

CHAITANYA (DEEMED TO BE UNIVERSITY)
COMMERCE & BUSINESS MANAGEMENT DEPARTMENT

ABOUT THE DEPARTMENT:

The Department of Commerce & Business Management is a premier wing of Chaitanya (Deemed to be University) with a clearly defined approach for creating quality managers and entrepreneurs required to face the challenges of the corporate sector. The Department of Commerce & Business Management also started with the UG Course during the academic year 1991-92 and started the M. B. A. programme has been at the forefront of education ever since its inception in 1995. University have been harvesting invaluable advantages of their location and playing a key role in economic and educational fields.

The institution has made tremendous strides in the areas of curriculum development, lab, infrastructure development and research. The curriculum and practicals have been revamped by incorporating new techniques and methods in the emerging areas of research. The Department is renowned for innovative programme design, up-to-date curriculum, quality courseware, personalized instruction and strong industry interface. The programme is designed to provide knowledge and skills, both functional & integrative, in the field of focusing on developing an entrepreneurial society with a professional orientation and global outlook deep-rooted with social sensitivity. Department of Commerce & Business Management, Recognized by UGC, AICTE and declared as College for Potential for Excellence, Best Practices Institutions and also the Star college status to the department.

The Faculty of Commerce & Business Management at Chaitanya (Deemed to be University) has on its faculty well-qualified, committed and devoted teachers evincing keen interest in the all-round development of student personality and committed to creating an excellent learning environment for students. The students of the department are well groomed in both theoretical and practical aspects with individual attention to face the competitive examination and industrial needs with updated knowledge.

The department also coordinates the college placement division with various companies to see that the students are offered suitable jobs depending upon their attitude and aptitude. The Department Here are some key aspects of this department:

Vision and Commitment of the Department:

The department aims for excellence in education, nurturing students' academic potential, self-esteem, tolerance, and respect for others and strives to create an atmosphere of caring, discipline, and understanding.

Department Goals:

- Creating an environment for higher teaching and learning with state-of-the-art infrastructure. Developing necessary skills among faculty, students, and staff.
- Moulding student character toward morally upright behaviour.
- Transforming students into competent and humane citizens.
- Promotes research, training, and placement activities through institute-industry collaboration.
- It focuses on making students adept at addressing the demands of the new millennium.

With the distinction of being conferred with Deemed to be University status, the Department of Commerce & Business Management has many future plans.

- The department will be at the forefront of Research activities and will establish a research Centre and also guide research students.
- The dept. will also try to establish an exchange program with other Foreign Institutions to benefit from their expertise in the field of Research.
- The department would like to play a leading role in initiating study and research programs in Collaboration with eminent institutions.
- To welcome talented researchers from various countries and create an environment that brings out the best in these Researchers in both Research and Education.
- To motivate faculty for industry interaction with objectives to get sponsored projects and placements for students.
- To take up any task assigned by the Management of the University in enriching the departmental activities and striving hard to make this esteemed institution to rank best in the country.

- To Initiate Industrial interaction with the staff and students for collaborative research.

Programmes/Courses Offered:

- **Doctoral Programmes**

Ph. D. (Commerce & Business Management)

- **Post Graduate Programmes**

M.B.A (Master of Business Administration)

- **Undergraduate Programmes**

1. B.B.A (Bachelor of Business Administration)

2. B. Com (CA) (Computer Application)

3. B.B.A (BA) (Business Analytics)

4. B.B.A (BPM) (Business Process Management) – Collaborate with TCS

Programmes/Courses Outcomes:

1. **Ph. D. (Commerce & Business Management)** - The outcomes of a Ph.D. program in Commerce and Business Management at Chaitanya (Deemed to be University) specific focus of the program to impart in research activities which includes
 - Ph.D. candidates develop advanced research skills, including the ability to identify research questions, design studies, collect and analyze data, and draw meaningful conclusions.
 - Ph.D. students typically develop expertise in a specific area of commerce and business management, such as finance, marketing, human resources, or operations management. They become deeply knowledgeable about theories, methodologies, and practices relevant to their chosen field.
 - A significant outcome of a Ph.D. program is the creation of new knowledge through original research. Ph.D. candidates are expected to make a unique contribution to their field by producing a dissertation or thesis that advances scholarly understanding.
 - Many Ph.D. candidates aim to publish their research findings in peer-reviewed academic journals. This not only contributes to the body of knowledge in their field but also enhances their academic credentials and career prospects.

- Ph.D. programs often provide opportunities for students to gain teaching experience by serving as teaching assistants or instructors. Developing effective teaching and mentoring skills is valuable for those pursuing academic careers.
- To evaluate existing theories and methodologies critically and develop innovative approaches to address complex business challenges.
- Ph.D. candidates often engage in interdisciplinary collaborations, present their research at conferences, and participate in academic discussions. These experiences help them develop leadership qualities and effective communication skills, both oral and written.
- Graduates of Ph.D. programs in Commerce and Business Management pursue diverse career paths. While some enter academia as professors or researchers, others may work in industry, government, consulting, or nonprofit organizations.

2. M.B.A (Master of Business Administration) - The outcomes of an MBA (Master of Business Administration) program are designed to equip students with the knowledge, skills, and abilities needed to succeed in various managerial and leadership roles within the business world which includes

- To develop students' leadership abilities, including the capacity to inspire and motivate teams, make strategic decisions, and effectively manage change within organizations.
- To provide a broad understanding of key business disciplines such as finance, marketing, human resources, and system management.
- To develop strong analytical skills through coursework, case studies, and real-world projects. They learn to analyze data, identify trends, and make informed decisions based on quantitative and qualitative information.
- To provide opportunities for students to build professional networks through interactions with classmates, alumni, faculty members, and industry professionals. These connections can be valuable for career advancement and future job opportunities.

- To develop MBA student's expertise in a specific area of commerce and business management, such as finance, marketing and human resources management by creating of new knowledge through original research through projects subject specialisation

B.B.A (Bachelor of Business Administration) -

- Enables students to apply knowledge of management theories and practices to solve business problems.
- Encourages analytical and critical thinking abilities for business decision-making.
- Promotes ethical and value-based leadership ability.
- Provides a wide knowledge of all disciplines of the course and training in the management of both animate and inanimate entities and develops leadership skills.
- Enables students to effectively communicate business issues, management concepts, plans and decisions both in oral and written form using appropriate supportive technologies.
- Equips students to demonstrate the capabilities required to apply cross-functional business knowledge and technologies in solving real-world business problems.
- Enables students to demonstrate the use of appropriate techniques to effectively manage business challenges.
- Makes students capable of recognizing and resolving ethical issues.
- Helps to prepare students for managerial roles and as entrepreneurs.

B. Com (CA) (Computer Application) -

- To design, implement and evaluate computer-based systems, processes, components or programs to meet their knowledge of computing and analyze problems.
- Students will gain proficiency in integrating business concepts with technology. This includes understanding how technology impacts business processes and decision-making.
- They will have hands-on experience in designing and implementing software solutions, including applications relevant to accounting, finance, and business management.
- Students will learn about database systems, data modelling, and database management.
- Proficiency in using office automation tools, such as spreadsheets, word processors, and presentation software.

- Students will be equipped with problem-solving skills, especially related to business and technology challenges.

B.B.A (BA) (Business Analytics) –

- To provide students with an understanding of the diverse knowledge they need to be effective business data analysts. The focus of the major is to develop students who will understand and be able to apply business analytics to real-world problems.
- To emphasize the students in problem-solving with data for strategic business decision-making using various analytics tools such as data visualization and machine learning technologies.
- To expect that students graduating with this major will be in demand for entry-level analytics positions in the workforce.
- To understand business analytics applications, including marketing analysis or segmentation, city planning, delivery logistics, risk management, security, and healthcare management.

B.B.A (BPM) (Business Process Management) -

- To Gain a solid understanding of what Business Process Management (BPM) entails.
- To explore how BPM involves studying, modelling, and optimizing business processes.
- To make the students conveniently pursue roles in the IT sector.
- To make the program open doors to diverse career paths in Banking, Insurance, Financial Services, Retail and other Industries.
- To train the faculty members to undergo “Train the trainer” initiatives by industry experts.
- To acquire knowledge and application skills in commerce studies and BPM.

Head of the Department & BoS Chairman:



On behalf of the Department of Commerce and Business Management, I **Prof. P. Rajender** welcome you to the centre of professional knowledge in the Chaitanya (Deemed to be University), Warangal. Our academic fraternity has proved in due course of time that hard work and deliberate effort reap the fruits of success and perfection. The Founder and Chancellor of this University **Dr. Ch.V. PURUSHOTHAM REDDY** has always emphasized adherence to excellence, ethics and values in the University established by him. It was in the year 1991 when the journey of this department started with just some undergraduate and postgraduate programmes. Today we have approximately more than 600 hundred students in the department.

Our goal is to change the world through education. It may sound idealistic, but this is specifically our mission. It is what encourages the work of everyone at the Department of Commerce and Business Management, from faculty and staff to students and alumni, to our partners and supporters. It inspires our teaching and our research work.

We set high expectations for our students and establish engaging curricula and learning environments. We provide students with the skills and experiences needed to succeed in a complex, technology-driven, global society. The Department has attracted students across the panel of several disciplines and students are performing excellent by joining the department.

The courses offered for undergraduate students are Bachelor of Business Administration (BBA), Bachelor of Commerce (B. Com), B.B.A (BA) (Business Analytics), B.B.A(BPM) (Business Process Management) and postgraduate students the department offers Master of Business Administration (MBA). In a specialized world where people do not follow knowledge rather, they follow knowledge, the specializations offered are Finance, Marketing, Human Resource & Systems Management.

The Department has also attracted those interested in exploring by way of a Doctor of Philosophy and has both a full-time and part-time PhD program. Supervisors provide them with the skills and guidance required to use the methodology of deduction or induction as per requirement. Concerning co-curriculum activities, the department has always been involved in industrial tours, organizing lectures, workshops, seminars, conferences and camps to bolster the academic as well as professional environment in the department.

I invite you to explore our website to learn more about our values, and commitments and get a glimpse of the exciting activities that engage our faculty, staff and students.

BoS Members:

The following are the members of the Board of Studies in Commerce & Business Management of Chaitanya (Deemed to be University) under the Chairpersonship of Prof. P. Rajender.

S.No.	Name	Designation
1	Prof. P. Rajender	Chairperson
2	Prof. M. Yadagiri	Co-opted Member & Subject Expert
3	Prof. MD. Abdul Azeem	Co-opted Member & Subject Expert
4	Prof. Md. Iqbal Ali	Member
5	Prof. P. Krishnama Chary	Member
6	Prof. K. Venkata Janardan Rao	Member
7	Prof. CH. Rajesham	Member
8	Prof. M. Sambaiah	Member
9	Prof. S. Pratap	Member
10	Prof. G. Vijay	Member
11	Dr. K. Deepasri	Member
12	Dr. K. Rajani	Member
13	Dr. G. Ushasree	Member
14	Dr. M. Aravinda	Member

15	Mrs. N. Geeta	Member
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Departmental Research Committee

Chairman of the Board of Studies places the Departmental Research Committee.

The research activity of all the scholars in a department shall be monitored from time to time by the duly constituted DRC with the following members:

- a. Dean of the faculty concerned - Chairman
- b. Research Supervisors in the Department Members
- c. Chairman, Board of Studies concerned Member– Convener

FUNCTIONS OF DRC:

- i) To review the research proposal and finalize the topic of research;
- ii) To guide the research scholar in developing the study design and methodology of the research
- iii) To periodically review and assist in the progress of the research work of the research scholar.
- iv) To make suggestions before the submission of the thesis/dissertation.

S. No.	Name	Designation
1	Prof. S. Pratap, Dean, Faculty of Commerce & Business Management	Member
2	Prof. P. Rajender, Head, BoS Chairman	Convener
3	Prof. P. Krishnama Chary	Member
4	Prof. CH. Rajesham	Member
5	Prof. K. Venkata Janardan Rao	Member
6	Prof. M. Sambaiah	Member
7	Prof. G. Usha Sree	Member
8	Prof. G. Vijay	Member
9	Prof. K. Deepasri	Member
10	Dr. K. Rajani	Member
11	Dr. M. Arvinda	Member

Faculty Members

Contact Details - Faculties				
Sr.no:	Name of the Faculty	Subject	Mobile (Mandatory)	Email (Optional)
1.	Dr.K. Veera Venkatiah	Economics	8074505912	veeravenkatian44@gmail.com
2.	Prof. P. Rajender	Marketing	9502371374	ponnalarajender80@gmail.com
3.	Prof. S. Prathap	Finance	9908904389	sangaprathap@gmail.com
4.	Prof. G. Usha Sree -UGC-NET & APSET	Finance	9866310379	ushaprasad72@gmail.com
5.	Prof. G. Vijay	Tourism	9346224720	vijaygandamalla@yahoo.co.in
6.	Prof. K. Deepasri- UGC NET	Finance	7799898578	deepasri.kummari@gmail.com
7.	Prof.M. Sambaiah	HRM	9949300470	msambaih1956@gmail.com
8.	Dr. Rajani	Finance	9493182662	komatirajani@gmail.com
9.	Dr. Vanaja	HRM	9440703997	vanajayesu@gmail.com
10.	TVG Shastry (Ph. D)	Finance	8341621214	tvgshastry@gmail.com
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13.	Mr. D. Veerabhadra Rao (Ph. D)- APSET	Marketing	9849820714	badra.rao@gmail.com
14.	Mrs.N. Geeta (Ph. D)- APSET & TS-SET	Finance	7799221229	geetakiran.ggk@gmail.com
15.	Mrs.Ch. Swathi (Ph. D)	Finance	8464022939	chunchu.swathi47@gmail.com
16.	Mrs. A. Sunitha (Ph. D)	Finance	9652830570	avula.sunitha786@gmail.com
17.	Mr. B. Dinkar (Ph. D)	Placement Officer	9848667555	placementcell@chaitanyacolleges.com
18.	Mr. K. Srinivas (Ph. D)	Marketing	9866925155	kathula.srinivas192@gmail.com
19.	Mrs. V. Swapna (Ph. D)	Banking & Insurance	9704044860	swapna.bachi02@gmail.com
20.	Mr. P. Raghu	Marketing	9848736316	ponnalarajender80@gmail.com

Non-teaching Staff:

1.M. Vanaja (Attender)

Facilities:

- MBA Lab with 60 Systems
- 3 Projector – Department conducts seminars and B. Plan co-curriculum activities for the students with power point presentations.

Seminars/Conferences/Workshops/FDPs:

S.No	Name Of the Research Supervisor	Name Of the Research Scholar	No Of Paper Published/ Accepted	No. Of Papers Under Process	No. Of Webinars/ Workshops/ Seminars Attended	No. Of Papers Presented in Conferences
1	Prof.P. Krishnama Chary	Megha Shyamala	01	01	01	02
2	Prof.Ch. Rajesham	Ch. Swathi	00	02	02	01
3	Prof.Ch. Rajesham	Ramesh	00	02	01	00
4	Prof.Ch. Rajesham	V.laxmi Haritha	00	02	01	00
5	Prof.P. Rajender	G Ramya Sree	-02	02	04	03
6	Prof.P. Rajender	D Umadevi	-02	01	02	02
7	Prof.P. Rajender	Sainiketan Reddy	01	01	02	02
8	Prof.S. Pratap	Aziz Fathima	02	01	02	02
9	Prof.S. Pratap	K Srinivas	00	02	03	01

10	Prof.S. Pratap	P. Chandra Shekar	02	01	02	02
11	Prof.S. Pratap	B. Dinakar	0	01	01	00
12	Prof.S. Pratap	K. Sridhar	00	00	00	00
13	Prof.S. Pratap	B, Krishna	01	01	01	01
14	Dr.B.Rajani	Vyshali	01	01	01	01
15	Dr.B.Rajani	Hemalatha	-	01	01	01
16	Dr. K. Deepasri	K. Venkateshwarlu	-01	02	01	-01
17	Dr. K. Deepasri	G. Sunitha	04	03	01	-01
18	Dr. K. Deepasri	K. Rajini	04	03	01	01
19	Prof.G. Vijay	Ch. Srinivasan	08	-04	05	04
20	Prof.G. Vijay	Mukunda B. K	16	-03	03	02
21	Dr.M. Aravinda	Lakshmi	02	01	02	01
22	Dr.M. Aravinda	Suresh	03	01	02	01
23	Dr.M. Aravinda	Yashwanth	02	01	02	01
24	Dr.M. Aravinda	Vivek	01	---	01	02
25	Dr.G. Ushasree	V Swapna	01	02	03	01

Department Journal:

The department also bringing out “PRAKARSHA” - **Journal of Management Education and Research.**

PRAKARSHA, the Journal of Commerce and Management of Chaitanya (Deemed to be University) is a proud product of the scholarly research contribution of the senior teachers and research scholars of different universities which reflect their innovative ideas relating to various functional areas of management and thereby contributing to the addition of new knowledge to the existing body of knowledge of commerce and management. This issue covers research papers spanning various paradigms of the Management field and tries to provide solutions to the challenges and issues that confront the business world.

Patents:

TITLE OF INVENTION: METHOD AND SYSTEM FOR ASSESSING IMPACT OF OPEN ACCESS RESOURCES IN DIGITAL EDUCATION USING ARTIFICIAL INTELLIGENCE

FIELD OF INVENTION: COMMUNICATION

APPLICATION NUMBER: 202141043323

APPLICATION TYPE: ORDINARY APPLICATION

APPLICANT NAME: 1 . PROF. PONNALA RAJENDER (PROFESSOR AND HEAD)

2 . DR. K. DEEPASRI (ASSOCIATE PROFESSOR)

3 . DR. G. USHA SREE (ASSISTANT PROFESSOR)

4 . NARULA GEETA (ASSISTANT PROFESSOR)

5 . ARAVINDA MUDDASANI (ASSISTANT PROFESSOR)

6 . KINNERA VENKATESHWARLU (ASSISTANT PROFESSOR)

7 . A. VANAJA (ASSISTANT PROFESSOR)

8 .SRINIVAS KATHULA (ASSISTANT PROFESSOR)

9 . AVULA SUNITHA (ASSISTANT PROFESSOR)

10 .SWAPNA VANCHANAGIRI (ASSISTANT PROFESSOR)

Research Scholars

a) with fellowship - 01

b) without fellowship - 67

Scholars Awarded – Nil

Course Intake:

Courses	Intake
MBA	240
B.B.A (Bachelor of Business Administration)	120
B. Com (CA) (Computer Application)	80
B.B.A (BA) (Business Analytics)	60
B.B.A (BPM) (Business Process Management)	60

Achievements of Faculty:

DEPARTMENTAL ACTIVITIES OF COMMERCE AND BUSINESS MANAGEMENT

1. Organized Guest Lecture on “**Leveraging the emerging technologies in Education**”
On 14th October 2022, by Prof. T. Siddaiah SV University, Thirupathi



2. Industrial tour to TCS was conducted for B. Com (BPM) III year students on 20th October,2022.
3. Conducted TWO - DAY NATIONAL SEMINAR ON EMERGING HORIZONS IN INDIAN CORPORATE SECTOR – STRATEGIES FOR SUCCESS on 27th and 28th of January,2023.



Achievements of Students:

BBA (BA) Final Year students organized “SAMRIDDHI” programme with formal and informal events in Chaitanya (Deemed to be University) premises on the 5th and 6th of October for all Commerce students.









Collaborations:

B.B.A (BPM) (Business Process Management) – **Collaborate with TCS Company**

Alumni Coordination Cell

We are elated to introduce ourselves as a premier group of educational institutions in the area of Higher Education and Technical Education in Southern India. We want to ensure an institution in holistic education and value which teaches students to grow, think, believe and liberate, both in the realms of theoretical knowledge and practical applications. We want to pioneer the growth of the next generation of students, the movers and shakers, the innovators and dreamers to bring about an enlightening era of academic brilliance.

With the modest beginning, our Viswa Bharati Education Society, whose members are of high academic excellence, which was registered with Registrar of Societies, Government of Andhra Pradesh. Begun in 1991, Chaitanya University offers Undergraduate courses including Life Science and Physical Sciences, Commerce, Management, Banking & Insurance combinations. Our university offers non-professional Life Sciences & Physical Sciences courses, M.Sc. 5 years Integrated Chemistry, Biotechnology and two professional courses i.e., MBA and MCA, which were approved by AICTE, a Statutory Body of Government of India.

