

ST. FRANCIS COLLEGE FOR WOMEN, BEGUMPET, HYDERABAD 500016.
ANNUAL REPORT

DEPARTMENT OF B. VOC.(RM & IT) – 2016-2017

The following is the Annual report of the Department of Management Studies (UG), B. Voc. (RM&IT), 2016-17.

The Department has encouraged and created many avenues for the students to develop and exhibit their skills by conducting and encouraging their total participation in various events.

Important events:

The Department's first-ever fest, "Recroi", was held on August 10, 2016, conducted by VOCTALENT club.

Department of B. Voc. (RM&IT) conducted the third edition of 'Retail Mantra'. The theme was "Evolve" and was conducted on December 6, 2016. The guests for the event were:

- Ms. Aliya Baig, the famous makeup artist for "Tollywood" artists and various celebrities.
- Mr. Ashwin Singh, owner of Swiss Castle Bakery, Hyderabad.
- Ms. Santha John, chairman of JWT Advertising Company, Hyderabad.
- Mr. Aqeel Ahmed, owner of Delifresh Packed Foods, Hyderabad.
- Ms. Kantha Khemani, owner of Kaadambini – a Boutique, Hyderabad.

B. Voc. (RM&IT) first batch's farewell was organised on November 23, 2016.

Seminars Attended by Faculty:

Dr. Subi Varghese (HoD), participated in an international seminar titled "Leveraging the Power of Networking to Unlock the Potential of Entrepreneurship" at ASCI, Hyderabad, conducted by LEDMAC Ltd., London, on September 9, 2016.

Ms. Shalini William, participated in the "National Youth Leadership for Social Change" at Carmel College of Arts, Science and Commerce for Women, at Nuvem, Salcete, Goa, from January 26th – 28th, 2017.

Workshops Conducted by the Department:

The workshop, “Social Media Marketing”, was conducted by Skilfirst, Hyderabad, for first, second and third year B. Voc (RM&IT) students on August 13, 2016, August 20, 2016 and October 15, 2016, respectively.

A workshop on “Advanced Retail Management Skills” was conducted on January 27, 2017 by Mr. Subramanyam Iyer.

A workshop on “Personal Grooming and Makeup” was conducted by Ms. Aliya Baig on March 6, 2017.

Guest lectures:

A guest lecture on “Role of Advertising on Retail Space” by Mr. Subramanyam Iyer, on December 13, 2016 was conducted for second year B. Voc. (RM&IT) students.

A guest lecture on “Industry Demands and Skills Alignment” was given by Mr. Subramanyam Iyer, on December 16, 2016 for first year B. Voc. (RM&IT) students.

“An Overview on Information Systems in Sales and Logistics Management”, was the topic of a guest lecture which was conducted on January 24, 2017 by Mr. Manish Kushaldasani.

A session on “Creating Brand Awareness of Paperboat”, was organised by Hector Beverages on February 22, 2017 by Ms. Ayushi Singh, brand manager.

A lecture on “Big Data Environment” was organised on February 28, 2017 and it was delivered by Mr. Sunil Bhutada.

A session on life skills was taken by Ms. Bhagyashree Kshirasagar on March 1, 2017.

Seminars Attended by Students:

Radhika Chhabria and Samhitha A., third year B. Voc. (RM&IT) students, participated in an international seminar titled “Leveraging the Power of Networking to Unlock the Potential of Entrepreneurship” at ASCI, Hyderabad, conducted by LEDMAC Ltd., London, on September 9, 2016.

Ampolu Kavya and Arthi B., first year B. Voc. (RM&IT) students, participated in the seminar titled “Girls in Tech India Bootcamp on Power Tools, 2016 – Confidence, Leadership and Entrepreneurship”. The seminar was led by Hilary MSJ Weber, conducted in association with US Consulate General, Hyderabad, and supported by Telangana Government, on November 14, 2016.

Laya M. and Simran J., first year B. Voc. (RM&IT) students participated in a seminar titled “Transition of the World and India from Socialism to

Capitalism and Impact of Demonetisation on Indian Economy”, at MC Gupta College of Business Management, Hyderabad, on November 26, 2016.

Industrial visits:

The students of first and second year B. Voc. (RM&IT) visited “Dialogue in the Dark, at Inorbit Mall, Madhapur on August 13, 2016.

The students of first and second year B. Voc. (RM&IT) visited RC Cola and Bisleri manufacturing units to learn about the process of supply chain and the packaging of products, on December 20, 2016.

The students of first and second year B. Voc. (RM&IT) visited Walmart, Hyderabad, to learn about the functions of wholesale management, on January 11, 2017.

A study tour was arranged from Hyderabad-Mumbai-Khandala-Lonavala-Hyderabad, by ATM Travels from February 16, 2017 to February 21, 2017.

Internships and Jobs:

The following companies offered internships and jobs to B. Voc. (RM&IT) students:

1. Tommy Hilfiger.
2. Hyderabad Duty Free Retail, GMR.
3. Calvin Klein Jeans.
4. Regalix.
5. Reva Mobile.
6. Artbeat Communications Pvt. Ltd.
7. Endurance Software Solutions.
8. Hoopla Interactive Services.
9. Puma.
10. Surfaces and Beyond.
11. United Colors of Benetton.
12. Superdry.
13. Fanzart.
14. Fox Fire Technologies.
15. Sathguru Management Consultants.
16. Hucon Solutions.
17. Apronix.
18. Sitel, Hyderabad.

Other Activities:

Dr. Subi Varghese conducted skill-based activity, “Knowing the College”, which requires application of functions of management, for first year students, on June 17, 2016.

Mr. Venkatesh Mutyala (industry expert) conducted a skill-based activity, “Time Management and Goal Setting”, for first year students, on July 21, 2016.

Students of first, second and third year B. Voc. (RM&IT), attended the management fest ‘Atharv’ at IIM Indore from 9th to 11th of September 2016.

The students of B. Voc. (RM&IT), participated in a fashion show conducted by Shoppers Stop, Hyderabad, for brand promotion of their private label, on September 25, 2016.