



Newsletter

Department of Management Studies
Lords Institute of Engineering & Technology, Hyderabad

Volume:XXXVI

Julv –Dec 2021

EDITORIAL BOARD:

- Mr. Ashfaq Hussain
(Editor)

Editorial Board:

- Dr. Syed Hamid M Quadri
- Mrs. Vanitha K. B

Quotes

*The success of the young
Entrepreneur will be the key to
India's transformation in new
millennium.*

-Dhirubahi Ambani

*In order to succeed, your desire
for success should be greater
than your fear of failure.*

-Narendra Modi

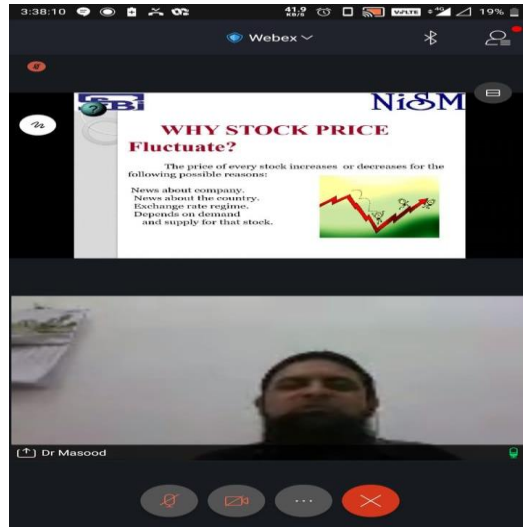
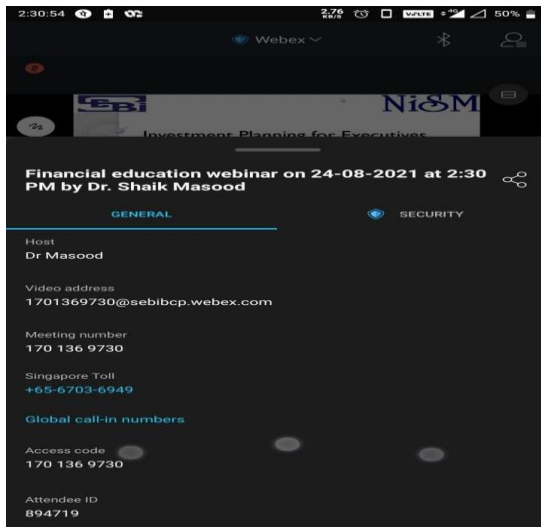
Newsletter, edited, printed and published by Newsletter Committee, Department of Management Studies, Lords Institute of Engineering and Technology, Himayatsagar-500091.

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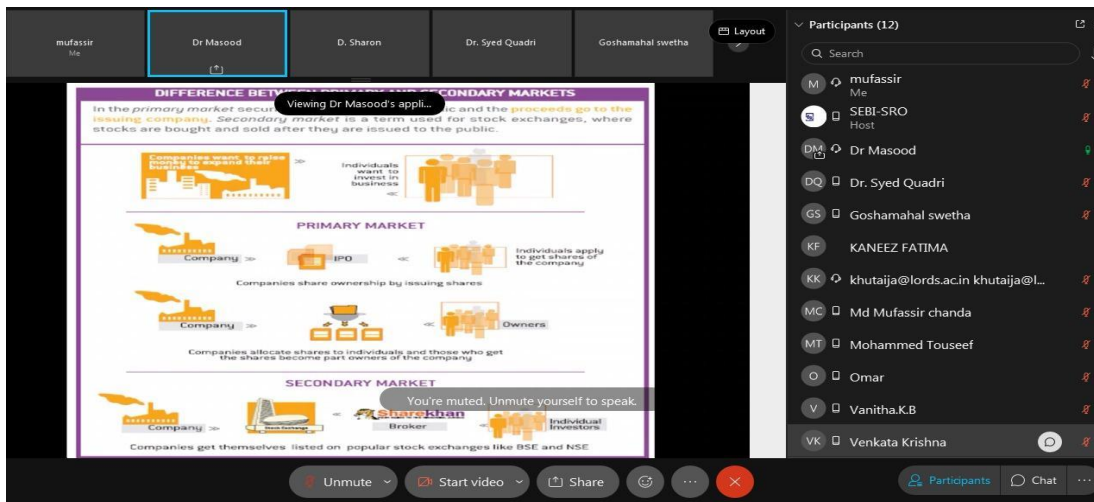
Department of Management Studies, LIET had organized an event on Investor Awareness education by **SEBI** - webinar for employee of Lords Institute of Engineering and Technology in collaboration with **SEBI on 24th of August 2021**. More than 22 staff was part of this webinar. The webinar was beneficial to the staff as it provided valuable insights into the functions and role of the regulatory body on the investors, exchanges, industries etc. Dr. Shaik Masood was the Resource Person on behalf of the SEBI as SEBI Empanelled Resource Person for Financial and Investment Planning. He also mentored on the various investment options in SEBI and the process of its methods of function in association with the norms of RBI. He was exultant with the employees and said the session quite an interaction.



The employees of Lords Institute of Engineering and Technology said the webinar was very valuable to them as it emphasized on the practical application and concepts that was very much required in the contemporary situations prevailing of the Covid-19 Virus that has brought about a dramatic change across the globe witnessing a great loss to the business worldwide thus affecting the Stock Trading and practices over the period.



The main objective behind the webinar was about the basic concepts being revived and the investment patterns, various practices, to learn in-depth knowledge on the Regulatory body & also warned by showing about the several misconceptions, unfair trade practices that brought agony to several duped investors leaving nothing but helplessness.



The other part of the webinar was on how to plan financially & able to understand various aspects of investment which also help us safeguard from many Ponzi schemes. It was an informative webinar workshop on financial condition of Human life which was the most required topic in this phase of financial situation which we are going through and witnessing the adverse affects from the financial activities, events taking place in all the parts of the world.

The securities and exchange board of India (SEBI) is the regulator for the securities market in India. It was established by the government of India on 12th April 1992 and given statutory powers in 1992 with SEBI act 1992 being passed by Indian Parliament SEBI has its headquarters at the Business District at Bandar Karla Complex in MUMBAI and has NORTHERN , EASTERN , SOUTHERN , WESTERN offices in NEW DELHI , KOLKATA , CHENNAI , AHMEDABAD respectively.



Newsletter

Department of Management Studies
Lords Institute of Engineering & Technology, Hyderabad

Workshop Report on Data Science, Business Analytics and Digital Marketing to all MBA, BTech Final Year and TBI Students of LIET - on 04-12.2021

Title:- Data Science, Business Analytics and Digital Marketing to all MBA, BTech Final Year and TBI Students of LIET.

Date: 04th Dec 2021

The image shows two promotional posters for a workshop. The left poster is a white flyer with blue and red text, detailing the workshop title, organizers, and venue. The right poster is a blue and yellow flyer featuring a photo of Mr. Shahbaz Syed and providing contact information.

Dr. Syed Hamid Mohiuddin Head of department of MBA had organized a Workshop on **Data Science, Business Analytics and Digital Marketing to all MBA and B.Tech Final Year Students and TBI Students of LIET** by Resource Person Mr. Shahbaz Syed on 04th of Dec 2021 and the Workshop Coordinators were Mr. Syed Shahbaz and Mr. Ashfaq Hussain. More than 30 Students were part of this Workshop. The workshop was beneficial to the students as it provided valuable insights into the functions and role of Data Science, Business Analytics and Digital Marketing etc. Mr. Shahbaz Syed as the Resource Person has **25 plus years of experience** in the IT industry. Worked as a developer, SysAdmin, DBA, Apps DBA, Architect and Corporate Trainer for various Domestic and International Clients (US, Singapore, Malaysia). Currently working on **data science & AI** projects with New Era AI Software & Analytics, Hyderabad. And also conducting online classes for data science.

The Students of Lords Institute of Engineering and Technology said the workshop was very valuable to them as it emphasized on the practical application and concepts that was very much required in today world of Date Science, Big Data and Data Analytics that has brought about a dramatic change across the globe witnessing a great information business worldwide as a result of technology change effecting the IT market over the period.

The main objective behind the Workshop was about the basic concepts of Data science as an **interdisciplinary field** that uses scientific methods, processes, algorithms and systems to extract knowledge and insights from noisy, structured and unstructured data, and apply knowledge and actionable insights from data across a broad range of application domains.



The other part of the Workshop Business analytics sits at the crux of business strategy and technical data analysis. It involves **taking a data set and interpreting it with** a very specific purpose in mind, whether that be to solve a problem for an organization or help inform a company's future business decisions..

4 Types of Business Analytics

#Descriptive Analytics# Diagnostic Analytics# Predictive Analytics# Prescriptive Analytics.



లార్డ్స్ కాలేజీలో వన్ డే వర్క్ షాప్

నవతెలంగాణ-గండిపేట

లార్డ్స్ ఇంజనీరింగ్ ఇన్స్టిట్యూట్లో ఎంబీఏ, బీటెక్ చివరి ఏడాది, టీటీఎ విద్యార్థుల కోసం శనివారం డిపార్ట్మెంట్ ఆఫ్ మేనేజ్మెంట్ స్టడీస్ ద్వారా 'డేటా సైన్స్, బిజినెస్ అనలిటిక్స్, డిజిటల్ మార్కెటింగ్'పై ఒక రోజు వర్క్ షాప్ నిర్వహించారు. శ్రీషాబాజ్ సయ్యద్, బిగ్ డేటా అనలిటిక్స్ (డేటా సైన్స్), ఆర్టిఫిషియల్ ఇంటెలిజెన్స్ కన్సల్టెంట్, కార్నోటల్ ట్రైనర్, వర్క్ షాప్ కు రిసోర్స్ పర్సన్ ఎల్.ఎ.కాటి ప్రెసిడెంట్ డాక్టర్ సీపీ

నర్సింహులు, ఐక్యూపీసీ డీన్ డాక్టర్ హాఫీజ్ బాషా, ఎంబీఏ హెచ్.పి.డి డాక్టర్ నయ్యద్ హమీద్ మొహియుద్దీన్ క్వార్టీ తదితరులు పాల్గొన్నారు. సయ్యద్ శైబాజ్ ఫరూఖ్, శ్రీ ఆప్టోక్ హాస్పిటల్ వర్క్ షాప్ కు సమన్వయకర్తలుగా వ్యవహరించారు.



And Finally Digital marketing, also called online marketing, is **the promotion of brands to connect with potential customers using the internet and other forms of digital communication.** This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel. Digital marketing can be broadly broken into 7 main categories including: **Search Engine Optimization, Pay-per-Click, Social Media Marketing, Content Marketing, Email Marketing, Mobile Marketing, Marketing Analytics..**

Thus Artificial Intelligence makes a computer act/think like a human. Data science is an AI subset that deals with data methods, scientific analysis, and statistics, all used to gain insight and meaning from data. Machine learning is a subset of AI that teaches computers to learn things from provided data.



Newsletter

Department of Management Studies
Lords Institute of Engineering & Technology, Hyderabad

Department of Management Studies

Orientation Program on 18-12-2021

LORDS INSTITUTE OF ENGINEERING & TECHNOLOGY
An Autonomous Institution
Approved By AICTE | Recognized by Government of Telangana | Affiliated to Osmania University
Accredited by NBA and NAAC With 'A' Grade

Welcomes
MBA, M.Tech & M.E. 1st Year
ORIENTATION DAY
BATCH 2021 - 2023 | 18th December, 2021
Venue: 2nd Floor, CSE Seminar Hall, LIET Campus

First Year Orientation Day BANNER

Department of Management Studies and PG Courses together has organized an Orientation Program for MBA first Years and M Tech and ME First Year Students on 18-12-2021. The Event was organized and hosted by Students of MBA Second years. Mr. Syed Imaaduddin Hassan and Ms. Bakka Jhansi were the Host for the event who welcomed the Second year students recite the verses of Holy Quran.

Recitation of verses of Holy Quran by Mr. Saqlain Vazeer and Mr. Syed Imaaduddin Hassan Translated the Verses from Arabic to English.

Students invited Mrs K B Vanitha, Assoc prof Of MBA to give the welcome the Dignitaries on to the dias. Mrs. Vanithe welcomed Dr. CH. Ramesh Babu B.Tech, M.Tech, Ph.D Professor & HOD, Dr. Mohammad Jabirullah B.Tech, M.Tech, PhD Associate Professor & HO, Dr. Syed

Anisuddin, B.Tech, M.Tech, Ph.D Professor & HoD Dean R&D, Dr. Hafeez Basha, B.Tech, M.Tech, PhD (Japan) & Dean IQAC, Director TBI, Dr. T.K. Shaik Shavali, B.Tech, M.Tech, Ph.D Professor & Dean Student Affair, Dr. J. Sasi Kiran, M.Tech, Ph.D Professor & Dean First Year, Dr. Syed Azam pasha Quadri, B.E, M.Tech, PhD +Professor, HOD Mechanical Engg. Vice Principal, COE LIET, Dr. C.Venkata Narasimhulu, B.Tech,M.Tech,PhD, Professor & Principal, Mr. Syed Touseef Ahmed, B.Tech(BITS Pilani), M.Tech(JNTUH), MBA(ISB, Hyd),Vice Chairman, LIET and **Mrs. Rizwana Begum, Secretary – LIET to the Dias.** She also invited to Dr. Syed Hamid Mohiuddin Quadri, MBA, MPhil, Ph.D, Associate Professor & HoD, Dr. Sumeet Hangargi, B.E., M.Tech PhD Assistant Professor to the Dias.



Students then invited Mrs. J. Jayalakshmi, B.E., MBA,(PhD), Assistant Professor, Asst. Director T&P to give overview About the Host Institution and MBA Department where Mrs. Jayalakshmi has shown the events activities and all the happenings of the College and Department to the new students in her presentation.



Mr. Syed Shaibaz Faruddin, MBA, M.com, UGC-SET, Associate Professors address about the orientation program, followed this. Mr. Shaibaz has given the information about the orientation program details of what was planned for the day.

Students invited Sumeet Hangargi to address the gathering, where Dr. Sumeet has delivered his thoughts and given the brief idea about the career after Masters in Engineering. This was followed by the address of the HoD of MBADr. Syed Hamid Mohiuddin Quadri. Dr. Syed Hamid first invited all the faculty members of MBA department to give their brief introduction. Mr. Shaibaz Faruddin, Associate Prof and Associate Head was the first to give his self Introduction. Followed by Mrs J Jayalakshmi Assistant Prof, then Mr. Ashfaq Hussain, Asst.

Prof., then Mr. Karthikeyan Rajamohan, Asst. Prof, Then Mrs. Vanitha K B, Assoc Prof, and then Mr. Omar Md Abdul Khader, Asst. prof has given their self Introduction respectively.



Students then Invited Dr. Ramesh Babu, head CSE to Address the Gathering. In his address, he has given the motivation and encouragement to all the PG students in cluding MBA, ME and M tech.. It was followed by the Address by Dean R& D where Dr. Anisuddin has given the report about the Research and development activities being organized/conducted and faculty and students attending the same.

Dr. hafeez Basha, Dean IQAC was invited to address the gathering, he has given the message and motivated and appreciated the students for joining LORDS. He also discussed the importance of quality and how the quality of the performance and work of students and faculty is assessed by the LIET. This was followed by the address of Dean Student affairs, Dr. Shaik Shavali. Dr. shavali has given the wonderful picture of LORDS to the students, as he is seeing the LORDS from as 15 years. He is on eof the pioneers of LIET. He has congratulated the students of MBA, ME and M Tech for taking the admission in LIET. He has also shown the growth of LIET from where it was started and now where it has posiioned itself. This was followed by the Addresss of Vice Principal and COE of LIET, Dr. Syed Azam Pasha Quadri. Dr. Azam has assured the students that the examination and all the exam related activities will be as per the osmania university. The same procedure will be followed by the LIet as well. He also informed the students about the attendanc epercentage they have to maintain to get promoted for the next semester.



This was followed by Address by Principal of LIET, Prof. Dr. C V Narsimhulu. Dr. Narsimhulu first of all congratulated the students and Department for organizing the event successfully. He also appreciated the students of Second year MBA for organizaing the event in a very smooth way. He also appreciated and congratulated the Newly joined students for selecting LORDS as their destination and chosing it as a runway to take flight for their next career destination.

Then Students have invited the Secretary of LIET, Mrs Rizwana Begum to address the Gathering. Mam in her address has firstly congratulated the students and Department for organizing the event successfully. He also appreciated the students of Second year MBA for organizaing the event in a very smooth way. He also appreciated and congratulated the Newly joined students for selecting LORDS as their destination. She has also told a small story “Two Wood cutters” she compared the performance of the woodcutters based on their skills. As an example she has asked the students to work smartly and use their talen tin right direction so that they could achieve their destinations properly.



This was followed by the Prize distribution of for the Best Student of the year, Active students and certificate distributions for the saame and the certificates for workshop conducted on Data Science, Business Analytics and Digital Marketing which was conducted by the Department of Management Studies last month.





Newsletter

Department of Management Studies
Lords Institute of Engineering & Technology, Hyderabad

Live Webinar on Current Trends in Capital Markets and Importance of Due Diligence in Investing on 21st Dec, 2021

Title:- Current Trends in Capital Markets and Importance of Due Diligence in Investing

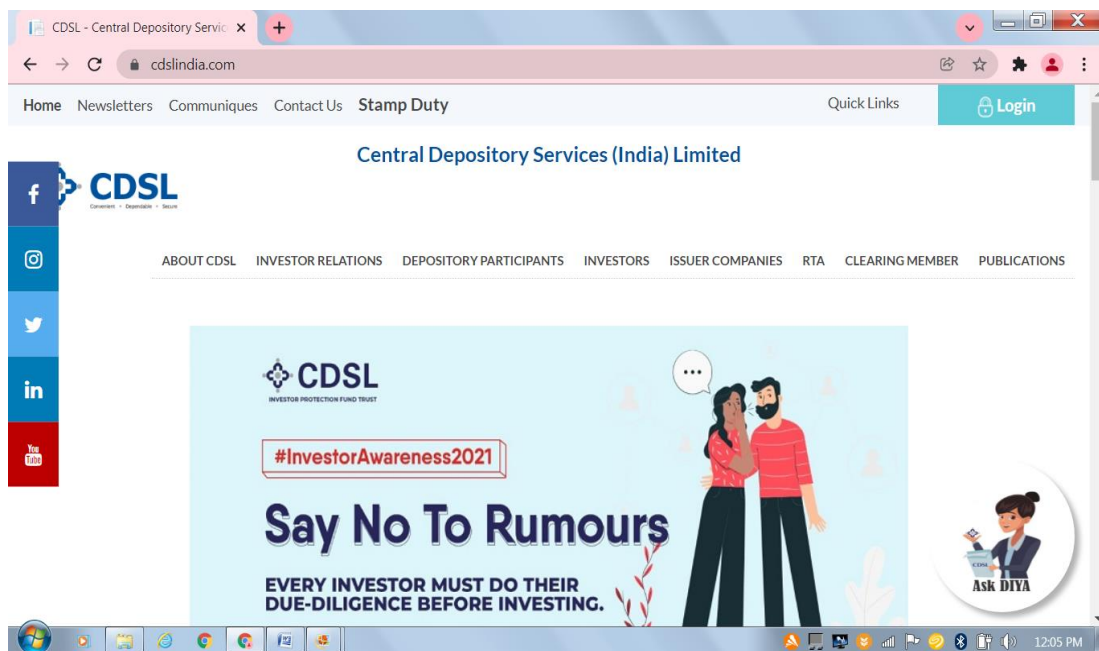
Date: 21st Dec 2021

Time : 10.30 AM to 12.30 PM

The image shows a promotional poster for a live webinar on the left and a screenshot of a Zoom meeting interface on the right. The poster is orange and white, featuring the Lords Institute of Engineering & Technology logo and the CDSL Investor Protection Fund Trust logo. The text on the poster includes the webinar title, date, time, venue (Zoom), and a list of speakers: Asst. Prof Mr. Karthikeyan Rajamohan, Narasinga Rao M.V., and Shiva Prasad V. The Zoom interface shows a list of 40 participants, including Syed Irfan, Sampadha Narasinga..., Karthikeyan Rajam..., Aarsh Dost, Abdul Faisal, Ajmal Ahmed, Apollo Ghosh, Ashfaq Hussain, Asraruddin Uddin, Ayesha Tabassum, and Dr. Syed Hamid Mohiuddin Quadri.

The Department of Management Studies, LIET had organized an event on **Current Trends in Capital Market and Importance of Due Diligence in Investing - webinar** for the Students of Lords Institute of Engineering and Technology in collaboration with CDSL on **21st of December 2021**. More than 40 Students participated in this webinar. The webinar was beneficial to the students as it provided a good awareness about the capital markets and insights into due diligence in investing. **Mr Narasinga Rao M V was the Resource Person on behalf of CDSL**. He also mentored on the various investment options available in the capital market. He was exultant with the students and said that the session was quite an interaction.

The Students of Lords Institute of Engineering and Technology said that the webinar was very useful to them as it emphasized on the practical aspects of the capital market functions and due diligence in investing as it is very much required in the contemporary situations prevailing of the Covid-19 Virus that has brought about a dramatic change across the globe witnessing a great loss to the business worldwide thus affecting the Stock Market over the period.



The main objective behind the webinar was about the basic concepts being revived and the investment patterns, various practices, to learn in-depth knowledge on the capital market & also warned by showing about the several misconceptions in investing, unfair trade practices that brought agony to several duped investors leaving nothing but helplessness.

The other part of the webinar was on how to plan financially & able to understand various aspects of investment which would help us to safeguard from many Ponzi schemes. It was an informative webinar workshop on the various ways of safe investment.

Central Depository Services Limited (“CDSL”) was founded in February 1999 to fulfill one goal: **Convenient, Dependable and secured depository services** and has its headquarters in Mumbai. Over two decades later, everything they have done – the values they have built on, dematerialization of various asset classes, e-services – have all been in support of that singular goal, at an affordable cost.

They are a Market Infrastructure Institution (MII) and a crucial part of the Capital market structure, providing services to all Market participants - Exchanges, Clearing Corporations, Depository Participants (DPs), Issuers and Investors.

A Depository is a facilitator for holding of securities in the dematerialized form and an enabler for securities transactions.

The securities and exchange board of India (SEBI) is the regulator for the securities market in India. It was established by the Government of India on 12th April 1992 and given statutory powers in 1992 with SEBI act 1992 being passed by Indian Parliament SEBI has its headquarters in Mumbai.