/-)	200/-
Total amount		9400/-



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ADITYA COLLEGE OF ENGINEERING AND TECHNOLOGY

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Aditya Nagar, ACE Road, Surampalem-1

Seminar on Stock Market Operations

By




Coordinator:
Mr. G.B.Chandra Mouli
Associate Professor
Department : H&BS-I

Dr. Harapareddi Visalakshi,
Professor in Management,
ADTP, Surampalem
On 18.08.2017

Convenor:
T.Padma Praveen
Associate Professor & HOD
Department : H&BS-I

Venue:
Room no 318
VB Bhavan
(Third Floor)
ACET






ADITYA COLLEGE OF ENGINEERING AND TECHNOLOGY

(Permanently affiliated to JNTU, Kakinada, approved by AICTE, New Delhi, Accredited by NAAC-AICTE)
Aditya Nagar, ACE Road, Surampalem-1

Seminar on Stock Market Operations

By

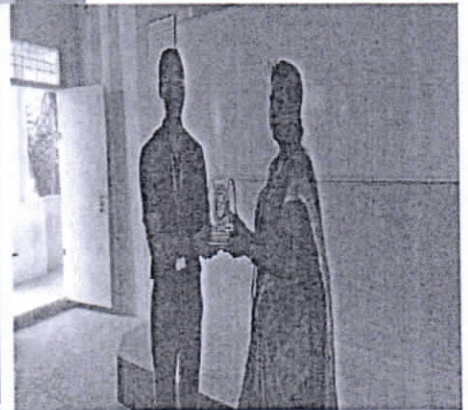
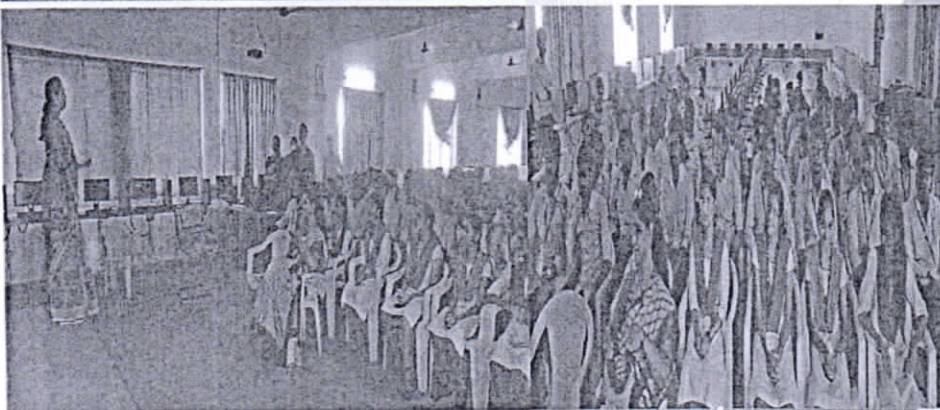
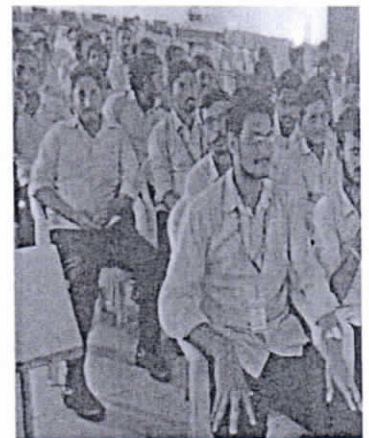


Coordinator:
Mr. G.B.Chandra Mouli
Associate Professor
Department : H&BS-I

Dr. Harapareddi Visalakshi,
Professor in Management,
ADTP, Surampalem
On 18.08.2017

Convenor:
T.Padma Praveen
Associate Professor & HOD
Department : H&BS-I

Venue:
Room no 318
VB Bhavan
(Third Floor)
ACET



Gallery of Stock Market Operations

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Recognized by UGC Under Section (2f) and 12(B) of UGC Act 1956

Aditya Nagar, ADB Road, Surampalem,

Title: Seminar on Finance

Date: 28-07-2017

Resource person: Dr. Ch Krishnudu,
Assistant professor
SKIM
SKU
FINANCE SPECIALIST

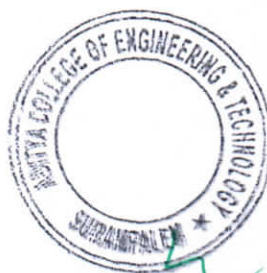
Objective of workshop: The objective of this workshop is to create awareness among students and Faculty about the importance of finance

Beneficiaries: Faculty and Students

Outcome of the event: This session helps students and Faculty to build financial skills in different ways Analytical thinking. Verbal communication, Persuasiveness, Problem-solving. Decision-making. Detail-oriented, Financial planning. Budgeting. Analytical Thinking. Analytical thinking is a crucial skill for finance professionals. Accounting Skills, Business Intelligence, Financial Modelling. Financial Reporting, Cash Flow Management, Mathematics, Financial Management.

Budget

S.no	Budget Head	Amount
1.	Honorarium to the Expert(s) (Dr. Ch Krishnudu)	8000/-
2.	T.A/D.A	1400/-
3.	Venue related Expenditure (Banner printing, Bouquets)	112/-
4.	Snacks and Drinks (60X Rs. 30/-)	1800/-
5.	Helpers and water supply Purpose (4X Rs. 50/-)	200/-
Total amount		11512/-



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Brochure




ADITYA COLLEGE OF ENGINEERING AND TECHNOLOGY

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Seminar on Finance

By



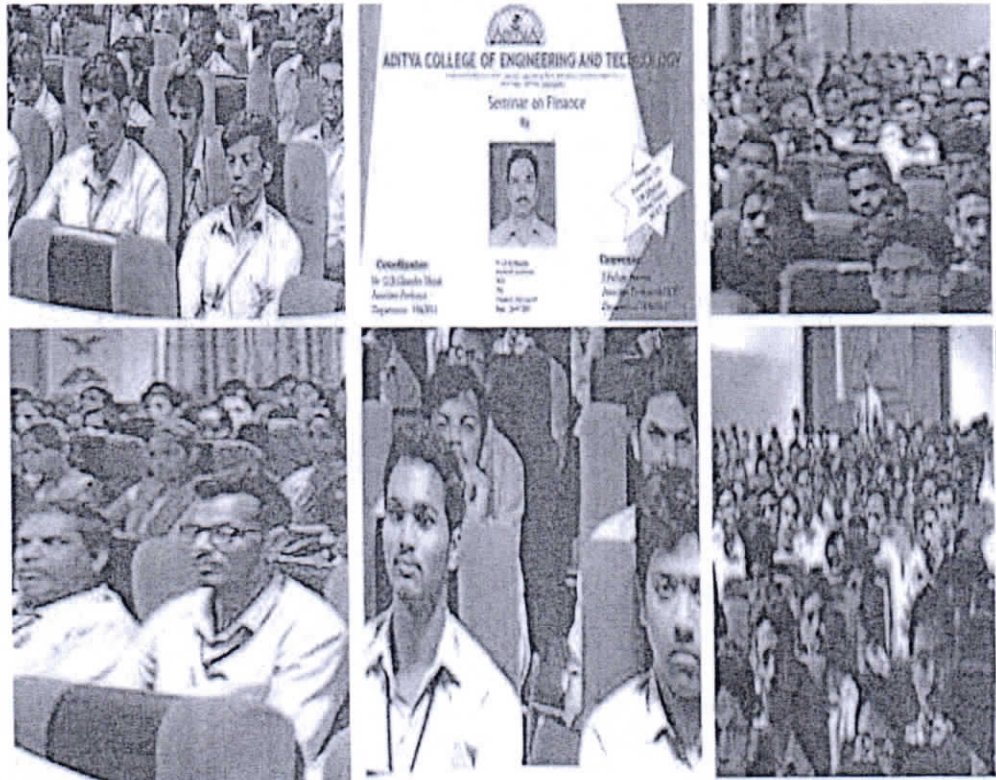
Coordinator:
Mr. G.B.Chandra Mouli
Associate Professor
Department : H&BS-I

Dr. Ch. Rajkumar
Assistant professor
SRM
SRM
FINANCE SPECIALIST
Date : 28.07.2017

Convenor:
T.Padma Praveen
Associate Professor & HOD
Department : H&BS-I

Venue:
Room no 318
VII floor
(Third Floor)
ACT

Gallery of Finance



Mouli



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Aditya Nagar, ADB Road, Surampalem,

Title: Employability Skills

Date: 20-06-2017

Resource person: Dr. G ShyamalaRao.
M.com, MBA, M.Phil., Ph.D.
Dept. of Management studies

Objective of workshop: The objective of this Workshop is to build Employability skills in students

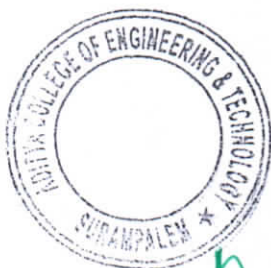
Beneficiaries: Faculty and Students

Outcome of the event: Employability Skills can be defined as the transferable skills needed by an individual to make them 'employable'. Along with. This session helped students to build different types of Employability skills like


- Communication.
- Team work.
- Problem solving.
- Initiative.
- Planning and organising.
- Decision making.
- Self-management.

Budget

S.no	Budget Head	Amount
1.	Honorarium to the Expert(s) (Dr. G ShyamalaRao)	3000/-
2.	T.A/D.A	1400/-
3.	Venue related Expenditure (Banner printing, Bouquets)	140/-
4.	Snacks and Drinks (60X Rs.30/-)	1800/-
5.	Helpers and water supply Purpose (4X Rs. 50/-)	200/-
Total amount		11540/-



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ADITYA COLLEGE OF ENGINEERING AND TECHNOLOGY

(Permanently affiliated to JNTUK, Kalenada, Approved by AICTE, New Delhi, Accredited by MAAC-UGC)
Aditya Nagar, ADB Road, Surampalem

Guest Lecture Employability skills

By



Venue:
 Room no 318
 VB Bhatyan
 (Third Floor)
 ACET

Coordinator:
Mr.M. Rajesh
 Associate Professor&HOD
 Department : EEE

Dr. G. Shyamala Rao,
 M.com, MBA, M. Phil., Ph.D.
 Dept. of Management studies
 Date : 20-06-2017

Convenor:
Dr.R.V.S.Lalitha
 Professor
 Department : CSE



Gallery coverage of Employability skills

Signature




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