



Koneru Lakshmaiah Education Foundation

(Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

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KLEF/BBA/IQAC - GUEST LECTUREs/Industry-Academics Connect/AQ.10

18-10-2023

BBA DEPARTMENT, K L BUSINESS SCHOOL, KLEF

Workshop

ON

ASSERTIVE COMMUNICATION STRATEGIES FOR CAREER SUCCESS

BY

Mr. DAZIL BENNIS FERNANDEZ

DATED 16TH OCTOBER 2023

Program: Workshop on “Assertive Communication Strategies for Career Success”

Program schedule: On 16th October 2023

Time: 10am to 4pm

Program Venue: R and D Theater, KLEF

Link for Joining the Program: Offline.

Participants: All BBA students

Program Objectives:



To enhance knowledge on types of communication.

- ✚ Understand the importance of Assertive communication.
- ✚ Assertive ways to prepare a resume and stand out of the crowd.
- ✚ To crack interviews effectively and efficiently.

Resource person:

Mr. Dazil Bennis Fernandez
CEO, Success Enablers
Hyderabad, India.

Present:

HOD, BBA Department, All faculty members of BBA Department and All BBA students

Brief note on the program:

Department of BBA conducted a workshop as a part of the pre-Samyak events which took place on 16th October 2023 at the R&D Theater, KLEF. The event was flagged off by Head of the Department Dr. Venkateshwara Rao Podile, welcoming the guest speaker and the Dean MH Dr. M. Kishore Babu also joined in the workshop to give away the token of gratitude to the guest speaker. The program organized for a time period of 5 hours where the Resource person shared his knowledge and valuable insights about Assertive communication and how to overcome the challenges faced by students at the time job interview. The workshop also consisted of important aspects one should take care of while preparing a resume or a curriculum vitae. Tackled some basic interview questions by having an interactive session with the guest speaker

Faculty Coordinators:

Dr. Chandu Venkateswarlu
Asst. Professor-BBA
Dr. KVB Ganesh
Asst. Professor-BBA

Enclosed event poster:

BBA DEPARTMENT



(Deemed to be UNIVERSITY)

**Business
school**

CATEGORY as **1st UNIVERSITY**
BY MHRD,
Govt of India

nirf NATIONAL
INSTITUTIONAL
RANKING
FRAMEWORK

RANKED 27
AMONG ALL
UNIVERSITIES

ACCREDITED BY
NAAC WITH A++
GRADE

42 YEARS OF
EDUCATIONAL
LEADERSHIP



Workshop on
Assertive Communication Strategies
For Career Success

On 16th October'23 @venue-R & D Theatre, KLEF

Time :10:00AM. to 4:00PM.

Advisors:
Dr.M.kishore Babu
Dean MH
Dr.P. Venkateswara Rao
Professor &Head,
BBA Dept, KL B- School

convener:
Dr.P. Venkateswara Rao
Professor &Head,
BBA dept, KL Business School

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Enclosed event pictures:







Coordinator's and organizing student committee:

