

Format for Reporting Academic (TLP) Activity

1.1 Department Activity Number: MBA 7 (2023)		
1.2 Title of the Activity: Invited Talk on ' Digital Marketing ' and ' Business Analytics		
1.3 Type of Activity: Conference/Seminar / Guest Lecture / Workshop / Short term Course/ Certificate Course/ Value Added Course/others		
1.4 Name of Organizing Dept./ Committee / Cell/ Club: Department of Business Administration		
1.5 Date and Time: 03-04-2023	1.6 Mode: Online / Offline	1.7 Venue: Webinar Hall
1.8 No. of Students Participated: 96	1.9 Class of students:	
2.0 Name of Organizing Coordinator / Convener/secretary:		
2.1 Funding source: Institution <input type="checkbox"/> nsor <input type="checkbox"/>		
2.2 Name of main sponsor:		2.4 Total expenditure:
2.3 Total Amount received from sponsors:		
2.5 Accounts statement audited by: Internal auditor / External Auditor		
3.0 Name of Chief Resource person: Dr Naresh and Ms Ajitha faculty members from Acharya Bangalore Business School		
4.0 Brief Activity Report: The Department of Business Administration organized an Invited Talk on ' Digital Marketing ' and ' Business Analytics ' in association with ' Admission Arrow ' on 03-04-2023. Dr Naresh and Ms Ajitha faculty members from Acharya Bangalore Business School are the Resource Persons. On this occasion Prof Rajesh C Jampala, Dean formally launched the logo of ' Eduversetea Admissions Expo '.		
4.1 Video (if Recorded): Provide the link		
4.2 Website link:		





P.B. SIDDHARTHA COLLEGE OF ARTS & SCIENCE, VIJAYAWADA
DEPARTMENT OF COMMERCE & BUSINESS ADMINISTRATION

Title of the event: **Invited Talk on 'Digital Marketing' and 'Business Analytics**

Name of the Resource Person:	Dr Naresh and Ms Ajitha faculty members from Acharya Bangalore Business School
Event Coordinators:	Dr J Durga Prasad
Date & Time:	04-03-2023
No of Students Participated:	96

S.No	Roll No	Name	Signature
1	21MBA26	Akhil	Akhil
2	22MBA14	N. Venkata Ramanatha	N. Venkata Ramanatha
3	23MBA11	A. Himasri	A. Himasri
4	21MBA14	Subhara	Subhara
5	22MBA14	Smart Shankar	Smart Shankar
6	23MBA39	T. Tejaswini	T. Tejaswini
7	23MBA27	Samathan Daandha	Samathan Daandha
8	22MBA32	V. Jigisha	Jigisha
9	22MBA26	M. Srishta	Srishta
10	22MBA14	T. Madhavi	Madhavi
11	22MBA15	Pennapula Sai Madhuri	Sai Madhuri
12	23MBA16	P. Anjali	Anjali
13	22MBA13	M. Sai Harsha	Sai Harsha
14	23MBA15	Ch. Sindhu	Sindhu
15	22MBA36	P. Nikhil	Nikhil
16	22MBA16	DMounika	Mounika
17	23MBA12	Nibitha Paul	Nibitha Paul
18	22MBA18	T. Pranava	Pranava
19	23MBA11	P. Bhayya Rathe	Bhayya Rathe
20	22MBA20	V. V. A	V. V. A
21	21MBA13	T. Supriya	Supriya
22	23MBA16	A. Rajeswari	Rajeswari
23	22MBA23	Bhumika Lakshmi parvathi. Kandula.	Bhumika
24	23MBA13	J. Pooja	Pooja
25	22MBA25	Graves	Graves
26	23MBA26	S. Laya	Laya
27	22MBA27	J. Ubeer	Ubeer
28	21MBA19	M. Den	Den
29	23MBA34	Morthala Bhavitha Kaveri	M. B. K.
30	23MBA12	P. Anjali	Anjali

S.No	Roll No.	Name of Student	Signature
31			
32	22 MPA 32	Kranthi	Kranthi
33	23 MBA 19	Likitha	Likitha
34	22 MBA 34	Vignesh	Vignesh
35	23 MBA 20	T. Sandhya	T. Sandhya
36	23 MBA 24	T. Sai Rikitha	T. Sai Rikitha
37	22 MBA 37	Hanok Lanke	H. Hanok
38	22 MBA 40	Mangamur	Mangamur
39	23 MBA 23	Saraswathi Rajmi	Saraswathi Rajmi
40	20 MBA 40	Kashtuni	Kashtuni
41	23 MBA 28	M. Lahari	Lahari
42	21 MBA 42	Suresh	Suresh
43	23 MBA 25	K. Chandrika	K. Chandrika
44	20 MBA 44	V. V. Lakshmi	V. V. Lakshmi
45	23 MBA 36	Anuradha Kalyani	Anuradha Kalyani
46	22 MBA 46	Ch. Suresh	Ch. Suresh
47	21 MBA 02	B. Rajeswari	B. Rajeswari
48	23 MBA 37	K. Pranathi	K. Pranathi
49	22 MBA 49	Durga Rao	Durga Rao
50	23 MBA 44	M. Swapna	M. Swapna
51	20 MBA 51	Apparica	Apparica
52	21 MBA 04	M. Tejaswani	M. Tejaswani
53	23 MBA 49	A. Ch. Jyothi	A. Ch. Jyothi
54	22 MBA 54	Shaik Fareena	Shaik Fareena
55	23 MBA 59	M. Suresh	M. Suresh
56	20 MBA 56	M. Sandhya Rani	M. Sandhya Rani
57	23 MBA 23	K. Sri Harshini	K. Sri Harshini
58	22 MBA 58	P. Nanya	P. Nanya
59	23 MBA 47	T. Harshitha	T. Harshitha
60	20 MBA 55	Durga Prasad	Durga Prasad
61	22 MBA 55A	Sushma	Sushma
62	23 MBA 43	Samir	Samir
63	22 MBA 63	K. Raja	K. Raja
64	23 MBA 33	M. Harini	M. Harini
65	23 MBA 34	V. Lokesh	V. Lokesh
66	21 MBA 41		

S.No	Roll No	Name	Signature
67		N. ngul basha	
68	23MBA19	N. Laxmi	
69	23MBA20		
70	23MBA32	P. Vasu	
71	23MBA21	B. Harish	
72	23MBA22	S. Rajesh	
73	23MBA23	Sk. Farzana	
74	23MBA24	B. Shree	
75	23MBA25	S. Devi	
76	22MBA26	K. Vidya	
77	23MBA27	P. Phoini Kumar	
78	23MBA28	P. Parvitha	
79	23MBA29	Anil Kumar	
80	23MBA30	P. Karaya	
81	23MBA31	Ch. Sindhu	
82	22MBA32	J. Tanaki	
83	23MBA33	P. Bhagya Dattu	
84	21MBA34	K. Mahesh	
85	21MBA35	V. Amulya	
86	22MBA36	B. Bindu	
87	21MBA37	S. Kaju	
88	23MBA38	P. Bhagya Dattu	
89	23MBA39	A. Himu	
90	23MBA40	N. Ramu	
91	23MBA41	T. Sandhya	
92	23MBA42	A. Kalyan	
93	23MBA43	T. Tejaswini	
94	23MBA44	S. Laya	
95	23MBA45	K. Raja	
96	23MBA46	Rakesh Roy	

Prof. Rajesh C. Jampala
 Dec 1 (Academic & Administration)
 K.R. Siddhartha College of Arts & Science
 VIJAYAWADA-520 010.

PRINCIPAL
 PARVATANENI BRAHMANYA
 BIDDHARTHA COLLEGE OF ARTS & SCIENCE
 VIJAYAWADA - 520 010

