

Table No. 7.1.2a Industry Professionals involved in Curriculum Development

S. No	Name	Name of the Organization	Designation
1	A.L. Nageswara Rao	Andhra Bank	Member, BoS
2	Dr. A. Shankar	TATA Projects	Head, Talent Acquisition
3	K. Tirupataiah	Sri Sairam Enterprises	Operations Director
4	D. Prabhu	DRDO Ministry of Defence	Scientist
5	Prem Kumar	Value labs	HR Executive
6	Sahithi Turlapati	S & P Globe	Research Analyst
7	Mahesh Sarma	Cognizant	Senior Process Executive
8	V. Abishek	Deloitte	Tax Consultant
9	Baby Priya	Wells Fargo	Senior Escalations representative
10	Abhijeet Mukherjee	Hero Fincorp	Credit Analyst
11	Laxmi Aparna	The Business Research Company	Finance Executive
12	Sneha Badiger	Carillon Global Solutions	HR Executive

Dr. SHANKAR ANAPPINDI

B.Sc, GNIIT, MBA, Ph.D, LLB, Certified Trainer, Certified Story Teller

HR Practitioner | Professional Storyteller
Snippets Writer | Travel-Enthusiast

Dr. Shankar Anappindi is an accomplished HR Professional with about 22 years of HR expertise in Leadership positions in diverse industry sectors focusing on Recruitment/Talent Acquisition, Human Resource Management, Learning & Development, Employee Life Cycle Management and Regulatory/ Statutory Compliances.

He is now associated with TATA PROJECTS LIMITED as Global Head – Talent Acquisition. Earlier he was associated with Urbanrise Builders (Real Estate), Inditrade Capital Ltd. (BFSI), Ramky Group (Real Estate), Karvy Group (BFSI, ITES, BPO) & Saras India Systems Pvt. Ltd. (IT) in various capacities.

He is an academician by interest, a certified professional storyteller and trainer by passion and keeps penning the snippets of life and profession on various platforms like LinkedIn etc. His contributions have appeared in a number of national management publications, as well as Emerald Insight (2nd largest approved research database in the academic world), a worldwide publication.

He has been a member of the Symbiosis Institute of Business Management's student-admission panel and has been a panelist at many HR, Training, and Development events. He is also a Practice Talk Faculty at various reputed universities such as IIM Ranchi, IMT Hyderabad, and Chitkara University (SIBM, Hyderabad). He was nominated as an industrial guide, and one applicant received a Ph.D. from Chitkara University under his tutelage.

Between the years 2015 and 2018, he was named "HR Manager of the Year 2017" by the Hyderabad Management Association (HMA) and "Influential HR Leaders" by the Asia Pacific HRM Congress.

If someone asks him – How is the Life in Bhagyanagar?..... he often quips "Bhagyanagar Blessed me with 6 B's – Biryani, Biwi, Baccha, Bunglow, Bullet & Bhavishya."

You connect with him on Social media -

<https://www.linkedin.com/in/shankaranappindi-hr/>

To
The Principal
GCET

From
Dr. J. Pardha Saradhi
HOD-MBA
GCET

Respected sir,

I would like to bring to your kind notice that, the AR2022-MBA BoS online meeting was held on 4th November, 2022 at 4.00 PM. In this connection I am requesting you to give permission to grant remuneration to our BoS external members as per the college norms.

The Details of BoS Members are as follows:







1. Dr. Sindhu, Professor, JNTUH Nominee.
2. Dr. Y.V.Ch. Prasad, Director, Mother Theresa group of Institutions, Ghatakesar (O.U), Hyderabad.
3. Mr. A.L.Nageswararao, Industry Expert and visiting faculty IPE, Hyderabad.
4. Dr. K.Sasi Kumar, Associate Professor-Finance, School of Management Studies, GITAM University, Hyderabad.

Thanks and Regards


Dr. J. PARDHA SARADHI

To
AC
Rs. 5k for each per year
AC
9/11/22

6 attachments







-  AR 20 Programme structure MBA -GCET.docx
28K
-  JNTUH-R22MBASyllabus-Marketing Analytics.pdf
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-  JNTUH-R22MBASyllabus-Technology Business incubation.pdf
25K

K.LAVANYA GCET <lavanya.mba@gcet.edu.in>
: "ssr.srisairam.cnc@gmail.com" <ssr.srisairam.cnc@gmail.com>

Sat, Oct 22, 2022 at 10:06 AM

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6 attachments

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25K

Sri Sairam Enterprises <ssr.srisairam.cnc@gmail.com>
To: "K.LAVANYA GCET" <lavanya.mba@gcet.edu.in>

Sat, Oct 22, 2022 at 1:16 AM

Dear Sir/Madam,

Greeting for the day first of all I am happy to share my opinion one the Academic Regulation of your reputed institution. As per the inputs shared, i have gone through AR20 and AR22 course structures. New subjects that you are implementing are quite practical and it seems to be very much useful for the students to be industry ready.

ks & Regards

Tirupataiah.

Operations Director

Sri Sairam Enterprises

Plot no 37 A&B

Kushaiguda industrial area

ECIL, Hyderabad.

[Quoted text hidden]

Sat, Oct 22, 2022 at 10:52 AM

K.LAVANYA GCET <lavanya.mba@gcet.edu.in>
To: Sri Sairam Enterprises <ssr.srisairam.cnc@gmail.com>

Thank you for your response and valuable opinion sir.

[Quoted text hidden]

Comments on Newly Proposed Course Structure - GECT MBA AR22

PRABU D <prabu.sphqr@gov.in>
To: mbahod71@gmail.com
Cc: ldeepa.mba@gcet.edu.in

Mon, Oct 31, 2022 at 6:48 AM

Dear Dr.J.Pardha Saradhi

Greetings of the day.

At an outset, I wish to express my sincere thanks for providing me an opportunity to bestow my outlook on the proposed changes in academic regulations (GCET-MBA AR 22) pertaining to MBA Course structure of your reputed institution. I have gone through the entire details of the new regulations such as course structure AR20, COURSE structure AR22, and syllabus of the newly proposed electives (Technology Business Incubation, Financial Analytics, HR Analytics and Marketing Analytics).

Based on the aforementioned details of the new academic regulations, I wish to iterate that the newly added elective subject syllabus are in line with the current industrial requirements/needs and covers the vital concepts related to Technology business incubation and Startup & MSME management , which is a need of the hour to our country to encourage the entrepreneurs/ Startups and thus implement the "MAKE IN INDIA" policy effectively.The overall modified syllabus will surely provide an immense confidence to the students and transform them into excellent industrial leaders with futuristic vision.

Also,I would like to appreciate GCET for taking an initiative to revise the course structure to suit the Indian and global business environment.

Regards

Prabu.D
Scientist
DRDO
Ministry of Defence
Hyderabad



75
Azadi Ka
Amrit Mahotsav

banvarunkumar01@gmail.com, bsairaj312@gmail.com, kulkarniabhinav9398@gmail.com, maheshgsarma@gmail.com, niteshgoud630@gmail.com, lakshmiaparna2000@gmail.com, Premjkumaar@gmail.com, abhi.vemuri7695@gmail.com, suman5096@gmail.com

Hi Sir,

Incredible efforts.very good to see the changes happening in the curriculum All the best GCET MBA.

Apart from the academics make students involve in case studies and realistic economic situations to help them understand the domain or specialisation in more effective and efficient ways.

Example - GST, Recession, Ukraine war , Stag Flatiron in UK , US Fed rates with respect to finance

Thanks & regards
Sahiti.

[Quoted text hidden]

mba hod <mbahod71@gmail.com>

Sat, Oct 22, 2022 at 3:17 PM

To: Sahiti Turlapati <sahititurlapati5195@gmail.com>

Cc: abhijeetmukherjee239@gmail.com, Snehabadiger142@gmail.com, babypriyas25@gmail.com, thallurihemasri05@gmail.com, bhagyalaxmi1304@gmail.com, nikithasmilie@gmail.com, bairamvarunkumar01@gmail.com, bsairaj312@gmail.com, kulkarniabhinav9398@gmail.com, maheshgsarma@gmail.com, niteshgoud630@gmail.com, lakshmiaparna2000@gmail.com, Premjkumaar@gmail.com, abhi.vemuri7695@gmail.com, suman5096@gmail.com

Thanks a lot for sharing your valuable insights Sahithi.

[Quoted text hidden]

Prem Kumaar <premjkumaar@gmail.com>

Sat, Oct 22, 2022 at 6:55 AM

To: mba hod <mbahod71@gmail.com>

Cc: abhijeetmukherjee239@gmail.com, Snehabadiger142@gmail.com, babypriyas25@gmail.com, thallurihemasri05@gmail.com, bhagyalaxmi1304@gmail.com, nikithasmilie@gmail.com, bairamvarunkumar01@gmail.com, bsairaj312@gmail.com, kulkarniabhinav9398@gmail.com, maheshgsarma@gmail.com, niteshgoud630@gmail.com, lakshmiaparna2000@gmail.com, abhi.vemuri7695@gmail.com, suman5096@gmail.com

Dear Pardha Saradhi Sir,

Hope you and everyone in our MBA department are doing well ☺. Looking forward to meet you all.

Firstly I apologize for the delayed response.

Coming to the changes made to the MBA course structure, I feel like I should also take the MBA course again. It's a great opportunity for the students as the course will help them to understand the emerging market and what the market needs especially from the FRESHERS.

From HR perspective the topics are top notch where it concentrates on HR analytics and the depth knowledge of it as of how the process works in most organizations.

Tableau, PowerBI, Python and some similar courses might be little bit heavy for students but it completely depends on them.

Inclusion of TBI- Technology Business Incubation is also a bonus for the students. As Business and Technology go hand in hand. All in all a positive initiative.

We can include some topics on international affairs for example:

The Diplomatic Relation of India with other countries and its management.

Because as we have already experienced the global response on our countries leadership. Some video example of our current Honorable External Affairs Minister S. Jai shankar will help students in understanding the practical meaning of leadership.

's it from my end sir and wishing you and our MBA Department a Happy and Prosperous Deepawali ☺

Best Regards
Prem Kumar

On Mon, 17 Oct 2022, 3:24 pm mba hod, <mbahod71@gmail.com> wrote:
[Quoted text hidden]

Sat, Oct 22, 2022 at 1:53 PM

maresh sarma <mareshgsarma@gmail.com>

To: mba hod <mbahod71@gmail.com>

Cc: abhijeetmukherjee239@gmail.com, Snehabadiger142@gmail.com, babypriyas25@gmail.com, thallurihemasri05@gmail.com, bhagyalaxmi1304@gmail.com, nikithasmilie@gmail.com, bairamvarunkumar01@gmail.com, bsairaj312@gmail.com, kulkarniabhinav9398@gmail.com, niteshgoud630@gmail.com, lakshmiaparna2000@gmail.com, abhi.vemuri7695@gmail.com, suman5096@gmail.com, Prem Kumaar <premkumaar@gmail.com>

Dear HOD ,

Greetings of the day !

The syllabi designed targeting the upcoming batch looks promising , primarily what caught my eye and made me extremely happy is to look at inclusion of Financial/HR/Marketing Analytics . Going forward in the mail I will speak about Finance in specific , as I am working in that industry . Needless to say that Financial Analytics is the current market requirement which continues to increase in demand for more than 5-8 years down the line . However , scoring marks in the examinations works only to an extent as companies expect the candidates to possess practical exposure when one is attending a job interview . This can only be achieved if the students are provided enough time during college hours for gaining practical knowledge . One of the best ways is simulation . There are many websites which can provide anyone to do virtual trading of stocks with no real money involved i.e., it is just for educational purposes and finest of them all is to learn through the MoneyControl website "<https://moneybhai.moneycontrol.com/>" . Likewise , knowing a lot of fin related words is of prime importance . There is a glossary page created by MoneyControl which helps anyone learn about the variety fin vocab "<https://www.moneycontrol.com/glossary/>" .

Linkedin is a great platform for one to know about current trends in the job market , apart from this they can connect / follow a lot of people to keep themselves updated about various things . Please ask everyone to download the application and create an account on their mobile phones .

How many ever new things may erupt / arise in the world , the classic way to keep learning are case studies . I would recommend you to ask the students to watch case studies from ThinkSchool Youtube channel "<https://www.youtube.com/c/ThinkSchool/>" . There are plethora of videos available on their channel that are best in class to know incorporation / existence / survival strategies of various companies .

PS : Trading comes with responsibility . Besides, college management can take a call on including this in the curriculum , if they feel that students might be lured by seeing the gains and using their(student's own) money to start investing out of their personal interest then they can happily reject my recommendation . The only reason why I have recommended to do mock trading is because one can learn market movements , details of various companies / sectors ; etc without shelling out real money .

Thanks,
Maresh

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am,

od morning

I have gone through the revised course curriculum of AR22, I feel this change will help the students to gain more knowledge and new skills. Congratulations and All the best for future endeavours.

Regards,
Baby Priya S

[Quoted text hidden]

Lakshmi Aparna <lakshmiaparna2000@gmail.com>
To: mba hod <mbahod71@gmail.com>

Fri, Oct 21, 2022 at 2:25 AM

Good morning sir

I'm Lakshmi Aparna and thankyou for asking my opinion. As per my knowledge, i think the current course structure is good for the students and helpful to them in many ways. According to me, i think explaining the same using the examples, case studies, etc., can help in understanding more easily and efficiently.
Thankyou.

With regards,
Lakshmi Aparna
[Quoted text hidden]

Abhijeet Mukherjee <abhijeetmukherjee239@gmail.com>
To: mba hod <mbahod71@gmail.com>

Fri, Oct 21, 2022 at 3:51 AM

Dear sir,

Adding up Analytics subjects for finance, hr and marketing is a very good idea. The content is well organised and focused on practical situations. I particularly enjoyed the bits of research shared in the content.
[Quoted text hidden]

sneha latha <snehabadiger142@gmail.com>
To: mba hod <mbahod71@gmail.com>

Fri, Oct 21, 2022 at 6:04 AM

Hi Sir,

Hope you are doing well!

I have gone through all the attachments provided by you. It was good and it will help alot and beneficial for our fellow students.

Thanks & Regards
Sneha Badiger.
[Quoted text hidden]

mba hod <mbahod71@gmail.com>
To: sneha latha <snehabadiger142@gmail.com>

Sat, Oct 22, 2022 at 9:50 AM

Thank you sneha.
[Quoted text hidden]

mba hod <mbahod71@gmail.com>
To: Abhijeet Mukherjee <abhijeetmukherjee239@gmail.com>

Sat, Oct 22, 2022 at 9:50 AM







Thank you Abhijith.
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Sahiti Turlapati <sahititurlapati5195@gmail.com>

Sat, Oct 22, 2022 at 5:19 AM

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Fri, Oct 21, 2022 at 11:05 AM

mbahod <mbahod71@gmail.com>
<ahititurlapati5195@gmail.com, abhijeetmukherjee239@gmail.com, Snehabadiger142@gmail.com, babypriyas25@gmail.com, thallurihemasri05@gmail.com, bhagyalaxmi1304@gmail.com, nikithasmillie@gmail.com, bairamvarunkumar01@gmail.com, bsairaj312@gmail.com, kulkarniabhinav9398@gmail.com, maheshgsarma@gmail.com, niteshgoud630@gmail.com, lakshmiaparna2000@gmail.com, Premjkumaar@gmail.com, abhi.vemuri7695@gmail.com, suman5096@gmail.com







I request you all to reply this mail

----- Forwarded message -----

From: mba hod <mbahod71@gmail.com>
Date: Mon, Oct 17, 2022 at 3:25 PM
Subject: AR22 Regulations-Reg.
To: <ahititurlapati5195@gmail.com>, <abhijeetmukherjee239@gmail.com>, <Snehabadiger142@gmail.com>, <babypriyas25@gmail.com>, <thallurihemasri05@gmail.com>, <bhagyalaxmi1304@gmail.com>, <nikithasmillie@gmail.com>, <bairamvarunkumar01@gmail.com>, <bsairaj312@gmail.com>, <kulkarniabhinav9398@gmail.com>, <maheshgsarma@gmail.com>, <niteshgoud630@gmail.com>, <lakshmiaparna2000@gmail.com>, <Premjkumaar@gmail.com>, <abhi.vemuri7695@gmail.com>, <suman5096@gmail.com>

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Fri, Oct 21, 2022 at 1:40 AM

baby priya <babypriyas25@gmail.com>
To: mba hod <mbahod71@gmail.com>

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Mon, Oct 17, 2022 at 3:26 PM

mba hod <mbahod71@gmail.com>
lavanyagcet@gmail.com

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Mon, Oct 17, 2022 at 12:47 PM

Lakshmi Aparna <lakshmiaparna2000@gmail.com>
To: mba hod <mbahod71@gmail.com>

Hello sir

I'm an alumni of this college and as per my knowledge, I think this new course structure is good and is helpful to students in many ways.
And I think explaining the same syllabus with more examples can help to understand easily.
Thankyou for considering my opinion.

Lakshmi Aparna.
[Quoted text hidden]

Fri, Oct 21, 2022 at 10:54 AM

mba hod <mbahod71@gmail.com>
To: bsairaj312@gmail.com

----- Forwarded message -----
From: mba hod <mbahod71@gmail.com>
Date: Mon, Oct 17, 2022 at 3:25 PM
Subject: AR22 Regulations-Reg.

To: <sahititurlapati5195@gmail.com>, <abhijeetmuknerjee239@gmail.com>, <Snehabadiger142@gmail.com>, <babypriyas25@gmail.com>, <thallurihemāsri05@gmail.com>, <bhagyalaxmi1304@gmail.com>, <nikithasmillie@gmail.com>, <bairamvarunkumar01@gmail.com>, <bsairaj312@gmail.com>, <kulkarniabhinav9398@gmail.com>, <maheshgsarma@gmail.com>, <niteshgoud630@gmail.com>, <lakshmiaparna2000@gmail.com>, <Premjkumaar@gmail.com>, <abhi.vemuri7695@gmail.com>, <suman5096@gmail.com>

Profile of A L Nageswararao

Sri A L Nageswararao Joined Andhrabank In 1972 As Probationary Officer And Retd As Sr General Manager and having 4 Decades of Banking Experience and speaks on TV Regularly.

Professional History:-

He joined GMR Group after retiring as General Manager from Andhra Bank as advisor for the power and road sectors. GMR Group is one of the fastest growing infrastructure enterprises in the country with interests in Airports, Energy, Highways and Urban Infrastructure sectors. Employing the Public Private Partnership model, the Group has successfully implemented several iconic infrastructure projects in India.

The Group also has a global presence with infrastructure operating assets and projects in several countries including Turkey, South Africa, Indonesia, Singapore. He worked with GMR for 5 years

Before joining Andhra Bank, he served as a lecturer in Nizam College at Hyderabad during 1970-71.....(period). He was also associated with a number of colleges in giving guest lectures on management subjects in national and reputed professional institutions like ICWAI Local Chapter, Company Secretary, ICFAI & National Institutes like NIBM, NIRD. He is often invited by TV Media to give lectures on management subjects like Retail Banking, Micro Finance, Agriculture, and Developmental Programmes on Self Employment, among others. He is a regular speaker in major Management Institutes like ICFAI, Institute of Public Enterprise, XLRI Institute of Management, University of Hyderabad, Vivekananda Institute of Human Excellence (Ramakrishna Math) etc. on the latest banking and insurance topics. He has also served as an External Expert Member of the Curriculum Advisory Committee of University of Hyderabad on Management and Finance subjects. He was a Special Invitee on the Board of Studies in 'Commerce & Management Studies' of Andhra University, Visakhapatnam.

He has conducted Industrial potential surveys on behalf of Administrative Staff College of India and also prepared a number of Lead Bank Reports of lead districts and conducted a number of programmes at the instance of Reserve Bank of India at NIBM, Pune and IBA.

Nominations and memberships:-

He was appointed as National Adviser by VISA International on Credit Card matters on their Board.

He had visited Rome, Singapore, Bali and Kaula Lampur to attend International Seminars on Master Card, VISA, and JCB International.

He was invited by Oxford University, London, UK Strategic Leadership Programme at Templeton College.

He undertook visits to Middle East Countries like Dubai and other places in UAE to conduct studies for opening representative offices of the Bank in that country.

During his tenure with Andhra Bank, many important and strategic assignments were also done in New Delhi, Chennai, Mumbai and other major cities of India.

He served in various capacities in Andhra Bank. In his illustrious career spanning 37 years in Andhra Bank, he retired as General Manager, Corporate Communications, Priority Sector & Planning and Marketing Depts at Andhra Bank, Head office, Hyderabad holding portfolios of Corporate Communications, Customer Service, Agriculture & Micro Finance, Small Scale Industries, Lead Bank State Level Bankers' Committee (SLBC) and Marketing.

Other Memberships:-

Besides, he was Convener, State Level Bankers' Committee of AP; Honorary Secretary, Indian Banks' Association, Hyderabad Local Chapter; Director, Agri-Business Finance Ltd.; Member, Executive Board, Nizam Institute of Medical Sciences (NIMS); Board Member, APMAS; Member, Committee of Economists of Indian Banks' Association; Member, IBA Working Group on National Agriculture Policy; Member, A.P. Rajya Sainik Board; Member, Bharatiya Yuva Shakti Trust (BYST); Member A.P. Industries Facilitation Council; Member, Economic Affairs Panel & Member, A.P.State Council of Confederation of Indian Industry (CII); and Member on the State Advisory Board for Juvenile Welfare.

Innovations and Research:-

Apart from the above he worked out on the Bankability of the following schemes in the State of Andhra Pradesh:

- 1) Micro Irrigation
- 2) Establishing Entrepreneurial and Rural Development Institutes
- 3) Linking of e Seva with Banks
- 4) Formulation of innovative bankable schemes like Conversion of STD booths to Internet Centers
- 5) Development of Self Help Groups, Rural Godowns & Cold Storage Units.
- 6) Rajiv Yuva Shakti Program for unemployed youth (being implemented through Banks in the State)
- 7) Rural Housing for Poor

Awards and Achievements:-

* He was nominated as a Member of the Group set up by the Govt.of India, Ministry of Agro and Rural Industries to review the 'Design and Implementation Practices of the Prime Minister's Rozgar Yojana (PMRY)

Goa), ICFAI, Goa Institute of Management, GMR Institute of Technology, IIIT, IIRM, Institute of Public Enterprise, K.J.Somaiya Institute of Management Studies & Research, CIHL (21st Century, Gurukulam), Balaji Society (Pune) etc. - facilitating Educational Loans to their students

- 10) Two-wheeler Finance Scheme under tie up with M/s.Bajaj Auto and M/s.TVS Motors
- 11) 'Swarnabharana', a new scheme to finance working & non-working women to purchase gold/gold ornaments.
 - Tractor Finance Scheme to farming community (under tie Up With M/s Eicher Tractors, Mahindra & Mahindra TAFE and Other Companies
- 13) AB Vanitha Vahan, an exclusive Vehicle Loan Scheme to encourage and empower women
 - Instrumental in signing MOU with LIC of India under Corporate Agency for bancassurance (Life).
- 15) MOU with Agro Business Consortium and National Management Collateral Services
- 16) Developmental activities (SSI) for women entrepreneurs through Association of Lady Entrepreneurs of AP (ALEAP)
- 17) MOU with Small Industries Development Bank of India (SIDBI) for joint financing/co financing Small and Medium Enterprises

* He was responsible for formulation of Human Resources Development Programs under IBA Chapter like Customer Care & Personality Development and New Management Program on SIX SIGMA to Senior Officers.

* He was awarded the "Rajiv Ratna National Award – 2005 (Best Executive Gold Award)" by the national Magazine "*What hails Public Sector Today* for excellence in Indian Industries."

* He initiated steps for achieving ISO 9001 - 2000 Certification in the Bank and in the first phase, around 50 branches secured ISO Certification. He was also responsible for introduction of innovative schemes for religious institutions like

- Anndana Scheme at Shirdi and other religious temples
- E-Hundi through ATMs for Tirumala Tirupathi Devasthanams
- Supporting advertisement Campaigns on Sports, Arts and Cultural Programmes in the State".

Another Milestone and accolade:-

* He was the **Coordinator for the prestigious Bankers' Conference (Bancon 2006)** which was hosted by Andhra Bank in November 2006 at Hyderabad. A mega event in the history of Andhra Bank, the two day Conference was inaugurated by Shri P. Chidambaram, the then Hon'ble Union Finance Minister and the Valedictory address was delivered by Dr. Y.V.Reddy,