

38 yrs of
Academic Excellence



MBA PROGRAM

100% Placement * Assistance

Eligibility : Any Graduate / Engineer with an aggregate of 50% and above

1st RANK

Among
Andhra Pradesh &
Telangana Private
Engineering Institutions

As per **NIRF Rankings 2016 & 2017**
MHRD - Govt. of INDIA

Selection : Is based on the rank in
KLUBSAT / CAT / MAT / XAT / ICET Score and GD & PI

Note : Applicants with work experience and consistent academic track with exceptional oral and written communication shall be given priority



KL University

(Deemed to be

KONERU LAKSHMAIAH EDUCATION FOUNDATION

(estd. u/s 3 of the UGC Act 1956)

NAAC Accredited "A" Grade University

ADMN. OFFICE : 29-36-38, Museum Road, Governorpet,
VIJAYAWADA - 520 002. A.P., India. Phone : 0866-2577715

www.kluniversity.in

For Applications & Admissions

9885885994 - 9666637015

7997995741/14/24

* For all registered and eligible students

The KLU Business School (KLUBS) commenced its operations in 2009 and has been consistently pursuing its mission of excellence with great zeal and perseverance in the discipline of management and commerce education and research since then. The objectives of KLUBS include development of professional managers and professionals in finance, accounting and taxation for the corporate world, research and consultancy for various sectors. The cutting edge curriculum strives to impart students the necessary knowledge, managerial skills and decision making abilities coupled with right attitude. Management professionals need dynamism, innovation, creativity and entrepreneurial instincts. KLUBS stands committed to providing a professional environment perfectly conducive for acquiring the key managerial competencies. Students are mentored by eminent academicians and industry professionals. To churn out effective managers, training is provided in soft skills and life skills.

Objectives of KLUBS

To nurture young students to be effective managers capable of contributing value to organizations.

To contribute to the body of knowledge through research and publications.

To provide consultancy to industry for value creation by applying contemporary management concepts, theories and practices.

To be a socially responsible business management and commerce education provider.

ACADEMICS @ KLUBS : A Learning Curve with placement edge

The education methodology adopted by KLUBS encourages independent thinking and helps the students in developing holistic perspectives, strong domain knowledge, contemporary skill-sets and positive attitudes. KLUBS has evolved a comprehensive student-centric learning approach consisting of several stages, designed to add significant value to the learners' understanding in an integrated manner.

HALLMARKS OF KLUBS :

- Case Based Learning
- 360 degrees Active Learning
- Center for Excellence in Leadership Development
- Summer Internship Program with target orientation
- Flexible Academic Structure
- Management Research Projects
- SAP ERP Certification
- Simulations & Role plays

PROGRAMS OFFERED :

**BBA, BBA - MBA, B.Com (Honrs), BHM
MBA Dual & Sectoral Specialisation**

The MBA Program - Two years

The Master of Business Administration (MBA) Program of the University prepares the students with the skills, knowledge and strategic perspectives essential to the leadership of business anywhere in the world. The MBA Program is designed to provide both portfolio of strong functional skills and the ability to apply, adapt and integrate those skills in different management settings.

Electives: The students are encouraged to choose eight elective courses from five functional streams viz., Marketing, HRM, Finance, Business Analytics, and Digital Marketing. In addition, students are required to choose a vertical in which they need to study two sectoral elective courses. Students will also have the facility for dual specialization. Elective courses will be offered subject to a minimum number of students enrolling for a particular elective course as per the University guidelines.

Functional Elective Courses :

Marketing, Finance, HRM, Business Analytics and Digital Marketing

Sectoral Elective Courses

- | | |
|---------------------------|--------------------------|
| 1. Retail | 5. Healthcare Management |
| 2. Banking | 6. Pharma Marketing |
| 3. Foreign Trade | 7. Entrepreneurship |
| 4. Information Technology | |



ACADEMIC FLEXIBILITY AT IT'S BEST

- ✓ Functional Elective Courses
- ✓ Sectorial Specializations
- ✓ Deceleration
- ✓ Integrated Programs
- ✓ Degree with Specialization
- ✓ Repeating a Course
- ✓ Credit Transfer
- ✓ Withdrawal and Substitution of a Course

BEST PRACTICES

Management Orientation Program		Operational Work-Out	Live Project
Reading Seminar	Book Summary	Sectorial Specialization	
Management Research Project		Case Study Focus	Open Elective Courses
Academic Flexibility	Application Orientation	Integration with Professional Courses	
Use of ICT for Enhanced Learning		Industry Analysis	Internship Program

INNOVATIVE TEACHING-LEARNING PRACTICES USING BLOOM'S TAXONOMY



TEACHING LEARNING PROCESS



- Interactive Sessions
- Examples
- Analogies
- Video
- Audio
- Scholar Series

UNDERSTANDING

COMPREHENSION

- Discussion Questions
- Reading Seminars
- Book Presentations
- Theoretical Overviews
- News Groups
- Presentations
- Reviews

APPLICATION

- Operational Workout
- Industry Visits
- Illustrations
- Internship
- Exercises
- Live Projects
- Simulations
- Role Play

ANALYSIS

- Problem Solving
- Industry Analysis
- Critical Incidents
- Case Studies
- Assignments

EVALUATION

- Case Studies
- Critiques
- Appraisals
- Business Plans

CREATE

- Simulations
- Research Projects
- Case Studies
- Constructs
- Creative Exercises



Placements at KLUBS :

At KLU Business School 100% placement has been achieved for all eligible & registered students. Placement is the end result of all the above activities. Corporate is encouraged to recruit students through the Campus Interviews. Some of the star corporates that regularly recruit the students include

PLACEMENT COMPANIES



M. Tech

The KL College of Engineering was established in 1980 and is pioneer in the field of engineering education and research in the private sector in the state of Andhra Pradesh. It has attained autonomous status in the year 2006 and in February 2009, the Koneru Lakshmaiah Education Society was recognized as Deemed to be University. In short Koneru Lakshmaiah Education Foundation is named as KL Deemed to be University.

KLU Honors the Merit - As a Part of encouraging Merit Students, KLU announced Grand Scholarship of 5 Crores for M.Tech Aspirants. Merit scholarships for M.Tech based on KLUPGECET, GATE, PGECET and B.tech Percentage are enabled.

M.Tech. Program

The Four-semester M.Tech Programs offered in various Disciplines and Programs by different departments of the institute are based on the credit system and provide a student with a wide choice of courses. Each program comprises of several core, elective courses and project work /practice school.

M.Tech Duration : 2 Years with following specializations

M.Tech Programmes / Specializations

BT	1. Bio –Technology	
CE	1.Construction Technology &Management	
	2.Environmental Engineering	4.Geo spatial Technology
	3.Structural Engineering	5.Transportation Engineering
CSE	1.Computer Science & Engineering	3.Cloud Computing
	2.Cyber Security & Digital Forensics	4.Computer Networks & Security
ECE	1.Communication & Radar Systems	3.Signal Processing
	2.VLSI	
ECSE	1. Wireless communication & Networks	2.Embedded Systems
EEE	1.Power Systems	2.Power Electronics & Drives
ME	1.Machine Designing	3.Mechatronics
	2.Thermal Engineering.	

Hallmarks

- 1070+ Eminent Faculty with 400+ PhDs
- Lab taken to Class
- Research Opportunities for Students
- 30+ Crore - funded Research Projects
- 105 High end Labs and Research Centers
- Smart India Hackathon Nodal Center
- Center for Innovation, Incubation & Entrepreneurship
- ICT enabled teaching learning process
- Project based Labs
- 3000+ Indexed Publications
- 30+ Startups by students
- Super Computer
- Outcome Based Education

Student Holistic Growth

- ❖ 72 Hobby Clubs, Student Chapters
- ❖ Professional Society Activities
- ❖ Training in Communication skills, Soft skills & Personality development
- ❖ Human values integrated with curriculum
- ❖ National Level Techno Management Fests
- ❖ GYE (Globe for Young Engineers) to encourage student participation in National & International events.

Amenities

- ❖ 12 Cafeteria / Restaurants
- ❖ International Standard Sports facilities.
- ❖ Cybex Gym

Entry Requirements

- ❖ B.Tech with 55% marks in the corresponding discipline of Engineering / Technology.
- ❖ For M.Tech Computer Science & Engineering programme, any M.Sc., or B.Tech. in any Branch of Engineering are eligible .
- ❖ For M.Tech. Bio-Technology, a pass with 55% marks B.E / B.Tech (Chemical Engg. / Leather Technology / Bio-Tech / Industrial Bio-Tech / Bio-Chemical Engg. / Bio-Informatics) or B.Pharm. or M.Sc.(Ag.) / M.V.Sc. / M.Sc. in any branch of Life Sciences.

Other PG Programmes

- ❖ 2 yr. M.A in English
- ❖ 2 yr. M.Com
- ❖ 2 yr. M.Sc in Maths, Physics & Chemistry
- ❖ Ph.D in all branches of Engineering, Management
- ❖ Science & Humanities
- ❖ Post Doctoral Programs with Fellowship

Apply Online :

You may fill and submit the application form online and pay the application fee of Rs. 1100/- online through Credit /Debit Card or Net banking. <http://www.kluniversity.in/applyonline.aspx>

For Applications & Admissions

98858 85994, 96666 37015

79979 95741/14/24

79979 98373/74/75/76/77

79979 98378/79/80/81

79979 98382/83



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