

K L BUSINESS SCHOOL DOSSIER



Where tomorrow's Business Leaders are nurtured

VOLUME: 4

ISSUE: 3

Category 1, Deemed to be University

A PLACE FOR MULTI-DIMENSIONAL





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 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 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

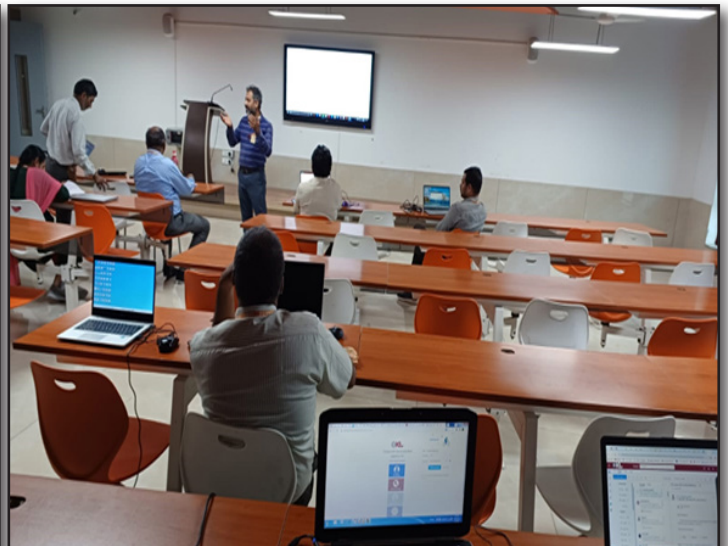
FACULTY AWARDS

Dr D Sundari and Dr. Syam Sundar Tripathi received the Best Teacher Award for the Academic Year 2022-2023



FACULTY DEVELOPMENT PROGRAM ON R PROGRAM AND PYTHON

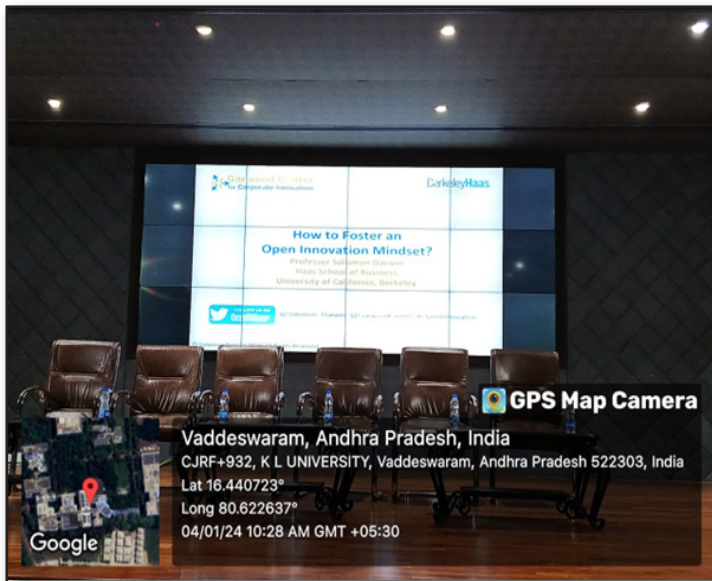
On 8th Dec 2023 Dr. MVAL Narasimha Rao Assistant registrar has participated as Chief Guest in an International conference on “Emerging Trends in Business, Management, Law and Technology” organized by Saveetha School of Law and Saveetha School of Management, Saveetha University, Chennai.



EXPERT SESSION ON ENTREPRENEURSHIP AND STRATEGIC MANAGEMENT

04.01.2024 / 10:00 a.m. to 11:30 a.m. Venue New Seminar Hall

Dr. Solomon Darwin, Executive Director, California State University, Berkely, USA while addressing MBA final Year students, emphasized the importance of cultivating an entrepreneurial mindset, not only for aspiring entrepreneurs but also for professionals in various fields. He highlighted the ability to identify opportunities, take calculated risks, and think creatively as essential components of an entrepreneurial mindset.



WEBINAR ON TAX SAVING AVENUES PROGRAM BY SEBI, AMFI, AND UTIT

On 05-01-2023 a Webinar on Tax Saving Avenues program by SEBI, AMFI, and UTI is conducted and the Resource person is Gauri Amit Geet, Financial Literacy Mission' by Security Exchange Board of India (SEBI) & Bombay Stock Exchange (BSE) addressed the students of MBA

Program Summary: An insightful webinar on the 'Tax Saving Avenues Program' was conducted as part of the 'Financial Literacy Mission' jointly organized by the Security Exchange Board of India (SEBI) and the Bombay Stock Exchange (BSE). The session was led by Gauri Amit Geet, a distinguished expert in financial planning and taxation. The webinar aimed to educate participants about effective tax-saving strategies and empower them with the knowledge to make informed financial decisions.

During addressing faculty, the speaker emphasized that:

POWER OF COMPOUNDING

Name	Amount Invested (per month)	Rate of return (per year)	Period of investment (years)	Total Investment	Final value
Ramesh	Rs. 5,000	8%	30	Rs. 18 Lacs	Rs. 71 Lakh
Suresh	Rs. 5,000	8%	25	Rs. 15 Lacs	Rs. 45 Lakh
Kamesh	Rs. 5,000	8%	20	Rs. 12 Lacs	Rs. 29 Lakh

For illustration purpose only

BSE SENSEX 30 - CONTRACT SPECIFICATIONS

EQUITY

CYCLE OF OPPORTUNITY

ASSET ALLOCATION

3 BASKETS OF MONEY MANAGEMENT

TAX PLANNING

- PPF
- ELSS
- Housing Loan
- NPS

PROTECTION PLANNING

- Term Insurance
- Mediclaim
- Cancer Protection
- Critical Illness
- Will Drafting

WEALTH CREATION

- Fixed Deposit
- Post Office
- Pension
- Real Estate
- Gold
- Mutual Fund
- Equity

EQUITY

CYCLE OF OPPORTUNITY

SEMINAR ON EARLY STAGE ENTREPRENEURIAL INSIGHT: NAVIGATING THE CAPITAL MARKET AND LEVERAGING DEPOSITORY SERVICES

On 31.01.2024 / 11:00 a.m. to 01:00 p.m. the Resource Persons; Venue: Moot Court 6th Floor SDC.

Names of the Resource Persons:

1. **Ms. Sushmita Sethi**, Assistant General Manager, Securities Exchange Board of India, Chennai.
2. **Mr. Konda Nagabhushan**, Executive Director, BSE IPF, Hyderabad.
3. **Mr. Shiva Prasad Venishetty**, Regional Head, Central Depository Services (India) Limited (CDSL), Hyderabad

Programme Summary:

The Resource person has welcomed all the Students & Staff

The seminar on “Early Stage Entrepreneurial Insight: Navigating the Capital Market and Leveraging Depository Services” provided an invaluable platform for aspiring entrepreneurs and stakeholders to understand the dynamics of the capital market and the significance of depository services in their entrepreneurial journey. The seminar was graced by esteemed resource persons who shared their expertise and insights with the participants.

Understanding the Capital Market Landscape

Ms. Sushmita Sethi commenced the seminar by providing an overview of the capital market landscape in India, elucidating the regulatory framework established by SEBI, and highlighting the avenues available for entrepreneurs to raise capital through various instruments such as equity, debt, and derivatives. She emphasized the importance of compliance and transparency in fostering investor confidence and ensuring the integrity of the capital market.

Accessing Capital through Stock Exchanges

Mr. Konda Nagabhushan delved into the role of stock exchanges, particularly focusing on the services offered by the Bombay Stock Exchange (BSE) and its Investor Protection Fund (IPF). He elaborated on the process of listing and the benefits it offers to entrepreneurs in terms of access to a broader investor base, liquidity, and credibility. Mr. Nagabhushan also emphasized the significance of investor protection measures implemented by BSE IPF to safeguard investors’ interests.

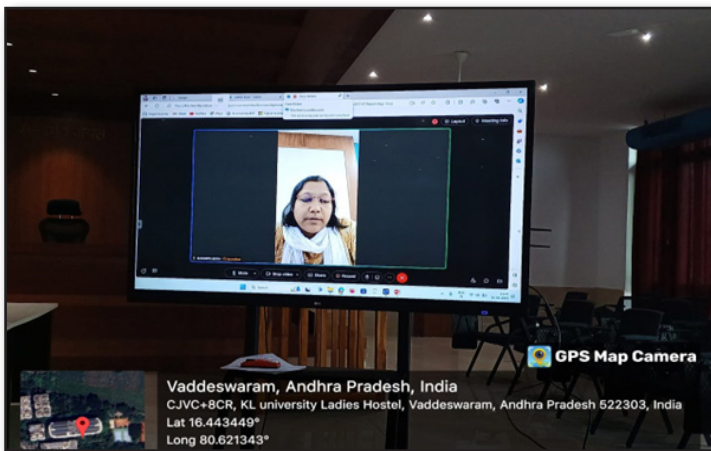
Leveraging Depository Services for Efficient Securities Management

Mr. Shiva Prasad Venishetty elucidated the importance of depository services in streamlining the process of securities management and facilitating seamless transactions in the capital market. He elaborated on the role of Central Depository Services (India)

Limited (CDSL) in maintaining electronic records of securities and enabling secure and efficient transfer and settlement processes. Mr. Venishetty highlighted the benefits of dematerialization in eliminating the risks associated with physical securities and enhancing market efficiency.

Interactive Session and Q&A

The seminar concluded with an interactive session where participants had the opportunity to engage with the resource persons, seeking clarification and insights on various aspects of the capital market and depository services. The Q&A session facilitated a deeper understanding of the challenges and opportunities inherent in navigating the capital market landscape, particularly for early-stage entrepreneurs.



LECTURE SERIES



KL MBA PRESENTS LECTURE SERIES

01:45 - 03:30PM
15 TH - 23RD FEB 2024

EXPERT

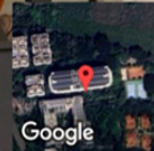
Professor. Desislava Serafimova
Head of Management and
Administration Department,
University of Economics – Varna



VENUE: MOOT COURT,SDC
BUILDING



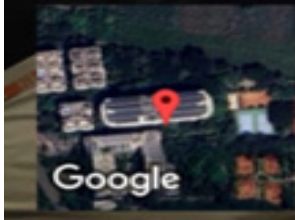
GPS Map Camera



Vaddeswaram, Andhra Pradesh, India
CJVC+8CR, KL university Ladies Hostel, Vaddeswaram, Andhra Pradesh
522303, India
Lat 16.443446°
Long 80.621296°
15/02/24 02:10 PM GMT +05:30



GPS Map Camera

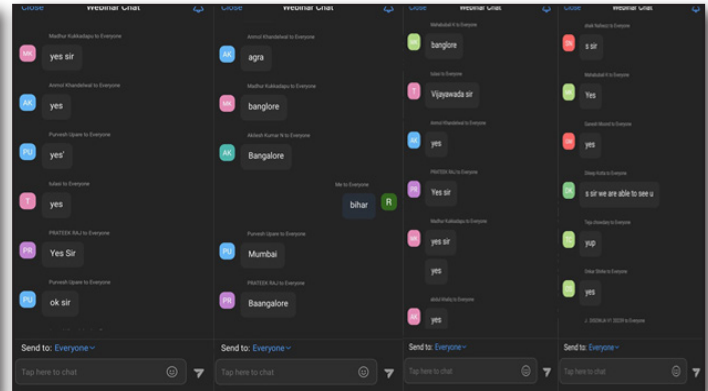


Vaddeswaram, Andhra Pradesh, India
CJVC+8CR, KL university Ladies Hostel, Vaddeswaram, Andhra Pradesh 522303, India
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INDUSTRY CONNECT

WORKSHOP ON HOW TO ACE YOUR INTERVIEW & GET SELECTED FOR FINANCE INTERNSHIPS & JOBS

On 10th march 2024, Industry Connect workshop on “**How to Ace Your Interview & Get Selected for Finance Internships & Jobs**” by Mr. Samir Jayaswal, Founder Financials Markets Leadership Institute, Kemp House, 160 Citi Road, London, EC1V 2NX, United Kingdom at 11:00 a.m.



Program Summary:

The workshop titled “How to Ace Your Interview & Get Selected for Finance Internships & Jobs” conducted by Mr. Samir Jayaswal, Founder of FMLI, aimed to equip participants with essential skills and strategies to excel in finance interviews and secure internships or jobs in the field. The workshop focused on three key aspects: making a pitch for oneself, taking control of the interview, and maximizing the chances of getting selected.

WORKSHOP ON “MSME COMPLETIVE LEAN SCHEME” ON 11-03-2024.

The Industry Connect workshop on “**Awareness Program on MSME Competitive Lean Scheme**” by MSME-Development and Facilitation Office, Visakhapatnam, Government of India, Ministry of Micro, Small and Medium Enterprises on 13-03-2024 at 10:00 a.m
Resource Person: **Mr. K. Siva Reddy, Project Manager, MSME-Development and Facilitation Office, Visakhapatnam.**



Program Summary:

On the 13th of March 2024, an Industry Connect workshop focusing on the “Awareness Program on MSME Competitive Lean Scheme” was conducted for the final year MBA students at Sunflower hall, organized by the MSME-Development and Facilitation Office, Visakhapatnam, under the aegis of the Government of India, Ministry of Micro, Small and Medium Enterprises. The workshop aimed to enlighten the students about the significance of MSMEs and their competitiveness in the market through Lean methodologies.

The primary objective of the workshop was to provide insights into the MSME Competitive Lean Scheme and its implications for small and medium-scale enterprises. Additionally, it aimed to facilitate a better understanding among MBA students regarding the challenges and opportunities prevalent in the MSME sector.

The workshop commenced at 10:00 a.m. with an inaugural address by [Name], [Designation] from the MSME-Development and Facilitation Office. The keynote address emphasized the pivotal role of MSMEs in the economic development of the nation and highlighted the importance of adopting Lean practices to enhance competitiveness.

Introduction to MSME Competitive Lean Scheme: The session provided an overview of the scheme, its objectives, and the support mechanisms offered to MSMEs for implementing Lean practices.

Lean Methodologies and Tools: Participants were acquainted with various Lean principles and tools such as 5S, Value Stream Mapping, Kaizen, and Kanban. Case studies illustrating successful Lean implementations were also discussed to elucidate practical applications.

Benefits of Lean Implementation: The workshop elucidated the benefits of Lean practices in optimizing processes, reducing waste, improving quality, and enhancing productivity. Real-world examples were shared to underscore the positive impact of Lean on organizational performance.

Challenges and Solutions: The session addressed common challenges encountered during Lean implementation in MSMEs and proposed strategies to overcome them. Interactive discussions enabled participants to share their perspectives and seek clarifications.

Government Support and Assistance: The workshop concluded with an overview of the support extended by the Government to MSMEs, including financial assistance, training programs, and consultancy services.

The workshop fostered active participation from the MBA final year students, who demonstrated keen interest in understanding the nuances of Lean management and its relevance to MSMEs. Interactive sessions, group activities, and Q&A segments facilitated meaningful engagement and knowledge exchange.

The Industry Connect workshop on the “Awareness Program on MSME Competitive Lean Scheme” provided an invaluable learning experience for the MBA final year students, equipping them with insights into the significance of Lean practices in enhancing the competitiveness of MSMEs. The event not only broadened their understanding of the MSME sector but also instilled a sense of awareness regarding government initiatives aimed at supporting small and medium-scale enterprises. It is anticipated that the knowledge gained from the workshop will empower the students to contribute effectively to the growth and sustainability of MSMEs in their future endeavors.

We extend our sincere gratitude to the MSME-Development and Facilitation Office, Visakhapatnam, for organizing this insightful workshop and enriching the learning experience of our students.



WEBINAR ON “KEKA ACADEMY WEBINAR SERIES” ON 16-03-2024

Programme Summary:

The Keka Academy Webinar Series, hosted by Harshita, HR Manager at Bar Code India, provided MBA I year students of KL University with valuable insights into contemporary HR practices and industry expectations. The webinar aimed to bridge the gap between academic learning and real-world application, offering students practical knowledge and guidance to excel in their future careers. Harshita’s expertise and interactive presentation style captivated the audience, making the webinar both informative and engaging.

K ACADEMY

Keka Academy Webinar Series

[Register Now](#)

Our Speakers



Harshita
HR & life coach



Nikeeta Gupta
HRBP, Infoedge



Abhilekh Verma
DIR Abhilekh Verma Consultancy



Deepankar
Talent acquisition specialist



Rajat Vashistha
Founder Resumod

19:41 Crack the Interview Code! A Practical Guide* by HR Pro and Life Coach, Harshita 283 people in webinar

18:21 Crack the Interview Code! A Practical Guide* by HR Pro and Life Coach, Harshita 359 people in webinar

Chat
 Engage interacting with the people in this webinar

- Yes Mam
- Lanka Sankrishna 2 minutes ago
Mark your linkedin profile name?
- Rajna Sarath Kumar 2 minutes ago
Mark Your LinkedIn profile name?!
- Apurva! Nandu Venkta 1 minute ago
Yes Mam
- Hema Sanyas 1 min ago
Applicant tracking system
- Lakshmi Praveen 1 min ago
Yes

What would you like to share?

Introduction to Modern HR Practices: Harshita began the webinar by introducing the concept of modern HR practices, emphasizing the importance of agility, adaptability, and innovation in the contemporary business landscape.

Talent Acquisition Strategies: She delved into various talent acquisition strategies utilized by organizations to attract and retain top talent, including employer branding, recruitment marketing, and leveraging social media platforms.

Employee Engagement and Retention: Harshita discussed the significance of employee engagement and retention in driving organizational success. She shared effective strategies to foster a positive work culture, enhance employee morale, and reduce turnover rates.

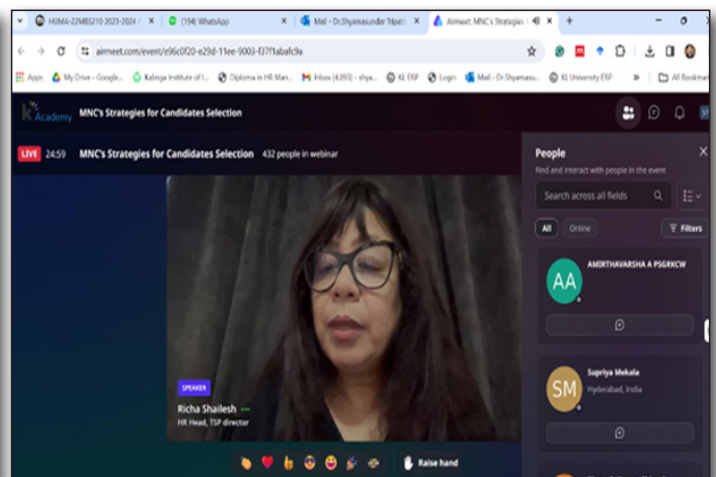
Performance Management: The webinar also covered the fundamentals of performance management, including goal setting, continuous feedback, and performance appraisal techniques. Harshita emphasized the role of constructive feedback in driving employee growth and development.

Emerging Trends in HR Technology: Furthermore, Harshita provided insights into emerging trends in HR technology, such as AI-driven recruitment tools, HR analytics, and employee self-service portals, highlighting their impact on streamlining HR processes and improving efficiency.

WEBINAR ON “MNC’S STRATEGIES FOR CANDIDATE SELECTION” ON 23-03-2024

Programme Summary:

On March 23, 2024, at 11:00 a.m., a webinar titled “MNCs’ Strategies for Candidate Selection” was conducted. The webinar was hosted by Nikeeta Gupta, who currently serves as a Human Resource Business Partner (HRBP) at Infoedge, Kacademy. The event aimed to shed light on the strategies employed by multinational corporations (MNCs) when selecting candidates for various roles.



Key Highlights:

- 1. Comprehensive Recruitment Process:** Nikeeta emphasized the importance of a comprehensive recruitment process in MNCs. She discussed how MNCs often have structured recruitment processes involving multiple stages such as resume screening, initial interviews, assessments, and final interviews. This approach ensures that only the most suitable candidates are selected.
- 2. Utilization of Technology:** The role of technology in candidate selection was a prominent theme throughout the webinar. Nikeeta discussed how MNCs leverage various technological tools such as applicant tracking systems, AI-driven assessments, and video interviewing platforms to streamline the recruitment process and identify top talent efficiently.
- 3. Cultural Fit and Diversity:** Nikeeta highlighted the significance of cultural fit and diversity in candidate selection for MNCs. She emphasized that MNCs often prioritize candidates who not only possess the required skills and qualifications but also align with the organization’s culture and values. Additionally, she discussed the importance of fostering diversity and inclusion within the workforce to drive innovation and creativity.
- 4. Continuous Learning and Development:** Another key aspect discussed during the webinar was the emphasis on continuous learning and development within MNCs.

Nikeeta explained how MNCs invest in training and development programs to nurture talent and enhance the skills of their employees. She highlighted the importance of offering growth opportunities to candidates, thereby attracting top talent and retaining them in the long run.

Overall, the webinar provided valuable insights into the strategies employed by MNCs for candidate selection. Nikeeta Gupta’s expertise in the field of human resources, coupled with her practical examples and case studies, made the session informative and engaging. Attendees gained a deeper understanding of the recruitment processes adopted by MNCs and the factors that contribute to successful candidate selection in today’s competitive job market.

INTERNATIONAL SEMINAR ON “SUSTAINABLE DEVELOPMENT” BY PRASAD JALADI ENTREPRENEUR & FOUNDER OF SURAKSHA, AUSTIN, TEXAS, USA ON 26-03-2024

Programme Summary:

An International Seminar on “**Sustainable Development**” was organized for MBA students at KL University. The seminar aimed to provide insights into sustainable practices and cutting-edge technologies such as Artificial Intelligence (AI) and Virtual Reality (VR) for achieving sustainable development goals. Prasad Jaladi, an entrepreneur and founder of Suraksha based in Austin, Texas, USA, led the seminar. Mr. Jaladi is known for his advocacy of sustainable practices and serves as a mentor for future leaders in both India and the US.

1. Overview of Sustainable Development: Prasad Jaladi began the seminar by providing an overview of sustainable development and its significance in addressing global

challenges such as climate change, resource depletion, and social inequality. He emphasized the importance of adopting sustainable practices in both personal and professional life to ensure a better future for generations to come.



2. Integration of AI and VR: Mr. Jaladi discussed how cutting-edge technologies like AI and VR can be leveraged to drive sustainable development initiatives. He elaborated on various applications of AI, such as predictive analytics for environmental monitoring, optimization of energy systems, and smart resource management. Additionally, he highlighted the role of VR in creating immersive experiences for raising awareness about environmental issues and promoting sustainable behaviors.

3. Case Studies and Best Practices: The seminar included case studies and best practices from around the world that showcase the successful implementation of sustainable development initiatives. Prasad Jaladi shared examples of companies and organizations that have embraced sustainable practices, reducing their environmental footprint while enhancing their business value and social impact.

4. Mentorship and Leadership Development: As a strong advocate for sustainable practices and mentorship, Prasad Jaladi emphasized the importance of nurturing future leaders who are committed to driving positive change. He shared insights into effective leadership qualities and encouraged students to become agents of change in their respective fields by integrating sustainability into their decision-making processes.

The International Seminar on “Sustainable Development” led by Prasad Jaladi provided MBA students with valuable insights into the intersection of sustainability, technology, and leadership. Mr. Jaladi’s expertise and passion for sustainable practices inspired students to explore innovative solutions for addressing global challenges and contributing to a more sustainable future.



GUEST LECTURE ON “ORIENTATION ON ACCA CAREER PROSPECTS” BY MAHESWARA RAO NETHI, PARTNER AT NETHI & CO, CHARTERED ACCOUNTANTS (ACCA APPROVED EMPLOYER), HYDERABAD, ON 23-03-2024

Programme Summary:

An orientation session titled “ACCA Career Prospects” was conducted for MBA students. The session was led by Maheswara Rao Nethi, Partner at Nethi & Co, Chartered Accountants, a firm recognized as an ACCA Approved Employer, located in Hyderabad. The purpose of the orientation was to enlighten MBA students about the career opportunities available through the Association of Chartered Certified Accountants (ACCA) qualification.

Key Highlights:

1. **Overview of ACCA:** Maheswara Rao Nethi provided a comprehensive overview of ACCA, highlighting its global recognition and the prestigious status it holds in the field of accountancy and finance. He explained the structure of the ACCA qualification, including the exams and practical experience requirements, necessary to become a certified ACCA professional.
2. **Career Opportunities:** The session focused on the diverse career opportunities available to ACCA professionals. Maheswara Rao Nethi discussed how ACCA opens doors to a wide range of roles in accounting, auditing, taxation, consultancy, and finance, both in the public and private sectors. He emphasized the global mobility offered by ACCA, enabling professionals to pursue rewarding careers internationally.
3. **Employability Skills:** Maheswara Rao Nethi highlighted the importance of developing employability skills alongside technical expertise. He discussed the soft skills such as communication, problem-solving, leadership, and adaptability that are highly valued by employers and emphasized how ACCA equips candidates with these skills through its integrated professional development program.
4. **Industry Insights:** The orientation provided valuable insights into the current trends and challenges in the accounting and finance industry. Maheswara Rao Nethi shared his professional experiences and provided practical examples to illustrate the relevance of ACCA qualifications in addressing industry demands and staying ahead in a competitive job market.

The orientation on “ACCA Career Prospects” proved to be enlightening and beneficial for MBA students aspiring to pursue careers in accounting and finance. Maheswara Rao Nethi’s expertise and insights into the ACCA qualification and its potential career pathways provided students with a clear understanding of the opportunities available and the steps required to embark on a successful career journey in the field.



STUDENT ORIENTATION SESSION ON “INTERNSHIPS AND CARRIER OPPORTUNITIES AT VAXIS LEARNINGS”, ON 26-03-2024

Name of the Resource Person: **Vikas Surendran, Founder & CEO, VAXIS, Hyderabad**
Dilip Kumar, Director, Vaxis, Hyderabad

An orientation session focusing on internships and career opportunities at VAXIS Learnings was conducted for first-year MBA students at KL University. The session aimed to acquaint students with the internship programs offered by VAXIS and the career prospects available in the field of education technology. The session was led by Vikas Surendran, Founder & CEO of VAXIS, and Dilip Kumar, Director of VAXIS, both based in Hyderabad.





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