



# LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(AUTONOMOUS)

Accredited by NAAC with 'A' Grade, ISO 9001:2015 Certified Institution

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

L.B.Reddy Nagar, Mylavaram-521230, Krishna Dist, Andhra Pradesh, India

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## Department of Computer Science and Engineering

### Report on “Technology trends in IT and its Allied Industries”

**Event Type** : Guest Lecture

**Date / Duration** : 29-01-2019 / 1 DAY

**Resource Person(s)** : Mr. Ram Burri, Program Manager, Whirlpool Corporation, Michigan,  
U.S.A.

#### **Name of the Coordinator(s):**

1. Dr. B. Rama Devi, Associate Professor, Dept. of IT.
2. Mr. K. Ravi Teja, Assistant Professor, Dept. of IT.
3. Mr. P. Vamsi Naidu, Assistant Professor, Dept. of CSE.

**Target Audience** : 3<sup>rd</sup> B.Tech (CSE and IT)

**Total no of Participants** : 189

**Objective of the Event:** The main objective of this guest lecture is to enlighten the students about recent trends in IT and its allied industries, especially about the Process Flow happening from the product development to the product maintenance.

#### **Outcome of Event:**

On Completion of this Guest Lecture, Student can be able to

1. Know about Software Development Life Cycle (SDLC)
2. Know the role of a Program Manager in a software industry
3. Understand the Process Flow from the Product Development to the Maintenance.

#### **Description / Report on Event:**

- A Guest Lecture on “Technology trends in IT and its Allied Industries” is conducted by Department of IT and CSE on 29<sup>th</sup> January 2019 in Dr.A.P.J.Abdul Kalam Hall of Administrative Building of LBRCE, Mylavaram, Krishna District, Andhra Pradesh.
- Dr. D. Nagaraju, Professor and HOD of IT department, addressed the students about new trends in IT and conveyed how rapidly technology changes in IT sector.
- Mr. Ram Burri, Program Manager from whirlpool corporation interacted with students of Information Technology & Computer Science and Engineering students and explained about software development life cycle (SDLC).He discussed different types of testing in software and shared the future plans of their industry in collaborating with Amazon Alexa .He explained about the importance of innovations and role of customers in decision making of design and marketing of innovative products. He also talked about the importance of management skills.
- He was also explained about the Process Flow which is done from the Product Development to the Maintenance.

## Feedback / Suggestions:

1. I got to know about Real Process Flow which happens in the industry.
2. The in depth coverage of practical product development process help me to understand the entire process flow happening in the industry.

## Photographs :



Student Gathering for the Event



Addressing the student gathering by  
Dr. D. Naga Raju, HoD, IT, LBRCE.



Addressing the student gathering by  
Dr. R. Chandrasekharam, Dean School of Computing,  
LBRCE.



Addressing the student gathering by Mr. Ram Burri,  
Program Manager, Whirlpool Corporation,  
Michigan, USA.