

**CHAITANYA BHARATHI INSTITUTE OF TECHNOLOGY (A), HYDERABAD**  
**SCHOOL OF MANAGEMENT STUDIES**

**GUEST LECTURES/ TRAINING PROGRAM**

Industry professionals are regularly invited to deliver guest lectures on emerging trends, sectoral challenges, and career opportunities. Topics range from digital marketing and financial risk management to leadership in the AI era and entrepreneurship. This initiative enables students to interact with practitioners, gain insights into industry expectations, and broaden their career horizons.

The following table shows the list of Guest Lectures conducted during the academic years 2022-23, 2023-24, 2024-25 and 2025-26

<b>S No</b>	<b>Academic Year</b>	<b>No of Visits</b>
1	2025-26)	02
2	2024-25	12
3	2023-24	07
4	022-23	05

**Guest Lectures conducted during the academic year 2022-23 to 2025-26**

<b>S N o</b>	<b>Academic Year</b>	<b>Date</b>	<b>Title</b>	<b>Speaker</b>	<b>No of Participants</b>	<b>Outcomes</b>
1	2025-26	28-10-2025	Importance of AR & VR in Today's Business Spectrum	K Sateesh Kumar, Founder and MD - Scintilla Kreations and Digital Academy	204	Explored practical applications of AR and VR in marketing, tourism, and education.
2		29-08-2025	Financial Awareness Session (Advanced)	Dr. Svetlana Tatuskar, SMART Trainer with SEBI	075	Gained knowledge about capital markets, investment avenues, risk management
1	2024-25	28-06-2025	Entrepreneurs hip for	Dr Amit Mittal, Pro Vice	114	Gained insights into leveraging

			Students in Universities/ Colleges in Digital world	Chancellor, Research Programs, Chitkara University, CG		digital platforms, innovative tools, and online ecosystems to build and scale entrepreneurial ventures
2		26-06-2025	Career Planning and Opportunities in Investment banking	E Shiva Shanker, Asst. Vice President, Banking Firm	117	Gained insights into the required skills, career paths, and global opportunities in the investment banking sector
3		09-01-2025	Unlocking sales strategies in the service domain: Insights from the Realty Sector	Mrs. Namrata Naidu, Brand Digital Marketer, Hiranandani Group, Mumbai	114	Acquired practical sales strategies for the luxury sector
4		07-01-2025	Exploring Marketing and CRM strategies for tech-based products in the digital era	Mr. Rohan Pandita, Senior Analyst, Cvent Inc, Gurugram	117	Gained awareness of modern CRM features and benefits
5		06-01-2025	Harnessing the power of AI in Marketing	Mr Bhupendra Mishra, Program Chair, Universal AI University, Mumbai	112	Gained Increased awareness of AI's impact on marketing strategies
6		30-12-2024	Unveiling pricing strategies and excellence in the premium service domain	Mr Vivek Viswanathan, Marketing Lead- Pricing AMEA, Fed Ex, Mumbai	116	Enhanced understanding of 7 Ps Framework
7		28-12-2024	Navigating the digital Maze: Real world insights into online marketing	Ms Radhika Subramanian,	112	Understand of digital marketing concepts
8		18-12-2024	Acing the interview and Careers in	Saji Mark, Director, People Group,	220	Gained insights on how to excel in interviews, career

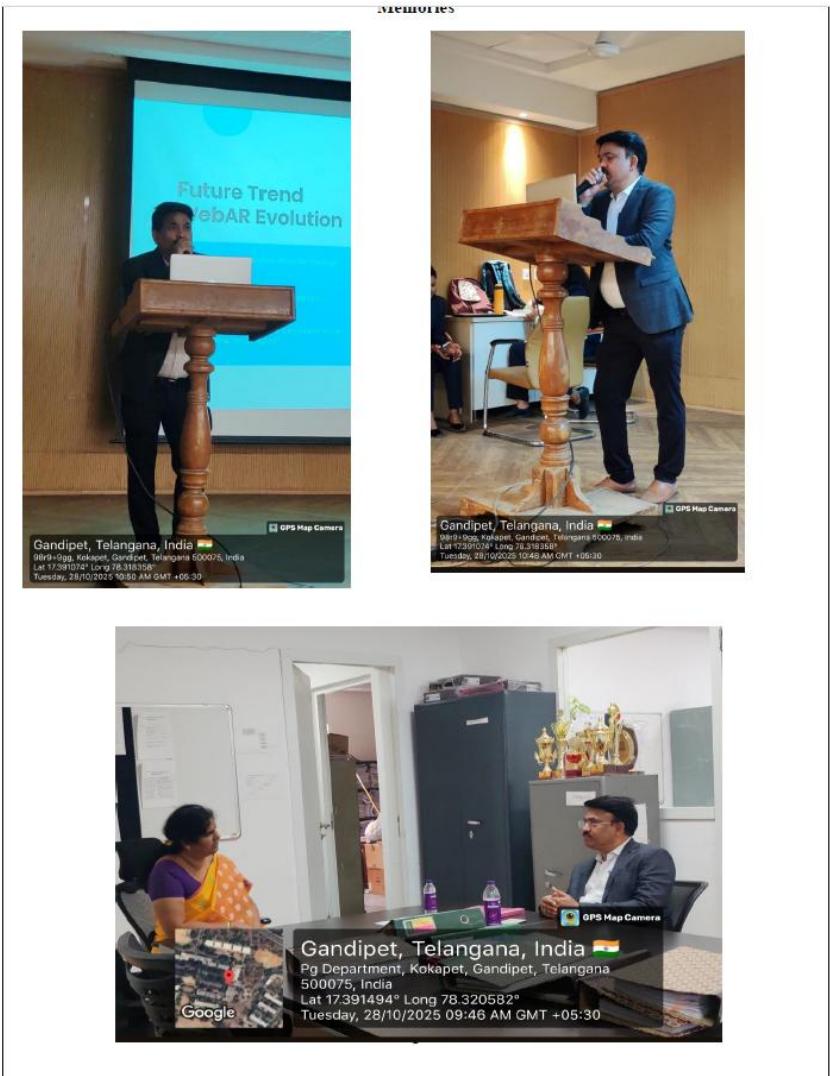
			Taxation	Ryan India Tax Services Pvt Ltd		opportunities in the taxation domain,
9		02-12-2024	Navigating Through Corporate Landscape	Ms Srikanthi, Analyst, Deloitte	118	To Understand a roadmap for career progression and personal growth within the corporate ecosystem.
10		03-09-2024	Customer Centricity in Product Management	Mrs Jayasree Bhaskaran, Digital Product Leader, Senior Software Engineer (@Mphasis Ltd)	120	Improved analytical and design thinking skills to interpret customer insights.
11		27-08-2024	Investor Awareness Program on Commodity Derivatives	NCDEX	110	Gained the functioning, benefits, and risks of commodity derivatives markets and risk management strategies
12		21-08-2024	Investor Awareness Program by NSE	Mr Vijaya Rao, Empanelled with SEBI	111	Gained knowledge about capital markets, investment avenues, risk management
1	2023-24	11-05-2024	Leveraging Opportunities in Data Domain	Mr Aditya Ram Parisa, Power BI Analyst, TCS.	112	Gained data-aware managers, capable of identifying business opportunities through data insights, and making informed decisions
2		18.05.2024	Preparation for Job Interviews	Mr. R. Sravan Kumar, Advanced Tax Analyst, EY (Ernst & Young)	115	Enhanced communication skills, build confidence, and develop effective strategies to succeed in interviews
3		16.05.2024	Project Management	Mr. Vijaya Tagore, Agile	113	Gained concepts, tools, and

			Project Manager & Scrum Master		techniques for effectively planning, executing, and monitoring projects
4		16-03-2024	Entrepreneurial Innovation: Best practices and Key Strategies	Ms Swetha L, Senior domain specialist, Persistent Systems Ltd	115 Skills to lead organizations in building customer-focused, agile, and future-ready innovations
5		11.03.2024	Entrepreneurial Essentials and Business Canvas Model	V Kumar, Founder & Director, Enriching Moments Pvt.Ltd	109 Gained structure, analyze, and design business ideas using the canvas framework for practical and sustainable entrepreneurial ventures
6		03.04.2024	Dynamics of Digital Marketing	Mr Hem Kumar, Marketing Data Analyst, Fox Corporation, California, USA	110 understand key strategies, tools, and trends in the digital landscape for effectively promoting brands
7		31-10-2023	Money Matters Unveiled: Exploring the Essentials of Financial Literacy	Mr. Prakash Shah, Co-Founder, Shah Financial	121 informed personal and business financial decisions, foster long-term financial stability
1	2022-23	24-06-2023	Employability skills and Carrer planning	Mr. Venugopal Reddy, Head India-UID Projects, Syntizen Technologies PVT Ltd	96 Developed essential professional competencies and create structured career pathways to enhance their employability
2		27-04-2023	Unleash your potential through the best knowledge on Derivative products	Dr Sharan Kumar Shetty, Trainer, CMA, Financial literacy & Innovation	119 Empowered with strong foundational and applied knowledge of derivative products
3		24.02.20	Awareness on	Government of	113 Understand

		23	Financial Literacy	India initiative, sponsored by Motilal Oswal AMC		managing personal finances, investments, and budgeting for informed financial decision-making
4		10-02-2023	From Ideas to Impact: How marketing can help to make a difference in Business	Mr. S Shailendra Naidu, Director & CEO, Obopay	117	Appreciate marketing as a strategic driver of business success
5		23-7-2022	Analytics for future	Mr Hem Kumar Reddy, Data Analyst, Media Mint	119	Gained insights into the role of data-driven decision-making, emerging analytical tools, and future trends in analytics.

## Details of the Guest Lectures Organized

➤ Mr. V.B.K. Rao and Dr. B V Jayanthi organized guest lecture titled “The Importance of AR and VR for Future Managers” on 28.10.2025 for MBA I and III semester students. Mr. Kemburu Sateesh Kumar, Founder and Managing Director - Scintilla Kreations and Digital Academy, handled the session.



- Dr. Rakhee Renapurkar and Dr. M Sangeetha conducted a financial literacy session in partnership with the National Stock Exchange (NSE) and SEBI, titled “Introduction to Financial Planning” on 29.08.2025. Ms. Svetlana Tatuskar was the Guest Speaker for the webinar.

**Pratham**  
Level 1 of Financial Literacy Program

**Introduction to Financial Planning**

**Sutras**

Plan for Emergencies      Plan for Family Goals      Plan for Retirement

**Retirement Planning**

**Step 1: Expenses at the time of retirement because of inflation**

Current Age	25
Retirement Age	45
No. of years for retirement	20
Current monthly Expenses	₹10,000
Inflation	7%
Expenses at the time of retirement	₹. 38,696.84

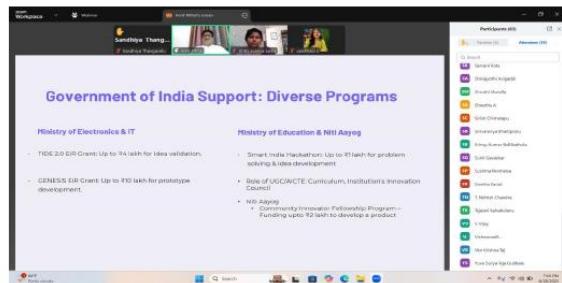
To arrive at current expense  
Assume the inflation rate is

4

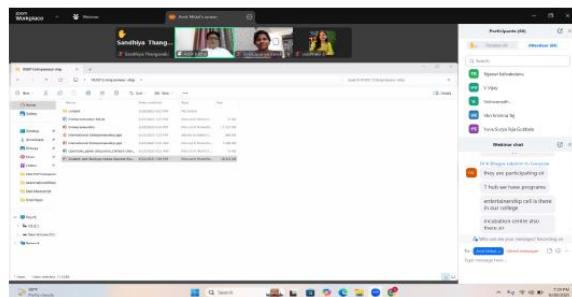
- Dr. S. Saraswathi, Dr.B.Lavanya, and Dr. K. Bhagya Lakshmi conducted a webinar in partnership with IFERP student chapter, titled “Entrepreneurship for students in Universities/colleges in digital world” on 28.06.2025. Dr. Amit Mittal, Pro Vice chancellor, Research Programs, Chitkara University, Chandigarh-India was the Guest Speaker for the webinar.



Speaker: Dr. Amit Mittal



Webinar –discussion

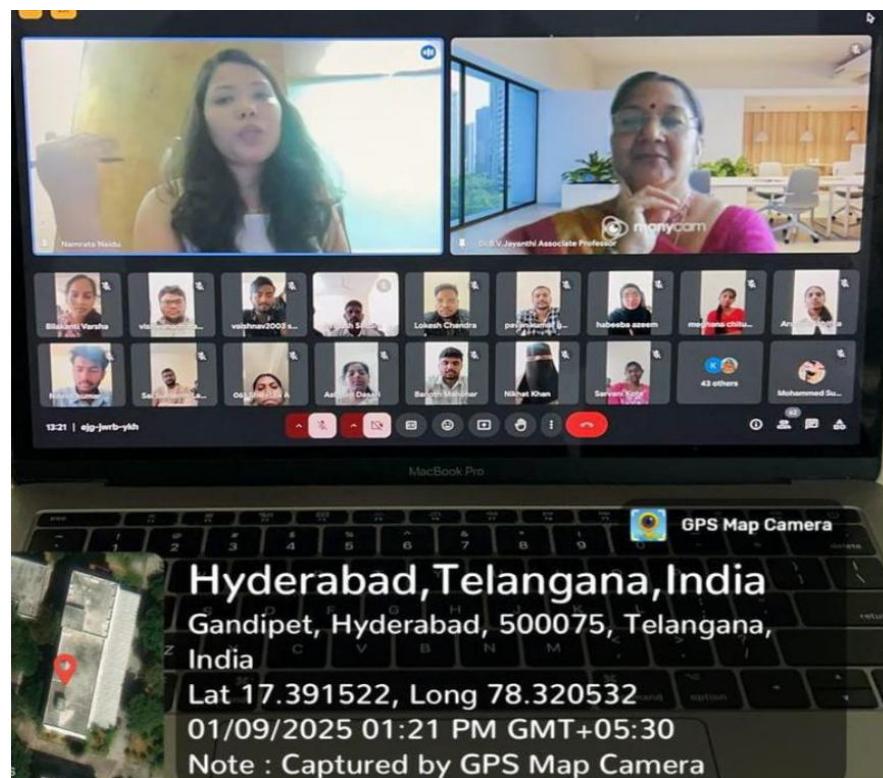


Participants-Chat discussion

- Dr. S. Saraswathi and Dr.B.Lavanya, as part of Think Club, School of Management Studies organized an Industry Expert talk, “Career planning and opportunities in Investment Banking” on 26.06.2025. Mr. Shiva Shanker Elichala, Asst. Vice president-A banking firm was the Guest Speaker for the talk



- Dr. B V Jayanthi organized an online Industry Expert talk, “Unlocking Sales Strategies in the Services Domain: Insights from the Realty Sector” on 09.01.2025. Ms Namrata Naidu, Brand Digital Marketer, Corporate Communication, Hiranandani Group - Mumbai was the Guest Speaker for the session.



- Dr. B V Jayanthi organized an online Industry Expert talk, “Exploring Marketing and CRM Strategies for Tech-Based Products in the Digital Era” on 07.01.2025. Mr Rohan Pandita.

Senior Analyst, Global Sales Operation, Cvent, Gurugram was the Guest Speaker for the session.

The screenshot shows a video conference interface. At the top, a title card reads "MARKETING STRATEGIES FOR ENGAGEMENT AND CONVERSION". Below the title, there is a list of marketing strategies: "Personalized Email Campaigns", "Drip Campaigns", "Live Demos and Webinars", "Social Proof" (with a sub-note about customer testimonials, reviews, and success stories), "Interactive Tools", and "Call to Action". To the right of the list is a graphic showing a funnel labeled "Lead Conversion" at the top, "LEADS", "PROSPECTS", and "CUSTOMERS" in the middle, and a dollar sign (\$) at the bottom. On the right side of the screen, a video feed of a man wearing a blue cap and glasses, identified as Rohan Pandita, is visible. Below the video feed is a name tag. At the bottom of the screen, there is a row of participant thumbnails, each with a name: Siri, vishwanadh dasi..., Nikhat Khan, shanmayi avvaru, 078 akhila sharma, Banoth Menohar, Emma Jessica, 46 others, and Dr.B.V.Jayanthi A... The video feed of Dr. B.V.Jayanthi A... is also visible on the far right.

- Dr. B V Jayanthi organized an online Industry Expert talk, "Harnessing the Power of AI in Marketing: Transforming Strategies for the Digital Age" on 06.01.2025. Mr Bhupendra Mishra, Program Chair, Faculty Development, Universal Ai University, Mumbai was the Guest Speaker for the session.

The screenshot shows a video conference interface. On the left, there is a slide titled "Scope of AI in Marketing" with a central diagram showing "AI" at the center connected to various marketing sub-fields: Market Research, Content Creation, Ad Optimization, Voice Search, Product Recommendation, Personalization, and Data Privacy. Below the slide is a search bar with the text "Search for a marketing trend" and a "Search" button. On the right, a video feed of a man in a suit, identified as Bhupendra Mishra, is visible. Below the video feed is a name tag. At the bottom of the screen, there is a row of participant thumbnails, each with a name: 061 Shwetha A, Sushma Penmetsa, vishwanadh dasi..., Emma Jessica, Sharon Gowri 079, Nehemya Raj, pavan kumar go..., 48 others, and Dr.B.V.Jayanthi A... The video feed of Dr. B.V.Jayanthi A... is also visible on the far right.

- Dr. B V Jayanthi organized an online Industry Expert talk, "Unveiling Pricing Strategies and Excellence in the Premium Service Domain" on 30.12.2024. Mr. Vivek Viswanathan, Marketing Lead - Pricing, AMEA (Asia-Middle East-Africa), FedEx, Mumbai was the Guest Speaker for the session.

## Section 5

### 5.4 Types of pricing

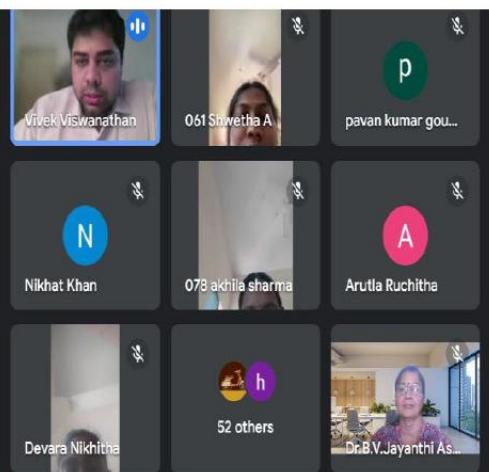
#### 4. Dynamic Pricing

**Dynamic pricing** is a pricing strategy where prices are adjusted in real-time based on various factors like demand, supply, competition, and time.

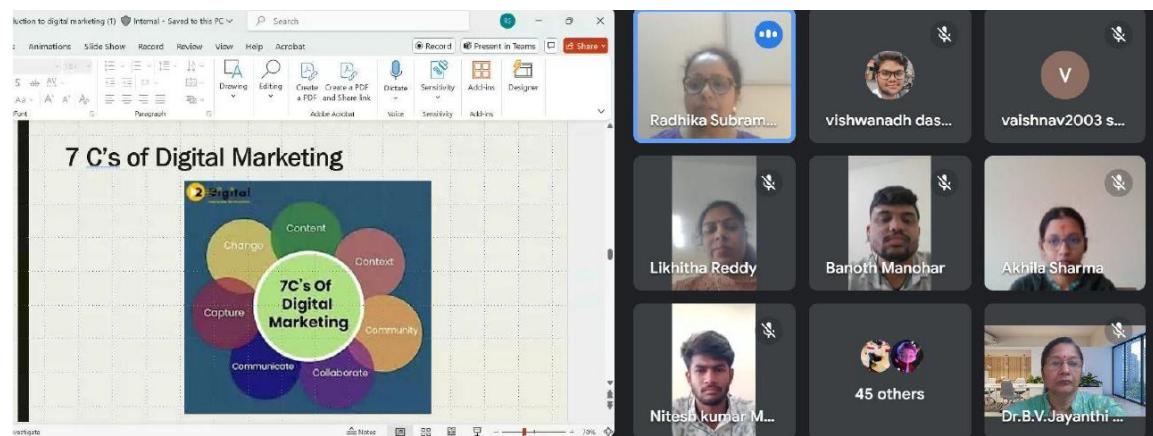
Example: **Airline Ticket Pricing**

Factors:

- **Demand:** High demand during peak seasons or holidays leads to higher prices.
- **Time:** Prices fluctuate based on the time of booking (early birds get discounts, last-minute tickets are often more expensive).
- **Seat Availability:** As seats fill up, prices tend to increase.
- **Competition:** Airlines monitor competitor prices and adjust their own accordingly.



➤ Dr. B V Jayanthi organized an online Industry Expert talk, “Navigating the Digital Maze: Real-world Insights into Online Marketing, Internet Marketing, and Digital Strategies” on 28.12.2024. Ms Radhika Subramanian – AGM Retail Management & Business Development, Godrej Enterprises, Mumbai was the Guest Speaker for the session.



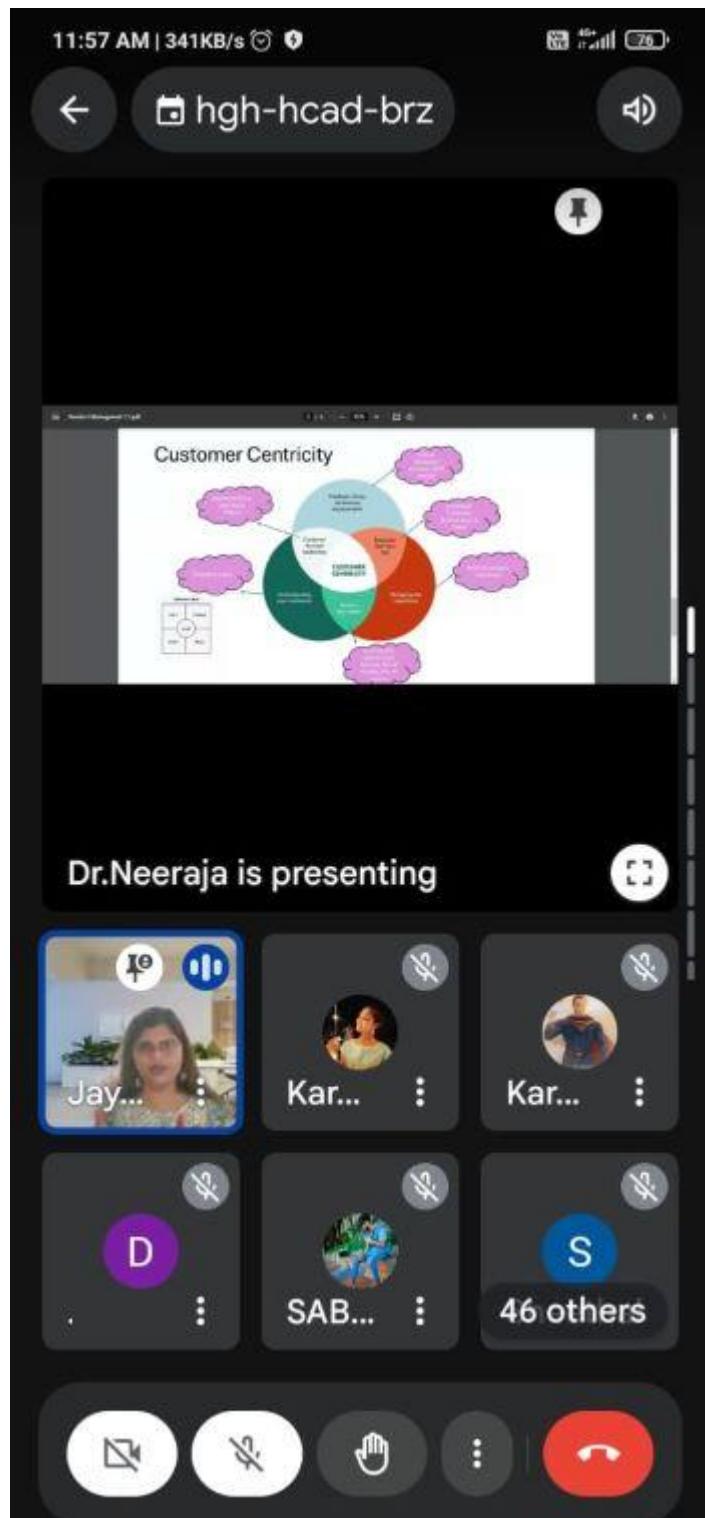
➤ M. Sangeetha organized an Industry Institute Session, “Acing the Interview and Careers in Taxation” on 18.12.2024. Saji Mark, Director, People Group - India & Philippines, Ryan India Tax Services Pvt Ltd, Jeetal Thakker, Director, Enrolled Agent (EA) - Transaction Tax (US and Canada - Sales & Use | Severance Tax | National Tax), Ryan India Tax Services Pvt Ltd, Shridhar Motha, HR- Talent Acquisition at Ryan India Tax Services Pvt Ltd were the Guest Speakers for the session.



- Dr. T S Poornachandrika, Dr. K Sowmya, and Dr. Bhagya Lakshmi organized an Industry Expert talk, “Navigating Through Corporate Landscape” on 02.12.2024. Ms Srikanthi, Analyst, Deloitte Pvt Ltd, was the Guest Speaker for the session.



- Dr. B. Neeraja successfully conducted a webinar on "Customer Centricity in Product Management" on 3.10.2024. Ms.Jayashree, Digital product manager-Omni Commerce Product Space in Kohler was the Guest Speaker for the webinar.



**Ms.Jayashree, Digital product manager-Omni Commerce Product Space in Kohler addressing students online**

- Smt.M.Sangeetha organized Campus Engagement Session for MBA III Semester Students on 20.08.2024. Mr Madhava Rao K, Asst Vice President - Strategic Business Transformation, Venkatesh Aluri, Talent acquisition consultant, Harshita Gupta, Talent Acquisition specialist, Franklin Templeton, Hyderabad handled the session.



**HR Team form Franklin Templeton addressing students**

- Mrs. M Sangeetha, Assistant Professor organized a guest lecture on “Career Opportunities in Investment Banking and Asset Management” on 19th December 2023 from 02.45 PM - 04.05 PM Ms. Bharathi Raju and Ms.Srilakshmi Pullela, Assistant Managers, Franklin Templeton, Hyderabad were guest speakers.



**The Guest speaker delivering lecture during the session.**

- Dr. K. Bhagya Lakshmi successfully orchestrated a guest lecture on "Money Matters Unveiled: Exploring the Essentials of Financial Literacy" on 31<sup>st</sup> October 2023 from 11:15 P.M to 12:15P.M. Mr. Prakash Shah, Co-Founder of Shah Financial, was the Guest Speaker.



**Mr. Prakash Shah delivering lecture and the audience during the financial literacy session.**

- Dr. T S Poornachandrika organized an online guest lecture on "How Marketing can help to make a difference in Business" on 10.02.2023. Mr.S.Shailendra Naidu, Director and CEO of Obupay & Founder, Sprout Knowledge Solutions was the Guest Speaker.
- Dr M. Narendra and Mrs J Mounika Reddy organized a Guest Lecture on "Analytics for Future" on 23rd July 2022 from 11:15 P.M to 12:15P.M. Mr Hem Kumar Reddy, Data Analyst Media Mint was the Guest Speaker.



**Mr Hem Kumar, Guest Speaker and students during the session**

- As a part of Entrepreneurial Development, Smt B Lavanya, Assistant Professor -SMS department has organized an Expert talk on Start-up and its Basics to MBA IV semester students. The speaker Dr. M. K. Kaushik, Centre Head ACIC CBIT, addressed the students on the need and growth prospects of start ups in India.



**Speaker, Faculty Members and students during the session**

- Dr. Narender and Dr Mandakini Paruthi organized a Guest Lecture on “Investment Banking” on 24th June 2022 from 10:10 A.M. to 12:00 Noon.



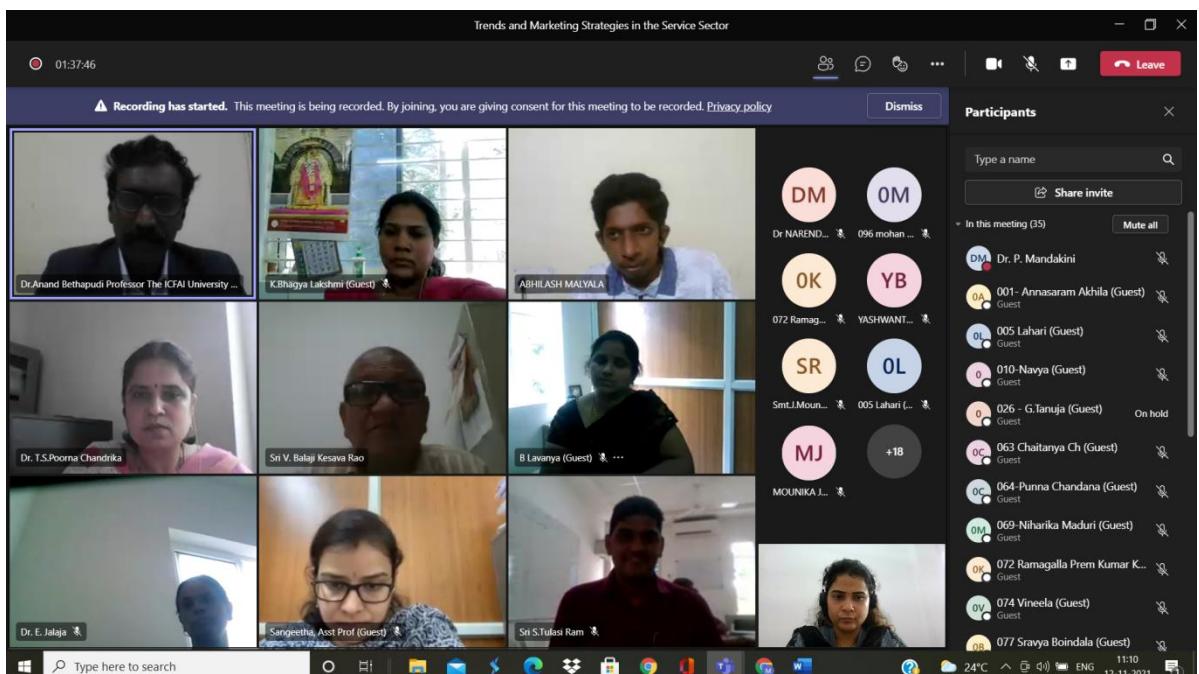
**CA DSS PRAVEEN KUMAR, the guest Speaker addressing the students during the session**

- Dr. Narender Miryala and Smt. J. Mounika Reddy organized a guest lecture on, “Careers and Entrepreneurship in Business Analytics” on 10.12.2021 from 11:00 A.M. to 12:30 P.M.



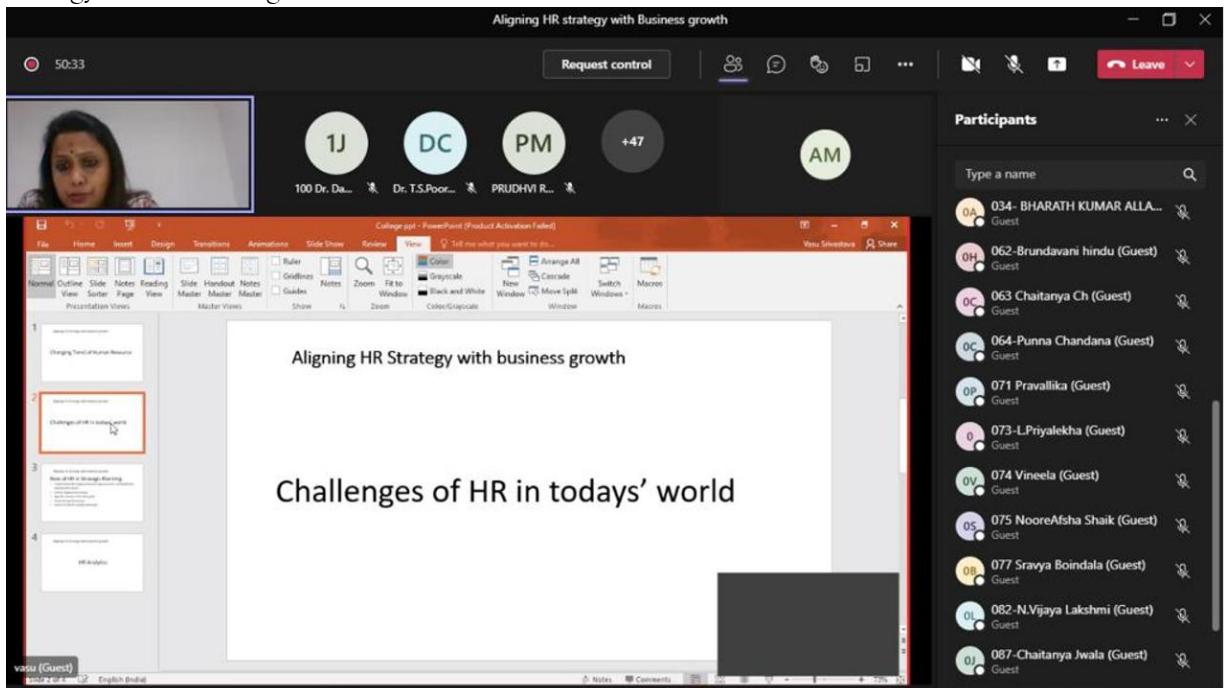
**Dr. D. VENKATA SRINIVAS KUMAR, the guest Speaker addressing the students during the session.**

- Dr. T.S.Poorna Chandrika and Dr Mandakini Paruthi organized a Guest Lecture on, “Trends and Marketing Strategies in the Service Sector”, on 16.11.2021 from 10.30AM to 12 P.M.



**Prof. Anand Betha Pudi, Professor, ICFAI University, Raipur, the speaker along with Faculty Members and students during the lecture**

- Dr. T.S.Poorna Chandrika and Smt. B Lavanya organized a Guest Lecture on, “Aligning HR strategy with Business growth” on 08.11.21, from 2:00 P.M to 3:00 P.M.



**Ms. Vasu Srivastava, General Manager HR, AIG, the speaker during the lecture.**

- Dr Daman Jeet, Assistant Professor, CBIT-SMS organized a Guest Lecture on “Introduction to Investment Banking” on 24th August,2021 at 5:00 pm.



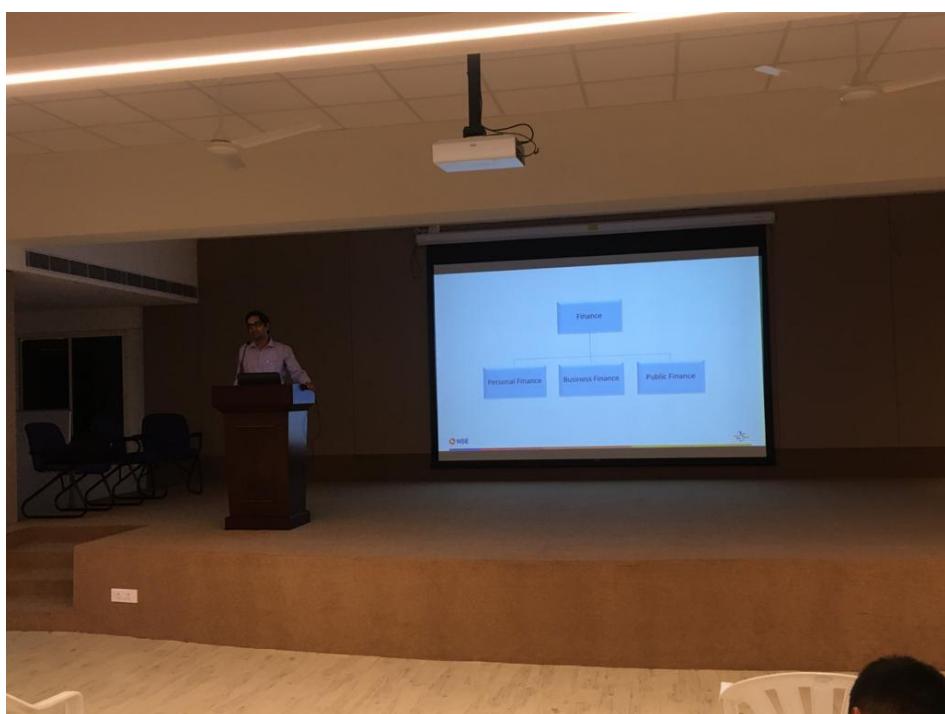
**Mr. Nihit Kumar, Vice President and Head of HR at VKS, the Keynote Speaker along with Faculty Members and MBA students during the session.**

- Mrs B.Lavanya, Assistant Professor, CBIT-SMS organized a Guest Lecture on “ Career Opportunities in Finance domain with a special focus on Investment Banking and Trade Life Cycle” on 21.06.2021 from 3.30 P.M - 4.30 P.M.



**Mr. Krishna Kuppachi, Qualified Company Secretary, Faculty at Hyderabad Chapter, ICSI, the Keynote Speaker along with Faculty Members and MBA students during the session.**

- Dr. M. Anil Kumar, Assistant Professor, CBIT-SMS convened the Orientation Program on 'Trading in a Stock Exchange and Certification' on 24<sup>th</sup> Feb 2020.

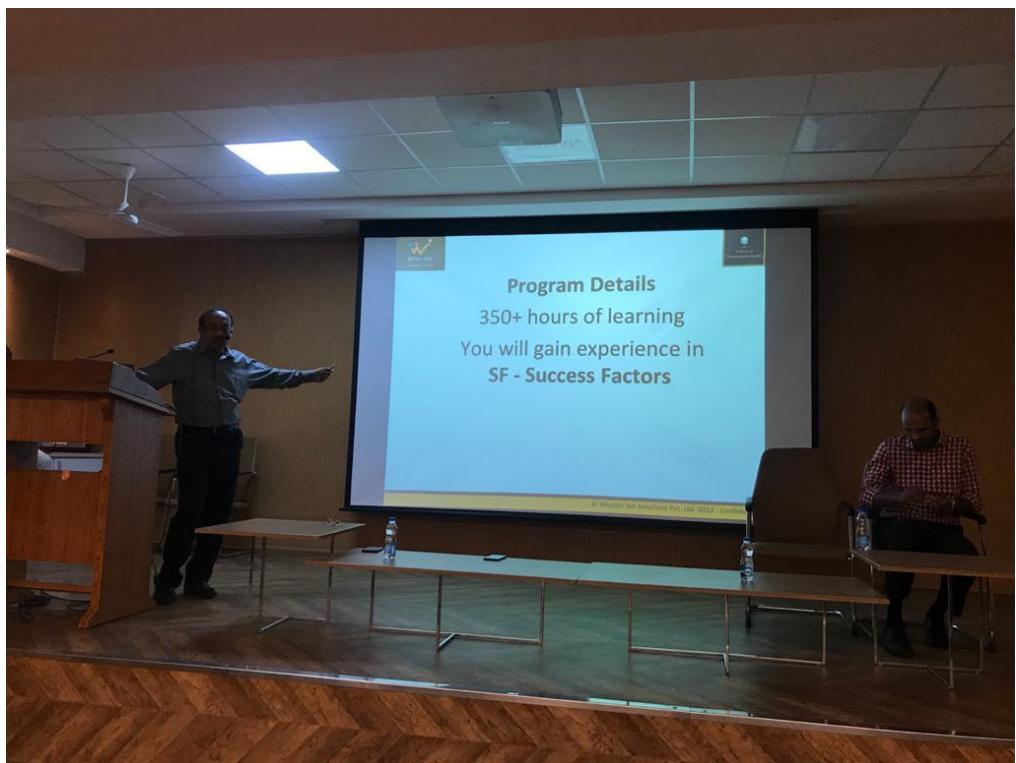


**Mr.Vinayak, Deputy Manager, NSE Pvt Ltd, Hyderabad, the Keynote Speaker of the program discussing about the types of Finance.**



#### **Management Students and Faculty Members listening to Knowledge-Driven Session**

- Guest Lecture was delivered on “Future Opportunities in SAP & FICO” on 14<sup>th</sup> Feb 2020.



**Mr. Nagesh discussing the details of the program**



**The Students and Faculty members gaining insightful information from the session**

- Guest Lecture was delivered on the importance of Mutual Funds, awareness and various Schemes available in HDFC Asset Management Company on 30<sup>th</sup> October 2019.



**Mr. Arindam Patnaik addressing the Students and Faculty members**



**Mr. Arindam Patnaik illuminating the importance of investing money in Mutual Funds**

- A training program was organized on EBSCO Business Source Elite search techniques by Mr. M.S.Srinivas, Training Manager, EBSCO on 12<sup>th</sup>July 2019.



**Faculty Members and students of CBIT-SMS accessing EBSCO database via their mobile phones**