



BADRUKA COLLEGE POST GRADUATE CENTRE

Department of Business Management

Emerging Honchos

Placement Brochure 2007-09



The Department of Business Management

“Fostering Innovation through Education”



The Department of Business Management holds the credit of being the first private institution to start a two-year MBA programme 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 imbibing a principle-centred life, the Institute 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.

The Centre has been able to maintain good relations with reputed institutions and organizations to draw from their expertise and experience. The Centre has an excellent interface with the Confederation of Indian Industry (CII), AP Chapter, and the 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).



Badruka College PG Centre has been ranked amongst the top 50 B-schools of India Consecutively for Five years..



Sri Hari Prasad G Badruka

Educational Society

“Enriching Society through Education”

T 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 35 years, he has played a major role in the development of the 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.

The Centre 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.

From the Directors Desk.....

The current era can be described as an amalgamation in several spheres. While the economy is globalizing, business is becoming border less. These together throw up the opportunities and challenges simultaneously. The situation being such that the opportunities make the strong stronger and challenges make the weak weaker.

Hence all management programmes aim at strengthening the knowledge and skill levels of students to enable them to meet the vastly exploded challenges. Accordingly Badruka strikes to provide strong conceptual foundation using the best of pedagogy like case studies, sectoral studies, team events, presentation, etc. Apart from technical sophistication we care for inviting quantities of commitment, dedication and healthy work ethics. These help in carrying out leaders to face tomorrow's business challenges. For familiarizing students with the contemporary management practices and corporate culture they are made to participate in seminars, conventions, conclaves and industrial visits.

The mentors, our faculty, are highly qualified, motivated and rich in experience. Their involvement in overall professional advancement of students is comprehensive and total. The culmination of all these have succeeded in maintaining Badruka's consistently high rating amongst B - Schools and attracting a good number of high value recruiters every year. We hope Badruka betters its recruitment record this year too.



Pannalal

Prof Pannalal
Director

“Badruka strikes to provide strong conceptual foundation using the best of pedagogy like case studies, sectoral studies, team events, presentation, etc”

Placement and Grooming Division

A word from Head, Institutional Development

We aim to equip our students with the necessary skills so that “every Badrukan is an Inner Winner as well as an Outer Winner”. As a logical extension to it, our Placement Cell has in-house professional trainers to groom our students and have also added support facilities for the same.



Employers today, select job candidates based upon a matching of the employer's needs and the student's qualifications. It is important for students to have an accurate perception of what selection attributes are given the highest and lowest priority by employers. Communication skill, Crafting/Writing Resume, Positive Attitude, Motivation, Strategic Planning Preparing for Interview, are all important for both, “Interpersonal and Workplace Success.” To ensure this, The Placement and Grooming Cell of the college is very effectively engaged in developing the skills of students. We are providing a set of computers to the students, to browse the internet for apt information, like knowing about company's, and their competitors. Students can also use this facility to practice for Aptitude as well as Psychometric Test and for improvising on their presentation skills. Our Placement library is equipped with books and CD's, relevant to Grooming, Spoken English and tackling Interview Questions. Model Question Bank is also available. Boardroom facility is provided for Communication Skills Sessions, Mock interviews, and Group Discussion (G.D) Sessions, Resume writing etc. Students are also appraised on continuous basis through seminars and workshops. Activity based training is imparted for Personality Development. Blood Donation Camps, service at orphanage is a part of understanding various aspects of life. Students also regularly 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 every Badrukan's Intelligent Quotient, Emotional Quotient and Spiritual Quotient is equally developed to be successful and satisfied in life.


Poonam R Saraf

“ Every Badrukan is an Inner Winner
as well as an Outer Winner ”

... a word from Placement Officer




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

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

Over the years 'Badruka' has been the first choice of the recruiters across the country. Over two decades Badruka College P G center, is rated consistently among 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 MBA's 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.


Mr.P.R.Venkat Sai
Placement Officer

The MBA Program

The MBA program of Badruka is affiliated to Osmania University and is approved by AICTE. The admission of students is based on a State-wide entrance test called 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 rigorous two-year program is divided into four semesters. 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 specialisation areas. The completion of the course stipulates a Project work of two months duration in the industry, followed by a viva voce.

The first and second semesters give a general insight into the different functional areas of Management. The third and fourth semesters focus on building a strong competence in their area of specializations. 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' specialisation offers core expertise on the subject, while the 'minor' specialisation offers complementary skills to substantiate the knowledge of the

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

Sandeep Khuranaa
GM, e-Support, Satyam Computers

“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

'major' specialisation. 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 students' 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 counseling 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
- 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 I
- 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

Our Mentors



Prof Pannalal
BE, MBA, Ph.D.
Professor (former Registrar, OU)
Area of Specialisation: Operations and Quantitatives



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



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



Mr. Chandra Shekar
MBA, D.Pharmacy.
Asst. Professor
Area of specialization: Marketing



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



Mrs Sri Krishna Priya N
MBA
Asst. Professor
Area of Specialisation: Finance & Systems

Mentors

Mile Stones

Apart from the curriculum, the students would be encouraged to participate in various Events like Management meets, Seminars, paper presentation etc conducted by Various Institutions at both the state and regional level. The students of MBA 2007-09 batch have participated in various Events and Won laurels and accolades to The college.

MAD SHOW 2008 (Organized by Kakatiya Univ.)	Secured First Place in HR event	Koteswararao.Puvvada Radhakrishna Dasari
MELANGE 08 (Organized by Loyola Academy)	Young Manager Third place in Business Quiz	Koteswararao.Puvvada Koteswararao.Puvvada Bharat Reddy A Arjun Karwa
AVIRBHAV 08 (Organized by AV College)	Secured Second Place in Business plan presentation	Koteswararao.Puvvada Ms. Pallavi M
SANSKRITI 08 (Organized by IPE)	Secured Second Place in Business plan presentation	Koteswararao.Puvvada
MYTHRI 08 (St. XAVIERS COLLEGE)	Secured First Place in Paper Presentation Secured First Place in Collage	Ms. Sri Ramya Ms. Sri Ramya Radhakrishna Dasari
CHETANA (Organized ABVP)	Secured Second Place in HR event	Ms. Ranu Ms. Bharathi
CHETANA (Organized ABVP)	Secured Third Place in Finance event	Ms. Pallavi M Ms. Sri Ramya



Made us Proud

Apart From Curriculum.....

Student Presentations

Every year as a part of our co-curricular activities, Business house and Sectoral presentations are organised for the students of MBA. Students are divided into groups and each group is given a task of analyzing and studying various business sectors and is asked to make presentations. 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 of 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.



Towards Society

Our students show keen interest and involve themselves with loads of commitment in academic, cultural and community development activities.

On the occasion of childrens' day the social work committee of this batch served 'Child Guidance Center', an orphanage for mentally and physically challenged. . The entire day was spent with the children playing Musical Chairs, Running race and other games. There were around 100 children who were presented books, pens, and Educational-aids. This act truly showcases the commitment our students have towards the society.



Industrial Visits

The students of MBA are exposed to the practicalities of business and Management through various Co-Curricular activities like the Industrial Tours, Seminars etc as it gives the chance to relate theory with practicals.

This year the students visited Dodabetta Tea Factory , Ooty and Hindustan Photofilms Ltd, Ooty. In Hindustan Photofilms they had an opportunity to have a hands on experience of understanding the Manufacturing process of Photo films, X-ray films etc. The production manager and the marketing manager explained some of their strategies which helped to enhance our knowledge and in Dodabetta Tea Factory the students had a chance to view the Tea Manufacturing plant.

The students were addressed on the operation and marketing strategies followed at Dodabetta Tea Factory by the Operations manager of the plant. The students visit to the manufacturing facility of the Dodabetta Tea Factory . The students also visited a Garment factory situated in Coimbatore, specialized in manufacturing the threads for export oriented Garments, the entire process of producing thread starting from raw material purification till the final thread is obtained was explained by the plant supervisors.

The visits to all these industrial units have really helped in the overall development of individual as practical concepts were illustrated very well.



Splash 2008

"The Annual Management and Cultural fest of the Department of Business Management Badruka College Post Graduate Centre was conducted on 18th and 19th of March 2008.

Sri. Abhiram Krishna, Head-Strategic Business Development and CRM Learning, Satyam School of Leadership and Sri. T N Dhanraj Tirumala, CEO, Trisha Technologies Pvt. Ltd. were the Chief Guest and Guest of Honour respectively for the inaugural function scheduled on 18th March 2008.

Sri Viraj Malhan, Vice President, Global Employer Services, Deloitte and Prof. N T Vedachalam, former director Bradruga College Post Graduate Centre were the Chief Guest and Guest of Honour respectively for the valedictory function scheduled on 19th March 2008.

Various events under Formal and Informal categories were conducted on both the days and experts in various fields were invited from, both the corporate world and academia to judge the events. The ever-popular events attracted students from more than 50 colleges in and around the twin cities. Good patronage was received as sponsorship from the corporates like Deloitte, Spyginks, Big Adda, GMR group etc.

All these events were judged by eminent persons from the industry and academia. The judges for various events were Dr. Patrick, Dr. Krishna Kumar, Professors of Osmania University, Mr. Padmakar Jadav, Manager, Tata Aig, Mr. Vikram Krishna Murthy, Senior Manager, Genpact, Mr. Arvind Dake, Manager Operations, AXIS Bank, Mr. Ramesh Vemuganti, Treasurer, HMA, Mr. Kiran Kumar, Manager, Crux Management Services.



Infrastructure

Adds value to learning

CLASSROOMS

The College has big, well-ventilated classrooms that can comfortably accommodate 60 students each. Each classroom is decked with advanced pedagogy tools such as Overhead Projectors, etc. The classrooms are spacious enough to conduct various activities such as business games, simulations, etc.

LIBRARY

Spread over an area of 2000 sqft, the BCPGC library has a wide collection of rich and rare Management books. The Library has nearly 6375 books and regularly subscribes to over 49 magazines / journals, both national and international.

The students and faculty also have access to the rich collection of books in the British Library, through our 'institutional' membership with them.

COMPUTER LAB

The computer lab is well equipped with state-of-the-art infrastructure to meet the requirements of the students. It has a LAN bridged with 65 terminals and legal software that assists them in their course.

The students are also enabled to have unlimited access to global information. A high-speed leased line is available with 24-hour Internet connectivity.

AUDIO-VISUAL ROOM

The Audio-Visual Room has teaching aids like LCDs, slide projectors, film projectors, VCR, VCD players, etc. These facilities are regularly used to make the classroom sessions more interesting and informative. A good collection of cassettes and CDs covering diverse topics is available for the benefit of students and faculty.

These facilities provide a great ambience for organising:

- Executive Development Programs (EDPs).
- Management Development Programs (MDPs).
- Faculty Development Programs (FDPs).



The Placement Process

Shaping Global Leaders

PRE-PLACEMENT TALK

The Pre-Placement Talk (PPT) has been the standard practice to facilitate interaction between the industry and the students. The organisations participating in the placement process are requested to make a brief presentation about them, including the opportunities and prospects ahead for the aspirants. In order to facilitate the PPT process, the Institute 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.

The campus recruitment program for the MBA students commences in August every year, with the release of the Placement Brochure. The batch of 2007-09 consists of 61 students. Coming from various backgrounds, they are geared up to face the recruitment process by giving them special training in soft skills from reputed trainers and consultants. Achieving academic excellence is highly competitive in Osmania University, as the Distinction level is 70% and above. Students possess a high degree of aptitude, as they become eligible to pursue the MBA course only after qualifying State-level entrance examination called 'Integrated Common Entrance Test' (ICET).



Students' Profiles

The Institute maintains the details of the students in three forms. A simple format (in hard copy), giving the brief profiles of the students and an overview of the Institute is supplied to the recruiters through this Placement Brochure.

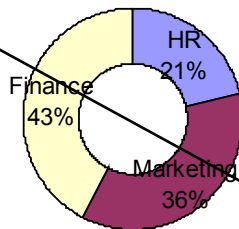
- One in the standard Excel Sheet format, containing all relevant data of the students.

- Another in the form of CV / resume (in soft copy) of each student, in his / own preferred style.

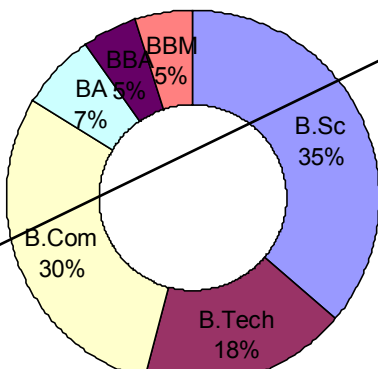
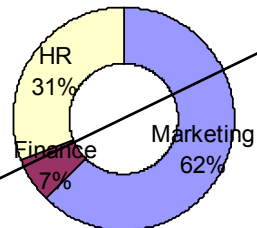
However, in case the recruiter -organization has a format of its own, it should be sent in advance to facilitate the placement process.



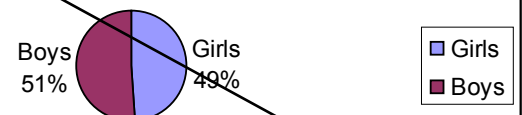
Major Specialisation Break-Up



Minor Specialisation Breakup



Male to Female Ratio





Name **G.SUHASINI**
 Qualification B.Com
 Project Title PORTFOLIO MANAGEMENT
 Company APSFC



Name **D.V.RamaRaju**
 Qualification B.B.A
 Project Title Value added Analysis
 Company



Name **Sapna.P**
 Qualification B.Com
 Project Title Budgetary Control
 Company APTDC



Name **Anuradha.J**
 Qualification B.com
 Project Title A COMPARITIVE ANALYSIS OF MUTUAL FUNDS
 Company PCS SECURITIES Ltd



Name **Medha Sanjekar**
 Qualification B.Com
 Project Title CREDIT POLICY IN BANKS
 Company SBH



Name **Akhila.R**
 Qualification B.Com
 Project Title Small and Medium enterprises
 Company Bank Of India



Name **Kausar Fatima**
 Qualification B.Tech
 Project Title PORTFOLIO MANAGEMENT
 Company



Name **RaghavendraReddy.Ch**
 Qualification B.Com
 Project Title Arbitrage Trade Analysis In Two Different Markets (BSE &NSE)
 Company SMC Global Securities.



Name **M.Soundharya**
 Qualification B.Com
 Project Title Mutual Funds in India
 Company kotak mutual funds



Name **R.Hareesh**
 Qualification B.A
 Project Title Customer Satisfaction
 Company RELIANCE COMMUNICATION



Name **M Pallavi**
 Qualification Bcom(Hons.)
 Project Title Inventory Management
 Company MAHINDRA INTERNATIONAL LTD



Name **K.Srinivas kumar**
 Qualification B.Com
 Project Title Study on Futures and Options Nifty 50
 Company SMC Global Securities.



Name **S.SAI SUNIL**
 Qualification B.com
 Project Title Portfolio Management
 Company ventura securities ltd



Name **Md.Zakiuddin osmani**
 Qualification B.Tech(EEE)
 Project Title analysis of analysis and interpretation of financial statement
 Company apsfc



Name **SANJAY KUMAR.M**
 Qualification B.Sc
 Project Title Portfolio Management
 Company



Name **Naresh Hotker**
 Qualification B.Com
 Project Title Analysis of movement of BSE Sensex from March 2007-March 2008, Value at Risk
 Company PCS Securities



Name **Suhasini G.N.**
 Qualification B.Tech
 Project Title SECURITIES ANALYSIS
 Company



Name **Sara sultana**
 Qualification B.Sc
 Project Title MERGERS AND AQUISITIONS
 Company



Name **G.swetha shree**
 Qualification Bcom
 Project Title Mutual Funds- Its Investment Portfolio
 Company Networth stock brokering



Name **V.Sushma**
 Qualification B.Com
 Project Title Portfolio Management
 Company



Name **N.Sowmitha**
 Qualification BSc
 Project Title Investment In Equities
 Company ventura securities ltd



Name **ADITYA SARDA**
 Qualification B.COM(comp)
 Project Title PORTFOLIO MANAGEMENT
 Company QUEST FIN-SEC investment PRIVATE Ltd



Name **A.BHARAT REDDY**
 Qualification B.B.M
 Project Title Portfolio Management
 Company Karvy financial consultants



Name **M.Reshitha raj**
 Qualification B.B.A
 Project Title performance analysis of various mutual funds
 Company SMC Global Securities.



Name **RADHAKRISHNA DASARI**
 Qualification B.COM(GEN)
 Project Title Portfolio Management
 Company Religare securities ltd



Name **SOMA KUMARI**
 Qualification B.Com
 Project Title A study for 'Analysing Financial Performance'
 Company



Name **N.Uma**
 Qualification BBA
 Project Title Working capital Management
 Company APTDC



Name **Koteswararao.P**
 Qualification B.Sc
 Project Title EXIT ANALYSIS (Attrition and Retention) at ITC-PSPD
 Company ITC- PSPD



Name **G Ramya Priya**
 Qualification B.Sc(MPC)
 Project Title RECRUITMENT PRACTICES
 Company MATRIX LABOURATORIES LTD.



Name **K SREE LAXMI**
 Qualification B.Sc(Hons.)
 Project Title Work Life Balance for SME's
 Company EtisbeW Technology Group.



Name **Bharati yadavalli**
 Qualification B.Tech
 Project Title performance appraisal
 Company ECIL



Name **k.kranti kumar**
 Qualification B.SC
 Project Title performance appraisal
 Company



Name **Ch.Sunitha Gauri**
 Qualification B.Sc
 Project Title Effectiveness of Training
 Company Employees Provident Fund



Name **K.PRASANNA**
 Qualification B.E.
 Project Title Performance appraisal
 Company APSFC



Name **m.surya jyothi**
 Qualification B.A.
 Project Title IT Recruitment
 Company Data one info solutions



Name **M.SRI RAMYA**
 Qualification B.SC
 Project Title Quality of work life
 Company Inter-connected stock exchange ltd



Name **H.RANU**
 Qualification B.Tech(IT)
 Project Title TRAINING AND DEVOLPMENT
 Company ECIL



Name **VIJETHA M**
 Qualification BBM
 Project Title Job Satisfaction
 Company Inter-connected stock exchange ltd



Name **Mitesh Puri**
 Qualification B.Com
 Project Title CUSTOMER RELATIONSHIP MANAGE-
 MENT
 Company Kotak Life Insurance



Name **Monika Gadalay**
 Qualification B.Com
 Project Title emerging retail formats and strate-
 gies
 Company Pantaloon Retail India Ltd



Name **Y.Prathibha**
 Qualification B.SC
 Project Title Marketing Straregies
 Company APTDC



Name **N.Ajith Kumar**
 Qualification B.Tech
 Project Title marketing strategies
 Company



Name **Arjun Karwa**
 Qualification B.B.M
 Project Title Customer Satisfaction
 Company APTDC



Name **T. Vijaya bhaskar**
 Qualification BSc
 Project Title CUSTOMER RELATIONSHIP MANAGEMENT
 Company DMV MARKETING RESEARCH



Name **Ameeth Pandit**
 Qualification B.sc
 Project Title Brand Loyalty of customers towards electronic goods and home appliances
 Company Freelance



Name **Shashivardhan.T**
 Qualification B.Tech
 Project Title Analysis of tools used in web marketing.
 Company



Name **A.Praveen**
 Qualification B.Tech
 Project Title SERVICE COMPARISON BETWEEN DTH AND CABLE TV
 Company Freelance



Name **CH.Yamini Srinivas**
 Qualification B.SC.
 Project Title Customer Relationship Management
 Company



Name **Chandrashekhhar Reddy.V**
 Qualification B.sc
 Project Title Success of New products in FMCG sector
 Company



Name **G.Ramesh**
 Qualification B.A(Maths)
 Project Title Consumer buying Behaviour
 Company



Name **B.Venu**
 Qualification B.Tech
 Project Title Brand Comparison
 Company Vijaya Dairy



Name **B.Srikanth**
 Qualification B.Sc
 Project Title Promotional Offers
 Company



Name **G.Maneesh kumar**
 Qualification B.Sc.
 Project Title CUSTOMER PERCEPTION AND SATISFACTION
 Company IDBI capital market service Ltd



Name **CH.Rajashekhhar**
 Qualification B.SC.
 Project Title CUSTOMER RELATIONSHIP MANAGEMENT
 Company



Name **B.ACHYUTA GOUD**
 Qualification B.E.(Mech)
 Project Title Advertisement Effectiveness
 Company Vijaya Dairy



Name **K.satish kumar**
 Qualification B.Sc.
 Project Title customer relationship management
 Company



Name **M.RamaKrishna Raju**
Qualification B.Sc
Project Title Retail Marketing
Company



Name **D.Srikanth**
Qualification B.Sc
Project Title Market study
Company APTDC



Name **R.kiran kumar**
Qualification B.Tech(EEE)
Project Title marketing strategy in retail sector
Company samatha consultants



Name **I.V.Naveen Kumar**
Qualification B.A.
Project Title Supply Chain Management
Company



Name **B.Naveen kumar**
Qualification B.Tech
Project Title growth of automobile industry in india
Company Ford

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Life at BCPGC

Recruiters

MARKETING

- Asian Paints
- Kotak Group
- LIC
- Bajaj Auto
- Bartronics India Ltd.
- Biocon
- Blue Star
- BPL India
- CARE Foundation
- Cipla
- Crompton Greaves
- Gati Ltd.
- Glaxo India Ltd.
- GFCL
- Godrej & Boyce Mfg Co. Ltd.
- Hindustan Pencils Ltd.
- Hyderabad Bottling Company
- ICICI Prudential
- IMRB
- IndiaBulls Securities
- Kakatiya Cements
- MAA TV
- Marico Industries
- Motorola
- Nagarjuna Cements
- NFCL
- Panacea Biotech Ltd.
- Shaw Wallace
- Shriram Refrigeration
- Standard Chartered Bank
- Tata AIG Insurance
- Value Labs
- Videocon

FINANCE

- Satyam Computers
- IDBI
- Andhra Bank
- Deloitte Consulting
- ICICI Bank
- Bank of America
- Citibank
- DCL Finance Ltd
- General Motors
- HCL-HP
- HDFC Bank
- ITC Ltd.
- Karvy Consultants
- Kotak Mahindra Finance
- Lloyds Group
- Satyam Computers
- Zenith Consultants

HR

- Satyam Computers
- Reliance Infocomm
- Airtel
- APITCO
- ARM Ltd.
- Aurobindo Pharma
- Baan Invensys
- Colgate Palmolive
- Dr. Reddy's Laboratories
- Hartex Rubber Ltd.
- India Infocom
- Intelligroup
- ITW Signode
- Reliance Infocomm
- Taj Group of Hotels
- Thermax Ltd.



"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

"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

"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

"Badruka students are highly disciplined and committed to their work. They put up an excellent

performance as a part of the Organizing Committee of the 32nd National Management Convention of AIMA held at Hyderabad."

Maj Gen (Retd) DS Khurana

Director General, AIMA

"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 incomparable."

K Umamaheswaran

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