

MANDATORY DISCLOSURE – M.B.A. PROGRAMME

“The onus of authenticity of the information lies with the institution ONLY and not on AICTE.”

1. NAME OF THE INSTITUTION

AKKINENI NAGESWARA RAO COLLEGE (Autonomous)
Post Box No.20, GUDIVADA – 521 301,
Krishna District, Andhra Pradesh
Phones : 08674 – 242145, 245737, 246046
Fax : 08674 – 242825, Mobile : 98490 47592
Email : anrcollege@rediffmail.com
Web : www.anrcollege.edu

2. NAME & ADDRESS OF THE SOCIETY

AKKINENI NAGESWARA RAO COLLEGE COMMITTEE
Post Box No.20, GUDIVADA – 521 301,
Krishna District, Andhra Pradesh
Phones : 08674 – 242145, 245737, 246046
Mobile : 98490 47592
Email : anrcollege@rediffmail.com
Web : www.anrcollege.edu

3. NAME & ADDRESS OF THE DIRECTOR

Dr. M.B. Suvarchala, M.B.A., M.Phil., Ph.D.,
Director, M.B.A. Programme,
Post Box No.20, GUDIVADA – 521 301,
Krishna District, Andhra Pradesh
Phone : 08674 – 242145 (O), Mobile : 9015359999
Email : principalanrcollege@gmail.com

4. NAME OF THE AFFILIATING UNIVERSITY

Krishna University, Machilipatnam, Krishna District, Andhra Pradesh

5. GOVERNANCE

❖ Members of the Board and their brief background

S.No.	Name of the Member	Designation	Background
1.	Sri L.R.K. Prasad	President	Businessman
2.	Sri P. Rajabhushana Rao	Vice-President	Agriculturist
3.	Sri K.S. Appa Rao, M.S.W.(London)	Secretary & Correspondent	Agriculturist & Social Worker
4.	Sri P. Krishna Prasad	Treasurer	Agriculturist

5.	Sri B.Rama Kutumba Rao	Joint Secretary	Agriculturist
6.	Sri K.Ramana Kumar	Joint Secretary	Agriculturist & Businessman
7.	Sri Y.V. Kishore	Hereditary Member	Agriculturist & Businessman
8.	Sri Y. Govinda Rajan Babu	Hereditary Member	Agriculturist & Businessman
9.	Sri Y.K.D. Mallikharjuna Rao	Hereditary Member	Agriculturist & Businessman
10.	Sri A. Venkat	Hereditary Member	Businessman
11.	Sri S.V. Ramana Babu	Member	Agriculturist
12.	Sri U.Rama Swamy Sastry	Member	Agriculturist
13.	Sri K.Santha Ram	Member	Agriculturist
14.	Sri K.Srinivasa Rao	Member	Agriculturist
15.	Sri V.Ankaiah Chowdary	Member	Agriculturist
16.	Sri P.Adinarayana	Member	Businessman
17.	Sri K.Subba Rao	Member	Businessman
18.	Sri V.Ranga Rao	Member	Businessman
19.	Sri V.Chandra Mohan	Member	Businessman
20.	Dr. P.J.S. Kumar	Principal, Ex-officio	Principal

❖ Members of Academic Advisory Body / Academic Council

Dr. P.J.S. Kumar, Principal

Dr. M.B. Suvarchala, Director

Sri L.R.K. Prasad, President

Sri K.S. Appa Rao, Secretary & Correspondent

Dr. Ch. Jayasankara Prasad, Krishna University, Machilipatnam

Dr. R. Kiran Kumar, Krishna University, Machilipatnam

Dr. M. Koteswara Rao, Krishna University, Machilipatnam

Dr. R. Padmaja, Krishna University, Machilipatnam

Dr. S. Ramesh Babu, K L Business School, Vijayawada

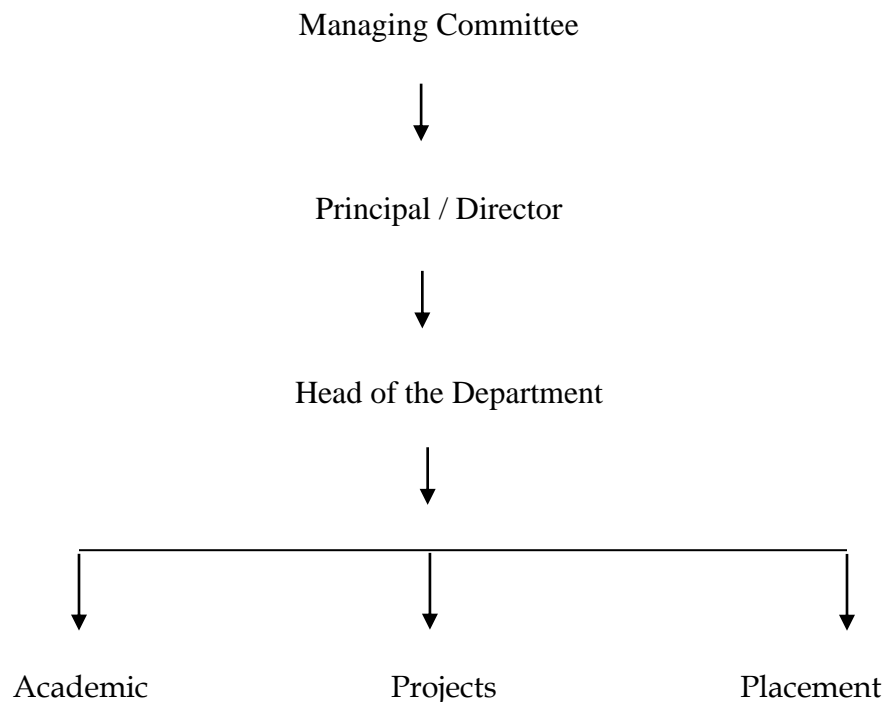
Sri B.V.R.D. Phani Kumar, Head, Dept. of Commerce, Sir CRR College, Eluru

Sri T. Rama Krishna, HR Manager, Kwaliti Feeds, Ramanapudi

❖ Frequency of the Board Meetings and Academic Advisory Body

Half-yearly

❖ Organizational chart and processes



❖ Nature and Extent of involvement of faculty and students in academic affairs/ improvements

- In addition to all the regular academic activities prescribed by the affiliating University, the faculty and students have been constantly designing and implementing several innovative and enrichment programmes for effective teaching and learning process.
- In order to promote quality in computer education the College has been organizing Workshops and Students' Meets.
- The faculty has been updating their knowledge by attending the faculty development programmes, seminars and workshops conducted by various Universities as well as institutions.
- The students have been participating in the seminars, workshops, meets and programming contests conducted by various colleges.
- Seminars and Group Discussions are conducted on regular basis on the current topics.

- ❖ Mechanism/Norms & Procedure for democratic/good Governance
 - Faculty Club to bring about democratic atmosphere
 - Academic Council with senior faculty and experts from Industry and University Professionals to promote work culture and work ethics.
 - Within the framework of the regulations of the Krishna University to which the college is affiliated, teaching is done most professionally and the lab cycle in a highly sophisticated lab environment.

- ❖ Student Feedback on Institutional Governance/faculty performance
 - Both students and faculty are given importance in the preparation of time table and schedule for internal examinations. Evaluation is perfect that each student is given an opportunity to contest the evaluation by teacher.
 - Faculty performance appraisal from the student feedback.

- ❖ Grievance redressal mechanism for faculty, staff and students
 - A Committee consisting of Management Representative, Director and Senior faculty will redress the grievances of students and faculty and at times even personal counseling.

- ❖ Establishment of Anti-Ragging Committee

S.No.	Name of the Member	Profession	Mobile Number
1.	Dr. P.J.S. Kumar	Principal	9440535959
2.	Dr. M.B. Suvarchala	Director	9440313140
3.	Sri K.H.G. Rao	Associate Professor	9908028370
4.	Smt. P. Sridevi	Associate Professor	9701991717
5.	Sri K. Venkateswarlu	Social Worker	9440109611
6.	Sri G. Lakshmana Rao	VRO, Civil Dept.	9618283646
7.	Sri M. Srinivasa Rao	SI, Special Branch, Police Dept.	9440369444
8.	Sri V. Ramesh	Parent	9493225911
9.	Mr. V.L.N.Chaitanya Prabhakar	Senior Student	7569394265
10.	Ms. P.Nithya	Junior Student	6303549384
11.	Sri V. Nagendra Kumar	Assistant Professor	8317515633
12.	Sri B. Srinivasa Rao	Junior Assistant	9848415588
13.	Mr. B. Bharath Kumar	Senior Student	7337591333

❖ Establishment of Online Grievance Redressal Mechanism : Yes

The Institution has constituted a mechanism to redress the grievances of staff and students at different levels. The Management, the Principal and Head of the department redress the grievances of the staff. The representation of deserving staff is given sympathetic favorable consideration by the management. The head of the department and the Principal take initiative to counsel the aggrieved staff. If necessary, their case is presented before the management. The problems of students concerned to academic and social fronts are mostly dealt with by staff. The Class teachers persuade students weak in studies and irregular in attendance. The academic doubts of the students are patiently clarified in and off the classroom. Students with undesirable habits are counseled for their reformation and improvement of their all-round performance. Wherever/whenever the immature students exhibit aggressive behavior against other students, special committees are formed to appropriately treat the guilty realize their errors and set right their conduct, and to mitigate the mental trauma of the affected students.

❖ Establishment of Grievance Redressal Committee in the institution and appointment of OMBUDSMAN by the University

S.No.	Name of the Member	Profession	Mobile Number
1.	Dr. P.J.S. Kumar	Principal	9440535959
2.	Dr. M.B. Suvarchala	Director	9440313140
3.	Sri K.H.G. Rao	Associate Professor	9908028370
4.	Smt. P. Sridevi	Associate Professor	9701991717
5.	Mr. B. Bharath Kumar	Senior Student	7337591333

❖ Establishment of Internal Complaint Committee (ICC)

S.No.	Name of the Member	Profession	Mobile Number
1.	Dr. M.B. Suvarchala	Professor	9440313140
2.	Smt. P. Sridevi	Associate Professor	9701991717
3.	Sri V. Nagendra Kumar	Assistant Professor	8985667623
4.	Sri B. Srinivasa Rao	Junior Assistant	9848415588
5.	Sri D.Bhooma Prasad	Computer Operator	8333912333
6.	Ms. Sk. Ruksana	Student	7569385493
7.	Mr. N.Kondala Rao	Student	9542417109
8.	Mr. A. Manikanta	Student	9553267724

❖ Establishment of Committee for SC/ST

S.No.	Name of the Member	Profession	Mobile Number
1.	Smt. S. Kavitha	Associate Professor	8008158420
2.	Sri Md. Saleem	Associate Professor	9030924938
3.	Smt. M. Kalyani	Associate Professor	7093596422
4.	Sri V. Babu Rao	Office Assistant	9704416922
5.	Ms. K. Baby Sowmya	Student	8897307011

❖ Internal Quality Assurance Cell

- | | | |
|---|---|---|
| 1. Chairperson | : | Dr. P.J.S. Kumar, Principal |
| 2. Teachers | : | Sri K. Anil Kumar
Dr. M.B. Suvarchala
Smt. B.S.S. Padmaja
Smt. A. Greeshma
Smt. D.S. Prathyusha |
| 3. Senior Administrative Officers | : | Sri N.V. Krishna Prasad
Sri K. Rama Krishna |
| 4. Member from Management | : | Sri K.S. Appa Rao |
| 5. Nominees from local Society
Students and Alumni | : | Dr. S. Sankar
Dr. B. Syam Kumar
Sri U. Surya Kumar
Ms. K. Haritha Sri |
| 6. Nominees from Employers /
Industrialists / stakeholders | : | Sri Malineni Narayana Prasad |
| 7. Other External Expert | : | Sri P. Divakar |
| 8. Coordinator of the IQAC | : | Dr. M.Sivanadh |

6. PROGRAMMES

❖ Name of the Programmes approved by the AICTE

Master of Computer Applications (M.B.A.)
Master of Business Administration (M.C.A.)

❖ Name of the Programmes accredited by the AICTE :

Nil

❖ For each Programme the following details are to be given:

- Name : Master of Business Administration (M.B.A.)
- Number of seats : 120 (84 through counseling Category A seats + 36 Category B seats) + 12 EWS seats
- Duration : 2 years
- Cut off mark/rank for admission during the last three years : According to ICET (35%) conducted by APSICHE, Government of Andhra Pradesh

- Fee : Rs.35,000-00
 - Placement Facilities : Available
 - Campus placement in last three years with minimum salary, maximum salary and average salary : Rs.15,000-00, Rs.36,000-00, Rs.23,000-00
- ❖ Name and duration of programme(s) having Twinning and Collaboration with Foreign University(s) and being run in the same Campus along with status of their AICTE approval. If there is foreign collaboration, give the following details:

Nil

Details of the Foreign Institution/University:

- Name of the University/Institution
 - Address
 - Website
 - Is the Institution/University Accredited in its Home Country
 - Ranking of the Institution/University in the Home Country
 - Whether the degree offered is equivalent to an Indian Degree? If yes, the name of the agency which has approved equivalence. If no, implications for students in terms of pursuit of higher studies in India and abroad and job both within and outside the country.
 - Nature of Collaboration
 - Conditions of Collaboration
 - Complete details of payment a student has to make to get the full benefit of collaboration.
- ❖ For each Programme collaborated provide the following:
- Not Applicable
- Programme Focus
 - Number of seats
 - Admission Procedure
 - Fee
 - Placement Facility
 - Placement Records for last three years with minimum salary, maximum salary and average salary

- ❖ Whether the Collaborative Programme is approved by AICTE? If not whether the Domestic/Foreign University has applied to AICTE for approval.

Not Applicable

7. FACULTY

- ❖ Branch wise list faculty members :
 - Permanent Faculty : 14

S.No.	Name	Designation	Qualification & Specialization	Experience (in yrs) Teaching / Practice / Industry / Research	Age in Years	Date of joining the institution
1.	Dr. P.J.S. Kumar	Principal	M.C.A., M.Phil., M.Tech., Ph.D., APSET	26	50	09-09-2021
2.	Dr. M.B. Suvarchala	Director	MBA., (Fin.), M.Phil., Ph.D., NET, APSET	20	42	01-07-2004
3.	Smt. P. Sri Devi	Assoc. Professor	M.Sc. (Stat)	16	36	01-07-2008
4.	Sri K. Himagiridhara Rao	Assoc. Professor	MBA (Mktg & Fin)	15	41	01-07-2009
5.	Sri Md. Saleem	Assoc. Professor	MBA (Mktg & Fin)	11	34	01-12-2012
6.	Smt. M. Kalyani	Assoc. Professor	MBA (Mktg & HR)	11	34	01-08-2012
7.	Smt. S. Kavita	Assoc. Professor	MBA (Mktg & HR)	11	37	01-11-2012
8.	Sri V. Pavan Chalapathi Rao	Asst. Professor	MBA (Mktg & Fin)	9	33	01-01-2015
9.	Sri V. Nagendra Kumar	Asst. Professor	MBA (Mktg & Fin)	8	32	01-07-2016
10.	Sri M. Bharath Kumar	Asst. Professor	MBA (Mktg & Fin)	12	35	01-10-2019
11.	Ms. E. Sireesha	Asst. Professor	MBA (Mktg & Fin.)	1	23	01-12-2023
12.	Smt. P. Nirmala Kumari	Asst. Professor	MBA (Mktg & Fin.)	1	30	01-01-2024
13.	Smt. V. Vijaya Kumari	Asst. Professor	MBA (Mktg & Fin.)	1	34	08-01-2024
14.	Sri G. Pavan Kumar	Asst. Professor	MBA (Mktg & Fin.)	1	22	08-01-2024

- Adjunct Faculty : ---
 - Guest Faculty : ---
 - Permanent Faculty: Student Ratio : 1 : 18
- ❖ Number of faculty employed and left : Employed – 2, Left : 2 during the last three years

8. PROFILE OF PRINCIPAL

- Name
Dr. P.J.S. KUMAR
- Date of Birth
24-05-1974
- Unique Id
1-458426271
- Educational Qualifications
M.C.A., M.Phil., M.Tech., Ph.D., APSET
- Work Experience
 - Teaching : 27 years
 - Research : 13 years
 - Industry : ---
 - Others : ---
- Area of Specializations
Data Structures, Design and Analysis of Algorithms, Image processing
- Courses taught at Post Graduate Level
Design and Analysis of Algorithms, Computer Organisation, Microprocessors, Data Structures, Software Engineering, Computer Networks, Cryptography & Network Security, Computer oriented Numerical Methods.
- Research guidance

No. of papers published in National & International Journals/Conferences	:	
Master	:	05 M.Phil.
Ph.D.	:	----
- Projects Carried out : ----
- Patents : 01 (A method and a device for object detection)
- Technology Transfer : ----
- Research Publications : 05
- No. of Books published with details : One chapter titled "Need for Information Technology in Management" in the Book 'Information Technology in Management' ISBN978-955-0775-00-2.



PROFILE OF DIRECTOR

- Name
Dr. M.B. SUVARCHALA
- Date of Birth
20-08-1982
- Unique Id
1-459150313
- Educational Qualifications
M.B.A., M.Phil., Ph.D., UGC-NET, APSET
- Work Experience
 - Teaching : 21 years
 - Research : 12 years
 - Industry : ---
 - Others : ---
- Area of Specializations
Finance
- Courses taught at Post Graduate Level
Project Management, Management Process and Organisational Behaviour, Strategic Human Resource Management, Management Information System, Banking Technology Management, Total Quality Management, Personality Development through life enlightenment skills, Entrepreneurship and Small business management, Human Resource Planning
- Research guidance

No. of papers published in National & International Journals/Conferences	:	25
Master	:	---
Ph.D.	:	---
- Projects Carried out : ----
- Patents : ----
- Technology Transfer : ----
- Research Publications : 22
- No. of Books published : 01 (Customer Experience Management in Retail Banking Services)
With details ISBN : 978-93-87769-92-2



PROFILE OF FACULTY



- Name
P. SREEDEVI
- Date of Birth
15-05-1986
- Unique Id
1- 7473990822
- Educational Qualifications
M.Sc. Statistics
- Work Experience
 - Teaching : 17 years
 - Research : ---
 - Industry : ---
 - Others : ---
- Area of Specializations
Statistics
- Courses taught at Post Graduate Level
Business Analytics for Managerial Decision Making, Operations Research
- Research guidance

No. of papers published in National & International Journals/Conferences	:	02
Master	:	---
Ph.D.	:	---
- Projects Carried out : ---
- Patents : ---
- Technology Transfer : ---
- Research Publications : ---
- No. of Books published with details : ---

PROFILE OF FACULTY



- Name
K. HIMAGIRIDHARA RAO
- Date of Birth
01-08-1983
- Unique Id
1-9615200121
- Educational Qualifications
M.B.A., APSET, (Ph.D.)
- Work Experience
 - Teaching : 15 years
 - Research : ---
 - Industry : 1 year
 - Others : ---
- Area of Specializations
Marketing and Finance
- Courses taught at Post Graduate Level
Management Process and Organisational Behaviour, Marketing Management, International Finance Management, Sales and Distribution Management
- Research guidance

No. of papers published in National & International Journals/Conferences	:	12
Master	:	---
Ph.D.	:	---
- Projects Carried out : ----
- Patents : ----
- Technology Transfer : ----
- Research Publications : 02
- No. of Books published with details : ----

PROFILE OF FACULTY



- Name
Md. SALEEM
- Date of Birth
07-02-1990
- Unique Id
1-1529044906
- Educational Qualifications
M.Com., M.B.A., PGDFM, (Ph.D.)
- Work Experience
 - Teaching : 14 years
 - Research : ---
 - Industry : ---
 - Others : ---
- Area of Specializations
Marketing & Finance
- Courses taught at Post Graduate Level
Financial Statement Analysis & Reporting, Financial Management, E-Business, Project Management, Digital Marketing, Research Methodology and IPR
- Research guidance

No. of papers published in National & International Journals/Conferences	:	10
Master	:	---
Ph.D.	:	---
- Projects Carried out : ---
- Patents : ---
- Technology Transfer : ---
- Research Publications : 04
- No. of Books published with details : ---

PROFILE OF FACULTY

- Name
M. KALYANI
- Date of Birth
22-08-1990
- Unique Id
1-1530714012
- Educational Qualifications
M.B.A.
- Work Experience
 - Teaching : 13 years
 - Research : ---
 - Industry : ---
 - Others : ---
- Area of Specializations
Marketing & HR Management
- Courses taught at Post Graduate Level
Business Environment, HR Management, Stress Management, Strategic Management
- Research guidance

No. of papers published in National & International Journals/Conferences	:	---
Master	:	---
Ph.D.	:	---
- Projects Carried out : ---
- Patents : ---
- Technology Transfer : ---
- Research Publications : ---
- No. of Books published with details : ---



PROFILE OF FACULTY



- Name
S. KAVITHA
- Date of Birth
05-02-1987
- Unique Id
1-9551314277
- Educational Qualifications
M.B.A.
- Work Experience
 - Teaching : 13 years
 - Research : ---
 - Industry : ---
 - Others : ---
- Area of Specializations
Marketing & Human Resource Management
- Courses taught at Post Graduate Level
Managerial Communication, HR Management, HR Planning, Strategic HR Management.
- Research guidance

No. of papers published in National & International Journals/Conferences	:	---
Master	:	---
Ph.D.	:	---
- Projects Carried out : ----
- Patents : ----
- Technology Transfer : ----
- Research Publications : ----
- No. of Books published with details : ----

PROFILE OF FACULTY

- Name
V. PAVAN CHALAPATHI RAO
- Date of Birth
05-04-1991
- Unique Id
1-2495865674
- Educational Qualifications
M.B.A.
- Work Experience
 - Teaching : 10 years
 - Research : ---
 - Industry : ---
 - Others : ---
- Area of Specializations
Marketing & Finance
- Courses taught at Post Graduate Level
Marketing Management, Financial Management
- Research guidance

No. of papers published in National & International Journals/Conferences	:	---
Master	:	---
Ph.D.	:	---
- Projects Carried out : ----
- Patents : ----
- Technology Transfer : ----
- Research Publications : ----
- No. of Books published with details : ----



PROFILE OF FACULTY

- Name
V. NAGENDRA KUMAR
- Date of Birth
04-02-1992
- Unique Id
1-3394896348
- Educational Qualifications
M.B.A.
- Work Experience
 - Teaching : 9 years
 - Research : ---
 - Industry : ---
 - Others : ---
- Area of Specializations
Marketing & Finance
- Courses taught at Post Graduate Level
Legal Framework for Business, Marketing Management, Service Marketing, Retail Management, Managerial Economics, Product and Brand Management, Strategic Management, Human Resource Management
- Research guidance

No. of papers published in National & International Journals/Conferences	:	10
Master	:	---
Ph.D.	:	---
- Projects Carried out : ---
- Patents : ---
- Technology Transfer : ---
- Research Publications : 03
- No. of Books published with details : ---



PROFILE OF FACULTY

- Name
M. BHARATH KUMAR
- Date of Birth
19-06-1989
- Unique Id
1- 7473898630
- Educational Qualifications
M.B.A.
- Work Experience
 - Teaching : 13 years
 - Research : ---
 - Industry : ---
 - Others : ---
- Area of Specializations
Marketing & Finance
- Courses taught at Post Graduate Level
Managerial Economics, Financial Statements Analysis & Reporting, Strategic Management, International Business, Consumer Behaviour, Customer Relationship Management
- Research guidance

No. of papers published in National & International Journals/Conferences	:	02
Master	:	---
Ph.D.	:	---
- Projects Carried out : ---
- Patents : ---
- Technology Transfer : ---
- Research Publications : ---
- No. of Books published with details : ---



PROFILE OF FACULTY

- Name
EEDUPUGANTI SIRISHA
- Date of Birth
06-06-2001
- Unique Id
1-43973379025
- Educational Qualifications
M.B.A.
- Work Experience
 - Teaching : 2 years
 - Research : ---
 - Industry : ---
 - Others : ---
- Area of Specializations
Marketing & Finance
- Courses taught at Post Graduate Level
Managerial Economics, MS-Excel, Personality Development, Selling and Negotiation skills, Research Methodology & IPR, Stress Management, E-Commerce
- Research guidance

No. of papers published in National & International Journals/Conferences	:	---
Master	:	---
Ph.D.	:	---
- Projects Carried out : ---
- Patents : ---
- Technology Transfer : ---
- Research Publications : ---
- No. of Books published with details : ---



PROFILE OF FACULTY



- Name
POLIMETLA NIRMALA KUMARI
- Date of Birth
23-04-1994
- Unique Id
1-43980927135
- Educational Qualifications
M.B.A.
- Work Experience
 - Teaching : 2 years
 - Research : ---
 - Industry : ---
 - Others : ---
- Area of Specializations
Finance & Marketing
- Courses taught at Post Graduate Level
Financial Markets & Services, Managerial Communication, Human Resource Management
- Research guidance

No. of papers published in National & International Journals/Conferences	:	---
Master	:	---
Ph.D.	:	---
- Projects Carried out : ---
- Patents : ---
- Technology Transfer : ---
- Research Publications : ---
- No. of Books published with details : ---

PROFILE OF FACULTY



- Name
VEMULA VIJAYA KUMARI
- Date of Birth
20-03-1990
- Unique Id
1-44736348594
- Educational Qualifications
M.B.A.
- Work Experience
 - Teaching : 1 year
 - Research : ---
 - Industry : 5 years
 - Others : ---
- Area of Specializations
Finance & Marketing
- Courses taught at Post Graduate Level
Security Analysis, Portfolio Management, Managerial Communication & Human Resource Management
- Research guidance

No. of papers published in National & International Journals/Conferences	:	---
Master	:	---
Ph.D.	:	---
- Projects Carried out : ---
- Patents : ---
- Technology Transfer : ---
- Research Publications : ---
- No. of Books published with details : ---

PROFILE OF FACULTY



- Name
GUDAVALLI PAVAN KUMAR
- Date of Birth
26-04-2002
- Unique Id
1-44736348624
- Educational Qualifications
M.B.A.
- Work Experience
 - Teaching : 1 year
 - Research : ---
 - Industry : ---
 - Others : ---
- Area of Specializations
Finance & Marketing
- Courses taught at Post Graduate Level
Financial Markets & Services, Managerial Communication, Human Resource Management
- Research guidance

No. of papers published in National & International Journals/Conferences	:	---
Master	:	---
Ph.D.	:	---
- Projects Carried out : ---
- Patents : ---
- Technology Transfer : ---
- Research Publications : ---
- No. of Books published with details : ---

9. FEE

- Details of fee, as approved by State Fee Committee, for the Institution.

Tuition Fee : Rs.35,000-00

- Time schedule for payment of fee for the entire programme.

Yearly

- Fee waivers granted with amount and name of students.

Nil

- Number of scholarships offered by the institution, duration and amount

Duration : 2 years Amount : Rs.10,000-00 per year

- 1) Scheduled Caste Scholarship
- 2) Scheduled Tribe Scholarship
- 3) Backward Class Scholarship
- 4) Minority Scholarship
- 5) Economically Backward Class Scholarship

- Criteria for fee waivers/scholarships.

Based on Social Class, Income and Merit

- Estimated cost of boarding and Lodging in Hostels.

Rs.30,000-00 per year

10. ADMISSION

- ❖ Number of seats sanctioned with the year of approval.

120 seats for the year 2023-2024

- ❖ Number of students admitted under various categories each year in the last three years.

2022-2023 : 75
2023-2024 : 85
2024-2025 : 71

Category		2022-2023	2023-24	2024-25
OC	Men	12	6	13
	Women	5	7	10
SC	Men	11	19	7
	Women	4	11	6
ST	Men	2	1	0
	Women	1	1	0
BC	Men	21	25	17
	Women	19	15	18
Total	Men	46	51	37
	Women	29	34	34
Grand Total		75	85	71

- ❖ Number of applications received during last two years for admission under Management Quota and number admitted.

Year	Applications Received	Candidates Admitted
2022-2023	NIL	NIL
2023-2024	01	01
2024-2025	NIL	NIL

11. ADMISSION PROCEDURE

- ❖ Mention the admission test being followed, name and address of the Test Agency and its URL (website).

Integrated Common Entrance Test (ICET) conducted by A.P. State Council of Higher Education, Hyderabad. www.apsche.org & www.apsche.ac.in
<https://sche.ap.gov.in/ICET/>

- ❖ Number of seats allotted to different Test Qualified candidates separately [AIMCET/CET (State conducted test/University tests)/Association conducted test]

ICET (State conducted test) – 84 seats + 12 EWS seats

- ❖ Calendar for admission against management/vacant seats:
 - Last date of request for applications : 04-10-2024
 - Last date of submission of application : 04-10-2024
 - Dates for announcing final results. : 04-10-2024
 - Release of admission list (main list and waiting list should be announced on the same day) : 04-10-2024
 - Date for acceptance by the candidate (time given should in no case be less than 15 days)
 - Last date for closing of admissions : 26-10-2024
 - Starting of the Academic session : 22-08-2024
 - The waiting list should be activated only on the expiry of date of main list.
 - The policy of refund of the fee, in case of withdrawal, should be clearly notified.

The above calendar is followed by the College as per the direction of the APSCH, Govt. of A.P., from time to time.

12. CRITERIA AND WEIGHTAGES FOR ADMISSION

- ❖ Describe each criteria with its respective weightages i.e. Admission Test, marks in qualifying examination etc.

Category A - 70% of seats - ICET - 35% of marks in qualifying exam

Category B - 30% of seats - Merit - 50% of marks for OC, 40% of

marks for BC/SC/ST categories in qualifying exam

- ❖ Mention the minimum level of acceptance, if any.
- ❖ Mention the cut-off levels of percentage & percentile scores of the candidates in the admission test for the last three years. – 35% in ICET entrance test
- ❖ Display marks scored in Test etc. and in aggregate for all candidates who were admitted.

The admission procedure is followed by the College as per the rules prescribed and centralized admissions through ICET conducted by the APSICHE, Govt. of A.P., in every year.

13. LIST OF APPLICANTS

- ❖ List of candidates whose applications have been received along with percentile/percentage score for each of the qualifying examination in separate categories for open seats. List of candidates who have applied along with percentage and percentile score for Management quota seats (merit wise).

List is placed in www.anrcollege.edu

14. RESULTS OF ADMISSION UNDER MANAGEMENT SEATS/VACANT SEATS

- ❖ Composition of selection team for admission under Management Quota with the brief profiles of members (This information be made available in the public domain after the admission process is over)

Principal, Director, Head of the Department, Management Nominee

- ❖ Score of the individual candidates admitted arranged in order of merit.
- ❖ List of candidates who have been offered admission.
- ❖ Waiting list of the candidates in order of merit to be operative from the last date of joining of the first list candidates.
- ❖ List of the candidates who joined within the date, vacancy position in each category before operation of waiting list.

List is placed in www.anrcollege.edu

15. INFORMATION ON INFRASTRUCTURE AND OTHER RESOURCES AVAILABLE

- Number of Class Rooms and size of each : 4 (67.75 sq.mtrs. each)
- Number of Tutorial Rooms and size of each : 1 (45.15 sq.mtrs. each)
- Number of Laboratories and size of each : 1 (90.33 sq.mtrs. each)
- Number of Drawing halls with capacity of each : ---
- Number of Computer centres with capacity of each : 1 (203.25 sq.mtrs. each)
- Central Examination facility, No. of Rooms and capacity of each : 8 (300 students)
- Online examination facility (No. of nodes, Internet bandwidth etc.) : 60 nodes, 100 Mbps
- Barrier free Built environment for disabled and elderly persons : Available
- Occupancy certificate : Available
- Fire Safety certificate : Available
- Hostel facilities : Available

LIBRARY:

- Number of Library books/Titles/Journals available (programme-wise)
 - Books : 27701
 - Titles : 11615
 - Journals : National – 40, International - 25
- List of online National/International Journals subscribed.
 - <https://www.magzter.com/most-popular>
- E-Library facilities: DELNET, INFLIBNET
- National Digital Library (NDL) subscription details : anrcollegegdv@gmail.com

LABORATORY AND WORKSHOP :

- List of Major Equipment/Facilities in each Laboratory / Workshop
- List of Experimental Setup in each Laboratory / Workshop

S.No.	Name of the Equipment	Quantity
1	HP PIV 2.8GHz -36 Nos.	164
	WIPRO PIV 3.0GHz HT, 80GB HDD, 256 MB RAM - 30 Nos.	
	WIPRO PIV 3.0GHz HT, 80GB HDD, 256 MB RAM - 33 Nos.	
	WIPRO COre2Due 2.2GHz, 160GB HDD, 1 GB RAM - 35 Nos.	
	WIPRO Core2Duo 2.2GHz, 160GB HDD, 1 GB RAM - 30 Nos.	
3	LCD Projectors	04
4	Laptops	03
5	Printers	
	a) HP LaserJet LJ 2600n Color Printer	01
	b) HP LaserJet 1020	03
	c) HP 6L Printer	01
6	Online UPS - 25KV with ½ hour backup	01

COMPUTING FACILITIES:

- Internet bandwidth : 100 Mbps BSNL broadband facility
- Number and Configuration of Systems

S.No.	Name of the Equipment	Quantity
1	HP PIV 2.8GHz -36 Nos.	164
	WIPRO PIV 3.0GHz HT, 80GB HDD, 256 MB RAM - 30 Nos.	
	WIPRO PIV 3.0GHz HT, 80GB HDD, 256 MB RAM - 33 Nos.	
	WIPRO COre2Due 2.2GHz, 160GB HDD, 1 GB RAM - 35 Nos.	
	WIPRO Core2Duo 2.2GHz, 160GB HDD, 1 GB RAM - 30 Nos.	

- Total number of systems connected by LAN : 164
- Total number of systems connected to WAN : 60

- Major software packages available

Borland Turbo C Suite, Turbo C++, MS Windows 2003 Media, MS Office 2003 Professional, Oracle 9i Standard Edition, Oracle DBA, Borland J Builder, SCO-UNIX Server, MS Visual Studio .Net Enterprise Edition, Norton Anti Virus Server

- Special purpose facilities available (Conduct of online meetings / webinars / workshops etc.) : Available
- Facilities for conduct of classes / courses in online mode (Theory & Practicals)
Available
- Innovation Cell
- Social Medial Cell
- Compliance of the National Academic Depository (NAD), application to PGCM / PGDM institutions and University Departments
- List of facilities available
 - Games and Sports Facilities
Cricket, Kho-Kho, Kabaddi, Badminton, Volley Ball, Shuttle, Tennicoit, Table Tennis, Gymnastics, Chess, Body Building, Caroms
 - Extra Curriculum Activities
Cultural Activities, NCC, NSS, Clean & Green Programmes, Conducting Blood Donation Camps etc.
 - Soft Skill Development Facilities
Soft Skill Laboratory with multimedia
- Teaching Learning process
 - 1) Seminars and Group Discussions are organized on a regular basis
 - 2) Using Audio-Visual CDs, LCD's, OHP etc. for effective teaching
 - 3) Faculty and Students are encouraged to participate in the Seminars, Workshops, Debate Competitions and Meets conducted by various institutions.
 - 4) Faculty are encouraged to pursue research work and enrichment programs by providing aid by the college.

- Curricula and syllabi for each of the programmes as approved by the University.

**SCHEME OF TEACHING AND EXAMINATION
AICTE MODEL CURRICULUM FOR MANAGEMENT PROGRAM
MASTER OF BUSINESS ADMINISTRATION (MBA),**

W.E.F. 2022-23 (R-22 Regulations)

I SEMESTER

Course Code	Course Name	Teaching Hours/ week			CORE / IDC / DSE / SEC/ OEC/ MOOCs	Internal Marks	External Marks	No. of Credits
		Lecture	Practical	Tutorial				
22 MBA 101	Management Process & Organizational Behavior	4	0	0	Core	30	70	4
22 MBA 102	Managerial Economics	4	0	1	Core	30	70	4
22 MBA 103	Business Environment and Business Laws	4	0	1	Core	30	70	4
22 MBA 104	Financial Reporting and Analysis	4	0	1	Core	30	70	4
22 MBA 105	Business Analytics for Managerial Decision Making	4	0	1	Core	30	70	4
22 MBA 106	Managerial Communication	4	0	0	Core	30	70	4
22 PG 101	Personality Development through Life Enlightenment Skills	3	1	0	Core	30	70	4
LAB/ PRACTICAL/FIELD WORK								
22MBA 108	MS Excel & Accounting Tally	2	2	0	Core	30	70	2
TOTAL FOR FIRST SEMESTER		27+2 =29	03	4	-	240	560	30

Course Focus: EMPLOYABILITY/ ENTREPRENEURSHIP/ SKILL DEVELOPMENT

II SEMESTER

Course Code	Course Name	Teaching Hours/ week			CORE / IDC/DSE/ SEC/OEC/ MOOCS	Internal Marks	External Marks	No. of Credits
		Lecture	Practical	Tutorial				
22MBA 201	Marketing Management	4	0	0	Core	30	70	4
22MBA 202	Human Resource Management	4	0	0	Core	30	70	4
22MBA 203	Financial Management	4	0	1	Core	30	70	4
22MBA 204	Entrepreneurship & Small Business Management	4	0	0	Core	30	70	4
22MBA 205	Research Methodology & IPR	4	0	1	Core	30	70	4
22MBA 206	Operations Research	4	0	1	Core	30	70	4
DOMAIN SPECIFIC ELECTIVE COURSES (CHOOSE ANY ONE)								
22MBA 207(I)	Leadership and Change Management	4	0	0	DSE	30	70	4
22MBA 207(II)	Consumer Behavior	4	0	0	DSE	30	70	4
22MBA 207(III)	Cost and Management Accounting	4	0	0	DSE	30	70	4
LAB/PRACTICAL/FIELD WORK								
22MBA208	Selling & Negotiation skills	2	2	1	Core	30	70	2
TOTAL FOR SECOND SEMESTER		28+2=30	2	4	-	240	560	30
<p>At the end of 2nd semester, every student must undergo summer Internship/ Apprenticeship/Project work/Industrial Training/Research based Project work for Six weeks and must prepare a report concerned as per approved project guidelines and submit the same to the University 14 days before the commencement of third semester end examinations.</p>								

Course Focus: EMPLOYABILITY/ ENTREPRENEURSHIP/ SKILL DEVELOPMENT

III SEMESTER

Course Code	Course Name	Teaching Hours/ week			CORE / IDC/DSE/ SEC/OEC/ MOOCS	Internal Marks	External Marks	No. of Credits
		Lecture	Practical	Tutorial				
22MBA 301	Strategic Management	4	1	0	Core	30	70	4
DOMAIN SPECIFIC ELECTIVE COURSES (CHOOSE ANY FIVE)								
22MBA302(I)	B2B Marketing	4	1	0	DSE	30	70	4
22MBA302(II)	Product & Brand Management	4	1	0	DSE	30	70	4
22MBA302(III)	Digital Marketing	4	1	0	DSE	30	70	4
22MBA302(IV)	Customer Relationship Management	4	1	0	DSE	30	70	4
22MBA302(V)	Human Resource Planning and Development	4	1	0	DSE	30	70	4
22MBA302(VI)	Performance & Reward Management	4	1	0	DSE	30	70	4
22MBA302(VII)	Managerial Competencies and Employee Development	4	1	0	DSE	30	70	4
22MBA302(VIII)	Behavioral Finance	4	1	0	DSE	30	70	4
22MBA302(IX)	Security Analysis and Portfolio Management	4	1	0	DSE	30	70	4
22MBA302(X)	Management of Banks and Financial Institutions	4	1	0	DSE	30	70	4
LAB/PRACTICAL/FIELD WORK								
22MBA303	Crisis Management Skills	1	1	2	Core	30	70	2
OPEN ELECTIVE (INTER DISCIPLINARY/MULTIDISCIPLINARY) COURSES (CHOOSE ANY ONE)								
22MBA304(I)	Stress Management	4	0	0	OEC	30	70	4
22MBA304(II)	Design Thinking	4	0	0	OEC	30	70	4
22MBA304(III)	IT for Managers	4	0	0	OEC	30	70	4
22MBA304(IV)	Managing the Self	4	0	0	OEC	30	70	4
22MBA304(V)	Total Quality Management	4	0	0	OEC	30	70	4
TOTAL FOR THIRD SEMESTER		28+1=29	5	2	-	240	560	30

Course Focus: EMPLOYABILITY/ ENTREPRENEURSHIP/ SKILL DEVELOPMENT

IV SEMESTER

Course Code	Course Name	Teaching Hours/ week			CORE/ IDC / DSE/ SEC/OEC/ MOOCS	Internal Marks	External Marks	No. of Credits
		Lecture	Practical	Tutorial				
22MBA 401	International Business	4	1	0	Core	30	70	4
DOMAIN SPECIFIC ELECTIVE COURSES (CHOOSE ANY FIVE)								
22MBA402(I)	Strategic Marketing	4	1	0	DSE	30	70	4

22MBA402(II)	Sales and Distribution Management	4	1	0	DSE	30	70	4
22MBA402(III)	Retail Management	4	1	0	DSE	30	70	4
22MBA402(IV)	Service Operations Management	4	1	0	DSE	30	70	4
22MBA402(V)	Strategic HRM	4	1	0	DSE	30	70	4
22MBA402(VI)	Industrial Relations and Labour Legislations	4	1	0	DSE	30	70	4
22MBA402(VII)	Human Resource Analytics	4	1	0	DSE	30	70	4
22MBA402(VIII)	International Financial Management	4	1	0	DSE	30	70	4
22MBA402(IX)	Strategic Tax Management	4	1	0	DSE	30	70	4
22MBA402(X)	Financial Derivates	4	1	0	DSE	30	70	4
ENTREPRENURAL & INNOVATION/IT SKILL RELATED TO DOMAIN SPECIFIC ELECTIVE COURSES (CHOOSE ANY ONE)								
22MBA404 (I)	Banking Technology Management	4	0	0	SEC	30	70	4
22MBA404 (II)	E-Business	4	0	0	SEC	30	70	4
22MBA404 (III)	Knowledge Management	4	0	0	SEC	30	70	4
* CHOOSE MOOCs FROM SWAYAM/NPTEL SOURCES								
22MBA 403	MOOCs			1			100	4
22MBA 405	PROJECT WORK EVALUATION & COMPREHENSIVE VIVA-VOCE			1			100	4
TOTAL FOR FOURTH SEMESTER		28	6	2	-	210	690	36

Course Focus: EMPLOYABILITY/ ENTREPRENEURSHIP/ SKILL DEVELOPMENT

Students may be allowed to register and appear for MOOCs from the third semester itself. However, students are to complete the MOOCs successfully and submit pass certificate of the same to the University through the Principal of the College concerned for approval and endorsement of the same on Grade cards and PCs as per the regulations of the University.

- Academic Calendar of the University
 - Reopening of the College : Last Week of June / First Week of July
 - Commencement of Semester : November / December for I, III & V
 - Examinations Semesters & April / May for II & IV Semesters
- Academic Time Table with the name of the Faculty members handling the Course
 - Reopening of the College : Last Week of June / First Week of July
 - Commencement of : I, III & V : I Internal : September
 - Internal Examinations II Internal : November
 - II & IV : I Internal : February
 - II Internal : April
 - Project Work : Submission : May
 - Viva-Voce : June
- Teaching Load of each Faculty : 12 to 16 hours per week
- Internal Continuous Evaluation System and place
 - 1) Two Internal Examinations are conducted in every semester
 - 2) Class Tests, Seminars and Group Discussions
 - 3) Quiz Programmes
- Students' assessment of Faculty, System in place.
 - Feedback is taken from the students from time to time.
 - Suggestion and Complaint Box is placed in the Campus.
- For each Post Graduate Courses give the following:
 - Title of the Course : MBA
 - Curricula and Syllabi : Mentioned in page 28
 - Laboratory facilities exclusive to the Post Graduate Course : Mentioned in page 26
- Special Purpose
 - Software, all design tools in case : Mentioned in page 26
 - Academic Calendar and framework : Mentioned in page 28

16. Enrolment and placement details of students in the last 3 years

Year	Enrolment	Placement
2021-22	97	32
2022-23	94	26
2023-24	85	22

17. List of Research Projects / Consultancy Works

- Number of Projects carried out, funding agency, Grant received - Nil
- Publications (if any) out of research in last three years out of masters projects- Nil
- Industry Linkage – 6 nos.
- MoUs with Industries (minimum 3) – BitraNet, Effexoft, Gangex, Rare, Swapna Bharathi

18. LoA and subsequent EoA till the current Academic year - Appended

19. Accounted audited statement for the last three years - Appended

20. Best Practices adopted, if any

- ✓ Guest Lectures by Industry Professionals
- ✓ Participation of Industry Professionals in Curriculum Development
- ✓ Industry professionals as members of Academic Bodies / Board
- ✓ EDC (Entrepreneurship Development Cell)
- ✓ Participation of Industry Professionals in projects
- ✓ Industrial Visits and Internships
- ✓ Seminars, Workshops and Conferences
- ✓ Participation in Management Meets and Fests

21. NAAC Accreditation Status

Whether institution accredited	: Yes
Cycle of Accreditation	: 2
Score	: 3.05
Grade	: A
Valid upto	: 31-12-2023

Note: Suppression and/or misrepresentation of information shall invite appropriate penal action. The website shall be dynamically updated with regard to Mandatory Disclosures.

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