



List of Certificate/ Add-on Programs

Academic Year: 2021-22

S. No	Name of the Program	Duration of Course	No. of Participants
1	A Two Weeks Program on Cross Cultural Management	05.07.2021 to 23.07.2021	45
2	A Two Weeks Program On Cyber Securities	17.08.2021 to 01.09.2021	58
3	A Two Weeks Program on Project Management	06.09.2021 to 23.09.2021	38
4	A Two Weeks Program on Digital Marketing	18.10.2021 to 04.11.2021	37
5	A Two Weeks Program on Recent Trends In Hr Analytics	17.01.2022 to 03.02.2022	41
6	A Two Weeks Program on Game Theory	10.05.2022 to 26.05.2022	34

PRINCIPAL

Principal

Srinivasa Institute of Management Studies

P.M. Palem, Madhurawada,

Visakhapatnam - 530041



Date : 25.06.2021

CIRCULAR

All students of BBA, and MBA, are hereby informed that a two weeks certification course **CROSS CULTURAL MANAGEMENT** will be conducted from **05.07.2021 to 23.07.2021**. All interested candidates can enroll their names with Ms.M.S.Suchita, on or before 03.07.2021. The details of the topics and resources person are displayed in the college notice board.

Venue: SEMINAR HALL, Srinivasa Institute of Management studies.

Coordinator: Ms.M.S.Suchita, Assistant Professor, MBA .



D. Uma Sundar
PRINCIPAL

Principal
Srinivasa Institute of Management Studies
P.M. Palem, Madhurawada,
Visakhapatnam - 530041

Circular to :

Signature of all HOD'S			TPO	OFFICE	LIBRARY
<i>P.R. Lakshmi</i> MBA	<i>Shanti Sui</i> MCA	<i>D. Uma Sundar</i> BBA	<i>[Signature]</i>	<i>Y. Rajesh</i>	<i>K. Srinivasa Rao</i>

About Us

SIMS, Affiliated to Andhra University and Approved by AICTE, Govt. of India, was established and promoted by Sri Late Alwar Das, former Education Minister of A.P. in 1995 with a vision to produce the best managers and software professionals to the country by providing effective Professors from the Academic and Industrial background.

SIMS focuses on the study and practice of business management and computer applications, which offer Bachelor of Business Administration (BBA) and Master of Business Administration (MBA) programs in business, finance, economics, accounting, and Master of Computer Application (MCA).

SIMS provides students with a wide range of industry-oriented courses and the opportunity to apply their knowledge and skills to real-world situations. Students are encouraged to participate in various activities such as internships, seminars, workshops, competitions, and guest lectures to enhance their knowledge and skills.

About the Certificate Program

Develop an in-depth understanding of the nature of societal culture and its multiple dimensions, and enhance their ability to analyze the influence of culture on behaviour, particularly with respect to management; Enhance their situational awareness and critical thinking through exposure to many examples of cross-cultural interaction in different cultures, organizations, and management situations; Increase their behavioral effectiveness in interactions with people from other cultures;

Topics

- Introduction: Determinants of Culture – Facets of culture – Levels of Culture
- Cultural Dimensions and Dilemmas: Value orientations and Dimensions – Reconciling cultural dilemmas
- Culture and Organizations: Culture and corporate structures – Culture and Leadership
- Culture and Communications: Business communication across cultures
-

A TWO WEEK CERTIFICATE PROGRAM
ON
CROSS CULTURAL MANAGEMENT

05-07-2021

TO

23-07-2021

Organised by
Department of Management



SRINIVASA INSTITUTE OF MANAGEMENT STUDIES
(Approved by AICTE, Govt. of India and Affiliated to Andhra University)

PM Palem, Madhurawada, Visakhapatnam 530041

Chief Patrons

Dr. S.P. Ravindra
(Chairman & Correspondent)

Executive Director
Mr. Surya Teja Mutyam

Patron
Dr Sk Hannifudin
(Director)

Convener
Mrs P Rajya Lakshmi
(H.O.D, MBA Department)

Resource Person
Dr P Manoj Babu
Associate Professor

Coordinator
Ms. M.S. Suchitra
Assistant Professor, MBA

Organizing Committee
Ms. N.Kiran Kumari
Ms. Ch.Sirisha

Student Co-ordinators
MYLAPILLI DHANA
EMANDI DEVI

Address for Communication

Ms. M.S. Suchitra
Assistant Professor, MBA
7799876851
ms_suchitra@gmail.com

REGISTRATION DETAILS

**REGISTRATION
FREE**

**LAST DAY OF REGISTRATION
03-07-2021**

Registration Form

A Two week Certification Program
on

CROSS CULTURAL MANAGEMENT

Name: Mr/Ms: _____

Redg no: _____

Department: _____

Organization: _____

Pin: _____

Phone: _____

Email: _____

Signature of
Head of the Institution
(With the Official Seal)

Signature of the
Participant

SRINIVASA INSTITUTE OF MANAGEMENT STUDIES
(Approved by AICTE, Govt. of India and Affiliated to Andhra University)

Madhurawada, Visakhapatnam- 530041
Phone number: 91-891 2781366, 91-891 278187, 97010 0601 (WhatsApp)
Email sims_ssvpcms@yahoo.co.in
Website: <https://simsvizag.com/>



DEPARTMENT OF MANAGEMENT AND TECHNOLOGY

NAME OF THE PROGRAMME: CROSS CULTURAL MANAGEMENT

PROGRAMME DURATION: 05.07.2021 to 23.07.2021

STUDENTS LIST

SL. NO.	STUDENT NAME	REGD.NO.	YEAR AND GROUP	SIGNATURE
1	CHINTAPALLI SUSHMA	121132607004	1st BBA	C. Sushma.
2	CHITTIBOINA HEMANTH	121132607005	1st BBA	C HEMANTH
3	EARLE KARTHIK	121132607010	1st BBA	E. Karthik.
4	KATTE RAM PRASAD	121132607016	1st BBA	R. Ramprasad
5	M DIVYA	121132607019	1st BBA	M. Divya
6	NEKKELA RAMA KUMAR	121132607024	1st BBA	N. Rama Kumar
7	P. SITARAMANJANEYULU	121132607029	1st BBA	P. Sitaramanjaneyulu.
8	BALABHADRA DEVA HARSHA	120132607003	2nd BBA	Harsha
9	CHIRAG JAIN GANDHI	120132607007	2nd BBA	C.J. Chandhi
10	DOPPA SAI ADITHYA	120132607010	2nd BBA	D. Sai Adithya.
11	HAMSALA SAI SUHAS	120132607015	2nd BBA	Sai Suhas.
12	KORADA VENKAT VARSHITH	120132607022	2nd BBA	K. Venkat Varshith
13	N M VENKATA ANAND YADAV	120132607030	2nd BBA	N.M. Venkat
14	POTHULA PAVAN KUMAR	120132607037	2nd BBA	Pavankumar
15	RAJAGIRI SASI KIRAN	120132607040	2nd BBA	R.S. Kiran
16	VANKA YERNI BABU	120132607045	2nd BBA	V. yernibabu
17	V.V. DURGA SAI LAKSHMI	120132607048	2nd BBA	V.V. SAI LAKSHMI
18	AGRAWAL ADARSH KUMAR	119132607003	3rd BBA	A' ADARSH
19	AKKIREDDI JASMITHA	119132607004	3rd BBA	A. Jasmithe
20	ALUJU DILEEP	119132607006	3rd BBA	A. Dileep
21	BISAI MONIKA	119132607010	3rd BBA	B. Monika
22	CHIVIKULA VENKATA SIRISHA	119132607014	3rd BBA	Sirisha



simS

SRINIVASA INSTITUTE OF MANAGEMENT STUDIES

(Affiliated to Andhra University & Approved by AICTE, Govt. of INDIA)

23	GANTANALA MANJU GOUTAM	119132607019	3rd BBA	G. Manju Goutam
24	GORAKALA POOJA	119132607023	3rd BBA	G. Pooja
25	KARNALA TARUN KUMAR	119132607032	3rd BBA	K. Tarun Kumar
26	KOLLA SRIHITHA	119132607037	3rd BBA	K. Srihitha
27	M SANJANA RAMAIAH	119132607042	3rd BBA	M. Ranani
28	P GOVERDHAN HARSHA	119132607053	3rd BBA	P. Govardhan
29	SHAIK KASIM VALI	119132607066	3rd BBA	SK Vali
30	TRIPTI JAIN	119132607069	3rd BBA	TRIPTI Jain
31	GIRIJALA BINDHU ESWARI	121232602003	1st MBA	G. Bindhu
32	GODABA ANUPAMA	121232602004	1st MBA	G. Anupama
33	KANKATALA HARSHAJAH	121232602008	1st MBA	K. Harshajah
34	MALLA SUNEETHA	121232602014	1st MBA	M. Suneetha
35	SHAHID AKTAR	121232602023	1st MBA	S. Aktar
36	YEMPADA BHARATHIREDDY	121232602029	1st MBA	Y. Bharathi Reddy
37	GORLE SUVARNA	121232602032	1st MBA	G. Suvarna
38	KARRI SUJATHA	121232602038	1st MBA	K. Sujatha
39	VENNAPU BHARATH	121232602039	1st MBA	V. Bharath
40	AKULA NAVYA ARCHANA	120232602002	2nd MBA	A. Navya Archana
41	ALLAMPALLI PAVAN	120232602003	2nd MBA	A. Pavan
42	BANDARI DILEEPKUMAR	120232602008	2nd MBA	B. Dilcep Kumar
43	BONANGI SAI TEJA	120232602011	2nd MBA	B. S. Teja
44	CHITTI HEMA LATHA	120232602017	2nd MBA	Ch. Latha
45	GANDI AJAY KUMAR	120232602024	2nd MBA	G. Ajay Kumar

M. S. Suchita

CO-ORDINATOR

P. R. Lakshmi

Head of The Department
Srinivasa Institute of Management Studies
P.M. Palem, Madhurawada
Visakhapatnam-530041



PROGRAM NAME: CROSS CULTURAL MANAGEMENT

SL.NO.	DATE	TOPICS TO BE COVERED
1	05.07.2021	Introduction: Determinants of Culture – Facets of culture – Levels of Culture
2	06.07.2021	National Cultural dimensions in the business context -The influence of National Culture on business culture.
3	07.07.2021	Business Cultures: East and West
4	08.07.2021	Cultural Dimensions and Dilemmas: Value orientations and Dimensions – Reconciling cultural dilemmas
5	09.07.2021	Culture and Styles of Management: Management tasks and cultural values.
6	12.07.2021	Culture and Organizations: Culture and corporate structures -Culture and Leadership
7	13.07.2021	Culture and Strategy – Cultural change in Organizations
8	14.07.2021	Culture and marketing – Cultural Diversity.
9	15.07.2021	Culture and Communications: Business communication across cultures
10	16.07.2021	Barriers to intercultural communication – Negotiating Internationally.
11	17.07.2021	Cross Cultural Team Management: Working with International teams
12	19.07.2021	Groups processes during international encounters
13	22.07.2021	Conflicts and cultural difference – Understanding and dealing with conflicts
14	23.07.2021	Developing Intercultural relationships.

M.S. Suchita
COORDINATOR

P. R. Lakshmi
Head of The Department
Srinivasa Institute of Management Studies
P.M. Palem, Madhurawada
Visakhapatnam-530041



DAILYWISE ATTENDANCE PROGRAMME: CROSS CULTURAL MANAGEMENT 05.07.2021 to 23.07.2021

SL. NO	STUDENT NAME	REGD.NO.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	TOTAL
1	CHINTAPALLI SUSHMA	121132607004	P	A	P	A	P	P	P	P	A	P	P	P	P	A	10
2	CHITTIBOINA HEMANTH	121132607005	P	P	P	P	A	P	P	P	A	P	P	P	P	P	12
3	EARLE KARTHIK	121132607010	P	P	P	A	P	P	P	P	A	P	P	P	P	P	12
4	KATTE RAM PRASAD	121132607016	A	P	P	P	A	P	A	P	P	P	P	P	P	A	10
5	M DIVYA	121132607019	P	P	P	P	A	P	P	P	P	P	A	P	P	P	12
6	NEKKELA RAMA KUMAR	121132607024	P	P	P	P	P	P	P	P	P	P	A	P	P	P	13
7	P. SITARAMANJANEYULU	121132607029	P	P	P	A	P	P	P	P	P	A	P	P	P	P	12
8	BALABHADRA DEVA HARSHA	120132607003	P	P	A	P	P	P	P	P	P	P	P	A	P	P	12
9	CHIRAG JAIN GANDHI	120132607007	P	P	A	P	P	A	P	P	A	P	P	A	P	P	10
10	DOPPA SAI ADITHYA	120132607010	A	A	P	P	P	P	A	P	A	P	P	P	A	P	9
11	HAMSALA SAI SUHAS	120132607015	P	P	P	A	P	P	P	P	P	A	P	P	P	P	12
12	KORADA VENKAT VARSHITH	120132607022	P	P	P	A	P	A	P	P	P	A	P	P	P	P	11
13	N M VENKATA ANAND YADAV	120132607030	A	P	P	P	A	P	P	P	P	P	P	P	A	P	11
14	POTHULA PAVAN KUMAR	120132607037	P	P	P	P	A	P	P	P	P	P	P	A	P	P	12
15	RAJAGIRI SASI KIRAN	120132607040	P	P	P	P	A	P	P	P	P	P	P	P	P	P	13
16	VANKA YERNI BABU	120132607045	A	P	A	P	P	A	A	P	P	P	A	P	A	P	8
17	V.V. DURGA SAI LAKSHMI	120132607048	P	A	P	A	P	P	P	A	P	P	A	P	P	P	11
18	AGRAWAL ADARSH KUMAR	119132607003	P	P	P	P	P	P	P	A	P	P	P	P	P	P	13
19	AKKIREDDI JASMITHA	119132607004	A	P	A	A	P	A	P	P	P	P	P	A	A	P	8
20	ALUJU DILEEP	119132607006	P	P	P	A	P	P	P	P	P	P	P	P	P	P	13
21	BISAI MONIKA	119132607010	P	P	A	P	P	P	A	P	A	P	P	P	P	P	11
22	CHIVIKULA VENKATA SIRISHA	119132607014	A	P	P	P	P	A	P	P	P	P	P	A	P	P	11
23	GANTANALA MANJU GOUTAM	119132607019	P	P	P	P	A	P	P	P	A	P	P	P	A	P	11
24	GORAKALA POOJA	119132607023	P	P	A	P	P	P	P	P	A	P	A	A	P	A	9
25	KARNALA TARUN KUMAR	119132607032	A	P	P	P	P	A	P	P	P	P	P	P	P	A	11
26	KOLLA SRIHITHA	119132607037	P	A	P	P	P	P	A	P	P	P	P	P	P	P	12
27	M SANJANA RAMAIAH	119132607042	P	A	P	P	P	P	P	P	P	P	P	P	P	P	13



28	P GOVERDHAN HARSHA	119132607053	P	P	A	P	A	P	P	P	A	A	P	P	P	P	10
29	SHAIK KASIM VALI	119132607066	A	A	P	P	P	P	P	P	P	P	P	P	P	P	12
30	TRIPATI JAIN	119132607069	P	P	A	P	P	P	P	P	P	P	P	P	P	P	13
31	GIRIJALA BINDHU ESWARI	121232602003	P	P	P	A	P	P	P	P	P	P	P	P	P	P	13
32	GODABA ANUPAMA	121232602004	P	A	P	P	A	P	P	P	P	P	P	P	P	P	12
33	KANKATALA HARSHAJAH	121232602008	P	P	P	A	P	A	A	P	P	P	P	P	P	P	11
34	MALLA SUNEETHA	121232602014	A	P	P	P	P	P	P	A	P	P	P	P	P	P	12
35	SHAHID AKTAR	121232602023	P	A	P	P	P	P	P	A	P	P	A	P	P	P	11
36	YEMPADA BHARATHIREDDY	121232602029	P	P	P	P	P	A	P	P	P	A	P	A	P	P	11
37	GORLE SUVARNA	121232602032	P	P	P	P	P	P	A	P	P	P	P	A	P	P	12
38	KARRI SUJATHA	121232602038	A	P	A	P	P	P	P	P	A	P	P	P	A	P	10
39	VENNAPU BHARATH	121232602039	P	P	P	P	A	P	A	P	P	P	P	P	A	P	11
40	AKULA NAVYA ARCHANA	120232602002	P	P	A	P	P	A	P	P	A	P	P	P	P	P	11
41	ALLAMPALLI PAVAN	120232602003	A	P	P	P	P	P	A	P	P	P	P	P	P	P	12
42	BANDARI DILEEPKUMAR	120232602008	P	A	P	P	P	P	A	P	P	P	P	P	A	P	11
43	BONANGI SAI TEJA	120232602011	P	P	P	A	P	P	P	P	P	A	P	P	P	P	12
44	CHITTI HEMA LATHA	120232602017	A	P	P	P	P	P	P	P	P	P	A	A	P	P	11
45	GANDI AJAY KUMAR	120232602024	P	P	P	P	P	P	P	A	P	A	P	P	P	P	12

M.S. Lovkita,
COORDINATOR

P. R. Lakshmi

Head of The Department
Srinivasa Institute of Management Studies
P.M. Palem, Madhurawada
Visakhapatnam-530041

PROGRAM REPORT**DATE: 24.07.2021****Name of the event:** A Two –Week Certificate Program On “**CROSS CULTURAL MANAGEMENT**”**Date :** 05.07.2021 to 23.07.2021**Resource person :** Dr.P.Manoj Babu

Contact: 9059416941

Email: mail2me7@gmail.com

Name of the co-ordinator: Ms.M.S.Suchita**No. of students attended:** 45**Venue :** SIMS COLLEGE SEMINAR HALL

SIMS COLLEGE, MADHURAWADA, organized Certificate Programme on "**CROSS CULTURAL MANAGEMENT**" for BBA, and MBA, students by the resource person **Dr.P.Manoj Babu**. This course will focus on i) understanding my own and others' cultural conditioning, ii) analytical frameworks of cross-cultural comparisons, iii) multicultural teams, iv) managing global organizations, v) ethical dilemmas and global responsibility of multinational corporations, vi) cross-cultural communication and negotiation, vii) global leadership and cultural intelligence, viii) international assignments and global careers. Totally 45 students were participated in this training program and their completion of the program they were understand the following objectives and learning outcomes.

Objectives of the program:

This course explores what culture is and then address several cross-cultural management challenges and opportunities. More specifically, students will have the opportunity to:

- Develop an in-depth understanding of the nature of societal culture and its multiple dimensions, and enhance their ability to analyze the influence of culture on behaviour, particularly with respect to management;
- Enhance their situational awareness and critical thinking through exposure to many examples of cross-cultural interaction in different cultures, organizations, and management situations;
- Increase their behavioral effectiveness in interactions with people from other cultures;
- Develop insights about the role of leadership to bridge across different cultures and create synergies; and,
- Deepen self-awareness as a continuously-learning individual in a multi-cultural global system.



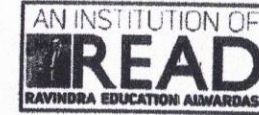
Learning outcomes of the program:

At the end of the course students will be able to

- The ability to communicate cross-culturally and to understand the diverse perspectives of people from different cultures is a necessity in order to achieve a competitive advantage in the global economy.
- The aims of the course are to understand the impact of culture on management; to identify the areas in which cultural differences pose challenges as well as opportunities in managing people across cultures.
- To become more self-aware of our cultural conditioning, individual biases and assumptions.

M.S. Sushila
COORDINATOR

P. R. Lakshmi
HOD
Head of The Department
Srinivasa Institute of Management Studies
P.M. Palem, Madhurawada
Visakhapatnam-530041



SRINIVASA INSTITUTE OF MANAGEMENT STUDIES
(Approved by AICTE, Govt. of India and Affiliated to Andhra University)

CERTIFICATE OF PARTICIPATION

THIS CERTIFICATE IS PRESENTED TO

Mr./Mrs./Ms. R. Sasi Kiran has

participated in a Two Week Certificate Program on

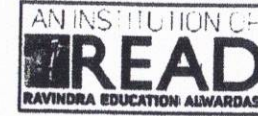
Cross-cultural Management

Organized by the Department of Management from 5-7-2021 To 23-7-2021

M. L. Suchinta
COORDINATOR

P. R. Lakshmi
HOD

D. Uma Sundari
PRINCIPAL



SRINIVASA INSTITUTE OF MANAGEMENT STUDIES
(Approved by AICTE, Govt. of India and Affiliated to Andhra University)

CERTIFICATE OF PARTICIPATION

THIS CERTIFICATE IS PRESENTED TO

Mr./Mrs./Ms. B. Monica has

participated in a Two Week Certificate Program on

Cross-cultural Management

Organized by the Department of Management from 5-7-2021 To 23-7-2021

M. S. Laxmi
COORDINATOR

P. R. Lakshmi
HOD

D. Uma Sundar
PRINCIPAL



Date : 07.08.2021

CIRCULAR

All students of BBA, MBA and MCA, are hereby informed that a two weeks certification course **CYBER SECURITIES** will be conducted **from 17.08.2021 to 01.09.2021**. All interested candidates can enroll their names with Mr. G.Suresh, on or before 13.08.2021. The details of the topics and resources person are displayed in the college notice board.

Venue: SEMINAR HALL, Srinivasa Institute of Management studies.

Coordinator: Mr. G.Suresh, Assistant Professor, MCA .



D. Uma Sundar

PRINCIPAL

Principal
Srinivasa Institute of Management Studies
P.M. Palem, Madhurawada,
Visakhapatnam - 530041

Circular to :

Signature of all HOD'S			TPO	OFFICE	LIBRARY
<i>P.R. Lakshmi</i>	<i>Shanti Sri</i>	<i>D. Uma Sundar</i>	<i>[Signature]</i>	<i>Y. P. Reddy</i>	<i>K. Srinivasa Rao</i>
MBA	MCA	BBA			

About Us

SIMS, Affiliated to Andhra University and Approved by AICTE, Govt. of India, was established and promoted by Sri Late Alwar Das, former Education Minister of A.P. in 1995 with a vision to produce the best managers and software professionals to the country by providing effective Professors from the Academic and Industrial background.

SIMS focuses on the study and practice of business management and computer applications, which offer Bachelor of Business Administration (BBA) and Master of Business Administration (MBA) programs in business, finance, economics, accounting, and Master of Computer Application (MCA).

SIMS provides students with a wide range of industry-oriented courses and the opportunity to apply their knowledge and skills to real-world situations.

Students are encouraged to participate in various activities such as internships, seminars, workshops, competitions, and guest lectures to enhance their knowledge and skills.

About the Certificate Program

The overarching goal of this course is

- Understand key terms and concepts in Cryptography, Governance and Compliance. Develop cyber security strategies and policies.
- Understand principles of web security and to guarantee a secure network by monitoring and analyzing the nature of attacks through cyber/computer forensics software/tools.

Topics

- Cyber Investigations
- Network Security
- Digital Forensics
- Cyber Security Governance
- Risk Management
- Compliance, Malware Analysis
- Reverse Engineering
- Cyber Physical Systems
- Security and Penetration Testing

A TWO WEEK CERTIFICATE PROGRAM
ON
CYBER SECURITIES

AUGUST 17, 2021

TO

SEPTEMBER 01, 2021

Organised by
Department of Management



SRINIVASA INSTITUTE OF MANAGEMENT STUDIES
(Approved by AICTE, Govt. of India and Affiliated to Andhra University)

PM Palem, Madhurawada, Visakhapatnam 530041

Chief Patrons

Dr. S.P. Ravindra
(Chairman & Correspondent)

Executive Director
Mr. Surya Teja Mutyam

Patron
Mrs Uma Sundari
(Director)

Convener
Mrs. R. Shanti Sree
(H.O.D, MBA Department)

Resource Person
Mr. S.Ravi Shankar
Advocate

Coordinator
Mr. G.Suresh
Assistant Professor, MCA

Organizing Committee
Ms.V.Srujana
Ms. B Mounika Chowdary

Student Co-ordinators
G. HARUN TEJA
PEDIREDLA TEJASWINI

Address for Communication

Mr. G.Suresh
Assistant Professor, MCA
7799876851
hunnysuresh9@gmail.com

REGISTRATION DETAILS

**REGISTRATION
FREE**

**LAST DAY OF REGISTRATION
13- 08 - 2021**

Registration Form

A Two week Certification Program
on
"IT Securities"

Name: Mr/Ms: _____

Redg no: _____

Department: _____

Organization: _____

Pin: _____

Phone: _____

Email: _____

**Signature of
Head of the Institution
(With the Official Seal)**

**Signature of the
Participant**

SRINIVASA INSTITUTE OF MANAGEMENT STUDIES
(Approved by AICTE, Govt. of India and Affiliated to Andhra University)

Madhurawada, Visakhapatnam-530041
Phone number: 91-8912781366, 91-891278187, 970100601 (WhatsApp)
Email sims_ssvpcms@yahoo.co.in
Website: <https://simsvizag.com/>



DEPARTMENT OF MANAGEMENT AND TECHNOLOGY

NAME OF THE PROGRAMME: CYBER SECURITIES

PROGRAMME DURATION: 17.08.2021 to 01.09.2021

STUDENTS LIST

SL. NO.	STUDENT NAME	REGD.NO.	YEAR AND GROUP	SIGNATURE
1	BODDI ASHA JYOTHI	121132607003	1st BBA	B.A. Jyothi
2	CH. POORNA VINAY KUMAR	121132607006	1st BBA	Ch. Vinay Kumar
3	DOPPA CHARISHMA	121132607008	1st BBA	Charishma
4	GORRUPOTU SRIDHAR	121132607012	1st BBA	Go. Sridhar
5	K. AJAY NARASIMHA	121132607018	1st BBA	K. Ajaynarasimha
6	SAKIB KHAN	121132607031	1st BBA	S. KHAN
7	SHOLAPURAPU PRANITHA	121132607034	1st BBA	S. Pranitha
8	BAMMIDI USHODAYA	120132607004	2nd BBA	B. Ushodaya
9	BASAWA GANESH	120132607005	2nd BBA	B. Ganesh
10	DODDI BHAVYA TRESA	120132607009	2nd BBA	D. Bhavya Tresa
11	GELLI AMRUTHA	120132607012	2nd BBA	Amrutha
12	I. S. S. NAMRATHA	120132607016	2nd BBA	Namratha
13	LALAM RAKESH	120132607026	2nd BBA	Rakesh
14	P. V. HARSHA VARDHAN SAI	120132607033	2nd BBA	P.V + P.V. G. Vardhan
15	AVALA SAI ANVITHA	119132607007	3rd BBA	A.S. anvitha
16	BANDARU LALITHA	119132607008	3rd BBA	B. Lalitha
17	BONI JOSHILAL	119132607011	3rd BBA	B. JOSHILAL
18	DOLLI NIHARIKA	119132607016	3rd BBA	D. Niharika
19	H. VARJULA S NAVYA RUPA	119132607025	3rd BBA	H. Varjula
20	K NITESH KUMAR	119132607029	3rd BBA	K. Nitesh Kumar
21	KHUSHI JAIN	119132607034	3rd BBA	K. Jain
22	KRITIKA DOKANIA	119132607039	3rd BBA	Kritika
23	MANISHA BANTHIA	119132607044	3rd BBA	manisha
24	MUDIKI SHANKAR	119132607048	3rd BBA	M. Shankar
25	RAYUDU SREE VIDYA	119132607058	3rd BBA	R.S. Vidya
26	SAGI BHAVANI	119132607062	3rd BBA	S. Bhavani



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27	S. DURGA SAI PRASAD	119132607064	3rd BBA	S. Durga Sai
28	VINNAKOTA SOWMYA	119132607072	3rd BBA	V. Sowmya
29	G. HARUN TEJA	121232602005	1st MBA	G. Harun Teja
30	KALDI ALEKHYA	121232602007	1st MBA	K. Alekha
31	KEDARISSETTY SANDEEP	121232602010	1st MBA	K. Sandeep
32	OMMI SAI LIKITHA	121232602018	1st MBA	O. Sai Likitha
33	SIMHADRI MANAS KUMAR	121232602024	1st MBA	S. M. Kumar
34	MEESLA SOWJANYA	121232602036	1st MBA	M. Sowjanya
35	SHAKE GOUSE	121232602042	1st MBA	S. Gouse
36	A. MOHAN SATISH KUMAR	120232602001	2nd MBA	A. M. S. Kumar
37	ALLU PRUDHVI	120232602004	2nd MBA	A. Prudhvi
38	BAIPA PRIYANKA	120232602007	2nd MBA	B. Priyanka
39	BARIKA PRAVALIKA	120232602009	2nd MBA	B. Pravalika
40	BORIGI VIJAY KUMAR	120232602013	2nd MBA	B. Vijay Kumar
41	BURILLA ASHOK	120232602015	2nd MBA	B. Ashok
42	CHEKKAPALLI SANTHOSHI	120232602016	2nd MBA	C. Santhoshi
43	LATCHI REDDY RAKESH	321233620027	1st MCA	L. Rakesh
44	LOLLA LAXMISAI GANESH	321233620028	1st MCA	L. Ganesh
45	M. HEMANTH KUMAR	321233620031	1st MCA	M. Hemant Kumar
46	NIMMADALA MANEESHA	321233620037	1st MCA	N. Maneesha
47	PINAPATRUNI BHARGAV	321233620041	1st MCA	P. Bhargava
48	RATNALA TIRUPATHI RAO	321233620045	1st MCA	R. Tirupathi Rao
49	RAYI RAJU	321233620046	1st MCA	R. Raju
50	SOMINENI PUJITHA	321233620050	1st MCA	S. Pujitha
51	ADDIPALLI PAVAN KALYAN	320233620001	2nd MCA	A. Pavan Kalyan
52	AGASTHI VENKATA RAO	320233620002	2nd MCA	Ch. Bhargavi Priya
53	CH. BHARGAVI PRIYA	320233620008	2nd MCA	Ch. Bhargavi Priya
54	KORADA HARIKA	320233620018	2nd MCA	K. Harika
55	KOTTADA SRINIVAS	320233620019	2nd MCA	K. Srinivas
56	PEDIREDLA TEJASWINI	320233620025	2nd MCA	P. Tejaswini
57	POTNURI LAKSHMANA RAO	320233620026	2nd MCA	P. Lakshmana Rao
58	ROTTA HYNDAVI LAKSHMI	320233620027	2nd MCA	R. Lakshmi

G. Suresh
COORDINATOR

Shanku Sai
Head of The HOD's Office

Srinivasa Institute of Management Studies
100, P. U. Road, Madhurawada
Visakhapatnam - 530049, A. P., India
www.simsvizag.com

PROGRAM NAME: CYBER SECURITIES

SL.NO.	DATE	TOPICS TO BE COVERED
1	17.08.2021	Introduction to Cyber security
2	18.08.2021	Defining Cyberspace and Overview of Computer and Web-technology, Architecture of cyberspace, Communication and web technology, Internet, World wide web
3	19.08.2021	Advent of internet, Internet infrastructure for data transfer and governance, Internet society
4	20.08.2021	Regulation of cyberspace, Concept of cyber security, Issues and challenges of cyber security
5	21.08.2021	Cyber crime and Cyber law: Classification of cyber crimes, Common cyber crimes- cyber crime targeting computers and mobiles, cyber crime against women and children
6	23.08.2021	financial frauds, social engineering attacks, malware and ransomware attack, zero day and zero click attacks, Cybercriminals modus-operandi , Reporting of cyber crimes
7	24.08.2021	Remedial and mitigation measures, Legal perspective of cyber crime, IT Act 2000 and its amendments
8	25.08.2021	Cyber crime and offences, Organizations dealing with Cyber crime and Cyber security in India, Case studies
9	26.08.2021	Social Media Overview and Security: Introduction to Social networks. Types of Social media, Social media platforms, Social media monitoring, Hashtag, Viral content, Social media marketing, Social media privacy, Challenges, opportunities
10	27.08.2021	pitfalls in online social network, Security issues related to social media, Flagging and reporting of inappropriate content, Laws regarding posting of inappropriate content
11	28.08.2021	E-commerce and Digital Payment: Definition of E- Commerce, Main components of E-Commerce, Elements of E-Commerce security, E-Commerce threats, E-Commerce security best practices, Introduction to digital payments, Components of digital payment and stake holders
12	30.08.2021	Modes of digital payments- Banking Cards, Unified Payment Interface (UPI), e-Wallets, Unstructured Supplementary Service Data (USSD), Aadhar enabled



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		payments, Digital payments related common frauds and preventive measures
13	31.08.2021	RBI guidelines on digital payments and customer protection in unauthorized banking transactions. Relevant provisions of Payment Settlement Act,2007,
14	01.09.2021	Digital Devices Security, Tools and Technologies for Cyber Security

G. Suresh
CO-ORDINATOR

Shanika Siva
HOD
Head of The Department
Srinivasa Institute of Management Studies
P.M. Palem, Madhurawada
Visakhapatnam-530041



**DAILYWISE ATTENDANCE
PROGRAMME: CYBER SECURITIES
17.08.2021 to 01.09.2021**

SL. NO	STUDENT NAME	REGD.NO.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	TOTAL
1	BODDI ASHA JYOTHI	121132607003	P	P	P	A	P	P	A	P	P	P	A	P	A	P	10
2	CH. P. VINAY KUMAR	121132607006	P	P	P	P	P	P	P	P	P	P	P	P	P	P	14
3	DOPPA CHARISHMA	121132607008	P	A	P	P	P	P	P	P	P	P	P	P	P	A	12
4	GORRUPOTU SRIDHAR	121132607012	P	P	A	P	A	P	P	P	P	P	P	P	P	P	12
5	K. AJAY NARASIMHA	121132607018	P	A	P	P	P	P	P	P	P	P	P	P	P	A	12
6	SAKIB KHAN	121132607031	P	P	P	A	P	P	P	P	P	P	P	P	P	P	13
7	S. PRANITHA	121132607034	A	P	P	P	P	P	P	P	P	P	P	P	P	A	12
8	BAMMIDI USHODAYA	120132607004	P	P	P	P	P	A	P	P	P	P	P	P	P	P	13
9	BASAWA GANESH	120132607005	A	P	P	P	A	P	P	P	P	P	P	P	P	A	11
10	DODDI BHAVYA TRESA	120132607009	P	A	P	P	P	P	P	P	P	P	A	P	P	A	11
11	GELLI AMRUTHA	120132607012	A	A	P	P	P	P	P	P	P	P	P	P	P	P	12
12	I. S. S. NAMRATHA	120132607016	P	P	P	A	P	P	A	P	P	P	A	A	A	P	9
13	LALAM RAKESH	120132607026	A	P	P	P	P	P	A	P	P	P	P	P	P	P	12
14	P. V. H.VARDHAN SAI	120132607033	P	P	A	P	P	P	P	P	P	P	P	P	P	P	12
15	AVALA SAI ANVITHA	119132607007	A	P	P	P	P	P	P	P	P	P	P	P	P	P	13
16	BANDARU LALITHA	119132607008	P	P	P	P	P	P	P	P	P	P	P	P	P	P	14
17	BONI JOSHILAL	119132607011	A	P	P	P	P	P	P	P	P	P	P	P	P	P	13
18	DOLLI NIHARIKA	119132607016	P	P	P	A	P	A	P	P	A	P	P	P	P	P	11
19	H. V.S NAVYA RUPA	119132607025	A	P	P	P	P	P	P	P	P	A	P	P	P	P	12
20	K NITESH KUMAR	119132607029	P	A	P	P	P	P	P	A	P	P	A	P	P	P	11
21	KHUSHI JAIN	119132607034	P	P	A	P	P	P	P	P	P	P	P	P	P	P	13
22	KRITIKA DOKANIA	119132607039	A	P	P	P	P	P	P	A	P	P	A	P	P	P	11
23	MANISHA BANTHIA	119132607044	P	P	A	P	P	P	P	P	P	P	P	P	P	P	13
24	MUDI KI SHANKAR	119132607048	A	P	P	P	P	A	P	P	A	P	P	P	P	P	11
25	RAYUDU SREE VIDYA	119132607058	P	P	P	P	P	A	P	A	P	P	P	P	P	P	12
26	SAGI BHAVANI	119132607062	P	P	P	A	P	P	P	P	P	P	P	P	P	A	12
27	S. DURGA SAI PRASAD	119132607064	P	P	P	P	A	A	P	A	A	P	P	P	P	P	10



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28	VINNAKOTA SOWMYA	119132607072	P	P	P	A	A	P	A	P	A	P	A	P	8		
29	G. HARUN TEJA	121232602005	P	P	P	P	P	P	P	A	P	P	A	A	P	11	
30	KALDI ALEKHYA	121232602007	P	P	P	P	P	A	P	P	P	P	P	P	P	13	
31	K. SANDEEP	121232602010	P	A	P	A	A	P	P	P	P	A	P	P	P	11	
32	OMMI SAI LIKITHA	121232602018	P	P	P	A	P	A	P	A	P	P	P	P	A	10	
33	S. MANAS KUMAR	121232602024	P	P	P	P	A	P	P	P	P	P	A	P	P	12	
34	MEESLA SOWJANYA	121232602036	P	A	P	P	P	P	A	P	A	P	P	A	A	P	9
35	SHAKE GOUSE	121232602042	P	P	P	P	A	A	P	P	P	P	A	P	P	P	11
36	A. M. SATISH KUMAR	120232602001	P	P	A	P	P	P	P	A	P	P	P	P	P	P	12
37	ALLU PRUDHVI	120232602004	A	P	P	A	A	P	P	P	P	P	P	A	P	P	10
38	BAIPA PRIYANKA	120232602007	P	P	P	P	P	P	P	A	P	P	P	A	P	P	12
39	BARIKA PRAVALIKA	120232602009	P	P	P	P	A	A	A	A	P	P	P	P	P	P	10
40	BORIGI VIJAY KUMAR	120232602013	P	A	P	P	P	P	P	P	P	A	P	P	P	P	12
41	BURILLA ASHOK	120232602015	P	A	P	P	P	P	P	P	P	A	P	P	P	P	12
42	C. SANTHOSHI	120232602016	P	P	P	A	P	P	P	P	A	P	A	P	P	P	11
43	L. RAKESH	321233620027	P	P	A	P	P	P	P	A	P	P	P	P	P	P	12
44	L.LAXMISAI GANESH	321233620028	P	P	A	P	P	P	P	A	A	P	P	A	A	P	9
45	M. HEMANTH KUMAR	321233620031	P	A	A	P	P	P	P	P	P	P	A	P	P	P	12
46	N. MANEESHA	321233620037	P	P	P	P	A	P	P	P	P	P	A	P	P	P	12
47	P. BHARGAV	321233620041	P	P	P	P	P	P	A	P	A	A	P	P	P	P	12
48	R. TIRUPATHI RAO	321233620045	P	P	P	P	P	P	P	P	A	P	A	A	P	P	11
49	RAYI RAJU	321233620046	P	A	P	P	P	P	P	P	A	P	P	P	P	P	12
50	SOMINENI PUJITHA	321233620050	P	P	A	P	P	A	P	P	A	P	A	P	P	P	10
51	A.PAVAN KALYAN	320233620001	P	P	P	A	A	P	P	P	P	P	P	P	A	P	11
52	A.VENKATA RAO	320233620002	A	P	P	P	P	P	P	P	P	P	P	P	P	P	13
53	CH. BHARGAVI PRIYA	320233620008	P	P	P	P	P	A	P	P	P	P	P	P	A	P	12
54	KORADA HARIKA	320233620018	P	P	P	P	P	P	P	P	P	P	A	P	P	P	13
55	KOTTADA SRINIVAS	320233620019	P	A	P	P	P	P	P	P	P	P	P	P	P	P	13
56	PEDIREDLA TEJASWINI	320233620025	A	P	P	P	A	P	A	P	P	P	P	A	P	P	10
57	P.LAKSHMANA RAO	320233620026	P	P	P	A	P	A	P	P	A	P	A	P	P	P	10
58	R. HYNDAVI LAKSHMI	320233620027	P	P	A	P	P	P	P	P	P	P	P	A	A	P	11

G. Suresh
COORDINATOR

Head of the Department
Srinivasa Institute of Management Studies
HOD

P.M. Palem, Madhurawada
Visakhapatnam-530041



PROGRAM REPORT

DATE: 02.09.2021

Name of the event: A Two –Week Certificate Program On “CYBER SECURITIES”

Duration : 17.08.2021 to 01.09.2021

Resource person : Mr. S.Ravi Shankar

Contact: 7738305799

Email:ravishankarsurell@gmail.com

Name of the co-ordinator: Mr. G.Suresh

No. of students attended: 58

Venue : SIMS COLLEGE SEMINAR HALL

SIMS COLLEGE, MADHURAWADA, organized Certificate Programme on “CYBER SECURITIES” for BBA, MBA and MCA, students by the resource person **Mr. S.Ravi Shankar**. This course will focus on Cyber Investigations, Network Security, Digital Forensics, Cyber Security Governance, Risk Management and Compliance, Malware Analysis and Reverse Engineering, Cyber Physical Systems, Security and Penetration Testing. Totally 58 students were participated in this training program and their completion of the program they were understand the following objectives and learning outcomes.

Objectives of the program:

The course is designed in a way that a candidate can identify, analyze and remediate computer security breaches by learning and implementing the real-world scenarios in Cyber Investigations.

- Exhibit knowledge to secure corrupted systems, protect personal data, and secure computer networks in an Organization. Practice with an expertise in academics to design and implement security solutions.
- Understand key terms and concepts in Cryptography, Governance and Compliance.
- Develop cyber security strategies and policies.
- Understand principles of web security and to guarantee a secure network by monitoring
- and analyzing the nature of attacks through cyber/computer forensics software/tools.

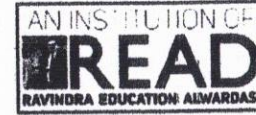
**Learning outcomes of the program:**

Upon successful completion of the programme, candidates will be familiar with cyber security landscapes and able to

- Analyze and evaluate the cyber security needs of an organization.
- Determine and analyze software vulnerabilities and security solutions to reduce the risk of exploitation.
- Measure the performance and troubleshoot cyber security systems.
- Implement cyber security solutions and use of cyber security, information assurance, and cyber/computer forensics software/tools.
- Comprehend and execute risk management processes, risk treatment methods, and key risk and performance indicators.
- Design and develop a security architecture for an organization.
- Design operational and strategic cyber security strategies and policies.

G. Sureekha
COORDINATOR

Shanitha Sai
HOD
Head of The Department
Srinivasa Institute of Management Studies
P.M. Palem, Madhurawada
Visakhapatnam-530041



SRINIVASA INSTITUTE OF MANAGEMENT STUDIES
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CERTIFICATE OF PARTICIPATION

THIS CERTIFICATE IS PRESENTED TO

Mr./Mrs./Ms. L. Rakesh has

participated in a Two Week Certificate Program on

Cyber Security

Organized by the Department of Management from 17-8-2021 To 1-9-2021

G. Suresh
COORDINATOR

Shakti Sri
HOD

D. Uma Sundar
PRINCIPAL



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CERTIFICATE OF PARTICIPATION

THIS CERTIFICATE IS PRESENTED TO

Mr./Mrs./Ms. D. Niharika has

participated in a Two Week Certificate Program on

Cyber Security

Organized by the Department of Management from 17-8-2021 To 1-9-2021

G. Suresh
COORDINATOR

Shruti
HOD

D. Uma Sundar
PRINCIPAL



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SRINIVASA INSTITUTE OF MANAGEMENT STUDIES

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Date : 25.08.2021

CIRCULAR

All students of BBA and MBA , are hereby informed that a two weeks certification course **PROJECT MANAGEMENT** will be conducted **from 06.09.2021 to 23.09.2021**. All interested candidates can enroll their names with Mr.K.S.Bharadwaj on or before 04.09.2021. The details of the topics and resources person are displayed in the college notice board.

Venue: SEMINAR HALL, Srinivasa Institute of Management studies.

Coordinator: Mr.K.S.Bharadwaj, Assistant Professor, MBA .



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PRINCIPAL

Principal
Srinivasa Institute of Management Studies
P.M. Palem, Madhurawada,
Visakhapatnam - 530041

Circular to :

Signature of all HOD'S			TPO	OFFICE	LIBRARY
<i>P.R. Lakshmi</i> MBA	<i>Shanti Sasi</i> MCA	<i>Dhime Sundar</i> BBA	<i>[Signature]</i>	<i>[Signature]</i>	K Srinivasa Rao

About Us

SIMS, Affiliated to Andhra University and Approved by AICTE, Govt. of India, was established and promoted by Sri Late Alwar Das, former Education Minister of A.P. in 1995 with a vision to produce the best managers and software professionals to the country by providing effective Professors from the Academic and Industrial background.

SIMS focuses on the study and practice of business management and computer applications, which offer Bachelor of Business Administration (BBA) and Master of Business Administration (MBA) programs in business, finance, economics, accounting, and Master of Computer Application (MCA).

SIMS provides students with a wide range of industry-oriented courses and the opportunity to apply their knowledge and skills to real-world situations.

Students are encouraged to participate in various activities such as internships, seminars, workshops, competitions, and guest lectures to enhance their knowledge and skills.

About the Certificate Program

The overarching goal of this course is promote recognition of the growing importance of project management and its multiple dimensions and knowledge; Provide knowledge, methods and techniques of analysis, planning, management, project evaluation; Sensitize students to entrepreneurship and innovative projects; Reinforce the entrepreneurial spirit and the ability to model the entrepreneurial process.

Topics

- Basic understanding of project management
- Analytical skills, Skills for reflection and criticism
- Use of information and communication technologies
- Capacity for economic evaluation of projects

A TWO WEEK CERTIFICATE PROGRAM ON PROJECT MANAGEMENT

SEPTEMBER 06, 2021

TO

SEPTEMBER 23, 2021

**Organised by
Department of Management**



SRINIVASA INSTITUTE OF MANAGEMENT STUDIES
(Approved by AICTE, Govt. of India and Affiliated to Andhra University)

PM Palem, Madhurawada, Visakhapatnam 530041

Chief Patrons

Dr. S.P. Ravindra
(Chairman & Correspondent)

Executive Director
Mr. Surya Teja Mutyam

Patron
Dr. Shaik Haniefudin
(Director)

Convener
Mrs. P. Rajya Lakshmi
(H.O.D, MBA Department)

Resource Person
Mr. Chandrasekhar Padmanabhan
Associate Professor

Coordinator
Mr.K.S.Bharadwaj
Assistant Professor, MBA

Organizing Committee
Ms. N.Kiran Kumari
Ms. Ch.Sirisha

Student Co-ordinators
G. V.MOHANA KRISHNA
KARISHMA BAHAL

Address for Communication

Mr.K.S.Bharadwaj
Assistant Professor, MBA
7799876851
kamini2985@gmail.com

REGISTRATION DETAILS

**REGISTRATION
FREE**

**LAST DAY OF REGISTRATION
04 - 09 - 2021**

Registration Form

A Two week Certification Program
on
"Project Management"

Name: Mr/Ms: _____

Redg no: _____

Department: _____

Organization: _____

Pin: _____

Phone: _____

Email: _____

**Signature of
Head of the Institution
(With the Official Seal)**

**Signature of the
Participant**

SRINIVASA INSTITUTE OF MANAGEMENT STUDIES
(Approved by AICTE, Govt. of India and Affiliated to Andhra University)

Madhurawada, Visakhapatnam-530041
Phone number: 91-891 2781366, 91-891 278187, 97010 0601 (WhatsApp)
Email sims_ssvpcms@yahoo.co.in
Website: <https://simsvizag.com/>

DEPARTMENT OF MANAGEMENT AND TECHNOLOGY

NAME OF THE PROGRAMME: PROJECT MANAGEMENT

PROGRAMME DURATION: 06.09.2021 to 23.09.2021

STUDENTS LIST

SL. NO.	STUDENT NAME	REGD.NO.	YEAR AND GROUP	SIGNATURE
1	DUDA VENU NARENDAR	121132607009	1st BBA	D.V. NARENDAR
2	GONTHINA HRUSHIKESH	121132607011	1st BBA	G. Hrushikesh
3	I. GOPTRI SARAYU	121132607013	1st BBA	I. Sarayu
4	KATTE RAJESH	121132607015	1st BBA	K. Rajesh
5	MAROJU NAGA VARSHA	121132607020	1st BBA	M. Naga Varsha
6	M. DEVI MAHALAKSHMI	121132607023	1st BBA	M. Devi Mahalakshmi
7	G. YOGESH SAI KUMAR	120132607013	2nd BBA	G. YOGESH SAI KUMAR
8	K SAHITHI	120132607018	2nd BBA	K. Sahithi
9	KARNAPATI VARUN TEJA	120132607020	2nd BBA	K. Varun Teja
10	K. B. S. SRINIVASU REDDY	120132607023	2nd BBA	K.B.S. SRIVIVASU
11	MOHAMMED AASHIQ	120132607027	2nd BBA	M. Aashiq
12	CHETANJAIN	119132607013	3rd BBA	Chetan Jain
13	DISHA PORWAL	119132607015	3rd BBA	D. Porwal
14	ELURU SRINIVAS DEEPAK	119132607018	3rd BBA	Srinivas
15	GARIKIPATI MURALIDHAR	119132607020	3rd BBA	G. Muralidhar
16	G. KARUNAKAR REDDY	119132607022	3rd BBA	G. Karunakar Reddy
17	GUNTREDDI VISWANTH	119132607024	3rd BBA	G. Viswanth
18	JAMMENA CHANDINI	119132607027	3rd BBA	J. Chandini
19	JONNALAGADDA ANUSHKA	119132607028	3rd BBA	Anushka
20	KAGITHALA YOHAN	119132607030	3rd BBA	Yohan
21	KARISHMA BAHAL	121232602009	1st MBA	B. Karishma
22	KUSUM KUMARI	121232602012	1st MBA	K. Kumari
23	MANDARAPU RAJENDRA	121232602015	1st MBA	M. Rajendra
24	RAYASURI KALYAN	121232602019	1st MBA	R. Kalyan
25	SANAPALA ANILKUMAR	121232602021	1st MBA	S. Anilkumar

26	YELLAPU DEEPIKA	121232602028	1st MBA	Y. Deepika
27	JAGARAPU K V SIVA KUMAR	121232602031	1st MBA	J.K.V. Sivakumar
28	SREENADHU SUMANTH	121232602041	1st MBA	S. Sumanth
29	DENUMKONDA RAMYA	120232602018	2nd MBA	D. Ramya
30	DUKKA RAVI CHANDRA	120232602019	2nd MBA	D. Ravi chandra
31	GADDIPALLI ALEKHYA	120232602021	2nd MBA	G. Alekya
32	GANDAMANI HARIPRASAD	120232602023	2nd MBA	G. Hanu Prasad
33	G. V. MOHANA KRISHNA	120232602026	2nd MBA	Mohana Krishna
34	KALAKOTA MAHESHWARI	120232602033	2nd MBA	K. Maheshwari
35	KAMIREDDY KALYAN	120232602039	2nd MBA	K. Kalyan
36	KOMALI PRIYANKA BEHARA	120232602042	2nd MBA	K.P. Behara
37	KALLA SAI JYOSTNA	120232602036	2nd MBA	K. Sai Jyostna
38	K. MALATHI KALYANI	120232602048	2nd MBA	K. Kalayani

K. S. Bhavadwaj
CO-ORDINATOR

P. R. Lakshmi
Head of The Department
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Visakhapatnam-530041

PROGRAM NAME: PROJECT MANAGEMENT

SL.NO.	DATE	TOPICS TO BE COVERED
1	06.09.2021	Objectives of Project Management- Importance of Project Management1 Types of Projects
2	07.09.2021	Project Management Life Cycle, Feasibility study: Types of feasibility- Steps in feasibility study
3	08.09.2021	Project Selection ,Inflation adjusted Project selection
4	09.09.2021	Project Planning, Project Scope- Estimation of Project cost
5	13.09.2021	Estimation of Project cost, Cost of Capital, Project representation - Preliminary Manipulations
6	14.09.2021	Project evaluation, Basic Scheduling Concepts, Resource Levelling – Resource Allocation.
7	15.09.2021	Setting a base line- Project management Information System – Indices to 3 monitor progress, Importance of Contracts in projects- Teamwork in Project Management
8	16.09.2021	Attributes of a good project team – Formation of effective teams, Stages of team formation
9	17.09.2021	Project audit, Phases of project Audit
10	18.09.2021	Project closure reports , Guidelines for closeout reports
11	20.09.2021	Computers and E Commerce in Business Environment.
12	21.09.2021	Environmental Impact Assessment.
13	22.09.2021	Risk Management
14	23.09.2021	Case studies in Project management

K. Bhargadwaj
COORDINATOR

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Visakhapatnam-530041

DAILYWISE ATTENDANCE
PROGRAMME: PROJECT MANAGEMENT
06.09.2021 to 23.09.2021

SL. NO	STUDENT NAME	REGD.NO.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	TOTAL
1	DUDA VENU NARENDAR	121132607009	A	A	P	P	P	P	P	P	P	A	P	P	P	P	11
2	GONTHINA HRUSHIKESH	121132607011	P	P	P	P	P	A	P	P	P	P	P	P	P	P	13
3	I. GOPTRI SARAYU	121132607013	P	P	P	P	A	P	P	P	P	P	P	P	P	P	13
4	KATTE RAJESH	121132607015	A	P	P	P	P	P	A	P	P	P	P	P	P	A	11
5	MAROJU NAGA VARSHA	121132607020	P	P	P	P	P	P	P	P	P	A	P	P	P	P	13
6	M. DEVI MAHALAKSHMI	121132607023	P	A	P	P	P	P	P	P	P	P	A	P	P	P	12
7	G. YOGESH SAI KUMAR	120132607013	P	P	A	P	P	P	P	P	P	P	P	P	A	P	12
8	K SAHITHI	120132607018	P	P	P	P	P	A	P	P	P	A	P	P	P	P	12
9	KARNAPATI VARUN TEJA	120132607020	P	P	P	P	P	P	A	P	P	P	P	P	P	P	13
10	K. B. S. SRINIVASU REDDY	120132607023	P	P	P	A	P	P	A	A	P	P	A	P	P	P	11
11	MOHAMMED AASHIQ	120132607027	P	P	P	P	A	P	P	P	A	P	P	P	P	A	11
12	CHE TANJAIN	119132607013	P	P	P	P	P	P	P	P	P	P	P	P	P	P	14
13	DISHA PORWAL	119132607015	P	A	P	P	P	P	P	A	P	P	P	P	A	P	11
14	ELURU SRINIVAS DEEPAK	119132607018	P	P	A	P	P	P	P	P	P	P	P	P	P	P	13
15	GARIKIPATI MURALIDHAR	119132607020	P	P	P	P	A	P	P	A	P	P	P	A	P	P	11
16	G. KARUNAKAR REDDY	119132607022	P	P	P	P	P	A	P	A	P	P	P	P	P	P	12
17	GUNTREDDI VISWANTH	119132607024	P	A	A	P	P	P	A	P	P	A	P	A	A	P	8
18	JAMMENA CHANDINI	119132607027	P	P	P	A	P	P	P	P	P	P	A	P	P	A	11
19	JONNALAGADDA ANUSHKA	119132607028	P	P	P	P	P	P	P	A	A	P	P	P	P	P	13
20	KAGITHALA YOHAN	119132607030	P	P	P	P	A	P	P	P	P	P	P	P	P	P	13
21	KARISHMA BAHAL	121232602009	P	P	P	P	P	P	A	A	P	P	P	P	P	P	12
22	KUSUM KUMARI	121232602012	P	P	P	P	P	P	P	A	P	P	P	P	P	P	13
23	MANDARAPU RAJENDRA	121232602015	P	P	A	P	P	P	P	P	P	P	P	A	A	P	11
24	RAYASURI KALYAN	121232602019	P	P	P	A	P	A	P	P	P	A	P	P	P	P	11
25	SANAPALA ANILKUMAR	121232602021	A	P	P	P	P	P	P	A	P	P	P	P	A	P	11
26	YELLAPU DEEPIKA	121232602028	P	A	P	P	P	A	P	P	P	P	P	P	P	A	11

27	JAGARAPU K V SIVA KUMAR	121232602031	A	P	P	P	P	P	P	P	A	A	P	P	P	P	P	11
28	SREENADHU SUMANTH	121232602041	P	P	P	P	P	P	P	A	P	P	P	P	P	P	A	12
29	DENUMKONDA RAMYA	120232602018	P	A	P	A	P	P	P	P	P	A	P	P	P	P	11	
30	DUKKA RAVI CHANDRA	120232602019	P	P	A	P	P	A	A	P	P	P	P	P	P	P	11	
31	GADDIPALLI ALEKHYA	120232602021	P	P	A	P	P	P	P	P	A	A	P	A	P	10		
32	GANDAMANI HARIPRASAD	120232602023	P	P	P	P	A	P	P	A	P	P	P	P	P	A	11	
33	G. V. MOHANA KRISHNA	120232602026	P	P	P	P	P	P	P	P	A	P	P	P	P	13		
34	KALAKOTA MAHESHWARI	120232602033	P	A	P	P	P	P	P	P	P	P	P	A	P	12		
35	KAMIREDDY KALYAN	120232602039	P	P	P	A	P	P	P	A	P	P	P	P	A	11		
36	KOMALI PRIYANKA BEHARA	120232602042	P	P	P	P	P	A	P	P	P	P	A	P	P	12		
37	KALLA SAI JYOSTNA	120232602036	A	A	P	P	P	P	A	P	P	P	P	P	P	11		
38	K. MALATHI KALYANI	120232602048	P	P	P	P	A	P	P	A	P	P	P	P	A	11		

K. S. Bhavadvaj
COORDINATOR

P. P. Lakshmi

Head of The Department
Srinivasa Institute of Management Studies
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Visakhapatnam-530041

PROGRAM REPORT**DATE: 24.09.2021****Name of the event:** A Two –Week Certificate Program On “PROJECT MANAGEMENT”**Duration :** 06.09.2021 to 23.09.2021**Resource person :** Mr. Chandrasekhar Padmanabhan

Contact: 9030001664

Email: Chandrasekhar.padma@gmail.com

Name of the co-ordinator: Mr.K.S.Bharadwaj**No. of students attended:** 38**Venue :** SIMS COLLEGE SEMINAR HALL

SIMS COLLEGE, MADHURAWADA, organized Certificate Programme on “PROJECT MANAGEMENT” for BBA and MBA, students by the resource person Mr. Chandrasekhar Padmanabhan. This course will focus on Basic understanding of project management, Analytical skills, Skills for reflection and criticism, Use of information and communication technologies, Capacity for economic evaluation of projects. Totally 38 students were participated in this training program and their completion of the program they were understand the following objectives and learning outcomes.

Objectives of the program:

The objectives of the course are:


- Promote recognition of the growing importance of project management and its multiple dimensions and knowledge;
- Provide knowledge, methods and techniques of analysis, planning, management, project evaluation;
- Sensitize students to entrepreneurship and innovative projects;
- Reinforce the entrepreneurial spirit and the ability to model the entrepreneurial process.

Learning outcomes of the program:

Upon successful completion of the programme, candidates will be familiar with

- Students will acquire knowledge of the terminology and basic concepts of project management and the foundations on which this area of management is based;
- Students will strengthen analytical skills in order to solve problems related to project management, namely problems of timing, resource allocation and optimization;
- To demonstrate skills of critical thinking by analyzing problems of planning, project management, in formulating valid conclusions based on their analysis;
- Students will use information and communication technologies to formulate project feasibility analysis, for their planning and in collaborative project management situations, using specialized planning and management software. projects;
- Students will demonstrate the ability to analyze a company's balance sheet and income statement; students will be sensitized to entrepreneurship and will acquire skills to support entrepreneurial initiatives (projects), as well as project and team leadership skills and negotiation skills;
- students will develop interpersonal and team / group work skills to act and solve problems within the scope of project management;
- students must be able to produce professional quality communication, both written and oral, related to the preparation, presentation and negotiation of projects.


COORDINATOR


Head of The Department
HOD
Srinivasa Institute of Management Studies
P.M. Palem, Madhurawada
Visakhapatnam-530041



SRINIVASA INSTITUTE OF MANAGEMENT STUDIES
(Approved by AICTE, Govt. of India and Affiliated to Andhra University)

CERTIFICATE OF PARTICIPATION

THIS CERTIFICATE IS PRESENTED TO

Mr./Mrs./Ms. Kusuma Kumari has

participated in a Two Week Certificate Program on

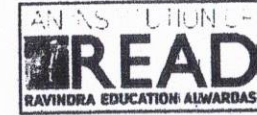
Project Management

Organized by the Department of Management from 6.9.2021 To 23.9.2021

Ks Bhanadwaj
COORDINATOR

P R sakshmi
HOD

BD
PRINCIPAL



SRINIVASA INSTITUTE OF MANAGEMENT STUDIES
(Approved by AICTE, Govt. of India and Affiliated to Andhra University)

CERTIFICATE

OF PARTICIPATION

THIS CERTIFICATE IS PRESENTED TO

Mr./Mrs./Ms. J. Anushka has

participated in a Two Week Certificate Program on

Project Management

Organized by the Department of Management from 6.9.2021 To 23.9.2021

Ks Bharadwaj
COORDINATOR

P R sakshmi
HOD

BD
PRINCIPAL

Date : 08.10.2021
CIRCULAR

All students of BBA and MBA , are hereby informed that a two weeks certification course **DIGITAL MARKETING** will be conducted **from 18.10.2021 to 04.11.2021**. All interested candidates can enroll their names with Mr.Devarasetti Surya, on or before 16.10.2021. The details of the topics and resources person are displayed in the college notice board.

Venue: SEMINAR HALL, Srinivasa Institute of Management studies.

Coordinator: Mr.Devarasetti Surya, Assistant Professor, MBA .



BZ
PRINCIPAL
 Principal
 Srinivasa Institute of Management Studies
 P.M. Palem, Madhurawada,
 Visakhapatnam - 530041

Circular to :

Signature of all HOD'S			TPO	OFFICE	LIBRARY
<i>P.R. Lakshmi</i> MBA	<i>Shanti Sii</i> MCA	<i>D. Uma Sundar</i> BBA	<i>[Signature]</i>	<i>[Signature]</i>	K. Srinivasa Rao

About Us

SIMS, Affiliated to Andhra University and Approved by AICTE, Govt. of India, was established and promoted by Sri Late Alwar Das, former Education Minister of A.P. in 1995 with a vision to produce the best managers and software professionals to the country by providing effective Professors from the Academic and Industrial background.

SIMS focuses on the study and practice of business management and computer applications, which offer Bachelor of Business Administration (BBA) and Master of Business Administration (MBA) programs in business, finance, economics, accounting, and Master of Computer Application (MCA).

SIMS provides students with a wide range of industry-oriented courses and the opportunity to apply their knowledge and skills to real-world situations.

Students are encouraged to participate in various activities such as internships, seminars, workshops, competitions, and guest lectures to enhance their knowledge and skills.

About the Certificate Program

The overarching goal of this course is Fundamentals of digital marketing and its business implications
Fundamentals of social media marketing and its implications to marketing activities
An overview of social media & other digital media in the region
An understanding of the industry standards, best practices and latest developments

Topics

- Introduction to Digital Marketing, Website
- Planning and Creation
- Search Engine Optimization (SEO)
- Search Engine Marketing, Social Media Marketing
- Content Marketing & Strategy
- Web Analytics
- Digital Media Planning and Buying
- E-Commerce Management

A TWO WEEK CERTIFICATE PROGRAM
ON
DIGITAL MARKETING

OCTOBER 18, 2021

TO

NOVEMBER 04, 2021

Organised by
Department of Management



SRINIVASA INSTITUTE OF MANAGEMENT STUDIES
(Approved by AICTE, Govt. of India and Affiliated to Andhra University)

PM Palem, Madhurawada, Visakhapatnam 530041

Chief Patrons

Dr. S.P. Ravindra
(Chairman & Correspondent)

Executive Director
Mr. Surya Teja Mutyam

Patron
Dr. B. Upendra
(Director)

Convener
Mrs. P. Rajya Lakshmi
(H.O.D, MBA Department)

Resource Person
Mr. Vishnu Vardhan
CONSULTANT FOR DIGITAL
TECHNOLOGY

Coordinator
Mr. Devarasetti Surya
Assistant Professor, MBA

Organizing Committee
Ms. N.Kiran Kumari
Ms. Ch.Sirisha

Student Co-ordinators
V. VINAY KUMAR
MUNI KAVYA

Address for Communication

Mr. Devarasetti Surya
Assistant Professor, MBA
7799876851
prakashrao1864@gmail.com

REGISTRATION DETAILS

**REGISTRATION
FREE**

**LAST DAY OF REGISTRATION
16 - 10 - 2021**

Registration Form

A Two week Certification Program
on
"Digital Marketing"

Name: Mr/Ms: _____

Redg no: _____

Department: _____

Organization: _____

Pin: _____

Phone: _____

Email: _____

**Signature of
Head of the Institution
(With the Official Seal)**

**Signature of the
Participant**

SRINIVASA INSTITUTE OF MANAGEMENT STUDIES
(Approved by AICTE, Govt. of India and Affiliated to Andhra University)

Madhurawada, Visakhapatnam-530041
Phone number: 91-891 2781366, 91-891 278187, 97010 0601 (WhatsApp)
Email sims_ssvpcms@yahoo.co.in
Website: <https://simsvizag.com/>

DEPARTMENT OF MANAGEMENT AND TECHNOLOGY

NAME OF THE PROGRAMME: DIGITAL MARKETING

PROGRAMME DURATION: 18.10.2021 to 04.11.2021

STUDENTS LIST

SL. NO.	STUDENT NAME	REGD.NO.	YEAR AND GROUP	SIGNATURE
1	PEDAPALLI LIKITH RAJ	121132607025	1st BBA	P. LIKITH RAJ
2	POTHINA LEELA VARDHAN	121132607028	1st BBA	P. Leela vardhan
3	RITIKA JINDAL	121132607030	1st BBA	R. JINDAL
4	MUTHYALA AMRUTHA	120132607029	2nd BBA	agrawal
5	PALAK AGARWAL	120132607032	2nd BBA	P. agarwal
6	PATCHIGULLA SANTOSH	120132607035	2nd BBA	P. Santosh
7	PULLAMCHETTY SRAVYA	120132607038	2nd BBA	P. SRAVYA
8	ROUTHU BALA KRISHNA	120132607041	2nd BBA	R. Bala Krishna
9	SORINGALA ABHI SATHWIK	120132607043	2nd BBA	S. Abhi Sathwik
10	V. VINAY KUMAR	120132607046	2nd BBA	Vinay K
11	KAKARAPARTHI YOJITHA	119132607031	3rd BBA	K. Yojitha
12	KARNENA SAI PRANEETHA	119132607033	3rd BBA	KS. Praneetha
13	K. PREMJIITH ROY	119132607035	3rd BBA	K. P Roy
14	KONUTHULA VINAY	119132607038	3rd BBA	K. Vinay
15	MANTHENA SHREE	119132607046	3rd BBA	Manthana Sri
16	NADIMPALLI UMESH VARMA	119132607050	3rd BBA	N. V. Varma
17	POLA DIVAKAR SAI	119132607056	3rd BBA	P. Divakar Sai
18	M. SAI SIVA NANDA LAHARI	121232602013	1st MBA	M. S. S. Nanda
19	MUNI KAVYA	121232602017	1st MBA	M. Kavya
20	SATHIVADA VENKATESH	121232602022	1st MBA	S. Venkatesh
21	KEDARISSETTY SUBHASH	121232602030	1st MBA	K. Subhash
22	GANDRETI TULASI	120232602025	2nd MBA	G. Tulasi
23	GORUSU RAKESH REDDY	120232602029	2nd MBA	G. R. Reddy
24	INAPAKURTHI NIHARIKA	120232602030	2nd MBA	I. Niharika
25	KALLA RAMYA SREE	120232602034	2nd MBA	KALLA ramya
26	KANNURI SIVA PRASAD	120232602040	2nd MBA	K. Siva prasad.



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SRINIVASA INSTITUTE OF MANAGEMENT STUDIES

(Affiliated to Andhra University & Approved by AICTE, Govt. of INDIA)

27	KONDAPU SASISOJANYA	120232602045	2nd MBA	K. Sasisojanya
28	KORABU POUL KUMAR	120232602046	2nd MBA	K. Poul Kumar
29	KUPPILI SRAVANI	120232602053	2nd MBA	K. Sravanani
30	M. SAI KASHYAP	120232602056	2nd MBA	M. Sai Kashyap
31	NAKIRI ROHIT BABU	120232602061	2nd MBA	N. Rohit Babu
32	PENTAKOTA SAI KUMAR	120232602066	2nd MBA	P. Sai Kumar
33	POTTI YESTHER RANI	120232602071	2nd MBA	PY Rani
34	R. KANAKA MAHALAKSHMI	120232602076	2nd MBA	R. Lakshmi
35	R. VENKATA SOWJANYA	120232602077	2nd MBA	R. V. Sowjanya
36	RIYAZUDDIN MOHAMMED	120232602078	2nd MBA	R. Mohammed
37	S. VASANTH KUMAR	120232602084	2nd MBA	S. Vasanth Kumar:-

D. Sureja
CO-ORDINATOR

P. R. Lakshmi
HOD
Head of The Department
Srinivasa Institute of Management Studies
P.M. Palem, Madhurawada
Visakhapatnam-530041

PROGRAM NAME : DIGITAL MARKETING

SL.NO.	DATE	TOPICS TO BE COVERED
1	18.10.2021	Introduction to Digital Marketing
2	20.10.2021	Search Engine Optimization (SEO): Techniques used to optimize any article, website, or blog for traffic & revenue generation.
3	21.10.2021	Social Media Marketing: Using different social media platforms (Facebook / Instagram /Twitter) to connect with the audience & convert them to a call of action (purchase or form filling).
4	22.10.2021	Search Engine Marketing: Techniques used to increase the visibility of your webpage on Google search results (SERP); Search engine marketing mostly revolves around paid search advertising (text-based ads that are visible on top of every search result).
5	23.10.2021	Web Analytics: Analyzing the behaviour of visitors to a website through reports based on traffic sources, referring sites, page views, and conversion rates of that website.
6	25.10.2021	E-Commerce Management: Maintenance of an online product-listing website through product keyword research, product pricing, positive reviews, and customer retention.
7	26.10.2021	Planning and Creating a Website: How to create a website on Word Press and later use website analytics to track the behaviour of visitors to a website.
8	27.10.2021	Email Marketing: How to create and send product-based emails in bulk, and ensure that all of the emails have a good open rate and conversion rate.
9	28.10.2021	Content Strategy: How to create content that matches the user intent and also your business goals.
10	29.10.2021	Affiliate Marketing: Generation of traffic via a third party (company/website). The third party is paid a commission fee to drive traffic to your website.
11	30.10.2021	Entrepreneurship and Start up
12	01.11.2021	Introduction to Entrepreneurship
13	02.11.2021	Digital Entrepreneurship
14	04.11.2021	Digital Business Design and Value Proposition

D. Surya
COORDINATOR

P. R. Lakshmi
Head of The Department
HOD
Srinivasa Institute of Management Studies
P.M. Palem, Madhurawada
Visakhapatnam, A.P, India

DAILYWISE ATTENDANCE PROGRAMME: DIGITAL MARKETING

18.10.2021 to 04.11.2021

SL. NO	STUDENT NAME	REGD.NO.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	TOTAL
1	PEDAPALLI LIKITH RAJ	121132607025	P	P	P	A	P	A	P	P	A	P	A	P	P	P	10
2	POTHINA LEELA VARDHAN	121132607028	P	P	P	A	P	A	P	P	P	P	P	P	P	P	12
3	RITIKA JINDAL	121132607030	P	P	P	P	P	P	A	P	P	P	P	P	P	P	13
4	MUTHYALA AMRUTHA	120132607029	A	P	P	P	P	P	P	P	A	P	P	P	P	P	12
5	PALAK AGARWAL	120132607032	P	P	P	A	P	P	A	P	P	P	P	P	P	P	12
6	PATCHIGULLA SANTOSH	120132607035	P	A	P	P	A	P	A	P	P	P	P	P	P	P	12
7	PULLAMCHETTY SRAVYA	120132607038	P	P	A	P	P	P	P	P	A	P	P	P	P	P	11
8	ROUTHU BALA KRISHNA	120132607041	P	P	A	P	P	P	P	P	P	P	P	P	P	P	13
9	SORINGALA ABHI SATHWIK	120132607043	A	P	P	P	P	P	P	P	P	P	P	P	P	P	13
10	V. VINAY KUMAR	120132607046	P	P	P	P	P	P	P	A	P	P	P	A	P	P	12
11	KAKARAPARTHI YOJITHA	119132607031	P	A	P	P	P	P	P	A	A	P	P	P	P	P	11
12	KARNENA SAI PRANEETHA	119132607033	A	P	P	P	P	P	P	P	P	P	P	P	P	P	13
13	K. PREMJIITH ROY	119132607035	P	P	P	P	P	P	P	A	P	A	P	A	P	P	11
14	KONUTHULA VINAY	119132607038	P	P	P	P	P	A	P	P	P	P	A	P	P	A	11
15	MANTHENA SHREE	119132607046	A	P	A	A	P	P	P	P	P	P	P	P	P	A	10
16	NADIMPALLI UMESH VARMA	119132607050	P	P	P	P	P	P	A	A	P	A	A	P	P	P	10
17	POLA DIVAKAR SAI	119132607056	P	P	P	P	P	A	P	P	P	P	P	P	P	P	13
18	M. SAI SIVA NANDA LAHARI	121232602013	P	P	P	P	P	P	P	P	P	A	P	P	P	P	13
19	MUNI KAVYA	121232602017	A	P	P	P	P	P	P	A	P	P	P	A	P	P	11
20	SATHIVADA VENKATESH	121232602022	P	A	P	P	P	P	P	P	P	P	P	P	P	A	12
21	KEDARISSETTY SUBHASH	121232602030	P	A	P	A	P	P	A	P	P	P	P	P	A	P	10
22	GANDRETI TULASI	120232602025	P	P	A	A	P	P	P	P	P	P	A	P	P	P	11
23	GORUSU RAKESH REDDY	120232602029	A	P	P	P	P	A	P	P	P	A	P	P	A	P	10
24	INAPAKURTHI NIHARIKA	120232602030	P	A	P	P	P	P	P	A	P	P	P	P	P	P	12
25	KALLA RAMYA SREE	120232602034	A	P	P	P	P	A	A	P	A	P	A	P	A	P	8
26	KANNURI SIVA PRASAD	120232602040	A	P	P	P	P	P	P	A	P	A	P	P	P	A	10

27	KONDAPU SASISOJANYA	120232602045	A	P	P	P	P	P	P	A	P	A	P	P	A	P	P	10
28	KORABU POUL KUMAR	120232602046	A	P	P	P	P	P	P	P	P	P	P	P	A	P	P	12
29	KUPPILI SRAVANI	120232602053	P	A	P	P	P	P	P	P	P	A	P	P	P	P	P	12
30	M. SAI KASHYAP	120232602056	P	P	P	A	P	A	P	P	P	P	P	P	P	P	P	12
31	NAKIRI ROHIT BABU	120232602061	P	A	P	P	A	P	P	P	P	P	P	P	P	P	P	12
32	PENTAKOTA SAI KUMAR	120232602066	A	P	A	A	P	P	A	P	P	P	P	P	P	P	P	10
33	POTTI YESTHER RANI	120232602071	P	A	P	P	A	P	P	P	P	P	A	P	P	P	P	11
34	R. KANAKA MAHALAKSHMI	120232602076	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	14
35	R. VENKATA SOWJANYA	120232602077	P	P	P	P	A	P	P	P	P	P	P	P	A	P	P	12
36	RIYAZUDDIN MOHAMMED	120232602078	P	A	P	P	A	P	P	A	P	P	P	A	P	P	P	10
37	S. VASANTH KUMAR	120232602084	P	P	P	A	P	P	A	P	A	P	P	P	A	A	P	9

D. Surya
COORDINATOR

P. R. Lakshmi
Head of The Department
HOD
Srinivasa Institute of Management Studies
P.M. Palem, Madhurawada
Visakhapatnam-530041

PROGRAM REPORT

DATE: 05.11.2021

Name of the event: A Two –Week Certificate Program On “**DIGITAL MARKETING**”

Duration : 18.10.2021 to 04.11.2021

Resource person : Mr. Vishnu Vardhan

Contact: 9182204109

Emai:Vishnu@ubetsolutions.com

Name of the co-ordinator: Mr.Devarasetti Surya

No. of students attended: 37

Venue : SIMS COLLEGE SEMINAR HALL

SIMS COLLEGE, MADHURAWADA, organized Certificate Programme on “DIGITAL MARKETING” for BBA and MBA, students by the resource person Mr. Vishnu Vardhan. This course will focus on Introduction to Digital Marketing, Website Planning and Creation, Search Engine Optimization (SEO), Search Engine Marketing, Social Media Marketing, Content Marketing & Strategy, Web Analytics, Digital Media Planning and Buying, E-Commerce Management. Totally 37 students were participated in this training program and their completion of the program they were understand the following objectives and learning outcomes.

Objectives of the program:

The primary objective of this Digital Marketing Course is to empower the working professional with:

- Fundamentals of digital marketing and its business implications
- Fundamentals of social media marketing and its implications to marketing activities
- An overview of social media & other digital media in the region
- An understanding of the industry standards, best practices and latest developments
- In-depth study of the procedures in:
 - Creating a digital marketing framework
 - Search engine optimization (SEO): Keyword research
 - Display advertising, search marketing and Google Ad words
 - Social Media Marketing- Facebook, Instagram, Twitter and YouTube
 - Setting industry-relevant e-commerce practices
- Knowledge to strategize and manage viable digital marketing and social media campaigns
- The essential expertise to better manage and review outsourced digital marketing agencies

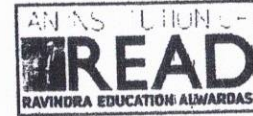
Learning outcomes of the program:

After this course, the attendees will benefit in the following ways:

- Familiarize oneself with the fundamentals of social media & digital marketing
- Learn how to use existing social & digital marketing tools to achieve marketing and organizational objectives
- Understand the concepts for creating engaging content & drive online campaigns
- Create a framework to audit the current state of the digital assets
- Gain insight to determine the optimum budget allocation and to measure the effectiveness of activities & campaigns
- Review techniques to analyze post-campaign reports and connect digital marketing results to the company's overall business plan & goals.
- Manage external agencies effectively and identify parameters for performance measurement leading to greater accountability and improved results

D. Surya
COORDINATOR

P. R. Lakshmi
Head of the Department
Srinivasa Institute of Management Studies
P.M. Palem, Madhurawada
Visakhapatnam-530041



SRINIVASA INSTITUTE OF MANAGEMENT STUDIES
(Approved by AICTE, Govt. of India and Affiliated to Andhra University)

CERTIFICATE OF PARTICIPATION

THIS CERTIFICATE IS PRESENTED TO

Mr./Mrs./Ms. N. UMESH VARMA has

participated in a Two Week Certificate Program on

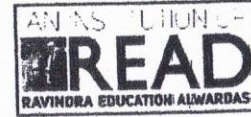
Digital Marketing

Organized by the Department of Management from 18.10.2021 To 4.11.2021

D. Surya
COORDINATOR

P R sakshmi
HOD

BD
PRINCIPAL



SRINIVASA INSTITUTE OF MANAGEMENT STUDIES
(Approved by AICTE, Govt. of India and Affiliated to Andhra University)

CERTIFICATE OF PARTICIPATION

THIS CERTIFICATE IS PRESENTED TO

Mr./Mrs./Ms. MUNI. KAVYA has

participated in a Two Week Certificate Program on

Digital Marketing

Organized by the Department of Management from 18.10.2021 To 4.11.2021

D. Surya
COORDINATOR

P R sakshmi
HOD

BD
PRINCIPAL



simS

SRINIVASA INSTITUTE OF MANAGEMENT STUDIES

(Affiliated to Andhra University & Approved by AICTE, Govt. of INDIA)

Date : 05.01.2022

CIRCULAR

All students of BBA and MBA , are hereby informed that a two weeks certification course **RECENT TRENDS IN HR ANALYTICS** will be conducted from **17.01.2022 to 03.02.2022**. All interested candidates can enroll their names with Ms.K.N.Manju, on or before 12.01.2022. The details of the topics and resources person are displayed in the college notice board.

Venue: SEMINAR HALL, Srinivasa Institute of Management studies.

Coordinator: Ms.K.N.Manju, Assistant Professor, MBA



BV

PRINCIPAL

Principal
Srinivasa Institute of Management Studies
P.M. Palem, Madhurawada,
Visakhapatnam - 530041

Circular to :

Signature of all HOD'S			TPO	OFFICE	IQAC	LIBRARY
<i>P.R. Lakshmi</i> MBA	<i>Shanti Sui</i> MCA	<i>D. Uma Sundar</i> BBA	<i>ckg</i>	<i>Y. Prasad</i>	<i>K. Jayashankar</i>	<i>K. Senevash Rao</i>

About Us

SIMS, Affiliated to Andhra University and Approved by AICTE, Govt. of India, was established and promoted by Sri Late Alwar Das, former Education Minister of A.P. in 1995 with a vision to produce the best managers and software professionals to the country by providing effective Professors from the Academic and Industrial background.

SIMS focuses on the study and practice of business management and computer applications, which offer Bachelor of Business Administration (BBA) and Master of Business Administration (MBA) programs in business, finance, economics, accounting, and Master of Computer Application (MCA).

SIMS provides students with a wide range of industry-oriented courses and the opportunity to apply their knowledge and skills to real-world situations.

Students are encouraged to participate in various activities such as internships, seminars, workshops, competitions, and guest lectures to enhance their knowledge and skills.

About the Certificate Program

The overarching goal of this course is Descriptive, Predictive and prescriptive analytics can help HR decisions and answer questions of best to utilize patterns and trends, determine the probable future outcome of an event or a likelihood of a situation occurring and suggest decision options on how to take advantage of a future opportunity or mitigate a future risk and illustrate the implication of each decision option

Topics

- Introduction to HR Analytics
- Getting started with analytics
- HR Dashboard Designing (Power BI)
- Importing and Transforming Data
- Data Visualization
- DAX, Power BI Services
- Basics of Python
- Python Essential Packages
- Data-Cleaning (pandas)
- Visualization (Matplotlib)
- Statistics and Hypothesis

A TWO WEEK CERTIFICATE PROGRAM ON RECENT TRENDS IN HR ANALYTICS

JANUARY 17, 2022

TO

FEBRUARY 03, 2022

**Organised by
Department of Management**



SRINIVASA INSTITUTE OF MANAGEMENT STUDIES
(Approved by AICTE, Govt. of India and Affiliated to Andhra University)

Chief Patrons

Dr. S.P. Ravindra
(Chairman & Correspondent)

Executive Director
Mr. Surya Teja Mutyam

Patron
Dr. B. Upendra
(Director)

Convener
Mrs. P. Rajya Lakshmi
(H.O.D, MBA Department)

Resource Person
Dr.Varalakshmi seeram.M
Associate Professor

Coordinator
Ms.K.N.Manju
Assistant Professor, MBA

Organizing Committee
Ms.B Sravani Kumari
Ms.D Soundarya Shilpa

Student Co-ordinators
PEDAPUDI YAMINI
TERLU REVATHI

Address for Communication

Ms.K.N.Manju
Assistant Professor, MBA
7799876851
manjuinnavy77@gmail.com

REGISTRATION DETAILS

**REGISTRATION
FREE**

**LAST DAY OF REGISTRATION
12 - 01 - 2022**

Registration Form

A Two week Certification Program
on
**"Recent Trends in HR
Analytics"**

Name: Mr/Ms: _____

Redg no: _____

Department: _____

Organization: _____

Pin: _____

Phone: _____

Email: _____

**Signature of
Head of the Institution
(With the Official Seal)**

**Signature of the
Participant**

SRINIVASA INSTITUTE OF MANAGEMENT STUDIES
(Approved by AICTE, Govt. of India and Affiliated to Andhra University)

Madhurawada, Visakhapatnam-530041
Phone number: 91-891 2781366, 91-891 278187, 97010 0601 (WhatsApp)
Email sims_ssvpcms@yahoo.co.in
Website: <https://simsvizag.com/>

DEPARTMENT OF MANAGEMENT AND TECHNOLOGY
NAME OF THE PROGRAMME: RECENT TRENDS IN HR ANALYTICS
PROGRAMME DURATION: 17.01.2022 to 03.02.2022
STUDENTS LIST

SL. NO.	STUDENT NAME	REGD.NO.	YEAR AND GROUP	SIGNATURE
1	SEERAPU TIRUMALA RAO	121132607033	1st BBA	STRAO
2	SURISSETTY DILIP SAI KUMAR	121132607035	1st BBA	S.D SAI Kumar
3	YARRA MANOJ KUMAR	121132607036	1st BBA	Y. Manoj Kumar
4	POOJA IDNANI	120132607036	2nd BBA	I. Pooja
5	PYDI RATNA SIRI KISHORE	120132607039	2nd BBA	P. Kishore
6	T. SATYA DURGA VARA PRASAD	120132607044	2nd BBA	Durgalaxa Prasad
7	VEERAVELLI CHANDRASEKHAR	120132607047	2nd BBA	V. Chandrasekhar
8	VIKAS REDDY MEDAPATI	120132607049	2nd BBA	M. Vikas Reddy
9	SENETI BHARGAV	120132607050	2nd BBA	S. Bhargava
10	PEDAPUDI YAMINI	119132607054	3rd BBA	P. Yamini
11	PITCHALA HARISH REDDY	119132607055	3rd BBA	Harish Reddy
12	RUPAK KUMAR BARDHAN	119132607060	3rd BBA	R. K Bardhan
13	SHAIK MOHAMMAD HABIBULLAH	119132607067	3rd BBA	S.M. Habibullah
14	U. ASHISH JOSEPH KUMAR	119132607070	3rd BBA	U. Ashish Joseph
15	VADAMADHULA VENNELA	119132607071	3rd BBA	V. Vennela
16	VANAPALLI SAI SRUJANA	121232602027	1st MBA	Srujana
17	NAKKA SAI KUMAR	121232602033	1st MBA	N. SAI Kumar
18	VEDULLAVALASA MOUNIKA	121232602035	1st MBA	V. Mounika
19	U. N. SATYANARAYANA	121232602037	1st MBA	U.N. SATKANARAYANA
20	A. VENKATA SATYA SAI PRASANTH	121232602040	1st MBA	A. Venkata Satya Sai
21	MEESLA SANDHYA	121232602043	1st MBA	Sandhy
22	KALLA ROSHITA	120232602035	2nd MBA	KALLA ROSHITA
23	KALLEPALLI VARSHITH VARMA	120232602037	2nd MBA	K. Varshith

24	KALLI NEELIMA	120232602038	2nd MBA	K. Neelima
25	KOILKANDADAI INDRANI	120232602041	2nd MBA	K. Indrani
26	KONA MEGHASHYAM	120232602043	2nd MBA	K. Meghashyam
27	K. SAMUEL NAVEEN SUNDAR	120232602044	2nd MBA	K. Samuel - naveen sundar.
28	KOTNANA SIVAGIRI	120232602050	2nd MBA	K. Sivagiri
29	K. PUJITHA SATYA SIRISHA	120232602051	2nd MBA	K.P.S. Sirisha
30	M. SATYA PAVAN KUMAR	120232602058	2nd MBA	M.S. Pavan Kumar.
31	PONDURU JYOTHSNA	120232602068	2nd MBA	P. Jyothsna
32	SHAIK JAMAL KMADMER BASHA	120232602088	2nd MBA	Basha
33	SHAIK KULASAMBI	120232602089	2nd MBA	Sk. Kulasambi
34	SHAIK NOORJAHAN BEGUM	120232602090	2nd MBA	Sk. Noorjahan
35	TAMMINANA SHESHAGIRI	120232602098	2nd MBA	T. Sheshagiri
36	TERLU REVATHI	120232602099	2nd MBA	T. Revathi
37	VARADHA NAGENDRA	120232602105	2nd MBA	V. Nagendra.
38	VEMPADA VIJAY KUMAR REDDY	120232602106	2nd MBA	V. Vijay Kumar
39	VEMPADAPU JAYA LAKSHMI	120232602107	2nd MBA	V. Jaya Lakshmi
40	W. VENKATA SATYA SARADA	120232602110	2nd MBA	W. Sarada
41	YANDRAPU GEETHA	120232602111	2nd MBA	Y. Geetha

K. Manju
CO-ORDINATOR

P. R. Lakshmi
Head of ~~HRD~~ Department
Srinivasa Institute of Management Studies
P.M. Palam, Madhurawada
Visakhapatnam-530041

PROGRAM NAME: RECENT TRENDS IN HR ANALYTICS

SL.NO.	DATE	TOPICS TO BE COVERED
1	17.01.2022	Introduction to HR Analytics, Getting started with analytics
2	18.01.2022	HR Dashboard Designing (Power BI)
3	19.01.2022	Dashboard Introduction, Importing and Transforming Data
4	20.01.2022	Data Visualization and DAX, Power BI Services
5	21.01.2022	Basics of Python
6	22.01.2022	Python Essential Packages
7	24.01.2022	Data-Cleaning (pandas)
8	25.01.2022	Visualization (Matplotlib)
9	27.01.2022	Statistics and Hypothesis
10	28.01.2022	Attrition Management using Descriptive Statistics
11	31.01.2022	Projecting Employee Salary Using Linear Regression
12	01.02.2022	Projecting Employee turnover and attrition
13	02.02.2022	Projecting Appraisal By evaluating Performance
14	03.02.2022	Projecting HR Cost Using Time Series

K. Manju
COORDINATOR

P. R. Lakshmi
HOD
Head of the Department
Srinivasa Institute of Management Studies
P.M. Palem, Madhurawada
Visakhapatnam-530041

DAILYWISE ATTENDANCE
PROGRAMME: RECENT TRENDS IN HR ANALYTICS
17.01.2022 to 03.02.2022

SL. NO	STUDENT NAME	REGD.NO.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	TOTAL
1	SEERAPU TIRUMALA RAO	121132607033	P	P	P	A	P	P	A	P	P	P	P	P	A	P	11
2	SURISSETTY DILIP SAI KUMAR	121132607035	P	P	P	P	A	P	P	A	P	P	A	P	P	P	11
3	YARRA MANOJ KUMAR	121132607036	P	P	P	A	P	P	A	P	P	P	P	P	A	P	11
4	POOJA IDNANI	120132607036	P	P	P	P	A	P	P	A	P	P	P	A	P	P	11
5	PYDI RATNA SIRI KISHORE	120132607039	A	P	P	P	P	A	P	P	P	P	A	P	P	A	10
6	T. SATYA DURGA VARA PRASAD	120132607044	P	P	P	A	P	P	P	A	P	P	P	P	A	P	11
7	VEERAVELLI CHANDRASEKHAR	120132607047	P	P	P	P	A	P	A	P	P	A	P	P	A	P	10
8	VIKAS REDDY MEDAPATI	120132607049	P	P	P	A	P	P	P	A	P	P	P	A	P	P	11
9	SENETI BHARGAV	120132607050	P	A	P	P	P	P	A	P	P	P	A	P	P	P	11
10	PEDAPUDI YAMINI	119132607054	P	P	P	A	P	P	P	A	P	P	P	P	A	P	11
11	PITCHALA HARISH REDDY	119132607055	P	P	A	P	P	A	P	P	A	P	P	P	P	A	10
12	RUPAK KUMAR BARDHAN	119132607060	P	P	A	A	P	P	P	A	P	P	P	A	P	P	9
13	SHAIK MOHAMMAD HABIBULLAH	119132607067	P	P	P	P	A	P	P	A	P	P	A	P	P	P	11
14	U. ASHISH JOSEPH KUMAR	119132607070	P	P	A	P	P	P	A	P	P	A	P	P	P	A	10
15	VADAMADHULA VENNELA	119132607071	P	P	P	P	A	P	P	A	P	P	P	P	A	P	11
16	VANAPALLI SAI SRUJANA	121232602027	P	P	P	A	P	P	P	A	P	P	A	P	P	P	11
17	NAKKA SAI KUMAR	121232602033	P	P	A	P	A	P	P	P	P	P	P	A	P	P	11
18	VEDULLAVALASA MOUNIKA	121232602035	P	P	A	P	P	P	P	A	P	P	P	P	A	P	11
19	U. NAVEEN SATYANARAYANA	121232602037	P	A	P	P	P	A	P	P	A	P	P	A	P	P	10
20	A. VENKATA SATYA SAI PRASANTH	121232602040	P	P	P	A	P	P	A	P	P	P	A	P	P	P	11
21	MEESLA SANDHYA	121232602043	P	P	P	P	A	P	P	A	P	A	P	P	A	P	10
22	KALLA ROSHITA	120232602035	P	A	P	P	P	A	P	P	P	P	P	P	P	P	12
23	KALLEPALLI VARSHITH VARMA	120232602037	P	P	A	P	P	P	P	A	P	P	P	A	P	P	11
24	KALLI NEELIMA	120232602038	A	P	P	P	P	P	P	A	P	P	P	P	P	P	12
25	KOILKANDADAI INDRANI	120232602041	P	P	P	A	P	A	P	P	A	P	P	P	A	P	10

26	KONA MEGHASHYAM	120232602043	A	P	P	P	P	A	P	P	A	P	P	A	P	10
27	K. SAMUEL NAVEEN SUNDAR	120232602044	P	P	P	A	P	P	A	P	P	A	P	P	P	11
28	KOTNANA SIVAGIRI	120232602050	P	P	A	P	P	P	A	P	P	P	P	A	P	10
29	K. PUJITHA SATYA SIRISHA	120232602051	P	P	P	A	P	P	P	A	P	P	P	P	A	11
30	M. SATYA PAVAN KUMAR	120232602058	P	P	P	A	P	P	P	A	P	P	P	A	P	11
31	PONDURU JYOTHSNA	120232602068	A	P	P	P	P	A	A	P	P	A	P	P	A	9
32	SHAIK JAMAL KMADMER BASHA	120232602088	P	A	P	P	P	A	P	P	A	P	A	P	P	10
33	SHAIK KULASAMBI	120232602089	P	P	A	P	P	P	P	A	P	P	P	P	P	12
34	SHAIK NOORJAHAN BEGUM	120232602090	P	P	P	A	P	P	P	A	P	P	A	P	P	11
35	TAMMINANA SHESHAGIRI	120232602098	P	A	P	P	P	P	A	P	P	P	P	P	P	12
36	TERLU REVATHI	120232602099	P	P	P	A	P	P	A	P	P	A	P	P	P	11
37	VARADHA NAGENDRA	120232602105	P	P	P	P	A	P	P	P	P	P	A	P	P	11
38	VEMPADA VIJAY KUMAR REDDY	120232602106	P	P	A	P	P	A	P	P	P	P	P	P	A	11
39	VEMPADAPU JAYA LAKSHMI	120232602107	A	P	P	P	P	A	P	P	P	A	P	P	P	11
40	W. VENKATA SATYA SARADA	120232602110	P	A	A	P	P	P	P	P	A	P	P	A	P	10
41	YANDRAPU GEETHA	120232602111	A	P	P	P	P	A	P	P	P	A	P	P	P	10

K. Manju
COORDINATOR

P. R. Lakshmi
Head of The Department
Srinivasa Institute of Management Studies
P.M. Palem, Madhurawada
Visakhapatnam-530041

PROGRAM REPORT**DATE:04.02.2022****Name of the event:** A Two –Week Certificate Program On “RECENT TRENDS IN HR ANALYTICS”**Date :** 17.01.2022 to 03.02.2022**Resource person :** Dr.Varalakshmi seeram.M

Contact: 9550296349

Email: drvaralaxmism@gmail.com

Name of the co-ordinator: Ms.K.N.Manju**No. of students attended:** 41**Venue :** SIMS COLLEGE SEMINAR HALL

SIMS COLLEGE, MADHURAWADA, organized Certificate Programme on “RECENT TRENDS IN HR ANALYTICS” for BBA and MBA, students by the resource person **Dr.Varalakshmi seeram.M**. This course will focus on Introduction to HR Analytics, Getting started with analytics, HR Dashboard Designing (Power BI), HR Dashboarding, Dashboard Introduction, Importing and Transforming Data, Data Visualization and DAX, Power BI Services, Basics of Python, Python Essential Packages, Data-Cleaning (pandas), Visualization (Matplotlib), Statistics and Hypothesis, Attrition Management using Descriptive Statistics, Projecting Employee Salary Using Linear Regression, Projecting Employee turnover and attrition, Projecting Appraisal By evaluating Performance, Projecting HR Cost Using Time Series. Totally 41 students were participated in this training program and their completion of the program they were understand the following objectives and learning outcomes.

Objectives of the program:

In this direction, it is thus important that business outcomes are realized through HR initiatives, driven by HR metrics. Descriptive, Predictive and prescriptive analytics can help HR decisions and answer questions of best to utilize patterns and trends, determine the probable future outcome of an event or a likelihood of a situation occurring and suggest decision options on how to take advantage of a future opportunity or mitigate a future risk and illustrate the implication of each decision option.

- Understand the function related HR metrics that are strategically required in organizations.
- Gain insights about the fundamentals descriptive, predictive and prescriptive analytics.
- Apply specific HR analytic tools to various HR function related issues.
- Understand various organizational issues and appreciate the use of appropriate analytical tools to make informed decisions.

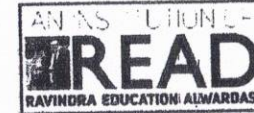


Learning outcomes of the program:

- To be able to understand, analyze and communicate the concepts and theories of HR Analytics.
- To having an understanding of Human capital Benchmarking.

K. Manju
COORDINATOR

P. R. Lakshmi
Head of the Department
Srinivasa Institute of Management Studies
P.M. Palem, Madhurawada
Visakhapatnam-530041



SRINIVASA INSTITUTE OF MANAGEMENT STUDIES
(Approved by AICTE, Govt. of India and Affiliated to Andhra University)

CERTIFICATE OF PARTICIPATION

THIS CERTIFICATE IS PRESENTED TO

Mr./Mrs./Ms. T. Sheshagiri has

participated in a Two Week Certificate Program on

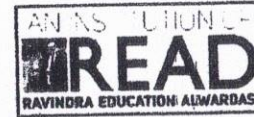
Recent Trends in HR Analytics

Organized by the Department of Management from 17.1.2022 To 3.2.2022

K. Manju
COORDINATOR

P R sakshmi
HOD

BD
PRINCIPAL



SRINIVASA INSTITUTE OF MANAGEMENT STUDIES
(Approved by AICTE, Govt. of India and Affiliated to Andhra University)

CERTIFICATE OF PARTICIPATION

THIS CERTIFICATE IS PRESENTED TO

Mr./Mrs./Ms. Y. Geetha has

participated in a Two Week Certificate Program on

Recent Trends in HR Analytics

Organized by the Department of Management from 17.1.2022 To 3.2.2022

K. Manju
COORDINATOR

P R sakshmi
HOD

BO
PRINCIPAL

Date : 02.05.2022
CIRCULAR

All students of BBA, MBA and MCA, are hereby informed that a two weeks certification course **GAME THEORY** will be conducted **from 10.05.2022 to 26.05.2022**. All interested candidates can enroll their names with Ms.M.S.Suchitra, on or before 08.05.2022. The details of the topics and resources person are displayed in the college notice board.

Venue: SEMINAR HALL, Srinivasa Institute of Management studies.

Coordinator: Ms.M.S.Suchitra, Assistant Professor, MBA .



M. Jagadeesh

PRINCIPAL

Principal
Srinivasa Institute of Management Studies
P.M. Palem, Madhurawada,
Visakhapatnam - 530041

Circular to :

Signature of all HOD'S			TPO	OFFICE	IQAC	LIBRARY
<i>P. R. Lakshmi</i>	<i>Shanti Sree</i>	<i>D. Uma Sundar</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>K. Suresh Babu</i>
MBA	MCA	BBA				

About Us

SIMS, Affiliated to Andhra University and Approved by AICTE, Govt. of India, was established and promoted by Sri Late Alwar Das, former Education Minister of A.P. in 1995 with a vision to produce the best managers and software professionals to the country by providing effective Professors from the Academic and Industrial background.

SIMS focuses on the study and practice of business management and computer applications, which offer Bachelor of Business Administration (BBA) and Master of Business Administration (MBA) programs in business, finance, economics, accounting, and Master of Computer Application (MCA).

SIMS provides students with a wide range of industry-oriented courses and the opportunity to apply their knowledge and skills to real-world situations.

Students are encouraged to participate in various activities such as internships, seminars, workshops, competitions, and guest lectures to enhance their knowledge and skills.

About the Certificate Program

The goal of the course is to teach students the strategic way of thinking about behavior of rational agents, their strategies and decisions in an economy, business and life.. Objective of this course IS: to introduce methods of the Game theory as tools in application and improving analytical and decision-making skills. Students' preparation for managerial, analytical, research and entrepreneurial roles in companies and organizations.. Acquirement of necessary theoretical base and practical skills in the sphere of Game Theory

Topics

- Basic concepts of game theory
- Types of games Solution of a game
- Cooperative game
- Auctions Mechanism design, Bankruptcy problem
- Discounting, the Folk Theorem
- Discounting, the Folk Theorem
- summation and splitting of games

A TWO WEEK CERTIFICATE PROGRAM
ON
GAME THEORY

MAY 10, 2022
TO
MAY 26, 2022

Organised by
Department of Management



SRINIVASA INSTITUTE OF MANAGEMENT STUDIES
(Approved by AICTE, Govt. of India and Affiliated to Andhra University)

PM Paleru, Madhurawada, Visakhapatnam 530041

Chief Patrons

Dr. S.P. Ravindra

(Chairman & Correspondent)

Executive Director

Mr. Surya Teja Mutyam

Patron

Dr. M. JAGADISH

(Director)

Convener

Mr. G Sudhakar

(H.O.D, MBA Department)

Resource Person

T Srinivas

Associate Professor

Coordinator

Ms. Suchitra

Assistant Professor, MCA

Organizing Committee

Mr. G. Suresh

Mr. K.S. Bharadwaj

Student Co-ordinators

S. Pavan Kumar

I. Anantha Rao

Address for Communication

Ms. Suchitra

Assistant Professor, MBA

9701006001

suchitramkumar1@gmail.com

REGISTRATION DETAILS

**REGISTRATION
FREE**

LAST DAY OF REGISTRATION

08- 05 - 2022

Registration Form

A Two week Certification Program

on

GAME THEORY

Name: Mr/Ms: _____

Redg no: _____

Department: _____

Organization: _____

Pin: _____

Phone: _____

Email: _____

**Signature of
Head of the Institution
(With the Official Seal)**

**Signature of the
Participant**

SRINIVASA INSTITUTE OF MANAGEMENT STUDIES

(Approved by AICTE, Govt. of India and Affiliated to Andhra University)

Madhurawada, Visakhapatnam-530041

Phone number: 91-8912781366, 91-891278187, 970100601 (WhatsApp)

Email sims_ssvpcms@yahoo.co.in

Website: <https://simsvizag.com/>

DEPARTMENT OF MANAGEMENT AND TECHNOLOGY

NAME OF THE PROGRAMME: GAME THEORY

PROGRAMME DURATION: 10.05.2022 to 26.05.2022

STUDENTS LIST

SL. NO.	STUDENT NAME	REGD.NO.	YEAR AND GROUP	SIGNATURE
1	ALANKA NEHA KRISHNA SRI	120132607002	1st BBA	A.N. Krishna Sri.
2	DODDI BHAVYA TRESA	120132607009	1st BBA	D B TRESA
3	GELLI AMRUTHA	120132607012	1st BBA	G. AMRUTHA
4	I. SAI SUBRAMANYA NAMRATHA	120132607016	1st BBA	Namratha
5	KANOR YAMINI	120132607019	1st BBA	K. Yamini
6	MUTHYALA AMRUTHA	120132607029	1st BBA	M. Amrutha
7	NARUKULLA RITHIKA	120132607031	1st BBA	N. Rithika
8	SHARMA PRIYANKA	120132607042	1st BBA	Priyanka
9	V.V.DURGA SAI LAKSHMI	120132607048	1st BBA	V.V. D Sri Lakshmi
10	POOJA IDNANI	120132607036	1st BBA	P. Idanani
11	RAYUDU SREE VIDYA	119132607058	2nd BBA	R. S Vidya
12	VADAMADHULA VENNELA	119132607071	2nd BBA	V. Vennela
13	S. V. S. LAKSHMI GANESH SRIVIDYA	119132607063	2nd BBA	S.V.S. Lakshmi
14	KUNDU CHANDINI	119132607040	2nd BBA	K. Chandini
15	KOLLA SRIHITHA	119132607037	2nd BBA	K. Srihitha
16	BADDEM BHARGAVI	120232602006	1st MBA	B. Bhargavi
17	BAIPA PRIYANKA	120232602007	1st MBA	B. Priyanka
18	BUDUMURI JOY LILLY	120232602014	1st MBA	B. Joy Lilly
19	CHITTI HEMA LATHA	120232602017	1st MBA	chitti hema
20	GANDRETI TULASI	120232602025	1st MBA	Tulasi
21	GOLLI GEETHA	120232602027	1st MBA	G. Geetha
22	PANTULA ROHITHA	119232602056	2nd MBA	P. Rohitha
23	PATHRAPILLI REVATHI	119232602058	2nd MBA	Revathi
24	POTHINA RENUKA	119232602067	2nd MBA	P. Renuka

25	SAKETI SWATHI	119232602076	2nd MBA	S. Swathi
26	SAMMITLA DEVAYANI	119232602078	2nd MBA	S. Devayani
27	ATHILI MANIMALA	320233620004	1st MCA	A. Manimala
28	BADI MOUNIKA	320233620005	1st MCA	B. Manika
29	CHINTAKAYALA BHARGAVI PRIYA	320233620008	1st MCA	Ch. Bhargavipriya, K. Anand
30	KORADA HARIKA	320233620018	1st MCA	
31	KOYYA ROSHINI	320233620020	1st MCA	K. Roshini
32	PALURI DRAKSHAYANI	320233620024	1st MCA	P. Drakshayani
33	VINUKONDA SUPRAJA	320233620030	1st MCA	V. Supraja
34	KANDUKURI BINDU MADHURI	320233620016	1st MCA	K. Bindu Madhuri.

M.S. Suchitra
CO-ORDINATOR

P. R. Lakshmi
Head HOD Department
Srinivasa Institute of Management Studies
P.M. Palem, Madhurawada
Visakhapatnam-530041

PROGRAM NAME: GAME THEORY

SL.NO.	DATE	TOPICS TO BE COVERED
1	10.05.2022	Basic concepts of game theory, Classification and description of games, Definition of a game
2	11.05.2022	Types of games Solution of a game. Static non cooperative games, Finite games in normal form
3	12.05.2022	Pareto, Dynamic games with perfect and imperfect information, Finite game in extensive form
4	13.05.2022	Sub game. Sub game perfect Nash equilibrium. Information sets.
5	16.05.2022	Games with imperfect information
6	17.05.2022	Games repeated finitely
7	18.05.2022	Games repeated infinitely
8	19.05.2022	Discounting, the Folk Theorem
9	20.05.2022	Cooperative game
10	21.05.2022	Coalition value function Symmetric players, Dummy players
11	23.05.2022	summation and splitting of games
12	24.05.2022	Shapely value, Core Majority games, Veto players
13	25.05.2022	Null players, Shapely-Shubik index
14	26.05.2022	Auctions Mechanism design, Bankruptcy problem

M.S. Suchitana
COORDINATOR

P. R. Lakshmi
HOD,
Head of the Department
Srinivasa Institute of Management Studies,
P.M. Palem, Madhurawada
Visakhapatnam-530041

DAILYWISE ATTENDANCE PROGRAMME: GAME THEORY

10.05.2022 to 26.05.2022

SL. NO	STUDENT NAME	REGD.NO.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	TOTAL
1	ALANKA NEHA KRISHNA SRI	120132607002	P	P	P	A	P	P	P	P	P	A	P	P	P	P	12
2	DODDI BHAVYA TRESA	120132607009	P	P	A	P	P	P	P	A	P	A	P	P	P	P	11
3	GELLI AMRUTHA	120132607012	P	P	A	P	P	P	P	P	A	P	P	P	P	A	11
4	I. SAI SUBRAMANYA NAMRATHA	120132607016	P	A	P	P	P	P	P	P	A	P	P	P	P	P	12
5	KANOOR YAMINI	120132607019	P	A	P	P	P	P	P	P	P	P	P	P	P	P	13
6	MUTHYALA AMRUTHA	120132607029	P	P	A	P	A	P	P	P	P	A	P	A	A	P	9
7	NARUKULLA RITHIKA	120132607031	P	P	P	A	A	P	A	P	P	P	A	P	P	P	10
8	SHARMA PRIYANKA	120132607042	P	P	P	P	P	P	A	A	P	P	P	P	P	P	12
9	V.V.DURGA SAI LAKSHMI	120132607048	P	A	P	P	P	P	P	A	P	P	A	P	P	P	11
10	POOJA IDNANI	120132607036	P	P	P	P	P	A	P	P	P	P	A	P	P	P	12
11	RAYUDU SREE VIDYA	119132607058	P	P	P	P	P	A	P	P	P	P	P	P	P	P	13
12	VADAMADHULA VENNELA	119132607071	P	P	P	P	P	P	A	P	P	P	P	A	P	P	12
13	S. V. S. LAKSHMI GANESH SRIVIDYA	119132607063	P	A	P	P	P	P	P	P	P	P	P	P	P	P	13
14	KUNDU CHANDINI	119132607040	P	P	P	P	P	P	P	P	P	P	P	A	P	P	13
15	KOLLA SRIHITHA	119132607037	P	A	P	P	P	P	P	P	P	P	P	P	P	A	12
16	BADDEM BHARGAVI	120232602006	P	P	P	P	P	P	P	A	A	P	P	A	P	P	11
17	BAIPA PRIYANKA	120232602007	P	P	P	P	P	P	A	P	P	P	P	P	A	P	12
18	BUDUMURI JOY LILLY	120232602014	P	P	P	A	P	P	P	P	P	P	P	P	P	P	13
19	CHITTI HEMA LATHA	120232602017	P	P	P	A	A	P	P	A	P	P	P	P	P	P	11
20	GANDRETI TULASI	120232602025	P	P	P	P	P	P	P	P	P	P	P	A	P	P	13
21	GOLLI GEETHA	120232602027	P	A	P	P	P	P	A	P	P	P	P	A	P	P	11
22	PANTULA ROHITHA	119232602056	P	P	P	P	A	P	P	P	P	P	P	P	P	P	13
23	PATHRAPILLI REVATHI	119232602058	A	P	A	P	P	P	P	P	A	P	P	P	A	P	10
24	POTHINA RENUKA	119232602067	P	P	P	P	A	P	A	A	P	P	A	P	P	P	10
25	SAKETI SWATHI	119232602076	A	P	P	P	P	A	P	P	P	P	P	A	P	P	11
26	SAMMITLA DEVAYANI	119232602078	A	P	P	P	P	P	A	P	P	P	P	A	P	P	11
27	ATHILI MANIMALA	320233620004	P	P	P	P	A	P	P	P	P	A	P	P	P	P	12



28	BADI MOUNIKA	320233620005	A	P	P	A	P	P	P	P	A	P	A	A	P	P	9
29	CHINTAKAYALA BHARGAVI PRIYA	320233620008	P	A	P	P	P	A	P	P	P	P	P	P	A	P	11
30	KORADA HARIKA	320233620018	P	P	A	P	A	P	P	P	P	P	P	P	A	P	11
31	KOYYA ROSHINI	320233620020	P	A	P	P	P	A	P	P	P	P	P	A	P	P	11
32	PALURI DRAKSHAYANI	320233620024	P	P	P	A	A	P	P	P	P	P	P	P	P	P	12
33	VINUKONDA SUPRAJA	320233620030	A	P	P	P	P	A	P	A	P	A	P	P	A	P	9
34	KANDUKURI BINDU MADHURI	320233620016	P	P	P	P	P	A	P	P	P	P	A	P	P	A	11

M.S. Suchitara
COORDINATOR

P. R. Lakshmi

HOD

Head of The Department
Srinivasa Institute of Management Studies
P.M. Palem, Madhurawada
Visakhapatnam-530041

PROGRAM REPORT**DATE: 27.05.2022****Name of the event:** A Two –Week Certificate Program On “**GAME THEORY**”**Date :** 10.05.2022 to 26.05.2022**Resource person :** Mr.T.Srinivas

Contact: 9959032381

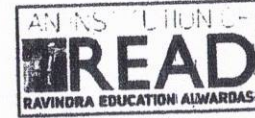
Email:srinu.tammana.mba@gmail.com

Name of the co-ordinator: Ms.M.S.Suchitra**No. of students attended:** 34**Venue :** SIMS COLLEGE SEMINAR HALL

SIMS COLLEGE, MADHURAWADA, organized Certificate Programme on "GAME THEORY" for BBA, MBA and MCA, students by the resource person **Mr.T.Srinivas**. This course will focus on Basic concepts of game theory, Classification and description of games, Definition of a game, Types of games Solution of a game. Static non cooperative games, Finite games in normal form Pareto, Dynamic games with perfect and imperfect information, Finite game in extensive form. Sub game. Sub game perfect Nash equilibrium. Information sets. Games with imperfect information, Games repeated finitely. Games repeated infinitely. Discounting, the Folk Theorem, Cooperative game, Coalition value function Symmetric players, Dummy players, summation and splitting of games, Shapely value, Core Majority games, Veto players. Null players, Shapely-Shubik index, Bankruptcy problem, Auctions Mechanism design, Bankruptcy problem. Totally 34 students were participated in this training program and their completion of the program they were understand the following objectives and learning outcomes.

Objectives of the program:

- The goal of the course is to teach students the strategic way of thinking about behavior of rational agents, their strategies and decisions in an economy, business and life.
- Objectives of this course are: to introduce methods of the Game theory as tools in application and improving analytical and decision-making skills



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CERTIFICATE OF PARTICIPATION

THIS CERTIFICATE IS PRESENTED TO

Mr./Mrs./Ms. P. Renuka has

participated in a Two Week Certificate Program on

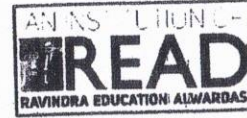
Game theory

Organized by the Department of Management from 10.5.2022 To 26.5.2022

M.S. Suchitra
COORDINATOR

P. R. Lakshmi
HOD

M. Jagadeesh
PRINCIPAL



SRINIVASA INSTITUTE OF MANAGEMENT STUDIES
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CERTIFICATE OF PARTICIPATION

THIS CERTIFICATE IS PRESENTED TO

Mr./Mrs./Ms. Ch. Hema Latha has

participated in a Two Week Certificate Program on

Game Theory

Organized by the Department of Management from 10.5.2022 To 26.5.2022

M.S. Sachithu
COORDINATOR

P R Lakshmi
HOD

M. Jagadeesh
PRINCIPAL