



**NARAYANA ENGINEERING COLLEGE**  
(Approved by AICTE and Permanently Affiliated to JNTUA, Ananthapuramu,  
An ISO 9001:2008 Certified Institution,  
Recognized by UGC U/S 2(f) & 12(B) and "A" grade by Govt. of A.P.,)  
**NAAC A+ GRADE**  
AK Nagar, Muthukur Road, Nellore – 524004



DEPARTMENT OF MBA

12-07-2019

CIRCULAR

It is here by informed that there will be Bridge Course on Green Business Management for II-MBA 1<sup>st</sup> Semester students on 17-07-2019 at Koutilya Seminar hall, C-block. All are utilize this opportunity without fail.

MBA- HOD



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### **Bridge Course on “ Green Business Management”**

**Venue** : KOUTILYA SEMINAR HALL, C-BLOCK

**Date** : 17-07-2019

**Time** : 11.50 AM to 12.40 PM

**Name of the resource Person** : MS.D.Sumalalitha, Asst. professor, Dept. of MBA, NECN.

MS.D. Sumalalitha, Asst. professor, Dept. of MBA, NEC, Nellore has given Bridge course on “Green Business Management” was organized by the MBA Department on 17-07-2019 at Koutilya seminar hall c-block. This course is useful to the 2<sup>nd</sup> year 1<sup>st</sup> semester MBA students in understanding of green business, its advantages, issues and opportunities and to provide knowledge over the strategies for building eco-business.

In this course the following techniques are discussed by the resource person. These are

1. Green business management concept, evolution, nature, developing a theory
2. Indian Corporate Structure and Environment, How to go green; spreading the concept in organization; Environmental and sustainability issues for the production of high-tech components and materials, Life Cycle Analysis of materials, sustainable production and its role in corporate environmental responsibility .
3. Indicators of sustainability; Eco- system services and their sustainable use; Bio-diversity; Indian perspective; Alternate theories.

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### **DEPARTMENT OF MBA**

**13-09-2019**

### **CIRCULAR**

It is here by informed that there will be Bridge Course on Statistics For Managers (SM) for I-MBA 1<sup>st</sup> semester students on 17-09-2019 at Koutilya seminar hall, C-block. You are all shall utilize the same without fail.

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### DEPARTMENT OF MBA

NELLORE

12-09-2019

TO

The Principal,

NEC, Nellore,

Sir,

Sub: Request for permission to conduct a Bridge course on “Statistics For Managers-Reg.

The department of MBA is planning to conduct Bridge course program on “Statistics For Managers” on 12-09-2019 at C-Block, Koutilya - Seminar hall from 11.00AM to 1.30 PM for I MBA I Semester students. The session will be handled by the resource Person MS.AYESHA BEGAM, Professor, Dept. Of FED. I request you to kindly permit us to do the same in the department

Thanking you Sir,

Yours sincerely,

HOD- MBA

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**Bridge Course on “Statistics For Managers”**

**Venue** : KOUTILYA SEMINAR HALL, C-BLOCK  
**Date** : 17-09-2019  
**Timing** : 11.00 AM to 1.30 PM  
**Name of the resource Person** : MS.AYESHA BEGAM, Professor, Dept. Of FED

**REPORT**

Ms. Ayesha Begum, Professor, Dept.of FED, NEC,Nellore has given Bridge course on “Statistics for managers” was organized by the MBA Department on 17-09-2019 at PG seminar hall c-block. This course is useful to the I year MBA students to understanding statistical tools perfectly. These tools are very much useful to MBA students for analysis and interpretation of data in their project work. In this course the following techniques are discussed by the resource person. These are

1. Measures of Central Tendency- Arithmetic – Weighted mean – Median, Mode – Geometric mean and Harmonic mean – Measures of Dispersion, range, quartile deviation, mean deviation, standard deviation, coefficient of variation
2. Significance and types of correlation – Measures of correlation – Co-efficient of correlation. Regression analysis
3. Hypothesis testing: One sample and Two sample tests for means and proportions of large samples, ANOVA one and two way

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**DEPARTMENT OF MBA**

**14-09-2019**

**CIRCULAR**

It is to your notice that all the MBA, first semester students, there will be a Bridge Course for Managerial Economics on 19-09-2019 at KOUTILYA seminar hall, C-block. You shall utilize the program and improve your academic knowledge.

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### Bridge Course on “Managerial Economics ”

**Venue** : KOUTILYA SEMINAR HALL, C-BLOCK  
**Date** : 19-09-2019  
**Time** : 10.00 AM -,12.40 PM  
**Name of the resource Person** : Dr. K. Saikumar, Professor, Dept. of MBA, NEC, Nellore

### REPORT

Dr. K. Saikumar, Professor, Dept. of MBA, NEC, Nellore has given Bridge course on “Managerial Economics” was organized by the MBA Department on 19-09-2019 at KOUTILYA seminar hall c-block. This course is useful to the I year MBA students to understanding economic analysis perfectly. These analysis is very much useful to MBA students for analysis and interpretation of data in their project work. In this course the different techniques are discussed by the resource person. These are as follows:

1. Theories of economics,
2. Elasticity and forecasting of demand,
3. Market analysis,
4. Laws of production,
5. Methods of pricing,
6. Types of business cycles.

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