

Guest Lecture Report on “IT Trends and Scope of SAP”

The Department of MBA, SITAMS, organized a **Guest Lecture on “IT Trends and Scope of SAP”** on **17th October 2025** at the ECE Seminar Hall, Adikesavulu Block, SITAMS Campus, Chittoor. The event commenced at **11:00 AM** with a warm welcome to the dignitaries and participants.

The program began with an **invocation song** by the students of I MBA, seeking divine blessings for the success of the session. This was followed by a **special address by our respected Principal, Dr. N. Venkatachalapathi**, who emphasized the importance of IT and the scope for MBA Students in IT field. **Dr. Jyoshna.C** HOD-MBA, also addressed the gathering, highlighting how such lectures help students prepare for real-world challenges.

The **Chief Guest, Mr. Venugopala Reddy**, Project Lead at Tech Mahindra, Bengaluru, was introduced with honor. With his extensive background in management and IT, Mr. Venugopala Reddy delivered his valuable insights into the rapidly changing field of Information Technology and the growing importance of SAP in modern industries. The session began with an overview of current IT trends such as Artificial Intelligence, Cloud Computing, Data Analytics, Internet of Things, and Cybersecurity—technologies that are driving digital transformation and redefining how organizations operate. The speaker emphasized how businesses are increasingly adopting integrated and automated systems to enhance efficiency and decision-making.

The lecture also focused on the **scope of SAP (Systems, Applications, and Products in Data Processing)** as a leading Enterprise Resource Planning (ERP) solution that streamlines various business functions including finance, human resources, sales, and supply chain management. The resource person explained the different SAP modules and highlighted the vast career opportunities available for professionals in both technical and functional domains. The session was highly informative and motivating, helping students understand the significance of SAP skills in the global job market and inspiring them to stay updated with emerging IT trends.

The session concluded with a **Vote of Thanks**, expressing gratitude to the management, guest speaker, faculty members, and students for making the lecture a meaningful and enriching experience. The event was well-received by the students, who actively participated in the discussion and acknowledged the value of the session in shaping their placement readiness.

