

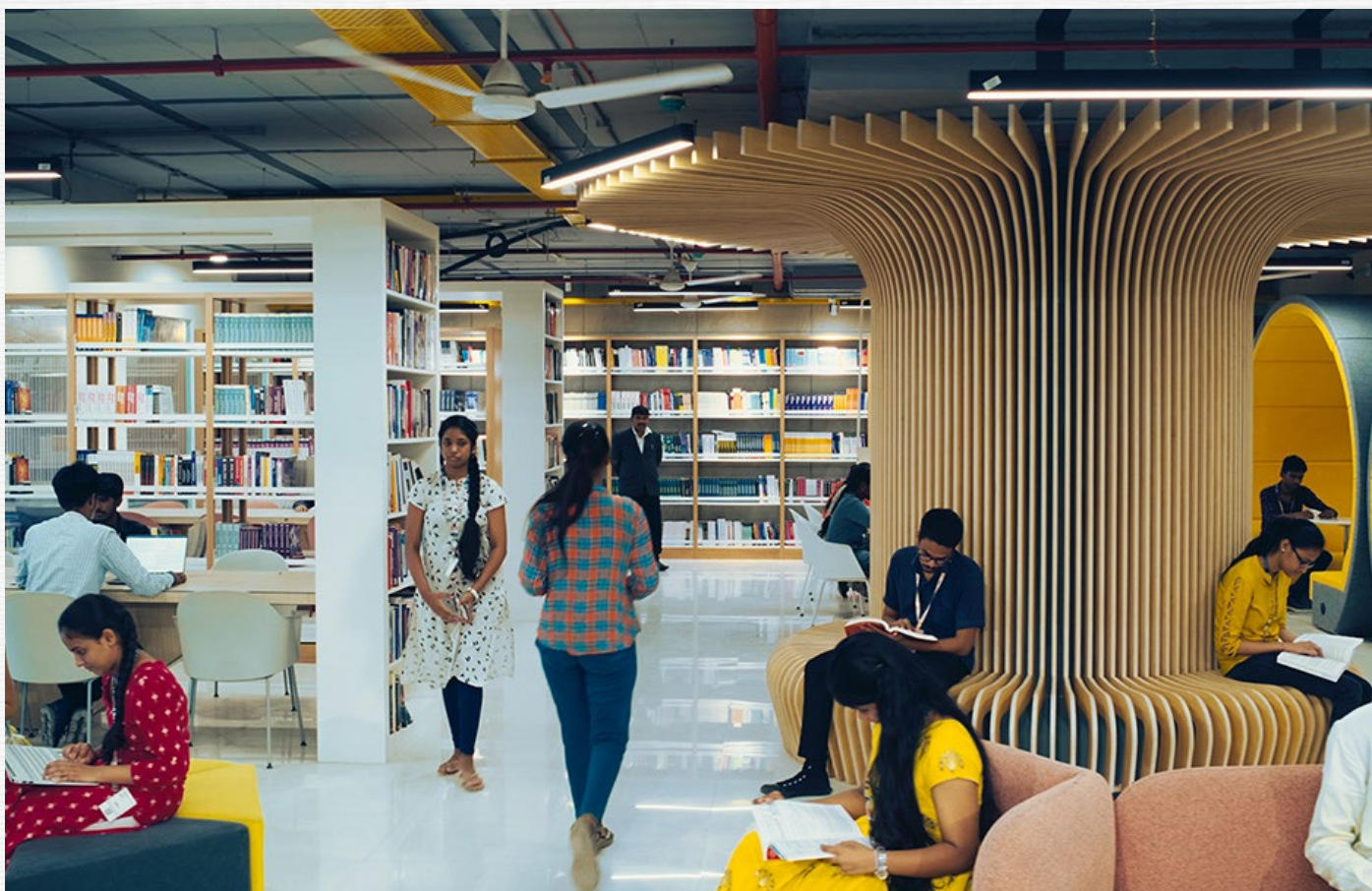


**45** YEARS OF EDUCATIONAL LEADERSHIP | **BAND EXCELLENT** ADVANCED UNIVERSITIES CATEGORY | RECOGNISED AS **1** UNIVERSITY BY UGC, STATUTORY BODY OF MHRD | **nirf 22** AMONG ALL UNIVERSITIES

# Newsletter

VOL.1 || Issue-1 || Jan-June 2025

## KLH-GBS CHRONICLES



## Vision

To be a globally renowned university

## Mission

To impart quality higher education and to undertake research and extension with emphasis on application and innovation that cater to the emerging societal needs through all-round development of the students of all sections enabling them to be globally competitive and socially responsible citizens with intrinsic values.

## About KL Deemed to be University

KL Deemed to be University was established in 1980-81, as KL College of Engineering, which was upgraded to KL College of Engineering Autonomous in 2006 by UGC and was declared as a Deemed-to-be University in 2009 by UGC, MHRD Govt. of India. MHRD declared this institution as Category I Institution. The university ranked 22nd in NIRF ranking 2024 among all universities in India. It has its off-campus centre at Hyderabad, with the approval of UGC & AICTE. The university offers programs in Engineering, BBA, MBA and PhD in various domains.

## KLH University- Global Business School, Hyderabad

KLH GBS offers cutting-edge undergraduate, postgraduate programs and doctoral in management, business analytics, and digital technologies i.e., BBA, BBA IT, BBA ACCA, BBA Fintech, BSc Animation, B. Com, MBA – Multi specialisation, MBA Fintech and Ph. D Programmes. The curriculum is designed to align with global industry standards and emerging market needs. A strong emphasis is placed on experiential learning through case studies, simulations, and live projects. Industry-driven certifications and electives enhance the employability and practical knowledge of students. Faculty comprise seasoned academicians and industry practitioners with global exposure. The pedagogy integrates outcome-based education (OBE) and learner-centric approaches. Continuous assessment, flipped classrooms, and project-based evaluations foster critical thinking.

International collaborations and student exchange programs provide a global learning experience. Entrepreneurship and innovation are encouraged through dedicated incubation support. KLH GBS ensures holistic development through leadership labs, soft skills training, and corporate immersion programs



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## Dean's MESSAGE

### *Welcome Dear Readers,*

It gives me immense pleasure to welcome you all my dear students, faculty members, distinguished guests, and partners to our prestigious KLH – Global Business School, KLH University, Hyderabad.

Management, at its core, is about people, purpose, and progress. It is about making decisions under uncertainty, building systems that serve, and leading others with clarity and compassion. At the intersection of tradition and innovation, I am reminded that a business school is more than a place where balance sheets are learned and case studies are analyzed. It is a living laboratory of ideas, enterprise, and transformation.

We at KLH – Global Business School are driven by a simple but powerful vision: to shape World Business Leaders who not only succeed in business—but also lead with purpose, adapt with agility, and act with integrity. In today's world, markets shift overnight, technology disrupts entire industries, and the concept of “business as usual” is being constantly rewritten. This demands a new kind of leadership—rooted not just in profit, but in principle; not only in strategy, but in empathy; and not merely in competition, but in collaboration.

### **To our Stakeholders**

To our students- whether you are just beginning your journey or preparing to graduate you are not here just to earn a degree. You are here to learn how to think critically, solve real-world problems, and challenge conventional wisdom. Your time here will be defined by more than grades. It will be shaped by how you push boundaries, engage in dialogue, and lead by example.

To our faculty- I thank you for your unwavering commitment to academic excellence and mentorship. you are not only educators, but also guides, innovators, and lifelong learners yourselves.

To our partners and alumni-your involvement is the bridge between theory and practice. You ensure that our classrooms remain connected to the world beyond, and for that, we are deeply grateful.

### **Thanking our Senior Management Team**

I express my deepest gratitude to Shri Koneru Satyanarayana, Shri Koneru Havish, Dr. Pardha Sarathi Varma, Dr. A. V. S Prasad, Dr. N. Venkatram, Dr. K. Subbarao our Leadership team at the Board for their constant support and rightful direction.



**Dr. Anand Bethapudi**

Dean KLH- Global Business School, Hyderabad

### **Key Highlights**

The makers of Chota Bheem 'The GreenGold Animation' Team visit to our campus was a huge success to the event 'Srujana Expo'. Mr. Sandeep, HR from Verizon India, conducted an Advanced Excel workshop for 200 students. A seasoned professional and esteemed alumnus of IIM Calcutta and IIT Kharagpur, Dr. Gundala Nagaraju had launched Innovation Cell and conducted many useful sessions based on AI Technology. India's first AI-assisted interview simulator, developed by Medha Edutech (MET) was launched at our campus by Ms. Mounika Patel co-founder MET. 'Cinephilia' event marked the short film screening and exposure to VFX technologies. Several students have bagged prestigious awards in sports and extracurricular activities as covered in this edition.

### **Final Words**

In the year ahead, we aim to deepen our commitment to entrepreneurship, sustainability, and inclusive growth. We are launching new initiatives that support innovation, design thinking in practice, research, case study writing and several global engagements. We will continue building a community that reflects the diversity of the world we serve. As we look to the future, our department will continue to prioritize experiential learning, entrepreneurial thinking, and social responsibility.

Let us walk forward with a sense of purpose, a commitment to excellence, and the courage to lead change—because the world doesn't just need business professionals; it needs principled, creative, and resilient leaders.

Thank you, and I wish you all a rewarding and transformative academic year ahead.

Don't forget to share this newsletter with your peers, colleagues, and kins who can also make a difference.



## KLH - Global Business School - Interphase

Faculty Co-ordinators: Dr. B. Viswanath and Dr. G. Venkatkistareddy



KLH GBS is proud to share that over 500 internships were successfully secured for all BBA and MBA (1st Year) students as part of our Interphase 2025 initiative during this summer break. These opportunities, spanning 70+

companies across diverse domains, serve as the Summer Internship Program (SIP), a vital step in bridging academic learning with industry experience.

Through these internships, students gained firsthand exposure to organizational culture, workplace dynamics, and were able to self-assess their skills—identifying strengths and recognizing areas for improvement aligned with industry expectations. This experience not only enhances their academic journey but also prepares them to become truly industry ready.

We sincerely thank Dr. Anand B., Dean of KLH GBS, for his unwavering encouragement, and extend our gratitude to the faculty for their consistent support in making this initiative a success.

With the benchmark set for 2025, we look forward to creating many more milestones in the years ahead driven by our mission to shape global leaders ready to thrive in the corporate world.

## Placements at KLH Global Business School

Content Faculty Coordinator: Ms. M. Suseela Grace

At KLH University- Global Business School, Hyderabad, the placements are generally high, preparing students for successful careers in the corporate world. The journey begins with access to a wide range of student resources that support academic and professional development. These include career counselling, personality development workshops, and access to online learning tools that strengthen core business competencies.

### Key highlights of KLH-GBS placement program are:

1. CRT
2. SIPs
3. Strong Alumni Network
4. Diverse Offers
5. Best Offer Policy
6. High Placements

**1. CRT:** A crucial element of the process is the Corporate Resource Training (CRT) program, which is conducted in phases to enhance students' aptitude, logical reasoning, communication skills, and overall interview readiness. The CRT sessions are complemented by regular mock interviews that simulate real recruitment scenarios, helping students build the confidence and experience needed to excel in actual placement drives.

**2. SIPs:** Another key component of the placement ecosystem at KLH- GBS is the Summer Internship Program (SIP), which offers students real-time exposure to industry practices and work environments. These internships not only enhance practical learning but also play a significant role in securing pre-placement offers (PPOs), contributing directly to final placements.

**3. KLH Alumni:** The impact of the placement process is further strengthened by the university's strong alumni network. KLH alumni, who are placed in reputed national and international companies, actively engage with current students through mentorship, networking events, and career guidance sessions, creating a supportive ecosystem that bridges education and employment. This integrated approach ensures that students are not only job-ready but also future-ready.

**4. Diverse Offers:** No longer bound by the traditional job roles, students are increasingly receiving diverse offers across a wide spectrum of industries and functions. This trend reflects a shift in both students' growing aspirations; however, the Institution's multi-disciplinary approach has helped students to gear up for future-focused roles.

**5. Best Offer Policy:** To streamline the placement process and to give fair access to opportunities has been the focus



of KLH-GBS which allows students to choose between two offers and then decide the best of two or more options.

**6. High Placements:** Our Industry Collaborations and MoUs with key companies, skill-based training CRT, mock interviews by mentors, and a strong alumni network have contributed to the overall efficiency of the Placement Cell at KLH-GBS guaranteeing multiple offers to the students.

**\*100% placement assistance for registered and eligible students is provided by KL University.**

**Overall, at KL University, this year witnessed:**

- ✓ 100+ crores worth scholarships to merit students
- ✓ 400+ companies registered
- ✓ 1000+ industry connections across the Globe
- ✓ 6000+ Job Offers
- ✓ 4700+ Job Placements

## ..... Industrial Visit to MASQATI by BBA Students of KLH Global Business School .....

Event Faculty Coordinator: Dr. Srikumar and Dr. Suresh Kumar

KLH Global Business School (GBS) organized an insightful industrial visit to MASQATI on 9th January 2025, providing BBA students with valuable industry exposure. The students were accompanied by faculty members Dr. Srikumar and Dr. Suresh Kumar.

The visit commenced with an insightful session on MASQATI's business model and operational strategies, providing students with valuable perspectives on the company's growth trajectory and market competitiveness.

This was followed by a guided tour of the facility, where students explored various product lines and observed the production and distribution processes in action.

Overall, the visit offered a hands-on learning experience that effectively connected classroom concepts with real-world business operations, greatly enhancing the students' educational experience.



## ..... Pongal Celebrations at KLH Global Business School .....

On 10th January 2025, KLH Global Business School celebrated the festive spirit of Pongal with vibrant Rangoli and Kite-Flying competitions. The event was thoughtfully organized by Dr. P. Hima Jagathi, aiming to promote cultural heritage and student engagement.

Students participated with great enthusiasm, creating intricate Rangoli designs and enjoying spirited kite flying. These vibrant activities beautifully showcased a fusion of tradition and artistic creativity.

Entries were evaluated based on creativity, alignment with the theme, and overall impact, fostering a sense of healthy competition and excitement as students eagerly awaited the results.

The celebration brought the campus community together in a joyful, imaginative, and memorable way, inspiring unity, creativity, and a shared festive spirit.





## International Academic Connect Hosted by KLH Global Business School

On January 24, KLH Global Business School successfully organized an International Academic Connect in collaboration with Education USA, bringing together representatives from renowned universities across the United States. The event was coordinated by Dr. Jaya Vani Majumdar and aimed to provide students with insights into global academic programs, funding options, and international career pathways.

The session commenced with a welcome address by Dr. Gajulapally Radhakrishna, Director (Academics), KLH GBS, who set the stage for an engaging and informative event.



Distinguished representatives in attendance included Mr. Michael Burke (Duquesne University), Ms. Supriya Nayak (University at Buffalo), Mr. Joshua LaFave (Clarkson University), and Ms. Caci Cooley (The Community Solution, Chicago). Their expertise and perspectives enriched the dialogue, offering students valuable guidance on international education opportunities.

The event wrapped up with interactive sessions, giving students the opportunity to connect directly with university delegates and explore tailored academic and career paths.



## KLH Global Business School Students Participate in TV9 Pre-Budget Discussion

On 1st February 2025, students of KLH Global Business School actively participated in a televised Pre-Budget Discussion aired on TV9, where they shared their perspectives and expectations regarding the Union Budget 2025. The event witnessed enthusiastic involvement from both MBA and BBA students, reflecting their growing awareness and understanding of economic policies and financial planning.

The session commenced with opening remarks by Dr. Radhakrishna, Director (Academics), and Dr. Geetha Mulabagula, Head of the Department and Associate Professor, who provided valuable context on the

significance of the national budget.

Further enriching the discussion, faculty members Dr. Jaya Vani Majumdar, Dr. Krishnaswamy Iyer, and Dr. Maddanasseti Ramya Sree offered key insights and expert opinions on pre-budget expectations, highlighting economic trends, fiscal planning, and the broader economic landscape.

The interactive and informative session served as a valuable learning opportunity, encouraging students to critically engage with real-world economic issues and budgetary decisions.





## Pre-Placement Talk by Shares Bazaar Pvt. Ltd. at KLH Global Business School

On 6th February 2025, KLH Global Business School successfully organized a Pre-Placement Talk in collaboration with Shares Bazaar Private Limited, aimed at providing final-year students with valuable industry insights and career guidance.

The session commenced with a presidential address by Dr. Gajulapally Radhakrishna, Director (Academics), who highlighted the significance of industry-academia collaboration in enhancing student employability. Dr. Geetha Mulabagula, Head of the Department and Associate Professor, also addressed the gathering, expressing her support for such initiatives and encouraging active engagement between students and industry professionals.

The event featured expert speakers from Shares Bazaar, including Ms. Akoju Sai Niharika (Senior Human Resource Executive), Mr. Abhiram Narkedamilli (Human Resource Executive), and Ms. Vaishnavi Pande (Equity Research Analyst). They offered deep insights into career opportunities in the financial sector, recruitment strategies, and the skills expected by today's employers.

**KLH GBS**  
BUILDING WORLD LEADERS

45 YEARS OF  
ACADEMIC EXCELLENCE  
RECOGNISED AS  
CATEGORY 1 UNIVERSITY  
NIRF 22 AMONG ALL  
UNIVERSITIES

KLH GLOBAL BUSINESS SCHOOL  
WELCOMES SHARES BAZAAR FOR  
**PRE-PLACEMENT TALK**

**INVITED SPEAKERS:**

**AKOJU SAI NIHARIKA**  
(Sr Human Resource Executive)  
Shares Bazaar Private Limited

**Vaishnavi Pande**  
(Equity Research Analyst)  
Shares Bazaar Private Limited

**Abhiram Narkedamilli**  
(Sr Human Resource Executive)  
Shares Bazaar Private Limited

**Target Audience:**  
MBA, BBA, B.Sc. Animation & Gaming, and FinTech Final Year students

**DATE:** 06-FEB-2025  
**Time:** 11.30 A.M to 12.30 P.M  
**VENUE:** SEMINAR HALL

@kluniversityh @kluniversityHyd @kluniversityH www.klh.edu.in

The session was both insightful and inspiring, providing students with a clearer perspective on industry expectations and helping them prepare for successful professional careers.

## B.Sc. Animation and Gaming Students Visit Qutb Shahi Tombs for Academic Study Tour

On 7th February 2025, the Department of B.Sc. Animation and Gaming at KLH Global Business School organized an educational study tour to the historic Qutb Shahi Tombs for first- and second-year students. The visit aimed to enhance students' understanding of environmental design, visual storytelling, and digital art through hands-on learning.

As part of their Environmental Design coursework, second-year students documented the site through photography to later develop digital replicas using advanced 3D modeling and rendering software. This practical application of classroom concepts allowed them to engage directly with

real-world architecture and refine their technical skills.

Simultaneously, first-year students explored the fundamentals of composition and storytelling by producing thumbnail sketches and capturing photographic references of the tombs. The activity encouraged creative interpretation of historical structures and supported their development in visual design.

The tour was met with great enthusiasm and provided students with valuable artistic and technical insights, reinforcing the link between cultural heritage and modern animation practices.







## Workshop on FinTech Unveiled: Trends, Innovation & Live Solutions at KLH Global Business School

On February 7, 2025, KLH Global Business School, in collaboration with Imarticus Learning and PwC, successfully hosted a workshop titled “FinTech Unveiled: Trends, Innovation & Live Solutions.” The event served as a platform for students to explore emerging trends, innovative business models, and real-world applications within the FinTech domain.

The workshop featured distinguished speakers from PwC, including Mr. Raghav Aggarwal (Associate Director), Mr. Vignesh Venkataraman (Senior Consultant), and Mr. Arham Kumar Jain (Associate), along with Dr. Kshama Sharma, Learning Head – Degree Program at Imarticus Learning. They offered valuable insights into the rapidly evolving financial technology landscape.

The session commenced with an address by Dr. Gajulapally Radhakrishna, Director (Academics), followed by opening remarks from Dr. P. Hima Jagathi, Associate Professor and Head, BBA Department. The event was effectively coordinated by Dr. Madireddi S. S. V. Srikumar, Associate Professor and Head, MBA (FinTech), ensuring a smooth and impactful experience for all attendees.

Through interactive discussions and live case studies, the



workshop enriched students’ understanding of FinTech and equipped them with practical knowledge essential for success in the modern financial industry. The event was well-received and marked another step forward in bridging academic learning with industry relevance.

## Successful Placement Drive Conducted by Shares Bazaar at KLH Global Business School

On February 11, 2025, KLH Global Business School conducted a successful placement drive in collaboration with Shares Bazaar. The drive resulted in the placement of 14 students, with 12 selected for the role of Financial Advisor and 2 for the position of HR Executive marking a significant milestone in their professional journey.

The event was effectively coordinated by Dr. Sarathsimha Bhattaru, Associate Professor and Placement Coordinator, along with Dr. Jaya Vani Majumdar, Associate Professor. Their efforts ensured a smooth and impactful recruitment process, providing students with valuable opportunities to step confidently into the corporate world.



This placement drive reflects the institution's continued commitment to fostering industry connections and empowering students through career-focused initiatives.



Expert Talk on “Data Analytics & Industry Overview” at  
KLH Global Business School

Faculty Coordinator: Ms. M. Suseela Grace | Event Coordinator: Dr. Jayavani Majumdar





On February 14, 2025, KLH Global Business School, in collaboration with The Federation of Indian Chambers of Commerce and Industry (FICCI), Hyderabad, organized an expert talk on "Data Analytics & Industry Overview." To provide students with insights into the evolving field of data analytics and its significance in the current industry landscape.

The event commenced with an opening address by Dr. Gajulapally Radhakrishna, Director (Academics), who highlighted the growing relevance of data-driven decision-making in modern business environments.



The session was led by Mr. Naser Ghazanfer, Business Analyst Trainer at Elance Learning, and witnessed enthusiastic participation from students across various programs. His talk covered practical applications of data analytics and emerging trends, offering students a clearer perspective on industry expectations.

The event was effectively organized by Dr. Jaya Vani Majumdar and Dr. Sarat Simha, ensuring a seamless and enriching learning experience for all attendees. Ankit Bhatnagar Director FICCI also graced the occasion.



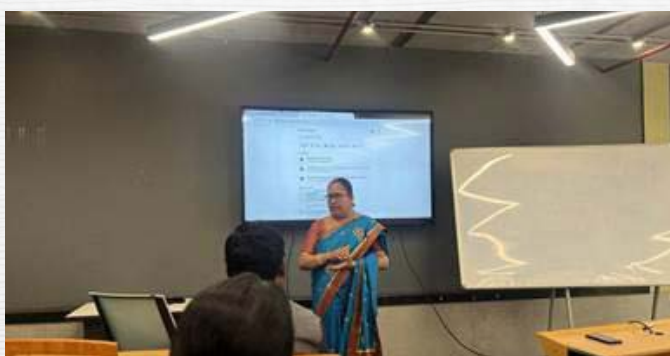
## Ph.D. Review Sessions at KLH Global Business School

On 15th February 2025, KLH Global Business School successfully conducted a series of Ph.D. review sessions, providing a platform for research scholars to present their ongoing work and engage in meaningful academic discourse. The event commenced with opening remarks by Dr. Geetha Mulabagula, Head of the MBA Department, who also skillfully coordinated the sessions. The scholars demonstrated exceptional academic rigor, presenting their research with clarity, depth, and analytical insight. The sessions encouraged scholarly exchange and highlighted the researchers' deep understanding of their respective

domains.

Special commendation was given by the panelists to the following scholars for their outstanding presentations: Ms. M. Suseela Grace (Asst.Prof), Shaik Tippu Arif Diwan and D. Sudheer Reddy

The expert panel offered valuable feedback and constructive suggestions, further enriching the research process. The event reaffirmed KLH GBS's commitment to academic excellence and the advancement of research-driven learning.





## KLH GBS Students Win Gold at Inter-University Sports Tournament

Students from KLH Global Business School (KLHGBS) achieved notable success at the 2025 Inter-University Sports Tournament held at BITS Pilani, Hyderabad.

M. Vaishnavi, a first-year MBA student, secured the gold medal in powerlifting, while G. Sanjana, a second-year BBA student, claimed gold in badminton, demonstrating excellence in both individual strength and skill-based sports.

Dr. Gajulapally Radhakrishna, Director (Academics), extended his heartfelt congratulations to the winners for their outstanding performances. Their achievements were made possible under the mentorship and guidance of Dr. K. Chandra Naveen, Assistant Professor and Physical Director.

These accomplishments reflect KLHGBS's continued commitment to fostering all-round student development and promoting excellence in both academics and athletics



## Successful Placement Drive Conducted by Instead at KLH Global Business School

On 19th February 2025, KLH Global Business School conducted a successful placement drive in collaboration with Instead, offering valuable career opportunities to its students.

Two BBA students, Bharadwaj Algubelli (2210560067) and Rapolu Mahitha (2210560044), were selected for the role of Form Specialists, marking a significant milestone in their professional journey.

The placement drive was efficiently coordinated by Dr. Jaya Vani Majumdar, Associate Professor, and Dr. Sarathsimha Bhattaru, Associate Professor and Placement Coordinator. Their efforts ensured a smooth and productive recruitment process, further reinforcing the institution's commitment to student career development and industry engagement.



## Faculty Achievement: Mrs. K. Sarala Rao Honoured at 84th All India Annual Art Exhibition

KLH Global Business School proudly announces the remarkable achievement of Mrs. K. Sarala Rao, Assistant Professor, Department of Animation and Gaming, who was honored with the 'Best Award' for her bronze sculpture titled "Telangana Amara Veerulaku Padabhi Vandanamulu."

The award was presented by His Highness Raunaq Yar Khan, the 9th Nizam of the Asaf Jahi dynasty, during the 84th All India Annual Art Exhibition – 2025, organized by

the Hyderabad Art Society. The recognition included a cash prize of ₹10,000 and a commemorative memento.

Dr. Gajulapally Radhakrishna, Director (Academics), congratulated Mrs. Sarala Rao on this prestigious recognition and lauded her dedication and contribution to the field of art. This achievement stands as a testament to the artistic excellence and creative spirit fostered within the institution.





### ..... KLH GBS Hosts Thankgiving Ceremony to Honor Support Staff .....

On 21st February 2025, KLH Global Business School organized a heartfelt Thankgiving Ceremony to recognize and appreciate the invaluable contributions of its security personnel and cleaning staff.

The event commenced with a warm note of gratitude delivered by Dr. Gajulapally Radhakrishna, Director (Academics), acknowledging the dedication and behind-the-scenes efforts of the support staff. Dr. Geeta Mulabagula (Head, MBA Department) and Dr. P. Hima Jagathi (Head, BBA Department) addressed the gathering, commending the staff for their commitment and consistent service in maintaining a safe and clean campus environment.

The ceremony was thoughtfully coordinated by Dr.



Swarupa Pelleti, and concluded with the distribution of tokens of appreciation, presented to the staff as a gesture of the institution's sincere thanks for their unwavering support and hard work.

This initiative reflects KLH GBS's commitment to fostering a culture of respect, inclusivity, and gratitude within its academic community.

### ..... Successful Placement Drive Conducted by CompileIT at KLH Global Business School .....

On 24th February 2025, KLH Global Business School organized a successful placement drive in collaboration with CompileIT. The drive resulted in the placement of Rajlaxmi Rout (2311510134), an MBA FinTech student, who was selected for the role of HR Executive.

The recruitment process was efficiently coordinated by Dr. Sarathsimha Bhattaru, Associate Professor and Placement Coordinator, along with Dr. Bandi Viswanath, Associate Professor. Their efforts ensured a seamless and productive placement experience.

This achievement reflects the institution's ongoing commitment to providing quality career opportunities and preparing students for professional success.





## Placement Drive by The Global Associates

KLH Global Business School proudly announces the successful completion of a placement drive conducted by The Global Associates on 25th February 2025. Returning for the second time, the company's continued engagement reflects its confidence in the talent nurtured at KLHGBS. The drive resulted in the selection of six students for the role of Sales Development Representative: Vamsi (MBA – 2311510104), Sharvani (MBA – 2311510103), Bhavya (MBA – 2311510117), Pritam (BBA – 2210560001),

Mahendra M (BBA – 2210560060), and Sai Utham (BBA – 2210560150).

The event was efficiently coordinated by Dr. Sarathsimha Bhattaru, Associate Professor and Placement Coordinator, who ensured a smooth recruitment process. This milestone highlights KLH-GBS's ongoing commitment to student success and its growing reputation for producing industry-ready professionals equipped with the skills and confidence to thrive in the corporate world.



## FTCCI's Growth X 2025 Summit

Faculty Coordinator: Ms. M. Suseela Grace

Students of KLH Global Business School actively contributed as volunteers at the Growth X 2025 Summit held on March 1, 2025, organized by the ICT Committee of the Federation of Telangana Chambers of Commerce and Industry (FTCCI). Centered around the theme of leveraging technology for growth in an AI-driven era, the summit served as a dynamic platform for business collaboration, industry insights, and knowledge sharing.

Dr. Gajulapally Radhakrishna, Director (Academics), commended the students for their initiative and enthusiasm in engaging with such high-impact industry events. KLHGBS extends its sincere gratitude to Dr. Ankit Bhatnagar, Director of FTCCI, for his continued support and for offering students this enriching learning opportunity.





## Colors of Creativity Art Competition

On 3rd March 2025, KLH Global Business School successfully organized "Colors of Creativity", an art competition held under the auspices of the Student Activity Centre (SAC). The event witnessed enthusiastic participation from students, who showcased their artistic talents through drawing and painting. The competition served as a vibrant platform for creative expression, allowing students to explore their imagination beyond academics.

Dr. Gajulapally Radhakrishna, Director (Academics), addressed the participants. Dr. Geeta Mulabagula, Head of the MBA Department, visited the venue to encourage and support the participants. The event reflected KLHGBS's continued commitment to fostering holistic student development by integrating artistic exploration into campus life.



## Interphase-2024: Summer Internship Competition Recognizing Student Excellence

KLH Global Business School recently concluded its annual Summer Internship Competition, Interphase-2024, celebrating the exceptional achievements of MBA and BBA students in applying classroom knowledge to real-world business scenarios. The event was graced by Dr. Gajulapally Radhakrishna, Director (Academics), who delivered an inspiring address, highlighting the importance of experiential learning in shaping future business leaders. He reaffirmed the institution's commitment to integrating academic rigor with industry-relevant practices.





The competition was meticulously coordinated by Dr. Bandi Viswanath and Dr. G. Kistareddy, Associate Professors and Summer Internship Program Coordinators. Interphase-2024 featured multiple rounds that assessed participants on key areas such as business strategy, technological innovation, marketing, and research. Esteemed industry experts served as judges, offering insightful feedback and guidance. The panel included Mr. Varad Joshi, Founder and CEO of InternBridge Pvt. Ltd., and Mr. Bhanu Sameer, Program Manager at Voice4Girls, a noted career coach and social development professional.

#### The winners of the competition were:

##### MBA Category

- Winner: **S. Manish** | Runner-up: **B. Sravya**

##### BBA Category

- Winner: **Anil Kumar** | Runner-up: **Shreshta**

These outstanding performers were awarded prestigious internships with leading organizations, further strengthening their industry exposure. Interphase-2024 stands as a testament to KLH GBS's unwavering focus on producing industry-ready graduates through meaningful practical learning experiences.



**KLH GBS**  
BUILDING WORLD LEADERS

# Interphase

**2024**

## ANNUAL SUMMER INTERNSHIP PROGRAMME (SIP) CONTEST

**AIM:**  
To display SIP learnings in front of student community & Industry Experts.

**PRESENTERS:**  
TOP 20 Shortlisted (BBA + MBA Final Yr. students)

**OBJECTIVE OF THE EVENT:**

- To inculcate the importance of SIP among students.
- Chance to avail pre-placement offer to the best Presenters.

**RECOGNITION:**

- ALL 20 Participants will be given "Certificate of Participation"
- Top 2 each from MBA and BBA will be rewarded.

**PROCESS FOR STUDENT PARTICIPATION:**

Participants to be in touch with their SIP guides for finalizing their PPT.

The Presentation should not exceed 10 slides.

All participants should mail their presentations on or before 5th March 25 by 5:00 p.m. to the specified mail ID.

Participants to follow the order of presentation and timelines.

Respective HOD of the programme should inform the student council/committee for success of this initiative.

**Date of the Event:** 8th March 2025, 10:00 -13:00 | **Venue:** Seminar Hall, 6th Floor, KLHGBS, HYD.  
**Time per Presenter:** 15 minutes.

**Dr. B. Viswanath**  
Associate Professor, SIP Coordinator, MBA  
Ph: +91 9701502087

**Dr. G. Venkatkistareddy**  
Associate Professor, SIP Coordinator, BBA  
Ph: +91 9686936076

## Design Illustration Workshop in KL University, Vijayawada

Faculty coordinator: Mr. Bivas Paul

KLH Global Business School proudly acknowledges Mr. Bivas Paul, Head of the Department of Gaming and Animation, for his role as the Resource Person during a two-day Design Illustration Workshop held on 5th and 6th March 2025 at KL University, Vijayawada. The workshop was organized for Animation and Gaming students from the Department of Fine Arts.



Mr. Paul delivered insightful sessions on advanced design techniques and emerging trends in the fields of animation and gaming. His expertise and engaging delivery were highly appreciated by both students and faculty, significantly contributing to the success of the event. KLH GBS commends his dedication to academic collaboration and his efforts in fostering industry-aligned learning beyond the classroom.





## Dr. KV Anusha Reddy Marks Women's Day Celebration at KLH GBS

As part of the International Women's Day celebrations, KLH Global Business School had the privilege of hosting a guest lecture by Dr. KV Anusha Reddy, a distinguished gynecologist from Her Care. During the session, held on March 7, 2025, Dr. Reddy spoke about the vital aspects of women's health, the unique challenges women face, and the resilience and potential they embody. Her talk served as a powerful reminder of the importance of physical and mental well-being and the role of empowerment in overcoming both societal and health-related challenges. The event was both informative and inspiring, contributing meaningfully to the occasion.



## Successful Pool Campus Placement Drive with Piramal Finance

On the same day, KLH Global Business School also organized a successful pool campus placement drive in collaboration with Piramal Finance, aimed at identifying and recruiting capable young professionals. The drive culminated in the selection of three MBA students – Battula Sravya, Aditya Paul, and Lakshmi Gayatri – for the position of Sales Manager. This achievement represents a significant milestone in their professional journey and reflects the institution's continued commitment to facilitating quality career opportunities for its students.



## STTP: Digital Marketing Tools Held for BBA Students at KLH GBS

On March 10, 2025, KLH Global Business School organized an engaging expert talk as part of its Short-Term Training Program (STTP) on Digital Marketing for second-year BBA students. The session was conducted by Ms. Jhanavi TP, an experienced digital marketing professional, who provided valuable insights into the use of Mailchimp and Google Analytics for effective email marketing strategies.



The session bridged theoretical concepts with practical applications, enabling students to better understand and apply digital tools in real-world scenarios. The event was meticulously coordinated by Dr. Sarath Simha, ensuring a seamless learning experience that contribute meaningfully to students' academic and professional growth.





## Day 2 of STTP on Digital Marketing: Expert Session on SEO Techniques

On March 11, 2025, KLH Global Business School continued its Short-Term Training Program (STTP) on Digital Marketing with an insightful expert talk for second-year BBA students. The session was led by Mr. Narasingh Patro, Senior Area Head at Housing.com, who brought his extensive industry experience to the classroom.

Focusing on core Search Engine Optimization (SEO) strategies, Mr. Patro covered vital topics including Meta

Tags, Link Building, and Technical SEO. He emphasized the practical application of these techniques in optimizing websites for improved visibility and higher search engine rankings. The session effectively bridged theoretical concepts with real-world marketing practices, offering students a deeper understanding of SEO in today's digital landscape. The event was seamlessly coordinated by Dr. Sarath Simha, ensuring a valuable and engaging learning experience for all participants.



## Day 3 of STTP on Digital Marketing: Expert Session on Social Media Marketing

On March 12, 2025, KLH Global Business School continued its Short-Term Training Program (STTP) on Digital Marketing with a compelling expert talk for second-year BBA students. The session was led by Mr. Nikhil Kuruganti, a seasoned digital marketing professional, who provided valuable insights into the evolving landscape of Social Media Marketing.

Mr. Kuruganti guided students effectively leveraging various social media platforms to build brand awareness,

engage audiences, and drive marketing success. The session offered a blend of strategic knowledge and practical tools, enriching students' understanding of digital engagement. The event was efficiently coordinated by Dr. Sarath Simha, ensuring a smooth and impactful experience. At the conclusion of the session, certificates of participation were distributed to all attendees, recognizing their enthusiasm and dedication to upskilling in the digital marketing domain.





## KLH GBS Organizes Inaugural “Catalyst” Mock Interview Event to Prepare Students for Career Success

KLH Global Business School proudly conducted its first-ever “Catalyst” Mock Interview Event on March 12, 2025, aimed at equipping students with essential interview skills and boosting their confidence for future recruitment opportunities. The initiative offered students a platform to experience realistic interview scenarios, helping them refine their communication, presentation, and problem-solving abilities in a professional setting.

The event was meticulously coordinated by Dr.

Lakshmi Brinda, whose dedication and leadership were instrumental to its success. Students received valuable, personalized feedback from experienced faculty panelists who served as domain experts and interviewers, offering insights that will prove beneficial as they transition into the corporate world. KLH GBS extends sincere gratitude to all the faculty members who contributed their time and expertise, helping ensure that the mock interviews were both impactful and transformative for the participants.



## KLH GBS Celebrates Ethnic Day with Cultural Pride and Unity

KLH Global Business School joyfully celebrated Ethnic Day on March 13, 2025, embracing the spirit of India's rich cultural heritage and diversity. Students participated with great enthusiasm, wearing traditional attire that represented various regions of the country, creating a vibrant and festive atmosphere on campus.

The event served as a meaningful platform to promote

unity in diversity, fostering cultural appreciation and mutual respect among students from different backgrounds. The celebration not only created lasting memories but also reinforced KLHGBS's commitment to holistic student development through cultural exchange and inclusivity. The institution remains dedicated to continuing such initiatives that enhance the overall student experience and campus spirit.





## KLH GBS Hosts Successful Placement Drive with CompileIT

On March 17, 2025, KLH Global Business School conducted a successful placement drive in collaboration with CompileIT, providing students with an excellent opportunity to begin their professional journeys with one of the leading names in the tech industry.

A total of 11 students were selected during the drive, including 5 from the MBA program and 6 from the BBA

program. This accomplishment reflects the students' dedication and the strong academic foundation provided at KLH GBS, perseverance, and the robust academic and professional training imparted at KLH GBS. The institution extends its heartfelt congratulations to all selected students and wishes them continued success as they embark on their careers with CompileIT.



## KLH GBS Organizes Industrial Visit to NIRDPR for BBA Students

On March 18, 2025, KLH Global Business School organized an industrial visit to the National Institute of Rural Development and Panchayati Raj (NIRDPR) for third-year BBA students, under the coordination of Dr. Lakshmi Brinda. NIRDPR, an autonomous institution under the Ministry of Rural Development, Government of India, plays a pivotal role in shaping rural development policies through research and training.

The visit aimed at providing students with practical exposure to entrepreneurial skills, government schemes, and opportunities in the rural sector. Students also gained valuable insights into the various initiatives, policies, and technological advancements contributing to sustainable rural development. The experience enriched their academic understanding by connecting theoretical learning with real-world applications in rural development and governance.





## KLH GBS Hosts Launch of Medha – India's First AI-Assisted Interview Simulator

On March 25, 2025, KLH Global Business School proudly hosted the launch of "Medha", India's first AI-assisted interview simulator, developed by Medha Edutech (MET). This groundbreaking tool enables students to practice real-time interviews with instant feedback, enhancing their confidence and making them industry ready.

The event was graced by Dr. Anand Bethapudi, Dean of KLH GBS, who emphasized the significance of AI innovations like Medha in shaping the future of career preparedness. Mr. Chaitanya Vaddi, Director and Leading

Instructor at MET, delivered a session on AI and Emerging Technologies, while Ms. Mounika Patel, Co-Founder and Lead Instructor at MET, conducted an engaging talk on Digital Marketing, sharing actionable insights for digital success. A live demonstration of Medha was also held, showcasing its interactive features that allow students to schedule interviews, receive instant feedback, and track improvement. The collaboration marks a significant step in equipping students with cutting-edge tools for professional development.

## Orientation Session on Interphase - 2025 Internship Competition Held at KLH GBS

On the same day, KLH Global Business School organized an orientation session to introduce students to "Interphase-2025", the annual Summer Internship Competition. The session provided an overview of the program's structure, key objectives, and the diverse industry exposure it offers.

Students were guided on project expectations, the importance of skill development, and how to leverage internships for career advancement. The session also emphasized how internships bridge academic knowledge with real-world applications, ultimately enhancing employability and industry readiness. Participants were encouraged to make the most of this opportunity to build professional networks and gain practical experience in their chosen fields.





## KLH GBS Conducts Workshop on Advanced Excel for Business Analytics

On March 27, 2025, KLH Global Business School organized a hands-on workshop on Advanced Excel, aimed at strengthening students' data analysis and spreadsheet management skills. The session focused on equipping participants with essential tools for effective data handling, visualization, and automation techniques—key competencies in today's data-driven business environment.

The event commenced with an address by Prof. (Dr

Anand Bethapudi, Dean of KLH GBS, who emphasized the pivotal role of Excel in business decision-making and analytics. The session was led by Mr. Sandeep, Senior Recruiter at Verizon India, who provided expert guidance on advanced formulas, pivot tables, and automation features to streamline workflows. The interactive session featured real-world case studies and problem-solving activities, offering students practical exposure and actionable insights that will benefit both their academic and professional pursuits.



## KLH GBS Hosts Workshop on AI-Driven Loan Default Predictions

On March 28, 2025, KLH Global Business School successfully conducted a workshop on "AI-Driven Loan Default Predictions: A Digital Transformation Case Study", offering students and professionals valuable insights into the evolving landscape of artificial intelligence, machine learning, and data analytics.

The event commenced with an inaugural address by Prof. (Dr.) Anand Bethapudi, Dean of KLH GBS, who highlighted the growing significance of AI and data analytics in driving informed business decisions. The session was led by Dr. Gundala Nagaraju, an alumnus of IIM Calcutta and IIT Kharagpur, and an adjunct professor based in Hyderabad.

Dr. Nagaraju provided expert insights into the role of data science in business strategy and showcased real-time case studies in insurance analytics, demonstrating how predictive modeling can transform industry practices.

Participants engaged in hands-on training involving big data analytics, deep learning, classification models, and confusion matrices, enhancing their understanding of model accuracy and prediction optimization. The interactive workshop concluded with a dynamic Q&A session, fostering dialogue on the future of AI-driven analytics and preparing attendees to address real-world data challenges with confidence.







## KLH GBS Launches Innovation Cell to Foster Student Entrepreneurship

On March 28, 2025, KLH Global Business School officially launched its Innovation Cell, an initiative aimed at nurturing entrepreneurial thinking and innovation among students. The cell is designed to provide mentorship, guidance, and resources to support students in developing creative solutions and business ideas.

The Innovation Cell will be mentored by Dr. Gundala Nagaraju, alumnus of IIM Calcutta and IIT Kharagpur, and will be guided by Prof. (Dr.) Anand Bethapudi (Dean, KLH GBS), Dr. M. S. S. V. Srikumar, Dr. Rajesh NVC, and Ms M. Suseela Grace Padma, Research Scholar. During

the launch, Dr. Bethapudi emphasized the importance of Business Plan Competitions in promoting innovation. Dr. Nagaraju proposed the formation of an Innovation Club to support students' business initiatives and connect them with incubators. Dr. Srikumar and Dr. Rajesh discussed key trends in entrepreneurship, while Ms. Grace announced the upcoming National and International Business Plan Competition scheduled for October 2025. She discussed Artificial Intelligence: The future and sustainability as the central theme, in collaboration with T-hub, TSIC, JNTUH-TBI, ALEAP, ISB for organizing the two days program to help develop the startup entrepreneurial student ecosystem.



## KLH GBS Conducts First Round of Management Research Project Reviews

On March 29, 2025, KLH Global Business School conducted the first round of Management Research Project Reviews, showcasing students' academic rigor and commitment to addressing contemporary business challenges. The session began with opening remarks from Prof. (Dr.) Anand Bethapudi, Dean of KLHGBS, who emphasized the vital role of research in navigating the evolving landscape of business and innovation.

Dr. Geeta Mulabagula (Head, MBA Department) highlighted the significance of adopting innovative

practices to meet emerging industry needs. Students presented proposals on a wide range of topics, including sustainability in supply chains, digital transformation in banking, employee well-being in remote work, and the role of AI in business decision-making. Four panels of expert faculty reviewers evaluated the presentations, offering constructive feedback to refine the research. The review sessions reflected the institution's ongoing commitment to fostering critical thinking, applied research, and practical insights among future business leaders.





## ..... KLH GBS Student Triumphs at Invicta Sports Fest .....

KLH Global Business School is proud to announce that M. Vaishnavi (I MBA, 2411510159) secured first place in the Powerlifting (84kg category) at the 'Invicta' Sports and Cultural Fest, held at KG Reddy College of Engineering & Technology, Hyderabad, on March 29, 2025.

Her outstanding performance and dedication to sports were applauded by Prof. (Dr.) Anand Bethapudi (Dean), Prof. (Dr.) L. Koteswara Rao (Principal), and Dr. K. Chandranaveen (Physical Director), who extended their heartfelt congratulations on her commendable achievement.



## ..... KLH GBS Animation Students Showcase Talent at Cinephilia .....

On March 27 and 28, 2025, KLH Global Business School proudly participated in 'Cinephilia', a creative and competitive event hosted by KL University, Vijayawada. A dedicated team from the Department of Animation and Gaming, comprising Mr. Bivas Paul and Mr. G. Christhu Raja (Assistant Professors) along with 14 enthusiastic students, represented the institution.

The students actively took part in Short Film and

Photography competitions, exhibiting their artistic skills and passion for visual storytelling. They also attended short film screenings and a Virtual Production workshop focused on Visual Effects (VFX), gaining valuable exposure to industry-relevant techniques. The event served as a platform for creative expression and professional development, further enhancing the students' knowledge and understanding of contemporary practices in animation and media production.







## ..... Clay Modelling Workshop for Animation Students .....

On April 1, 2025, KLH Global Business School inaugurated a week-long clay modelling workshop organized by the Department of Animation and Gaming. The event commenced with an inaugural ceremony graced by Prof. (Dr.) Anand Bethapudi (Dean) and Prof. (Dr.) G. Radhakrishna (Director – Academics), who delivered inspiring remarks highlighting the importance of hands-on learning in creative disciplines.

The workshop, designed for first-year animation students, focused on traditional clay modelling and claymation techniques. It aimed to bridge classical South Indian temple architecture and relief sculpture with modern applications in animation and gaming. Students were introduced to the fundamentals of model creation, character and prop design, and prototype development, gaining practical experience that blends traditional artistry with contemporary digital workflows.



## ..... KLH GBS Launches Dedicated Case Study Centre .....

On April 1, 2025, KLH University – Global Business School, Hyderabad officially launched its 'Case Study Centre', a strategic initiative aimed at fostering research, analytical thinking, and experiential learning. The center was inaugurated under the leadership of Prof. (Dr.) Anand Bethapudi (Dean) and the mentorship of Prof. (Dr.) G. Radhakrishna (Director – Academics).

Team consisted of Dr. B. Viswanath, Dr. Maddanasetti

Ramya Sree, Dr. C. Rani, Mr. Jagadeesh Varanasi, Ms. Suseela Grace. A six-month action plan has been initiated to build a robust shared learning repository of case studies across key domains such as Finance, Human Resources, and Marketing. The initiative aims to develop faculty and student capabilities in case writing, analysis, and application, with the goal of publishing high-quality cases on prestigious platforms like Emerald, Ivey, and Harvard Business Publishing.





## KLH GBS Launches 3D Modelling Challenge for Animation Students

KLH University – Global Business School, Hyderabad officially launched its highly anticipated '3D Modelling Challenge' on April 1, 2025. Organized by the Department of Animation and Gaming, this week-long event provides a dynamic platform for students to explore advanced 3D design techniques through practical assignments and creative expression.

On Day 1, participants were tasked with creating a 3D

model of a stationery item, testing their proficiency in precision, texture application, and realistic representation. The challenge is designed to foster hands-on learning and innovation, enabling students to enhance their technical expertise under the mentorship of experienced faculty. This initiative reflects KLH GBS's commitment to experiential learning and nurturing future-ready talent in animation and gaming.



## Soft Skills Workshop Equips Students for Career Success

On April 2, 2025, KLH University – Global Business School, Hyderabad organized an engaging Soft Skills Workshop for its MBA and BBA students. The session was led by Mr. Bhaskar Pai, Sales Director and CEO of GE Lighting and Appliances, who conducted interactive sessions focused on building key professional skills such as self-confidence, communication, public speaking, and decision-making.

The event began with opening remarks by Prof. (Dr.) Anand Bethapudi (Dean) and Prof. (Dr.) G. Radhakrishna (Director – Academics), who emphasized the growing importance of soft skills in today's competitive and dynamic business

environment. The workshop was further supported by Dr. Geeta Mulabagula (HOD, MBA), Dr. P. Hima Jagathi (HOD, BBA), and Dr. M. S. S. V. Srikumar (Liaison Officer, MBA FinTech), who encouraged students to apply these skills for personal and professional growth.

Through engaging activities such as 'Tear and Share' and 'Chinese Whisper', students gained hands-on experience in teamwork, clear communication, and problem-solving. The workshop not only enhanced their confidence but also prepared them to navigate real-world challenges with greater effectiveness and leadership.





## Workshop on Graphic Design and Branding Empowers Students with Creative Skills

KLH University – Global Business School, Hyderabad organized a three-day workshop on Graphic Design and Branding from 7th to 9th April 2025, aimed at enhancing the creative and technical skills of second-year students from the Animation and Gaming Department. The workshop was facilitated by Mr. Bivas Paul and Mr. G. Christhu Raja, both Assistant Professors in the department.

The sessions focused on introducing students to the fundamentals of graphic design using Adobe Illustrator,

along with an overview of the history and evolution of graphic design. Students learned to create visually compelling designs and were guided through the development of professional assets including brochures, ID cards, menu cards, visiting cards, and other essential branding materials. The workshop emphasized both creative expression and industry relevance, equipping students with practical design skills crucial for their academic and career growth.

**KLH GBS**  
BUILDING WORLD LEADERS

#WeAreFutureReady

KLH Global Business School  
organises a Three-day Workshop

**GRAPHICS DESIGNING & BRANDING**

Dates: 7<sup>th</sup> - 9<sup>th</sup> April, 2025 | Venue: KLHGBS, 307 Multimedia Lab

Resource Persons:

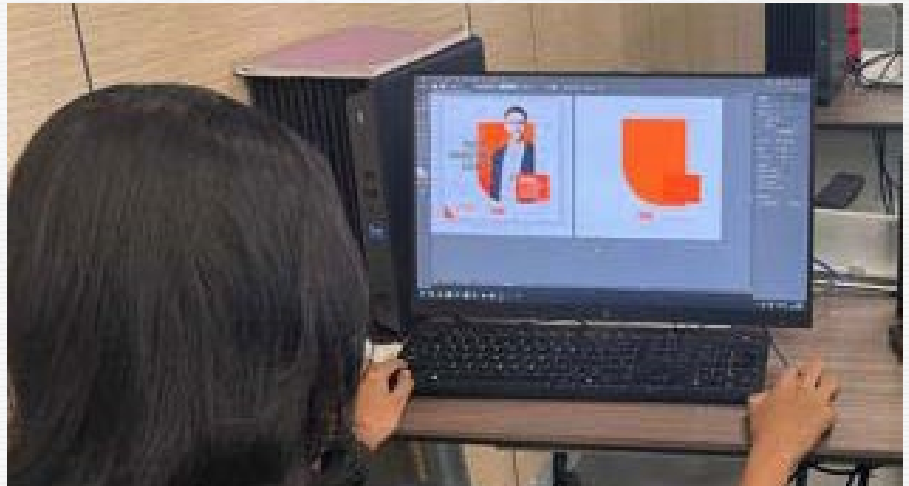
Mr. Bivas Paul  
Asst. Prof. Dept. of A&G

Mr. Christhu Raja G  
Asst. Prof. Dept. of A&G

Target Participants:  
Second Year B.Sc A&G Students & Others

Faculty Members In charge:  
Mrs. Anna Asheervadham Mary, Mr. Dilip Kumar K

@klhgsbs @klhglobalbusinessschool www.gbs.klh.edu.in





## Session on Placement Readiness and Corporate Training Enhances Student Preparation

On 7th April 2025, MBA second-year students at KLH University – Global Business School, Hyderabad attended a highly insightful session led by Ms. Veena Sharma, Placement Head—Management/Humanities/Sciences and Regional Head—Bangalore, Koneru Lakshmaiah Education Foundation. The session focused on placement readiness, interview strategies, and career planning, offering students practical guidance to navigate upcoming placement opportunities with confidence.

The session also featured inputs from Prof. (Dr.) Anand Bethapudi (Dean), Dr. Geeta Mulabagula (HOD, MBA), and Dr. Sarathsimha Bhattaru (Placement Coordinator), who provided an overview of the Corporate Readiness Training (CRT) initiatives and shared details about the upcoming campus placement schedule. The session reinforced the institution's commitment to equipping students with industry-relevant skills and real-world insights, ensuring they are well-prepared for successful careers.



## SRUJANA Techno Art Fest Showcases Creative Excellence at KLH GBS

KL University – Global Business School, Hyderabad, under the guidance of Prof. (Dr.) Anand Bethapudi (Dean), successfully hosted SRUJANA, a vibrant Techno Art Fest, on April 11, 2025. Organized by the Department of Animation and Gaming, the fest celebrated innovation and artistic talent, offering a platform for B.Sc. Animation and Gaming students from all three years to exhibit their creative work.

Final-year students presented their major projects,

including full-fledged game prototypes. First- and second-year students showcased 3D models, animations, digital collages, and pixel-based games. The event was graced by industry experts Mr. Krishna Mohan (Creative Director, Greengold Animation) and Ms. Leeny Emanuel (Photographer and Head of HR, Greengold Animation), who commended the students' talent and dedication. With active participation from faculty, students, and parents, SRUJANA reflected the department's commitment to fostering creativity and industry readiness.







## Ideathon 2025 Sparks Innovation and Entrepreneurial Spirit at KLH Global Business School

Faculty Coordinator: Ms. M. Suseela Grace

KL University, Hyderabad – Global Business School successfully organized Ideathon 2025, a business hackathon held on April 12, 2025, under the guidance of Prof. (Dr.) Anand Bethapudi (Dean). The event served as a platform for students to showcase their creativity, strategic thinking, and entrepreneurial spirit through innovative business solutions.

The first prize was awarded to Team Urban Rush, led by Harsha Yerramsetti (II MBA – Fintech), for their groundbreaking idea of offering 30-minute delivery for online clothing purchases. Other standout concepts included AI-based marketing tools for SMEs, a healthcare

innovation with enterprise scalability, Swipe Skill—a matchmaking app for job seekers and recruiters—and a smart laser pen prototype capable of real-time correction and rewriting.

The event was further elevated by expert insights from Dr. Gundala Nagaraju (Adjunct Professor; Alumnus of IIM Calcutta and IIT Kharagpur), who emphasized the importance of innovation-driven learning and offered continued mentorship through the KLH GBS Innovation Club. The event exemplified KLHGBS's commitment to fostering an entrepreneurial mindset among its students.





## Workshop on Digital Marketing Awareness and Career Opportunities

Resource Person: Mr. Lokesh Arukala, V Cube Software Solutions

KLH University, Hyderabad – Global Business School organized an insightful workshop on Digital Marketing Awareness and Career Opportunities on 15th April 2025. The session was led by Mr. Lokesh Arukala, a seasoned trainer and entrepreneur from V Cube Software Solutions.

The workshop commenced with opening remarks by Prof. (Dr.) Anand Bethapudi (Dean), who emphasized the increasing relevance of digital marketing in today's global business environment. Mr. Arukala guided students through essential topics such as Search Engine

Optimization (SEO), social media marketing, content creation, paid advertising, and personal branding. The session also introduced students to practical tools, free certification programs, and various career paths in the digital space, including freelancing and remote work.

This workshop offered students valuable real-world insights and enhanced their understanding of the dynamic digital landscape, equipping them with the knowledge to pursue successful careers in digital marketing.



## KLH GBS Student Shines in National Tennis Tournaments

Faculty Coordinator: Dr. Chandranaveen

KLH University, Hyderabad – Global Business School proudly congratulates Mr. Theertha Shashank (Reg. No. 2311510152, MBA – FinTech) for his remarkable achievements in the field of tennis. A distinguished international-level athlete, Shashank was declared singles champion and doubles runner-up at the National Ravine Hotel Tennis Championship (Men's Open) held in Maharashtra.

Adding to his list of accomplishments, he clinched the doubles title at the AITA National Men's Open Tennis Tournament held in Khammam, Telangana. His dedication to excellence, both in academics and sports, has been highly appreciated by Prof. (Dr.) Anand Bethapudi (Dean) and Dr. K. Chandranaveen (Physical Director). His achievements serve as a source of inspiration for the entire student community.





## KLH GBS Signs MoU with IIT Kharagpur Technology Alumni Association – Hyderabad Chapter

Resource Person: Dr. Y. V. Satish Kumar

KLH University, Hyderabad – Global Business School is proud to announce the signing of a Memorandum of Understanding (MoU) with the Technology Alumni Association of IIT Kharagpur, Hyderabad Chapter on April 21, 2025. The MoU was formalized by Prof. (Dr.) Anand Bethapudi (Dean) and Dr. Y. V. Satish Kumar, Co-founder and Director of ASquare Infotech and President of the Hyderabad Chapter, which comprises over 3,000 distinguished professionals from leading MNCs and entrepreneurial ventures.

Present at the occasion were Dr. Gundala Nagaraju (Adjunct Professor & Alumnus of IIM Calcutta and IIT Kharagpur) and Dr. Pavani Kadiyala (Industry Advisor – Digital Strategy). The partnership aims to enrich the curriculum with industry insights, particularly in finance, fintech, and business analytics, while supporting Summer Internship Programs (SIP) and mentorship initiatives through the Innovation Centre. This collaboration is set to enhance students' practical learning, internship experiences, and placement opportunities.



## Faculty Development Program on Research Strategies and Publication

Resource Person: Dr. B. T. P. Madhav (Additional Dean, R&D, KL University)

KLH University, Hyderabad – Global Business School successfully organized a Faculty Development Program (FDP) on April 28, 2025, aimed at enhancing research capabilities and academic excellence among faculty members and research scholars.

The sessions were led by Dr. B.T.P. Madhav (Additional Dean, R&D) and Dr. Dinesh Kumar (Associate Dean, R&D)

from KL University, Vijayawada. They provided valuable insights into research incentives, strategies for publishing in indexed journals, and effective research planning. The interactive discussions addressed faculty queries and offered practical guidance, making the FDP a meaningful platform for strengthening research culture within the institution.





## Care Hospital Collaborates with KLH-GBS for Summer Internship Opportunities

Resource Person: Dr. B. T. P. Madhav (Additional Dean, R&D, KL University)

KLH University, Hyderabad – Global Business School hosted a team from Care Hospital, Hyderabad, on April 28, 2025, as part of the Summer Internship Programme. The visiting HR team included Ms. Poonam, Ms. Kavitha, Ms. Keerthana, and Ms. Nischala.

Through the placement interviews conducted during the visit, 33 students from the BBA and MBA programs were

successfully selected. This collaboration offers students valuable exposure to real-world healthcare operations and opens pathways to careers in the rapidly expanding healthcare sector. Care Hospital also expressed interest in a long-term academic-industry partnership, including curriculum development and student exchange opportunities, marking a significant step forward in bridging education and professional practice.



## FDP on AI & Intellectual Property in the Digital Age Enlightens Faculty at KLH-GBS

KLH University, Hyderabad – Global Business School successfully organized a Faculty Development Programme (FDP) on May 1, 2025, titled “AI & Intellectual Property in the Digital Age: Rethinking Creativity, Control, and Copyrights.” The session was led by Dr. G. R. Raghavender, Senior Consultant (IPR) at DPIIT and Former Joint Secretary, Ministry of Commerce and Industry, Government of India.

Dr. Raghavender provided valuable insights into the evolving dynamics between artificial intelligence and

intellectual property rights, exploring complex topics such as authorship, ownership, and copyright in the digital era. The session enriched faculty understanding of the legal and ethical challenges in AI-driven innovation and emphasized the importance of adapting academic practices to contemporary IP frameworks. The FDP proved instrumental in empowering educators to align their teaching and research with the rapidly evolving technological and legal landscape.





## KLH-GBS Celebrates Student Excellence at Quarterly Achievements Award Ceremony 2025

KLH University – Global Business School, Hyderabad, hosted its Quarterly Students' Achievements Award Ceremony on 13th May 2025 with great enthusiasm and pride. The event recognized and celebrated the remarkable accomplishments of students across multiple prestigious categories, including Academic Excellence, Co-Curricular Achievements, Excellence in Extra-Curricular Activities, Attendance Excellence, and the highly anticipated Student

of the Year award.

The ceremony not only acknowledged the dedication and talent of students but also aimed to inspire continued excellence in the upcoming academic year. By honoring consistent effort and holistic development, the event fostered a spirit of healthy competition and reinforced the institution's commitment to nurturing well-rounded individuals.

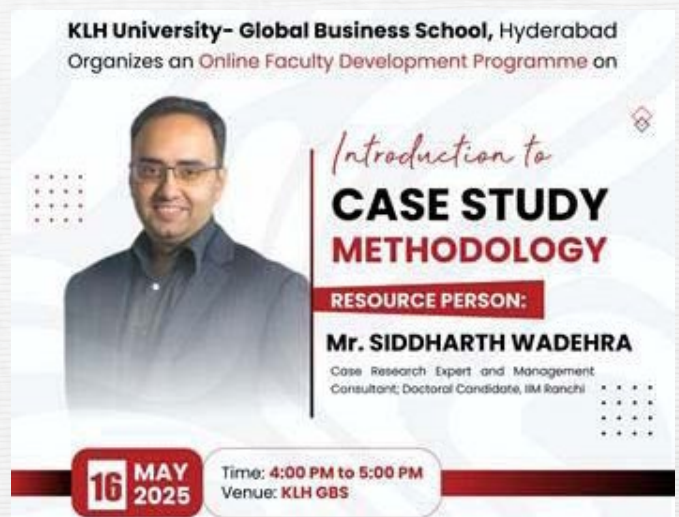


## FDP on Case Study Methodology Enhances Pedagogical Skills at KLH-GBS

KLH University – Global Business School, Hyderabad, conducted an online Faculty Development Program (FDP) on "Introduction to Case Study Methodology" on 16th May 2025. The session was led by Mr. Siddharth Wadehra, a Case Research Expert, Management Consultant, and Doctoral Candidate at IIM Ranchi.

The FDP focused on the fundamentals of case study writing, including the importance of identifying a central protagonist, obtaining organizational consent, and differentiating between case studies and teaching notes. Drawing from his published Ivey case on digital transformation in healthcare, Mr. Wadehra emphasized the significance of data relevance and the balance between factual accuracy and narrative engagement. The session provided valuable insights, equipping faculty

members with the tools to craft impactful case studies and enhance classroom engagement through application-based learning.







## ..... Educational fair at Hitex for admissions on 24.05.2025 .....



## ..... KLH-GBS Launches Online Certificate Programme in Digital Marketing with AI .....

KLH University – Global Business School, Hyderabad, proudly launched its Online Certificate Program in Digital Marketing with AI on 22nd May 2025. Designed as an intensive one-month course, the program aims to equip aspiring professionals with in-demand digital skills enhanced by artificial intelligence.

The launch featured the unveiling of the official course poster, signifying the beginning of a transformative

learning journey. The curriculum comprises 30 expert-led online sessions and a 4-day on-campus immersion, covering key areas such as website development and SEO basics, social media marketing using Canva, email marketing, and freelancing strategies. With AI integrated into each module, the programme offers participants a competitive edge in today's digital economy, preparing them for careers in marketing, entrepreneurship, and freelance opportunities.





## International Delegates from IB Academy, Korea Visit KLH-GBS

KLH University – Global Business School, Hyderabad, had the honor of hosting two international delegates from IB Academy, Korea, on June 2, 2025. The visitors, Mr. Sam Kim (Korea) and Mr. Prince (Andaman Islands), were welcomed by Prof. (Dr.) Anand Bethapudi, Dean.

During their visit, the delegates toured the campus, engaging with faculty and exploring academic infrastructure, modern classrooms, and the innovative curriculum. The visit signifies a step forward in KLH-GBS's mission to strengthen global academic collaborations and position itself as a leading institution in management education.



## KLH-GBS Unveils Brochure and Poster for 1st International Doctoral Colloquium

KLH University – Global Business School, Hyderabad, proudly launched the brochure and poster for the 1st Edition of the International Doctoral Colloquium on June 3, 2025. This flagship initiative by the Centre for Excellence in Research and Development was officially unveiled by Prof. (Dr.) Anand Bethapudi (Dean), marking a significant step in strengthening the university's research ecosystem.

The colloquium aims to provide a scholarly platform for doctoral researchers to present, refine, and receive feedback on their work across disciplines such as management, technology, and social sciences. By fostering academic exchange and engagement with experts, the event reinforces KLH-GBS's commitment to research excellence and academic leadership.



## KLH-GBS Explores Strategic Collaboration with T-Hub Atal Innovation Centre

KLH University – Global Business School, Hyderabad, initiated strategic discussions with T-Hub Atal Innovation Centre on June 6, 2025, to explore collaboration in the areas of innovation, entrepreneurship, and student-led startups. The meeting was led by Prof. (Dr.) Anand Bethapudi (Dean) and Mr. Gaurav Gupta (COO, T-Hub AIC). The dialogue focused on partnering for student innovation

programs, startup incubation, and co-hosting "Avinya" – the International Business Plan Contest, scheduled for October 2025 at KLH-GBS. This potential collaboration is set to enhance the institution's innovation ecosystem by offering students mentorship, hands-on exposure, and startup resources, supporting the national vision of cultivating entrepreneurship in higher education.





## Alumni Meet 2025 Reconnects KLH-GBS Graduates with Their Alma Mater

KLH University – Global Business School, Hyderabad successfully organized Alumni Meet 2025 on 7th June 2025, bringing together BBA and MBA graduates from the 2018 to 2024 batches for a day of reflection, networking, and meaningful interaction.

The event witnessed enthusiastic participation, with alumni sharing insights into their professional journeys and the enduring impact of the academic foundation,

mentorship, and support received at KLH-GBS. Their testimonials underscored the institution's role in shaping their career paths and personal growth. Prof. (Dr.) Anand Bethapudi (Dean) addressed the gathering, expressing appreciation for the alumni's feedback and encouraging them to continue contributing as mentors and guides for future graduates. The meet concluded on a celebratory note, reinforcing the strong and lasting bond between the alumni and their alma mater.



## KLH-GBS Partners with Reliance Foundation and Magic Bus for Life Skills Development Initiative

KLH University – Global Business School, Hyderabad, welcomed Ms. Unnati Jain and Mr. Pramod Babu, soft skills and life skills trainers from the Reliance Foundation, in collaboration with the Magic Bus India Foundation, on 13th June 2025. During their meeting with Prof. (Dr.) Anand Bethapudi (Dean), a collaborative initiative was launched to implement a Corporate Social Responsibility (CSR) programme as part of the Corporate Resource Training (CRT) efforts at KLH-GBS for MBA and BBA students.

The programme is designed around the theme “Understanding, Managing, and Preparing the Self,” with a core focus on enhancing student self-awareness, confidence, and interview preparedness. This initiative is expected to significantly boost student employability by cultivating essential life skills, improving interpersonal effectiveness, and aligning personal development with career readiness. The collaboration marks another step forward in KLH-GBS's commitment to holistic education and strengthening placement outcomes.



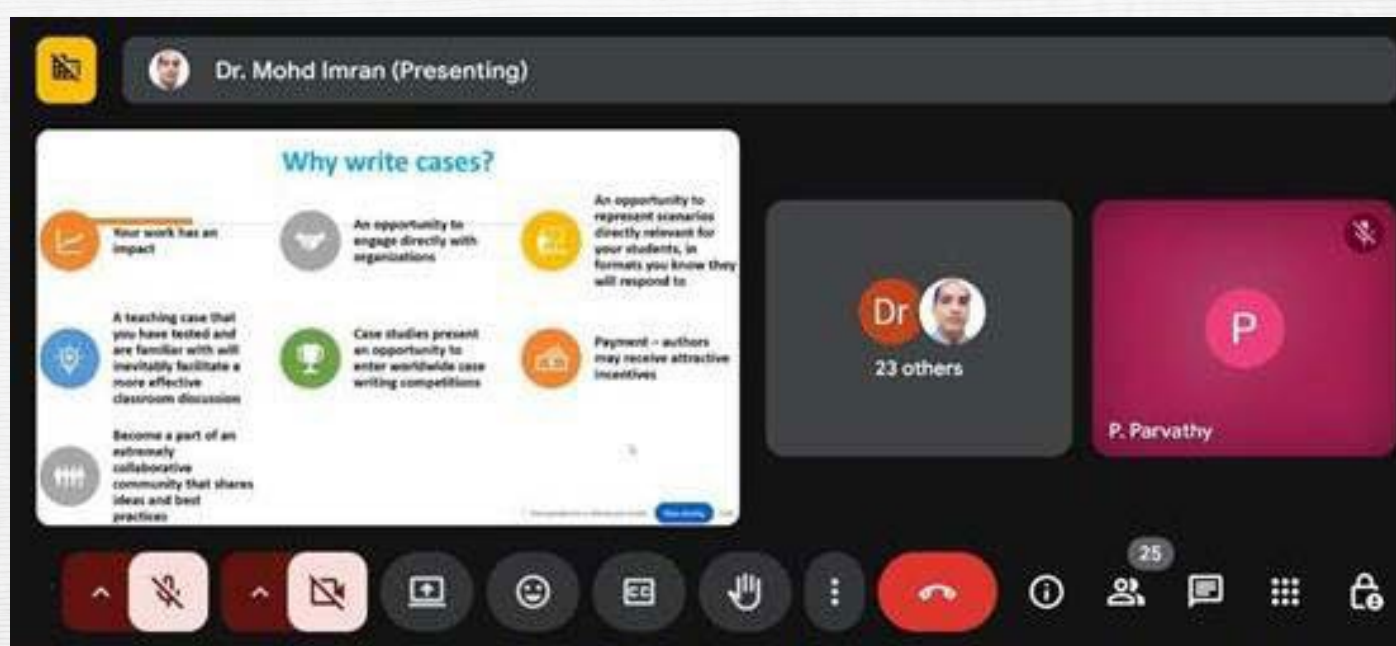
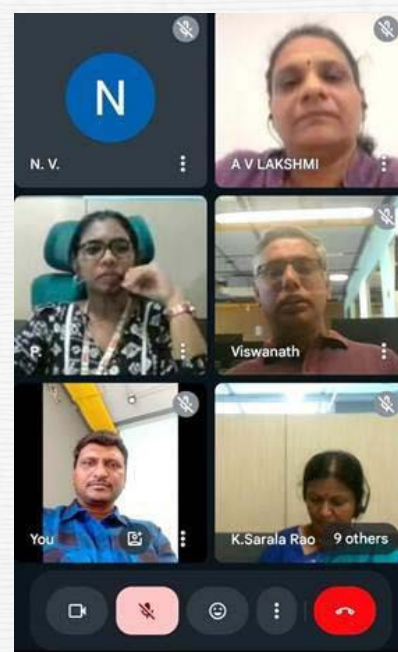


## KLH-GBS Hosts Online FDP on Case Writing to Advance Pedagogical Excellence



KLH University – Global Business School, Hyderabad, successfully conducted an online Faculty Development Programme (FDP) titled “The Case Method Unlocked: Writing with Purpose and Precision” on 14th June 2025. The session was led by Dr. Mohd Imran, Assistant Professor (Senior Scale), UPES Dehradun, and provided faculty members with valuable insights into case writing formats, crafting teaching notes, and identifying publication opportunities.

In his opening remarks, Prof. (Dr.) Anand Bethapudi (Dean) emphasized the significance of case writing as a powerful pedagogical tool that bridges theoretical concepts with real-world business scenarios. The FDP aligns with the strategic objectives of the Case Research Centre (CRC) at KLH-GBS, aimed at promoting high-quality, case-based teaching and research. The workshop is expected to enhance the teaching effectiveness of faculty members while encouraging them to contribute to impactful academic literature.





## FDP on Innovative Teaching for Sustainable Futures Empowers KLH-GBS Faculty

KLH University – Global Business School, Hyderabad, conducted a Faculty Development Programme (FDP) on 23rd June 2025, focusing on the theme “Innovative Teaching for Sustainable Futures.” The session was facilitated by Dr. Swapna H. R, Professor at JAIN (Deemed-to-be University), and centered on the integration of sustainability into pedagogy, along with innovative practices such as waste-to-value transformation and project-based learning.

Faculty members were introduced to key strategies including Board of Studies (BOS) initiatives, entrepreneurship cell development, and funding avenues for student-led innovations. Prof. (Dr.) Anand Bethapudi (Dean) provided valuable insights into fostering a culture of creativity, innovation, and active student participation. The programme played a pivotal role in equipping faculty with the tools and mindset necessary to align teaching methodologies with sustainability and future-readiness in higher education.





## At the Heart of Knowledge: The Library and Its Expansive Resources at KLH GBS

Editors: Manvita and Divya, MBA I year

"Libraries store the energy that fuels the imagination. They open up windows to the world and inspire us to explore and achieve, and contribute to improving our quality of life."— Sidney Sheldon Established in 2020 alongside the Institution's foundation, our library began humbly with a collection of just 500 books. Today, it proudly houses 8,231 volumes and 1,700 diverse titles, standing tall as the intellectual backbone of the campus. The library is not just a space—it's a thriving ecosystem of learning. With a harmonious integration of traditional and digital resources, the KLH GBS Library stands as a cornerstone of academic excellence. It ensures comprehensive accessibility for all stakeholders by offering services in both physical and digital formats, thereby catering to diverse learning preferences. The library subscribes annually to 1,280 e-journals and 323 print journals, keeping the academic community abreast of the latest global research trends and scholarly advancements across disciplines. These curated resources empower students and faculty with the tools necessary for in-depth research, critical analysis, and continuous learning.

including NPTEL video lectures, mock tests, online journals, and more. It encourages self-paced learning and fosters academic independence, making it a vital asset in today's tech-driven educational landscape.

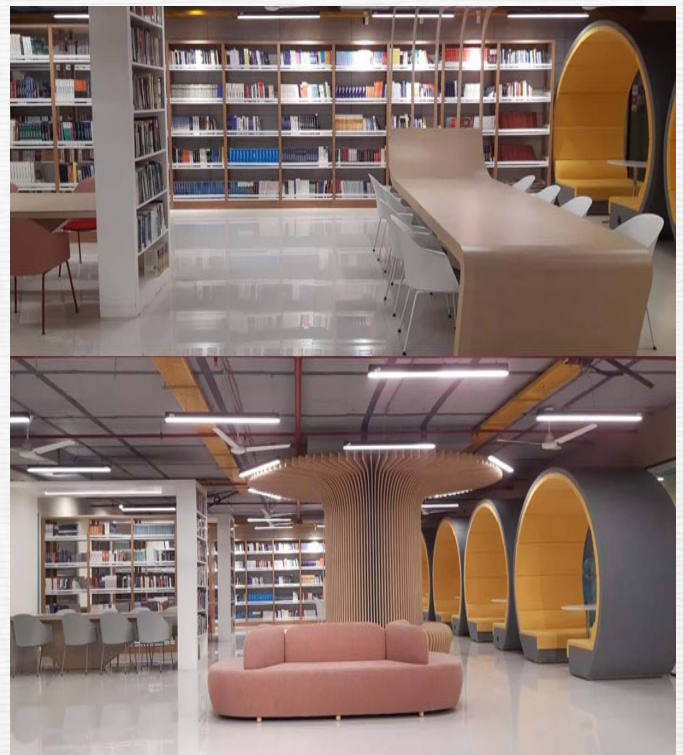


More than just a repository of books and databases, the library at KLH GBS is an immersive academic environment, a place where curiosity is nurtured, and knowledge is cultivated. Because at the heart of every great institution, there is indeed a great library—guiding every learner on their journey to success.



### The Digital Library: Where Technology Meets Curiosity

Functioning as a powerful extension of the Central Library, the Digital Library is equipped with high-speed, internet-enabled computer systems and operates from 9:00 AM to 5:00 PM. This space offers students and faculty access to an expansive range of digital academic resources



In a world moving ever faster, the KLH-GBS library remains a quiet sanctuary of knowledge — where the past, present, and future meet on the shelves.



## Faculty Achievements Section (2024-2025)

Coordinator: Dr. Vijay Kumar Kaluvala, RPAC Chairman & Associate Professor

KLH GBS continues to make significant strides in research and academic contributions. The following is a brief overview of our research progress and achievements for the academic year 2024–25.

### Faculty Supervisors

- **Total Faculty Supervisors: 15**

Our experienced research guides play a pivotal role in shaping the academic journeys of our doctoral scholars.

### Ph.D. Scholars Overview

- **Full-Time Scholars: 6**

- **Part-Time Scholars: 71**

- Notable Achievement: Mrs. Akhileshwari, under the guidance of **Dr. Vani**, successfully completed her **Pre-Ph.D. Viva on June 21, 2025**.
- All other scholars are actively engaged in research, with the next **review meeting scheduled for the second week of July 2025**.

### Faculty Research Publications Summary (2024–25)

- **Total Publications: 56**
- **Books Published: 8**
- **Book Chapters: 45**
- **Patents Filed/Granted: 3**

This reflects our commitment to both theoretical and applied research contributions across diverse domains.

### Notable Faculty Contributions

- **Dr. A. Krishna Sudheer:** 5 publications, including a book and WoS-indexed chapters
- **Dr. Jaya Vani Majumdar:** 5 publications and 1 patent
- **Dr. K. Chandra Naveen:** 5 publications, including 1 patent
- **Dr. B. Viswanath:** 6 publications on medical and interdisciplinary topics
- **Dr. B. Sarath Simha:** 3 publications and 1 FDP contribution in digital transformation and social media marketing
- **Dr. K. Vijay Kumar:** 3 publications focused on AI, banking, and cybersecurity

We also appreciate the consistent academic involvement from many other faculty members contributing to FDPs, book chapters, and interdisciplinary work.

### Initiatives to Promote Research Culture at KLH GBS

At KLH GBS, we strongly believe that a thriving research ecosystem requires active institutional support. To nurture this environment, several initiatives are in place for both faculty and scholars:

#### For Ph.D. Scholars:

- **Periodic Review Meetings & Mentorship:** Regular RPAC-led progress reviews and continuous guidance help scholars stay aligned with their research goals.
- **Workshops & Skill Enhancement Programs:** Focused sessions on research methodology, data analysis (SPSS, R, Python), publishing ethics, and proposal writing.
- **Pre-Ph.D. Support Framework:** Dedicated resources for preparing Pre-Ph.D. viva, synopsis drafting, and manuscript development.
- **Conference Participation & Reimbursements:** Financial and administrative support for national and international conference presentations.

#### For Faculty Members:

- **Publication Incentives:** Financial rewards for publishing in indexed journals (Scopus, Web of Science, ABDC), book chapters, and patents.
- **Seed Funding for Research Projects:** Institutional grants provided to initiate and develop innovative research projects.
- **Collaboration Opportunities:** Facilitation of inter-institutional collaborations, MoUs, and industry tie-ups to broaden research impact.
- **Faculty Development Programs (FDPs):** Regularly organized FDPs and certification programs to upskill faculty in cutting-edge domains like AI, FinTech, Analytics, and Sustainability.
- **Recognition & Awards:** Annual recognition for high-performing faculty in research, including “Best Researcher Award” and certificates of merit.

KLH GBS proudly acknowledges the dedication and hard work of our scholars and faculty, members. As we move forward, we aim to further strengthen our research ecosystem and foster innovation-led academic excellence.





### Programs offered at KLH-GBS

**BBA IT**

**BBA**

**BBA ACCA**

**BBA FINTECH**

**BBA BUSINESS ANALYTICS**

**B.COM**

**B.COM ACCA**

**B.Sc ANIMATION AND GAMING**

**MBA FINTECH**

**MBA MULTISPECIALIZATION**

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