



**Department of MBA**  
**Summary Sheet of Workshops/Seminars/Guest Lectures Conducted**  
**ACADEMIC YEAR 2022-23**

S. No	Name of the Event	Type of Event	Resource Person Details	Number Of Participants	Date From - To
1	Financial Literacy Awareness	Workshop	G. Anil Kumar	78	19-11-2022
2	Advance Digital Marketing	Add on Course	S. Bala Krishna	50	20-3-2022 to 25-3-2022
3	Innovative Employee Engagement Practices	Guest Lecture	Dr. B. Padmaja	60	15-2-2023



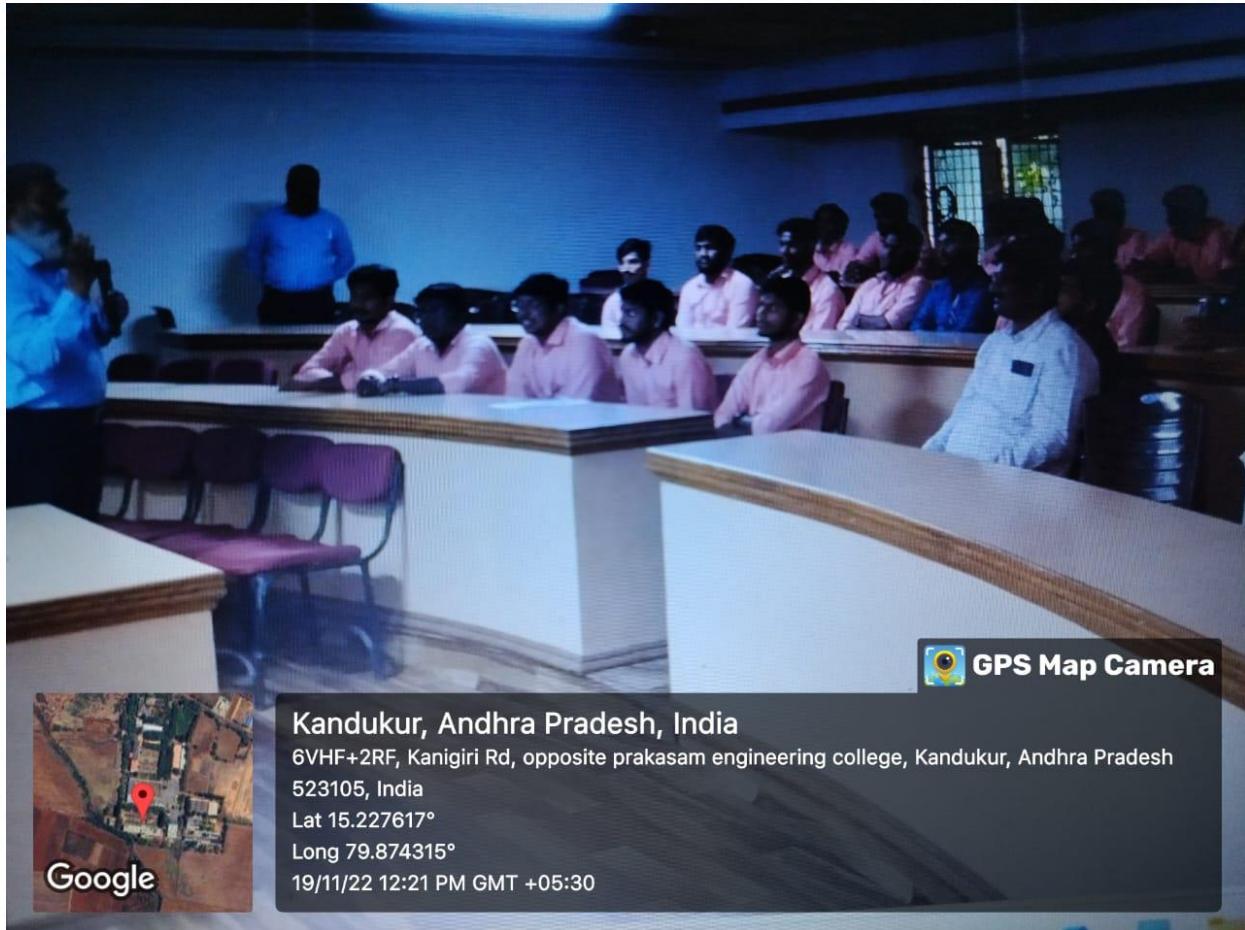


**Department of MBA**

**Geo tagged photos of Workshop conducted in Academic year 2022-23**

Financial Literacy Awareness

19-11-2022



O.V. Road, KANDUKUR - 523 105.

PRAKASAM (Dist.), AP. INDIA.

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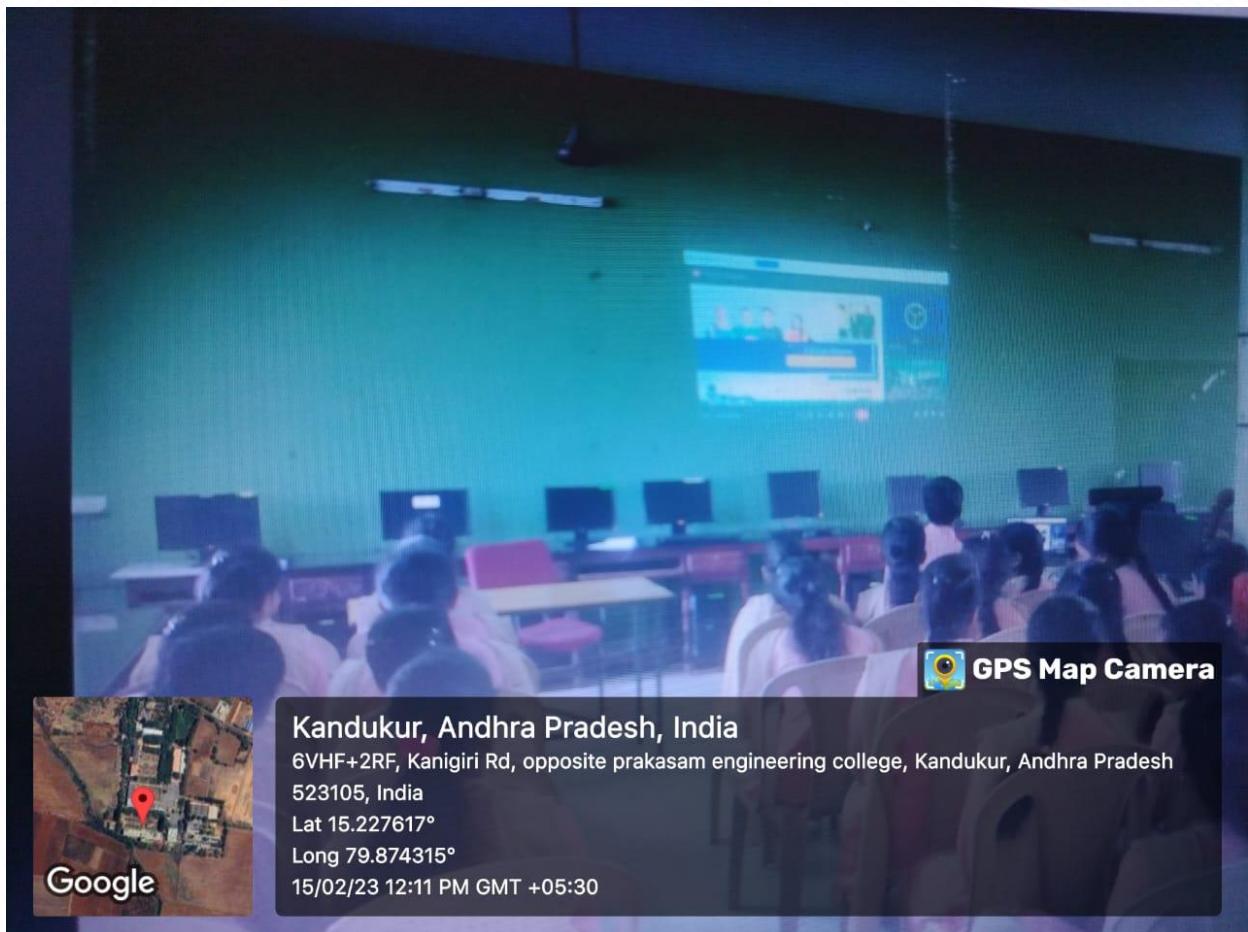


**Department of MBA**

**Geo tagged photos of Guest Lecture conducted in Academic year 2022-23**

Innovative Employee Engagement Practices

15-2-2023



**Kandukur, Andhra Pradesh, India**

6VHF+2RF, Kanigiri Rd, opposite prakasam engineering college, Kandukur, Andhra Pradesh

523105, India

Lat 15.227617°

Long 79.874315°

15/02/23 12:11 PM GMT +05:30



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## Advance Digital Marketing Brochure

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Secretary & correspondant

Prakasam Engineering college Kandukur

### PATRON

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Principal

Prakasam Engineering college Kandukur

### CONVENER

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Head of Department  
Department of Computer Applications  
Prakasam Engineering college Kandukur

### Co-Ordinator

Mr. N. VENKATA RAO MBA  
Assistant Professor



**PRAKASAM**  
ENGINEERING COLLEGE

Approved by AICTE, New Delhi | Affiliated to JNTU-Kakinada



### Value Added Course

SN

VAC001 -Advance Digital Marketing

06-10-2022 to 12-10-2022

Organized by

Department of Master of Business Administration



**venue:B2/F1/2/LH-102**

For any details, please contact

Course in-charge  
Mr.N.VENKATA RAO MBA  
Assistant Professor

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