



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

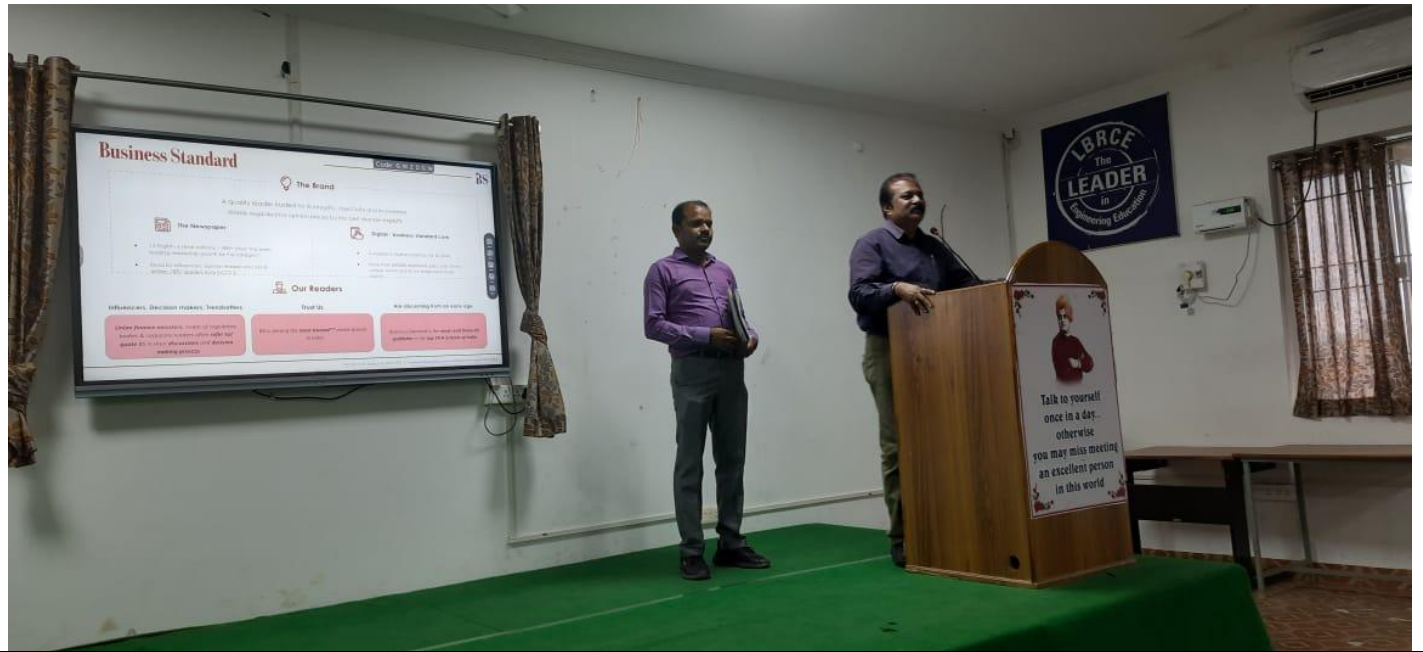
Master of Business Administration

Report on "Expert Talk on Smart Business Standard app (BSMART)"

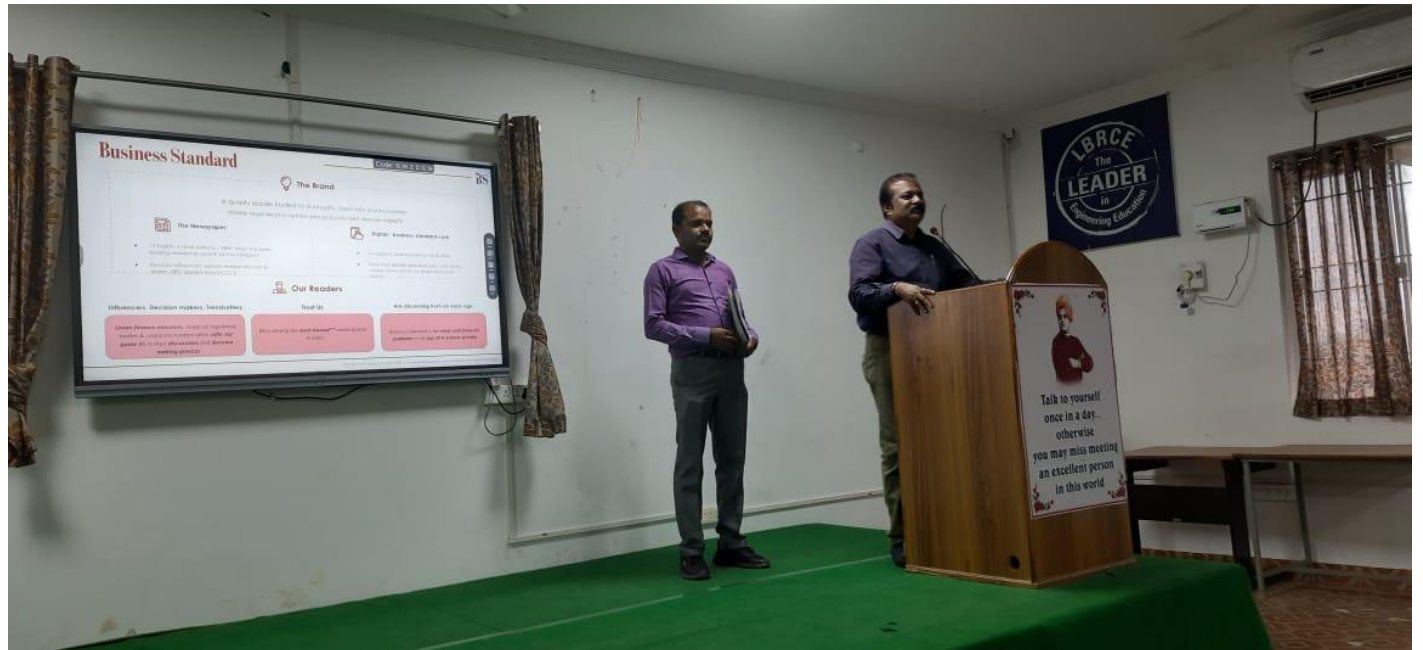
A.Y 2023-2024

**(Organized by Master of Business Administration in Association with
CII Local Chapter)**

Event Name	Expert Talk on Smart Business Standard app (BSMART)
Event type/Name	Expert Talk on Smart Business Standard app (BSMART)
Date/duration	23-11-2023
Resource person/Organiser	Mr. Jayaram, Deputy Marketing Manager, Business Standard Vijayawada
Name of Convener	Dr. A. Adishesha Reddy, Professor & HoD, Department of MBA, LBRCE.
Target audience	95
Total No. of participants	75
Objective the event	To create awareness among the students about importance and Applications of Business Standard BSMART App. In current Scenario.
Description about the event:	Mr. Jayaram, Deputy Marketing Manager, Business Standard Vijayawada, has initiated to ensure the students how BSMART Application helps to develop the Business terminology and also shared the importance of SMART app in view of grab the Opportunities in the Market.
Feedback	Students felt that they are able to develop the knowledge to meet the market requirements through the Business Standard App.



Mr. Jayaram, Deputy Marketing manager explaining about B SMART Application.



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Dr.A.Adishesha Reddy
Head of the Department