

K L BUSINESS SCHOOL Dossier



Where tomorrow's Business Leaders are nurtured

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Category 1, Deemed to be University



A PLACE FOR MULTI-DIMENSIONAL
LEARNING & GROWTH



KLBS: Building Leaders and Game Changers

KL Business School always encourages Learning, Growth, Game changers and Leaders who will help create a better society. An individual who always looks towards contributing to the society is groomed continuously. I hope and wish that the initiatives that are being planned like that of SAP and MRP (Major Research Project) for the upcoming semesters will fold accordingly. With this, I wish you all a very successful year ahead

Er. K. Satyanarayana
President,
Koneru Lakshmaiah Education Foundation

TRAINING THE YOUTH OF TODAY TO BECOME THE LEADERS OF TOMORROW

KLBS kick-started the current semester with a robust training on SAP (System Application and Product) that is given to the participants of II MBA, IV BBA and V BBA students from 3rd to 24th September, 2019. Remaining batches SAP training will commence from 3rd to 23rd November, 2019. As a part of this training, students were offered HCM (Human Capital Management), FICO (Finance and control) and SD (Sales and distribution) modules. Delegates from SAP Corporation came to organize the training for the students. Practical orientation on SAP was given during SAP training. This training is under-taken in order to bridge the gap between the class rooms learning to industry application. Similarly other initiatives are also in work in progress and being carried in particular.

- MRP (Major Research Project) and
- SIP (Summer Internship Programme)

At KLBS, learners are encompassed and transformed into leaders and made industry ready.



KLBS: Embarking on new milestone

Another issue of Dossier of KLBS; encompassing success of KLBS in conducting various activities in bridging the gap among Academia, industry and society is a proud moment to mark. In addition to the activities conducted, there are also successes from the number of students placed in the campus recruitment and Summer Internship Program attended by the students in various companies including both within the country and outside the country which is a noteworthy achievement. I hope through these success, students will have greater standing from all the learning which is embarked on them from every aspect. Therefore, I wish KLBS all the best and success in the upcoming year.

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



Creating a challenging career for each student is the top agenda

This Academic Year KLBS is much strengthened with the addition of young pupil in to the class of 2019-21. In this new academic year KLBS had added several additions to its academic programmes, to cater the emerging needs of the Industry. BBA in Logistics and Supply Chain Management (in association with MHRD), BBA in Business Analytics (iNurture), BBA in Strategic Finance (CMA-USA), BBA in International Finance & Accounting (ACCA-UK) and Supply Chain Management as an elective in MBA Programme are the new additions in to our catalog. Training with the high proportion of practice and creating a challenging career for each individual student is the common thread that passes through all these programmes. I wish the new classes all the best. Lets dream big and work together to make it true.

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

BELIEVES IN DOING THE BEST IS ALL THAT MATTERS



Dr. M. Kishore Babu has over two decades of experience in both Academics and Industry. He truly believes in teamwork and academic leadership. He served as Head and Principal of the prestigious KLU Business School from 2013 to 2018. Now discharging as Director, International Relations, KL University. He got his Ph. D from Acharya Nagarjuna University, M. Phil in 2001 from Andhra University. He published 7 books and Guided 4 M. Phil. Scholars and 4 Ph.D. scholars were awarded under his guidance. He has published 72 papers in various reputed international & national journals: Had organized 92 workshops independently as a resource person for Corporate, Non-profit organizations, Software Industry, NABARD, and Voluntary organizations, National Banks, RYLA and APSRTC Have visited many countries to expand KL University horizons globally. He established linkages with 73 universities including Stanford, Harvard universities, to promote academic excellence and global exchange programs. Under his leadership K L Business School ranked 46th among all Business Schools in India including IIMs, IITs, and NITs as per NIRF rankings of MHRD, Govt. of India. He is instrumental in establishing many collaboration with Industries and Universities. His area of expertise is Marketing, Brand Management, and Sales Management.

Dr. M. Kishore Babu Professor-Marketing



BELIVES SUCCESS IS POSITIVE ACTION COMBINED WITH POSITIVE THINKING

I feel privileged to be associated with the renowned KL Business School that nurtures tomorrow's ethical business leaders. We strive to coach and mentor the young talent to take up responsible positions in the business world. Our state of the art pedagogy, exhilarating industry internships and Case Study method of teaching enable our students to benefit from experiential learning. Our proud and successful alumni, highly qualified faculty and trusting parents of students are our strength to contribute to an inclusive society in the era of disruptive innovation and design thinking.

Dr. Kamesh is an HR (Human Resource) expert with more than two decades of work experience.

Dr. AVS Kamesh, Professor-Human Resource Management

BBA-MBA INDUCTION PROGRAMME

The induction program of BBA & MBA students for academic year 2019-20 was held on July 18th 2019.

To keep pace with the rapidly evolving world around, K L Business School has made sure to design and deliver quality programmes that would enhance the subject knowledge, industry-specific expertise and encourage personal transformation. The programme was graced by Honorable Vice Chancellor, Dr.L.S.S.Reddy and other functionaries of KLEF, and also the Special invitees of the programme were Ms. Tanuja Abburi, CEO& Founder;

Beyond Pinks and Mr.Sreekanth Lanka, Vice-President, iQuanti Inc participated and delivered their greetings to the newly admitted students in Induction programme 2019-2020.



Eminent personalities who graced the occasion

LAUREL OF KL BUSINESS SCHOOL AT WORLD STAGE

V.Jyothi Sureka, Arjuna Awardee and an MBA Student of K L Business School, has won 2 bronze medals in the 50th World Championships being held at Netherlands in June'19. She won bronze medal in the individual compound women's category by beating Yesim Bostan of Turkey in the 145-145 shoot off by shooting 10-9. Ms Jyothi Surekhs also won another bronze medal in Compound women's team event along with Muskan Kirar and Raj Kaur by beating Turkey to 229-226. This is the first time that one has won 2 medals in the world championships. K L Business School fraternity is euphoric of its daughter, who stood tall and made the Nation proud.



COFFEE WITH A CEO

Coffee with CEO is a module in the induction programme, in which the future business leaders from the KL Business School met and interacted with CEOs' of various companies across the industries. This interaction with the CEOs is one vital step in building student alignment with the vision and mission of KL Business School and to motivate the young generation. Several small teams lead by Professors have visited and interacted with the Chief Executives of Santosh Honda, Virat Crane Industry, Arena Drive Inn, Santhi Arts, Efftronics, Tanmai Inn, and Incap Ltd. The leaders of these organizations have shared their best experiences with our management students. It includes the priorities of the industry and challenges in their personal stories. The event caught well with the newly joined students.

“Our academics start with industry inclusion”



Outreach programmes bridging the classroom and corporate

FACULTY DEVELOPMENT PROGRAMME

K L Business School has organized a faculty development programme on “Handling case Methodology in Academics” for all the faculty members of Department of management and Department of commerce of Vijayawada and Hyderabad University campus on 30.04.2019 to 03.05.2019.

Resource persons for this FDP were

1. Dr. Govind Apte, Visiting faculty at IIM Indore has taken sessions for the Marketing research group.
2. Dr. Aparna Prabhu Desai, Visiting faculty at IIM Indore has taken the sessions for the Human resource research group.
3. Dr. Sangeeta Pandit, HOD Finance at Sydenham Institute of Management Studies, Research and Entrepreneurship has taken sessions for Finance research group.



FLEXIBILITY IS THE BACKBONE FOR SUCCESS AT MODERN WORKPLACE

On the 7th of September 2019, Sri Satyajit Iyer, Senior Vice President (HR) and Head, Talent Acquisition Group of Reliance Group of industries interacted with senior MBA students of KL Business School. He told that flexibility at workplace and moulding according to the organizational requirements is an important quality requirement in the present employees and the future generations seeking employment in industry. He told that Reliance is going to hit the markets in retailing sector in a big way soon. Reliance is providing employment to cream students coming from educational institutions all over India. Satyajit Iyer opined that there may not be regular employment covering periods of long tenure in future; instead industry is looking for project based and time-based employment in future. He sought for specialty knowledge in at least one area, besides generalist knowledge in management.



CREATIVITY AND PASSION ARE ESSENTIAL IN CORPORATE LIFE

Dr. P D Jose, Professor of strategy, corporate environmental management, sustainable enterprises, and understanding corporate failures – visited K L University Business School on 10th September, 2019. In his interaction with senior MBA students, he told that “it is not that failures are the biggest issue before us, either in human life or in organizational life; but not trying to learn from the failures either at human or organizational level is definitely adverse for future.” He says that, in fact, we need to learn from the mistakes to become vibrant in the markets. Creativity is an important aspect in corporate life as well passion is essential for success. He says that most of the entrepreneurs of the Fortune 500 Companies have no formal education background related to the business what they are into, but they are successful because of their zeal and passion. Curiosity should add value to one’s knowledge and in running the business. Every student must be proficient in at least one special area of interest, besides having overall knowledge in management. He advised the students to invest their time and energy in campus very carefully and called the students to protect the environment, or else a small mistake committed now leads to a disastrous extinction of the human race in future.



ENLIGHTENMENT ON RECENT TRENDS IN CORPORATE HR

On 27th August, 2019, Sri Kabir Gaikwad, Corporate Human Resources Manager at Atlas Copco India Limited, Pune, Maharashtra visited KLU Business School and interacted with MBA students. In a question and answer session, he informed to the students that there are plenty of opportunities available to MBAs in the present employment market, but they need to develop requisite skill sets and knowledge to cater to the industry requirements. He told to the students that all employees are not assets and human capital to their organizations, only right employees are the assets and human capital to the organizations. The session was much appreciated and the students were enlightened on the recent trends in Corporate HR (Human Resource).



5 'C' REQUIREMENTS IN MODERN EMPLOYEES

On 12th of September 2019, Dr. Santosh Bhawe, Senior Vice President (HR, IR, & Admin.), Bharat Forgings Limited, Pune, Maharastra visited KL Business School and delivered a lecture on 5C- Requirements in employees. While interacting with the students, he told that Courage, Clarity and Purpose in life, Confidence, Credibility, and Competency are more important requirements to work in modern competitive organizations. He has explained how engineering approach is useful in knowledge acquisition, creativity, and skill development in employees. He told the students that the job market is buoyant with full of opportunities and that their future is in their hands, either to crush it or to nurture it. Dr. Bhawe provided illustrious examples in his motivational speech and asked the students to do smart work besides choosing the hard path to achieve success at work and life.



KLU ALUMNI MEET

KL Alumni Relations cell has organized Alumni Get to-Gether & chapter formation for the batch of 1980-2018 at Swagath De -Royal , Kondapur , Hyderabad on 27th April 2019. The event was a grand success with a gathering of 500 Alumni. The Guests were overjoyed with emotion and were very happy meeting old friends, sharing views and experiences, college life & memories. Alumni said that they have attained great positions in different domains only because of the knowledge & values they have learned at KLCE.



A LOOK INTO THE SIP COMPANIES, 2019

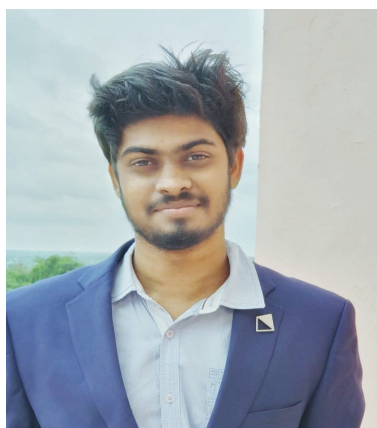


1. KMV Group 2. L&T Realty 3. Centre Hospitalo-Universitaire De Kamenge 4. L&T Technology
5. L&T Technology 6. Shapoorji Pallonji Park West 7. Volkswagen 8. Sri Ram Life Insurance

GRADUATE STUDENT'S TESTIMONIES:

For me, life at KL Business school has been breath taking and enriching. The environment not only helped me in imbibing knowledge but also in developing my overall personality and fuelling confidence in me, KL Business school has achieved excellence in imparting high quality education with prime focus on holistic learning and inculcating competitive abilities in students which has helped me immensely. My sincere thanks to my faculty members, mentors and everyone in KLBS family for their support, they have played a crucial role in shaping me.

- Geetesh Dingwani, MBA (2017-2019)



Internship is such a valuable experience that students gain during their course time. My times at KLBS especially during internship programme helped me to grow and synchronize with what has been taught in the classroom and what is actually in the corporate world or gain practical experiences. The internship experiences not only added value to my resume but also made me corporate ready.

Overall, the internship programme gave me a sense of competitiveness, responsibility, freedom and exposure which played a vital role in creating a path towards building a career. Therefore I would like to thank the faculties, friends and my families for supporting me emotionally or physically during my times at KLUBS.

- Sai Vardhan Bikkina, BBA (2016-2019)

For me, doing an Internship in Germany was a great opportunity. There are a very few times that we have the opportunity to travel the world while gaining knowledge. Interning in Germany allowed me to gain international exposure. I had the opportunity to observe people from a number of countries and learned about the German Culture. Also, I visited many Industries in Germany and their insights were very helpful. I believe that my internship abroad was a confident builder. This entire internship experience became possible with the help of KLUBS Management. They have played a crucial role in making this possible. I would Like to thank Dr.Vijay Reddy (Head of the Department), Dr. M Kishore Babu (Director of International relations) & CH.ANIL(International relations)

- Vishal Mandava, MBA (2018-2020)



Through SIP, I had a wonderful opportunity to join the Shapoorji Pallonji Park West Sales office. This platform made me realize an immense inner strength and creativity in me. I would like to thank KLBS including all the teaching and non-teaching staffs for their continuous support in helping to shape our career through the various initiatives.

- Galla Lalitha Devi, MBA. (2018-2020)

19th BOS MEETING OF KL BUSINESS SCHOOL

KL Business School has conducted Board of Studies meeting on 14th June 2019 to ensure continuous improvement of curriculum of the programs offered by the Business School. Experts like Dr. Uday Lajmi - Vice President and Head, Training & Development, Adani Electricity Mumbai Limited, Mumbai, Prof. Sanjay Sharma - Professor, NITIE, Mumbai, Mr. P. Ravi Kiran - President, CII Vijayawada, Prof S Ganesan- Head- Education Initiatives, Logistics & Supply Chain, Dr. M. Subramanian Academic Head (Financial Services & Business Analytics) Inurture Education Solutions Private Limited, Bangalore, Mr. Michael Wagner- Vice president, Miles Education, Mr. Kiran Jangam-Regional Manager- North, Operations & Sales, Miles Education, Mr. A. Sundar Chaitanya- People Soft HR Analyst, Harvard University(Alumni), Mr. V. Sandeep- General Manager, Leap International Pvt Ltd (Alumni) and Ms. Yasaswini - CEO, Hodzaa Sizzlers CEO, Hodzaa Sizzlers CEO were invited as KL Business School BoS members.



SUMMER INTERNSHIP PROGRAM - 2019

The SUMMER INTERNSHIP PROGRAM (SIP) is an important learning module integrated with Industry. The Summer Internship Programme was actively participated by the KLBS students from first year to final year students of both BBA and MBA programs in various companies. The students were also recruited by the same SIP companies at times.



KL BUSINESS SCHOOL'S NATIONAL SOCIAL SERVICE (NSS) UNIT 5: SAPLING PLANTATION PROGRAMME

The National Social Service (NSS) Unit of KL Business school took a challenge to plant saplings in order to support the green initiatives undertaken by the Government of India such as Vanam-Manam and Nagaram-Vanam in addition to forest conservation initiatives. This sapling plantation programme was actively participated by KLU Business school's students in and around Vaddeswaram on 9th August and 17th August, 2019.

