

# K L BUSINESS SCHOOL D SSIER

Where tomorrow's Business Leaders are nurtured

Category 1, Deemed to be University



A PLACE FOR MULTI-DIMENSIONAL  
**LEARNING & GROWTH**





KLBS and its contribution to the Indian Industry

I feel delighted to know that KLBS has come up with a newsletter titled “DOSSIER”. I think that is an absolute need of the day, the way the developmental initiatives and students nurturing programmes are currently happening in the business school for both BBA & MBA. Let us wish that all these student developmental initiatives reach out to corporate companies, in a big way for their sourcing of the best merit from KLBS.

Koneru Raja Harin  
Vice President,  
Koneru Lakshmaiah Education Foundation

KLEF Deemed to be University (Rated ‘A++’ by NAAC in 2018) has an impeccable 39 years of reputation in academia.

Under its wings, KLBS has emerged as a premier B School with world class infrastructure, best in class facilities, industry empowered curriculum steered by knowledgeable Faculty.

K L Business School is a premier B-School and located in Andhra Pradesh.

We are NIRF 46<sup>th</sup> Ranking Business School in India and No.1 ranking in the Telugu States of Telangana and Andhra Pradesh.

K L Business School is geared-up by innovative learning methodologies such as Case Study method, Simulations, Management Games and Role Play for practical real-time learning.

## Hallmarks Of KLBS

- Industry-Academia Interface
- Case Based Learning
- SAP ERP training and Certification
- 360 Degree Active Learning
- Management Research Projects (MRPs)
- Center of Excellence in Leadership Development
- Simulations, Business Games and Role Plays
- Industry-empowered Curriculum, with time-to-time revisions
- Knowledgeable Faculty with Industry – Academia connect



Where Tomorrow’s Business Leaders Are Nurtured

We at K L Business School trust that unconventional thinking and forward looking leadership are the structural base for any successful organization. KLBS strives in creating leaders with such traits. Producing contemporary talent to match the industry requirement has been a consistent goal for us in every academic year, which we have never missed.

Dr. P. V. Vijay Kumar Reddy  
Head of the department,  
K L Business School

## Management Research Project (MRP):

### OUR Distinctive Feature @ KLBS

Management Research Project (MRP) for the M.B.A students is a distinctive feature at KLBS. MRP is an important and integral part of the curriculum.

- It is a unique program which differentiates our students from other students.
- Students gain first-hand experience in industry.
- Opportunity to explore knowledge on research, developing analytical and decision making skills.
- Provision to apply the knowledge imbibed from different functional areas viz., Human Resources Management, Marketing, Finance, etc., to a research area.
- Understand business structuring, business models and while doing so, they can study the challenge/s faced by the business.

MRP thus, provides an intensive fest and flavor towards research.





## My Office - A Home Away From My Home

When I joined a decade ago, I never predicted that time would fly off like this, as I spent more than a decade by now at KLBS. My Career has always been progressing, filled with joy and with cheerful moments all across. It has always been a renewal of my learning new things. I never came across a feeling of monotony at work. I have always enjoyed mature interaction with my peers. And also received great mentoring support and guidance from my seniors and above all I get to meet bright and ambitious students every year. In short, it's all fun @ work. Summation of all the above enable me to face challenges with a smile. Innovation as my order of Career @ KLBS

Dr. Hema Divya, Associate Professor-Finance Faculty



## An Immense Source of Multi-Disciplinary Knowledge in Sales, Marketing and International Business

The passion that drives Dr. Jagadeesha is the thirst for continuous learning and unparalleled domain knowledge in his area of specialization.

### A brief Profile of Dr. M. Jagadeesha

Dr. M. Jagadeesha is currently working as an Associate Professor in KL Business School. He started his career as an academican. He had spent 18 years for well-known consumer goods industries in India like RPG, Britannia, Wipro and Nirma; East and West African countries in the same domain. He has been awarded with the Best Edifier in International Business in 2017 by International Economic University of SAARC Countries.

## CEO Conclave in K L Business School

For the first time in the history of South India, KL Business School on the 27th of October 2018, organized A CEO Conclave – Simulation experience through Behavioral modeling with ten CEO's from the corporate world. Six teams each from M.B.A & B.B.A participated in the program and analyzed the real time situations of corporate world like acquisition of Nokia by Microsoft, merger of Arselar and Mittal, Handling issues of Maggi & others alike. In this role-play the students took up the challenge to take on the roles of CEO, CFO, COO, CMO, CTO & CSO for analyzing the situation or issue and to provide a probable solution for it. The team under the guidance of Mr. Jakeer Hussain Shaik won the CEO conclave competition. A Simulated "Panel Discussion" of students facilitating role play @ Intensive Learning.



A Simulated "Panel Discussion" of students facilitating role play @ Intensive Learning



## A Gallery of Academic and Corporate Events



How to Sculpt your Career- A Management seminar by  
Mr. Yogi Sriram, L&T



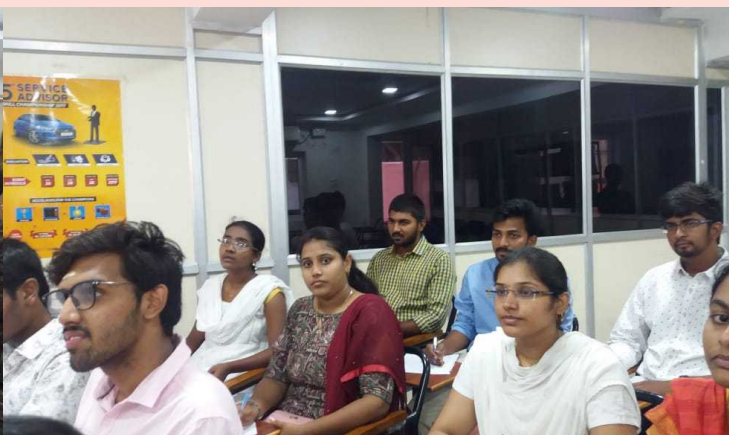
Management Seminar by  
Prof. Neharika Vohra of IIM, Ahmedabad



Entrepreneurial Development & The Governmental Concessions  
and Incentives by Mrs. Kanneganti Ramadevi.



“Freshers’ Induction Programme-2018” by  
Shri Sambasiva Rao, President of AP Chamber of  
Commerce and Industry Federation



‘A Cup of Coffee with a CEO’ - A ‘Learnings from Experiences’ Initiative by KLBS with  
Sri. Prasad R K Chukkapalli, Managing Director of Kusalava Industries



## OUR CREDENTIALS & ACCOLADES



### Learning as a Play Game @ KLUBS

#### KL Business School - A choice of the dreamers

**Ms. Pratima received First Prize @ IIM-Ahmedabad**

We (a team of four from KLBS) participated in a Business Plan Competition held at Indian Institute of Management Ahmedabad, as a part of Summer Graduate School on the 6th of April 2018. We came across a completely new and invigorating experience during this program. We presented our idea of a health drink made from a considered waste- banana stem. We named this innovative drink 'Banzo'. This drink has many health benefits such as relief from constipation, calcium requirement for women and very beneficial for children too. Fifteen teams from leading business schools participated in this competition. The judges were learned experts in their respective fields. We had to pass many hurdles to win this competition and were delighted when we won. Winning such a competition at IIM-A was just like an experience- *swimming across an ocean*.

## A Study Team to MDI, Gurgaon



A team from KLBS led by Dr. Vijay Kumar Reddy, Head of Department(KLBS), with three students Ms. Sai Prathyusha(HR), Ms. Sowmya (Marketing) and Mr. Sai Kiran(Finance) visited MDI , Gurgaon to study the best practices in Academics, Pedagogy, Industry Interface, Reference Readings and other student initiatives. Indepth interactions were exchanged between the Study Team and the Faculty, Student Affairs teams and also the industry Interface Teams at MDI. The whole process was very conducive to students progresion. The best part of this study tour was the peer-level interaction between MDI and the KLBS.

## Operational Workout

### A dynamic Learning Initiative

Gaining Visual exposure through physical visits to industries is another prime most learning initiative at KLBS. A group of students led by a couple of Faculty visited Industrial Units covering MFG, Process, Service and Plant Set-ups etc., to have a live understanding of the flow of operations in action.

An internal guide from the respective organization navigates the group of students in a systematic order through step by step interactions. Subsequently the students are assigned with a task of report compilation and presentation of their learning.



Students at Coca Cola Bottling Unit



## Japanese Language Awareness Program

On the 2<sup>nd</sup> of November 2018, renowned academician Mr. Tomio Isogai, held “Japanese Language Awareness Program- Look East –Act Global” as a part of International Relations in KL Deemed to be University. Mr. Isogai was also the former Managing Director of Sharp India Pvt. Ltd. Dr. Kishore Babu, Director of International Relations and Mr. Rajasekhar Kandepu, Director of Corporate Strategy, were among the participants in this program. Mr. Isogai placed great importance in creating an awareness amongst students for the need of learning a foreign language –Japanese, in creating better and faster business networks.





## National Conference on Fintech- Opportunities and Challenges

On the 10<sup>th</sup> of November 2018, a conference was held at KLBS titled, “National Conference on Fintech- Opportunities and Challenges”, to discuss on how to compete with traditional financial methods in the delivery of financial services. Padmasri recipient, Dr. Pritam Singh, Registrar of KLEF (Koneru Lakshmaiah Education Foundation) Prof. T. Umamaheswara Rao, Mr. Rajasekhara Kandepu, Director of Corporate Strategy, and Dr. M. Kishore Babu, Director of International Relations inaugurated the journal title of Koneru International Journal of Management Research on this memorable day.



## Summer Internship (SIP) Through Practice School

Summer Internship Program (SIP) is an attempt to bridge the gap between academics and corporates. It provides a great opportunity to the students to experience the corporate work culture and students map their classroom learning with real-time business situations. Students learning include exposure to organizational culture and workplace challenges.

The duration of the program is three months and it is undertaken during the intervening period between the close of Semester II and the commencement of Semester III. KLBS has in its basket acclaimed companies like ABB, SEIMENS, Bombardier, Honeywell, TCS, ScandAsia, Aditya Birla Group, Tata Group, Coca-cola, L&T, Nissan, Marriott, Piaggio and many more. This program provides the advantage to provide the right fit for the students as well as for the companies, ensuring a bright career for the students and creating a positive image of the students graduating from KLBS, in the industry, which in turn, will reinforce the industry's confidence in KLBS graduates, which will play a vital role in the next batch of students' placement.

## Seminar Titled “Data Analytics as a Potential Tool of Marketing”

On the 25<sup>th</sup> of October 2018, Prof. Sudhir Voleti, of ISB Hyderabad, held a seminar in KLBS, on “Data Analytics as a Potential Tool of Marketing”. His industry experience coupled with his academic credentials make him an icon in the field of marketing analysis. He interacted with the students of KL Business School and provided his valuable insights on the role of data analytics in marketing and sales.

## Seminar on “How Financial Management is of Utmost Importance in Every Industry”

29<sup>th</sup> of September, 2018 will be remembered as the Finance day for all the students of KLBS. Mr. Ganesh Balakrishnan, Partner of Deloitte shared his industry experience, which ignited the thoughts and career aspirations of newly joined students at KL Business School. He enlightened the students



A Seminar on Data Analytics in progress by Prof. Sudhir Voleti of ISB Hyderabad

with his powerful words “How Financial Management is of Utmost Importance in Every Industry” and its role in making them visionaries. He also emphasized various financial services like Corporate Finance, Commercial banking, Investment banking, financial planning, Private equity and Venture capital. He also explained the importance and use of audit consulting in a firm, which implies that audit helps the firm to develop a clear picture of their financial strategy and position. The friendly interaction with the students made the session very enriching.



A Seminar on Financial Management in progress by Mr. Ganesh Balakrishnan, Partner-Deloitte

## NSS Program on Building Confidence Among Students

NSS cell of College of Management, KL Deemed to be university conducted a campaign on “Building Confidence Among Students” on the 1<sup>st</sup> of August 2018, in Vaddeswaram, a village adopted by the KLEF. The volunteers and faculty in-charges, with NSS Unit officer Mr. Jakeer Hussain Shaik campaigned door to door to raise awareness amongst the parents and students. They found that the confidence level amongst the students had deteriorated over a period of time. So, they have proposed some ways to enhance and boost the confidence level amongst the students. These are enumerated as follows:

- Practice appreciation amongst yourself
- Play to your strengths
- Accept your imperfections
- Be prepared
- Set effective goals and work towards achieving them



## Alumni Talk



Alumni is the “Brand Ambassador” of our Business School, reflecting the potential output into the corporate world across continents. Our Alumni regularly keep visiting their home Campus for sharing their rich transitional and subsequently acquired domain knowledge back with the next generation. At KL Business School, our Alumni play a catalytic role in the Board of Studies, by infusing the need of the day requirement from the industry perspective.