



GUEST LECTURE REPORT

Type of Activity: Guest Lecture

Title of the Activity: Guest Lecture on “Communication Skills–The Key for Placement Success”

Date: 24 September 2025

Venue: Mechanical Seminar Hall-II, SITAMS Campus, Chittoor

Resource Person: Dr. Poornima Asipalli, Assistant Professor, SRMIST

Participants: MBA Students and Faculty Members

1. Introduction

The Department of Management Studies organized a guest lecture on “Communication Skills – The Key for Placement Success” on 24 September 2025 for MBA students. The objective of the session was to highlight the importance of communication skills as a essential employability competency for students preparing for placements.

2. Objectives of the Guest Lecture

- To enhance students’ communication skills for career development.
- To prepare students for interviews and placement opportunities.
- To develop confidence and interpersonal effectiveness.
- To emphasize the importance of communication in professional success.

3. About the Resource Person

The session was delivered by **Dr. Poornima Asipalli**, Assistant Professor at SRMIST. She has extensive academic and research experience in management and shared valuable insights on communication skills required for career success.

4. Description of the Event

The event began with an invocation song by the students followed by a welcome address. The respected Principal **Dr. N. Venkatachalapathi** addressed the gathering and emphasized the importance of communication skills for employability. **Dr. C. Jyoshna**, Head of the Department of MBA, also highlighted how guest lectures help students gain exposure to industry and professional expectations.



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During the session, the resource person explained the significance of **clarity, confidence, and interpersonal communication** in the modern job market. Through practical examples and interactive discussions, she motivated students to improve their communication abilities and prepare effectively for placement opportunities. Students actively participated in the discussion and gained valuable insights into professional communication and interview preparation. The program concluded with a **Vote of Thanks**, expressing gratitude to the guest speaker, management, faculty members, and students for making the event successful.

5. Learning Outcomes

- Students improved their understanding of professional communication.
- They learned techniques for effective interpersonal interaction.
- Students gained confidence for placement interviews.
- The lecture motivated students to develop communication competencies.

6. Number of Students Participated

MBA Students (53)

7. Faculty Coordinators

Dr. H Viswa Kiran, Dr. Priyadharsini

8. Conclusion

The guest lecture was highly beneficial for MBA students as it provided practical insights into communication skills required for placement success. The session motivated students to develop confidence and professional communication abilities.

HOD/MBA



Photographs

