

## **R. SIVA PRASAD**

M.B.A; PGDBA; PGDCA; LLB  
HNO: 23/45 -J4, Upstairs, Besides Uma Devi Hospital  
NEAR Hanuman Temple,Ashok Nagar  
KURNOOL-518002  
ANDHRA PRADESH  
INDIA

Cell: - +91 8074546525; 7207776088  
E-mail: rsprasadmba@gmail.com

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### **Career Objectives**

To be at a position as a professional trainer that seeks an ambitious and career conscious person where acquired skills and knowledge will be utilized towards continuous growth and advancement of the institution.

### **Educational Profile**

- **M.B.A.** from ICFAI University Hyderabad with specialization in Marketing & HR , 2008, 6.5 CGPA
- **PGDBA** from ICFAI University Hyderabad in Business Administration, 2008.
- **B.B.M** from Sri Krishna Devaraya University, Osmania College Kurnool, 2006, 80%
- **XII in Computer Science** from Osmania College Kurnool, 2003, 86.3%
- **X** from Kurnool Public School, 2001, 60%
- **LLB** from Rayalaseema University,Sri Prasanna Law College Kurnool, 2013, 62%

### **Area of Interest**

Teaching ----- Teaching is my Passion

### **Technical Proficiency**

Windows XP, MS Office

### **Additional Qualification**

1. Qualified in Diploma in Human Resources (HR) Organized by Alison and CPD Certification Service On 1/8/2022.
2. Qualified in Fundamentals of Digital Marketing Organized by Google Digital Unlocked On 11/7/2019.

### **Participation Certificated Achieved:**

1. **2023** -Participated in FDP Conducted by IBS Hyderabad towards Faculty Knowledge Sharing Program ,Kurnool.
2. **2022** -Participated in FDP Conducted by IBS Hyderabad towards Faculty Knowledge Sharing Program on 27<sup>th</sup> August, ,Kurnool.
3. **2021**- 5-Week Faculty Development Program on Moodle LMS Organized by Dept. Of Computer Science from 20/01/2021 to 18/02/ 2021.

4. **2018**-Participated in One day National Seminar on “GST Reforms in India –Its Impact on 17<sup>th</sup> February 2018 Conducted by Rayalaseema University, Kurnool.

5. **2015**- Participated in UGC Sponsored two days National Level Workshop on Redesigning of Commerce and Management Education.

6. **2015-2**- Days - National Level Workshop- on Redesigning of Commerce & Management Education Organized by Sri Rama Krishna Degree College Nandyal District from 29<sup>th</sup> and 30<sup>th</sup> March,2015.

7. **2012**- Workshop on Best Placement Practices Organized by JNTU, Anantapur

on 16<sup>th</sup> Oct 2012.

8. **2008** - Attended JKC-IEG Tally FEP Training Program at Adarsh Degree College, Mahabubnagar from 21/08/2008 to 23/08/2008.

### **About An Academic of Rich Experience**

#### **Job Responsibilities Rendered: -**

- Member In CLAC (Cultural & Literary Activities Committee) From 2019 to Till Date
- Internship Representative for BBA Students from 2022 to till date
  - Coordinate Department faculties.
  - Conducting student workshops.
  - Develop and manage academic support program.
  - Provide guidance to students on academic goals and educational issues.
  - Assist students on course selection, study habits and career selection.
  - Prepare and maintain student records according to the semester.
  - Coordinating and monitoring examinations.
  - Coordinate with lecturers and principal to develop lesson plans and materials..
  - Lecturer & Head of the Department of Management Studies from 2009 to 2011
  - Co-ordinating the programme’s curriculum design in academic staff.
  - Oversight of all student academic administration.

#### **Additional Job Role:**

#### **Part Time Faculty In Dr. K. V. Subba Reddy Engineering College from Aug.2009 to Dec.2010**

- III EEE & ECE :- Management Science and MEFA for II ECE as a part time faculty
- III MBA: - Production & Operations Management for Dr. B.R. Ambedkar OU
- Academic Councilor for Dr.B.R. Ambedkar OU
- Conducted many seminars on career counseling at Dr. B.R. Ambedkar OU
- Paper Setter for Dr. B.R. Ambedkar OU From 2010 to 2012 in Management Department for MBA Distance Education.

**Work Experience ----- 15 YEARS**

**Present Experience: - 2014- Till Date**

**St. Joseph's Degree College, Rayalaseema University, Kurnool**

**Designation:**

- Lecturer in the Department of Management Studies
- Internship Representative for BBA Students for the year 2022

**Major Papers Thought for BBA & B Com:**

- Principles of Management
- Business Organization & Management (B. Com)
- Business Laws (B. Com)
- Human Resource Management
- Training & Development
- Global Human Resource Management
- Talent Management
- Business Laws (BBA)
- Retail Management
- Advertising & Media Management

**My Guru Academy for CMA & CA**

- **Fundamentals of Management**
- **Business Communication**
- **Strategic Management**
- **Business Laws**

**Previous Experience: - 2011- 2013**

**Sumourya Institute of Management, JNTUA, Kurnool**

**Designation:**

Asst. Professor & Academic CO-Ordinator.

**Major Papers Thought in MBA:**

- Management & Organizational Behavior, Human Resource Management, Management Information System
- **Specialization Paper In HR: Human Resource Management:-**
  1. Training & Development
  2. Performance Management
- **Common Paper:-** Business Laws, Business Ethics & Corporate Governance
- **Specialization Paper in Marketing: -**
  1. Product and Brand Management
  2. Advertisement and sales promotion
  3. Services Marketing

**Past Experience 2008-2011**

**Vasavi Mahila Kalasala, SKUA, Kurnool**

**Designation**

Lecturer & Head of the Department of Management Studies.

**Major Papers Thought for BBA & B Com:**

- Management & Organization Concept
- B.Com:- Business Organization
- Human Resource Management
- Business Policy and Strategic Management
- Business Laws ( B.Com)

### **Project Work Mentored for Students**

- Marketing Stream: -Total of 1000 + Students with different projects.

### **Organizational Experience 2007-2008 (6 months Internship)**

Company : Unitek Software (P) Ltd, Alva, Kerala

**Designation:** Business Development Manager

#### **Duties & Responsibilities Assigned:**

- Created Promotional Activities for the Products
- Planned, designed & Coordinated with Marketing Team in Executing the Task
- Travel aggressively for the promotion of the company.

### **Honor's & Award's**

- National Award as the "Best Student" from NSUI.

### **Lingual Proficiency**

- English
- Hindi
- Telugu

### **Personal Information:**

Mr. R. SIVA PRASAD

Date of Birth : 05.10.1983  
Father's Name : Mr. Late . R. Nagamal Singh  
Mother's Name : Ms. R. Surekha Singh  
Strengths : Focused, Diligent, Adaptable  
Hobbies : Reading Books, Watching Television  
Interest : Cooking, dancing

PLACE : KURNOOL

DATE :

Signature