

AICTE Training And Learning(ATAL) Sponsored  
One week Faculty Development Program on

## **GAMIFICATION IN HR: A NEW ERA OF MOTIVATION AND PRODUCTIVITY**

**21<sup>st</sup> JULY –2025 TO 26<sup>th</sup> JULY–2025**

Organized By  
**Department of BBA**

Koneru Lakshmaiah Education Foundation  
(Deemed To Be University), Near Sai Baba Temple,  
Gandimaisamma to Miyapur Road,  
Bowrampet, Hyderabad, Telangana,  
India, Pin code : 500043



### **ABOUT Department:**

KL University is a highly reputed institution of India. It has been awarded with UGC – Category 1 status. It ranks 12th in the Top 140 Engineering Institutions in India in the Times Engineering Survey 2019. KL University has been functioning since 1980. It has recently started its off campus center at Hyderabad in 2018, with the approval of UGC & AICTE. It is located Near Sai Baba Temple, Gandimaisamma to Miyapur Road, Bowrampet, Hyderabad, Telangana, India, Pin code : 500043. Bachelor of Business Administration (BBA) is a three-year undergraduate program focusing on various business and management aspects. Our carefully crafted BBA programs provide students with a solid foundation in business principles, management practices, and leadership skills. The curriculum covers various subjects, including accounting, finance, marketing, human resources, operations, and entrepreneurship. The department offers a diverse portfolio of BBA programs, including specializations in General Management, Information Technology (IT), ACCA, Fintech, and Business Analytics, designed to equip students with industry-relevant skills and a global business outlook. Our BBA programs are designed to prepare students for business and management careers, often including internships and practical experience opportunities.

### **ABOUT UNIVERSITY:**

Koneru Lakshmaiah Education Foundation (KLEF), recognized as a premier institution in India, is dedicated to setting benchmarks in education, research, and innovation. As a Category 1 University, conferred by the University Grants Commission (UGC), KLEF ranks among the top 30 institutions in India, securing the 22nd position in the NIRF Rankings 2024. Certified as an ISO 21001:2018 institution, KLEF is celebrated for its unwavering commitment to academic excellence, research advancements, and societal contributions.

### **About the FDP:**

In today's dynamic business environment, HR practices are evolving to keep employees motivated, engaged, and productive. Gamification in HR integrates game-based elements such as rewards, challenges, leaderboards, and real-time feedback into HR functions to enhance employee experience and organizational performance.

This one-week FDP aims to provide faculty members, HR professionals, and researchers with insights into the application of gamification in various HR processes, including recruitment, training, performance management, and employee engagement. Participants will explore how organizations can leverage gamification to drive motivation, foster innovation, and enhance workforce productivity.

## Objectives:

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- To understand the concept of gamification in HR and its impact on motivation and productivity.
- To explore innovative HR strategies that incorporate gamification for employee engagement and retention.
- To learn how to design and implement gamification techniques in recruitment, training, and performance management.
- To analyze case studies of successful gamification practices in leading organizations.
- To familiarize participants with gamification tools and digital platforms used in modern HR management.
- To enhance teaching and research capabilities in the field of gamification and HRM. Registration Fees There is no registration fees for the participants

## Topics to be covered

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- Introduction to Gamification in HR
- Gamification Strategies for Employee Engagement
- Using Game Mechanics in Performance Management
- Gamifying Recruitment and Onboarding
- Employee Training and Development Through Gamification
- Behavioral Psychology Behind Gamification
- Gamification and Employee Wellness Programs
- Technology and Tools for HR Gamification
- Case Studies of Successful HR Gamification
- Ethical Considerations and Challenges in HR Gamification



# FACULTY DEVELOPMENT PROGRAM (FDP) SCHEDULE

TIME	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
	Inauguration				Industrial Visit	
9:00 – 9:30 AM	<b>Session 1</b> Introduction to Gamification in HR	<b>Session 3</b> Using Game Mechanics in Performance Management	<b>Session 5</b> Employee Training and Development Through Gamification	<b>Session 7</b> Gamification and Employee Wellness Programs		<b>Session 10</b> Ethical Considerations and Challenges in HR Gamification
9:30 – 12:00 PM						
12:00 – 1:00 PM	Article Discussion: Foundations of Gamification	Article Discussion: Performance Tracking	Article Discussion: Gamification in E-learning	Article Discussion: Gamification in Training		<b>Article Summary</b>
1:00 – 2:00 PM	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>		<b>Lunch</b>
2:00 – 4:30 PM	<b>Session 2</b> Gamification Strategies for Employee Engagement	<b>Session 4</b> Gamifying Recruitment and Onboarding	<b>Session 6</b> Behavioral Psychology Behind Gamification	<b>Session 8</b> Technology and Tools for HR Gamification	<b>Session 9</b> Engagement companies, branding practices in companies	MCQ & Reflection Journal
4:30 – 5:30 PM	<b>Hands-on Training / Labs</b>	<b>Hands-on Training / Labs</b>	<b>Hands-on Training / Labs</b>	<b>Hands-on Training / Labs</b>	<b>Hands-on Training / Labs</b>	<b>Valedictory Session</b>

**Target Participants:** Assistant Professors/Associate Professor/Ph.D. Scholars/PG students

**Mode of Delivery:** Off line only

**Use the following link to apply:** [www.aicte-india.org/atal](http://www.aicte-india.org/atal)

**Max. No. of Participants:** 50 Nos.

**Requirements to get Certificate:** Candidates would be eligible to receive a certificate up on achieving at least 70%

**cumulated weightage:** n the following aspects in the weightage mentioned.

- **Attendance** – minimum 80% attendance essential. 100 % attendance – (individual) – weightage 20%
- **One assessment**, – combination of MCQs/short answer type/reasoning based, etc. – (Individual) – weightage10%
- **2 Page Article Summary/per Team** – (Team & Individual)– – weightage30%
- **Output of practical sessions** – (Individual)–weightage15 %
- **Report/outcome of Industrial visit**– (Team) at the last session –weightage10%
- **Reflection Journal** – (Individual) – at the last session –weightage15%



## CHIEF PATRONS

**Er. Koneru Satyanarayana**

Chancellor

**Er.Koneru Lakshman Havish**

Vice-President

**Er.Koneru Raja Hareen**

Vice-President

## PATRONS

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**Dr. Anand Bethapudi**

Dean & Professor

**Dr. L. Koteswara Rao**

Principal, KLH Bachupally campus

### Coordinator

**Dr. Swarupa Pelleti**

Associate Professor,  
Department of BBA

### Co- Coordinator

**Dr. Sarath Simha Bhattaru**

Associate Professor,  
Department of BBA

### Organizing Committee

**Dr.C.Rani**

**Dr.Ramya Sree.M**

**Dr.Rajesh NVC**

**Ms.G.Vandana**

**Ms B. Sushmitha**

## Resource Persons:

### ▶ **Dr.Anuradha Thota**

CEO, Blackbuck Engineers Pvt Ltd

### ▶ **Dr.Ujjal Mukherjee**

Professor, IPE

### ▶ **Ms Sukanya Metta**

Hod, Professor, Vardhaman College  
of Engineering, & Technology

### ▶ **Mr.Nazer Ghazanfera**

Hod, Professor, Vardhaman College  
of Engineering, & Technology

### ▶ **Harshita Verma**

COORDINATOR L&D, INNOMINDS-HYDERABAD

### ▶ **Ms.Mausumi Dash**

MPL, Executive Assistant

## Important Dates :

Last date to submit the registration:

**30<sup>th</sup> June, 2025, 5:00 pm**

Faculty Development Program Dates:

**21<sup>th</sup> July to 26<sup>th</sup> July-2025**

## Address for Communication

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