



# LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(An Autonomous Institution since 2010)

Approved by AICTE, New Delhi and Permanently Affiliated to JNTUK, Kakinada

L.B. Reddy Nagar, Mylavaram, NTR District, Andhra Pradesh - 521230



## Master of Business Administration

### Professional Society Activities

#### Events in association with **AIMS** A.Y: 2023-24,

#### A) Conducted

S.No	A.Y.	Name of activity	Date	Resource person	No. of Participants (Internal & External)
1	2023-24	Knowledge Sharing Session on Entrepreneurship- The Must Do Elements -Part II	12-06-2024	Dr. Roy, Founder & Chief, Business Coaching, RBC, Duxcon, Operations Management BFSI Process Optimization, Leadership Management Strategy Portfolio, Business Performance, Entrepreneurship	125
2	2023-24	Knowledge Sharing Session on Entrepreneurship- The Must Do Elements -Part-I	07-06-2024	Dr. Roy, Founder & Chief, Business Coaching, RBC, Duxcon, Operations Management BFSI Process Optimization, Leadership Management Strategy Portfolio, Business Performance, Entrepreneurship	125
3	2023-24	Success factor to look for while building an organization's ground	09-02-2024	<ul style="list-style-type: none"> <li>➤ Dr. A. Adishesha Reddy, Professor &amp; HOD, School of Management studies. LBRCE, Mylavaram</li> <li>➤ Mr. Sajan. M.Puravangara, Managing Director, Turtle Wax.</li> </ul>	200
4	2023-24	Knowledge Sharing Session on AI in Finance	10-01-2024	Prof. S. S Shantha Kumari, VIT AP Amaravathi.	200
5	2023-24	Knowledge Sharing Session on MBA and Social Impact	20-12-2023	Mr. A. Thothathri Ramana, Chairman, Secretary for Advancement and Accreditation Trust (SEAA).	200
6	2023-24	A Two-day Case Study Workshop	18 <sup>th</sup> & 19 <sup>th</sup> , Aug-2023	<ul style="list-style-type: none"> <li>➤ Dr.Upinder Dhar, Vice Chancellor, Shri Vaishnav Vidyapeeth Vishwavidyalaya (Indore)</li> <li>➤ Dr.R.Nandagopal, Director General Sree Saraswathi Thyagaraja College, Pollachi, Coimbatore&amp; President, AIMS</li> <li>➤ Prof. P. Narayana Reddy, Director General, ICBM B-School, Hyderabad,</li> </ul>	100

				➤ Prof. I Lokanandha Reddy Professor, School of Mgmt. Studies, Hyd, Central University,	
<b>7</b>	2023-24	A One-day workshop on Teaching Learning and Research	19- 08- 2023	➤ Prof. P. Narayana Reddy, Director General, ICBM B-School, Hyderabad, ➤ Prof. I Lokanandha Reddy Professor, School of Mgmt. Studies, Hyd, Central University, ➤ Dr.K.Apparao, Principal, LBRCE, Mylavaram	254
<b>8</b>	2023-24	Internation Webinar on The Role of Digitization of Revolutionizing HealthCare	26.0 6.20 24	<b>Mr. Kiran Kumar Yamalakonda</b> ➤ Global MedTech marketing & commercial leader	1007
<b>9</b>	2023-24	A Three-Day FDP on Intricacies of AI in Academic Research	28.0 6.20 24 To 30.0 6.20 24	❖ <b>Dr. Irala. Loknandha Reddy</b> Professor, University of Hyderabad ❖ <b>Dr. S S Shantha Kumari</b> Professor, VIT-AP University. ❖ <b>Dr. S. Jayapradha</b> Professor & HOD, AI&ML, LBRCE	439

## **B) Attended as An Expert/ Speaker/Recourse Person**

<b>S.No</b>	<b>A.Y.</b>	<b>Name of activity</b>	<b>Date</b>	<b>Resource person</b>	<b>No. of Participants (Internal &amp; External)</b>
1	2023-24	One Day Faculty Development Programme on Trends in Management Teaching Learning Methodologies	17-05- 2024	➤ <b>Dr. A. Adishesha Reddy, Professor &amp; HoD, Master of Business Administration, LBRCE-Mylavaram</b> ➤ Prof. P. Narayana Reddy, Director General, ICBM B-School, Hyderabad, Regional Vice President AIMS. ➤ Prof. P. Murali Krishna, Professor & Dean, Dept. of Management. Studies, SK University. ➤ Prof. T. Sreenivas Professor & Dean, Dept. of Business Mgmt. Yogi Vemana University President, AIMS, AP Chapter. ➤ Prof. I Lokanandha Reddy Professor, School of Mgmt. Studies, Hyd, Central University,	125
<b>2</b>	2023-24	TWO Dyas Symposium on NEP Management Education and Boardroom Orchestrating the Symphony of Social Development and Commercial Objectives	<b>29<sup>th</sup> &amp; 30<sup>th</sup> April, 2024</b>	❖ <b>Prof. A. Adishesha Reddy, AIMS-AP-Chapter,</b> ❖ Prof. P. Narayana Reddy, Regional Vice President DC-ICBM-SBE. ❖ Prof. V. Krishna Mohan, Former Registrar & OSD, Andhra University LBRCE Mylavaram ❖ Prof. Ch. Jaya Shankar Prasad, Krishna University, ❖ Prof. N. Suguna Reddy, Aditya University Prof. V. Narasimha Rao, Siddhartha Academy of Higher Education Deemed to be	100

				University.	
<b>3</b>	2023-24	AIMS Southern Council Meeting	31-12-2023	Dr. A. Adishesha Reddy, Professor & HOD, School of Management Studies. LBRCE, Mylavaram. AP Prof. P. Narayana Reddy, RVP AIMS. Prof. M.R Rao, Former Director ISB. Prof. Masood Ahmed, Former President, AIMS. Prof. Durga Prasad, Director VJIM.	10
<b>4</b>	2023-24	NEP-2020 implementation challenges in higher education-A Way Out	13-10-2023	Dr. A. Adishesha Reddy, Professor & HOD, School of Management Studies. LBRCE, Mylavaram. AP Prof. P. Narayana Reddy, RVP AIMS. ❖ Prof. P. Narayana Reddy, Regional Vice President DC-ICBM-SBE.	110
<b>5</b>	2023-24	34 <sup>th</sup> AIMS Annual Management Education Convention at PSGIM Coimbatore	28.08.2023	➤ Dr. A. Adishesha Reddy, Professor & HOD, School of Management Studies. LBRCE, Mylavaram. AP ➤ Prof. T.G.Seetaram, AICTE Chairman. ❖ Prof. M.R.Rao, Director ISB, Hyderabad ❖ Prof. Bhimaraya mitri, Director, IIM Nagpur	1000

**Head of the Department**

**( Dr. A. Adishesha Reddy)**