



NARAYANA ENGINEERING COLLEGE : : NELLORE

**Approved by AICTE and Permanently Affiliated to JNTUA, Ananthapuramu,
An ISO 9001:2015 Certified Institution, Recognized by UGC U/S 2(f) &12(B) and "A" grade by Govt. of AP**

Department of MBA

Value Added Course on Digital Marketing

The Department of Management Studies, NEC, Nellore organized a course on Digital Marketing by inviting Dr. Lokanadha Reddy as a resource persons for conducted the program from 10-09-2018 to 15-09-2018. Nearly 90 students studying II MBA were actively participated and gain the information on Digital Marketing. Dr. Lokanadha Reddy explained the role of digital Marketing in the economy and its influence on the marketing sector. He also explained about the technologies used in marketing to reach the products to the customers.



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Department of MBA

Value Added Course on Stress Management

The Department of Management Studies, Narayana Engineering College, Nellore conducted a value added course on Stress Management for the students at Koutilya seminar hall from 12-11-2018 to 17-11-2018. Dr.S.E.V. Subhramanyam acted as a resource person for the course. He said that stress is a common word now a days every where and every place. He also states that stress playing very important role in the work place. He covered various topics related to stress like relaxation, anger, stress management tools, brain storming techniques to reduce the stress at work and it will help participants develop and implement effective strategies to prevent and manage stress at work.