



KUPPAM ENGINEERING COLLEGE

(Recognized by AICTE & Affiliated to Jawaharlal Nehru Technological University)
KES Nagar PB Natham (V&P) Kuppam – 517 425 Chittoor (Dt.) AP



DEPARTMENT OF MANAGEMENT STUDIES

Website: www.kec.ac.in

Mail ID: hod_mba@kec.ac.in

MANAGEMENT MEET – *EMPRESA 2K17*

Chief Patron:

Sri. B.C. N. Nagaraj, MBA
Founder and Chairman,
BCN Group of Institutions, Kuppam
Dr. N. Sunil Raj, MBBS
Vice Chairman
Kuppam Engineering College.

Patron:

Dr. Soma V. Chetty
ME., MS (USA)., Ph.D, MISTE, FIE
Principal, Kuppam Engineering
College, Kuppam

Convener:

Dr. M. Eswara Reddy
MBA., M.Com., M.Phil., Ph.D
HOD, Dept. of MBA

Faculty Coordinators

Dr. S. Dilli
Dr. A. Chiranjeevi
Mr. M. Somasundaram
Ms. B. Usharani
Ms. K. Kalpana
Ms. G.K. Jyothi
Mr. C. Praveen
Mr. V. Divya Prasad

Contact : 9704284054,9959251724
9618780404, 8985757167
9963291985,9573796018

To

The Principal/ HOD,

Respected Sir/ Madam,

**Sub: Invitation for “EMPRESA 2K17”, A National
Level Management Meet – Reg.**

With Warm Greetings!

We take an immense pleasure to invite the students of your esteemed Institute to participate in **Management Meet – EMPRESAS 2K17, on 4th Feb, 2017**. Organized by Department of Management Studies, We are ensuring that the event in this meet will enhance the skills of budding managers.

The main Moto of this event is to enlight and encourage the participants to gain the knowledge on recent trends and developments in various avenues of management domain. We hope that the EMPRESAS 2K17 will be an ideal platform to exhibit the student’s innovativeness, creativity and managerial talents.

We request you kindly encourage your students to participate in this Man-meet. All the details and models of the event are given in the enclosed Broucher.

Thanking you,

Your faithfully,

Convener

#Search, Solute & Succeed#

KUPPAM ENGINEERING COLLEGE-KUPPAM

MANAGEMENT MEET- *EMPRESA 2K17*



Empresa gives the different streams of Management programs in which can establish skills in Corporate administration, such as budding managers in the areas of Human Resource Management, Marketing, Finance, General and International Business. It's to convey that if the administration is to be the best then it gives empowerment, which in form of return will lead to better business growth with great familiar and human satisfaction.

YOUNG MANAGER

INSTRUCTIONS:

- Only one participant in Event.
- Formal dress code with ID CARD.
- Round-1 Written Test
- Round-2 JAM (JUST A MINUTE)
- Final Round - Hot Seat (Stress Interview).



Event Co-ordinators: 1. Dr. A. Chiranjeevi, Asso. Prof. 9704284054
2. Mr. Somasundaram, Asso. Prof. 9701036404

BUSINESS QUIZ

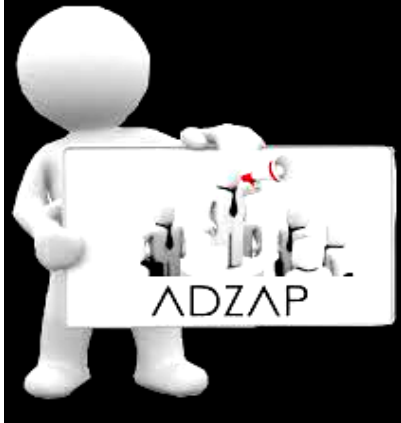


INSTRUCTIONS:

- Two or Three participants per Team
- Round-1 Written test (Only one person allowed) will be conducted.
- Round-2 Personality Identification and CEO's
- Final Round - Identification of Logos and Tag Lines

Event Staff Co-ordinators: 1. Ms. B. Usha Rani, Asst. Prof. 9963291985
2. Mr. Divya Prasad, Asst. Prof. 9573796018

AD - Zap



INSTRUCTIONS:

- Minimum 4 & Maximum 5 participants per Team
- Bring your own materials
- Avoid Imitation of existing brand
- Poster display and Enact for 5 minutes
- Round-1 Existing product with New Advt. (5 Min.)
- Round-2 Innovative product with New Advt. (5 Min.)

Event Staff Co-ordinators:

1. Ms. K. Kalpana, Asst. Prof. 8985757167.
2. Ms. G.K. Jyothi, Asst. Prof. 9618780404

Paper Presentation on Contemporary Issues in Money Demolish

Sub-Themes:

- Impact of Demolishing Money on Business, Society and Economy
- Practical Problems of introducing Rs. 2,000 Note
- Limiting on Rs.250000 per account and Rs. 2,000 per day through ATM
- Problems on exchanging of old notes
- Issues in launching cash less transaction



- NOTE:**
1. Abstract should be reach on or before 27-1-2017.
 2. Full paper should reach on or before 31-1-2017.
 3. Paper font should be in Times New Roman, 12 font size 1.5 line space.
 4. Selected papers should be published in e-journal.
 5. Registration fee is Rs. 300 /- including kit.
 6. Hard Copy should be submitted at presentation.

- Event Staff Co-ordinators:**
1. Dr. M. Eswara Reddy, Asso. Prof. 7661967425
 2. Dr. S. Dilli, Asso. Prof. 9959251724

RECIPE WITHOUT FIRE

INSTRUCTIONS:

- Maximum 3 participants per Team
- Bring your own requirements
- Time limit 30 Min



Event Staff Co-ordinators: 1. Mr. C. Praveen, Asst. Prof. 9538273467
2. Ms. G.K. Jyothi, Asst. Prof. 9618780404

GENERAL RULES:

- ❖ Registration fee is Rs. 100/- per participant and Rs. 300/- for Paper Presentation
- ❖ All participants should report at the registration desk by 9.00 A.M.
- ❖ Participants must bring their college I.D card
- ❖ Decision of the panel members in all events is final.
- ❖ The candidates should follow the general rules for smooth conduct of the events.
- ❖ For every event First and Second prizes will be awarded
- ❖ Participation Certificates will be issued at end of the programme
- ❖ Snacks and Lunch will be provided at food court in the campus.

All correspondence regarding the event can be communicated through the following E-mail ID: empresa2k17kec@gmail.com or the candidates may contact the respective event co-ordinators. **Note:** Students are requested to carry their belongings.

“All the Best to the Participants”

By

Department of Management Studies

