

K L BUSINESS SCHOOL DOSSIER

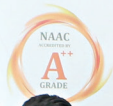


Where tomorrow's Business Leaders are nurtured

VOLUME: 2

ISSUE: 2

Category 1, Deemed to be University



A PLACE FOR MULTI-DIMENSIONAL
LEARNING & GROWTH



KLBS: A place of creative learning

I have great pleasure in conveying my best wishes to KLBS releasing the fourth issue of newsletter "DOSSIER" which brings the students and teachers of various disciplines on a common platform to share and display their ideas and creative talents. I wish all the students who have involved in bringing out the magazine for their greater success and career ahead.

Er. K. Satyanarayana
President,
Koneru Lakshmaiah Education Foundation

KL Business School has been highly consistent in its yardstick of providing 100% student placements, besides being at the pinnacle of academics and pedagogy. K L B S has rich brand image with its highly placed alumni. Following the higher-end quality education systems and processes in higher education, this B-School achieved e-learning excellence by digitization of the teaching-learning process at every step. It earned laurels from industry and institutions by organizing National Level Management Fest EXPATICA-2.0 very recently.

HALLMARKS OF KLBS - 2020

- 100% Placements
- Alumni meetings presence in Industry
- High Industry Connect
- Guest Lectures – Industry Seminars, Expert Talks
- Sports laurels at KLBS
- Successfully organised National level Management Fest "EXPATICA 2.0" – The most awaited student event of the year
- KLBS Transforming to Digital



KLBS: The path of success and excel

I am exhilarated in establishing the Fourth issue of newsletter "DOSSIER" of our KLBS which is a reference of the most recent trends and activities in KLBS. I wish that this newsletter establishes to be a flint to fire the enthusiasm and excite for many intrusive entrepreneurial skills among the students and inspire passion among the members of the faculty of KLBS. My greeting to the editorial board to keep the good work.

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

Leadership Matters



In the midst of Covid19 crisis, it's astounding to see how K L University and K L Business School have transformed in to a complete Digital Academic platforms. Thanks to the inspiring leadership of Sri Er. Koneru Satyanarayana, Honourable President-KLEF. His Visionary leadership had unleashed the power of sustainability in each KLUite during the most dreadful times that we had ever seen in the known history. Sri. K. Raja Harin, Honourable Vice-President- KLEF had been a source of inspiration for adapting the change in the University's mode of operations and his unconventional thinking had given each one of us new insights on technology. Business Gurus say "Elephants can't dance", as they believe transforming huge organizations is an impossible feat. My sincere thanks to Dr. L.S.S.Reddy, Honourable Vice Chancellor, who defied this myth. The digital transformation and the pace of the transformation that K L had experienced is the outcome of our beloved Vice-Chancellor's foresighted planning and meticulous implementation by the leadership team worked in his guidance. Thanks to all my faculty colleagues who balanced work from home and work at home with the commitment and dedication. The janitorial and maintenance staff at KLU and KLBS cannot be thanked enough for their dedicated service during the crisis. They rose above the situation. Leadership can be seen everywhere at every level in KLU. We cannot thank enough our fellow citizens, who are fighting the COVID-19 in the frontline to keep us all safe. Act of valor and true leadership.

Dr. P. V. Vijay Kumar Reddy
HOD - MBA
K L Business School.



Dr. Venkateswararao. Podile is a Professor of Management at KL Deemed to be University. He was a former Associate Professor at Central University of South Bihar, Gaya. He had total teaching Experience of 19 years. He had contributed 165 Research papers. He had carried out 5 Research Projects as Principal Investigator. He is presently carrying out a Research Project of DST, Government of India. He had also carried out 8 consultancy Projects. He has been maintaining his position in Academia.edu at Top 1%. His Researchgate.net citations are 750, h-index - 18, His Scholar.google.co.in Citations are 221, h-index - 9, i10-index-8. His Vidwan Profile score is 7.7. He had successfully guided 1 Ph.D, 2 M.Phil and 180 Master level Projects.

KL Business School is one of the premier B-Schools in India. We give world class training to our students. We enrich our students with values, life skills, team spirit, and innovative attitude and imbibe entrepreneurial spirit. Our teachers constantly upgrade themselves and have expertise in bringing corporate reality in to class room.

Prof. P. Venkateswara Rao, Professor-HOD BBA



Dr. V. V. Madhav is heading the Department of Commerce, K L University on deputation. He has 23 + years of experience of teaching varied subjects related to economics and management. He obtained Bachelor of Arts in Economics from Acharya Nagarjuna University in the year 1996. He obtained Master of Arts in Economics from Acharya Nagarjuna University in the year 1998. He obtained Post Graduate Diploma in Planning and Project Management from Central University, Hyderabad in 1999. He obtained MBA from Periyar University. He obtained Ph. D. from Osmania University in 2011 in Economics. He is having rich experience in teaching and research. He is one of the recognized Ph.D. supervisors under K L University. He is also providing counseling to students. He has guided 300+ UG projects. He is guiding 6 Research Scholars for Ph.D. He published about 35 Research papers in prestigious national and international Journals, apart from attending many national and international conferences. He wrote 2 Books in finance

Dr. V. V. Madhav, HOD Department of Commerce



Dr.D.Srinivasa Rao is a Professor in Business Analytics. He is having a teaching experience of 24 Years. He has Expertise in Data Science and Research Methodology. He has Programming Skills in R, Python, SPSS, Eviews. He published 25 Scopus Publications. He conducted 15 Works Shops. He guided 3 PhDs. Currently, he is administering PhD program as Chairman RPAC.

Dr. D. Srinivasa Rao, Professor-Business Analytics

PLACEMENTS @ KLUBS

That our KL Business School's MBA class of 2020 had excelled in this placement season. MBA class of (2018-20) recorded excellent placements. About 54 students were placed in multiple MNCs like Cognizant, TCS, ICICI Bank, Byju's, InstaSmart, CEIPAL, GreyCampus, Raam Group, Algonox, Muthoot Group with an average salary of 4.5 Lakh. KLBS students are coupled with quick placements made the achievement memorable. This is possible because of hard work of various constituents, led by strong preparation of Faculty, Students, Placement and Preparation team; strong industry confidence and alumni connect.

MASS HIRING

The **highest package** has offered this year **10 lakhs P.A** while the average salary stands at **4.5 lakhs**.

HIGHLIGHTS THIS YEAR

- Highest salary 10 Lakhs P.A.
- TCS hired 24 Students on SAP platform.
- ICICI bank had recruited 38 MBA students as Deputy Managers.
- Manufacturing, Infra, IT, Banking stand as major recruiters in 2020.
- Several BBA students selected in companies such as State Street and Tommy Hilfiger.

The entire faculty team was as delighted as students were, to see the fruit of their profession.

KLBS VIRTUAL ALUMNI- REUNION

The alumni Association of KL University (KLUA) has been functioning since 1985. The main objective of the alumni association is to maintain the intellectual heritage and student bondage. The University and alumni share their details of employment and achievement. In the part of KLUA, the KL Business School organized Virtual Alumni Reunion for the MBA students belonging to the class of 2009 -11 and 2010 - 12. The meeting was full of nostalgia and happy faces, and experience sharing.



PLACEMENTS - 2020

KL BUSINESS SCHOOL

₹ **10** LPA
Package Offered



Harish Ammineni



Polakala Devarsri Harneesh

Congratulations
to the students
for being placed in



Want to be known with **TCS & SAP?**
Then, you should know **KLBS!**
THEY DID

Congratulations to 24 Young Turks from KL Business School, for being selected by TCS on SAP Technology

MBA students selected as Deputy Managers in ICICI Bank

CTC
4.2 LPA



MBA students placed in several MNCs



CTC
> 5 Lacs



GUEST LECTURES @ KLBS

“Careers and Challenges in Utilization of Artificial Intelligence, Machine Learning, and Block-Chain Technologies in Industry ”

Dr. Sheela Siddappa explained that artificial intelligence is far advanced and advantageous than human intelligence. The advantage lies with time saving and quick decision making and action. Since, AI is the result of decision-making inputs provided by researchers and talented people across the globe, it is far superior to individual human intelligence in a decision making context.

Mr. K. Nagesh of Aurobindo Pharma informed the students that in their organization they are able to save substantial amount of their valuable time by way of automation of various functions like scrutiny of applications at the time of recruitment, performance appraisal process and various training activities. He told that besides domain knowledge, tech savvy employees are the hot cake in the employment markets. Besides that, he told to the students that artificial intelligence will rule the organizations in future and the time saved by using these technologies will be valueably used in strategic decision-making areas.



Dr. Sheela Siddappa addressing the gathering



Mr. K. Nagesh delivering lecture



Panel Discussion of Eminent Corporate Personalities

Mr. Amarendra Kumar Sinha told to the students that previously, for getting railway reservation, we need to consume lot of time, whereas due to artificial intelligence applications, we are now able to get it done in very short time. He reiterated that Artificial Intelligence applications has reduced the time that is taken previously to train people to handle some activities manually, whereas the machines are now able to process the input information easily and take decisions within no time. Even he added that AI applications have reduced the time and cost of training enormously. Interacting with the management students enthusiastically, Amarendra K. Sinha informed them that the future is meant for people who are sound in skill sets. In future the organizations may not emphasize on certificates or degrees, but instead certainly keep their focal attention on whether the candidate applied for a position in the organization have requisite skill sets or not. So he told the students that skills will be viewed as most important than certificates or degrees in future



Mr. Amarendra Kumar Sinha delivering guest lecture

LIFE SKILLS FOR MANAGEMENT STUDENTS

Guest Lecture by Mr N Sanjay IPS

Mr .N . Sanjay IPS, Inspector General of Police (Training) and Director, Andhra Pradesh Police Academy visited KLU Business School on 19th November 2019 and interacted with 1st BBA students. In his interaction with the students he provided knowledge on life skills to meet with various situations in student life, employment career or in own business, and to succeed and lead a happy life. In life, we need to observe the changes that are happening in society and must participate in the social activities so that it is two way useful: at one hand it improves social skills and on the other hand it can be possible to provide solutions to various social issues. Answering the questions asked by students, he informed that although pressures from the above level officers are common in employment life, we need to execute our responsibilities with conscience and in consonance with the social morality and

decency. He also told the students that homesickness and sick of home are two different issues to be handled carefully, but proper counselling is helpful in this regard. For achieving greater heights in life, the students must make them ready to do small sacrifices and must develop capabilities to manage the stresses arising out of various tensors.

Individuals who are staying in the ground floor or first floor of a 50 storied building definitely receives less amount of strain than the one who is staying in the forty-ninth or fiftieth floor of the sky-scraper. The person who always thinks about the end results worries much more than the person who is thinking about to go ahead with the process of achieving. Again he retold to the students that hard work definitely pays and three years of constant dedication in his life had given him IPS. He concluded his speech that it is the choice of the students either to make or break their life.



Mr. N. Sanjay IPS delivering guest lecture



Mr. N. Sanjay IPS being felicitated

WINNING IS A HABIT FOR OUR BBA AND MBA STUDENTS



Vidya Battula of BBA -1st year has participated in "RFSI State Championship" of roller speed skating and has achieved 4 gold medals in the events rinks-5 & 6, Road 2&3. She is forwarded to the nationals.



When it comes to "Winning", it's a hobby at KLBS. Students of BBA sharing their winning joy with Dr LSS Reddy, Honourable Vice Chancellor, KLEF.

KLBS TRANSFORMING TO DIGITAL

Conducting Webinars

S. No	Topic	Recourse Person
1	Career Opportunities - Post Covid - 19, Focus on Media, Entertainment and Hospitality Industry	Dr. Y V R Sundara Rao Head HR TV9
2	Business Analytics: A Modern Mantra in Management Career	Dr. D Srinivas Rao, Professor, Business Analytics, KLBS
3	Career opportunities for MBA students in Healthcare & Pharmaceutical Sectors	B Venkateswara Reddy, Vice President, Total Quality Operations, M/S Credo Life Science Private Limited
4	Technology Infused Learning in Management Education - New Avenues of Career	Philip V Varughese
5	Opportunities in IT Sector for Non-Technical Students Through Management Education	Dillip Padia, Project Manager, Tech Mahindra
6	Unleashing Career Opportunities for Management Graduates in the Current Business Environment	Mr. Vijay Vedantam, VP, Atlas Financial Research and Consulting Pvt. Ltd
7	Challenges during post-Corona in Higher Education in Business management	Dr. M. Kishore Babu, Professor, Marketing, KLBS
8	Paradigm shift in skill set Dimension of youth in Business Management- A Learning curve	Dr. D V Ramana Murthy, Director Attitude +Ve, Behaviour Management Training Solutions
9	Will the Telecom be the Torch Bearer? - Post Covid19	Sanathan Shaganti, Former Mass Retail Distribution Head for Mumbai City, Odhisa State – Vadafone Idea Ltd.
10	New Dimensions of Management Education and Career Winning edge for Technology Graduates	Mr. Satya Pamula, VP, Integral Advisory Services Pvt Ltd.
11	Branding after Covid-19: "back to basics - a retrogressive journey"	Dr. M. Kishore Babu, Professor, Marketing, KLBS
12	Gateway to Academic and Career Excellence	Dr. M. Kishore Babu, Professor, Marketing, KLBS

KL Business School brings you WEBINAR ON

BRANDING AFTER COVID-19: "BACK TO BASICS" - A RETROGRESSIVE JOURNEY

SPEAKER
Dr. M. Kishore Babu,
Senior Professor KL Business School,
Director International Relations,
KL Deemed to be University

Venue: Zoom
30/04/2020
11am to 12:30pm

REGISTRATION COMMITTEE
Dr. P. Vijay Kumar, Dr. P. Venkateswara Rao,
Dr. P. Kishore Babu, Dr. A. Hema Deepthi, K. Divya

Event registration link <https://forms.gle/Wg8Rhp7dGm7mV8>

QR Code

OPPORTUNITIES IN IT SECTOR FOR NON-IT STUDENTS THROUGH MANAGEMENT DEGREE

By
Dillip Parida
Business Consultant / Project Manager / Digital Transformation Consultant
With 13 yrs. of exp in leading Indian & International Tech MNCs

Event registration link [shorturl.at/ixj05](https://forms.gle/Wg8Rhp7dGm7mV8)

Organizing committee
Dr. D. Prasanna Kumar
+919441221609

28 MAY 2020
11 AM

KL BUSINESS SCHOOL

WEBINAR

CHALLENGES DURING POST-CORONA IN HIGHER EDUCATION IN BUSINESS MANAGEMENT

Speaker
Dr. M. Kishore Babu
Senior Professor KL Business School,
Director International Relations,
KL Deemed to be University

Event registration link <https://rb.gy/knbtbq>

Monday 25th May 2020

LIVE WEBINAR

WILL THE TELECOM BE THE TORCH BEARER? - POST COVID19

By
Sanathan Shaganti
Former Mass Retail Distribution Head for Mumbai City
Odisha state - Vodafone Idea Ltd

3 pm
23/05/2020

Event registration link [shorturl.at/aprR3](https://forms.gle/Wg8Rhp7dGm7mV8)

ORGANIZING COMMITTEE
Dr. Meda Srinivasa Rao,
Contact for more details :- +919949336523

QR Code

FREEZE THE DATE
24/05/2020
Sunday
11:00am - 12:30 Pm

REGISTER HERE
<https://bit.ly/2Aqo0Z>

Scan QR

KL BUSINESS SCHOOL

WEBINAR ON

NEW DIMENSIONS OF MANAGEMENT EDUCATION AND CAREER WINNING EDGE FOR TECHNOLOGY GRADUATES

SPEAKER
Mr. Satya Pamula
MICA Alumni | Influencer | Speaker | Strategist | CMO
Vice President, Integral Advisory Services Pvt Ltd

Event registration link <https://forms.gle/Wg8Rhp7dGm7mV8>

Conducting Webinars

KL BUSINESS SCHOOL **LIVE WEBINAR**

UNLEASHING CAREER OPPORTUNITIES FOR MANAGEMENT GRADUATES IN THE CURRENT BUSINESS ENVIRONMENT

Date 26 May, 2020
Time 11.00 AM

Event Registration Link <https://forms.gle/P7eN8NkaUSidRSXu9>

ORGANIZING COMMITTEE
Dr. Simanchala Das
Contact for more details :-9437186515

SPEAKER
Mr. Vijay Vedantam
Vice President,
Atlas Financial Research
and Consulting Pvt. Ltd

KL BUSINESS SCHOOL **LIVE WEBINAR**

Technology Infused Learning in Management Education -New Avenues of Career

30th May 2020
2.00 PM to 3.00 PM

Event registration link <https://forms.gle/5wjwhegKyJnSX3A>

Organising Committee:
Dr. M. Srinivasa Narayana ,
9441128754

Philip V. Varughese
Vice President & Global Lead -
Applied Intelligence,
Analytics and Innovation at
Accenture Security

Dr.M.Kishore Babu
Senior Professor
KL Business School
Director International Relations, K L
Deemed to be University

KL BUSINESS SCHOOL **LIVE WEBINAR**

radigm shift in Skill Set Dimensions of youth in Business Management - A Learning Curve

11Am
23/05/2020

Speaker
Dr D V Ramana Murthy PhD
Director, Attitude+ve,
Behaviour Management Trainings Solution

For more details contact
Dr.Sailaja
+91 94917 35754

registration link
shorturl.at/uiQT2

WEBINAR
BUSINESS ANALYTICS: A MODERN MANTRA IN MANAGEMENT CAREER

Dr. D Srinivasa Rao
Professor
Business Analytics

THEMES TO BE COVERED
BUSINESS ANALYTICS-INTRO
ROLE OF BA IN CORPORATE WORLD
BA AS A MANAGEMENT CAREER

REGISTRATION LINK
<https://forms.gle/5wjwhegKyJnSX3A>

KL BUSINESS SCHOOL **LIVE WEBINAR**

**Gateway to Academic & Career Excellence
K L Business School**

**11 : 00 AM
12/06/2020**

SPEAKER
Dr.M.Kishore Babu
Senior Professor
KL Business School
Director International
Relations
KL University
(Deemed to be)

For More details contact :

LIVE WEBINAR

**Gateway to Academic & Career Excellence
@ KL Business school**

Dr. M.Kishore Babu
Senior Professor
KL Business School,
Director
International
Relations,
KL Deemed to be university

June 16
11 AM

FREE VIDEO CREATED ON
POSTERMYWALL.COM

KL BUSINESS SCHOOL

KL BUSINESS SCHOOL **LIVE WEBINAR**

Career Opportunities for MBA Students in Healthcare & Pharmaceutical Sectors

7th June 2020
3 PM

Event registration link <https://rb.gy/y93xri>

ORGANIZING COMMITTEE
DR.K S SEKHAR
Contact for more details :-9849775761

BY
Venkateswara Reddy Boya
Vice President, Total Quality
Operations, M/s Credo Life
Sciences Private Limited

KL BUSINESS SCHOOL **LIVE WEBINAR**

**Career Opportunities - Post Covid - 19,
Focus on Media, Entertainment and
Hospitality Industry**

BY
Dr. Y V R S Sundara Rao
Head HR TV 9

Event registration link shorturl.at/dzMNp

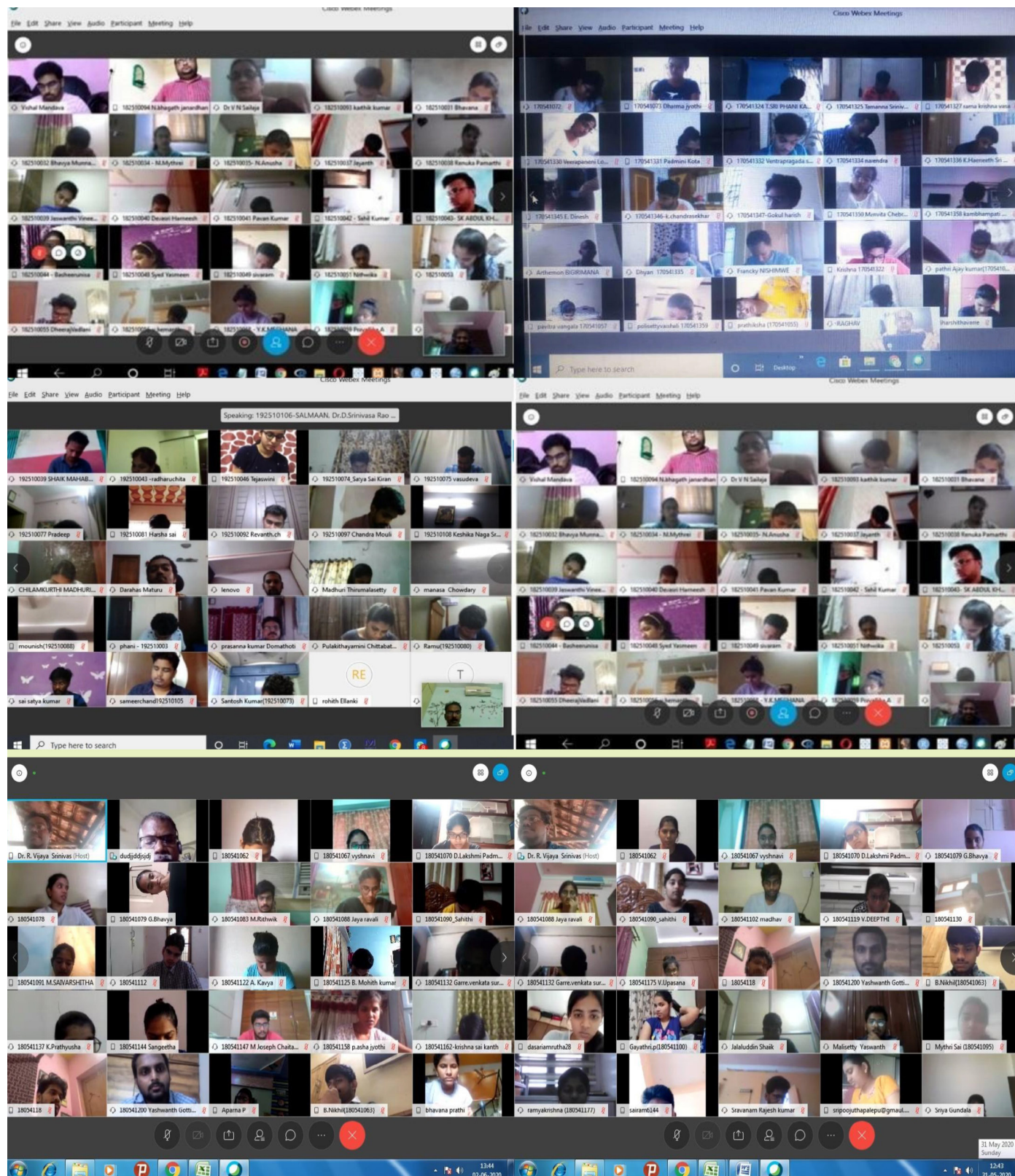
7 JUNE 2020
10 AM

ORGANIZING COMMITTEE
DR.P.RAJA BABU
Contact for more details :-9985959551

follow us
f t i n @kl_business_school

CONDUCTING ONLINE CLASSES AND EXAMS

While top Universities and Business Schools in India suffer the challenges thrown by COVID-19, KL Business School had seen tremendous pace in transforming its operations to digital. We were able to conclude this academic year with no deviation from our academic calendar. Thanks to all management and leadership team.



EXPATICA 2.0

There was a colourful welcome followed by lighting of the lamp. It was accompanied by a melodious hailing the goddess of knowledge and wisdom. It was followed by a welcome speech given by the Event Convenor and HOD of KL Business School Dr.P.V.Vijay Kumar Reddy. Then there was bouquet presentation to the invited guests and the grand event began. It was a truly mesmerizing show as the teams from various business schools presented many programmes. There was singing, dancing, skits, mono act shows, classical and modern combination of several foot tapping numbers. Everyone sat glued to the show. The Chief Guest praised the entire event a lot. He guided with his inspirational words and inspired to do better. It was followed by a formal vote of thanks and the event concluded.

There were Two Parts under Expatica2.0 and they are Technical and Non- Technical sessions

Technical sessions are followed by core management topics in particular Brain Buzz (Quiz), Disseminate (Spreads the Flavour of Python), Market Masteros (Turning Ideas into Actions), Jeune Manager (Increasing Value through People), Comercio (Invest and Make out of it), and APP Challenge (Discover the Creativity in you).

Under Non-Technical Sessions, the events conducted were IPL Auction, Money Heist, Dare.Snatch.Save, and AD- Parady.

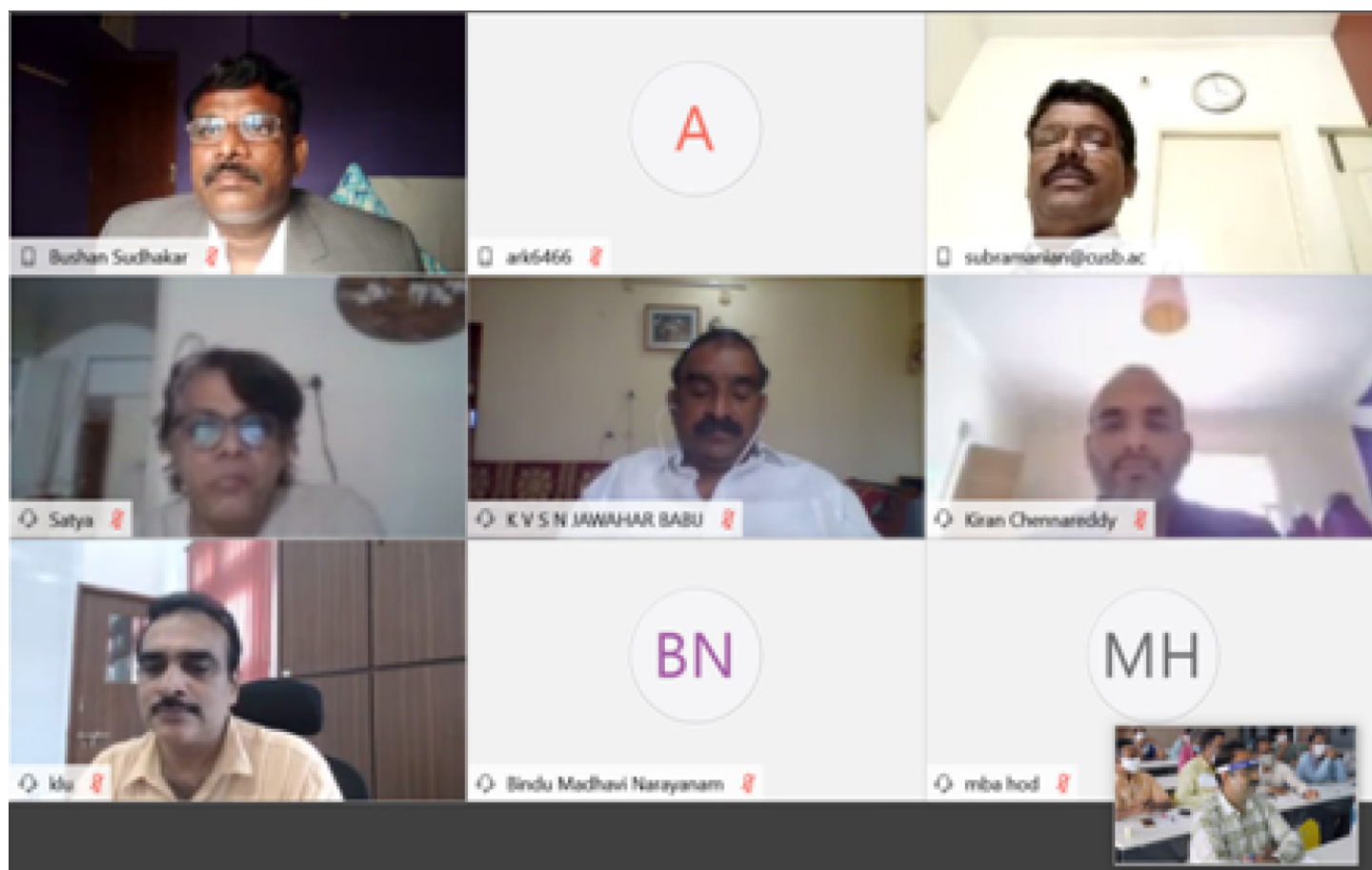


21st BOARD OF STUDIES MEETING GOES ONLINE AT KLBS

The 21st meeting of the Board of Studies of the Department of Management on 15th June, 2020. External & BoS members from the Industry, External Academia, and Alumni from industry who participated virtually.

List of BoS Members

1	Industry Members	Mr. Ch. Kiran Kumar	Senior Project Manager, Atos-Syntel Inc, (Scotland) UK.
		Mr. Satya Pamula	Vice President, Integral Advisory Services Pvt. Ltd
		Mr. Philip Varghese	Vice President, Accenture
2	External Academia Members	Dr Subrahmanian Shanmugam	Central University of South Bihar, Gaya
		Prof. Bhushan D. Sudhakar.	School of Management, Pondicherry University, Pondicherry
		Prof.K.V.S.N.Jawahar Babu	Professor and Dean of Examination, Vikrama Simhapuri University.
3	Alumni from Industry	Mr. A Sundar	HR Analyst, People Soft, Harvard University, US
		Mr. Prajwal Kranth	Senior Manager - Operations, Cognizant
		Mr. V. Sandeep	General Manager – LEAAP International Pvt. Ltd



NSS PROGRAM @ KLBS FOR SCHOOL KIDS ENLIGHTENING IN INDOOR GAMES

The NSS Unit of KL Business School had participated and distributed the play kits to Primary School children at Vaddeswaram. The volunteers distributed various play kits such as rings, carrom boards, chess boards, three in one games and many others. In this Programme, the Head Master of the School and the teachers appreciated the philanthropic work of KL Business Schools' NSS wing.



**BUSINESS
SCHOOL**

K L BUSINESS SCHOOL - DOSSIER

Vaddeswaram, Guntur Dist. A.P. 522502.

✉ : bschool@kluniversity.in

☎ : 0863 2399718 (Extn: 1853)

☎ : 0863 2399999 (Extn: 1848)

☎ : 8125424236

✉ : businessschool.kl@gmail.com

🌐 : <http://twitter.com/KLUniversity>

Inclusive organizations, for a better society"