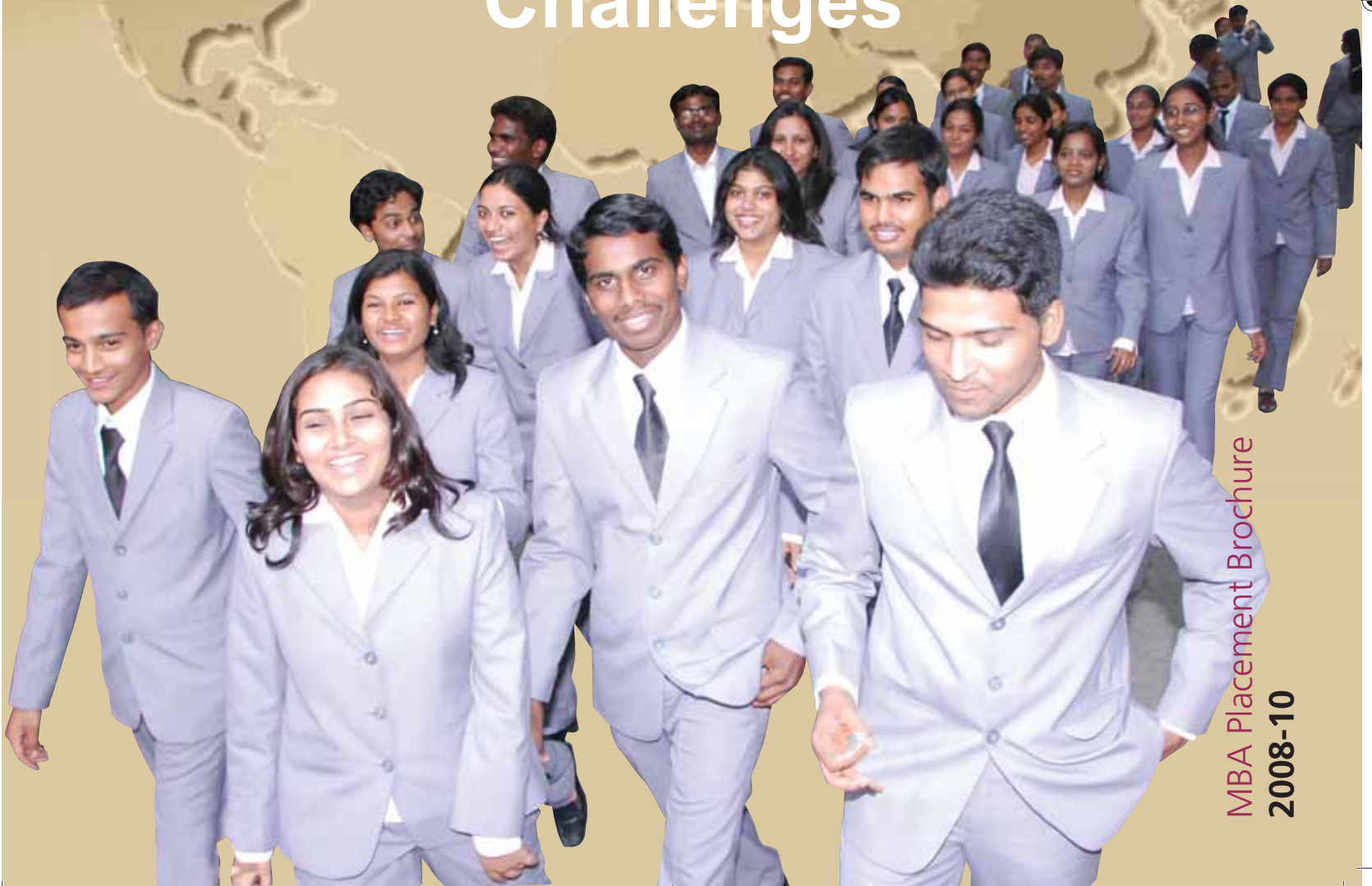




BADRUKA COLLEGE POST GRADUATE CENTRE
Department of Business Management

Ready to Face
Challenges



MBA Placement Brochure
2008-10

Badruka Educational Society

Enriching Society through Education



Sri Hari Prasad G Badruka

The Seth Ghasiram Gopikishan Badruka Educational Society was set up in 1950 by Sri Raja Bankatlal Badruka in memory of his grandfather, with the mission to foster an intellectual environment in which the spirit and skill of the creative individual will thrive, research will flourish, and the educational and business needs of the community will be served.

The Governing Council of the Society has, over the years, comprised eminent personalities who have guided the institutions in the right direction. The strategic policies evolved by the council have been implemented by successive Honorary Secretaries of high calibre such as Sri Balwant Singh and Sri Srinivas Badruka. Past Chairpersons include Raja Pannalal Pitti, Raja Bankatlal Badruka, Sri JV Narsing Rao, Justice VK Vaidya, Sri LN Gupta, Sri Badrivishal Pitti and Sri Burugula Ramakrishna Rao, former CM of the erstwhile Andhra Pradesh State.

Sri Hari Prasad Badruka, the present Honorary Secretary, is a dedicated educationist, visionary and philanthropist with a commitment to excellence. Over the last 40 years, he has played a major role in the development of various institutions through total dedication and involvement in their administration. Under his able stewardship, all the institutions under the Society's banner have carved a distinct niche for themselves in their respective fields.

Over 60,000 students have passed through the portals of the Badruka Institutions and have gone on to make their alma mater proud in fields such as Accountancy, Management, IT, Public life, Business, Academics and Fine Arts.

BCPGC constantly strives for academic excellence, coupled with emotional maturity and all-round personal development of the students, with a view to mould managers of the future who:

- Are globally competitive.
- Can take challenges head-on.
- Adapt to the environment.
- Imbibe a principle-centered life in a learning and interactive atmosphere where creative thoughts flourish.

Mission

To foster an intellectual and cultural environment in which:

- The spirit and skill of the creative individual will thrive,
- Research will flourish,
- The artistic, educational and business needs of the national and international community will be served.

The Department of **Business Management**

The Department of Business Management holds the credit of being the first private institution to start a two-year MBA program with affiliation to Osmania University, approved by AICTE, Ministry of Human Resource Development, Government of India.

Driven by the mission of moulding managers as globally competitive, adaptive individuals imbuing a principle-centred life, Badruka College Post Graduate Center (BCPGC) has been successful in establishing a credible position as one of the leaders in providing management education. Strictly adhering to the values of incandescence, innovation and discipline, the Institute has been able to develop a learning and interactive atmosphere where creative thoughts flourish.

BCPGC has been able to maintain good relations with reputed institutions and organizations to draw from their expertise and experience. The Center has an excellent interface with Confederation of Indian Industry (CII), AP Chapter, and All India Management Association (AIMA). It also has collaboration with professional organizations like the Hyderabad Management Association (HMA) and Association of Indian Management Schools (AIMS).

From the **Director's Desk**

We are witness to a business era which is in a constant flux. Unusual growth in new sectors like Services, Finance, Insurance and their global spread erasing conventional boundaries has made the job of corporate personnel highly complex throwing newer challenges such as amalgamation of functions like Marketing, Finance and HRM. Students of Business Administration need to be agile to meet them.

The present Management curriculum needs to be supplemented with additional inputs, which Badruka provides through case studies, sectoral team events, presentations, etc. We also inculcate commitment, dedication and healthy work ethics in the students, to enable them to face the emerging challenges.

Our faculty is eminently qualified and experienced in handling seminars, conventions and institute-industry interaction. Their involvement in the students' overall professional advancement is comprehensive. The accumulation of these has enabled BCPGC to maintain its lead role in the comity of B-schools countrywide. We hope to better our record this year as well.



Prof Pannalal



Head – Institutional Development

Employers today, select candidates based on how they match the employer's needs. It is important for students to know what selection attributes are given priority by employers. Communication skill, writing resume, positive attitude, motivation, strategic planning, preparing for the interview, are all important for true success.



To ensure this, the Placement and Grooming Cell develops the students' skills. They are encouraged to browse the internet to obtain relevant information about prospective employers, practice for Aptitude / Psychometric Tests, and improve their presentation skills. Our Placement library is equipped with books and CDs on grooming, Spoken English and handling interviews. Model question banks are also available. Boardroom facility is provided for communication skills sessions, mock interviews, GDs, resume writing, etc.

The students are also appraised on a continuous basis through seminars and workshops. Activity-based training is imparted for personality development. Blood donation camps and service at orphanages is a part of understanding various aspects of life. The students also conduct and participate in management festivals, conferences and seminars. Industrial visits and guest lectures by eminent personalities are a regular feature.

We strive to see that every Badrukan's Intelligence Quotient, Emotional Quotient and Spiritual Quotient are equally developed to be successful and satisfied in life.

Poonam R Saraf

Manager – Placements

Welcome to the gallery of portraits of some of the best potential managers available.

Over the years 'Badruka' has become the first choice of the recruiters across the country. Over two decades BCPGC is rated consistently among the country's top



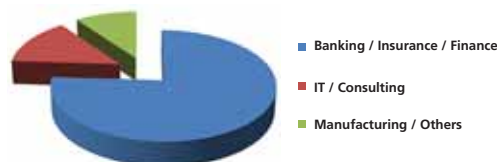
50 B-schools and has the best of inputs from academicians, professional soft skill trainers like TIME Institute, in-house grooming division and from practicing managers. Our aim is not only to create smart analytical left-brained MBAs but also those with soft skills, inclined towards the right brain and who readily work across global cultures.

We proudly say that the earlier recruiters were quite satisfied with the quality of manpower picked from our institute, as was reflected in their feedback and also the fact they have visited the campus again. We promise to provide you quality students to suit your requirements aptly.

We look forward to your continued support, and invite you to visit our campus and see for yourself the great potential that is waiting to be tapped in each of our bright students.

PR Venkat Sai

Sector-wise Placement



Placement Report – MBA Batch 2007-09

Highest Salary	: Rs 4.8 lakhs pa
Average Salary	: Rs 3.5 lakhs pa
Companies visited	: 34
Placement Percentage	: 95%

The MBA program of BCPGC is affiliated to Osmania University and is approved by AICTE. The admission of students is based on a State-wide entrance test called Integrated Common Entrance Test (I-CET), which tests the students in their English, Quantitative and Analytical abilities. The cream of I-CET seeks admission into Badruka, holding it on top of their priority list.

The course curriculum is prescribed by Osmania University and is designed to make the students capable of gaining a holistic perspective of Management. The course covers 26 subjects which include four specific papers in core specialization areas and two papers in minor specialization. The completion of the course stipulates a Project work of two months duration in the industry, followed by a viva voce.

With the objective of developing multi-skills among future managers, the prescribed syllabus offers the students the option to specialise in two broad fields:

- The major specialization offers core expertise on the subject,
- The minor specialization offers complementary skills to substantiate the knowledge of the major specialization.

Specializing in two functional areas helps the future managers in understanding the intricacies of different functional areas and their inter-dependence. It also enables them to acquire the versatility required in the corporate world.

Apart from acquainting the students with the regular course curriculum the MBA program also lays special emphasis on polishing the soft skills of the students. The programs are designed to:

- Develop the student's leadership skills and build their personality through workshops and sessions on personality development.
- Bridge the industry-institution divide through industrial tours.
- Facilitate the students with proper insights, so that they understand the dynamics of the corporate business environment, by giving them a number of practical assignments.
- Provide the students with proper practical exposure and counselling to help them build a proper career.

MBA Curriculum

Semester I

- Management and Organization Behaviour
- Managerial Economics
- Accounting for Management
- Marketing Management
- Statistics for Management
- IT applications for management (Theory & Practicals)
- Legal Aspects of Business

Semester II

- Human Resource Management
- Business Environment
- Financial Management
- Marketing Research
- Operations Research
- Operations Management
- Technology and Business

Semester III

- Strategic Management Accounting
- Total Quality Management
- Global Business

Semester IV

- Strategic Management
- Entrepreneurial Development
- Supply Chain Management

Specializations

Marketing

- Product Management
- Promotion and Relationship Management
- Consumer Behaviour
- Services and Retail Marketing

Finance

- Financial Risk Management
- Financial Services
- International Finance
- Investments Management

Human Resource Management

- Compensation Management
- Organizational Development
- Performance Management
- Empowerment and Leadership Development

Information Systems

- Database Management Systems
- Information Systems Audit and Control

Almanac: 2008-09

	III Semester	IV Semester
Commencement of Classes	13-07-2009	05-12-2009
Last Date of Instruction	31-10-2009	21-03-2010
Commencement of Examinations	18-11-2009	01-04-2010



Our Mentors



Prof Pannalal
BE, MBA, PhD
Professor
(former Registrar, OU)
Area of Specialization:
Operations and Quantitatives



Mr C Chandrashekar Reddy
B.Com, MBA, D.Pharmacy,
PGDCA, DCST, MCP
Peoplesoft-HRM, Oracle DBA,
SAP-SD, SAP-CRM
Asst. Professor
Area of Specialization:
Marketing



Ms M Rajeswari
B.Sc, MBA, PGDOM,
PGD-HRM, NET, SLET
Asst. Professor
Area of Specialization:
Economics, International
Business



Ms Swathi Kumari
B.Sc, MBA, M.Phil
Asst. Professor
Area of Specialization:
HRM



Ms Sri Krishna Priya N
MBA
Asst. Professor
Area of Specialization:
Finance & Systems



Ms Rakhee
MBA
Asst. Professor
Area of Specialization:
HRM, IT



Ms Sushma Patrick
B.Tech, MBA
Asst. Professor
Area of Specialization:
Finance and Quantitatives



Ms Sri Laxmi
MBA
Asst. Professor
Area of Specialization:
HRM, Media Matters



Ms Jayashree Patil
MA (Economics - Hons), NET, SLET
Asst. Professor
Area of Specialization:
Economics
& International Business



Ms Swetha Shree
MBA
Asst. Professor
Area of Specialization:
Finance

Milestones that have made us proud...

Apart from the curriculum, the students are encouraged to participate in various events like Management Meets, Seminars, Paper Presentations, etc, conducted by various Institutions both at the state and regional levels. The students of the MBA 2008-10 batch participated in various events and won laurels and accolades for BCPGC.

Sree Vision 2008 (Organized by Sreenidhi Institute)	First place in Young Manager event	Harika M
Chetana 09 (Organized by Osmania University)	First place in Paper Presentation	Ravi Teja G Harika M
Innovision 08 (Organized by St Martin's College)	First place in Business Quiz	Kiran Puri Kiran Donthula Sindhuja M
Lakhshya 08 (Organized by Noble PG College)	First Place in Business Quiz Second place in Young Manager First place in Floor Crossing First prize in Ad mire	Sundeeep Reddy Kiran Puri Kiran Puri Sundeeep Reddy Kiran Puri Sundeeep Reddy Kiran Puri
Chaitanya Bharathi Institute of Technology	Second place in Stock Market Simulation Second place in Young Manager	Ramesh I Swathi B Ravi Teja G
Bloom 09 (Organized ICBM)	Second place in HR event Second place in Ad-Buzz event	Arpana Anupama A Sundeeep
Sree vision 08 (Organized by SreeNidhi College)	Second place in Finance Event	Priyanka Sehgal
St. Mary's PG College	First place in Business Quiz	Kiran Puri D Kiran kumar
AD Shroff Memorial Elocution Competition	Second place	AK Swapna
Tata Crucible Campus Quiz 2009	Participated	Kiran Puri D Kiran



Visitor's Name	Designation & Company	Occasion
Mr Ch Srinivasan	VP-HR, Lanco Infrastructure	Induction (MBA I Sem), 8 September 2008
Prof Laxmi Narain	Founder Head and Dean, Department of Business Management, Osmania University	Induction (MBA I Sem), 8 September 2008
	TIME Institute	Personality Development Classes, MBA III Sem, Aug-Sep 2008
Mr Kaushik Gupta	Director-HR, Convergys	Guest Lecture on 'Enhancing Success Quotient' - 21 January 2009, in collaboration with Business Line
Dr Patrick A	Asst. Prof, Department of Commerce, Osmania University	17 February 2009, 44 th AD Shroff Memorial Elocution Competition
Mr Durga Prasad	Badruka Institute of Foreign Trade	17 February 2009, 44 th AD Shroff Memorial Elocution Competition
Prof Laxmi Narain	Founder Head and Dean, Department of Business Management, Osmania University	18 February 2009, Guest Lecture on Corporate Governance
Mr Krishna Sagar	CEO, Matrix Mentoring Pvt. Ltd.	22 nd Mega Management-cum-Cultural Festival, Inaugural – 'Splash' on 6 March 2009
Prof B Krishna Reddy	Chairman, Board of Studies, Department of Business Management, Osmania University	22 nd Mega Management-cum-Cultural Festival, Inaugural – 'Splash' on 6 March 2009
Mr A Bhaskar Reddy	IT Commissioner	22 nd Mega Management-cum-Cultural Festival, Valedictory – 'Splash' on 7 March 2009
Mr U Sanyasi Rao	Past District Governor, Rotary Club, Member FAPCCI	22 nd Mega Management-cum-Cultural Festival, Valedictory – 'Splash' on 7 March 2009
Mr SK Raman	Retd GM, Shipping & Foreign Trade, Forbes Gokak Ltd	Splash 09, Judge, Marketing Event, Mergers & Acquisitions
Dr Patrick A	Asst. Prof, Dept. of Commerce, Osmania University	Splash 09, Judge, Marketing Event, Mergers & Acquisitions



*Mr Kaushik Gupta
speaks on 'Enhancing Success Quotient'*



*Prof Laxmi Narain
speaks on 'Corporate Governance'*



*Mr U Sanyasi Rao
speaks on 'Goal Setting'*



Prof B Krishna Reddy at 'Splash' inaugural



Mr Krishna Sagar at 'Splash' inaugural



Dr Chetan Srivastava speaks on 'Knowledge Management'

Visitors to our campus

Visitor's Name	Designation & Company	Occasion
Mr Ramesh Vemuganti	Regional Manager, Business Link Automation India Ltd.	Splash 09 Judge, Young Manager Event
Mr Padmaker Jadav	Regional Training Head, Tata AIG Insurance	Splash 09, Judge, Young Manager Event
Mr Darpan Vasudev	Manager – Zonal Sales & Franchisee, MAAC	Splash 09 Judge, Young Manager Event
Ms Gayathri Nikkula	Asst Manager – HR, Tata Consultancy Services	Splash 09, Judge, HR Event
Dr Jayashree Venkatesh	Lead Manager – Training, SKS Micro Finance	Splash 09, Judge, HR Event
Dr Narendra Reddy	Asst Prof, Nizam College	Splash 09, Judge, Finance Event
Mr Ravi Kumar Jain	In charge, Special Projects, ICFAI University Press	Splash 09, Judge, Finance Event
Mr U Sanyasi Rao	Past District Governor, Rotary Club, Member FAPCCI	Guest Lecture on Goal Setting – 6 March 2009
Dr Jayashree Venkatesh	Manager, Training, SKS Finance	Guest Lecture, Career Opportunities – 28 March 2009
Dr Chetan Srivastava	Asst Professor Hyderabad Central University	Guest Lecture, Knowledge Management – 12 March 2009
Ms Gayathri Nikkula	Asst Manager – HR, Tata Consultancy Services	Guest Lecture, Performance Appraisal Practices in Corporates – 21 March 2009
Mr T Hanuman Chowdhary	Former IT Advisor to Government of AP	Impact of Black Money on Indian Economy – 16 September 2009
Mr Ravi Kumar	Entrepreneur	Art of Living –17 September 2009



Induction Program

'A successful start leads to a successful end'. The fresh batch of MBA 2008-10 was started through a comprehensive Induction Program held on 8 September 2008. The Induction Program was addressed by eminent speakers like Chief Guest Ch Srinivasan (VP-HR, Lanco Infrastructure) and Guest of Honour Prof Laxmi Narain (Founder Head and Dean, Department of Business Management, Osmania University).



Launch of 'Envision 2008', induction program for MBA 2008-10 batch



Seniors & freshers at the induction program 'Envision 2008'

Student Activities in 2008-09

Induction Program for MBA 2008-10 batch		8 September 2008
Campus Recruitment Training by TIME Institute for MBA III Sem students		Aug-Sep 2008
Student Team Presentations on Business Houses		1 October 2008
Business Quiz Program for MBA I Semester students.		16 October 2008
MBA Students' Charity Work for SIDUR Orphanage by contributing Rs 21000		14 November 2008
Program on 'Mergers and Acquisitions' for MBA II Semester students		20 January 2009
Guest Lecture in Collaboration with Business Line		21 January 2009
44th AD Shroff Memorial Elocution Competition		17 February 2009
22nd Mega Management Cum Cultural Meet 'Splash'		6-7 March 2009
Formal Events	Informal Events	
Business Quiz	Antakshari	
Young Manager	Dance Event	
Mergers & Acquisitions	Skit	
Marketing Event	Collage	
Finance Event	Splash Race	
Stock Market Simulation		
HR Event		
MBA III Semester students' Visit to Jersey Creamline Dairy and AP foods		7 August 2009
Campus Recruitment Training Program by TIME for MBA III Semester students		10 August – 10 September 2009



Prof Laxmi Narain at 'Envision 2008' of MBA 2008-10 batch



MBA III Semester student Bharath conducting business quiz for juniors

Shruti on 'Jumbo'



'Business House'

presentations by students



Kiran on 'Godrej'



Vyshnavi on 'Wipro'

Students at Seminars

14 students of MBA I Semester attended a 'Leadership Training Camp' in collaboration with Forum of Free Enterprise, organized by Siva Sivani Institute of Management (Secunderabad) on 12-13 September 2008.

Five students of MBA II Semester attended a UGC sponsored Seminar organized by Pragati Mahavidyalaya Degree and PG College on 'Corporate Governance - Vision vs Illusions' on 21 March 2009.

MBA II Semester students attended an Inter-Collegiate Seminar on 'Impact of Recession', organized by Loyola Institute of Business Management (Secunderabad) on 26 March 2009 in collaboration with Business Line.

MBA II Semester students attended a program on 'Budget Analysis' on 8 July 2009 organized by St. Francis College in collaboration with Business Line.

Student Presentations

Every year as a part of our co-curricular activities, business house and sectoral presentations are organised for the MBA students, who are divided into groups, with each group given a task of analyzing / studying various business sectors and making a presentation. This gives an opportunity for the students to study and analyze various strategies adapted by Market Leaders. In addition, this activity also develops the spirit of teamwork and leadership among the students. Based on the presentations made, the panel comprising internal and external faculty analyzes and assesses the performance of the students and gives feedback specifying the strengths and weaknesses of the presentations and thereby providing scope for improvement.

Social Responsibility

Our students show keen interest and involve themselves with loads of commitment in academic, cultural and community development activities. On the occasion of Children's Day (14 November 2008), the social work committee of the batch served SIDUR, an orphanage at Malakpet (Hyderabad). They spent the entire day with the children playing musical chairs, running race and other games. They mobilized Rs.21000 and provided them breakfast, lunch, water tank, bags, sweaters, innerwear, toys, soaps and snacks.



Fun and laughter with children at SIDUR orphanage



Presenting school bags to children at SIDUR orphanage

The MBA students are exposed to the practicalities of Business and Management through various co-curricular activities like Industrial Tours, Seminars, etc., as they give the chance to relate theory with practicals. This year the students visited Creamline Dairy Products Limited at Ramanthapur (Hyderabad) and Andhra Pradesh Foods at Nacharam (Hyderabad) on 7 August 2009.



- At Creamline Dairy Products they had an opportunity to understand the processing of milk at various stages like homogenization, pasteurization, etc. Mr Sunder (Manager – Safety Systems) explained some strategies to expand the company's business to new markets and gain customer satisfaction. The students had a firsthand experience of viewing the various processes involved in manufacture of various products of Jersey like ice-creams, buttermilk, curd, flavoured milk, etc.



- At Andhra Pradesh Foods the students were addressed on the operations and manufacturing processes of different products like hot foods (khichidi, halwa and upma mix), extruded snack food and modified therapeutic food by Mr Chandramouli (Dy Manager, Mechanical Department). Mr Surendra Kumar (QC Chemist) explained various measures taken to ensure production of quality and nutritious food and feed the poor and undernourished by incorporating the best practices against the competitive market, thereby accomplishing AP Foods' objectives.



Library

BCPGC is well equipped with a library containing 6500 textbooks, 20 magazines, 17 National Journals and four International Journals.

Computer Lab

The computer lab is well equipped with a LAN bridging 65 terminals with unlimited access to the Internet. The lab is well equipped to meet the requirements of the MBA curriculum.



Audio-Visual Room and Auditorium

The Audio-Visual Room and the Auditorium have teaching aids like LCDs, slide projectors, etc. These facilities provide a great ambience for organising Executive Development Programs (EDPs), Management Development Programs (MDPs), Faculty Development Programs (FDP) and Student Meets. The AV Room and Auditorium can accommodate around 150 people and 500 people respectively.

Senior-Junior Interaction

Interaction between seniors and juniors is facilitated through seniors taking the initiative in conducting some academic exercises like quiz programs, case studies, etc. The seniors have organized a Business Quiz and a program on 'Mergers and Acquisitions' for the juniors.



Interaction with Alumni

BCPGC alumni are placed in senior positions in several prestigious organizations. Interaction with them is maintained through annual alumni meets, guest lectures, placement / summer internship support, and assistance in organising seminars / workshops.

- Mr Bhanu Kishore (Asst Manager – Business Development, Value Labs) addressed the students on 6 October 2007 on 'Leadership – Requirement for the Industry'.
- Dr Jayashree Venkatesh (Regional Training Manager, Reliance General Insurance) addressed the students on 'Job Prospects in the Insurance Sector' in November 2008.



Campus Recruitment Training








The placement activity starts with the Campus Recruitment Training (CRT) Program in August every year. BCPGC has always believed in the overall development of the students, and has been providing training to the students in soft skills by engaging special trainers and consultants. Over a period of time this exercise has become more organized with BCPGC engaging Triumphant Institute of Management Education (TIME) to serve the purpose. This year the CRT program was scheduled from 10 August to 14 September 2009. The placement activity is currently under progress.




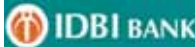







Pre-Placement Talk

The Pre-Placement Talk (PPT) has been the standard practice to facilitate interaction between the industry and the students. The organizations participating in the placement process are requested to make a brief presentation about themselves, including the opportunities and prospects ahead for the aspirants. In order to facilitate the PPT process, BCPGC provides the required infrastructure, which includes an air-conditioned seminar hall with a seating capacity of 100, LCD / overhead projectors, TV, VCR and a Public Address (PA) system.

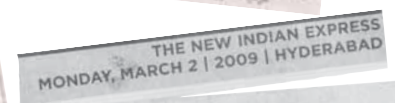


MARKETING			
			
			
			
			
			

FINANCE			
			
			
			

HUMAN RESOURCE			
			
			

Media Matters



Splash at Badruka on March 6
 The Department of Management, Badruka College PG Centre, is organising its 22nd Mega Management cum Cultural Festival, SPLASH, on March 6 and 7. Splash consists of formal and informal events. The formal events consist of young manager, mergers & acquisitions, business quiz, marketing events, HR events, finance events and stock market simulation. The informal events consist of dance competitions, antakshari, skits, splash race and collage. Krishna Sagar, CEO of Matrix Mentoring Technologies, and Vidyadhar Reddy, head of hent, OU, will ur respect-



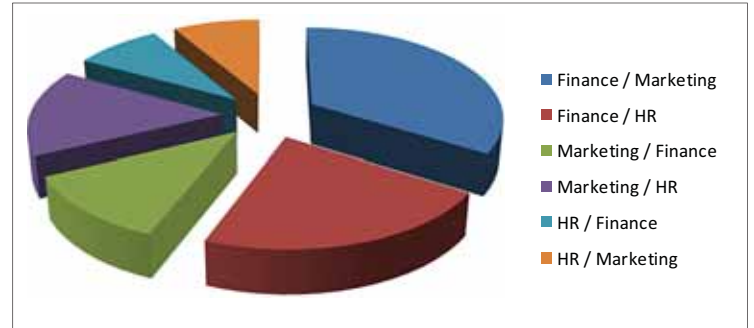
बदुका कॉलेज का सांस्कृतिक समारोह 6 व 7 को
 हैदराबाद, 1 मार्च- (मिलाप ब्यूरो) बदुका कॉलेज पी.जी. सेंटर के विजनेस मैनेजमेंट विभाग द्वारा आगामी 6 व 7 मार्च को 22वां भव्य प्रबंधन-साह-सांस्कृतिक समारोह 'स्प्लैश' आयोजित किया जाएगा। 6 मार्च को सुबह 9.30 बजे से समारोह का उद्घाटन कार्यक्रम आयोजित होगा। इसमें मैट्रिक्स मैनेजिंग प्रा. लि. टेक्नोलॉजी लि. के सीईओ कृष्णा सागर, उम्माईराम विश्वविद्यालय के विजनेस मैनेजमेंट विभाग के प्रमुख प्रो. विद्याधर रेड्डी क्रमशः मुख्य अतिथि व सम्माननीय अतिथि के रूप में भाग लेंगे। समान समारोह 7 मार्च को रात 5.30 बजे से आयोजित होगा। इसमें मुख्य अतिथि और विशेष अतिथि के रूप में क्रमशः आचकर आयुक्त ए. भास्कर रेड्डी व रोटरी पॉन्ट डिस्ट्रिक्ट गवर्नर यू. सन्वसी राव भाग लेंगे।

Splash 2009

'Splash', BCPGC's flagship annual Management and Cultural Festival, was conducted on 6-7 March 2009. Prof B Krishna Reddy (Chairman, Board of Studies, Department of Business Management, Osmania University) and Mr Krishna Sagar (CEO, Matrix Mentoring Technologies) were the Chief Guest and Guest of Honour respectively at the inaugural function on 6 March, while Mr A Bhasker Reddy (IT Commissioner) and Mr U Sanyasi Rao (ex-Rotary District Governor) were the Chief Guest and Guest of Honour respectively at the valedictory function on 7 March.

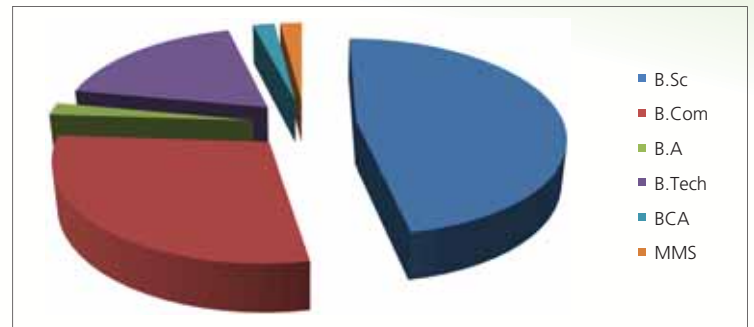
Various events under Formal and Informal categories were conducted on both the days. The event being popular among the B-schools of the twin-cities, attracted around 1500 students from over 50 colleges. Good patronage was received as sponsorship from the corporates like Andhra Bank, MAAC, Axis Bank, Suchirindia, Solutel, etc. The events were judged by eminent persons from the industry and academia, such as Dr Patrick A (Asst. Professor, Department of Commerce, Osmania University), Mr SK Raman (Retd. GM, Forbes Gokak Ltd), Dr G Naresh Reddy (Asst Professor, Nizam College), Mr Ravi Kumar Jain (In-charge, Special Projects, ICFAI Press) and Ms Gayathri Nikkula (Asst Manager-HR, TCS).





Specialization-wise breakup

Qualification-wise breakup



Students' profiles

Finance / Marketing

**Abdul Bari Rehan**

Qualification : B.Com.
Project title : Comparative Study on Spot and Futures with Reference to Bullion Market
Organization : Geojit BNP Paribas Financial Services

**Kiran Kumar D**

Qualification : B.Com.
Project title : Study on Fibonacci Analysis of Select Equities
Organization : Freelance

**Kiran P**

Qualification : B.Com.
Project title : Study on Portfolio Management
Organization : Ventura Securities Limited
Experience : PR Officer in Pi-International (16 months)

**Lakshmi U**

Qualification : B.Tech.(ECE)
Project title : Study on Portfolio Management based on income of Customers
Organization : Freelance

**Madhavi M**

Qualification : B.Com.
Project title : Study on Development of National Highways through PPP Model (BOT - toll)
Organization : IVRCL

**Mohd Jahangir Pasha**

Qualification : B.E.
Project title : Study on Technical Analysis of Select Shares of the Securities Market
Organization : Forceites Private Limited
Experience : Resource Developer with T.I.M.E. (2 years)

**Murali Krishna NNV**

Qualification : B.Sc.
Project title : Study on investment Decisions
Organization : Freelance

**Peddaiah Babu C**

Qualification : B.Sc.
Project title : Study on Performance of Mutual Funds with Special Reference to UTI and HDFC
Organization : Freelance

**Ramesh I**

Qualification : B.Sc.(IT)
Project title : A Study on online Trading, Clearing and Settlement
Organization : Freelance

**Ravali T**

Qualification : B.Sc.(Biotechnology)
Project title : Study on inventory Control Management
Organization : Freelance

**Ravi Kiran Dharam Soth**

Qualification : B.Tech.
Project title : Study on EIC Analysis
Organization : Geojit BNP Paribas Financial Services
Experience : OFC Engineer in Essar Group (18 months)

**Sarvani M**

Qualification : B.Com.
Project title : Study on Security Analysis and Portfolio Management
Organization : Freelance

**Shradhanjali Tripathi**

Qualification : B.Com.
Project title : Study on Various Strategies with Derivatives
Organization : Geojit BNP Paribas Financial Services

**Shruti Narain**

Qualification : Master of Management Studies
Project title : Analysis of investment Avenues- FD as an Option for individual Financial Planning
Organization : Mahindra Finance
Experience : Team Leader in JP Morgan Chase (14 months)

Students' profiles

Finance / Marketing



Sindhuja M

Qualification : B.Tech.
Project title : Study on Options as an investment tool
Organization : IL & FS



Srinivas D

Qualification : B.Sc.



Sudheer GD

Qualification : B.Com.
Project title : Candle Stick Analysis on Select Indian Equities
Organization : Freelance



Ch Suresh

Qualification : B.Sc.
Project title : Study on Working Capital Management
Organization : Freelance



Swathi B

Qualification : B.Com.
Project title : Study on Comparison of Different Mutual Funds offered in India
Organization : Freelance



Venkata Ramana A

Qualification : B.Sc.
Project title : Study on Comparison between Mutual Funds and other investment Schemes
Organization : Freelance

Marketing / Finance



Bharani D

Qualification : BA
Project title : Study on Promotional Strategies of Reliance Brands in Reliance Fresh
Organization : Freelance
Experience : Supervisor with Spencer's Retail (6 months)



Chandrakanth B

Qualification : B.Sc.
Project title : Comparative Study on Promotional Strategies of Nokia & Samsung Mobiles in Twin Cities
Organization : Freelance



Kiran Kumar B

Qualification : B.Tech.
Project title : Market Study of Hyderabad Batteries in Twin Cities
Organization : Freelance
Experience : Osmania University College of Technology (2 years)



Mohd Abdul Naveed

Qualification : B.Sc.
Project title : Study on Effect of Advertisement using RTC Buses on Different Segments of Clients
Organization : Freelance



Ravi Teja G

Qualification : B.Sc.
Project title : Study on Impact of Various Promotional Strategies of Click Institute on Students
Organization : Click Institute



Sundeepp Reddy A

Qualification : B.Tech.
Project title : Study on Viability of Direct Sales to VantageTrade.com
Organization : Forceites Private Limited



Vandana K Vadrevu

Qualification : B.Sc., PGDIRM
Project title : Attitudinal Study of Investors & Sub-Brokers of Securities Market using VantageTrade.com
Organization : Forceites Private Limited
Experience : Customer Relations Executive with Willis India Insurance Brokers (one year)

Students' profiles

Finance / Human Resource

**Amulya M**

Qualification : B.Sc.
Project title : Study of Credit Appraisal for Home Loans in ICICI Bank
Organization : Tata AIG Life insurance Limited

**Neeharika B**

Qualification : B.Com.
Project title : Study on Derivatives
Organization : KLR industries

**Prasad D**

Qualification : B.Sc.
Project title : Study on Management of Risk through insurance
Organization : VST industries

**Preethi V Pai**

Qualification : B.Com.
Project title : Study on Sensitivity Analysis of PPP-BOT (Toll) Projects – Kumarapalayam Tollways Ltd
Organization : IVRCL

**D Priyanka**

Qualification : B.Com.
Project title : Study on Profitability Ratios
Organization : VST Industries Limited

**Priyanka Sehgal**

Qualification : B.Com.(Marketing)
Project title : Study of Human Resource Accounting in CCMB
Organization : Centre for Cellular and Molecular Biology
Experience : Associate Analyst with Deloitte Consulting (8 months)

**Rajitha M**

Qualification : B.Sc.
Project title : Study on Value Added Analysis
Organization : Freelance

**Sagarika Daripalli**

Qualification : B.Com.
Project title : Analysis of Financial Performance of My Home industries with Reference to Working Capital Management
Organization : My Home industries Ltd

**Shaik Farnaz**

Qualification : B.Com.
Project title : Study on Working Capital Management
Organization : MYK Spinning industries Limited

**K Sravanthi**

Qualification : B.Sc.
Project title : Study on Profitability Analysis
Organization : VST Industries Limited

**Ch Subhashini**

Qualification : B.Sc.
Project title : Study on Budget and Budgetary Control
Organization : Creamline Dairy Products Private Limited

**Sunita T**

Qualification : B.Sc.
Project title : Study on Working Capital Management
Organization : Creamline Dairy Products Private Limited

**G Suresh**

Qualification : B.Sc.
Project title : Study on Inventory Management in Singareni Collieries Limited
Organization : NTPC

Students' profiles

Marketing / Human Resource

**Arpana Pandey**

Qualification : BCA
Project title : Study on Brand Loyalty of Mercedes Benz
Organization : Mercedes Benz

**Arun Kumar R**

Qualification : B.Sc.
Project title : Market Study on Use of GGBS Cement & Acceptance of PSC Cement by RMCs and others
Organization : My Home Industries

**Bhargava A**

Qualification : B.Tech.
Project title : Study on Implementation of CRM in Retail Fuel Stations
Organization : Freelance

**Naresh R**

Qualification : B.Sc.
Project title : Study on Customer Relationship Management Strategy of Jersey Milk
Organization : Creamline Dairy Products Limited

**Naveen Kumar V**

Qualification : B.Sc.
Project title : Study on Consumer Behaviour towards Hero Honda Bikes
Organization : Pheonix Motors

**Prasad ATS**

Qualification : B.Sc.

**Ravi Teja K**

Qualification : B.Sc.
Project title : Comparative Study on Promotional & Pricing Strategies of Jersey & other Milk Brands
Organization : Creamline Dairy Products Private Limited

**Santhi Kumar G**

Qualification : B.Tech.
Project title : Study on Effects of Nano on Premier Bikes
Organization : Freelance

**Sri Krishna Sai B**

Qualification : B.Sc.
Project title : Study on Product and Brand Awareness of Maac Multimedia among Student Community
Organization : Maya Academy of Advanced Cinematics

Human Resource / Finance

**Anupama VN**

Qualification : B.Com. (Computers)
Project title : Study on the Importance of Stress Management and Balancing
Organization : Geojit BNP Paribas Financial Services

**Haarika M**

Qualification : B.Tech.
Project title :

- A Study on Preparing Training Calender for ISB Employees for the Year 2009-10
- A Study on Performance Appraisal Analysis of the Employees at ISB

Organization : Indian School of Business

"Our duty is to encourage every one in his struggle to live up to his own highest idea, and strive at the same time to make the ideal as near as possible to the Truth."

- Swami Vivekananda

Students' profiles

Human Resource / Finance

**Swapna AK**

Qualification : B.Com.(Hons)
Project title : Project on Training Evaluation and Feedback Analysis
Organization : SKS Microfinance

**Santosh G**

Qualification : B.Sc.
Project title : Study on Stress Management
Organization : APTDC

**Hannah Sheela D**

Qualification : B.Sc.
Project title : Study on Performance Management in Aster Teleservices
Organization : Aster Teleservices Private Limited

Human Resource / Marketing

**Divya Lakshmi M**

Qualification : B.Tech.(EEE)
Project title : Study on IT Recruitment and Selection
Organization : First Tek Pvt Ltd

**Sunandani G**

Qualification : B.Sc.
Project title : Study on Impact of Various Training and Development Program Trackers
Organization : SKS Microfinance

**Madhu Priya K**

Qualification : B.Tech.
Project title : A Study on Effective Utilization of Human Resources
Organization : Astra Microwave Products Limited

**Vyshnavi M**

Qualification : B.Sc., PGDCA
Project title : Study on Quality of Work Life at AP Foods; Study on Product & Brand Awareness of Maac Multimedia among Student Community
Organization : AP Foods; Maya Academy of Advanced Cinematics

**Roshna A**

Qualification : B.Sc.(Microbiology)
Project title : Study on Performance Appraisal
Organization : SKS Microfinance

"We are what our thoughts have made us; so take care about what you think. Words are secondary. Thoughts live; they travel far."

- Swami Vivekananda



"My experience at Badruka has been very enriching and it has created a great potential in me to be a very efficient manager. The best part of the Institute is the culture of learning, innovativeness and leadership coupled with discipline directed towards the overall development of the personality of the students. The intellectual capital (faculty) has been one of the strongest pillars for creating and sustaining this culture. The two years of MBA at Badruka gives the students a great platform to develop their knowledge, skill and personality as a whole. It can be best described as a perfect human laboratory for students to initiate, experiment, learn and develop their behavioral skills. All this makes it one of the most sought out B-schools in AP not only by the student community but also the corporates for excellent placement opportunities."

- **Dr AG Jayashree** (1997-99 batch)
Lead Manager Training, SKS Microfinance



"I always feel grateful to Badruka College for the way it has polished my skills and capabilities. I believe that one important contributor to the success of an MBA student is his / her ability to be cognizant of the Industry and its needs. The kind of Industry orientation that Badrukan faculty were able to impart in us is noteworthy. My transition from Academics to the Industry was very organic and I believe that Badruka holds significant credit for making this bridge possible. Today, I am one such student who can boldly make a statement that I am able to implement what I have learnt during MBA. I feel proud to be a part of the Badrukan family. I can never forget the presentations, debates and all fun-filled events we had during my post graduation".

- **Bhanu Kishore R** (2002-04 batch)
Manager - Client Services, Value Labs



"Besides my professional career growth, I strongly feel that I have experienced a personal growth that simply would not come from traditional learning environments but only from some of the finest intellectual discussions I had with students and faculty during this MBA Program."

- **Chandrasekhar Susarla** (2004-06 batch)
Analyst, Wipro BPO



"My education at Badruka has made me realize my fullest potential making me able enough to compete in this challenging world. The management's focus on imparting practical knowledge and personality development in a very professional manner, I think, gives an edge to the students. Badruka College, with the reputation it has, provides the best platform and opportunity for a student's overall development."

- **Naresh Hotker** (2007-09 batch)
Business Analyst, Financial Software Systems (India) Ltd.



"My stay at Badruka was a pleasant experience and has drastically impacted my life. It boosted my self confidence, motivation and my human relations. It helped me enhance my overall personality."

- **Nedurumalli Ajith Kumar** (2007- 09 batch)
Entrepreneur, Spyginks Imports and Exports



Vimal Kant K



Ramaraju D



Roopkanth A



Swetha P

Name	Year	Current Designation and Organization
Chandrasekhar	1989	VP - Corporate Relations, Apollo Hospitals
Srinivas G	1989	Group Corporate Head - HR, GMR
Nikhil Shah	1989	Manager - Finance, Dr. Reddy's Laboratories
Visawanath S	1998	Branch Manager, HDFC
Jayashree Venkatesh	1999	Lead Manager - Training, SKS Finance
Mallela Gopinath	1999	Project Leader - ERP, Satyam Computers, UK
Anirudh Apsingikar	2000	CMD, Proton Consultancy Services
Deepa L	2002	Recruitment Manager, Infosys Technologies
Muthu Krishna	2002	Manager - Finance, ITC Limited
Srinivas B	2002	Senior Consultant - APITCO Ltd.
Bhanu Kishore	2003	Business Development Manager - Value Labs
Pavan Aditya	2003	Regional Sales Manager, Indian Oil Corporation
Swetha P	2004	HR Manager, Ecomzera Online Services Private Limited
Akshay Bhalla	2004	VP, India Bulls Pvt. Ltd.
Sheetal Agarwal	2004	Senior Specialist - L & D, DE Shaw Software
Chandrasekhar	2005	Analyst, Wipro BPO
Gangadhar	2006	ADM, ICICI Bank
Ch Suman	2007	Asst. Manager, Commercial Business, ICICI Bank
Kishore Chetlani	2007	Branch Operations Manager, ICICI Bank
Manjunath J	2007	Key Accounts Manager, Radio Mirchi
Mohini Thorat	2007	Branch Operations Manager, ICICI Bank
Roopkanth A	2008	Financial Analyst, FCOE, Functional Finance AERS, Deloitte
Vimal Kant K	2008	Regional Head - Training, ICICI Bank
Nedurumalli Ajith Kumar	2009	Entrepreneur, Spyginks Imports and Exports
Ramaraju D	2009	Director - Minerva Educational Institutions, Pattipadu.

Our Star Alumni

"Take up one idea. Make that one idea your life - think of it, dream of it, live on it. Let the brain, muscles, nerves, every part of your body, be full of that idea, and just leave every other idea alone. This is the way to success."

- Swami Vivekananda



"I found the students' ability to comprehend and present various topics on Finance and Management to be of high quality and highly professional. Their language and speed in communication are impressive."

- K Umamaheswaran
Faculty, Andhra Bank Staff College, Hyderabad

"It is an excellent place for learning and for providing talent required by the industry."

- B Srinivas Rao
Sr. Manager, APITCO

"The candidate we have recruited from Badruka has performed beyond our expectations and in a very short time was able to create credibility for himself to take up work involving greater commitment and responsibility."

- BVANN Varma
GM - HR, Aurobindo Pharma

"I find the students bright, enthusiastic and eager to start their corporate career. On par with the best in the country, Badruka will be a permanent source for new management recruits."

- Sudhir Rao
MD, Bartronics India Limited

"Badrukans are highly motivated and committed. They have been groomed to excel in academics, work related performance, event management and organizational skills."

- Sandeep Khurana
GM, e-Support, Satyam Computers

"Badruka is a reliable source for recruitment as it always strives to provide excellent human resources."

- Shailender Gupta
Head-HR, Delloite Tax

"Federal bank's maximum number of recruitments are from Badruka college as the skill set of students is very good."

- Francis Mathew
Federal Bank



Life at BCPGC



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BCPGC has, for the last five years, been consistently ranked among India's top 50 B-schools.

BCPGC was ranked 21st in the country in a Business Today-AC Nielsen-ORG MARG survey in 2003; the College retained its top-50 ranking in 2004 and 2005 as well.

In the 1st November 2009 issue of Business India, BCPGC was ranked in the 'A+' category.

DECCAN Chronicle

THE LARGEST CIRCULATED ENGLISH DAILY PUBLISHED IN ANDHRA PRADEH



Deccan Chronicle, a leading Indian newspaper, in its 31st May 2009 issue, had rated BCPGC as the second-best college for the MBA program in the twin cities of Hyderabad and Secunderabad.



Rank	College Name	City	Seats	Rating	Website
1
2	Badruka College Post Graduate Centre	Hyderabad	120	A+	www.badruka-mba.com
3



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