

Newsletter

ISSUE - FEBRUARY 2023

KLH-GBS CHRONICLES



KLH

GBS

GLOBAL BUSINESS SCHOOL



Inside the issue

- Editor's message
- Life @ GBS
- Articles
- Hobby corner
- Poetry
- Students' and Faculty achievements
- Book Review
- Placements
- Upcoming events
- OUR TEAM

Editor's message

It is with great profound pleasure, humility, and anticipation that on behalf of the board members of KLHGBS Chronicles and my co- editors, I am glad to present the Volume-1, Issue-6th February 2023 of our newsletter. I take this opportunity to thank our authors, editors, all of whom have volunteered to contribute to the success of the newsletter. Our vision is to create a high-quality publication that will be relevant, challenging, thought-provoking, and inclusive of a diverse range of voices and perspectives.

February is the only month to have a length of fewer than 30 days! Though it's usually 28 days, February is 29 days long in leap years such as 2020 and 2024. January and February were the last two months to be added to the Roman calendar (c. 713 BC); originally, winter was considered a month-less period.

Finally, we encourage our students and faculty community to get their work published in our newsletter. Authors, reviewers, and guest editors are always welcome. We hope you enjoy reading this issue as much as we enjoyed making it.

Harshita Verma | Editor-in-chief | MBA-1

Life @ GBS

14 February 2022

Social media content writing workshop

On 14 February 2023, KLH GBS, hosted a utility workshop on the topic "Social Media Content writing". The workshop was handled by Mr. Anish Nekkhalapudi, a graduate from University of Illinois Urbana-Champaign. He is an author and a freelancer from USA.

The workshop is an extremely valuable training opportunity for anyone interested in improving their ability to create compelling content for social media platforms. Whether you are an entrepreneur, marketer, or blogger, mastering the art of social media content creation can help you increase your online visibility, grow your audience, and engage with your followers. Mr. Anish drew the attention of every student with his functional and attractive presentation. He provided us with various aspects of content writing, including: identifying the audience, crafting a compelling message, creating visual content, understanding platform best practices.

He spoke on how to make the best use of social media which is within availability of every person now-a-days. He taught us to make data-driven decisions to improve the content strategy. The workshop covered the dos and don'ts of creating content for each platform, including: Instagram, Facebook and Twitter, ensuring that participants are creating content that is optimized for maximum engagement. He further demonstrated the students how to craft a message that is both engaging and informative. This includes creating headlines, captions, and other forms of text that capture the reader's attention. The students have been engaged in small activities such as creating their own post on the topic of their favourite food item and asked the students to create their own caption and hashtags. The responses from the students were quite impressive. The participants learnt how to create visually appealing content that supports their message and engages their audience.

In conclusion, a social media content writing workshop was a valuable investment for anyone looking to improve their online presence and engagement with their audience. By learning the fundamentals of content creation and platform-specific best practices, participants can create compelling content that resonates with their audience and helps them achieve their social media goals. A special Thank You to the faculty coordinator Dr. Subha Gora for taking the initiative and conducting this workshop that was extremely effective for the students interested in social media content writing. And also acknowledging the involvement of every faculty member who made sure about the smooth functioning of the workshop.



Sri Ramani, I BBA

16 February 2023

An orientation session on Business analytics was organized today by UpGrad to BBA students



16 February 2023

Another milestone for KLH-GBS students

73 MBA students have been awarded certificate of achievement for the successful completion of certification on "The Fundamentals of Digital Marketing" from Google.



17 February 2023

KLH-GBS is delighted to have Dr. Mahamouda Salouhou from SKEMA Business School, France who delivered a session on Leadership to MBA and BBA students. The students were enriched with his expert talk.



17 February 2023

A talk on Smart Financial Behaviour was organized for BBA students.



KLH GBS GLOBAL BUSINESS SCHOOL

NAAC A+ ACCREDITED
42 YEARS OF EXCELLENCE

RECOGNISED AS CATEGORY 1 UNIVERSITY
NIRF 27 AMONG ALL UNIVERSITIES

Expert Talk! on

Smart Financial Behaviour

Speakers



Mr. Mothilal Banoth
Assistant General Manager
UCO Bank



Ms. Shubhangi Gupta
Senior Manager
UCO Bank



Ms. Anubhuti Bhan
Senior Manager
UCO Bank

Date: 17 FEB 2023
Time: 3pm

Venue: Gallery Room - 104 (First floor),
KLH-GBS, Kondapur.



21 February 2023



A series of lectures on Leadership, Operations Management, Problem Solving and critical thinking were organized at KLH GBS, Kondapur for MBA students. The resource person is Dr. Mahamouda Salouhou, Professor of International Business University of Lille 2(France). He is also an adjunct professor at the SKEMA Business School (France).

22. February 2023

One day Faculty development Programme has been organized on "Exploring for Excellence in Education" by Prof. Sai Kumar, Retired Dean Academics, Institute of Public Enterprise, Hyderabad

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NIRF 27 AMONG ALL UNIVERSITIES

JOIN US !

Faculty Development Program On

Exploring for Excellence in Education

by



Prof. M.L. Sai Kumar
Retired Dean Academics
Institute of Public Enterprise, Hyderabad

Date: 22 February 2023 **Time: 10:30AM to 12:30 PM**
Venue: Gallery room, KLHGBS, Kondapur, Hyd.



Block chain technology certification classes



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Let the Games Begin!
Intramural Sports and Games
TABLE TENNIS

Important Instructions
 Registration start from: **07 FEB 2023**
 Last Date: **10 FEB 2023 (Up to 1:00 P.M)**
 Events Starts from **11 FEB 2023**

Register at Department of Physical Education Room No: 303(3rd Floor)
 All games will be conducted from **10:00 A.M to 3:00 P.M**

Event Dates

27 FEB 2023 - BBA-3rd Year	03 MAR 2023 - B.Sc, MBA-1st, 2nd Year
28 FEB 2023 - BBA-2nd Year	04 MAR 2023 - Finals
01 MAR 2023 - BBA-1st Year	

Dr. K. Chandra Naveen **9666239660** Mr. Shiva Shankar **9492980144**



Intramural sports competitions

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Bring Out Your Competitive Spirit
Intramural Sports and Games
CARROMS

Important Instructions
 Registration start from: **07 FEB 2023**
 Last Date: **10 FEB 2023 (Up to 1:00 P.M)**
 Events Starts from **11 FEB 2023**

Register at Department of Physical Education Room No: 303(3rd Floor)
 All games will be conducted from **10:00 A.M to 3:00 P.M**

Event Dates

11 FEB 2023 - BBA-3rd Year	16 FEB 2023 - B.Sc, MBA-1st, 2nd Year
13 FEB 2023 - BBA-2nd Year	17 FEB 2023 - Finals
14 FEB 2023 - BBA-1st Year	

Dr. K. Chandra Naveen **9666239660** Mr. Shiva Shankar **9492980144**

KLH GBS GLOBAL BUSINESS SCHOOL **NAAC A⁺** RECOGNISED AS CATEGORY 1 UNIVERSITY **42ND** YEARS OF EXCELLENCE **nirf 27TH** AMONG ALL UNIVERSITIES

Ready, Set, Go!
Intramural Sports and Games
CHESS

Important Instructions
 Registration start from: **07 FEB 2023**
 Last Date: **10 FEB 2023 (Up to 1:00 P.M)**
 Events Starts from **11 FEB 2023**

Register at Department of Physical Education Room No: 303(3rd Floor)
 All games will be conducted from **10:00 A.M to 3:00 P.M**

Event Dates

20 FEB 2023 - BBA-3rd Year	24 FEB 2023 - B.Sc, MBA-1st, 2nd Year
21 FEB 2023 - BBA-2nd Year	25 FEB 2023 - Finals
23 FEB 2023 - BBA-1st Year	

Dr. K. Chandra Naveen **9666239660** Mr. Shiva Shankar **9492980144**



25 February 2023

As part of Industrial visit, our I MBA students visited The Times of India, Hyderabad under the guidance of Dr. P. Hima Jagati, Associate Professor, Department of MBA.



25 February 2023

Today the students of B.Sc. Animation and Gaming got the chance to visit the Roto Maker studio at Info park, Maula Ali. They saw professional VFX artists at work where various Hollywood, Bollywood and Tollywood movies were being worked upon. At Roto Maker not only new visual effects are created for movies but restoration work for old movies is also done. After taking a studio tour students had the opportunity to interact with Dr. Surya Vaddeboina, General Manager at Roto Maker Studio. He gave the students a detailed insight into the reality of the market. He explained about the competition in today's workforce and how difficult it is to get a well-paid job. He pointed out flaws in the way careers are being approached by young graduates and explained smarter ways of building a pathway to a successful career. He gave away a few tips and tricks to crack interviews and build attractive resumes, which the students found extremely useful.



27 February 2023

An Industry Expert session was conducted for MBA & BBA students by Mr. Debashish Ghosh, Senior Vice President, Berkadia India Pvt. Ltd. He has delivered session on the topic, Best HR Practices in industry, and has agreed to offer live projects to our students as a part of Project Based Learning program.



Business Process Automation Lab was inaugurated on 27 February 2023 at KLH GBS, Kondapur by Mr. Krishna Raju.S, Manager, Global Academic Alliance and Training partnerships represented Automation Anywhere, an American Global Robotic Process Automation company. This collaboration enables our students with e-learning content and access to enterprise software of Automation Anywhere 360 and eventually students achieve Global certification. They also help in providing placement opportunities for roles such as business analyst, RPA program manager.





27 February 2023 and 28 February 2023

Mock interviews have been conducted to MBA students by the Soft skills Trainer Ms. Vidhi Vats to provide hands on experience to the students.



28 February 2023

BLOOD DONATION CAMP





Articles

THE SMERALDO The story of the SMERALDO starts in a rural village in the North of Italy in the 15th or 16th century. This village was called La citta do Smeraldo, which means the city of Smeraldo. There was a small isolated castle where a grotesque-looking man lived. No one knew about this man but there were rumours that this man was the illegitimate son of Duke. It was said that Duke came from a powerful family but fell in love with a gardener and even had a child with her. But the said gardener died while giving birth. Duke's wife and children wanted to kill the illegitimate child, thus Duke sent him far away so as to protect him. But no one knew if these rumours were true. The man always hid in his solitude in the old castle. Maybe it was due to hate and disapproval that he had received from everyone since he was born. Whenever someone tried to approach him, he would either get angry at them or his away from them. There was one thing that he loved that is his garden. But one day, a woman appeared at his garden at night to steal his flowers. The girl dressed in rags, jumped the fence and stole some flowers. He was furious, he was awake the whole night watching over his garden. But when he fell asleep, the woman came back and stole some more flowers. Because I can't come to you, you know that I can't show you me, give you me...Wear a mask and got to see you... -Lyrics of 'Truth Untold' This continued for a few days, until the man pretended to sleep and watch her steal his flowers. He was curious, without realizing, he began to wait for her and one day he decided to follow her. He covered himself with a Cape and followed her, he found out she was poor and ill and sold his flowers for survival. He wanted to help her. He wanted to teach her every method he knew to grow flowers. But he didn't have the courage to approach her because he knew she would be scared of how he looked. All he could do for her was to keep growing his flowers so she could keep coming to steal and sell them. The man decided to create a new flower, a flower she could sell for an expensive price. After several trials, he created a bud that had never existed before, and filled his garden with it but the woman never came back no matter how long he would wait. The man started to worry and went to the village with his face covered to look for her but it was too late. The woman had died.

MORAL OF THE STORY: You need to love yourself before loving others because people are entrapped in the depths of misery and darkness due to the lack of self-love and confidence. I must hide because I am ugly...I am afraid that you will leave me again in the end. -Lyrics of 'Truth Untold'

Jahnavi, I BBA

An article on Sudhamurthy

Sudha Murty is a philanthropist, novelist, and Infosys' chairperson. She was born in Karnataka, India, on August 19, 1951. Sudha Murty has been a rebel since she was a child. She is the author of famous books such as "Three Thousand Stitches", "How I Taught My Grandmother to Read and Other Stories". Her philanthropist works range from helping children on the roadside to helping the Devdasi women from their misery. She is such a versatile figure that she has also appeared in the Kannada film 'Prarthana'. Sudha Murty was the daughter of a surgeon and a schoolteacher. However, she has always wished to be an engineer. She has bet all the odds to get into a Engineering college. She joined BVB College of Engineering and Technology by convincing her parents and the College authorities to let her join the said University even though she was one and only girl among the all-boys Engineering College. She was quick to stand up for unfairness and discrimination as she wrote to the TELCO's Chairman, complaining about gender-bias at their organisation. As a result, she was also the first female engineer to be hired at TATA Engineering and Locomotive Company (TELCO). Sudha Murty married Narayana Murty on February 10, 1978. While her husband is the Chairman of Infosys, she is the Chairperson. They were often seen as the ideal pair in the society. Sudha Murty has assisted her husband in the initial days of Infosys as a working woman. Sudha Murty has two children: Rohan Murty (Entrepreneur) and Akshatha Murty (Fashion Designer). Rishi Sunak, her son-in-law, was recently elected as Prime Minister of the United Kingdom. Sudha Murty's accomplishments are countless and are proportional to her contribution to the society. She has won many awards, including the Padma Shri and Padma Bhushan, as well as the RK Narayan Award for Literature. Being simple yet elegant, she is always seen in a saree. She is now a Youth Icon, inspiring people from all walks of life.

Chat GTP – Worth the hype?!

Just like TikTok, Chat GPT has become an overnight internet sensation and the talk of the town in the past few months. Its acronym stands for Generative Pre-training Transformer. Chat GPT is a chatbot programmed by Open AI, an American artificial intelligence company, launched in November 2022. This revolutionary technology is very versatile with various uses ranging from requesting it to write codes, to create a workout schedule or in our case completing our assignments. The state-of-the-art technology provides information and solves queries by generating responses in a human like conversation mode. The chat bot provides solutions from the huge volumes of database stored online and uses various sources such as

scholarly articles, textbooks, websites.

Getting behind the technical explanation of it, Chat GPT program is type of artificial intelligence that relies on Natural Language Processing, a branch of artificial intelligence, that enables a computer to understand the human language as it is spoken and written and respond in the same way.

Since its introduction, the world has been on the brink about its usage in today's society. Its technological advancement was lauded by many across the globe as it is very easy to command the AI to perform a particular task such as requesting the chatbot to write an essay. But some are sceptical about its usage in terms of credibility and accurate source of information.

The AI indeed can help increase the productivity of companies when implemented into the business, it aids the company in solving customer queries with precision by integrating it with the pre-existing systems, so that its able to access the companies database when necessary. It also reduces the expenses of the companies by hiring a smaller number of customer care personnel, however, this could pose a threat to the economic development of country by increasing the unemployment rates and hurt the economic stability of a nation.

As mentioned previously, the uses of the chatbot may seem perpetual but we need to be wary of the information provided by it by doing some factual references to ensure we are not being duped by the responses. The user-friendly nature of it may encourage students to use it for completing essays, but the biggest drawback is the risk of plagiarism. Chat GPT produces results by compiling text from various sources and simply copy pasting could bare legal consequences. Striking simple questions to the chatbot could persuade us to believe that it is ingenuine, but it may struggle with more complex ideas or topics as it is in its early stages.

Its immense success came as big shock to the tech giants such as Google, Yahoo, Amazon, Microsoft, and the list goes on. This even instigated google to create its own Chat bot like Chat GPT, some even say that Chat GPT is the next google, but it's important not to turn a blind eye and exploit it. It definitely comes in handy when looking for quick and accurate results as this cutting-edge technology has great potential but it's important to evaluate the pros and cons before using it for and applying it in our everyday lives.

S. Navaneet, II BBA

Hobby corner



Poetry

SELF-LOVE

I'm trying to break free of all of these chains

And stop worrying about the way that I look and what they say

Cause I know I'm worth more than this pain

So I'm ready to start my journey to self-love again

Gonna open up my heart and love who I am from up above

The mistakes that I've made, don't need to keep me down

I'm gonna reach for the stars and wear my self-love crown

I'm gonna learn how to feel beautiful in my skin

And let go of all the doubt that's been cloudin' up my sky within

Gonna take back all the power that I gave away

To a world that didn't understand me, but now here's what I have to say

Don't worry about insecurities, start to self-love

-K. Bashmitha, I BBA





Students' and Faculty achievements

Faculty achievements

Dr. Vani Majumdar, Associate Professor, Department of MBA delivered a talk on "Goal setting" to undergraduate students of St' Mary's College, Hyderabad on behalf of GBS.



A research paper entitled "Performance Analysis for AXIS bank and Union Bank of India" co-authored by Dr. M Geeta, Associate Professor, Department of MBA, GBS has been published in Q2 Scopus indexed Journal of Positive School Psychology.



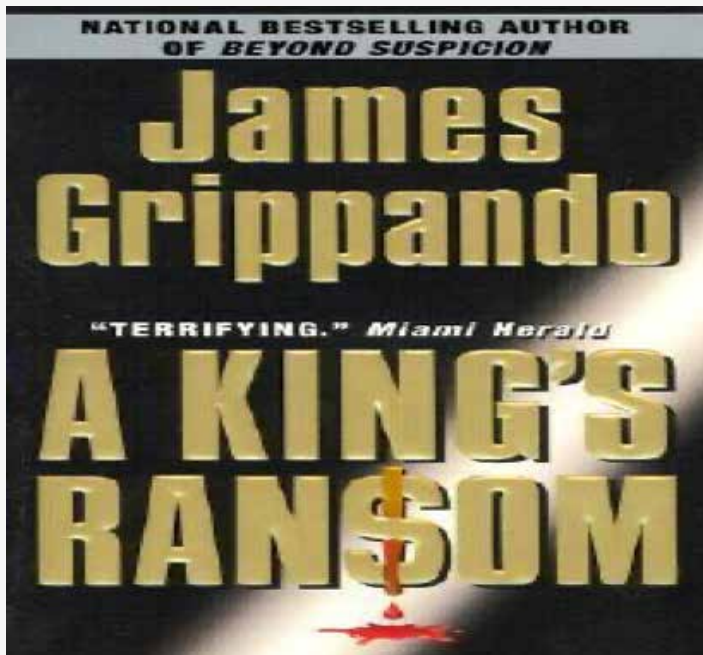
Dr. Subha Gora, Associate Professor, Department of English delivered a session on "MLA Formatting and Style Guide" during one-week virtual International Faculty Development programme organized by R & D cell, Govt SPMR College of Commerce, Jammu and Kashmir, India.

Students' Achievements

I MBA student B.Vrishin and his team won gold medal in the Team event of Samjhana Cup International Table Tennis Tournament at Kathmandu, Nepal. Vrishin won bronze medal in Men's singles.



BOOK REVIEW



A king's ransom depicts the story of a lawyer, Nick Fey, working in a hot shot law firm in Miami and his journey through the unfortunate events that he encounters. His life takes an unexpected turn when one fine day he receives a call about his father being abducted on a business trip to Colombia, a country ravaged with heinous crimes. Fortunately, Nick Fey makes a surprising discovery that his father has a ransom insurance policy covers \$3 million dollars – the exact amount that was demanded for ransom by the guerrillas, a notorious mercenary gang. Upon approaching the insurance company, they refuse to pay the insurance as they suspect fraud. Nick, through his reputed law firm, calls in every favour to retrieve his father back to safety, however, all of his efforts only go in vain until he takes the matter into his own hands, with the help of an agent from the insurance company. He then discovers the real threat weren't the Colombian thugs but the lawyers' hiding secrets that put his father in danger the first place.

James Grippando is a national best-selling author who became a prominent writer after his hit novel "Beyond Suspicion" was released. James Grippando never disappoints when it comes to storytelling, despite his usual novels that include court room drama, this novel has very little scenes that includes lawyers spitting lies and facts in courts. This novel is definitely a page turner, with every chapter the writer finds way to increase the suspense and anticipation of the reader. His writing style is so unique as it helps the readers envision the story in their own minds by being descriptive to the point without being boring. His subtle yet sophisticated usage of words is able to make his characters jump right out of the pages. The book is filled with thrilling twists and turns. What makes it so interesting is the fast paced and hair-raising storyline that keeps the readers guessing till the very end. This book is highly

recommended for those who are first time readers because this book is everything but mundane. Overall, the book is an enthralling experience with action packed sequences from start to finish.

S. Navaneet, II BBA

GBS in News





APN NEWS

Thursday, March 2023 | Today's Market | Current Time: 11:10:16

NEWS | BUSINESS | TECH & INDUSTRY | ENTERTAINMENT | NEW PRODUCTS | EDUCATION | HEALTH | TOURISM | 60

GENERAL

Previous story: Infosys Rolls Out Private 5G-as-a-Service to Accelerate Business Value for Enterprise Clients Worldwide

Next story: Great Deals To Singapore This Summer

KLH Global Business School, Hyderabad Inaugurates the Centre of Excellence, Business Process Automation lab to encourage Innovation through Automation Techniques

Published on February 28, 2023

Hyderabad : KLH Global Business School (KLH GBS) Hyderabad announced the establishment of the Centre of Excellence, Business Process Automation Lab at the Koodagpur campus today and signed an MoU with Automation Anywhere, Bangalore – an American Global Robotic Process Automation company. The lab was inaugurated by Mr. Krishna Raju S. Manager for Global Academic Alliances and Training partners at Automation Anywhere, Bangalore in presence of Dr. A. Ramakrishna, Director, KLH Global Business School, Hyderabad, Dr. L. Kotaravara Rao, Principal, KLH Hyderabad Campus, faculty and others.

The purpose is to strengthen students' abilities to become ideal candidates for automation-related employment and acquire skills to solve real-world business challenges. The collaboration will enable students with e-learning content and access to enterprise software of Automation Anywhere 360 and eventually achieve Global certification. The scope of collaboration also covers helping students with placement opportunities for roles such as business analyst, RPA program manager.



KLH GBS GLOBAL BUSINESS SCHOOL **#BUILDINGWORLD LEADERS**

Congratulations!

MBA student from
KLH | Global Business School
got placed as an Executive at

SBI FUNDS
MANAGEMENT LIMITED

Sandra Thomas
2111510010

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

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Congratulations!

MBA student from
Global Business School
got placed as AU Tax Analyst in

H&R BLOCK

Putha Susmitha
2111510012

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

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Congratulations!

Jayanli Venkata Surya Mythreyi
(2111510020)

Vineela yerukola
(2111510011)

MBA students from
Global Business School got placed a
Relationship Manager & Credit Analyst at

KVB Karur Vysya Bank
Smart way to bank

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

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Congratulations!

BBA students from
Global Business School
got placed as Financial Officer at

WE MAKE SCHOLARS

ANANTHAGIRI SATVIKA
2010550060

ANURAG PATIL
2010560087

SINDHU ABBIDI
2010560020

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Congratulations!

Vishweshwar Gupta Komaravelli
2010560002

Anurag Patil
2010560087

Pranavi Bhaskar Obbu
2010560092

BBA students from
Global Business School
got placed as Sales Trainee in

KANSAI NEROLAC
PAINTS LIMITED

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Congratulations!

Koleti Shiva Kumar
(2010560018)

BBA student from
Global Business School
got placed as
Business Operations Executive in

mycaptain

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OUR TEAM

Faculty Co-ordinator

Dr. K. Indira

Assistant Professor Department of English

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