Department of Business Management,
Osmania University Campus, Hyderabad

MBA Regular, Day Program 2010 Batch

MBA Technology Management, Day Program 2010 Batch
From Head’s desk

The Department of Business Management, Osmania University (DBM, OU) has been playing a pro-active role in shaping the emerging and dynamic corporate culture of Hyderabad. Started in 1962, we believe in imparting quality education to our students, in equipping them with the latest in the knowledge and skills to adapt them to the rapidly changing business scenario.

Through a stringent selection process DBM, OU selects students with a drive to succeed a high level of integrity, a sense of purpose, a strong sense of ethics, pro-activeness and adaptability to change. The students of the Department figuring in this brochure were selected from about 2 lakh candidates who took the Integrated Common Entrance Test (ICET) conducted by AP State Council for Higher Education. They are being put through rigorous training through classroom lectures, group discussions and other activities. In addition they were given a practical perspective through the ‘Meet the Industry’ Programs held frequently.

With students drawn from multi-ethnic backgrounds and with over 25% of the students having a foreign background, our institute, can thus proudly claim that it represents in all senses a true “global” learning environment. We have state of the art infrastructure to facilitate effective learning and faculty, consisting of acclaimed and experienced academicians, provide theoretical and practical knowledge to the students. Our students are motivated high performers and have been nurtured to handle responsibilities in a challenging business environment.

I take this opportunity to invite you to participate in our placement program. I am sure you will find prospective managers of your choice from amongst the students profiled in Arohan 2010.

Prof A. Vidyadhar Reddy
Head, Department Of Business Management
Osmania University, Hyderabad - 7
Phone : 040 27097481
Placement Word

The department of Business Management at Osmania University (DBM, OU) is one of the earliest Business Management Schools in India established way back in 1962. The department has been in the forefront of imparting high quality management education, training, consulting and research activities. The department is having a strong team of 24 well qualified, experienced teachers in varied areas of management. The department is endowed with rich academic and physical infrastructure to support its academic activities.

The department is rated as the second best Business Management Department among the Universities in India. We have been consistently rated as A Grade Institution by National Assessment and Accreditation Council (NAAC), UGC, Government of India.

With a sense of commitment and satisfaction we present the graduating MBA students of our University to the business and industry. This brochure epitomizes the spirit of onward march and quest for excellence for which Osmania stands. It portrays the academic profiles and articulates career aspirations of our young and dynamic graduating MBA students of 2010 batch.

The DBM OU has been maintaining excellent track record of placements every year. We have forged and nurtured meaningful linkages with industry by entering into MOUs and maintaining constant interface with industry majors. In order to continue this journey we whole heartedly welcome you to visit our campus for recruiting our MBA graduates to meet your corporate requirements.

Sri R. Hanumanth Rao
Associate Professor and Placement Officer
Department of Business Management,
Osmania University,
Hyderabad - 500007.

Placement Division Contact details

Telephone Nos.
Tele/Fax: +91 40 27098236
Mobile: 098494 85042
Mr. Shareef: 099855 60052
Email: oucampus.mba@gmail.com
Website: www.ou-mba.ac.in
Campus Placement Requisition

Name of the Organization: ________________________________

Contact Person: (Name & Designation) ________________________________

Address: __________________________________________________________
_______________________________________________________________

City: ___________________________ Pin code: ___________________________

Phone: ___________________________ Mobile number: ___________________________

Email ID: ________________________________

Positions available ________________________________________________

Requisite Qualifications _____________________________________________

Area of specialization that your are keen to recruit in

¨ Finance (     ) ¨Marketing (     ) ¨ HR (     ) Systems (     )

In case you are looking at other extra qualifications do specify

__________________________________________________________________

Preferable date’s for the Selections ____________________________________

Venue of selection process (1) On OU Campus (     ) (2) Company office (     ) (3) In other venue (     )

If possible kindly enclose a detailed document specifying the job description,

The selection procedure would consist of ( please tick the appropriate )

¨ Preliminary written test (     )

¨ Group discussion (     )

¨ Interview (     )
Farman, H.E.H. Nizam VII
April 26, 1917

In the Hyderabad Dominions a University should be established in which the ancient and modern, the oriental and occidental arts and science are synthesised in such a manner that the defects of the present system of education are rectified and the ancient as well as modern methods of physical, intellectual and spiritual education are fully utilized in which, along with an effort for the propagation of knowledge, the moral improvement of the students is regulated on one hand and research work of a higher order in the branches of knowledge is conducted on the other. Instruction in English as a language should also be compulsory for each student. Therefore, I most gladly order the establishment of a University for the Hyderabad Dominions in commemoration of my accession. This University shall be named the Osmania University.
THE OSMANIA UNIVERSITY

Osmania University is the seventh earliest and third largest university in India. Established in the year 1917 by the then ruler, Mir Osman Ali Khan, VII th Nizam of Hyderabad state, is spread over a sprawling and picturesque campus of 1600 acres, provides an idyllic academic ambience for learning and scholarly pursuits.

With a jurisdiction of over 60,000 sq kms spread over Telangana region of Andhra Pradesh, the university has over 1000 colleges affiliated to it offering various latest courses at undergraduate and post graduate levels catering to educational aspirations of over 4.5 lakh students. The university has 11 faculties and 54 departments engaged in teaching and research activities, offering a wide range of study options to the students at graduate, post graduate and Doctoral Levels.

Osmania’s reputation and commitment to academic excellence attracts students from all over India and from more than 30 countries of the world.

The alumni of the university are spread across the country and the globe. A number of its students have earned laurels and recognition at national and international levels in their respective professional fields.

RATING OF ‘A’ GRADE BY NAAC

The university has emerged as a national leader in higher education and research with the highest rating of ‘A’ Grade awarded by National Assessment and Accreditation Council (NAAC) of UGC, Govt. of India for second time in succession.

VISION OF OSMANIA

To be a premier institution that offers academic learning programmes of the best quality, produce graduate students who excel and become leaders in the chosen profession contributing to the community, the nation and the world, and prepare individuals of the highest moral fibre.

MISSION OF OSMANIA

✦ To achieve excellence in teaching and research.
✦ To preserve and generate knowledge.
✦ To cultivate resolute moral values
✦ To develop and enhance value of human resources.
✦ To improve the quality of life.
✦ To contribute to sustainable development of the region and the nation in harmony with our culture.
DEPARTMENT OF BUSINESS MANAGEMENT

The Department of Business Management is one of the earliest business management schools of India, established way back in 1962 has completed more than four decades of dedicated service in the area of Management education, training and research.

A separate, independent faculty of management was carved out and created to empower and drive the business management faculty to innovate and pursue several academic initiatives in the direction of designing and delivering high value academic and research programs in the latest and emerging areas of Management.

The Department of Business Management at Osmania University is rated as 2nd best business management department among Universities in India by Outlook survey of Business Schools.

Our department is rated as 27th best Business School in India by Outlook survey of Business Schools 2009.

PROGRAMS OFFERED ON CAMPUS

1. MBA full time, two year, (Day) program
2. MBA (Technology Management) Two year full time, (Day) program
3. MBA part time, three year, (Evening) program for working executives
4. MBA Technology Management (Evening) program for Working Executives
5. Ph. D Program in Management

AFFILIATED, OFF CAMPUS PROGRAMS

MBA (Public Enterprise Management) offered at institute of public enterprises, OU Campus, Hyderabad
MMS program offered at college of defence management, secunderabad. Offered to very senior officers from armed forces
MHM, Master’s degree in Hospital Management program offered by Apollo Hospitals group and Owaisi Hospital
MPM, Master’s degree in police management, offered at SVP national police academy, Hyderabad to IPS probationers
**INFRASTRUCTURE**

**Library:** The library of the Department of Business Management is an epicenter of learning and reference, equipped with an excellent collection of over 50,000 books on management and allied fields. It subscribes to about 100 foreign and Indian journals and periodicals in management and allied areas. It also stocks more than 2,000 project reports and various PhD theses for reference. The students also have access to the main Osmania University Library.

**Computer Lab:** The computer lab is equipped with world-class computers with Pentium IV Processors. It contains a UNIX server and HCL Intel Xeon dual configuration windows 2000 server to support the network. Latest electronic databases & software and 24-hour Internet facilities provide the students a gateway to the cyber world.

**Classrooms:** The department provides fully furnished classrooms equipped with facilities like Overhead projectors and LCDs to provide audio-visual dimension to the Methodology of teaching management subjects.

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**Auditorium:** For organizing guest lectures, cultural events and many other functions the Department has a fully equipped auditorium which has a capacity of 200 seats.

**Conference Hall:** The Department has a Conference Hall equipped with state-of-the-art facilities where some specialised presentations, meetings and pre-placement talks are held.

**Hostel:** The University facilitates the students from far away stations with a hostel accommodation in the University Campus Hostels & Messes, based on availability & norms in vogue.

**Sports:** A healthy mind in a healthy body. The College has a sports room for indoor games like table tennis, carroms and chess. Apart from these, the University provides extensive playgrounds for cricket, football, basketball etc. A well-equipped gymnasium and a swimming pool are also available on University Campus.
LEARNING METHODOLOGY

The Department of Business Management at Osmania University makes use of a judicious mix of various pedagogical tools and techniques, which include:

- Class room lecture method of learning management concepts
- Case analysis method
- Industrial visits
- Presentations by eminent industry experts
- Guest lectures by eminent academics of National and International repute
- Group exercises and presentations by students
- Experiential learning methods
- Industry internship and project works

EXTRA CURRICULAR ACTIVITIES

The students of MBA program hone their academic and managerial skills by organizing co-curricular activities like organizing seminars, publishing articles, participating in paper presentations, group discussions and management meets at state & national level. Our students have bagged several awards & prizes in Management contests at inter university and national level.
OUR FACULTY

The Department of Business Management has a well experienced, strong team of 24 full-time faculty members in varied areas like Marketing, Finance, HRM, Quantitatives, MIS, Business Policy, Technology management areas. All the faculty are well qualified in the area of their specialization and most of them hold doctoral qualifications. The faculty members have rich experience in teaching, training, consultancy and management research.

Prof. A. Suryanarayana
M.Com, M.A, M.Phil, Ph.D, FDP (IIMA) Professor
Organizational Behaviour
Human Resource Management
30 Yrs of Teaching Experience
Published 10 papers, Edited 2 books

Prof. B. Srinivasa Rao
M.A, D.I.I.T, Ph.D, Professor
Organisational Behaviour, Human Resource Mgt
26 Yrs of Teaching & 3 Yrs Industry experience
18 papers published

Prof. K. Narendranath
M.Com, M.Phil, PhD Professor
Organisational Behaviour, Financial Mgt & Strategic Mgt. & Policy.
31 Yrs of Experience
1 book edited.

Prof. B. Krishna Reddy
M.Sc, M.Phil, PhD Professor
Statistics, Quantitatives, Marketing Research & Supply Chain Mgt. 26 Yrs. of Teaching Experience
3 Yrs. of Research Experience
16 Papers published, 3 books edited, papers presented (National: 8, International: 3)

Prof. MD. Abbas Ali
M.B.A. Ph.D Professor Emiritous
Human Resource Management
30 Yrs. of Teaching Experience
10 publications

Prof. V. Shekhar
M.Com, M.B.A., Ph.D Professor
Marketing & Systems
3Yrs at Novopan India Ltd.,
24 Yrs. teaching & Research.

Prof. Vidyadhar Reddy Aileni
M.B.A, Ph.D, FDP (IIMA) Professor
Marketing & Strategy
24 Yrs. of Teaching Experience
35 papers published and edited 3 books
Prof. R. Nageswar Rao  
M.B.A., PhD, DCO.  
Professor  
Finance & Information Technology  
17 Yrs of Teaching & 4 Yrs of Foreign Service in Sharjah, Srilanka, Oman & UK  
2 Articles in Oman Chambers of Commerce and Industries. Edited 2 books

Prof. K. Kalidas  
M.A. (Economics), M.B.A.  
M.Phil, PhD.  
Professor  
Marketing & Business Economics  
26 Yrs of Teaching Experience  
Edited 1 Book

Prof. Selvarani Shanker  
M.B.A., M.Phil, PhD.  
Professor  
Human Resource Management, Business Law, Economic Policy  
10 Papers Published  
24 Yrs of Teaching Experience

Prof. K. Mallikarjuna Reddy  
M.B.A., PhD.  
Professor  
Marketing area  
8 Papers Published & 3 papers under publication  
17 Yrs. of Teaching Experience

R. Hanumanth Rao  
M.Com, LLB, M.Phil,  
Associate Professor  
Financial Mgt, International Finance, Financial markets & Services  
Foreign industry experience in USA  
29 Yrs of teaching experience and 10 papers published, 3 books & reports

Dr. S. Pardhasaradhi  
M.B.A. PhD.  
Associate Professor  
Finance & General Management, international Business.  
4 Papers Published, 1 Book Edited and prepared course material for 6 subjects  
15 Yrs of Industry Experience  
18 Yrs. of Teaching Experience

Dr. K. Gnana Chandrika  
M.Sc, M.Tech, M.B.A. PhD  
Associate Professor  
Information Technology, DBMS, e-Commerce  
4 papers presented at National Seminars  
19 Yrs. of Teaching Experience

Dr. G. Shailaja  
M.Com, M.B.A. PhD.  
Associate Professor  
International Finance, Financial Services & Security Analysis 4 Papers Published, 6 Papers Presented Edited  
3 Books prepared  
w19 Yrs. of Teaching Experience
Dr. P. Venkataiah  
M.Sc, M.B.A. PhD  
Associate Professor  
HR electives, Managerial Economics, Supply chain Management, International Business. 18 Yrs. of Teaching Experience  
2 books edited

Dr. R. Venkateshwar Rao  
M.B.A. PhD  
Associate Professor  
Finance & Quantitatives  
22 Yrs. of Teaching Experience  
2 books edited

Dr. D. Sree Ramulu  
M.B.A, LLB, PhD.  
Associate Professor  
Marketing, Economics & Consumer behaviour  
10 Articles Published, 10 under publication, 2 books edited.  
11 Yrs. of Teaching Experience

Dr. B. Muralidhar  
B.E. (Mech.), M.B.A. PhD  
Assistant Professor  
Statistics, quantitative techniques and Marketing Research  
4 Yrs. of Experience in Industry,  
8 Yrs. of Teaching Experience,  
12 Yrs. of experience in software technology

Dr. V. Sudha  
M.B.A. PhD  
Assistant Professor  
Finance, Accounting, International Finance  
15 Yrs. of Teaching Experience  
Published 15 papers

Dr. Sampath Kumar D  
M.B.A. PhD  
Assistant Professor  
Marketing, MIS, Internet in e-commerce  
15 Yrs. of Teaching Experience  
Published 30 papers

Dr. Smitha Sambrani  
M.B.A, PhD.  
Assistant Professor  
Marketing, & Consumer behaviour  
12 Yrs. of Teaching Experience  
Published 12 papers

Dr. Y Jahangir  
M.B.A. PhD  
Assistant Professor  
Marketing, Global Business  
10 Yrs. of Experience in Teaching  
Published 12 papers
GUEST FACULTY

Some of the Prominent Guest speakers who delivered lectures for MBA-Program include:

**Prof. B. Bowonder**
Former Professor
Administrative Staff College of India (ASCI), Hyderabad.

**Dr. Kota Harinarayana**
Former Vice Chancellor
Central University of Hyderabad,
Scientific Advisor to Govt. of India, New Delhi.

**Prof. Vipin Gupta, PhD**
Senior Fellow
Wharton Business School, USA

**Prof. Arun Pillutla, PhD.**
St. Ambrose University, Davenport,
IOWA, USA.

**Prof. Lakshman S. Thakur, PhD.**
School of Business
University of Connecticut, USA

**Rajesh Vasa**
School of Information Technology
Swinburne University of Technology
AUSTRALIA.

**Dr. Vinay Kumar, M.Tech, PhD.**
Former Head - Technology Management Division,
Dept. of Scientific & Industrial Research (DSIR),
Govt. of India. New Delhi.

**Prof. B.R. Virmani, PhD.**
Former Professor, Administrative Staff College of India (ASCI), Hyderabad.
Brigadier Chaudary, VSM.
Former Faculty,
College of Defence Management, Hyd.

**Dr. Atul Sen, Scientist,**
Head - Knowledge Management Centre,
DRDL, Hyderabad.

**Dr. Sunder Rajan, Scientist**
ARCI, Hyderabad.

**Sri. V Rama Krishnan, MD & CEO,**
American generics (India) Ltd.,

**Prof. Beena**
Professor of Psychology,
Osmania University, Hyderabad.

**Prof. K. Ravi Chandra**
Professor of Psychology,
Osmania University, Hyderabad.

**Prof. V. Venkata Ramana**
Dean School of Management Studies
Central University of Hyderabad.

**Dr. Ranga Rao**
Indian Statistical Institute, Hyderabad
SEMESTER 1
Management & Organisational Behaviour
Managerial Economics
Accounting for Management
Marketing Management
Statistics for Management
Legal Aspects of Business
IT Applications for Management

SEMESTER 2
Human Resource Management
Business Environment
Financial Management
Marketing Research
Operations Research
Operations Management
Technology and Business

SEMESTER 3
Strategic Management Accounting
Total Quality Management
Global Business
Elective (Major) - I
Elective (Major) - II
Elective (Minor) - I

SEMESTER 4
Strategic Management
Supply Chain Management
Entrepreneurial Development
Elective (Major) – III
Elective (Major) – IV
Elective (Minor) – II

SPECIALISATIONS OFFERED

Finance area
Financial Risk Management
Financial Services
International Finance
Investments Management

Marketing area
Product Management
Promotion and Relationship Management
Consumer Behaviour
Services & Retailing Marketing

Human Resource Management area
Compensation Management
Organisational Development
Performance Management
Empowerment and Leadership Development

Systems area
Database Management Systems
Information Systems and Audit & Control

Double specialisation offered
Students of MBA full time program have the advantage of double specialization. The Students can opt for major specialization consisting of four papers in one area and also choose minor specialization consisting of two papers in one more functional area of management.
INNOVATIVE, PIONEERING INITIATIVE OF OSMANIA UNIVERSITY

MBA Technology management program is the first and the only one of its kind in India. In order to bridge the gap in Management education in India, the Department of Business Management, at Osmania University, has taken a pioneering initiative to launch this program in the year 2001-2002.

The program is conceptualized and designed by blending academic inputs on all the functional areas of management with additional inputs on technology management.

MBA Technology Management = Regular MBA program + Advantage of Technology Management inputs.

VISION

“To strive for Excellence in the area of Management education and training with focus on technology management, conforming the challenging standards expected by contemporary technology driven organizations”.

Program Objectives
1. To provide strong conceptual base in all the core areas of Management like Marketing, Finance, Human Resources Management, Quantitatives. MIS and Business Policy areas, and develop skills required for application of concepts to real life business solutions.
2. To bridge the knowledge gap in management education with the focused additional inputs on technology management so as to meet the challenging requirements of contemporary technology driven organizations.

INDUSTRY, INSTITUTE COLLABORATIVE LINKAGES
The program has Industry and Institute collaborative linkages through memorandum of understanding with
I. Confederation of Indian Industry (CII, A.P.)
II. Department of Scientific and Industrial Research (DSIR) Govt. of India, New Delhi.
III. The program has also been selected for support by the University Grants commission (UGC) as an innovative programme in emerging and interdisciplinary areas.

Dr. R.A. Mashelkar, Director General CSIR, Govt. of India, Exchanging MOU Papers with Prof. J. Ananthaswamy, Vice Chancellor, OU
The Program is divided into four terms spanning over a period of two years of instruction.

**FIRST YEAR - TERM – I**

<table>
<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>1.1 Foundations of Technology Management</td>
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<tr>
<td>1.2 Technology, Creativity and Innovation</td>
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<tr>
<td>1.3 Information Technology for Business</td>
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<td>1.4 Organizational Behavior and Inter personal skills</td>
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<td>1.5 Principles of Marketing</td>
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<td>1.6 Accounting for Management</td>
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<td>1.7 Lab for Course 1.3</td>
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**SECOND YEAR - III TERM**

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<th>Course</th>
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<tr>
<td>3.1 Production &amp; Operations Management</td>
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<td>3.2 International Business &amp; Strategic Alliances</td>
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<td>3.3 Product Management</td>
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<td>3.4 Promotion and Distribution Management</td>
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**MARKETING SPECIALIZATION**

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<th>Course</th>
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<tr>
<td>3.3 Product Management</td>
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<td>3.4 Promotion and Distribution Management</td>
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**FINANCE SPECIALIZATION**

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<th>Course</th>
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<tr>
<td>3.3 Strategic Financial Decisions</td>
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<td>3.4 Financial System and Services</td>
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**H.R.M SPECIALIZATION**

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<tr>
<td>3.3 Organisational Development and Team Building</td>
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<td>3.4 Leadership and Change Management</td>
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**Group-A TECHNOLOGY SPECIALIZATION**

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<th>Course</th>
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<tr>
<td>3.5 Research and Development Management</td>
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<td>3.6 Total Quality Management</td>
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**Group-B BIO-TECH SPECIALIZATION**

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<tr>
<td>3.5 Bio-Technology-I</td>
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<td>3.6 Bio-Technology-II</td>
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**Group-C* INFOTECH SPECIALIZATION**

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<th>Course</th>
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<tr>
<td>3.5 Relational Database Management Systems</td>
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<tr>
<td>3.6 Internet &amp; e-Commerce</td>
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**TERM - II**

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<th>Course</th>
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<tbody>
<tr>
<td>2.1 Technology Forecasting and Assessment</td>
</tr>
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<td>2.2 Technology Transfer Management</td>
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<tr>
<td>2.3 Technology Projects, Appraisal and Evaluation</td>
</tr>
<tr>
<td>2.4 Business Research Methods</td>
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<tr>
<td>2.5 Economic and Legal Environment</td>
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<td>2.6 Financial Management</td>
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<td>2.7 Viva Voce-I</td>
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<td>2.8 Project Report-I</td>
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**IV TERM**

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<th>Course</th>
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<tr>
<td>4.1 Strategic Management of Technology</td>
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<td>4.2 Supply Chain Management</td>
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<tr>
<td>4.3 Consumer Behaviour</td>
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<tr>
<td>4.4 Services Marketing</td>
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**Double specialisation offered**

Note: The students should choose Marketing or Finance or HRM as Functional Specialization Area and the student should choose Group-A or Group-B or Group-C as Technology Specialization Area.
“The MBA Program offered by the Dept of Business Management at OU, will bridge existing gap in Management education in India and will turn out Managers with added advantage of core competencies in Management of Businesses in competitive environment.

D.V. Manohar
Chairman, CII, A.P

“Osmania University is gearing up to manage technology by designing a technology-friendly course, in tune with the needs of the job market. The course is positioned to bridge the gap in management education.”

Times of India

“I joined MBA course at Osmania University as it facilitates learning of management concepts in a systematic manner. I feel that the course contents meet the long-term needs of industry and this qualification will help me in my professional growth.”

Rajesh Sharma,
Director (Sales)
Lucent Technologies
Hindustan Pvt. Ltd.,

OUR PROMINENT RECRUITERS

“Andhra Bank
Apollo Health & Lifestyle Ltd
Asian Paints

Baan InfoTech
Bakelite Hylam
BPCL
BPL India Ltd

Capital Fortune
Centurian Bank
Cipla Pharmaceuticals
Clea Advertising
CMC Ltd.,
Confluence
Coromandel Fertilizers

DCL Finance
Deloitte Consulting
Dr. Reddy’s Laboratry
Dr. Reddy’s Research Foundation

Garware Paints
Gati Limited
GE Capital
Global Tele Systems
Global Trust Bank
Godrej & Boyce Mfg. Co. Ltd.
Goldstone Technologies

HCL Infosystems Ltd
HDFC
HDFC Bank
Heritage Foods Pvt. Ltd.,
HPCL
HSBC

IBM India Ltd.,
ICICI Bank Ltd.,
ICICI Prudential
IDBI Bank
Infotech
ITC
ITC Bhadrachalam

Java Softech
Kavur Vysya Bank

Karvy Consultants Ltd.,
Karvy Financial Services
Kotak Securities Ltd.,
Modi Xerox
MRF

Natco Pharmaceuticals
Nicholas Piramal India Ltd.,

Oberoi Hotels
Pioneer Online
Raillis India Ltd.,
Ranbaxy Pharmaceuticals
RK Swamy BBDO
Rolta
Rolta Software

Sahajanand Health Care
Sanghi Group of Companies
Satyam Computer Services Ltd.,
Satyam Learning Centre
SDG Software
SHCIL
SIS Infotech
Standard Chartered Bank

TCI
TCS
Titan
TVS

Vaartha
Videocon International Ltd.,
Visual Softech
VST Industries Ltd.,
Wipro Infotech
Dept. of Business Management, Osmania University, Hyderabad
MBA Regular (Day) Program 2010 Batch

Finance Specialization

P. SRINIVASA RAO
Qualification
B.Sc (M.P.C), M.B.A (Final)
Major Specialization
Finance
Minor Specialization
Marketing
MBA Project Title
Commodities in India

A. VENU
Qualification
M.E.Cs, M.B.A (Final)
Major Specialization
Finance
Minor Specialization
Marketing
MBA Project Title
Role of Technical Analysis as a tool for Trading

R. SWATHI
Qualification
B.Com (Computers), M.B.A (Final)
Major Specialization
Finance
Minor Specialization
Marketing
MBA Project Title
Project Appraisal

N. SWATHI
Qualification
B.Sc (M.P.C), M.B.A (Final)
Major Specialization
Finance
Minor Specialization
Marketing
MBA Project Title
Credit Appraisal for Loans

P. PARAMESHWAR REDDY
Qualification
B.Sc(Chem.Technology), M.B.A (Final)
Major Specialization
Finance
Minor Specialization
Marketing
MBA Project Title
Futures

G. REVANTH KUMAR
Qualification
B.Com (Computers), M.B.A (Final)
Major Specialization
Finance
Minor Specialization
Marketing
MBA Project Title
Future and Options
C. SRIJANA  
**Qualification**  
B.Tech (Textile Technology), M.B.A (Final)  
**Major Specialization**  
Finance  
**Minor Specialization**  
Marketing  
**MBA Project Title**  
Financial Statement Analysis

SRIDHARA SOMESHWAR  
**Qualification**  
B.Sc (M.P.C), M.B.A (Final)  
**Major Specialization**  
Finance  
**Minor Specialization**  
Marketing  
**MBA Project Title**  
Comparison of Mutual Funds with Equities

A. HARINATH  
**Qualification**  
B.Sc (Electronics and Communications), M.B.A (Final)  
**Major Specialization**  
Finance  
**Minor Specialization**  
Marketing  
**MBA Project Title**  
A Study of Mutual Funds

K. SAI SWAPNA  
**Qualification**  
B.Com, M.B.A (Final)  
**Major Specialization**  
Finance  
**Minor Specialization**  
Marketing  
**MBA Project Title**  
Assets & Liabilities Management

P. RAVI CHANDRA  
**Qualification**  
B.Com, M.B.A (Final)  
**Major Specialization**  
Finance  
**Minor Specialization**  
Marketing  
**MBA Project Title**  
Credit Appraisal of Industrial Loans
MEENAKSHI B KOTHARI
Qualification
B.Com, M.B.A (Final)
Major Specialization
Finance
Minor Specialization
Marketing
MBA Project Title
Forensic Accounting

D. ANIL KUMAR
Qualification
B.Sc (P.C.M), M.B.A (Final)
Major Specialization
Finance
Minor Specialization
Marketing
MBA Project Title
Technical Analysis of Stocks

C. SATISH KUMAR
Qualification
B.Sc (M.P.C), M.B.A (Final)
Major Specialization
Finance
Minor Specialization
Marketing
MBA Project Title
Overseas Acquisitions

G. SHRAVAN KUMAR
Qualification
B.Sc (M.P.C), M.B.A (Final)
Major Specialization
Finance
Minor Specialization
Marketing
MBA Project Title
Comparison between direct investment in equity and investment through Mutual funds

P. SHIVA KUMAR
Qualification
B.Sc (M.P.C), M.B.A (Final)
Major Specialization
Finance
Minor Specialization
Marketing
MBA Project Title
Assets & Liabilities Management

G. BALAVANI
Qualification
B.Sc, M.B.A (Final)
Major Specialization
Finance
Minor Specialization
Marketing
MBA Project Title
Credit Appraisal

Dept. of Business Management, Osmania University, Hyderabad
MBA Regular (Day) Program 2010 Batch
Finance Specialization
K. ANJANI SWETHA
Qualification
B.Sc, M.B.A (Final)
Major Specialization
Finance
Minor Specialization
Marketing
MBA Project Title
Investment in Infrastructure Industry and movement in its market valuation, with special reference to GMR Infrastructure Ltd.

G. GAYATHRI
Qualification
B.Sc, M.B.A (Final)
Major Specialization
Finance
Minor Specialization
Marketing
MBA Project Title
A Study on derivatives

G. VIDYA
Qualification
B.Com (Professionals), M.B.A (Final)
Major Specialization
Finance
Minor Specialization
Marketing
MBA Project Title
Micro Finance

P. MADHUKAR YADAV
Qualification
B.Com, M.B.A (Final)
Major Specialization
Finance
Minor Specialization
Marketing
MBA Project Title
Portfolio Management
Work Experience
9 Months

N.S.N. DURGA
Qualification
B.Tech (E.E.E), M.B.A (Final)
Major Specialization
Finance
Minor Specialization
Marketing
MBA Project Title
DSP based PWM Current mode Amplifier for Servo Control Applications

B. SHILPA
Qualification
B.Sc, M.B.A (Final)
Major Specialization
Finance
Minor Specialization
Marketing
MBA Project Title
Credit Risk Analysis
D. SIVA LAKSHMI
Qualification
B.Sc, M.B.A (Final)
Major Specialization
Finance
Minor Specialization
Marketing
MBA Project Title
Budgetary Control

T. KANTHI REKHA
Qualification
B.Sc(M.P.C), M.B.A (Final)
Major Specialization
Finance
Minor Specialization
Marketing
MBA Project Title
Credit Risk Management (Capital Adequacy)

M. VINAY CHANDRA SAI
Qualification
B.E (E.E.E), M.B.A (Final)
Major Specialization
Finance
Minor Specialization
Marketing
MBA Project Title
A Study on Currency Derivatives

M. DIVYA
Qualification
B.Sc, M.B.A (Final)
Major Specialization
Finance
Minor Specialization
Marketing
MBA Project Title
Credit Risk

K. SWATHI
Qualification
B.Com (Computers), M.B.A (Final)
Major Specialization
Finance
Minor Specialization
Marketing
MBA Project Title
Liquidity Analysis

M. TEJASHWI
Qualification
B.Com, M.B.A (Final)
Major Specialization
Finance
Minor Specialization
Marketing
MBA Project Title
Break Even Analysis
Work Experience
1 year
V. HARIKA
Qualification
B.Sc (M.P.C),   M.B.A (Final)
Major Specialization
Finance
Minor Specialization
Marketing
MBA Project Title
Credit Risk Management

D.V. SAKUNTALA
Qualification
B.Sc (B.M.C),   M.B.A (Final)
Major Specialization
Finance
Minor Specialization
Marketing
MBA Project Title
Credit Risk Analysis

B. NITIN KUMAR
Qualification
B.Com,   M.B.A (Final)
Major Specialization
Finance
Minor Specialization
Marketing
MBA Project Title
Capital Budgeting

B. RAMESH
Qualification
B.Com,   M.B.A (Final)
Major Specialization
Finance
Minor Specialization
Marketing
MBA Project Title
Mutual Funds

SAMIYA KOUSAR
Qualification
B.Tech (E.C.E),   M.B.A (Final)
Major Specialization
Finance
Minor Specialization
Marketing
MBA Project Title
A Comparision study between futures and options

K. NAVEEN KUMAR
Qualification
B.Com,   M.B.A (Final)
Major Specialization
Finance
Minor Specialization
Marketing
MBA Project Title
A Study on Commodities Trading
B. SHIREESH KUMAR
Qualification
B.Sc(Chemical Technology), M.B.A (Final)
Major Specialization
Finance
Minor Specialization
Marketing
MBA Project Title
A Study on “Effective of Personal Selling” at Birla Sun Life Insurance

R. SANTHOSH
Qualification
B.Com, M.B.A (Final)
Major Specialization
Finance
Minor Specialization
HR
MBA Project Title
Funds Flow Analysis
Work Experience
6 Years 8 Months

S. SAHITHI
Qualification
B.Tech (E.C.E), M.B.A (Final)
Major Specialization
Finance
Minor Specialization
HR
MBA Project Title
Biometric Finger Print Recognition based Time and Attendance System

K. SWATHI
Qualification
B.E (C.S.E), M.B.A (Final)
Major Specialization
Finance
Minor Specialization
HR
MBA Project Title
Mergers and Acquisitions

G. KAVITHA
Qualification
B.Sc(B.Z.C), M.B.A (Final)
Major Specialization
Finance
Minor Specialization
Marketing
MBA Project Title
Operational Risk Management

P.S.S. KRISHNA PRIYA
Qualification
B.A (Eng. Literature), M.B.A (Final)
Major Specialization
Finance
Minor Specialization
HR
MBA Project Title
Hedge Funds
K. SANDEEP KUMAR
Qualification
B.Sc (M.E.C), M.B.A (Final)
Major Specialization
Finance
Minor Specialization
HR
MBA Project Title
Mergers and Acquisitions

N.S.JYOTSN
Qualification
B.A, M.B.A (Final)
Major Specialization
Finance
Minor Specialization
HR
MBA Project Title
Mergers and Acquisitions
G.A. SURYAVAMSI
Qualification
B.Tech (E.I.E), M.B.A (Final)
Major Specialization
Marketing
Minor Specialization
HR
MBA Project Title
Marketing Research on AIRTEL and BLACK BERRY Services

RAHUL KOTHARI
Qualification
B.Sc (Life Science), M.B.A (Final)
Major Specialization
Marketing
Minor Specialization
HR
MBA Project Title
Market Survey on investment advisory products

G. SWATHI SHARMA SIKHWAL
Qualification
B.Sc (M.P.C), M.B.A (Final)
Major Specialization
Marketing
Minor Specialization
HR
MBA Project Title
Portfolio Management

G. VAMSVI KRISHNA
Qualification
B.Tech (E.I.E), M.B.A (Final)
Major Specialization
Marketing
Minor Specialization
HR
MBA Project Title
Each Dealer Survey

P. MAHESH KUMAR
Qualification
B.Sc(Bt.Bi.C), M.B.A (Final)
Major Specialization
Marketing
Minor Specialization
HR
MBA Project Title
Market Survey on Laptop Market in Hyderabad

P. MANJUSHA
Qualification
B.Sc, M.B.A (Final)
Major Specialization
Marketing
Minor Specialization
HR
MBA Project Title
Product Mix Strategy of FMCG
K. VENU MADHAV
Qualification
B.A.M.S, M.B.A (Final)
Major Specialization
Marketing
Minor Specialization
HR
MBA Project Title
Analysis of ‘Bean to Cup Coffee’ Industry in Hyderabad

N. SRUJAN KUMAR
Qualification
B.Sc(M.P.C), M.B.A (Final)
Major Specialization
Marketing
Minor Specialization
HR
MBA Project Title
Consumer Perception

JAVED
Qualification
B.Sc (M.P.C), M.B.A (Final)
Major Specialization
Marketing
Minor Specialization
HR
MBA Project Title
Customer Satisfaction in Indian Railways

B. SURESH
Qualification
B.Sc(M.P.C), M.B.A (Final)
Major Specialization
Marketing
Minor Specialization
HR
MBA Project Title
A Market review of M.Sc Cosmetology and Anoo’s Advertising Strategies

M. MUKESH
Qualification
B.Sc (M.P.C), M.B.A (Final)
Major Specialization
Marketing
Minor Specialization
HR
MBA Project Title
Traveller Behavior on Railways Service (A case study of South Central Railways, at Secunderabad Station

P. HAREESH
Qualification
B.Sc (M.P.C), M.B.A (Final)
Major Specialization
Marketing
Minor Specialization
HR
MBA Project Title
Consumer Behaviour on Job Portals
K. Kusuma Raju
Qualification
B.Sc (B.Z.C), M.B.A (Final)
Major Specialization
Marketing
Minor Specialization
HR
MBA Project Title
Branding & Positioning of Rail Tourism (A Case study of IRCTC, South Central Zone)

M. Srinivas
Qualification
MBCCA, M.B.A (Final)
Major Specialization
Marketing
Minor Specialization
HR
MBA Project Title
A Study on After Sales Feedback

P. Saidulu
Qualification
B.Sc, M.B.A (Final)
Major Specialization
Marketing
Minor Specialization
HR
MBA Project Title
A Study on Online Services
K. VANI
Qualification
B.Sc (Food Science and Management), M.B.A (Final)
Major Specialization
HRM
Minor Specialization
Marketing
MBA Project Title
Performance Appraisal

K. ROHINI
Qualification
B.Sc, M.B.A (Final)
Major Specialization
HRM
Minor Specialization
Marketing
MBA Project Title
Training and Development

K. VENU MADHAVI
Qualification
B.Sc(Bio. Technology)(MB,C), M.B.A (Final)
Major Specialization
HRM
Minor Specialization
Marketing
MBA Project Title
Talent Management

A. SHILPA
Qualification
B.Tech (E.C.E), M.B.A (Final)
Major Specialization
HRM
Minor Specialization
Marketing
MBA Project Title
Quality of Work Life
K. BAPU RAMU
Qualification
B.Sc (Chem Tech), MBA Tech. Mgmt. (Final Year)
Functional Specialisation (Major)
Finance
Technology Specialisation (Major)
Technology Management
MBA Project Title
Technology Upgradation in Pharma Industry in AP - A Study

K. RAJKUMAR
Qualification
B.Tech,(ECE), MBA Tech. Mgmt. (Final Year)
Functional Specialisation (Major)
Finance
Technology Specialisation (Major)
Technology Management
MBA Project Title
Comparative Analysis of IT Companies

VADDE ANJAIAH
Qualification
B.Com., MBA Tech. Mgmt. (Final Year)
Functional Specialisation (Major)
Finance
Technology Specialisation (Major)
Infotech & Systems
MBA Project Title
Capital Budgetting System

K. TRIVIKRAM
Qualification
B.A., MBA Tech. Mgmt. (Final Year)
Functional Specialisation (Major)
Finance
Technology Specialisation (Major)
Technology Management
MBA Project Title
Portofolio Mgmt and Investment Decision

B. SUNITHA
Qualification
B.Sc (Mi,Bi, C)., MBA Tech. Mgmt. (Final Year)
Functional Specialisation (Major)
Finance
Technology Specialisation (Major)
Infotech & Systems
MBA Project Title
Technology Upgradation of Agro Based Industries in A.P. A Study

VISHAL PRABAT YADAV
Qualification
B.Com., MBA Tech. Mgmt. (Final Year)
Functional Specialisation (Major)
Finance
Technology Specialisation (Major)
Infotech & Systems
MBA Project Title
Funds Flow Management
Finance Specialization

G. MALLESH
Qualification
B.Sc (MPC), MBA Tech. Mgmt. (Final Year)
Functional Specialisation (Major)
Finance
Technology Specialisation (Major)
Infotech & Systems
BA Project Title
Inventory Management

M. NAGARJUN REDDY
Qualification
B.Sc (MPCA), MBA Tech. Mgmt. (Final Year)
Functional Specialisation (Major)
Finance
Technology Specialisation (Major)
Infotech & Systems
MBA Project Title
Portfolio Management of Ventura Securities Ltd.

T. RADHIKA
Qualification
B.Sc (Mi,B, C), MBA Tech. Mgmt. (Final Year)
Functional Specialisation (Major)
Finance
Technology Specialisation (Major)
Infotech & Systems
MBA Project Title
Financial Statement Analysis of BHEL

S. POORNIMA
Qualification
B.Sc (MPCs), M.Sc, MBA Tech. Mgmt. (Final Year)
Functional Specialisation (Major)
Finance
Technology Specialisation (Major)
Infotech & Systems
MBA Project Title
Mutual Funds of Birla Sunlife Insurance

M. KALYAN SRIHARI
Qualification
B.Tech.(EEE), MBA Tech. Mgmt. (Final Year)
Functional Specialisation (Major)
Finance
Technology Specialisation (Major)
Infotech & Systems
MBA Project Title
Working Capital Finance -Bank Finance

T. SHASHIDHAR RAO
Qualification
B.Sc (MPG), MBA Tech. Mgmt. (Final Year)
Functional Specialisation (Major)
Finance
Technology Specialisation (Major)
Infotech & Systems
MBA Project Title
Financial Statement Analysis GTN Industries
Finance Specialization

K. SHILPA
Qualification
B.Tech (Chem), MBA Tech. Mgmt. (Final Year)
Functional Specialisation (Major)
Finance
Technology Specialisation (Major)
Infotech & Systems
MBA Project Title
Performance Appraisal - Alberg Software Ltd.

A. CHANDRA SEKHAR
Qualification
B.Sc (MPCs), MBA Tech. Mgmt. (Final Year)
Functional Specialisation (Major)
Finance
Technology Specialisation (Major)
Infotech & Systems
MBA Project Title
Mergers & Acquisitions Inter connected SE of India

A. SAI KUMAR
Qualification
B.Sc (MEC's), MBA Tech. Mgmt. (Final Year)
Functional Specialisation (Major)
Finance
Technology Specialisation (Major)
Infotech & Systems
MBA Project Title
Study on Repeat Customer of Packaged Drinking Water

P. RAMALAXMI
Qualification
B.Sc (MPC), MBA Tech. Mgmt. (Final Year)
Functional Specialisation (Major)
Finance
Technology Specialisation (Major)
Infotech & Systems
MBA Project Title
Online Trading of Unicon Securities

T. SWETHA
Qualification
B.Sc (MLZ), MBA Tech. Mgmt. (Final Year)
Functional Specialisation (Major)
Finance
Technology Specialisation (Major)
Infotech & Systems
MBA Project Title
Working Capital Mgmt in NFC

D. NARSIMULU
Qualification
B.Sc (MPC), MBA Tech. Mgmt. (Final Year)
Functional Specialisation (Major)
Finance
Technology Specialisation (Major)
Infotech & Systems
MBA Project Title
Derivatives, Unicon Securities Pvt. Ltd.
P. NARSIMULU
Qualification
B.E (Civil), MBA Tech. Mgmt. (Final Year)
Functional Specialisation (Major)
Finance
Technology Specialisation (Major)
Infotech & Systems
MBA Project Title
Budgeting and Budget Control

B. PRAVEEN
Qualification
B.Tech (Food Tech), MBA (Final Year)
Functional Specialisation (Major)
Finance
Technology Specialisation (Major)
Infotech & Systems
MBA Project Title
Portfolio Mgmt & Stock Selection Criteria by Investors

JUVERIA HASAN
Qualification
B.Sc (MPC), MBA Tech. Mgmt. (Final Year)
Functional Specialisation (Major)
Finance
Technology Specialisation (Major)
Infotech & Systems
MBA Project Title
Determinants of Profitability in Commercial Banks

B. ANAND PRASAD
Qualification
B.Tech(ECE), MBA Tech. Mgmt. (Final Year)
Functional Specialisation (Major)
Finance
Technology Specialisation (Major)
Infotech & Systems
MBA Project Title
Analysis of Bancassurance- A case of SBI

D. NARESH KUMAR
Qualification
B.Sc (Bio-Tech), MBA Tech. Mgmt. (Final Year)
Functional Specialisation (Major)
Finance
Technology Specialisation (Major)
Infotech & Systems
MBA Project Title
Ratio Analysis - Shrishti India Inc.-A Study

P. RAJU
Qualification
B.Com., M.Com., MBA Tech. Mgmt. (Final Year)
Functional Specialisation (Major)
Finance
Technology Specialisation (Major)
Infotech & Systems
MBA Project Title
Financial Analysis of APSFC
**Finance Specialization**

**I. PRANAVI**
Qualification:
- B.Sc (FSM. B.C.), MBA Tech. Mgmt. (Final Year)
- Functional Specialisation (Major)
  - Finance
- Technology Specialisation (Major)
  - Infotech & Systems

MBA Project Title:
- A Relative Study on Mutual Funds Companies

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**M. VENUGOPAL**
Qualification:
- B.Sc (MPC.), MBA Tech. Mgmt. (Final Year)
- Functional Specialisation (Major)
  - Finance
- Technology Specialisation (Major)
  - Infotech & Systems

MBA Project Title:
- Analysis of Mutual Funds - HDFC Assets Mgt. Ltd

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**M. SHYAMALA**
Qualification:
- B.Com., MBA Tech. Mgmt. (Final Year)
- Functional Specialisation (Major)
  - Finance
- Technology Specialisation (Major)
  - Infotech & Systems

MBA Project Title:
- Financial Performance of APTDC Ltd.

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**G. RAMADEVI**
Qualification:
- B.Sc (Bio.Chem.B.C.), MBA Tech. Mgmt. (Final Year)
- Functional Specialisation (Major)
  - Finance
- Technology Specialisation (Major)
  - Infotech & Systems

MBA Project Title:
- Working Capital Management in APTDC Ltd.

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**C. VENKATESH**
Qualification:
- B.Com (Comp.), MBA Tech. Mgmt. (Final Year)
- Functional Specialisation (Major)
  - Finance
- Technology Specialisation (Major)
  - Infotech & Systems

MBA Project Title:
- Working Capital - Rain Industries Ltd.

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**K.SANJEEVA REDDY**
Qualification:
- Functional Specialisation (Major)
  - Finance
- Technology Specialisation (Major)
  - Infotech & Systems
- Additional Functional Elective
  - Human Resource Management (Major) (2009-10)

MBA Project Title:
- Financial Performance Analysis and Cash Management
K. PRASANTh KUMAR
Qualification
B.Sc (MPCs), MBA Tech. Mgmt. (Final Year)
Functional Specialisation (Major)
Marketing (Major)
Technology Specialisation (Major)
Technology Management
MBA Project Title
Risk Management - ICICI

J. SRIKANTH
Qualification
B.Sc (MSCs), MBA Tech. Mgmt. (Final Year)
Functional Specialisation
Marketing (Major)
Technology Specialisation
Technology Management
MBA Project Title
Customer Satisfaction - Coca Cola Soft Drinks

A. BADRINARAYANA
Qualification
B.Sc (MPCs), MBA Tech. Mgmt. (Final Year)
Functional Specialisation (Major)
Marketing
Technology Specialisation (Major)
Technology Management
MBA Project Title
Consumer Buying Behaviour - Tata Motors

A. CHINNAPA REDDY
Qualification
B.Sc (MECs), MBA Tech. Mgmt. (Final Year)
Functional Specialisation (Major)
Marketing
Technology Specialisation (Major)
Technology Management
MBA Project Title
Online Trading and Stock Broking - ShareKhan Ltd.

M. RAJKUMAR
Qualification
B.A., MBA Tech. Mgmt. (Final Year)
Functional Specialisation (Major)
Marketing
Technology Specialisation (Major)
Technology Management
MBA Project Title
Study on Promotional Work - HDFC

B. MOHAN BABU
Qualification
B.Sc (MPCs), MBA Tech. Mgmt. (Final Year)
Functional Specialisation (Major)
Marketing
Technology Specialisation (Major)
Technology Management
MBA Project Title
RETAILERS Survey - Veeramani Biscuits Industries
### Marketing Specialization

**K. MALLESHAM**

**Qualification**
B.Sc (BZC)., MBA Tech. Mgmt. (Final Year)

**Functional Specialisation (Major)**
Marketing

**Technology Specialisation (Major)**
Infotech & Systems

**MBA Project Title**
Consumer Perception Towards Vijaya Dairy Products

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**M. ARCHANA KUMARI**

**Qualification**
B.Sc(Comm.Agri & Busn. Mgmt.)MBA Tech. Mgmt. (Final Year)

**Functional Specialisation (Major)**
Human Resource Management

**Technology Specialisation (Major)**
Infotech & Systems

**MBA Project Title**
Customer Satisfaction - VBC Ferro Alloys Ltd.

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**K. ANUPAMA**

**Qualification**
B.Tech.(Food Tech)., MBA Tech. Mgmt. (Final Year)

**Functional Specialisation (Major)**
Human Resource Management

**Technology Specialisation (Major)**
Infotech & Systems

**MBA Project Title**
Online Trading Systems - Hyderabad Securities Ltd

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### HRM Specialization

**C. PRIYANKA**

**Qualification**
B.Sc (Mi.C.Ca)., MBA Tech. Mgmt. (Final Year)

**Functional Specialisation (Major)**
Human Resource Management

**Technology Specialisation (Major)**
Infotech & Systems

**MBA Project Title**
Training and Development - ECIL