

Newsletter

VOLUME 03 | July to Dec 2024

The School of Business is a Powerhouse of Knowledge, Experience, And Innovation



The spirit of dynamism permeates every aspect of our institution, propelling us towards excellence and innovation. At the helm of this transformative journey is our esteemed **Vice-Chancellor, Prof. Deepak Garg** whose visionary leadership has become the driving force behind the school's continued success.

Academic Collaborations





Prof. N. Suman Kumar

Dean

Changing Dynamics of Management Education

The landscape of management education is evolving rapidly in response to the global business environment's complexities, technological advancements, and the demand for innovative solutions to real-world challenges. Traditional approaches to management education are being redefined by the integration of digital learning, research-driven curricula, and global collaborations. SR University's School of Business is at the forefront of these changes, adapting to meet the needs of modern business leaders and students by embracing cutting-edge research, fostering industry partnerships, and offering a robust PhD program.

Evolving Management Education Landscape

The traditional focus of management education, largely grounded in theory, is shifting toward a more practical, interdisciplinary, and technologically-enhanced learning experience. Key trends shaping this new landscape include:

- **Digital Learning and Hybrid Models:** Blended learning models that incorporate both in-person and online education are gaining traction. Platforms like Upgrad and Datagami are increasingly becoming integral to management education, providing accessible, high-quality courses that supplement traditional programs.
- **Globalization of Education:** Partnerships with foreign universities are fostering a cross-cultural exchange of knowledge, ideas, and practices, creating globally aware business leaders.
- **Emphasis on Research and Innovation:** Business schools are becoming hubs for research, encouraging a deeper understanding of global markets, business ethics, and technological impacts on commerce.

SR University's - School of Business Initiatives

1. World-Class Research Publications and Patents

SR University's School of Business is emerging as a leader in research-driven management education. The school focuses on generating world-class research publications that are shaping global conversations around management practices, business ethics, and leadership. Faculty and students are encouraged to explore new ideas, culminating in patent-worthy innovations. This emphasis on research not only enhances the academic rigor of the institution but also equips students with the critical thinking skills required to navigate the complex global business landscape.

2. PhD Program: Fostering Thought Leadership

Recognizing the importance of advanced knowledge and specialized expertise, SR University has developed a comprehensive PhD program in management. The program is designed to prepare students for careers in academia, industry, and policy-making. It focuses on original research that addresses real-world business challenges, promoting thought leadership that extends beyond the classroom. Graduates of this program will contribute to the development of new business models, strategies, and practices, setting the stage for innovative management solutions.

3. Collaborative Education with Upgrad and Datagami

To ensure that students are well-versed in the latest technological tools and industry practices, SR University's School of Business has partnered with leading online learning platforms such as Upgrad and Datagami. These collaborations provide students with access to specialized courses in data science, business analytics, and other areas crucial to modern management. The integration of online and on-campus learning enhances the flexibility of education, catering to diverse learning needs and schedules. Students benefit from industry-relevant certifications that boost employability and readiness for global job markets.

4. Memoranda of Understanding (MoUs) with Foreign Universities

In a bid to globalize its curriculum and provide students with international exposure, SR University has established Memoranda of Understanding (MoUs) with several prestigious foreign universities to facilitate:

- Student and Faculty Exchange Programs: Enabling SR University students to study abroad and gain insights into global management practices while welcoming international students to enrich the university's learning environment.
- Collaborative Research Initiatives: Joint research projects that allow faculty and students to work alongside global experts, broadening their academic and professional horizons.
- International Conferences and Workshops: Opportunities to engage with global thought leaders and practitioners, staying ahead of trends in business, economics, and technology.
- Benefits of MoUs and Global Collaborations:
 - Access to Diverse Perspectives: Exposure to different business cultures and management styles through international exchanges fosters creativity and innovation.
 - Enhanced Employability: Students with international experience and exposure to global research trends are better equipped to secure leadership positions in multinational corporations.
 - Expansion of Research Opportunities: Cross-border research collaborations lead to the development of globally relevant solutions to business challenges, enhancing the university's academic reputation.



Dr. D. Ramesh Babu

Associate Dean
School of Business

Associate Dean's Message

Dear Students, Faculty, Parents, Industry partners and esteemed Members of the School of Business Community,

As we navigate through the first half of 2025, I am delighted to share insights into the evolving landscape of business opportunities and the essential skills our BBA and MBA students need to thrive in this dynamic environment. The business world is undergoing a significant transformation, presenting a plethora of opportunities for our graduates. Specialized MBA programs in Digital Marketing, Business Analytics, HR, Finance, Logistics and Specialized Management areas are in high demand as businesses seek professionals with expertise in these fields. The startup ecosystem is flourishing, encouraging entrepreneurial ventures supported by incubation centers and funding opportunities. Companies are also on the lookout for professionals skilled in strategic thinking, problem-solving, and sustainability, as industries increasingly focus on ethical business practices and environmental, social, and governance (ESG) principles. Furthermore, the healthcare and pharmaceutical sectors are expanding rapidly, opening doors for students interested in healthcare management and related roles.

To capitalize on these opportunities, our students must cultivate a diverse skill set that aligns with industry needs. Digital literacy has become non-negotiable, with proficiency in emerging technologies and data analysis being highly valued. Emotional intelligence, which fosters effective teamwork and leadership, is equally critical in today's workplace. Strategic thinking, adaptability, and resilience are essential attributes that enable graduates to navigate an ever-evolving business landscape. Additionally, cultural awareness plays a significant role in fostering global collaboration, while sustainability acumen ensures that businesses operate responsibly. Our curriculum is designed to instill these skills, preparing students not only to meet industry demands but also to become innovative thinkers and leaders who drive positive change.

The School of Business remains committed to providing a holistic learning experience that combines academic excellence with real-world exposure. We have integrated advanced digital tools into our curriculum, organized workshops on leadership and emotional intelligence, and established partnerships with industry leaders to offer students valuable practical insights. As we move forward, I encourage each of you to embrace these opportunities, commit to continuous learning, and develop a mindset that combines technical expertise with essential soft skills. The fusion of specialized knowledge and adaptability will not only make you competitive candidates in the job market but also visionary leaders of tomorrow. Let us work together to transform aspirations into achievements, making meaningful contributions to the business world and society at large.



Dr. Rajya Laxmi. M
Head of the Department

HOD'S Message

As we embark on a new academic year, I am delighted to extend my warmest greetings to each one of you. I commend the Editorial Board for putting together this newsletter, dedicated to showcasing the outstanding achievements that embody the essence of the School of Business.

In my role as the Head, I take immense pride in the accomplishments of our students, faculty, and alumni, which truly reflect the excellence embedded in our academic journey. The success of the School of Business is greatly driven by the dedication and passion exhibited by our students. Their noteworthy achievements in academics, leadership roles, and extracurricular activities reflect the comprehensive growth experienced at SR University.

Our campus, buzzing with constant activity, has transformed into a hub of diverse talents and skills. This accomplishment is a testament to the collaborative spirit and commitment that defines our community. Our esteemed faculty, the backbone of our institution, has played a pivotal role in shaping the academic landscape. Their dedication to imparting knowledge and fostering an environment of research and innovation has significantly contributed to our rise in national rankings. In addition to celebrating our achievements, let us also look forward to exciting initiatives planned for the upcoming academic year. We are committed to further enhancing the learning experience, promoting research opportunities, and strengthening our ties with industries to ensure our students are well-prepared for the dynamic professional landscape.

I encourage each one of you to actively engage in the various academic and extracurricular activities planned for this year. Your participation and enthusiasm are integral to the continued success of the School of Business at SR University.



Dr. Dharmula Srinivas

Associate Head
School of Business

ASSOC. HOD'S Message

It is my great pleasure to invite you for School of Business (SOB) hub of innovative thoughts and ideas. The Newsletter. SOB is actually know for bringing out student's potentialities and talents and making them to think creatively and find new things innovatively. It gives me immense pleasure to thank all the faculty members for their sincere efforts and earnest attempts in shaping the students with high calibre and talents. More importantly, it offers numerous opportunities to gain transferable skills among students. I always believed that creativity foster Innovation which allows in viewing and solving real-time problems more vividly with innovation. The Newsletter is the best platform to showcase and broaden student's perspective and encourages student's literary skills and innovations to be recognised. I congratulate all the students for their wonderful support for the Newsletter publication successfully.

Dr. D. SRINIVAS,
Associate, HEAD

Faculty Visiting Talks



UNLOCK YOUR CREATIVE THINKING

Join our session on
Problem Solving & Ideation

Hosted by: IIC – Mentor Mentee Scheme, HITAM

HYDERABAD INSTITUTE OF TECHNOLOGY & MANAGEMENT
UGC AUTONOMOUS COLLEGE | A+ RATING BY NAAC | NBA ACCREDITED PROGRAMS | AFFILIATED TO JNTUH

by **DR. KAFILA**
Assistant Professor
MBA Finance
S.R. University

Venue
KLE Institute of Technology

16TH JUL '24
from 11.00 am

www.hitam.org
Gowdavevly, Near Kompally,
Medchal, Hyderabad, India.

Dr. Kafila has given a visiting talk on “UNLOCK YOUR CREATIVE THINKING” which was hosted by HYDERABAD INSTITUTE OF TECHNOLOGY AND MANAGEMENT. Venue KLE Institute of Technology on 16-01-25



SRU SR UNIVERSITY **SRU**
SOB

Learning & Innovation
Workshop for BSC Students

Saturday
31 August 2024

10 AM Onwards

Geethanjali Degree College

Join us for an immersive
experience designed to enhance
your Learning & Innovation.

DR. D. RAMESH BABU
Associate Dean - SoB

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www.sru.edu.in

The Associate Dean of the School of Business at SR University, Dr. D.R. Ramesh Babu, conducted an inspiring workshop on Learning & Innovation for BSc, BCom, and BBA students at Geethanjali Degree College.

Faculty Achievements

Celebrating excellence at SR University, research, and service. These awards reflect our commitment to recognizing the significant contributions of our faculty to our university community.



Student achievements:



Vice Chancellor Dr. Deepak Garg presented gifts to the toppers of the BBA & MBA School of Business. In recognition of their outstanding allrounder academic achievements, these high-performing students were honored with tokens of appreciation.



Convocation:

Our students proudly walk across the stage at SR University's 2nd Convocation, receiving their graduation certificates as a testament to their dedication. These certificates mark the culmination of their academic journey, showcasing their hard work and knowledge. Congratulations to all the graduates!



Placements

Congratulations



Panneru Anjani



Tasleem



N. Sai Krishina



Md. Imran
Hussain



Mourya Ramya



T. sathwika



B. Sai Teja

MBA Students

Batch 2025

Package with

8.0 LPA

Placed at



Congratulations to our students, for securing a placement at Campalin Innovations with an impressive package of ₹8 lakhs per annum! Wishing you all the best for your future endeavors.

BBA Students

3rd Year Batch 2025

Package with

5.7
LPA

Placed at



Congratulations to our 9 BBA final-year students on securing campus placements at Learning Routes with an impressive package of ₹5.7 LPA!

Congratulations



Agiwal Aakriti



**K. Manashwini
Sharma**



**K. Yanashwini
Sharma**



G. Jeevan Kumar



M. Pranavi Prasad



T. Srisha Rao



S. Ravalika



V. Shivathmika



Zeba Afreen

International Affairs:

SRU
Webinar
On
**Student Information Session
on Accelerated Master's Program
the Bloch School of Management, UMKC**



Dr. Kalpesh Desai
Professor of Marketing and Chair of the Department
of Marketing & Supply Chain Mgmt



Mr. Gene Pegler
Executive Director of Student Affairs

6th August 2024
7:00 PM – 8:00 PM

For more info contact
+91 9354395227

www.sru.edu.in

WEBINAR ON



Informative session on the Accelerated Master's Program at the Bloch School of Management, University of Missouri, Kansas City, organized by International Affairs and Corporate Outreach.

Visits



An exciting day for BBA 3rd-year students from the School of Business at SR University! Their visit to SR Innovation Exchange provided them with a firsthand experience of the cutting-edge 3D printing and 3D modeling facilities.



BBA logistics 2nd yr students visited Advanced Manufacturing, 3D printing, Laser cutting and Milling facilities in @srixwarangal



BBA Logistics students visit to National Agri Market, ENUMAMULA, Industrial Visit

Celebrations:



Independence Day from SR University! As we celebrate the spirit of freedom and unity, let's honor the sacrifices that built our nation and continue to strive for excellence in everything we do.

National Sports Day

Students representing School of Business on National sports day



Featured:

Orientation



MEDIA FEATURE: THE HANS INDIA



MEDIA FEATURE: TENALI



MEDIA FEATURE: MANA TELANGANA



SR University welcomed new students for the academic year 2024 with an enriching Orientation Programme. We were honored to have Sri. A. Varada Reddy, Chairman of SR Educational Society and Chancellor of SR University, grace the program with his presence, alongside Vice Chancellor Dr. Deepak Garg, Registrar Dr. Archana Reddy, Dean of Faculty Affairs Dr. V. Mahesh, and Dean of Academics Prof. Koppula Vijaya Kumar. We extend a heartfelt and warm welcome to our new students and their families. Ready for a year filled with learning, growth, and success.

BBA Orientation Day

Students representing School of Business on National sports day



Masterclass:

Masterclass on the "Power of Digital Marketing in the Technology Era" hosted by the School of Business, SR University! Resource Person: Akarsh DN, Digital Marketing Manager, SR University



sr SR UNIVERSITY **SRU SOB**

Masterclass On
Power of Digital Marketing In Technology Era

Akarsh DN
Digital Marketing Manager - SRU

10AM - 11AM (BBA III & MBA II)
11AM - 12PM (BBA I & BBA II) 29-8-2024

@bschoolsr www.sru.edu.in

Masterclass

Accomplishments

nirf RANKING 2024

98th
All India Rank in Engineering Category

शिक्षा मंत्रालय
MINISTRY OF EDUCATION

101-150
Rank Band in University Category

+91 8331004040 / 3030 www.sru.edu.in

SEEK . CHALLENGE . SURGE

THE IMPACT RANKINGS 2024
TIMES HIGHER EDUCATION

SDG 8 **2nd** RANK IN INDIA
DECENT WORK AND ECONOMIC GROWTH

16th RANK IN INDIA
RESPONSIBLE CONSUMPTION AND PRODUCTION
SDG 12

47th RANK IN INDIA
AFFORDABLE AND CLEAN ENERGY
SDG 7

60th RANK IN INDIA
QUALITY EDUCATION
SDG 4

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Best Paper Award

We are thrilled to announce that our research team has been honored with the prestigious 'Best Paper Award' at the international conference hosted by Shinawatra University, Thailand.

This achievement is a testament to the outstanding collaboration and dedication of our research scholars, Kudali Prasanthi and Muhammad Aliyu Auwal.



Education Excellence Award by World HRD Congress

Receiving the Telangana Leadership Award from the World HR Congress in the academic space is truly a moment of immense pride and joy. It is not only a recognition of individual effort but also a testament to the collective contributions and support of those around me. By dedicating the award to my family and colleagues at SR University, School of Business. This recognition is a celebration of the hard work, perseverance, and unity within my academic community.



Accomplishments

Dr. N. Suman Kumar, Dean School of Business Participated as a Pannel Member in A National TPO Summit on Telangana – Global AI Innovative & Opportunities



MoU with Indian Navy

NHQ/DSP Signed another Landmark MoU with SR University, Warangal, in esteemed presence of Rear Admiral Aditya Hara, ACOP(AC).



MoU with HMA

The School of Business at SR University has signed a prestigious Memorandum of Understanding (MoU) with the Hyderabad Management Association (HMA), marking a significant milestone in its pursuit of academic excellence and industry relevance.



MoU's

SR University has entered into an MoU with @Srinivasa Institute of Technology and Management, Chittoor, AP.



SR University has entered into an MoU with Narayana Engineering college , Nellore.

Ph.D. Orientation Day

The B school SRU conducted the Ph.D. Orientation Program for the January 2025 batch. The session introduced new scholars to academic expectations, research opportunities, and professional growth pathways.



Parent Teacher Meeting

Parent Teacher Meeting @SOB organized on 05/10/2024

During the recent Parent-Teacher Meeting (PTM) at the School of Business (SoB), several key highlights were discussed. Faculty emphasized new industry collaborations and student participation in various events, while reaffirming their commitment to quality education through innovative teaching methods, faculty certifications, and tools like Learning Management Systems (LMS) and gamification.



Industrial Visit

The industrial visit to Ganesha Ecotec left a lasting impression on the BBA First Year students on



Visit to NSR Dairy on 25-11-2024



Today, our BBA students had the opportunity to visit NSR Dairy as part of their industrial visit.

Biker Awareness Camp



On September 4th, in collaboration with LSC and Linde - School of Business, SR University hosted the Biker Awareness Camp with the motto "Ride Safe, Live Long"

Workshop

SR University's workshop on interview preparation, resume writing, grooming, and workshop readiness offered valuable insights for career advancement.



A One-Day National Seminar on Strategic Trade and Finance



- B school SRU Organized a One-Day National Seminar on Strategic Trade and Finance – India's Role in the Global Economy, providing with key insights into global trade and finance.



Project Expo 2024



Project Expo 2K24 is Organizing in the SR University. This Project Expo is set to bring together innovation, technology, and entrepreneurship in a unique showcase designed to spark ideas and push boundaries.

Alumni Meet

Alumni from the MBA Batch of 2014 shared their experiences and cherished memories. Their stories of growth and success made the evening unforgettable! sights for career advancement.



SRU Staff Sports Meet 2024-25



Organized by the Department of Physical Education & Sports Club, the event was graced by special guests Dr. Archana Reddy, Registrar, AVV Sudhakar, Dean of Student Welfare, Dr. P. V. Raja Shekar, Dean of School of Sciences and Humanities, and Dr Srinivasgoud Pulluri, Director of Physical Education. Project Expo 2K24 is Organizing in the SR University.

This Project Expo is set to bring together innovation, technology, and entrepreneurship in a unique showcase designed to spark ideas and push boundaries.

Freshers party for MBA 1st year students

School of Business has Organized a Freshers party for MBA 1st year students marking an exciting beginning as students stepped into their new journey with enthusiasm and positivity. It was a perfect start to their career path, filled with energy, joy, and hope for a bright future!



The Startup Talk on 'Transitioning Mindsets from Job Seekers to Job Providers'

SRU successfully concluded the Startup Talk on 'Transitioning Mindsets from Job Seekers to Job Providers' with Gowrav Reddy, Co-Founder of CropWings and Fitnex.



Appreciation Certificates to our student clubs

Vice Chancellor Prof. Deepak Garg presented Appreciation Certificates to our student clubs in recognition of their valuable contributions and commitment to excellence. Congratulations to Debate & Dhanastry Financial Club members for their outstanding achievements and dedication to enhancing our campus community.



10 days Research Methodology Workshop



We have Successfully completed our Research Methodology Workshop Organized by Dr. Suman Naredla, Course Director of the School of Business,

Navadhara'24

The atmosphere buzzed with excitement as students lit up the stage at Navadhara'24, exuding elegance and charm in a captivating ramp walk, all dressed in stunning traditional attire!

The event was a beautiful blend of culture and creativity, inspiring everyone!



Orientation program to MBA



Our MBA first-year students began their journey with a comprehensive orientation program to equip them with essential skills and insights. The program sets the stage for academic excellence and personal growth from interactive sessions to expert guidance.

Highly commendable Certification by students

Our BBA second year student from Logistics Mr. Sudayasi Jamal Abdulkadir had successfully completed the Certified Advanced Digital Marketer (CADM) course with Henry Harvin Education, Over the past two months (September to November 2024)

