

# K L BUSINESS SCHOOL Dossier



Where tomorrow's Business Leaders are nurtured

VOLUME: 4

ISSUE: 2

Category 1, Deemed to be University

PATHWAY TO SUCCESS STARTS HERE



#### 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



#### 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



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 KL Business School ranked 46<sup>th</sup> 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 International Relations



Experienced Associate Professor with a demonstrated history of working in the higher education industry. Skilled in Finance and Statistical Data Analysis in R and SPSS, Lecturing, Curriculum Development, Faculty Development, and. Strong education professional with a qualified NPTEL online course on Business Analytics for management decision and has done online certificate course on Excel for Finance corporate Professionals.

She believes in "Strength of team is each individual member. The strength of each member is the team" as coined by Phil Jackson.

**Dr. K. Hema Divya**  
Assoc. Professor-HOD MBA



Dr Sundari Dadhabai is a Subject Matter Expert in Human Resource Management, General Management and Accounting. She possesses over 26 years of teaching experience at post-graduation level. She acquired her doctoral degree in HR from Osmania University, Master in Philosophy from Acharya Nagarjuna University. She has dual Post Graduation degrees - MBA and M. Com. She served various institutions in different roles as Principal, Head of the Department, Professor in charge, and RPAC chairman etc. She has to her credit nearly 35 articles published in Scopus indexed journals and other international journals. She attended 40 National and International Conferences/Seminars. She has the credit of producing FIVE Ph.D.s under her guidance and another 5 scholars are progressing in their Ph.D. research. Dr Sundari Dadhabai is currently working as Associate Professor at K L University MBA department and acting as HR Research Group Head, Doctoral Committee member.

**Dr Sundari Dadhabai**  
Assoc. Professor



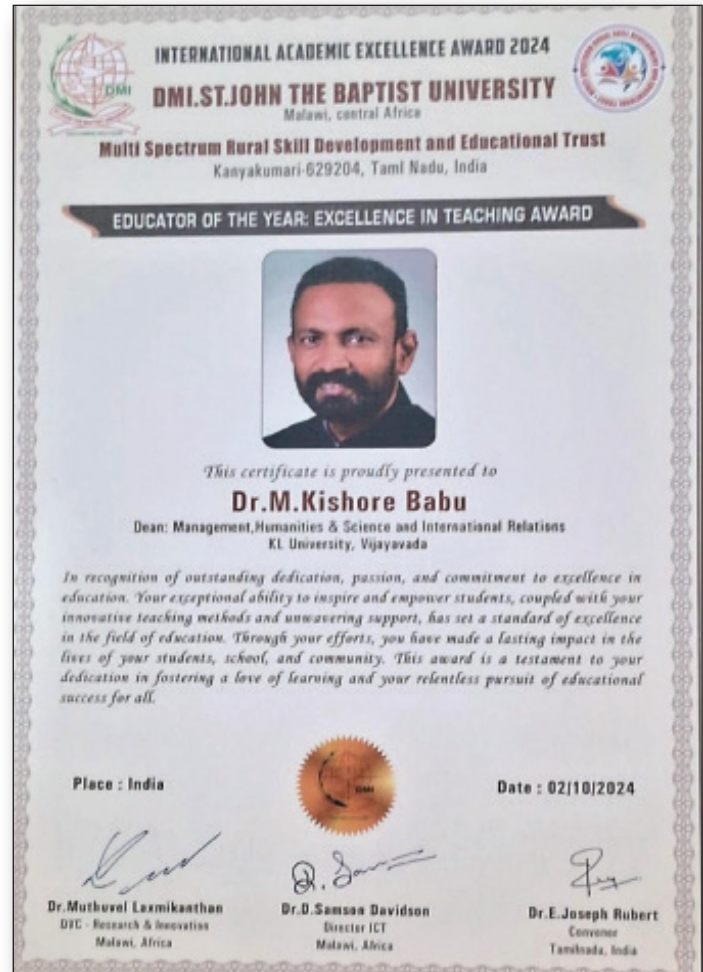
Dr. Akondi Srikanth is the younger son of an Emeritus professor Dr. Akondi Viswanadham, who wrote more than 1200 works & Dr. Amara Jyothi, a Home maker. He has a sibling, Mr. Shiva Kumar, has been working as a chief Manager at SBI. His spouse is Mrs. Akondi Keerthi Priya, blessed with two children named A. Sri Avyay and A. Anaghanvika. He is an Engineer(ECE under JNTU, Hyd) by nature, became a Manager (MMS under MNIT, Jaipur) by virtue and awarded with Doctorate(Ph.D) in retailing, is working as an Associate Professor by passion in Business Analytics Specialization at KL Business School, KLEF. Became an Alumni of IIM, Lucknow by successfully completing MDP in 2021. In his 17.5 years of his experience, he published and presented papers at journals and conferences and edited too. He got specialized in SPSS, SmartPLS, Gretl, R, python and Tableau. Qualified in APSET in 2012 and Awarded by NPTEL as a Discipline Star and Enthusiast in 2019-20.

**Dr. Akondi Srikanth,**  
Assoc. Professor



# Congratulations

In recognition and to showcase excellence in teaching, research, and community engagement. These accomplishments often include publishing impactful research in respected journals, securing grants, developing innovative curriculum, and mentoring students to academic and professional success. Faculty members may also be recognized with awards, speak at national or international conferences, and collaborate on interdisciplinary projects. Their contributions advance knowledge, enhance institutional reputation, and inspire future scholars and



professionals. Through their dedication, faculty achievements help shape the intellectual foundation of institutions, enriching both academic and local communities, and contributing meaningfully to societal progress.

## INTERNATIONAL ONLINE FDP ORGANISED BY KL BUSINESS SCHOOL

A Five Day Faculty Development Program organized by KL Business School in Supply Chain Resilience in India, which designed to enhance your knowledge and skills in this critical area. Dr. Anthony Vaz, a renowned Associate Professor at Malaysia University of Science & Technology provided valuable insights and practical strategies to strengthen supply chain resilience in today's dynamic business environment.



KL Business School recently organized a Faculty Development Program (FDP) focused on “Supply Chain Resilience in India,” addressing critical aspects of building robust, adaptable supply chains in the face of disruptions. This program aimed to equip faculty with the latest insights, tools, and methodologies to understand and teach supply chain resilience effectively. Through expert-led sessions, case studies, and collaborative discussions, participants explored strategies for managing risks, leveraging technology, and enhancing flexibility within supply chains. This initiative strengthens the academic framework at KL Business School, preparing educators to train students in resilient practices essential for sustaining supply chain operations in India’s dynamic economic landscape.

Department of MBA, KLEF, Vaddeswaram campus is organizing a FIVE-DAY International Faculty Development Programme on “Resilience in India” organized by the MBA department from 23rd to 27th September 2024.

### **ABOUT THE PROGRAM:**

This five-day international faculty development program will delve into the critical topics of supply chain resilience in the Indian context led by Dr. Anthony Vaz, a renowned Associate Professor at Malaysia University of Science & Technology. The program will equip participants with the knowledge and skills to:

- Analyze the challenges and vulnerabilities of Indian supply chains.
- Understand best practices for building supply chain resilience.
- Develop strategies for mitigating risks and disruptions.
- Implement effective risk management frameworks.
- Learn from real-world case studies of successful supply chain resilience in India.

## **BENEFITS OF ATTENDING:**

- Gain insights from a leading expert in supply chain resilience.
- Enhance your knowledge and skills to build resilient supply chains.
- Earn a certificate of participation.

## **RESOURCE PERSON:**

Dr. Anthony Vaz,  
Associate Professor,  
Malaysia University  
of Science & Technology  
Dates: 23rd to 27th  
September 2024 Time:  
2:00 to 4:00 PM



**23rd -27th  
SEPTEMBER  
2024**

**Five Day International Faculty  
Development Program**

Organised by  
**KL Business school**

**"Supply Chain Resilience in India"**

Resource Person  
**Dr. Anthony Vaz**  
Associate Professor,  
Malaysia University  
of Science &  
Technology

Registration  
link



## **FOR FURTHER INQUIRIES, THE FOLLOWING COORDINATORS:**

- Dr.K.Anusha, Assistant Professor , MBA e-mail: anusha@kluniversity.in Mob:9700193232
- Dr. B. Kishore Babu (Marketing Group Research Head) Mob:9848222319
- Dr.P.Krishna Priya, Assistant Professor, MBA Mob:9100527257 can be contacted.

## **REGISTRAR**

## FDP TOPICS DAY WISE FROM 23RD SEPT TO 27TH SEPT 2024

### DAY 1: Inventory Optimization

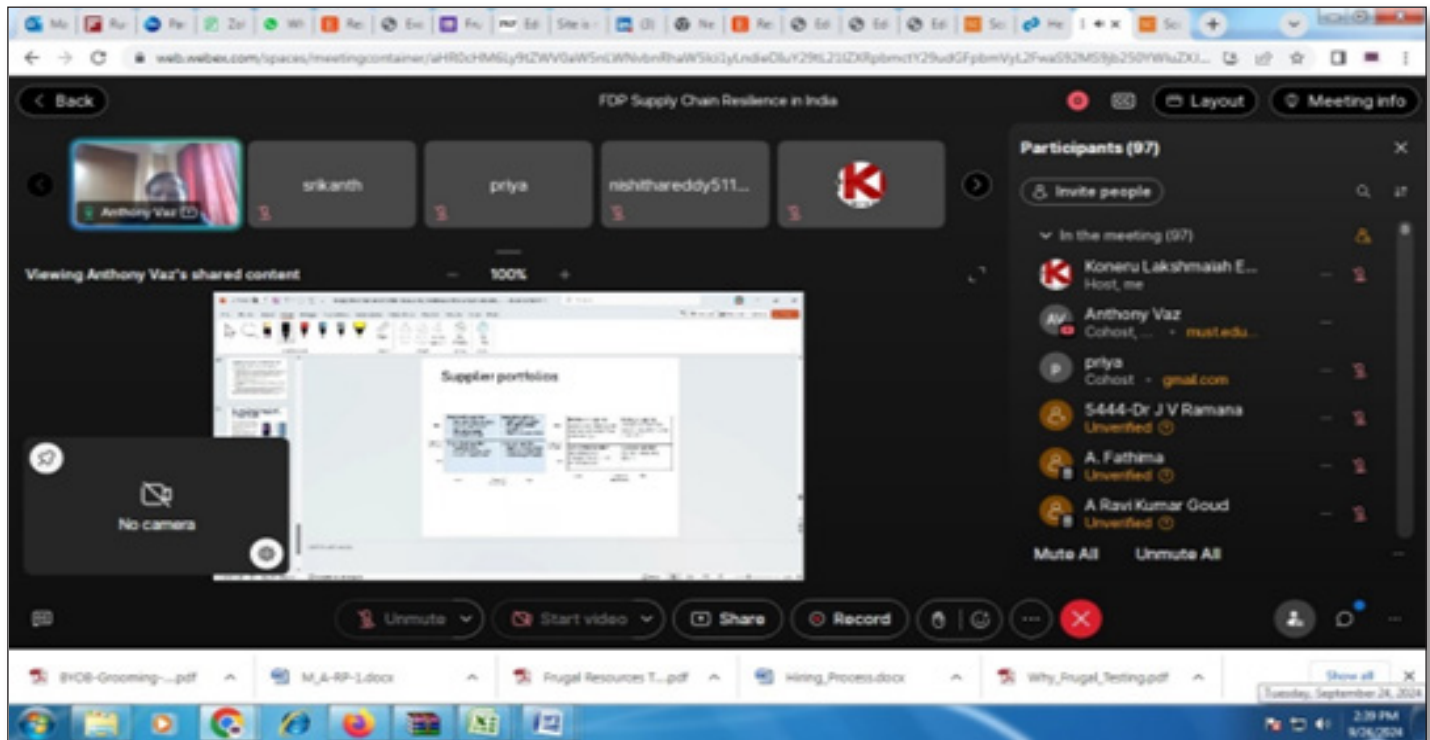
- Make for stock(MFS) vs Make to order(MTO).
- The use of Inventory Control Systems to manage Finished goods in Fast Moving Consumer Goods industry.
- Determining Re-order points (ROP) and Quantity (Q).
- Average inventory (or Target Inventory) vs Actual inventory.
- Measurement of inventory.

The screenshot shows a Webex meeting interface. At the top, the title bar reads "International FDP on Supply Chain Resilience in India". Below the title bar, there are participant thumbnails for Anthony Vaz, Sakama, 1967 M V A L NAR..., and Somasundaram R. The main content area displays "Viewing Anthony Vaz's shared content" at 100% zoom. The shared content is a presentation slide titled "The use of Inventory Control Systems to manage an item that is replenished when inventory is zero". The slide features a hand-drawn graph with "Inventory" on the vertical axis and "Time" on the horizontal axis. The graph shows a sawtooth pattern, representing inventory levels over time. The presentation is being viewed in a browser window, with the URL "kluniversity.webex.com/wbxmjs/joinservice/sites/kluniversity/meeting/download/7d4b6395d9eb43d48449736868f9cdd2?launchApp=true" visible in the address bar. On the right side of the interface, there is a "Participants (77)" list showing various attendees, including Koneru Lakshmaiah E., pannala srinivas, and Anthony Vaz. At the bottom of the interface, there are controls for "Unmute", "Start video", "Share", "Record", and other meeting functions.

### DAY 2: Make or Buy decisions & Procurement

- Material Planning Requirement (MRP) allows us to develop Make or Buy decisions.
- Strategic sourcing.
- Designing sourcing portfolios.
- Request for Proposal (RFP) and Request for Quote (RFQ).
- Supplier evaluation.

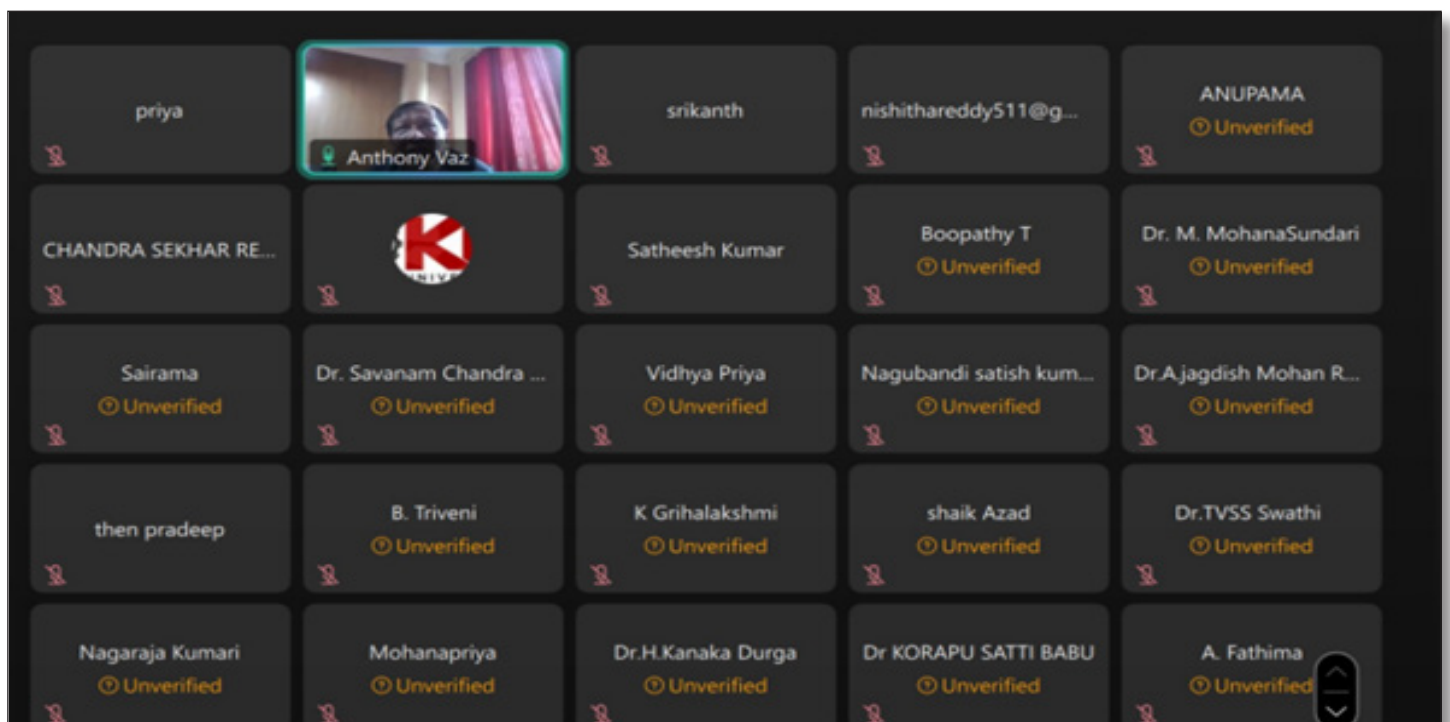




- Implementing & managing supplier relationships.

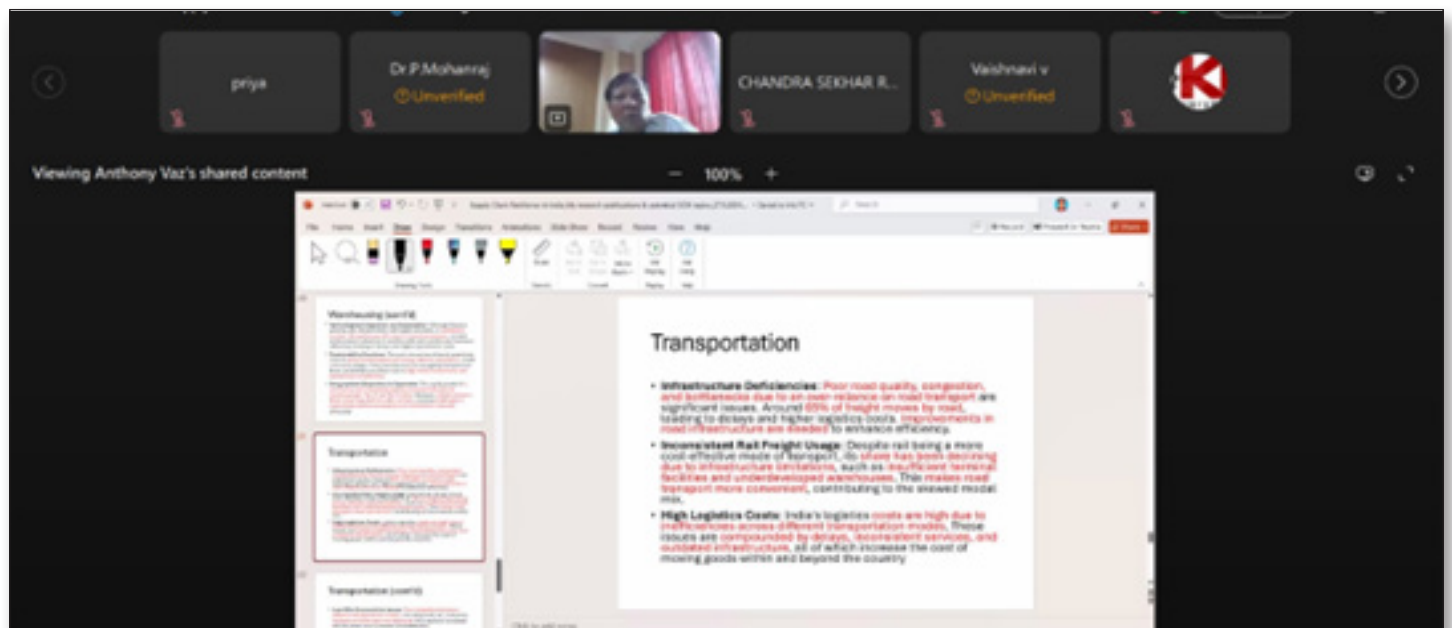
### **DAY 3: Centralized and decentralized Warehousing**

- Warehouse near supplies, if transportation costs are high.
- Warehouse near customers for improved customer service.
- Combining warehouses reduces inventory holding & the Square Root Rule.
- A Central warehouse scenario.
- Inventory record accuracy in warehousing.

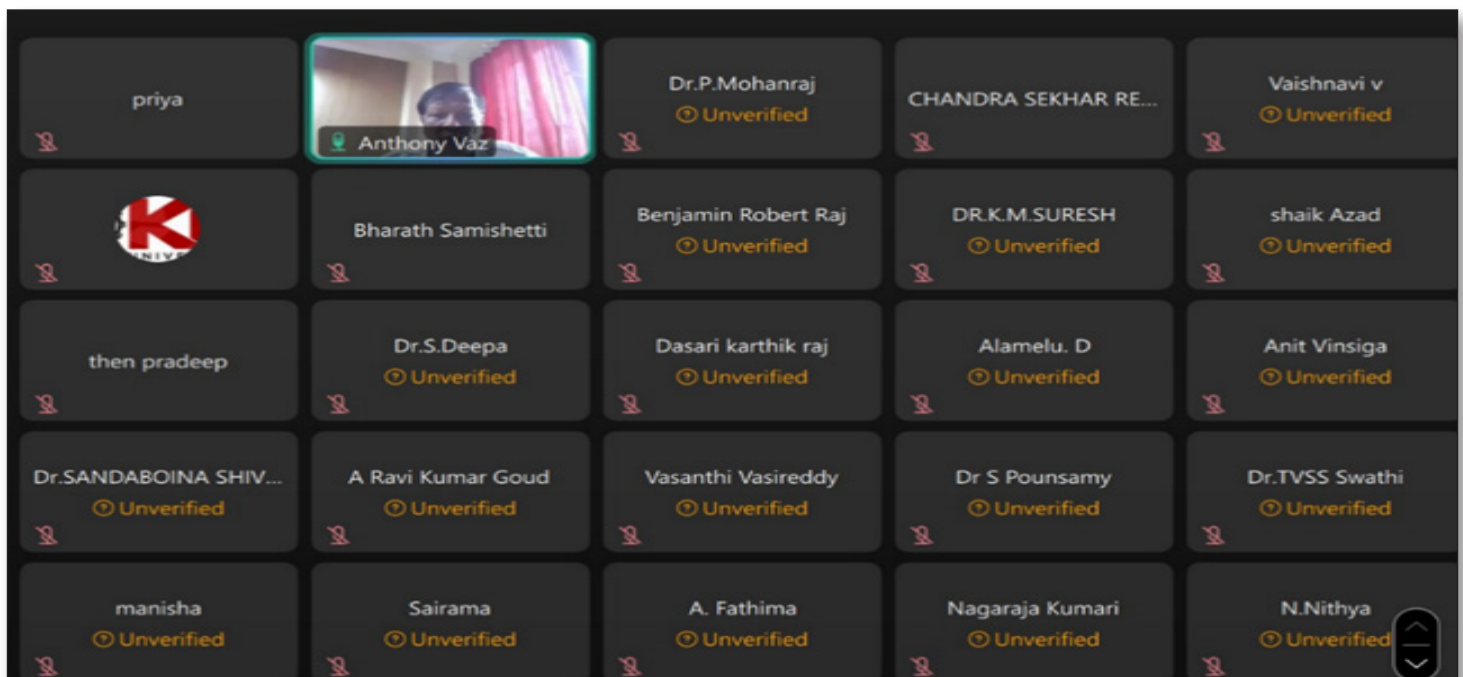


## DAY 4: Trade-offs in Transportation

- Managing own fleet of trucks or using 3rd party logistics.
- Cost, speed, reliability, flexibility, environmental impact and capacity trade-offs in transportation.
- Activity based costing to determine transportation costs based on distance & time.
- Combining deliveries reduces transportation costs.
- Role of IT in transportation.



## DAY 5: Research Prospects in Supply Chain Management



## SAMPLE CERTIFICATE OF PARTICIPATION



A promotion campaign boosts brand awareness and drives engagement through targeted strategies like social media, email marketing, and partnerships. It leverages eye-catching visuals, compelling messages, and special offers to attract new customers while retaining existing ones. Successful campaigns increase visibility, generate leads, and ultimately strengthen customer loyalty and brand presence.



As part of KLMAT promotion campaign, Dr. A. Srikanth Associate Professor, Department of MBA delivered guest lecturer on Business Analytics and appreciated students on their academic achievements.









## A WORKSHOP ON BUSINESS ANALYTICS

**Dr. Srikanth Akondi**  
Associate Professor, KL Business School

 Aditya Business School, Rajahmundry



#WE ARE FUTURE READY

 @mba.klbs



# PRANA SHAKTI 2024

The poster features a central illustration of two figures, a man and a woman, floating in a dark space with a large, glowing hand reaching down towards them. The background is a mix of dark and light blue with some white clouds. The KL Business School logo is in the top left, and a circular logo with a heart and a person is in the top right.

**KL BUSINESS SCHOOL**  
UNIVERSITY

**PRANA SHAKTI**  
**A HEALTHCARE**  
**MANAGEMENT EVENT 2024**

**THIS TUESDAY,**  
**29TH OCTOBER, 2024**  
**AT NEW SEMINAR HALL,**  
**KL UNIVERSITY, VIJAYAWADA.**

**01.**  
PSYCHOLOGY ADDS VALUE TO STUDENTS BY HELPING THEM UNDERSTAND THEMSELVES AND OTHERS BETTER, IMPROVING COMMUNICATION AND EMPATHY. IT ALSO EQUIPS THEM WITH STRESS MANAGEMENT AND PROBLEM-SOLVING SKILLS, ESSENTIAL FOR ACADEMIC AND PERSONAL SUCCESS. THIS KNOWLEDGE ENHANCES EMOTIONAL RESILIENCE AND PROMOTES OVERALL MENTAL WELL-BEING.

**02.**  
PHYSIOLOGY HELPS STUDENTS UNDERSTAND THE FUNCTIONS OF THE HUMAN BODY, PROMOTING AWARENESS OF PHYSICAL HEALTH AND WELLNESS. THIS KNOWLEDGE ENCOURAGES HEALTHY HABITS AND SUPPORTS CAREERS IN HEALTHCARE AND SPORTS SCIENCE.

**03.**  
BIOLOGY PROVIDES STUDENTS WITH INSIGHTS INTO LIVING ORGANISMS AND ECOSYSTEMS, FOSTERING AN UNDERSTANDING OF LIFE PROCESSES. THIS KNOWLEDGE CULTIVATES CRITICAL THINKING AND SUPPORTS CAREERS IN MEDICINE, ENVIRONMENTAL SCIENCE, AND BIOTECHNOLOGY.

**DON'T MISS THIS CHANCE TO EXPLORE WELLNESS PRACTICES FROM TRADITIONAL TO CONTEMPORARY!**

PLEASE COME PARTICIPATE FOR FREE AND WIN EXCITING PRIZES! ALSO PARTICIPANTS WILL BE GETTING CERTIFICATES.

 THE EVENT IS ORGANISED BY THE 2ND YEAR MBA HEALTHCARE MANAGEMENT SECTORIAL STUDENTS

We are pleased to announce that the II MBA Healthcare Management Sectorial students are hosting Prana Shakti 2024, an immersive event focused on holistic health practices and self-care awareness. Join us on October 29,



2024, at the New Seminar Hall, KL University, for a day of learning, engagement, and wellness exploration.

Event Highlights: Prana Shakti 2024 will feature a series of interactive sessions, presentations, and hands-on activities designed to educate participants on a range of wellness practices, both traditional and contemporary. The program will:

Briefings on the AYUSH System Nutritional Insight Fitness Challenges  
Physiotherapy Insights Self-Health Check-Up Psychology Session

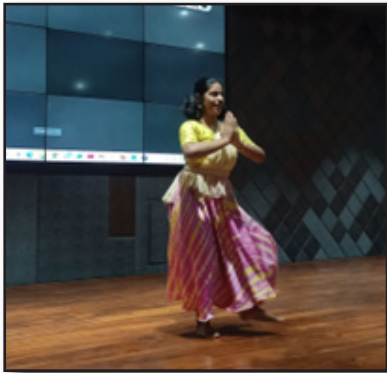
And many more engaging activities. We invite all faculty and students to actively participate in Prana Shakti 2024. This event offers a valuable opportunity to gain insights into health and wellness practices, blending traditional approaches with modern techniques. To register, please complete the form at the link below:

## REPORT ON PRANA SAKTHI – A HEALTHCARE MANAGEMENT EVENT 2024 ORGANISED BY DEPT OF MBA

**Event Overview:** The Healthcare Management Sectorial MBA 2nd-year students organized a healthcare management event on 2024 at the New Seminar Hall, KL University. The event, held under the guidance of Dr. K. Anusha, aimed to showcase diverse aspects of healthcare management and create awareness about traditional and modern healthcare practices. The event began at 10:00 AM and concluded at 1:00 PM, with the presence of HOD-MBA Dr. K. Hema Divya and Alternate HOD Dr.Ch. Balaji



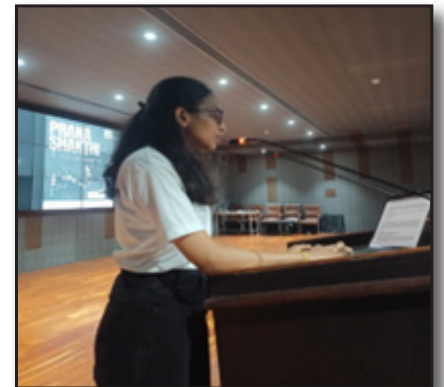
## SEQUENCE OF EVENTS:



**INAUGURATION:** The event commenced with a warm introduction, setting the stage for an informative and engaging program.

Comparing Ms. Lekhya & Mr. Kiran and the Welcome Dance by Ms. Mounika marked the beginning, symbolizing positivity.

**VITAL SIGNS:** This segment provided insights into the importance of monitoring vital signs in health-care, emphasizing its role in patient management. Blood Pressure, Diabetes Self Check was demonstrated by Ms. Rajeswari, Mr. Tarun and Ms Sowjanya



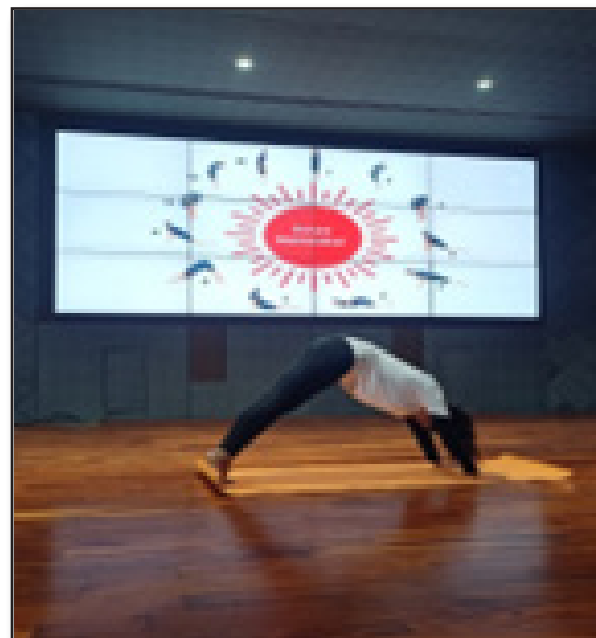


**AYUSH:** A discussion on the AYUSH healthcare system by Ms. Vandana highlighted the significance of alternative medicine in promoting holistic health.

**AYURVEDA:** This section focused on Ayurveda's ancient practices by Ms. Mounika emphasizing natural and preventive healthcare.



**CHURNA PREPARATION:** A live demonstration by Ms. Shreya on the preparation of Ayurvedic Churna illustrated the role of natural remedies in promoting wellness.



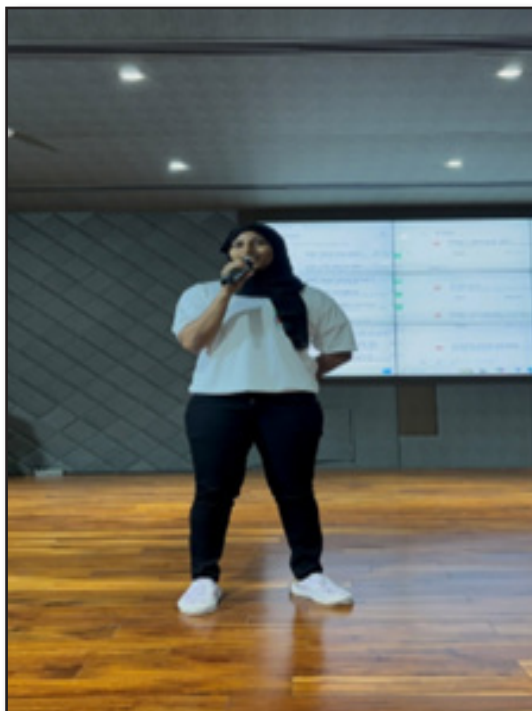
**YOGA:** The audience witnessed a Yoga session by Ms. Muskan and Mr. Priyanka showcasing various postures and their benefits for physical and mental well-being.

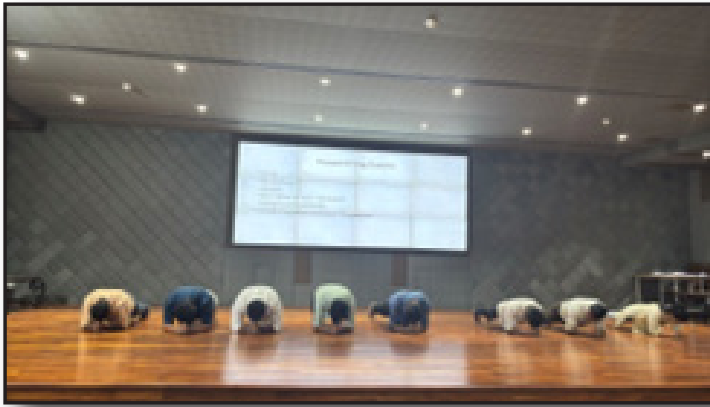


**PHYSIOTHERAPY:** An informative segment by Ms. Nafeez and Mr. Irfan on physiotherapy demonstrated exercises and techniques that aid in rehabilitation.



**SPORTS:** The role of sports in healthcare was highlighted, showing its importance in promoting a healthy lifestyle. Ms. Sadiya Almasa (Jr. Power Lifting Gold Medallist in Commonwealth Games 2024)





**SIDDHA:** This segment explored Siddha medicine, focusing on its unique approaches to health and disease.

**HANDMUDRAS:** The demonstration of hand mudras by Ms. Himaja & Ms. Manvitha showcased how simple gestures can influence physical and mental health.



**UNANI:** The Unani system was introduced by Mr. Jagadish providing insights into its ancient healing techniques and therapeutic practices.



**CPR:** A CPR training session was conducted, offering essential skills for emergency response.

**NUTRITION:** Ms.Kusuma introduced the importance of nutrition also, stressed on the role of diet in maintaining health.



**VOTE OF THANKS:** The event concluded with a Vote of Thanks, acknowledging the contributions of faculty, students, and guests.

**CONCLUSION:** The Healthcare Management Event 2024 was a well-organized and impactful program, providing valuable knowledge about various healthcare disciplines. The presence of esteemed faculty members added to the event's success, making it a memorable learning experience for all involved.



## PARTICIPANTS:



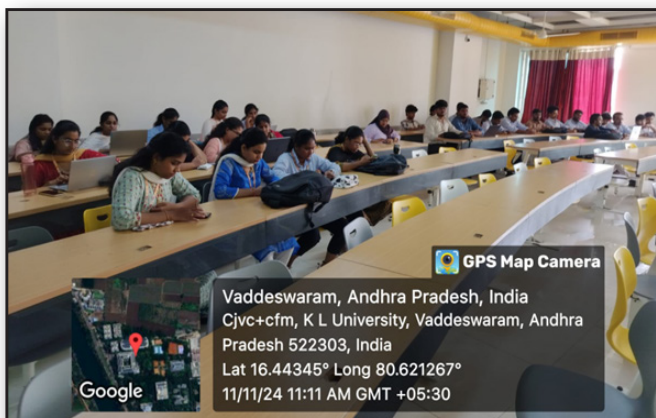
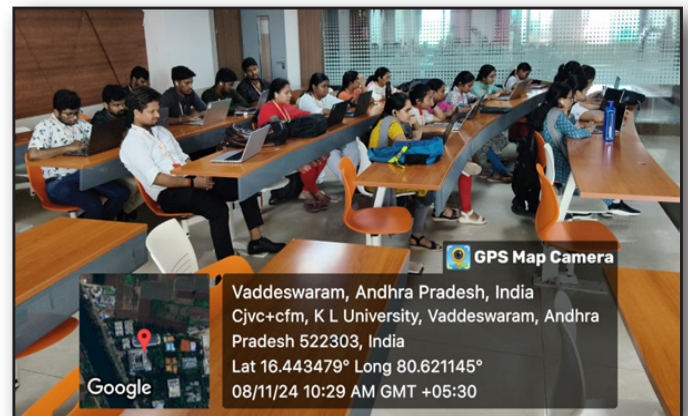
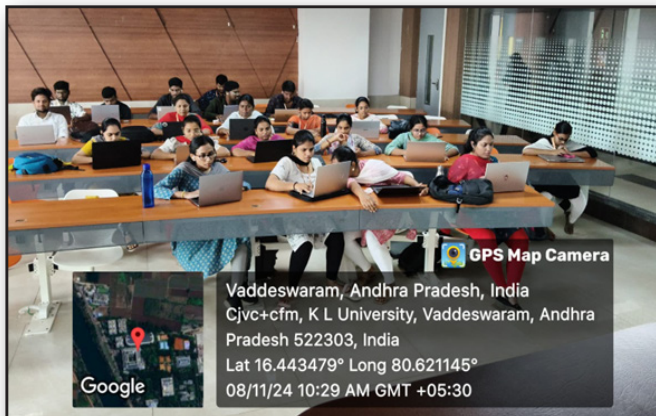
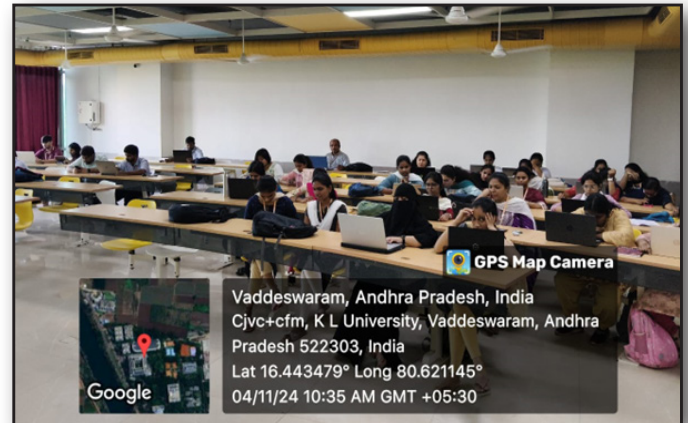
## PRANA SHAKTI 2024 TEAM



## GOOGLE FIT CHALLENGER:



The Professor of Practice session for MBA students offers an invaluable bridge between academic learning and real-world application. Delivered by industry experts with significant professional experience, these sessions provide students with practical insights into current business challenges, trends, and strategies. The Professor of Practice brings real-life case studies, industry best practices, and examples from their own career, offering students a hands-on understanding of the concepts they study in the classroom. Through interactive discussions, problem-solving exercises, and Q&A segments, students gain practical skills and advice that are directly applicable in today's business environment. This session aims to foster critical thinking, decision-making, and the ability to adapt theoretical knowledge to complex, dynamic business situations. Ultimately, these sessions empower MBA students with industry-relevant skills and confidence, preparing them for successful careers and enabling them to make impactful contributions as they transition into professional roles.





# **SUMMER INTERNSHIP SUCCESS MEET FOR MBA STUDENTS AT KLBS**

## **AGENDA SUGGESTIONS**

1. Opening Remarks: Start with a welcome speech from the dean or program head, acknowledging students' efforts and the importance of internships for career growth.
2. Student Internship Stories: Select a few students to share their unique internship experiences, focusing on challenges faced, skills learned, and accomplishments.
3. Panel Discussion with Alumni and Industry Experts: Invite alumni or guest speakers from the industry to discuss expectations in the corporate world, trends in the field, and practical advice for future roles.
4. Interactive Q&A Session: Allow students to ask questions to panelists and share insights on how to leverage internships for long-term career goals.
5. Networking Break: Provide an informal networking session where students can connect with faculty, alumni, and their peers.

## **ADDITIONAL ACTIVITIES**

1. Workshop on Resume Building and LinkedIn Optimization: Host a session to help students update their resumes and LinkedIn profiles with their internship experiences.
2. Certificate of Appreciation: Distribute certificates to acknowledge the successful completion of internships.
3. Highlight Achievements with an Award Ceremony: Recognize outstanding interns in various categories (e.g., best project, most impactful learning, leadership, etc.).
4. Career Development Booths: Set up booths where students can get career advice, practice interview skills, or discuss future internship placements with faculty advisors.

This will not only celebrate the students' hard work but also prepare them for their next career steps and foster connections within the MBA community.





# INTERNS TO ACHIEVERS

**NEXUS**  
STUDENT BODY OF MBAKLBS





# CELEBRATING SUCCESS, HONORING GUESTS





# SUMMER INTERNSHIP-2024 SUCCESS MEET





# INTERNS TO ACHIEVERS







**KL**  
(DEEMED TO BE UNIVERSITY)

**BUSINESS  
SCHOOL**

DEPARTMENT OF

**MBA**

# INVITATION

*we cordially invite you to*

**SUMMER INTERNSHIP -2024**

# SUCCESS MEET



**06.11.2024**

**AT 10:30 AM**

Venue:

**New Seminar Hall**

**KL UNIVERSITY**

**FOLLOW KL BUSINESS SCHOOL**





BUSINESS  
SCHOOL

NEXUS  
-STUDENT BODY OF MBA, KLBS-

*we cordinally invite you to*

SUMMER INTERNSHIP -2024

SUCCESS MEET

&

SYNERGY

*Harmony of Juniors and Seniors*

mba.klbs



kl\_nexus\_







The Sports Day at KL Business School (KLBS) is a vibrant and eagerly awaited event that fosters teamwork, camaraderie, and a spirit of healthy competition among MBA students. Designed to balance academic rigors with physical

The poster for Sports Day 2024 at KL Business School features a collage of athletes in action. In the foreground, a male cricketer in a blue jersey with 'INDIA' and 'SUNRISE' on it, a female badminton player in a red top, and a female volleyball player in a yellow jersey are prominent. A chess king piece is also visible. The background is dark with a starry sky effect. The text 'KL BUSINESS SCHOOL' and 'NEXUS STUDENT BODY OF MBA, KLBS' are at the top. The main title 'SPORTS DAY' is in large, bold, white letters. Below it, the word 'SYNERGY' is written, followed by the tagline 'Discover the genuine spirit of unity as MBA Juniors and Seniors come together in the pursuit of sports.' A list of sports (Badminton, Table Tennis, Cricket, Throw Ball, Chess, Kabaddi, Volley Ball) and the phrase 'Get Ready to Play, Complete, and Celebrate!' are also included. The date 'ON 26.10.2024' is at the bottom in green.

**KL BUSINESS SCHOOL**  
(DREAMED TO BE UNIVERSITY)

**NEXUS**  
STUDENT BODY OF MBA, KLBS

**SYNERGY**  
Discover the genuine spirit of unity as MBA Juniors and Seniors come together  
in the pursuit of sports.

**SPORTS DAY**

BADMINTON TABLE TENNIS CRICKET THROW BALL CHESS KABADDI VOLLEY BALL  
Get Ready to Play, Complete, and Celebrate!

ON  
**26.10.2024**

activity, the event includes a wide range of sports and activities, from traditional track and field events to team sports like basketball, volleyball, and cricket. The day encourages students to step out of their usual routines, build team spirit, and strengthen their physical and mental resilience.

In addition to the physical benefits, Sports Day serves as a vital platform for students to practice leadership, collaboration, and strategic thinking—skills essential in business settings. Friendly competitions foster unity as students cheer each other on, crossing program and cohort lines to support one another. Faculty members often join in the fun, either as participants or enthusiastic supporters, further strengthening the student-faculty bond.

Medals and awards recognize individual and team accomplishments, but the primary goal is to create lasting memories and instill a sense of achievement. The day culminates with a closing ceremony and a sense of collective pride. KLBS's Sports Day not only contributes to a well-rounded MBA experience but also emphasizes the importance of holistic development.

As our MBA department is organising Sports Day on 26th October 2024, I request all the faculty to join in all the events and be along with students to ensure discipline among the students.

It is basically intended to promote the physical activity among students and faculty and take a step with students to interact and motivate them.







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Thugz of War



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# Chess



# Table Tennis





# Throw Ball







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# Volley Ball



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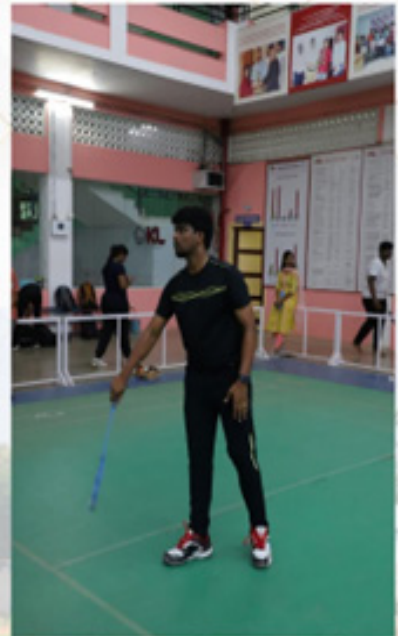


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# Badminton



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BUSINESS  
SCHOOL

NEXUS

-STUDENT BODY OF MBA,KLBS-

# Cricket



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-STUDENT BODY OF MBA,KLBS-

# SPORTS DAY 2024



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*Team nexus*



**"THANK YOU FOR YOUR ENTHUSIASM  
AT THE SPORTS MEET!  
CAN'T WAIT TO SEE YOU AT SYNERGY!"**

Happy to share one of our MBA student Mounika Yadav from KL Business school Vaddeswaram campus got internship opportunity and pre placement offer of Rs. 10-12 LPA.



**KL**  
(DEEMED TO BE UNIVERSITY)

**NAAC A<sup>++</sup>**  
ACCREDITED BY GRADE

**44** YEARS OF  
EDUCATIONAL  
LEADERSHIP 2023

RECOGNISED AS **1** UNIVERSITY  
BY UGC, STATUTORY  
BODY OF H-RED  
**CATEGORY 1**

**nirf 22** AMONG ALL  
UNIVERSITIES

#WeAreFutureReady



A photograph of Mounika Yadav, an MBA student, standing and smiling. She is wearing a black dress with a sheer black shawl draped over her shoulders. The background behind her is a large teal circle.

**CONGRATULATIONS!**  
**CH MOUNIKA YADAV**


← **We are thrilled  
to share that **our MBA**  
student has bagged an  
internship with a  
pre-placement offer**


at **Quinbay  
Technologies!**



**quinbay**  
a birla company

   @kluniversity

 @kluniversityofficial

 [www.kluniversity.in](http://www.kluniversity.in)



Congratulations sadiya Almas for securing Four gold medals in common powerlifting Championship 2024 held at Africa

# CONGRATULATIONS

## SADIYA ALMAS

### GOLD MEDAL WINNER

Commonwealth Powerlifting  
Equipped Junior, Senior & Masters  
Bench Press Championship  
to be held at Sun City, South Africa  
from 04<sup>th</sup> to 13<sup>th</sup> October 2024.



SQUAT 185 KG

**GOLD**

BENCH PRESS - 95 KG

**GOLD**

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# CONGRATULATIONS!

## TO OUR MBA STUDENTS



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1w • Edited • 1 week ago



Heartiest Congratulations to Ms. Hema Deepika L and Ms. Padmini Priya Y on securing placement offers from OXANE Partners as Senior Analysts in the Portfolio Management Group!

We are incredibly proud of your accomplishment and dedication that have led you to this prestigious opportunity. Your success is a testament to your hard work, resilience, and unwavering commitment to excellence.

At KL-MBA, we are confident that this is just the beginning of a bright and impactful career for both of you. Wishing you a future filled with continued achievements, growth, and success.

Here's to a fantastic journey ahead with OXANE Partners!

**HEMA DEEPIKA Oxane Partners**

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**nirf 22** AMONG ALL  
UNIVERSITIES

# CONGRATULATIONS!



**Hema Deepika Lukka**  
2301510131



**Yenduri Padmini Priya**  
2301510109

Our talented **MBA STUDENTS** have secured placements

@  **OXANE**  
-PARTNERS-

as Senior Analysts  
Portfolio Management Group.

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KL Business School (KLBS) recently conducted a workshop on the Case Study Methodology to deepen students' analytical skills and understanding of real-world business issues. This interactive workshop introduced MBA students and faculty to the case study approach, widely regarded as a practical tool for bridging theoretical knowledge with practical application in management education. Facilitated by seasoned educators and industry professionals, the workshop covered essential aspects of analyzing and discussing complex cases, including problem identification, stakeholder analysis, decision-making, and strategic thinking.

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# Workshop On

## CASE STUDY METHODOLOGY

In association with Harvard Business Publishing

### GUEST SPEAKERS



**Rahul Roy**  
Strategic Relationship Manager  
Harvard Business Publishing



**Manish Agarwal**  
Assistant Professor  
ICFAI Business School, Hyderabad

### CONVENORS

**Dr. K. Hema Divya**  
HOD, MBA, KLBS

**Dr. P. Venkateswara Rao**  
HOD, BBA, KLBS

**Dr. S. Santha Kumari**  
HOD, Commerce, KLBS

 **07-11-2024** |  **10:00 AM** |  **Jasmine Hall**

**For further details, Please contact**

Dr. CH Balaji - Ph. No: 90594 48579 | Dr. Venu Gopal - Ph. No: 9440710959 | Dr. Pradeep Kumar - Ph. No: 9438122238

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Participants were guided through various types of case studies, such as exploratory, explanatory, and descriptive cases, to understand their different uses and applications. Hands-on sessions allowed students to work in groups to dissect cases, brainstorm solutions, and present their findings, fostering teamwork and diverse perspectives. The facilitators also provided techniques for structuring case discussions, formulating insightful questions, and effectively communicating recommendations.

This workshop equips KLBS students with the skills to approach multifaceted business problems confidently and prepares them for the dynamic decision-making required in corporate environments. By integrating the case study methodology into their skillset, students gain a deeper understanding of complex business scenarios, making them better equipped for leadership roles after graduation. The workshop concluded with feedback from participants, who appreciated the experience's practical insights and real-world relevance.









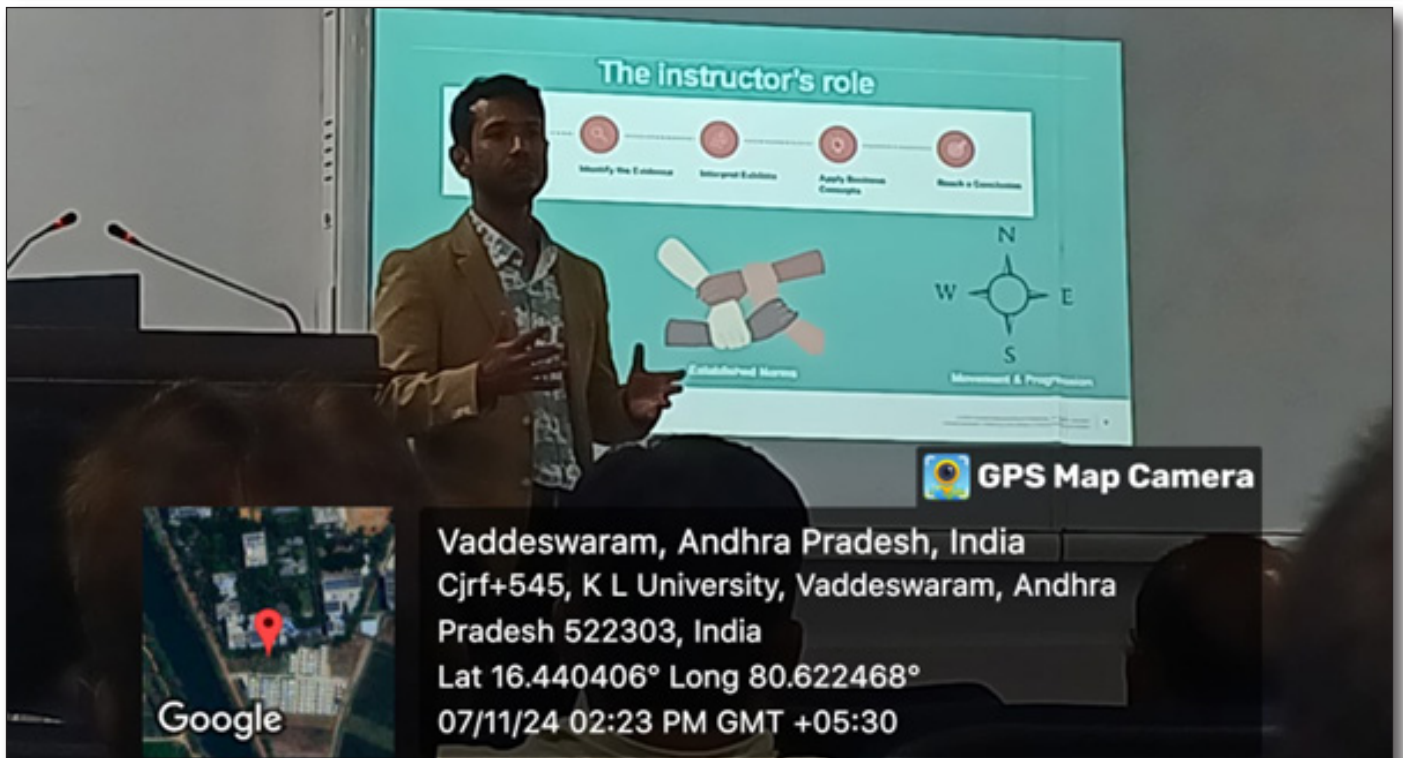














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