

K L BUSINESS SCHOOL

D SSIER

Where tomorrow's Business Leaders are nurtured

Volume 3 Issue 1





ER. K. SATYANARAYANA
PRESIDENT,
KONERU LAKSHMAIAH EDUCATION FOUNDATION

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 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. RAJA HARIN
VICE-PRESIDENT, KONERU LAKSHMAIAH
EDUCATION FOUNDATION

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



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. 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 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
DEAN MHS ,DIRECTOR INTRENATIONAL RELATIONS
KONERU LAKSHMAIAH EDUCATION FOUNDATION



BELIEVES IN HARDWORK, COMMITTEMENT , DEDICATION AND POSITIVE ATTITUDE ARE THE KEY PILLARS FOR SUCCESSFUL PROFESSIONAL LIFE. ACCEPTING A NEW RESPONSIBILTY AND ACCETING NEW CHALLENGES ALWAYS HELPS AN INDIVIDUAL TO GROW , THINK AND IMPROVE THEIR CAREER PATH.

DR.K.HEMA DIVYA
HOD-MBA
KONERU LAKSHMAIAH EDUCATION FOUNDATION

POSITIVE THINKING YIELDS IN POSITIVE RESULTS



ASSISTANT PROFESSOR,
KLBUSINESS SCHOOL, KLUNIVERSITY

Dr. Chintala Balaji is Assistant Professor & in-charge of Placements in Department of MBA, K L Business School, KL University having 16+ years of experience of teaching economics and management. He obtained Master in Philosophy in Financial Management in 2009 and Ph. D. in management from Rayalaseema University in 2019 and recognized as Ph.D. supervisors under K L University. He is in-charge in Skill Development and Placements and guiding 300+ PG projects and 4 Research Scholars for Ph.D. He published about 45 Research papers in prestigious national and international Journals, apart from attending many national and international conferences and authored one book in finance.



DR. J. VENKATA RAMANA, M.SC, M.M.M, PH.D, IS AN ASSISTANT PROFESSOR IN THE DEPARTMENT OF MBA, K L BUSINESS SCHOOL, K L UNIVERSITY. HE SPECIALISED IN THE AREAS OF MARKETING MANAGEMENT AND BUSINESS ANALYTICS WITH 16 YEARS OF ACADEMIC EXPERIENCE. HE PUBLISHED 4 SCOPUS INDEXED AND 10 UGC CARE INDEXED RESEARCH PAPERS IN REPUTED JOURNALS. HE ORGANISED VARIOUS FACULTY DEVELOPMENT PROGRAMS, EXECUTIVE DEVELOPMENT PROGRAMS, NATIONAL LEVEL QUIZ COMPETITIONS AND WORKSHOPS IN THE AREA OF MANAGEMENT AND ALSO ATTENDED VARIOUS NATIONAL AND INTERNATIONAL CONFERENCES. HE IS FELLOW MEMBER IN WORLD ECONOMICS ASSOCIATION (WEA), GREEN THINKERZ, INDIAN ACADEMICIANS AND RESEARCHERS ASSOCIATION (IARA) AND INSTITUTE OF SUPPLY MANAGEMENT (ISM). HE IS A REVIEWER FOR VARIOUS INTERNATIONAL JOURNALS AND GUIDING RESEARCH SCHOLARS IN MANAGEMENT DOMAIN. HE AUTHORED TWO BOOKS IN THE AREAS OF MANAGEMENT.

STARTUP MANIA – NATIONAL SYMPOSIUM ON 23.04.2022

ON 23-04-2022, DEPARTMENT OF MBA, K L BUSINESS SCHOOL ORGANIZED A NATIONAL LEVEL SYMPOSIUM “STARTUP MANIA” FOR THE GRADUATE STUDENTS ACROSS INDIA. THE OBJECTIVE OF THIS EVENT IS TO INCULCATE AND ENHANCE THE ENTREPRENEURIAL SKILLS AMONG THE BUDDING MANAGERS. OVER 1000 ONLINE REGISTRATIONS AND 350 WALK-INS DURING THE EVENT FROM VARIOUS COLLEGES. THE FOLLOWING EVENTS ARE CONDUCTED IN STARTUP MANIA.

- RENDEZVOUS FOR INNOVATIVE STARTUP ENTREPRENEURS (RISE)
- ELOQUEST
- SELFIE STAR
- TREASURE HUNT

ALL THE WINNERS IN THESE EVENTS ARE FELICITATED WITH CASH PRIZES, CERTIFICATES AND MEMENTOS. PARTICIPATION CERTIFICATES ARE DISTRIBUTED FOR THE PARTICIPANTS.

నూతన ఆవిష్కరణల దిశగా దృష్టి సారించాలి

తాడేపల్లిచూరల్: విద్యార్థులు వారు అనుకున్న రంగాల్లో రాణించాలని సెంటర్ ఫర్ ఇన్నోవేషన్, ఇంక్యూబేషన్, ఎంటర్ప్రెన్యూర్షిప్ విభాగాధిపతి డాక్టర్ ప్రభాకర్ అన్నారు. శనివారం తాడేపల్లిచూరల్ పరిధిలోని కేఎల్ విశ్వవిద్యాలయంలో నూతన ఆవిష్కరణలపై జరిగిన స్టార్టప్ మేనియా కార్యక్రమానికి ఆయన ముఖ్య అతిథిగా హాజరై మాట్లాడుతూ విద్యార్థులు మేనేజ్మెంట్ విద్యను అభ్యసిస్తే ఏ వ్యాపార రంగంలో అయినా అభివృద్ధి సాధించడానికి అవకాశం ఉంటుందన్నారు. జీవితంలో ప్రతి అంశంలోనూ కొత్తదనం చూడవచ్చని అన్నారు. నూతన ఆవిష్కరణల దిశగా విద్యార్థులు దృష్టి సారించాలని కోరారు. కార్యక్రమంలో యూనివర్సిటీ ఉపకులపతి డాక్టర్ సారధి వర్మ, ప్రొ.వైస్ చాన్సలర్ డాక్టర్ వెంకటరామ్, సెన్స్ అండ్ పూణమా



డాక్టర్ ప్రభాకర్ను సత్కరిస్తున్న కేఎల్ యూ అధ్యాపక బృందం

నిటీస్ డీన్ డాక్టర్ కిషోర్ బాబు, ఎంబీఏ విభాగాధిపతి డాక్టర్ విజయ్ కుమార్ రెడ్డి, కన్వీనర్ డాక్టర్ బాలాజీ, డిప్యూటీ విభాగాధిపతి డాక్టర్ హేమ దివ్య, డాక్టర్ జేపీ రమణ, అధ్యాపకులు, విదూరులు పాల్గొన్నారు.



కార్యక్రమానికి హాజరైన అతిథులు

కేఎల్ యూలో నూతన ఆవిష్కరణలపై పోటీలు

ప్రజాశక్తి-తాడేపల్లి చూరల్
కేఎల్ విశ్వవిద్యాలయంలో ఎమ్బీఏ విభాగం ఆధ్వర్యంలో నూతన ఆవిష్కరణలపై స్టార్టప్ మేనియా పేరిట అంతర కళాశాలల విద్యార్థులకు పోటీలు నిర్వహించారు. ఈ కార్యక్రమానికి ముఖ్యఅతిథిగా సెంటర్ ఫర్ ఇన్నోవేషన్, ఇంక్యూబేషన్, ఎంట్రప్రెన్యూర్షిప్ విభాగాధిపతి డాక్టర్ ప్రభాకర్ హాజరయ్యారు. ఈ సందర్భంగా ఆయన మాట్లాడుతూ, విద్యార్థులు మేనేజ్మెంట్ విద్యను అభ్యసిస్తే ఏ వ్యాపార రంగంలో వైనా అభివృద్ధి సాధించడానికి అవకాశం ఉంటుందన్నారు. జీవితంలో ప్రతి అంశంలోనూ కొత్తదనం చూడవచ్చని

తెలిపారు. విద్యార్థులు వారు అనుకున్న రంగాల్లో రాణించాలని, నూతన ఆవిష్కరణల దిశగా దృష్టి సారించాలని పిలుపునిచ్చారు. విద్యార్థుల్లో నజనాత్మకతను పెంచేందుకు ఇలాంటి పోటీలు ఎంతగానో ఉపయోగపడతాయని పేర్కొన్నారు. కార్యక్రమంలో ఉపకులపతి డాక్టర్ సారధి వర్మ, ప్రొ. వైస్ చాన్సలర్ డాక్టర్ వెంకట రామ్, సైన్స్ అండ్ హ్యూమానిటీస్ డీన్ డాక్టర్ కిషోర్ బాబు, ఎమ్బీఏ విభాగాధిపతి డాక్టర్ విజయ్ కుమార్ రెడ్డి, కన్వీనర్ డాక్టర్ బాలాజీ, డిప్యూటీ విభాగాధిపతి డాక్టర్ హేమ దివ్య, డాక్టర్ జేపీ రమణ, అధ్యాపకులు, విద్యార్థులు పాల్గొన్నారు.

An Association With

BUSINESS SCHOOL

STARTUP MANIA

Innovation is the powerful driving force for human development. Come, participate in our Startup Mania

23rd APRIL 2022

Rendezvous for Innovative Startup Entrepreneurs (RISE)

Eloquent

Selfie Star

Treasure Hunt

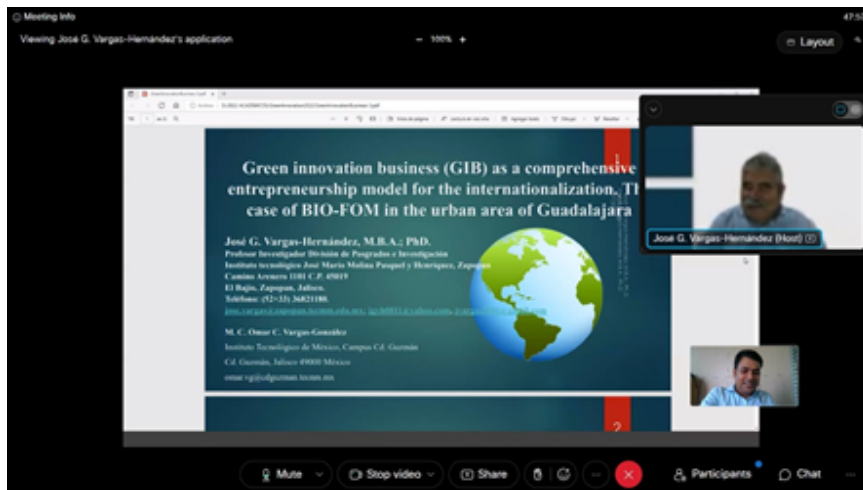
Faculty Conveners:
 Dr. J. Venkata Ramana: 9848896393
 Dr. CH. Balaji: 9059448579

Student Conveners:
 Sk. Saidajana
 Rishitha.
 Ganesh.G

For Registration

Venue:
 R&D Theatre, KL University

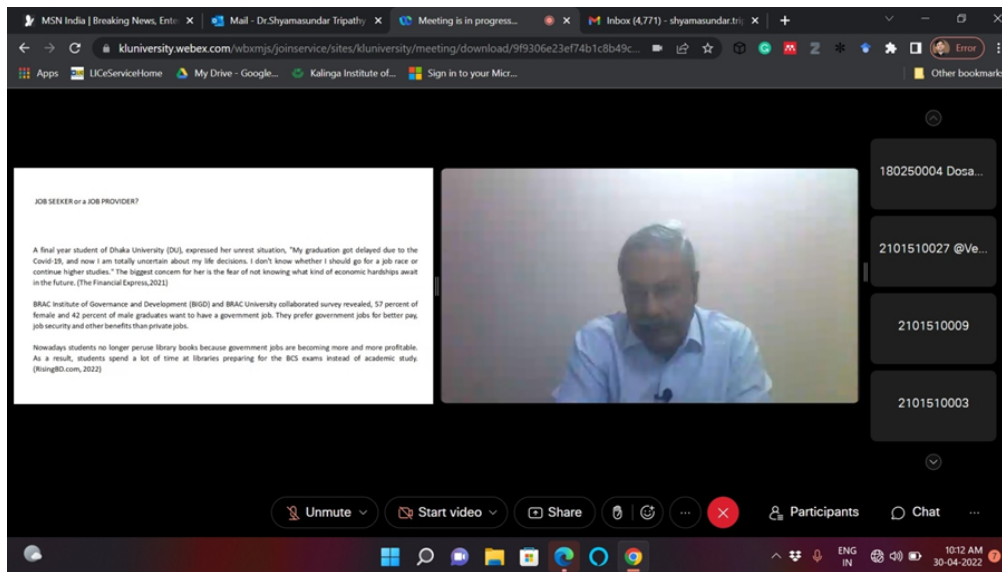
WEBINAR ON GREEN INNOVATION BUSINESS- A COMPREHENSIVE ENTREPRENEURSHIP MODEL FOR INTERNATIONALIZATION



PROF.VARGAS-HETNANDEZ INSTITUTO TECHNOLOGICO MARIO MOLINA UNIDAD ZAPOPAN MEXICO

The objective of this webinar is to analyze the functioning of an integral model of entrepreneurship in green innovation business (GIB) that is currently emerging and in the process of internationalization. Therefore, it aims to study the central perspectives of technology that are based on the phenomenon of entrepreneurship and thus develop a strategy that adapts to companies with an ecological basis to achieve internationalization. This webinar analyzes a particular company that specializes in ecological biomineral organic fertilizer, where no chemical product is used to produce the composition; everything that is marketed is made up of a base of organic minerals and other organic compounds.

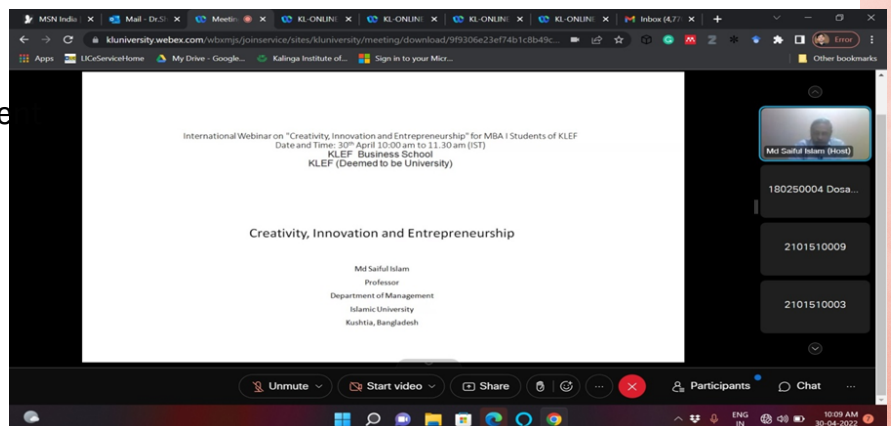
WEBINAR ON CREATIVITY, INNOVATION AND ENTREPRENEURSHIP (30TH APRIL, 2022)



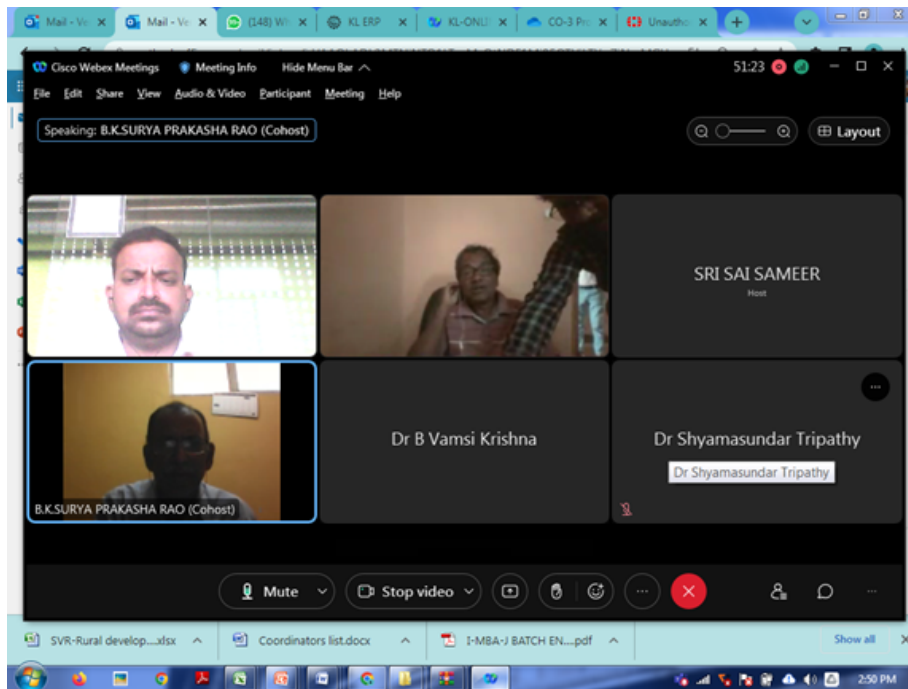
PPROF.MD.SAIFUL ISLAM PROFESSOR ,DEPARTMENT OF MANAGEMENT ,ISLAMIC UNIVERSITY, KUSHITA, BANGADESH

For an entrepreneur creativity and innovation are very much require for running an organization. If the company has to run for last long in future, then the company has to try different things for running the organization. Entrepreneurship is always looking for the staff, who are capable of creative thoughts, for that the organization arranges a team- the department of creativity and innovation sources. It takes care of the implementation of the following

- implement creative idea
- implement creative idea
- improvement and Development
- stimulate creativity
- overall success hand



AN INTERNATIONAL GUEST LECTURE WAS CONDUCTED ON 26.04.22 IN THE AREA OF FINANCIAL MODELING.



**•DR P RAJA BABU
PROFESSOR
BULE HORA UNIVERSITY
ETHIOPIA**

**•DR B K SURYA PRAKASHA RAO
PROFESSOR
BULE HORA UNIVERSITY
ETHIOPIA**



A PANEL DISCUSSION ON IMPLEMENTING NATIONAL EDUCATION POLICY 2022

**23/4/2022, 3: 00 PM, CONFERENCE ROOM, 7TH FLOOR, SDC BLOCK, MBA DEPT., KL
BUSINESS SCHOOL**



DR. RAJENDRAN FOCUSED ON TEACHERS BECOMING MORE COMPASSIONATE, RESPONSIVE, AND ENCOURAGING REFLECTION TO DISCUSS THE ROLE OF B SCHOOLS IN DEVELOPING LEADERS. B SCHOOLS, ACCORDING TO DR. TALUKDAR, PLAY AN IMPORTANT ROLE IN FOSTERING TRUE EMPATHY, PROMOTING TEAMWORK, AND INTRODUCING STUDENTS TO LEADERS FROM VARIOUS WALKS OF LIFE. DR. UDAY AGREED WITH THESE POINTS, BUT HE SPOKE ABOUT THE PROBLEM OF NUMBERS, WHICH FORCES B SCHOOL TO BECOME TRANSACTIONAL AND THE CHALLENGE OF BRINGING VALUE CONGRUENCE.

DR. VIJAY REDDY CONCLUDED THE DISCUSSION BY THANKING ALL THE PARTICIPANTS FOR THEIR INSIGHTFUL DISCUSSION AND EMPHASISING THE IMPORTANCE OF CURIOSITY, EXPERIMENTATION, DESIGN THINKING, ROLE MODELED BEHAVIOR, AND ACCREDITATION AS MAJOR CONTRIBUTORS TO NEP.

MEMBERS:

- 1) DR. RAJU (ASSOCIATE PROFESSOR, MBA, KLBS), MODERATOR
- 2) DR. VIJAY KUMAR REDDY (HOD, MBA, KLBS)
- 3) DR. SHUBHAM SAXENA (ASSISTANT PROFESSOR, MBA, KLBS),
- 4) FACULTY (PROFESSIONAL SOCIETY MEMBERS)
- 5) STUDENTS (PROFESSIONAL SOCIETY MEMBERS)

A LOOK INTO THE SIP COMPANIES 2022



SIP TESTIMONIALS 2022

THE STUDENTS SHOWED A KEEN INTEREST IN LEARNING AND PERFORMED WELL IN THE TASKS ALLOTTED TO EACH OF THEM. WISH THE STUDENTS ALL THE BEST FOR THEIR CAREER AHEAD.

RATAN KATIYAR, SENIOR ANALYST,
GD RESEARCH CENTRE PRIVATE LIMITED

IT WAS AN INCREDIBLE EXPERIENCE WITH THE MILLENNIAL FROM KLU AND ITS PRIVILEGE ASSOCIATING WITH THE MOST REPUTED INSTITUTION IN THE COUNTRY

DILIP KUMAR CH AREA MANAGER
SOUTH SHRIRAM LIFE INSURANCE CO LTD

UNIVERSITY IS PROVIDING GOOD INFRASTRUCTURE AND VALUABLE EDUCATION. THE WAY THAT THE UNIVERSITY IS PROVIDING INTERNSHIP PROGRAM TO THE STUDENTS IS USEFUL TO LEARN ABOUT HOW COMPANIES AND ORGANIZATIONS WORKS IN REAL SCENARIO

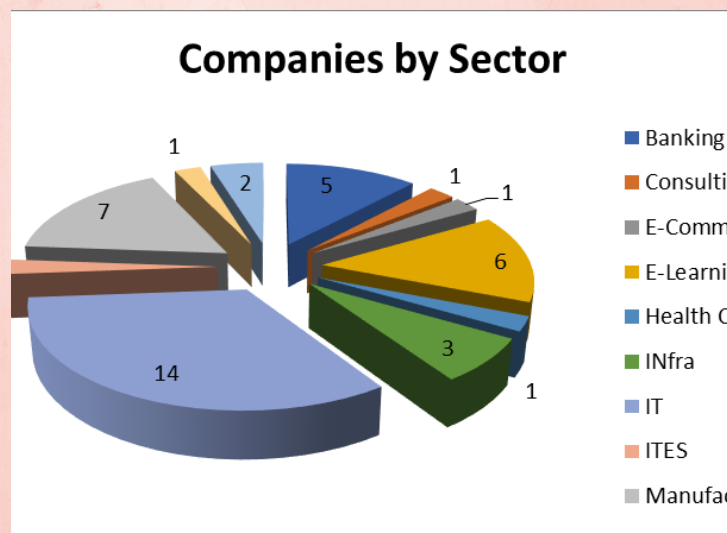
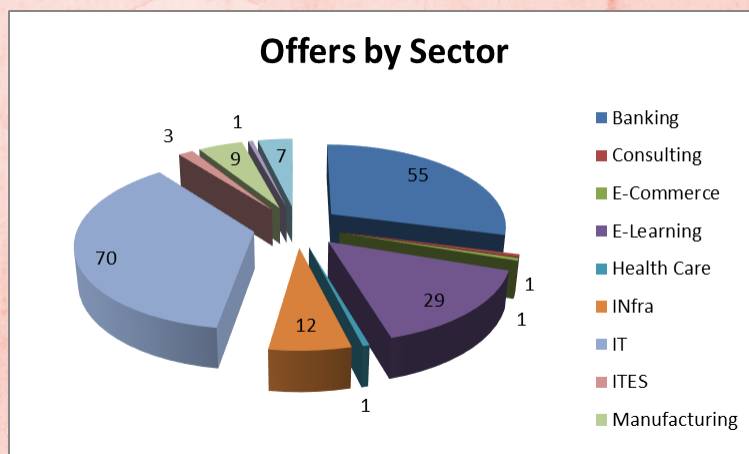
P BINDU MADHAVI HR MANAGER, NEWGEN PHARMA

I HAVE HAD AN AMAZING OPPORTUNITY IN TRAINING INTERNS FROM YOUR ESTEEMED UNIVERSITY. JUST WHEN THINGS GOT DARK FOR ALL IT PROFESSIONALS DURING THE EARLY 2020 DUE TO THE PANDEMIC, B-AIM AND ITS ASSOCIATED COMPANIES RUN BY ME WERE IN A DILEMMA TO SEE IF WE CAN CONTINUE THE OPERATIONS IN RESEARCH OR GIVE A "PAUSE" TILL THINGS SETTLE. I THEN HAD AN OPPORTUNITY TO MEET THIS AMAZING PERSONALITY MR. SHOURIE REDDY WHO LOOKED AT IT AS AN OPPORTUNITY TO HELP THE STUDENTS, THE ORGANIZATION AND THE UNIVERSITY AS HE COULD EASILY UNDERSTAND THE REQUIREMENTS OF ALL AND COULD EASILY CONNECT THE DOTS THAT NEEDED NETWORKING. I AM TRULY GRATEFUL TO ALL THE FACULTY FROM KL UNIVERSITY EVER SINCE WHO SUPPORTED B-AIM AND ITS EXTENDED RESEARCH. LOOKING FORWARD TO HIRE MORE FROM YOUR UNIVERSITY.

PRAVEEN KUMAR KADIRI
CEO OXYZEN AI

PLACEMENT DATA FOR 2021-22

Highest CTC	11 LPA
Avg CTC	6 LPA
Total Offers	192
No of students placed	128



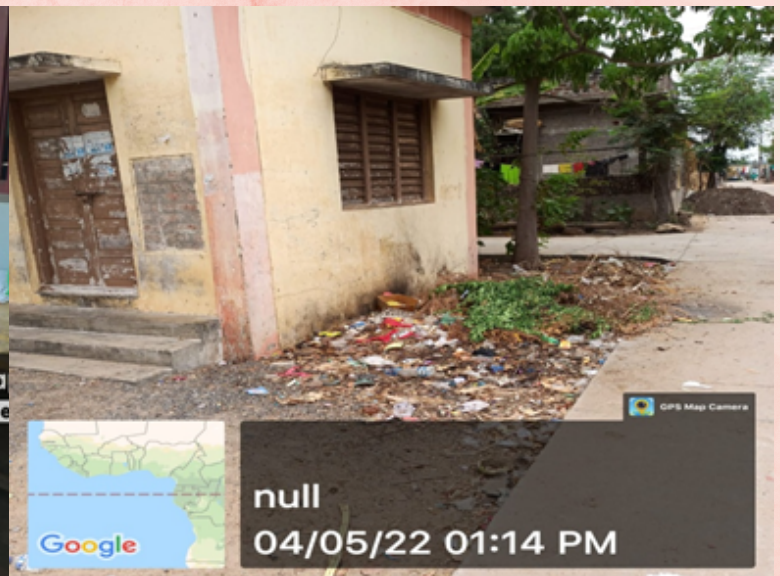
PLACEMENT SUCCESS MEET HELD ON APRIL 30TH 2022



VILLAGE SURVEY UNDERTAKEN ON 04.05.2022 BY MBA I YEAR STUDENTS AS A PART OF SMART VILLAGE AT SRUNGAARAPURAM

FEW FINDINGS OF THE SURVEY

- IN SRUNGAARAPURAM THERE ARE NO COMMON SANITATION COMPLEXES BUT THERE ARE SOME PERSONS WHO IS TAKING CARE OF SANITATION WITH THE HELP OF SOME MACHINE AND EQUIPMENT AND ALSO IT IS UNDER THE CONTROL OF GRAM SACHIVALAYAM (PANCHAYAT OFFICE).
- GOVERNMENT TRANSPORT FACILITY IS UNAVAILABLE AND THE MODE OF TRANSPORT IS SHARED AUTO. FREQUENCY OF THE AVAILABLE MODE OF TRANSPORT IS NOT FREQUENT.
- THERE ARE TWO COMMUNITY HALLS IN THIS VILLAGE, ONE IS SC COMMUNITY HALL AND OTHER IS BC COMMUNITY HALL. AND ALSO, AS WE OBSERVED THAT IN THIS VILLAGE THERE ARE SOME COMMUNITIES BRAWLS ARE HAPPENING INTERNALLY AND INDIRECTLY.
- DRAINAGE FACILITIES ARE UNAVAILABLE



VILLAGE SURVEY UNDERTAKEN ON 11.05.2022 BY MBA I YEAR STUDENTS AS A PART OF SMART VILLAGE AT GUNDMEDA

FEW FINDINGD OF THE SURVEY :

- GAS AGENCIES ARE NOT AVAILABLE IN THE VILLAGE AND HAVE TO GET IT FROM VADDESWARAM
- THERE IS NO ELECTRICITY OFFICE IN THE VILLAGE.
- TRAINING CENTERS ARE NOT AVAILABLE IN THE VILLAGE AND THEY HAVE TO APPROACH VIJAYWADA, KOLANUKONDA WHICH IS LOCATED 9KM AWAY FROM THE VILLAGE.
- ELECTRICITY AVAILABILITY -THERE IS NO ELECTRICITY OFFICE AVAILABLE IN THE VILLAGE. IT IS LOCATED IN THE KUNCHANAPALLI.
- BUS STOP -THERE IS NO BUS STOP AVAILABLE IN THE VILLAGE
- THERE IS NO PROPER DRAINAGE FACILITY

