

List of Seminars/Workshops

A.Y.2018-19

S.No	Name of the Program	Date	No. of Participants	Details of the Resource Person
1	One-day seminar on "Understanding Research Methods in Business"	18-05-19	37	Mrs. Priyanka Khandka asst.Professor IIAM vizag
2	One-day workshop on "Entrepreneurship Awareness Workshop"	22-02-19	35	Mr. Srinivas chanda Vice President RB/BB/RL & Products Axis Bank Vizag.
3	One-Day workshop On "Introduction to Intellectual Property Rights (IPR), Importance of IPR in modern global economic environment"	13-12-18	36	Mr. Kesavan (The Vice President of Walmart) Vizag.
4	One-day workshop on "Basics of Research Methodology"	20-08-18	40	Mr. Gowtham Consultant of the PWC Deloitte in USA


**PRINCIPAL**

Principal

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



Date :10.05.2019

**CIRCULAR**

All the students of MBA, MCA and BBA are informed to attend a one-day seminar on "Understanding Research Methods in Business" organized by Srinivasa Institute of Management Studies by Mrs. Priyanka Khandka. Students should attend the seminar session on 18-05-2019.

**Venue:** Seminar Hall, Srinivasa Institute of Management studies.

**Program Coordinator:** Mrs. P. RajyaLakshmi, Assistant Professor, MBA.



*Hans*  
**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. Lakshmi</i>	<i>Shuti Si</i>	<i>D. Uma Sundar</i>	<i>[Signature]</i>	<i>Y. Rajes</i>	<i>K. Srinivasa Rao</i>
MBA	MCA	BBA			



## About the Institute

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.

## Objectives

1. The purpose of the seminar is to introduce students to the most important conceptual approaches of research as well as to explore and formulate the theoretical framework for the analysis of the topic that is examined in the context of their Postgraduate Dissertation.
2. The seminar emphasized on giving basic methodological approach and the use of the most appropriate – depending on the central question considered – research methods and tools (quantitative and / or qualitative) to carry out their research.
3. To support the students to use rationally alternative research methods when preparing their dissertation.

## Topics covered

1. Business Research: Types and Methodologies
2. Quantitative research methods: Survey Research, Correlation Research, Casual Comparative Research, Experimental Research, Online Research/Literature Research
3. Qualitative Research Methods

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[www.simsvizag.com](http://www.simsvizag.com)



One Day Seminar On

Understanding  
Research Methods  
in Business

18h May 2019

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

PRINCIPAL  
DR. SHAIK HANIEFUDDIN

RESOURCE PERSON  
Mrs. Priyanka Khandka

COORDINATOR  
Mrs. P.Rajyalakshmi

ORGANIZING COMMITTEE  
Ms. Suchitra (Asst. Prof)  
Ms. D. Rani (Asst. Prof)

## ADDRESS FOR COMMUNICATION

Mrs. P. Rajya Lakshmi  
rajipalaka19@gmail.com

## REGISTRATION DETAILS

**Registration Free**  
for In-house students

FOR REGISTRATION:  
Mr. SURYA TEJA MUTYAM  
9491855054

LAST DATE FOR REGISTRATION

**16th May 2019**

## REGISTRATION FORM

ONE DAY SEMINAR

on

“Understanding Research Methods  
in Business”

Name: Mr./Ms.: \_\_\_\_\_

Reg. No: \_\_\_\_\_

Department: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Pin: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

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

Signature of the Participant

SRINIVASA INSTITUTE OF MANAGEMENT STUDIES  
Approved by AICTE/Affiliated to Andhra University  
Madhurawada, Visakhapatnam-530041  
Phone number: 91-891 2781366, 91-891 2781887, 97010 06001 (WhatsApp)  
Email: sims\_ssvpcms@yahoo.co.in  
Website: www.simsvizag.com



**Program Name:** one-day seminar on "Understanding Research Methods in Business"  
**Date:** 18-05-2019.


## LIST OF STUDENTS

S. No	REGISTER NUMBER	NAME OF THE STUDENTS	YEAR/ DEPARTMENT	SIGNATURE
1	118132607014	JANGITI SUSHANTH KUMAR	I BBA	J. Sushanth
2	118132607015	JARUGUMILLI SAI BHARAT	I BBA	J. Sai Bharath
3	118132607016	JASTI SUSMITHA	I BBA	J. Susmitha
4	118132607017	JHASSI DURGA PUNJABI	I BBA	P. Jassi Durga
5	118132607027	KOTARI MEGHANA	I BBA	Meghana
6	118132607028	KOTARI YAMINI KRISHNA VISHAL	I BBA	K.V.K. Vishal
7	118132607029	KRISHNA KANTH AGARWAL	I BBA	P. Kanthi Agarwal
8	118132607067	YEDLA PARIMALA	I BBA	J. Parmala
9	118132607068	YEDLAPALLI SAI ABHISHIKTHA	I BBA	Y. Sai
10	118132607069	MADALA SUDHEEL KUMAR	I BBA	M. Sudheer Kumar
11	117132607010	KANDIKATLA ANISHA VIJALANI	II BBA	K. Vijalani
12	117132607011	KOYYA SUDHEER YADAV	II BBA	K. Sudheer Yadav
13	117132607012	MOHAMMED KAREEM KHAN	II BBA	M. Kareem
14	117132607013	MUDEDLA MAHEEDHAR	II BBA	M. Maheedhar
15	117132607023	THARUN SRINIVAS DEV THOTA	II BBA	T. Tharun Srinivas Dev
16	117132607024	THODUPUNOORI SAI VINEETH	II BBA	T. Vineeth
17	117132607025	TULASI VENKATA SAI KEERTHANA	II BBA	T. Venkatesh
18	117132607029	VURIVI BALA SUBRAMANYAM	II BBA	V. Bala Subramanyam
19	116132607018	SONALI NAYAK	III BBA	Sonali Nayak
20	116132607019	SRIGAKOLLU SRINIVAS NIKHIL	III BBA	S. Nikhil
21	116132607020	VANJARANA VENKAT	III BBA	V. Venkat



22	116132607021	VENKATA RAJESHWAR GUNDA	III BBA	V.R. Gunda
23	116132607022	YARRA SAI DHEERAJ	III BBA	Dheeraj
24	118232602015	DUVVI SRAVYA	I MBA	D. Sravya
25	118232602016	G.SUPRIYA	I MBA	Supriya
26	118232602017	GAJJI SURESH	I MBA	G. Suresh
27	118232602018	GANDEPALLI MOHAN	I MBA	G. Mohan
28	118232602019	GANUGULA DAMODARA RAO	I MBA	Damodara
29	118232602038	MAMIDI RAJANAIDU	I MBA	M. Rajanaidu
30	118232602039	MAMIDIBAKTULA SABRISH KUMAR	I MBA	M. Sabrish Kumar
31	118232602040	MARADANA MADHURI	I MBA	M. Madhuri
32	118232602041	MUKKA NEELIMA	I MBA	M. Neelima
33	117232602067	RAVADA MANIKUMAR	II MBA	R. Manikumar
34	117232602068	DALAI VASU	II MBA	D. Vasu
35	117232602069	P KALYAN CHAKRAVARTHY	II MBA	P.K. Chakravarthy
36	117232602070	VADAMODULA SANTHI	II MBA	V. Santhi
37	117232602071	KATTOJU SUREKHA	II MBA	K. Surekha

P. R. Lakshmi  
PROGRAM CO ORDINATOR

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





Date:19-05-2019

**PROGRAM REPORT**

Program Name: One Day seminar on “Understanding Research Methods in Business”

Date : 18-05-2019.  
Resource person : Mrs. Priyanka Khandka  
Name of the coordinator : Mrs. P. Rajya Lakshmi  
No. of students attended : 37  
Venue : SIMS COLLEGE SEMINAR HALL

**Overview:** One Day seminar on “Understanding Research Methods in Business” was organized by Srinivasa Institute of Management Studies. The program was initiated by Principal Dr. Shaik Haniefuddin, who expressed his gratitude to the speaker, for presenting a program conducted by training and placement cell.

**Objectives:**

- The purpose of the seminar is to introduce students to the most important conceptual approaches of research as well as to explore and formulate the theoretical framework for the analysis of the topic that is examined in the context of their Postgraduate Dissertation.
- The seminar emphasized on giving basic methodological approach and the use of the most appropriate – depending on the central question considered – research methods and tools (quantitative and / or qualitative) to carry out their research.
- To support the students to use rationally alternative research methods when preparing their dissertation.

**Topics covered:**

- Business Research: Types and Methodologies
- Qualitative Research Methods
- Quantitative research methods:
  - Survey Research
  - Correlation Research
  - Casual Comparative Research
  - Experimental Research
  - Online Research/ literature Research



Date:19-05-2019

**Outcome and Takeaways:**

- Understand & apply the principles underpinning the business research process and make informed decisions about how to undertake research in a given circumstance.
- Examine the challenges faced by people when undertaking research in a business context and be able to identify techniques for managing these challenges.
- Gain the knowledge to be able to analyze a problem, undertake efficient desk research and write a problem statement.
- Learn how to undertake research using at least one qualitative or quantitative research technique to collect and analyze data.
- Present and defend your opinions by preparing a research report suitable for submission to a practitioner journal or presentation to business executives.

*P. R. Lakshmi*  
**PROGRAM COORDINATOR**



Date :11.02.2019

**CIRCULAR**

All the students of MBA, MCA and BBA are informed to attend a one-day workshop on “Entrepreneurship Awareness Workshop” organized by Srinivasa Institute of Management Studies by Mr. Srinivas chanda. Students should attend the workshop session on 22-02-2019.

**Venue:** Seminar Hall, Srinivasa Institute of Management studies.

**Program Coordinator:** Mrs. P. RajyaLakshmi, Assistant Professor, MBA.



*D. Uma Sundar*  
**PRINCIPAL**  
Principal  
Srinivasa Institute of Management Studies  
P.M. Palem, Madhurawada,  
Visakhapatnam - 530041

**Circular to:**

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<i>PR Lakshmi</i>	<i>S. Lakshmi</i>	<i>D. Uma Sundar</i>	<i>Aswath</i>	<i>Y. Rajesh</i>	<i>K. Srinivasa Rao</i>
MBA	MCA	BBA			



## About the Institute

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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.

## Objectives

The Workshop aimed to provide opportunities to the students to enrich their entrepreneur development skills in starting a business. To raise awareness of various aspects of entrepreneurship as an alternative career choice among faculty and students

## Topics covered

1. SME Project Selection, Market Survey Techniques, Project Report Preparation.
2. Challenges of 1st Gen Entrepreneur, Goal Setting, Women Entrepreneur.
3. Business Life Cycle, Validation of Business Ideas, Market Research.
4. Business opportunities, Technical Assistant Facilities, Protection of Business Idea (Intellectual Rights).
5. Branding Strategy, Marketing Strategy, How to Identify Market.
6. Project Report Analysis, Mode of Raising Funds, Role of Various Govt. Bodies, Financial Schemes for SMEs, Documentation & Loan Procedures

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One Day Workshop On  
**Entrepreneurship  
Awareness  
Workshop**

**22nd February, 2019**

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

PM Palem, Madhurawada, Visakhapatnam 530041



## CHIEF PATRONS

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(CHAIRMAN & CORRESPONDENT)

EXECUTIVE DIRECTOR  
Mr. SURYA TEJA MUTYAM

PRINCIPAL  
DR. D. Uma Sundari

RESOURCE PERSON  
Mr. Srinivas Chanda  
(Vice President RB/BB, RL & Products Axis Bank)

COORDINATOR  
Mrs. P. Rajya Lakshmi

ORGANIZING COMMITTEE  
Mr. M. Jayshree (Asst. Prof)  
Mr. G. Hema (Asst. Prof)

## ADDRESS FOR COMMUNICATION

Mrs. P. Rajya Lakshmi  
rajipalaka19@gmail.com

## REGISTRATION DETAILS

**Registration Free**  
for In-house students

FOR REGISTRATION:  
Mr. SURYA TEJA MUTYAM  
9491855054

LAST DATE FOR REGISTRATION

**20th Feb 2019**

## REGISTRATION FORM

### ONE DAY WORKSHOP

on

"Entrepreneurship  
Awareness  
Workshop"

Name: Mr./Ms.: \_\_\_\_\_

Reg. No: \_\_\_\_\_

Department: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Pin: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

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

Signature of the Participant

\_\_\_\_\_

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Madhurawada, Visakhapatnam-530041  
Phone number: 91-891 2781366, 91-891 2781887, 97010 06001 (WhatsApp)  
Email: sms\_ssyponms@yahoo.co.in  
Website: www.smsvtag.com



Program Name: One-day workshop on "Entrepreneurship Awareness Workshop"

Date: 22-02-2019

## LIST OF STUDENTS

S. No	REGISTERED NUMBER	NAME OF THE STUDENTS	YEAR/ DEPARTMENT	SIGNATURE
1	118132607009	DODDI DHANESH	I BBA	D. Dhanesh
2	118132607010	ENJETY SHAREENA PRASAD	I BBA	Shareena Prasad
3	118132607011	G MANOJ SAI SEKHAR	I BBA	G. Manoj Sai
4	118132607012	GANDI HERALD PAUL	I BBA	G. Herald Paul
5	118132607013	GUNTUBOYANA HARUN TEJA	I BBA	G. Harun Teja
6	118132607024	KEDARISSETTY SANDEEP	I BBA	K. Sandeep
7	118132607025	KOKA SAI NOYANIKA RAJ	I BBA	Raj
8	118132607026	KONCHADA KOUSHIK	I BBA	Koushik
9	118132607036	NARU SIVA KUMAR	I BBA	N. Siva Kumar
10	118132607037	PAMPANA BALA SAI SAROJ RAM	I BBA	Ram
11	117132607006	DHARANI SRI LAVETI	II BBA	Sri Laveti
12	117132607007	GANAPATHI VICTORIA	II BBA	Victoria
13	117132607008	GUDELA SANDEEP KUMAR	II BBA	Sandeep Kumar
14	117132607009	JAYA PRAKASH BEHERA	II BBA	Jayaprakash
15	117132607020	SHOLAVARAM APURVA LAKSHMI	II BBA	S. Apurva
16	117132607021	SRIMIRJHA NALLAPARAJU ARPITHA VARMA	II BBA	S. Nallaparaju ARPITHA VARMA
17	117132607022	TEKKAM SUMADHURIMA	II BBA	T. Sumadhurima
18	117132607028	VASANTHARAO VENKATA SRAVAN SAI	II BBA	V.V.S. Sai
19	116132607012	N ROSHINI KRISHNA	III BBA	N. Roshini
20	116132607013	NIDDANA ASHISH KUMAR	III BBA	A. Ashish Kumar
21	116132607014	PONNADA ROSHINI	III BBA	P. Roshini
22	116132607015	RAMITA KAPOOR	III BBA	R. Kapoor





**SRINIVASA INSTITUTE OF MANAGEMENT STUDIES**  
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23	116132607016	SAHUKARI SANTHI	III BBA	S. S.
24	118232602011	CH.RAVI TEJA	I MBA	Ch. Ravi Teja
25	118232602012	CHEEPURUPALLI LAVANYA	I MBA	Ch. Lavanya
26	118232602013	CHINTALA MEENA	I MBA	C. Meena
27	118232602014	CHOWDARY SUMAN	I MBA	C. Suman
28	118232602015	DANDU GAYATRI	I MBA	D. Gayatri
29	118232602032	KUNDALA UMAMAHESWARARAO	I MBA	K. Umamaheshwara Rao
30	118232602033	L SHARDA	I MBA	L. Sharda
31	117232602055	SHAIK NEEL MAHA BOOB BASHA	II MBA	S. N. Mahaboub
32	117232602056	SURADA RAJESWARI	II MBA	S. Rajeswari
33	117232602057	SWATHI	II MBA	S. Swathi
34	117232602058	TEKU JANAKI PRIYA	II MBA	T. Janaki Priya
35	117232602059	TEKU SIRISHA	II MBA	T. Sirisha

*P. R. Lakshmi*  
PROGRAM COORDINATOR

*D. Uma Sundar*  
PRINCIPAL  
Principal  
Srinivasa Institute of Management Studies  
P.M. Palem, Madhurawada,  
Visakhapatnam - 530041





Date: 24-02-2019

### PROGRAM REPORT

Name of the event : One-day workshop on “Entrepreneurship Awareness Workshop”

Date : 22-02-2019.

Resource person : Mr. Srinivas chanda

Name of the coordinator : Mrs. P.RajyaLakshmi

No. of students attended : 35

Venue : SIMS COLLEGE SEMINAR HALL

**Overview:** One Day Workshop on “Entrepreneurship Awareness Workshop” was organized by Srinivasa Institute of Management Studies. The program was initiated by Principal Dr. D. Uma Sundari, who expressed her gratitude to the speaker, for presenting a program conducted by training and placement cell.

#### **Objectives:**

- The Workshop aimed to provide opportunities to the students to enrich their entrepreneur development skills in starting a business.
- To raise awareness of various aspects of entrepreneurship as an alternative career choice among faculty and students
- 

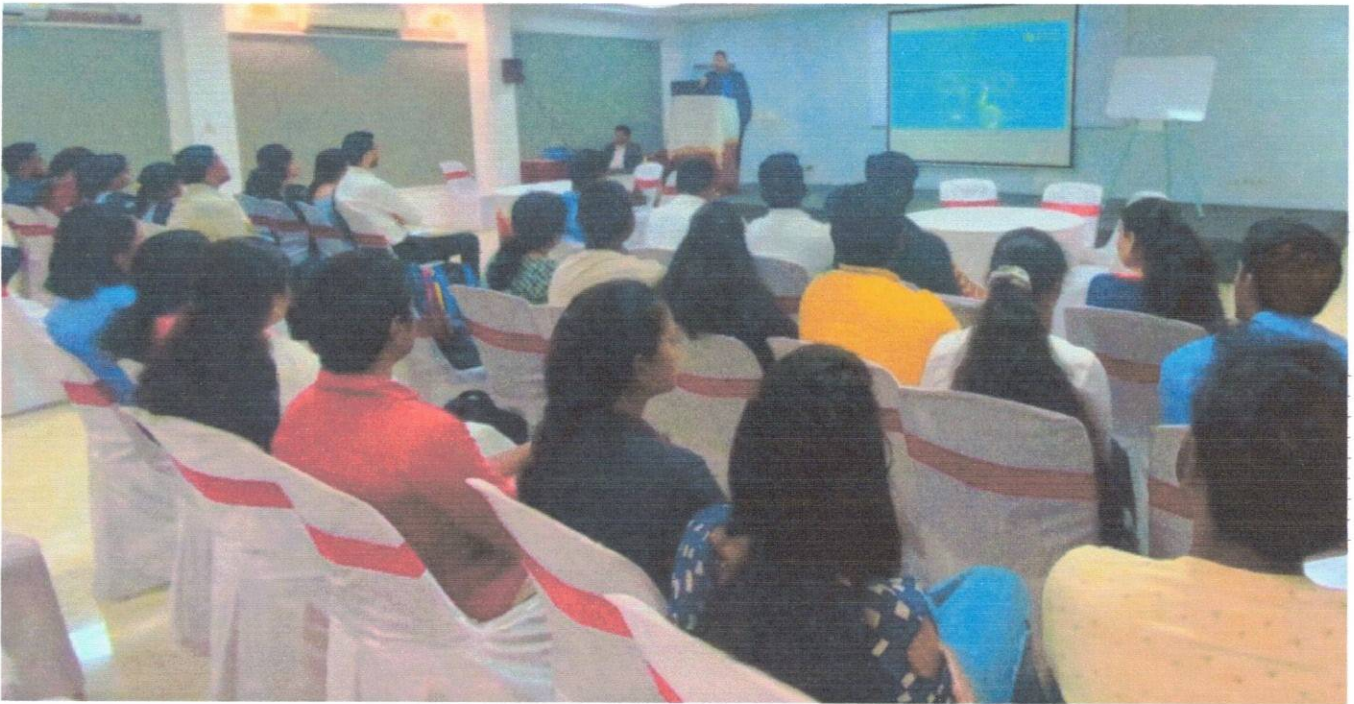
#### **Topics covered:**

- SME Project Selection, Market Survey Techniques, Project Report Preparation.
- Challenges of 1st Gen Entrepreneur, Goal Setting, Women Entrepreneur.
- Business Life Cycle, Validation of Business Ideas, Market Research.
- Business opportunities, Technical Assistant Facilities, Protection of Business Idea (Intellectual Rights).
- Branding Strategy, Marketing Strategy, How to Identify Market.
- Project Report Analysis, Mode of Raising Funds, Role of Various Govt. Bodies, Financial Schemes for SMEs, Documentation & Loan Procedures





Date: 24-02-2019

**Outcome and Takeaways:**

- Opportunity to sharpen entrepreneurial competencies
- Project selection criteria
- Clarity about the business idea
- Market potential for the product or service
- Skills in preparing business plan
- Conducting project feasibility study
- Role and assistance by various promotional organizations
- Abilities that contribute to top performance
- Understanding of the intricacies of managing a small enterprise

*P. R. Lakshmi*  
**PROGRAM COORDINATOR**



Date :06.12.2018

**CIRCULAR**

All the students of MBA, MCA and BBA are informed to attend a one-day workshop on "Introduction to Intellectual Property Rights (IPR), Importance of IPR in modern global economic environment" in Srinivasa Institute of Management Studies by Mr. Kesavan. Students should attend the workshop session on 13-12-2018.

**Venue:** Seminar Hall, Srinivasa Institute of Management studies.

**Program Coordinator:** Mrs. P. RajyaLakshmi, Assistant Professor, MBA.



**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 Sivi</i>	<i>D. Uma Suresh</i>	<i>Anand</i>	<i>Y. Rajesh</i>	<i>K. Srinivasa Rao</i>
MBA	MCA	BBA			



## About the Institute

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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.

## Objectives

To make students understand the concept of Intellectual Property, its importance and its need.

## Topics covered

1. Meaning of IPR
2. Different category of IPR Instruments - Patents, Trademarks, Copyrights, Industrial Designs, Plant variety protection, Geographical indications, Transfer of technology etc.
3. Importance of IPR In Modern Global Economic Environment: Theories of IPR, Philosophical aspects of IPR laws, Need for IPR, IPR as an instrument of development

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One Day Workshop On

Introduction to  
Intellectual Property Rights (IPR),  
Importance of IPR in  
Modern global economic environment"

13th December, 2018

**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

PRINCIPAL  
DR . S. MADHAVI LATHA

RESOURCE PERSON  
Mr. Kesavan  
(The Vice President of Walmart)

COORDINATOR  
Mrs. P. Rajya Lakshmi  
(Asst. Professor)

ORGANIZING COMMITTEE  
Mr. G. Suresh (Asst. Prof)  
Mr. G. Sandeep (Asst. Prof)

## ADDRESS FOR COMMUNICATION

Mrs. P. Rajya Lakshmi  
rajipalaka19@gmail.com

## REGISTRATION DETAILS

# Registration Free

for In-house students

FOR REGISTRATION:  
Mr. SURYA TEJA MUTYAM  
9491855054

LAST DATE FOR REGISTRATION  
**11th Dec 2018**

## REGISTRATION FORM

### ONE DAY WORKSHOP on

"Introduction to Intellectual Property Rights (IPR),  
Importance of IPR in Modern global economic environment"

Name: Mr./Ms.: \_\_\_\_\_

Reg. No: \_\_\_\_\_

Department: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Pin: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

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

Signature of the Participant

\_\_\_\_\_

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Madhurawada, Visakhapatnam-530041  
Phone number: 91-891 2781366, 91-891 2781887, 9701006001 (WhatsApp)  
Email: sims\_ssvpans@yahoo.co.in  
Website: www.simsvizag.com



**Program name:** One-Day workshop On “Introduction to Intellectual Property Rights (IPR), Importance of IPR in modern global economic environment”

Date: 13-12-2018

LIST OF STUDENTS				
S. No	REGISTERED NUMBER	NAME OF THE STUDENTS	YEAR/ DEPARTMENT	SIGNATURE
1	118132607005	AYUSHI DHANDHANIA	I BBA	<i>Ahandhan</i>
2	118132607006	BODHUPU LAYA SRI	I BBA	<i>Laya Sri</i>
3	118132607007	CHERUVU HIRANMAI	I BBA	<i>Cheru</i>
4	118132607008	CHINTA HITYSHI	I BBA	<i>Chintu</i>
5	118132607021	KANKATALA SHANMUKHA SAI SRI HARSHAJAH	I BBA	<i>K.S.S.H.</i>
6	118132607022	KANTAPUREDDY MOHANA DEEPIKA	I BBA	<i>Deepika</i>
7	118132607023	KARRI REVATHI	I BBA	<i>Revathi</i>
8	118132607033	MEGHANA PUKKELLA	I BBA	<i>Megha</i>
9	118132607034	NAGURU SAI RAVALI	I BBA	<i>N.Sai Raval</i>
10	118132607035	NAMBURI SATYA NARAYANA VARMA	I BBA	<i>N.V.</i>
11	117132607002	BARRI SRINIVAS	II BBA	<i>Srinivas</i>
12	117132607003	BATCHALA SAI PRATHYUSHA	II BBA	<i>Prathyusa</i>
13	117132607004	BHUPATHIRAJU SITARAMACHANDRA AJAY VARMA	II BBA	<i>B. Sai Sitaram</i>
14	117132607005	BOKKA SAI SRIKAR	II BBA	<i>Srikar</i>
15	117132607017	PODILAPU PRAVALLIKA	II BBA	<i>Pravali</i>
16	117132607018	PUSHPITA BANERJEE	II BBA	<i>Smiti Banerjee</i>
17	117132607019	SHAIK MUSTHAK ALI	II BBA	<i>Musthak</i>
18	117132607027	VADLA MOUNIKA	II BBA	<i>Mounika</i>
19	116132607007	KISHAN KALYAN GOLAGANI	III BBA	<i>Kishan</i>
20	116132607008	KOLLABATHULA SUSHMA	III BBA	<i>Sushma</i>
21	116132607009	KORADA INDU	III BBA	<i>Indu</i>



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22	116132607010	MEDAPATI SATYA VIKAS REDDY	III BBA	M Satyavra
23	116132607011	MODALAVALASA SAI KASHYAP	III BBA	Kashyap M
24	118232602006	B M S S MALLIKA	I MBA	B M S S MALLIKA
25	118232602007	BANKURU RADHA	I MBA	B. Radhai
26	118232602008	BETHA APPALA NAIDU	I MBA	B. A. Naidu
27	118232602009	BOLLINENI LAVANYA	I MBA	Lavanya
28	118232602010	CHANDAKA VENKATESH	I MBA	C. Venkatesh
29	118232602026	KAKI BHUPATHI REDDY	I MBA	K. Bhupathi Reddy
30	118232602027	KARRI MAHESWARI	I MBA	K. Maheswari
31	118232602028	KETHIREDDI JHANSI RANI	I MBA	Rani
32	117232602006	BORRA BHANU KIRAN	II MBA	Bhanu Kiran
33	117232602007	BOTTA GAYATRI MOUNIKA	II MBA	Mounika
34	117232602008	BYLAPOODI SUBHASINI	II MBA	Subhasini
35	117232602009	CHATLA ANIL REDDY	II MBA	Anil
36	117232602010	CHIMAKURTHI LAKSHMIPURNA CHANDRIKA	II MBA	Smiti Pandey

*P. R. Lakshmi*  
PROGRAM COORDINATOR

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





Date:15-12-2018

**PROGRAM REPORT**

Name of the event : One-day workshop on “Introduction & Importance of IPR in modern global economic environment”

Date : 13-12-2018.

Resource person : Mr. Kesavan

Name of the coordinator : Mrs. P.RajyaLakshmi

No. of students attended : 36

Venue : SIMS COLLEGE SEMINAR HALL

**Overview:** One Day Workshop on “Introduction to Intellectual Property Rights (IPR), Importance of IPR in modern global economic environment” was organized by Srinivasa Institute of Management Studies. The program was initiated by Principal Dr. S.Madhavi Latha, who expressed her gratitude to the speaker, for presenting a program conducted by training and placement cell.

**Objectives:** To make students understand the concept of Intellectual Property, its importance and its need.

**Topics covered:**

- Meaning of IPR
- Different category of IPR instruments - Patents, Trademarks, Copyrights, Industrial Designs, Plant variety protection, Geographical indications, Transfer of technology etc.
- Importance of IPR in Modern Global Economic Environment: Theories of IPR, Philosophical aspects of IPR laws, Need for IPR, IPR as an instrument of development.



Date:15-12-2018



**Outcome and Takeaways:**

To safeguard inventions and creative work from unauthorized exploitation, students were made aware of the Intellectual Property Rights.

*P. R. Lakshmi*  
**PROGRAM COORDINATOR**



Date :14.08.2018

### CIRCULAR

All the students of MBA, MCA and BBA are informed to attend a one-day workshop on "Basics of Research Methodology" by Mr. Goutham. Students should attend the workshop session on 20-08-2018.

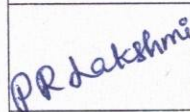
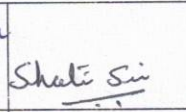
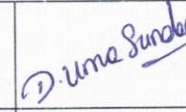



**Venue:** Seminar Hall, Srinivasa Institute of Management studies.

**Program Coordinator:** Mrs. P. RajyaLakshmi, Assistant Professor, MBA.




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Srinivasa Institute of Management Studies  
P.M. Palem, Madhurawada,  
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**Circular to:**

Signature of all HOD'S			TPO	OFFICE	LIBRARY
 MBA	 MCA	 BBA			



## About the Institute

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.

## Objectives

1. The purpose of the seminar is to introduce students to the most important conceptual approaches of research as well as to explore and formulate the theoretical framework for the analysis of the topic that is examined in the context of their Postgraduate Dissertation.
2. The seminar emphasized on giving basic methodological approach and the use of the most appropriate – depending on the central question considered – research methods and tools (quantitative and / or qualitative) to carry out their research.
3. To support the students to use rationally alternative research methods when preparing their dissertation.

## Topics covered

1. The logical steps for conducting scientific research selection of appropriate information / data and consequently of methods and tools of analysis.
2. Conducting research focusing on specialized and complex issues requires understanding and familiarity with appropriate Research Methods.



**SRINIVASA INSTITUTE OF MANAGEMENT STUDIES**  
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[www.simsvizag.com](http://www.simsvizag.com)



One Day Workshop On

## Basics of Research Methodology

20th August, 2018

Organized by

**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

PRINCIPAL  
Dr. S. MADHAVI LATHA

RESOURCE PERSON  
Mr. Gowtham  
(Consultant of the PWC Deloitte in USA)

COORDINATOR  
Mrs. P. Rajyalakshmi  
(Assistant Professor)

ORGANIZING COMMITTEE  
Mr. G.Suresh (Asst. Prof)  
Mrs. R. Shantisri (Asst. Prof)

## ADDRESS FOR COMMUNICATION

Mrs. P. Rajyalakshmi  
rajipalaka19@gmail.com

REGISTRATION DETAILS  
**Registration Free**  
for In-house students

FOR REGISTRATION:  
Mr. SURYA TEJA MUTYAM  
9491855054

LAST DATE FOR REGISTRATION  
**18th August 2018**

## REGISTRATION FORM

ONE DAY WORKSHOP  
on  
"Basics of Research Methodology"

Name: Mr./Ms.: \_\_\_\_\_

Reg. No: \_\_\_\_\_

Department: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Pin: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

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

Signature of the Participant

SRINVASA INSTITUTE OF MANAGEMENT STUDIES  
Approved by AICTE/Affiliated to Andhra University  
Madhurawada, Visakhapatnam-530041  
Phone number: 91-891 2781366, 91-891 2781887, 97010 00001 (WhatsApp)  
Email: sims\_ssvp@ms@yahoo.co.in  
Website: www.simsvizag.com



Program Name: one-day workshop on "Basics of Research Methodology"

Date: 20-08-2018

LIST OF STUDENTS				
S. No	REGISTERED NUMBER	NAME OF THE STUDENTS	YEAR/ DEPARTMENT	SIGNATURE
1	118132607001	ABDULLAH NABI	I BBA	Abdullah nabi
2	118132607002	ANKASALA NAVYA SAHITHI	I BBA	Navya Sahithi
3	118132607003	ANVITHA GANTA	I BBA	G. Anvitha
4	118132607004	AVINASH KUMAR BOGADHI	I BBA	B. Vinash
5	118132607018	KADAMBARI UMA VINEETHA	I BBA	K.U. Vineetha
6	118132607019	KAKARLAPUDI SAI VIVEK	I BBA	K. Sai vivek
7	118132607020	KALISSETTI PAVAN TATA RAO	I BBA	K. Pavan Tata Rao
8	118132607030	M TEJASWI VARMA	I BBA	M. Tejaswi
9	118132607031	MAHIMA MISHRA	I BBA	Mahima Mishra
10	118132607032	MD SHAHBAZ ALI	I BBA	MD. Shahbaz Ali
11	117127007023	KANTAM SAI HARSHINI	II BBA	K. Sai Harshini
12	117127007026	KOLLEPARA SATYA DURGA SIREESHA	II BBA	K. Satya Sireesha
13	117131607060	SEEMAKURTHI SNEHITHA	II BBA	S. Sneetha
14	117132607001	ANANTATMULA VENKATA SURYANARAYANA KARTHIK	II BBA	A. Karthik
15	117132607014	NAGAVARAPU VEKATA SAI ANUDEEP	II BBA	N. Venkatasalau
16	117132607015	PANGI RAJA RAMAN DORA	II BBA	P. Raja Raman Dora
17	117132607016	PATIBANDLA MANOHAR	II BBA	P. Manohar
18	117132607026	USHA KUMARI	II BBA	Usha Kumari
19	116132607001	AADE AKSHAYA	III BBA	A. Akshaya
20	116132607002	BHARAT KUMAR PAREEK	III BBA	Bharat Kumar
21	116132607004	G PRASHANTHA PAL	III BBA	G. Prashantha Pal
22	116132607005	JALAPARTHI SRAVANA KUMAR	III BBA	J. Sravan Kumar
23	116132607006	KIRAN KUMAR JAIN	III BBA	J. Kiran Kumar
24	118232602001	ADAPA RAMYA	I MBA	A. Ramya





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## SRINIVASA INSTITUTE OF MANAGEMENT STUDIES

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25	118232602002	ALLU VINAY	I MBA	Vinay
26	118232602003	ALUGOLU BHARGAVI	I MBA	A. Bhargavi
27	118232602004	AMARA AMRUTHA	I MBA	Amrutha
28	118232602005	ANAPU MURALI	I MBA	A. Murali
29	118232602020	GOMPA AISHWARYA LAXMI	I MBA	Gi. Aishwarya Laxmi
30	118232602021	GORLI VEERENDRA	I MBA	Gi. Veerendra
31	118232602022	INAPAKURTHI BHARGAVI	I MBA	I. Bhargavi
32	118232602023	INAPAKURTHI RAMYA	I MBA	I. Ramya
33	118232602024	I. MOHAN KRISHNA	I MBA	I. Mohan Krishna
34	118232602025	K RAVI KUMAR	I MBA	K. Ravi Kumar
35	118232602075	S V BANGAR RAJU	I MBA	S.V. Bangar Raju
36	117232602001	AMITH SARMA	II MBA	Amith Sarma
37	117232602001	B.INDRASENA REDDY	II MBA	B. Indrasena Reddy
38	117232602002	BACHHU NAGENDRA	II MBA	B. Nagendra
39	117232602003	BODDAPU MANASA	II MBA	B. Manasa
40	117232602004	BORA NANDINI PADMAJA	II MBA	B. Nandini

*P. R. Lakshmi*  
PROGRAM COORDINATOR

*Sudh*  
PRINCIPAL

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



Date:22-08-2018

**PROGRAM REPORT**

Name of the event	: One-day workshop on “Basics of Research Methodology”
Date	: 20-08-2018.
Resource person	: Mr. Goutham
Name of the coordinator	: Mrs. P. RajyaLakshmi
No. of students attended	: 40
Venue	: SIMS COLLEGE SEMINAR HALL

**Overview:** One Day Workshop on “Basics of Research Methodology” was organized by Srinivasa Institute of Management Studies. The program was initiated by Principal Dr. S.Madhavi Latha, who expressed her gratitude to the speaker, for presenting a program conducted by training and placement cell.

**Objectives:**

- The purpose of the seminar is to introduce students to the most important conceptual approaches of research as well as to explore and formulate the theoretical framework for the analysis of the topic that is examined in the context of their Postgraduate Dissertation.
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- To support the students to use rationally alternative research methods when preparing their dissertation.

**Topics covered:**

- The logical steps for conducting scientific research selection of appropriate information / data and consequently of methods and tools of analysis.
- Conducting research focusing on specialized and complex issues requires understanding and familiarity with appropriate Research Methods.



Date:22-08-2018

**Outcome and Takeaways:**

- To provide knowledge and understanding about the design of scientific research, methodology and research methods. Developing the knowledge and understanding sub-research objects offers at the same time the opportunity to expand their scientific horizons.
- To acquire knowledge about the use of different statistical techniques and methods.
- To obtain, by systematically applying the relevant methods, the necessary capabilities to adapt to actual research processes especially as regards search, treatment and interpretation of reliable information. At the end of the course, students will be able to design and carry out, in real terms, a small-scale as well as large-scale scientific research.
- To develop their ability to critically analyze, evaluate and synthesize complex and multi-dimensional concepts
- To promote the progress of the knowledge society and generating new research ideas
- To promote free, creative and inductive thinking.

*P. R. Lakshmi*  
**PROGRAM COORDINATOR**