

# KL BUSINESS SCHOOL DOSIER



Where tomorrow's Business Leaders are nurtured

VOLUME: I

ISSUE: 2

Category 1, Deemed to be University



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



**KLBS: The Department Known To Build Pioneer Personalities**

Once again I am happy to see the second issue of KLBS newsletter unfolding. KLBS is the department known to nurture and build pioneer personalities. It can be seen from the various programmes covered yet again in this current issue of the newsletter which is the need of the hour. I wish all the very best to KLBS in spearheading a prominent role in nurturing and building budding personalities and bridging the gap between industry and academia.

Er. K. Satyanarayana  
President,  
Koneru Lakshmaiah Education Foundation

Hearty congratulations to the students, who are gearing up for:

- Joining companies through campus placements
- Joining Summer Internships (SIP) in various sectors or companies
- Registering for their upcoming programs: Masters or Ph.Ds
- Turning into full-fledged entrepreneurs after their graduation

#### **Summer Internship Program (SIP)- Bridging the gap**

One of the notable initiatives of KLBS is the Summer Internship Program (SIP) which attempts to bridge the gap between academia and the corporate world. At KLBS, it is mandatory for all the students to participate in SIP.

- It's duration is eight to twelve weeks and the students gain hands-on experience in the corporate world apart from class room learning.
- The SIP would be a simulation of real work environment requiring the Interns to undergo the rigor of professional environment, both in form and in substance.
- In the process, it provides an opportunity for the Interns to satisfy their inquisitiveness about the corporate world, provides exposure to technical skills, and helps them to acquire social skills by being in constant interaction with the professionals of other organization.
- It helps the Intern to gain a deeper understanding of the work, culture, targets, deadlines, work pressure, etc. of an organization.

Therefore, SIP undertaken with all the seriousness provides an excellent learning opportunity to the Intern and also paves the way for pre- placement.



#### **KLBS: Operational Excellence is the Pinnacle we aim at**

**S**tream of corporate activities have loaded the Semester, just culminated at K L Business School. I congratulate all the students and Teachers for concluding the Semester with the greater takeaways from our Industry counterparts. K L Business School's Summer Internship Programme, a corporate training module commenced on 13th May is going to certainly stand tall amongst the several B Schools in India. This Internship season our MBAs boasts of securing Internships in the corporate biggies such as Ashok Leyland, Mahindra & Mahindra, Beiersdorf, Jord, ITC, Shapoorji Pallonji, TATA Power, TATA Projects, Bombardier, Atlas Copco, Mather & Platt, L&T, Reliance Group, Tata Motors, GMR, Dalmia, Siemens, Bharat Forge and many more. At KLBS, learning through practice is a continuous process and the Operational Excellence is the Pinnacle we aim at.

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



**KLBS and its contribution to the Indian Industry**

Through this second edition of KL Business School's Dossier, I want to congratulate the activities conducted with regard to both academic, outreach program and placement cells for successfully making the activities prominent in their own field. And I look forward to seeing colourful results for the upcoming events in the future as well.

Er. K. Raja Harin  
Vice - President,  
Koneru Lakshmaiah Education Foundation

## Living dreams with leaps of imagination and excitement

The driving force behind Dr. Bindu Madhavi is to continuously strive for imagination or dreams and going forward to make it a reality.



**Dr. N. Bindu Madhavi** is the faculty of Marketing in KL Business School. She has an academic and administrative experience covering the past 19 years with 18 years of teaching and a year in industry. She has done her MBA in marketing and M.Com in Banking. She received her Ph.D degree from Acharya Nagarjuna University. She qualified in UGC NET (National Eligibility Test) and APSET (AP State level Eligibility Test). Apart from teaching she is contributing to the department as Professor-in-charge Academics and Academic coordinator of KL Business School. She is also a member of the Board of Studies (BOS) and Department Academic Committee at KL Business School. She is a Senior Life Time Member of the Professional Society "International Society for Research and Development". She has presented papers in more than 50 national and international conferences. She has delivered invited Lectures on Management related topics in various Management Institutions in the neighborhood on several occasions. Besides, she has published a number of research papers in reputed National and International journals.

**Dr. N. Bindu Madhavi**, Asst. Professor-Marketing Faculty

## Creating a future that counts and taking pride in my work at KL University

A man known to create his own future and opportunities for the believers is Dr. A. Vasudeva Reddy



Dr. A. Vasudeva Reddy, has a Ph.D in Servant Leadership, B.Tech. in Mechanical Engineering coupled with an MBA in Human Resources and has served as a catalyst for Recruitment and HR Activities, with complete accountability; complemented by nearly 4 years of industrial and 9 years of experience in Teaching and Research. He possesses hands-on experience in handling various operations in particular, Planning and Quality Management. Areas of specialization are Operations, Supply Chain Management and Human Resource Management. Currently he is working as an Assistant Professor in the Department of Management Studies, KL University.

**Dr. A. Vasudeva Reddy**, Asst. Professor-HR Faculty

## Face to face with Achiever

On 11<sup>th</sup> August 2018, KL Business School organized a "face to face with Achiever" program for MBA & BBA students with Smt. D. Purandeswari, Former Minister of State for HRD, Government of India. Former Union Minister and BJP national leader Daggubati Purandeswari stated that the classroom will mould the students as future citizens of the country and urged the students to use education as a weapon to solve the problems in the society. She advised the students to work hard to rise up in life and stressed the need to develop character and discipline. Stressing that women in India need a huge support beyond just education, Ms. Purandeswari said that girls should be supported in all aspects and families should raise girl children in a manner breaking the stereotypes of the society.



Felicitating Smt. D. Purandeswari, Former Minister of State for HRD, Government of India @ Peacock hall

# VIII CONVOCATION @ K L University



**O**n the VIII Convocation at K L University, the Chief Guest Dr. N. R. Narayan Murthy, Founder Chairman of Infosys addressed the audience including the passing out graduates of Bachelor's degree, Master's degree and Doctorate degree from the Engineering and non-engineering departments by congratulating the students for successfully completing their degree. He explained that they represent a small number of privileged students to receive education from a good University like K L University, and emphasised by saying that this is the time to use that education to make India a better country for every citizen.

He compared two Indians where one is privileged having access to education and the other who is still in deep poverty, illiteracy, ill health and malnutrition. Yet stated there is hope today to solve this problem but for that, we need to try hard and make short term sacrifices for long term glory. Thereby, maintaining the idealism, confidence, hope, energy and enthusiasm of every Indian, which is mandatory if we have to make good of all the dreams of the founding fathers of this country. He expressed his faith in the passing out graduates, their optimism and courage and asked them to lead by example. While doing so, he stressed to have fun because a happy mind will achieve great things. He concluded his address by praying God to give strength and most importantly character to the youngsters to make India succeed.



Sri N.R. Narayana Murthy awarded Doctor of Science @ VIII KLU convocation



Sri Yedlapalli Venkateswara Rao awarded Doctor of letters @ VIII KLU convocation

# VIII CONVOCATION

## Gallery of the Medalists

(MBA, Integrated MBA, MBA (B&FS) & BBA)



Monica Kolavennu (Gold Medal)



Atluri Satya Sai Sridevi (Silver Medal)



Billuri Anusha (Gold Medal)



Pilla Shalini (Silver Medal)



Sunku Krishna Kavya (Gold Medal)



Kurmala Sriharsha (Silver Medal)



Anumolu Sri Sai Narmada (Gold Medal)

## Academia-Industry-Interface-Centre for Executive Education (CEE) TRAINING SESSION ON “EFFECTIVE SALES & MARKETING SKILLS”

Centre for Executive Education organized a one day Executive Development Programme on “Effective Sales and Marketing Skills” for working executives in the field of Sales & Marketing and addressed the participants from various organizations. Professor Kantham, Registrar of KLEF said that, identifying the industry needs and designing and developing suitable EDP's like this by CEE is appreciable. Since these programmes update the knowledge and skills of working executives from time to time, participation of executives enhances their exploration.



EDP session in progress

## Workshop on “Customer Relationship Management for Profitability”

Centre for Executive Education organized a one day work shop on “Customer Relationship Management for Profitability” on 16.02.2019 for the working executives to enhance the knowledge, skills and to understand the latest trends in Customer Relationship Management.

The main sessions of the workshop included foundations of Customer Relationship Management, Customer Relationship Management as A tool, Negotiation skills, selecting the right Customer Relationship Management strategy and Social Networking etc.



Participants indulging in Management Game

## A session on “Optimization of Human Resources - The Techniques and Methods”

It was conducted on 19<sup>th</sup> February, 2019 for the students of KLUBS. The guest lecture for this program was by Mr E Srinivas Chakravarthy, associated with Tata Consultancy Services, Bangalore as a centre head.

Mr. Chakravarthy enlightened about three major topics. The first was about education. Why do we need education, what is the use of education and the purpose of education? The second major topic was about, what is MBA and what is the purpose of MBA. We were given a brief about how to manage.

The two hour session was very effective and it was a two way interaction. All the participants were motivated by the guest throughout his lecture.



A session on Optimization of Human resources was held focusing on the education

## The role of HR in organizational effectiveness

The program was held on 10th January, 2019 to have a clear thought on the important role of HR in organizational effectiveness. The prominent guest that chaired the session was Professor K. B. Akhilesh, Indian Institute of Science, Bangalore, India. With his years of experience as both a trainer and facilitator in the field of HR, the session was well received by the students who participated. The session ended just like any good session ends with interaction from and within the participants and the honourable guest.



## MANAGEMENT DEVELOPMENT PROGRAMME ON DECISION MAKING SKILLS

The success or failure of an enterprise is predominantly dependent upon the quality, effectiveness, judicious and timely 'Decision Making' by its Executives at critical junctures. The context is influenced by changing regulatory framework, complexity of operations, influence of the changing business environment, technological advancement and many more critical variables that require pragmatic 'Decision-Making Skills' for effective 'Problem Solving'. Considering this context as the back ground, CEE has designed an MDP on Decision Making Skills.

This MDP was scientifically designed and embedded with: Case Studies, Role- Plays, Activities Exercises; and Business Games.

Mr. Paneesh Rao, Chief Human Resource Officer of L&T Technology services and MR Prasad of KPMG steered the MDP; in a mesmerizing celebration flow.

The Participants after attending the MDP gained Cost-effective Experiential Learning and enhancement of 'Decision Making Skills' with direct, indirect benefits, including self-confidence and assertiveness.

The participants were from organizations like J.C. Bio Tech, Safe Environ, Ramesh Hospital, Hindustan Coca-cola Beverages, Jasper Automobiles (P) Ltd., Isthwriwala, Hotel Tanmayi Inn, Prashanth Hospital and Devi Industries.



An envelope of activities conducted during this MDP

## GUEST LECTURE BY MR. TEJASWY RAMA OF PWC

K L Business School organized Guest lecture on 28<sup>th</sup> September 2018 and invited Mr. Tejaswy Rama, Associate Director, Markets at PWC (PricewaterhouseCoopers) Hyderabad. He emphasized on character and its role in building one's personality. In addition to that, he delivered a session on Successful negotiators by stating that such person will have a positive vision of their success. They fully understand their subject matter and have a firm grasp of the negotiation process. Further more, he added that they can also read people very well. Accomplished negotiators know not only their own personal negotiation style, but also their counterpart's preferred negotiation style or negotiation orientation and they use this knowledge to build a stronger relationship that will help achieve their goals.



Lecture on Character and its role in building one's personality

## 100% PLACEMENTS

Hundred percent placement's assistance is the success mantra of KL Business School; the only B School from Andhra Pradesh. There is a separate departmental placement committee working with central Level placement committee. Every year they connect the students to corporates by maintaining strong relations by following updated placement training, according to various current industries skill requirements. Subject wise training, Soft skills training and Analogy training are provided in the campus. Year by year KL Business School is hosting more companies with comparatively higher pay-packages. Our regular partners are Byjus, Technovert, HFFC, Ram Group, L&T, Murugappa Group, AXIS Bank, Tulaman etc.

### Students' Testimonies:

Studying at KLUBS has enriched my life. It is very difficult to sum up the memories and experiences of 2 years in a few lines. There is something that is exceptionally motivating and special in the KLUBS environment. The stepping stones for my success have been my faculty colleagues, The State-of-the-Art infrastructure and the management of KLBS. These attributes were the key reasons because of which I was successfully placed in "Jaro Education" with a decent package. Big thanks to the entire team of KLUBS and the placement department.

During my three years of studying in KL University, I learned how to manage things whether it is personal or social. Through my participation in various co-curricular activities and Summer Internship, I have grown to be a better person, who is able to respect and appreciate life. All my achievements might not be on paper like friendships built with my classmates including juniors and seniors yet, some of them include participation in various co-curricular activities during my years in KL University. It is all thanks to my teachers and Department Head who were very supportive and indulging. I once again want to thank campus placement in-charges for paving us opportunities and placing me in Sarv HR company at Guntur.



P. Vinya Tejaswini  
(Reg. no. 172510154), II MBA



Ishpreet Singh Ghai  
(Reg. No. 160541085), III BBA

## 18<sup>th</sup> BoS Meeting of KL BUSINESS SCHOOL

KL Business School enjoys the privilege of inducting mature professionals and stalwarts of Industry and academics into their Board of Studies, famously known as BoS. Experts like Prof. Sanjay Sharma - Professor, NITIE, Mumbai, Dr. Soumendra N Bagchi- Associate Professor, XLRI, Jamshedpur, Sri. Uday Lajmi - Vice President and Head, Training & Development, Adani Electricity Mumbai Limited, Mumbai, Mr. V. Naga Raja Rao- (Retd.) Deputy General Manager- Stores & Logistics, Ashok Leyland, Dr. G. P. Sudhakar - Vertical Head, Marketing Leadership & Innovation, iNurture, Sri. S. Maheswara Reddy - Subject Expert, Business Analytics, iNurture, Mr. A. Sundar Chaitanya - PeopleSoft HR Analyst, Harvard University (Alumni), Mr. K. Ashok Reddy - GST consultant (Alumni) and Mr. Mr. Surendra Kumar - Founder and Managing Director, Sri Hayagreeva English Medium School (Alumni) were invited as KL Business School BoS members.

Board of Studies Committee is involved in detailed deliberations to keep track of the emerging trends and latest industry requirements and the global changes taking place in relation to innovation. The committee also helps to bring in the necessary changes into curriculum so that the curriculum is revised addressing all the current issues and its implications on the upcoming curriculum. The Board of Studies meeting covered the following topics to keep abreast with the current global trends in the specific business environment:

- ✓ Introduction of new courses like Corporate Readiness across first three semesters of MBA Program
- ✓ Revision of existing courses like Brand Management, Operations Management, Management Information Systems, Human Resource Management etc.
- ✓ Introduction of new programs like BBA (Business Analytics) and
- ✓ Revision of existing programs like introduction of new functional specialization in MBA Program i.e. Supply Chain & Logistics Management.

Members extended their valuable suggestions and recommendations for enriching the curriculum of MBA and BBA Programs.



BOS meeting; where intensive discussions on MBA & BBA core syllabus were on...

# EXPATICA

Expatica is a national level management fest, which hosts a confluence of students from all over the nation. It is being conducted for the very first time in Andhra Pradesh and its footfall is around 5000 students. This provides an avid opportunity for students to show their talents in technical events, non technical events and spot events. Filled with colors, painting the skies with fun and frolic, this one day fest drives home lessons of social responsibility apart from managerial knowledge. This fest is one of those rarest opportunities for all the upcoming entrepreneurs to show and improve their knowledge. Now this upcoming fest is all set to enthrall and captivate with its prominence.

There were two parts under Expatica and they are Technical and non-technical sessions.

Technical sessions are related with core management topics in particular FINSIGHT(Finance event), MATTER MIND (Marketing event), Boss Rush (Young manager), Hunky Brains (Quiz), Pioneers path (Best startup), PRAYAS TOWARDS EXCELLANCE.

Under non-technical sessions, the events conducted were Break the code, Mock CID, Mad Adds, Ship Wreck, Turn coat.



## **NSS Program on “Together, for all children”: A Campaign for a Better Future for Migrant Children**

The campaign is aiming to raise awareness about the migrant children’s efforts, progress and resilience, highlighting the significance of formal and non-formal education as an enabling platform that allows them to quickly and successfully integrate into society. The campaign also addressed the importance of a safe and inclusive environment in their everyday lives.

NSS participants showcased the positive outcomes of inclusive and quality learning for migrant children in Vaddeswaram and conducted academic games and distributed educational resources to 450 poor students.

At the heart of a few pointers which NSS has covered with the help of volunteers, including both students and activists during this program are:

- Save water awareness program
- Medical camp
- Battle against the bottle
- Computer usage and its importance



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*“Inclusive organizations, for a better society”*