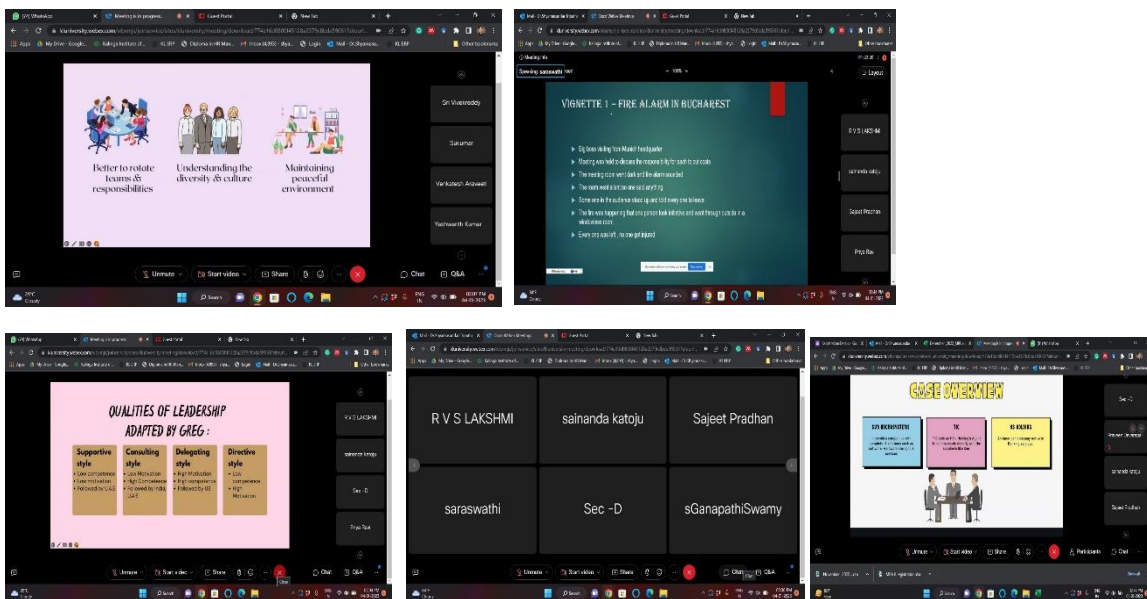


ONLINE GUEST LECTURE CUM CASE STUDY ANALYSIS

KLBS, organised ONLINE GUEST LECTURE by ACADEMIC EXPERTS on Leadership Styles for all the students of I MBA on 04.01.2023 to 06.01.2023 / 2:00 PM to 4:30PM. Dr. Sajeet Pradhan, Associate Professor, IIM Tiruchirapalli addressed the students and emphasised on Conflict Management. He enlightened the students about

1. Leadership Styles
2. Qualities of Leadership.
3. Group Cohesiveness.
4. Case study: Managing Global Team: Greg James at Sun microsystems Inc(A).

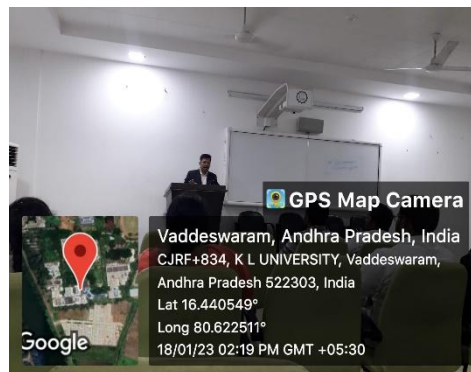
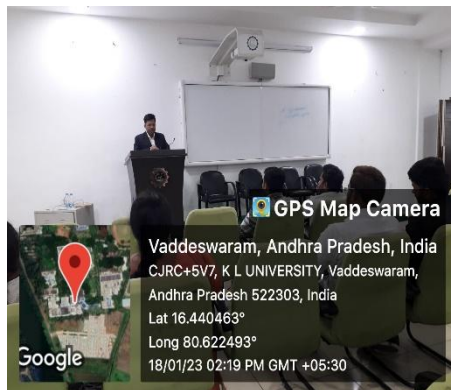


GUEST LECTURE ON Fin Techs

KLBS, MBA department organised ONLINE GUEST LECTURE on Financial Technologies (Fin Tech) for all the students of I MBA on 18-01-2023 / 2:00 PM to 4:30PM. Professor Rajat Agarwal, Head of Management Department, IIT Roorkee addressed the students and emphasised on Financial Technologies. He enlightened the students about

The major areas in FinTech, including Money and Payment, Digital Finance and Alternative Finance. Major technological trends, including crypto currencies, Block chain, AI and Big Data. FinTech Regulation and RegTech. The fundamental role of Data and Security in data-driven finance. Business and regulatory implications of technology for the financial industry. How regulations and RegTech are applied.

Ways to analyse and evaluate what is driving technology innovation in Finance. How new technology impacts economies, markets, companies, and individuals



GUEST LECTURE ON ADVERTISING AND BRANDING GUEST LECTURE ON Fin Techs

KLBS, MBA department organised ONLINE GUEST LECTURE on Advertising and Branding for all the students of I MBA on 03.02.2023 / 2:00 P.M. to 4:30P.M. Benjamin Gaini,

Driven media professional, Advertising and Branding, Hyderabad addressed the students and emphasised on Advertising and Branding. He enlightened the students about

The branding of your products and services simple and easily digestible by the target audience. Often, customers tend to lose interest in a product if it's too complex for them to understand and doesn't define the value that they will get from using it. Keeping it simple will ensure that the value proposition is clear and the message is understandable. A common mistake that companies make while branding is that they forget about keeping their services customer-centric. In an attempt to promote your products and service, don't forget about the needs of your users. Determine the 'why' of using your product from a user's perspective. Instead of talking all about your company, you can look into what matters most to your audience and highlight that as your USP.

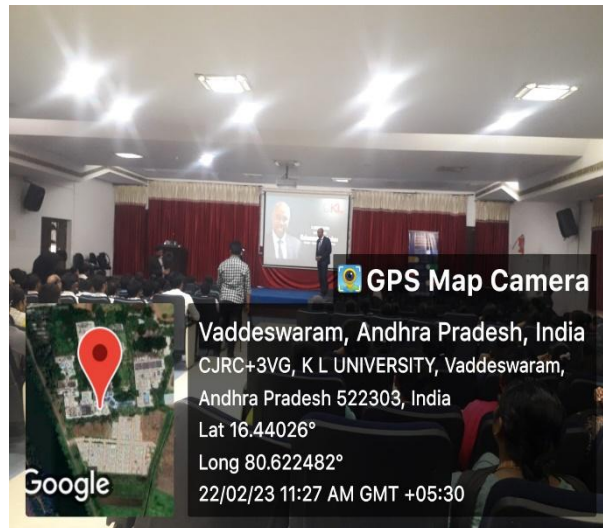
Consumers, these days, don't read through the content, they scroll past it. To ensure that you're keeping your users interested, you must advertise smartly. This means that you must think of ways that catch their attention and prompt them to click on your ad to know more about your services. Social lets you create an online presence and is a powerful platform to market your products and services via ads. It is one of the most effective methods to generate quality leads and fuel your advertising efforts. To ensure that your advertising campaign is successful, you must have a solid advertising strategy in your corner. Before this, you must check if your advertising goals are in line with your long-term business objectives.



INTERNATIONAL GUEST LECTURE ON LEADERSHIP

KLBS, MBA department organised ONLINE GUEST LECTURE on Leadership for all the students of I MBA on 03.02.2023 / 11:00 a.m. to 01:00 p.m. Dr. Mahamouda Salouhou, Director and founder Jagora University, ECLEE, France addressed the students and enlightened with his valuable lecture.

The success of any change intervention depends on the leadership of the organisation. It is therefore important to note that leadership is an enabler of any type of change. Quite often organizations require transformational leadership for the successful implementation of any change intervention. Transformational leaders focus on three critical activities namely the creation of a compelling sense of vision, the mobilization of commitment to the vision and the implementation of change. In general leadership can be seen as the driving force to ensure effectiveness and efficiency. Effective leaders know that the successful implementation of change begins with attending to the human aspect. Therefore, leadership is about the leader's ability to influence people and allowing them to change perceptions, behaviors, attitudes and finally action. It is about arousing human potential and allows for leaders and followers to be united in pursuit of high level goals common to and accepted by all parties involved. Leading change has four significant challenges to overcome: speed of change, managing vs. leading, complacency, and false urgency. I'll examine each challenge in more depth, but this overview will give insight on a high level as to how each of these challenges. It is difficult to change unless we focus on changing our thinking. With a strategic approach to change, ushering in new processes is easier than you'd think. Change affects everyone, whether it's a minor staff restructuring or a business merger. Change is a crucial component of growth and evolution, and with organizational change management, you'll facilitate a smooth transition into a new age of business. Resistance is expected, but your ability to collectively overcome will exemplify company character. Communication is necessary to set fears to rest, while encouraging reluctant team members to embrace change with confidence.

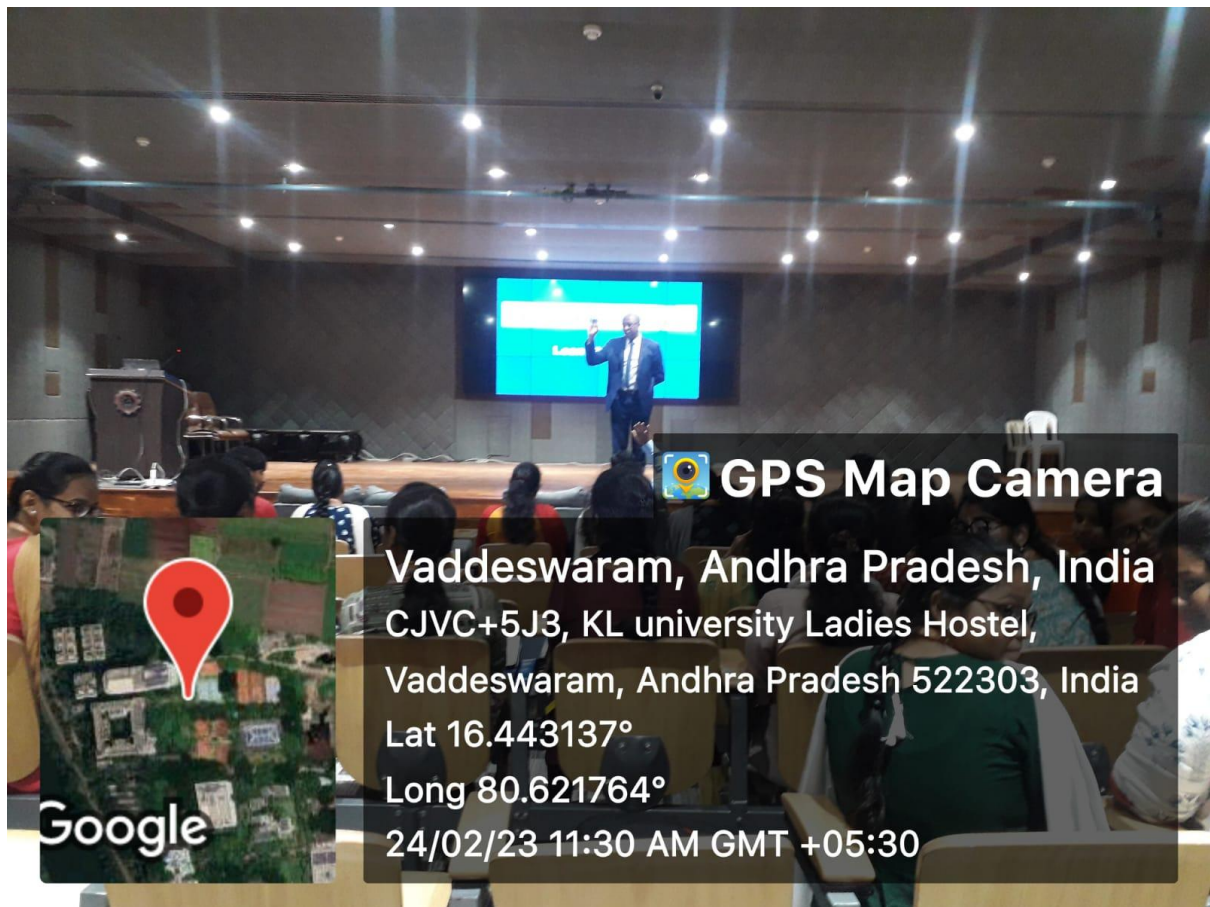


INTERNATIONAL GUEST LECTURE ON LEAN PRACTICES

KLBS, MBA department organised ONLINE GUEST LECTURE on Lean Practices for all the students of I MBA on 03.02.2023 / 11:00 a.m. to 01:00 p.m. Dr. Mahamouda Salouhou, Director and founder Jagora University, ECLEE, France addressed the students and enlightened with his valuable lecture.

Lean thinking is a term used to describe the process of making business decisions in a Lean way. It's regarded as the foundation of any Lean practice. Of course, there is no single definition of Lean; however, there are a few concepts that guide most Lean practices in the world today. Lean comes from the car manufacturing industry, specifically Toyota. The Japanese-owned and founded Toyota Production System created a sustainable, working environment for productive work where they were able to keep costs low, guarantee efficient processes, and ultimately sell excellent products at a competitive price. Usually, when businesses have higher output, the quality of their products seems to drop. With lean thinking, however, this isn't the case. Organizations can identify wasteful activities in their process, address them, and ultimately fix them for higher quality and less wasted time. By employing the lean mindset, Toyota came together with a whole new philosophy about hard work, prioritizing value to the customer, and striving to achieve that value in every product and service. **Lean thinking always starts with the customer.** What does the customer value? Or, stated differently and in a way that invites concrete action, what problem does the customer need to solve? Lean practice begins with the work — the actions that directly and indirectly create value for the customer — and the people doing that work. Through ongoing experimentation, workers and managers learn by innovating in their work — be it physical or knowledge work — for increasingly better quality and flow, less time and effort, and lower cost. Therefore, an organization characterized by lean practice is highly adaptive to its ever-changing environment when compared to its peers because of the systematic and continuous learning engendered by lean thinking and practice. A lean enterprise is organized to keep understanding the customer and their context, i.e., specifying value and looking for better ways to provide it through product and process development, during fulfillment from order

through production to delivery, and through the product's and/or service's use cycle from delivery through maintenance and upgrades to recycling.



GUEST LECTURE ON PEOPLE MANAGEMENT

KLBS, MBA department organised ONLINE GUEST LECTURE on People Management for all the students of I MBA on 09.03.2023 / 11:00 a.m. to 12:30 p.m. Mr. Sanju K Nagendra, People Operations Manager, Phoenix Compliance, Hyderabad addressed the students and enlightened with his lecture.

People management skills, also known as 'soft skills', are harder to define than technical skills. They include skills such as workplace communication, trust, and patience, to name a few and put simply they are the skills you need to treat, communicate with and lead your people as a manager for maximum results.

1. Build relationships. *Create partnerships, build trust, share ideas and accomplish work.*
2. Develop people. *Help others become more effective through strengths, expectations and coaching.*
3. Lead change. Embrace change and set goals that align with a stated vision.
4. Inspire others. Encourage others through positivity, vision, confidence, challenges and recognition.
5. Think critically. Gather and evaluate information that leads to smart decisions.
6. Communicate clearly. Share information regularly and concisely.
7. Create accountability. Hold yourself and your team responsible for performance.



SEMINAR ON EFFECTIVE INTERNSHIP

KLBS, MBA department organised ONLINE GUEST LECTURE on Effective Internship for all the students of I MBA on 09-03-2023 / 4:00 p.m. to 5:00 p.m. Mr N Venkat Reddy, Managing Director, Vihaan Electrix, Vizag, addressed the students and enlightened with his lecture.

Just having a good degree is no longer enough to secure that all-important graduate job offer in today's world. Pertinent work experience is now just as valuable as your degree and exam results when it comes to building a successful career. As a result, internships have become an essential way to help candidates make themselves stand out.

Top 5 reasons we think show the importance of an internship.

1. Internships provide exposure to the real world.
2. Internships give you a platform to establish critical networking connections.
3. Internships allow you to learn more about yourself.
4. Internships equip you with more than just technical skills
5. Internships allow you to gain a competitive edge



