



# PRASAD V POTLURI SIDDHARTHA INSTITUTE OF TECHNOLOGY

(Autonomous and Affiliated To JNTUK)

NAAC "A+", NBA Accredited and ISO 9001:2008 Certified Institution

(Sponsors: Siddhartha Academy of General and Technical Education, Vijayawada)  
Kanuru, Vijayawada, Andhra Pradesh-520007

## DEPARTMENT OF BUSINESS ADMINISTRATION GUEST LECTURES (2013-14)

1. Dr. R. Siva Ram Prasad, Prof & Head, ANU delivered a lecture on "**Technology management**" on 21<sup>st</sup> Nov, 2013.
2. Prof. A. Lalitha Rani, Prof. Dept. Of Business Administration, Andhra University delivered a lecture on "**Entrepreneurship Development**" on 30<sup>th</sup> December 2013.
3. Prof. A.V. Subba Rao, Telfer School of Management, University of Ottawa delivered a lecture on "**Talent management in Knowledge Economy**" on April 5, 2014.
4. Dr. T. H. Chowdary, Director, Centre For Telecommunications Management Studies, Hyderabad delivered a guest lecture on "**Creation of Wealth**" on 9<sup>th</sup> June 2014.



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## DEPARTMENT OF BUSINESS ADMINISTRATION GUEST LECTURES (2014-15)

1. Dr R. Siva Ram Prasad, Professor, Dept of Business Administration, ANU delivered lecture on "**Global Business Opportunities**" on 06.08-2014.
2. Mr. V Amar, Marketing Manager, Deccan Chronicle delivered a lecture on "**Communication Skills**" on 11-08-2014.
3. Dr. L. M Sai Kumar, Professor & Dean, Institute of Public Enterprises, OU Campus, Hyderabad delivered lecture on "**Employability Skills**" on 13-8-2014.
4. Mr. M. Giri, President, Makrocast, Vijayawada delivered a lecture on "**Market Opportunities and Challenges**" on 28-08-2014.
5. Dr. Samuel Kaluvuri, Professor, Security Group of Eindhoven University of Technology delivered a lecture on "**Strategy Evaluation in Dynamic Business Environment**" on 26-11-2014.
6. Mr. G. Sarish, Money Bee Institute Pvt Ltd. Nagpur, delivered a lecture on "**Investor Awareness Program**" on 05-01-2015.
7. M. L. Sai Kumar, Dean, Institute of Public Enterprises, Osmania University, delivered a lecture on "**Change Management**" on 23-01-2015.
8. Dr. K. Trvikram, Professor, Institute of Public Enterprise, Hyderabad delivered a lectuer on "**Career Growth on Public Enterprise**" on 21-02-2015.
9. Dr. Nandita Sethi, Director, Entrepreneur Zone, IPE, Hyderabad delivered a lecture on "**Role of Entrepreneurship Amongst Youth**" on 07-03-2015.
10. Mr. N. Vijaya Bhaskaran, CEo, Kakatiya Consulting delivered a lecture on "**SAP modules**" on 17-03-2015.
11. Mr. D. Anil Kumar, Trainer delivered a lecture on "**Employability Skills**" on 9-4-2015
12. Mr. V. Praksah Chandra, Founder& CEO Vision4All, delivered a lecture on "**Entrepreneurship**" on 30-04-2015
13. Mr. P. N. Murty, MD. Campus Carriers delivered a lecture on "**Employability skills**" on 30-04-2015.



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## DEPARTMENT OF BUSINESS ADMINISTRATION

### GUEST LECTURES (2015-16)

1. Dr. Rajeshakhar, Professor, University of Hyderabad, delivered a lecture on "**Data Analysis through MS Excel**" on 30.06.2015.
2. Dr. G.V.Chalam, Professor, Dept of Busi Admn. ANU., delivered a lecture on "**Network Analysis**" on 01.07.2015.
3. Mr. KJA Swaroop, HR General Manager, ITC Hyderabad delivered a lecture on "**Employability Skills**" on 04.07.2015.
4. Mr. T.H Chowadary, Director, Center for Telecom Management studies, delivered a lecture on "**Managing Bharat to make it prosperous, Powerful, Intellectual and Ethical**" on 13.07.2015.
5. Dr.Rajendra Reddy, Talent Acquire, Best Tax Payers, Hyderabad, delivered a lecture '**Career Development**' on 06.08.2015..
6. Dr.Y.S. Kinanmayi, Head., Dept of Business Management, Dr. B. R. Ambedkar Open University, delivered a lecture "**Life Skills**" on 05.09.2015.
7. Mr. J Bhaskar, Convener, Jignasa.Year 2015, delivered a lecture on "**Creative Leadership and Cultural Entrepreneurship**" on 29.9.2015.
8. Mr.D.Papa Rao, Free Lance Writer in on Economic issues, delivered a lecture "**Decline in Rupee Value Reasons and Prospects**" on 15.10.2015.
9. Mr. V. Krishna Prassanna, CEO, GRSDC, delivered a lecture "**Awareness Programme**" on 27.10.2015.
10. Prof.Sho Jin Khi, Internal Youth Fellowship, delivered a lecture "**Mind Education Lecture for Faculty**" on 30.10.2015.
11. Mr. MRK Murthi, CEO, Campus Carriers, Vijayawada, delivered a lecture "**Students training for Success**" on 08.12.2015.
12. Ms. Riddhi Bakhru, Area Manager, Pedilite Industries Ltd., Bangalore, delivered a lecture "**Entry to Corporate Setup**" on 20.01.2016.
13. Mr. N Vijaya Bhaskar, CEO, Kautilya Consulting, delivered a Guest Lecture on "**SAP**" on 08.02.2015.
14. Mr.R.Sridhar, Director.HR, Spectra Tech Bangalore, delivered a lecture on "**Employability Skills**" on 13.02.2016.



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## DEPARTMENT OF BUSINESS ADMINISTRATION GUEST LECTURES (2016-17)

1. Dr. P. Rajasekhar Mouli, Kazach -British Technology University delivered a lecture "**Winning Contemporary Marketing**" on 25-07-2016.
2. Mr. A. Ravi Kanth, Director, APEX Institute of English, Vijayawada delivered a lecture "**Professional Skills**" on 30-08-2016.
3. ICT mode lecture from NITTR Chandigarh, workshop on "**Preparing Students for Job Interview**" is conducted on 09-09-2016.
4. Mr. Sh. Sanjay Jog, CHRO, Reliance Jio, from Mumbai delivered lecture through Video Conferencing "**What Employers Want in a Rapidly Changing World**" on 27-09-2016.
5. Mr. V. Santosh Reddy, Investment Advisor and Resource Person, BSE, Hyderabad delivered lecture on "**Stock Markets-BSE**" on 18-10- 2016.
6. Sk. Zakir Hussain, Sr.Software Engineer , Linked Ind Pvt Ltd., Bangalore delivered a lecture "**How to prepare for Interviews & Job Culture in Corporate World**" on 31-10-2016.
7. Ms. Harika, Soft Skills Trainer, Dr.Reddy's Foundation. Hyderabad delivered a lecture "**Self-Introspection and Being Proactive**" on 09-11-2016.
8. Ms.D.Lakshmi Sasi, I T Professional & Personality Development Trainer deliver lecture on "**Personality Development & Corporate Social Responsibility**" on 25-02-2017.
9. Mr. Siddhratha Arora, Area Manager, Market Development, Pedilite Industries Ltd., delivered a lecture "**Employability skills**" on 21-03-2017.
10. Prof A V Subba Rao from Telfer School of Management, University of Ottawa, Canada, delivered a lecture "**Enhancing Competitive Advantage through Strategic HRM**" on 11-04-2017.
11. Pavan Kumar Potti, Chief Mentor, PMA, Vijayawada delivered a lecture on "**Presentation Skills**" on 29-04-2017.
12. Mr. Sree Krishna Seelam & U. Venkata Rama Raju, from Taxit.com delivered lecture on "**Internship & Start Up**" on 18-04-2017.



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## DEPARTMENT OF BUSINESS ADMINISTRATION GUEST LECTURES (2017-18)

1. K. Vijaya Kumar, S.Sai Krishna & T Mounika, Startup Sqid, Vijayawada, delivered a lecture on the topic "**Awareness on "Start Ups"**" on 30-06-2017.
2. Mr. A Ravi Kanth, Director, Apex Institute of English delivered a lecture on the topic "**Communication skills**" on 02.08.2017.
3. Mr. MSRK Murthy, CEO, Campus Carriers, Vijayawada delivered a lecture on the topic "**Development of Management Skills**" on 23.08.2017.
4. MR. Md. Sharfuddin, Credit Manager, Capital Firs delivered a lecture on the topic "**Career Opportunities**" on 06.09.2017.
5. Mr. Srivalli Krishna, Director APPSSDC, delivered a lecture on the topic "**Entrepreneurship Awareness**" on 23.10.2017.
6. Mr Y Krishna Prasanna, President, Vivekananda Youth Association delivered a lecture on the topic "**Human Development**" on 02.11.2017.
7. Mr. H. J Kang, Mr. Sin Sung Kwan, Mr.Kim Jong Yeol, Mr.Kun Jong Sock conducted "**Mind Lecture**" organized by International Youth Fellowship on 03.11.2017.
8. Dr.K Shedri Rao, Director, Vignana Bharathi Trust & School delivered a lecture on the topic "**Perspectives of Public Life and Management**" on 07.11.2017.
9. Mr Santhi Kiran, Sr Sales Executive, Apollo Tires Hyderabad, delivered a lecture on the topic "**Careers in Automobiles & Allied Industries**" on 27.12.2017.
10. Dr.N.Parthasarathy, Former Teacher, Siddhartha Academy & delivered a lecture on the topic "**Critical Thinking& Communication**" on 04.02.2018.
11. Mr MSRK Murthy, CEO Campus Careers, delivered a lecture on the topic "**Motivation and Leadership**" on 04.02.2018.



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## DEPARTMENT OF BUSINESS ADMINISTRATION GUEST LECTURES (2018-19)

1. Dr. K.V. Rao, Professor delivered a lecture on the topic "**Project Presentation and preparation**" on 17.07.2018.
2. Dr. N.S Babu Dasari, Professor-USA Delivered a lecture on "**Building a career in Economics and related disciplines**" on 26.07.2018.
3. Ravi Kanth Director, APEX Academy delivered a lecture on "**Communication and professional skills**" on 09.08.2018.
4. Ch. Kalyan Chakravarthy Soft Skills Trainer-Bangalore delivered a lecture on "**Soft skills**" on 18.08.2018.
5. Abhi shek Goud, Senior BD Manager-NSE Southern region-Hyderabad delivered a lecture on "**NSE and Financial Markets, live on Online trading System**" on 30.08.2018.
6. Dr. Kunal Gaurav, Director, IDMBM-Hyderabad delivered a lecture on "Digital Marketing and Business analytics-career opportunities" on 31.08.2018.
7. Sri. C. Sreenivasan Executive Vice President (HR)KMV Group delivered a lecture on "**Soft Skills, Global Awareness for Budding Managers**" on 15.09.2018.
8. A Guest lecture on "**Youth Empowerment**" by Naga Sravan Kilaru, Director of Sature, Speaker at TED, Youth empowerment awardee from Ministry of Youth Empowerment on 05.10.2018.
9. Prof. SVVSV Prasad, ICBM School of Business Excellence, Hyderabad, delivered a lecture on "**Case Method of Study**" on 06.10.2018.
10. Dr. Shaik Ibrahim, CEO & Director, ABIA Consultancy delivered a lecture on "**Impact of Education and New trends of Economy**" on 22/10/2018.
11. Mr. Sreenivas RB, Lead sales trainer, Sales Pitch delivered a lecture on "**Selling and Marketing skills**" on 23/10/2018.
12. Dr. U. Sri Lakshmi and her team conducted a work shop on "**CPR Training on the occasion of world heart restart day**" on 23/10/2018.
13. Mrs. S. Kanaka Durga conducted a workshop on "**Tally with GST**" on 30/10/18 & 2/11/2018.

14. Dr.Kunal Gaurav Director ID MBA Hyderabad Conducted a work shop on “**Making of a Digital Marketer**” on 07.12.2018.
15. Mr.G V Sivarama Krishna Sr. Data Analyst and SEO conducted a workshop on “**Making of a Digital Marketer**” on 08.12.2018.
16. Prof.M L Sai Kumar IPE Hyderabad conducted a lecture on “**Entrepreneurship Risk Management**” on 15.12.2018.
17. Ravikanth Director, APEX Academy conducted a lecture on “**Leadership Qualities & skills**” on 26.12.2018.
18. Dr. Archana Maganti, Physician, Civil Servant, IIM Bangalore conducted a lecture on “**Global MNCs in India-Career Opportunities**” on 29.12.2018.
19. Dr.G. Prasanna Kumar, Asst. Prof., P.B. Siddhartha, Vijayawada, delivered a lecture on “**Financial derivatives and Risk Management**” on 11.03.2019.



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1. Mr.B.Rama Brahmam, Chairman, Nava Bharath Bank Ltd., Retd., AGM Andhra Bank conducted a lecture on "**Financial Analysis**" on 07.08.2019.
2. Mr S Sree Krishna, Founder Start Up Squid conducted a lecture on "**Awareness on Entrepreneurship**" on 04.09.2019.
3. Mr. Srikanth Hinge, Regional Head, Aditya Birla Sunlife, Vijayawada conducted a lecture on "**Financial Markets**" on 23.09.2019
4. Prof.M.L.Sai Kumar , Dean, IPE Hyderabad conducted a lecture on "**Interview Based Questions on Marketing & Finance**" on 19.10.2019
5. Mr. Ch.Siva Nageswara Rao , Regional Head, AMC HDFC, Vijayawada conducted a lecture on "**Financial Planning & Investments**" on 22.10.2019.
6. Mr. Uttam Tiwari & Manikanta, Data Scientists, Business Toys, Bangalore conducted a lecture on "**Orientation on Business Analytics**" on 12.12.2019
7. Mr.L.Sudhakar , VP Institutional Clients Group, City Bank conducted a lecture on "**Business Model Disruption in Economy**" on 30.12.2019
8. Mr.MD.Samiullah Senior Partner, Ms. M.Divya Training Manager, Max Life Insurance conducted a lecture on "**Opportunities in Insurance Sector**", on 04.02.2020





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## DEPARTMENT OF BUSINESS ADMINISTRATION **WORKSHOPS (2019-20)**

1. Mr. A. Ravikanth, APEX Academy, Vijayawada conducted a workshop on **“Life skills Development”** on 09.09.2019.
2. Prof. M. L. Sai Kumar, Dean, IPE Hyderabad conducted a workshop on **“Goal Setting”** on 19.10.2019.
3. Mr. Srikanth Koundinya, Assistant Vice President MCX, **“Commodity Market”** Talk by The Hindu on 29.11.2019.



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## DEPARTMENT OF BUSINESS ADMINISTRATION **WEBINARS (2020-21)**

1. Dr. B. Murali Manohar, Senior Professor, VIT Business School & Director-Library, VIT-Vellore, conducted a National Webinar on **"IT Enabled Services-Competitive Advantage & Challenges for India"** on 22-07-2020.
2. PVP Siddhartha institute of technology and PB Siddhartha College of arts and science National webinar on **"Future of Work: The Emerging Challenges for Business, Government & Society"** on 05-08-2020.
3. Prof. Dr. Shaik Ahamed Basha. in Association with AIM Academy conducted a webinar on **"Digital Marketing: Job Opportunities and Career Growth"** on 24-09-2020.
4. Prof. Ravi Sankar, Prof. K. Venu Gopal Rao, Prof. Teki, and Prof. R. Sivaram Prasad organized a webinar on **"New Education Policy in the Era of Digital Transformation"** on 30-09-2020.
5. Internal Quality Assurance Cell of PVP Siddhartha Institute of Technology in association with Andhra Pradesh State Council of Higher Education, organized an online faculty Development program on **"IPR & Innovation Management in Engineering Science"** on 08-10-2020.
6. PVP Siddhartha institute of technology and PB Siddhartha College of arts and science organized a webinar on **"New Education Policy-2020"** on 13-10-2020.