



(DEEMED TO BE UNIVERSITY)

**KL**



**ONLINE**

**PROSPECTUS**

**2023-2024**

<http://klonline.edu.in>





# OUR PROGRAMMES

Whatever is your passion, explore it with KL Online Programmes

KL Centre for Distance & Online Education (KL CDOE) is a highly experienced online learning provider. All our courses are designed with online delivery in mind from the very beginning and are taught by Experienced Subject Experts.

Under Graduate

## BBA, BCA

Post Graduate

## MBA

Finance

HR

Marketing

Digital Marketing

Data Science

Logistics and Supply Chain Management

Entrepreneurship



# From The President's Desk

As we're all set to enter the third decade of 21st century, planning for a new academic year filled with hopes, aspirations and dreams of scaling new heights, let's stop and take a minute to reflect on the journey we've undertaken so far.

KL(Deemed to be ) University, has been granted Category-1 status, accorded with A++ grading earlier by NAAC, by the University Grants Commission (UGC), with a score of 3.57/4, one of the highest scores for any educational institution in the country. All India 1st Rank in Swachhata Ranking-MHRD Govt. of India, All India 2nd Rank in Clean & Smart Campus by AICTE in 2020. We were ranked by OS under as iGuage Diamond ranking in 2021, 6th Rank by Data Quest, 2021, and the prestigious Times Engineering 182 as 2nd Rank among Private Engineering Institutions in India. We also achieved "Band Excellent" under ARIIA Ranking 2021.

We have expanded our footprints across India, and established our campus at Hyderabad. Also a Global Business School is being established at Kondapur in Hyderabad. Our Hyderabad campuses are equipped with experienced and skilled teachers, excellent infrastructure and our motive is to give students every opportunity for overall development of the mind and body, along with a successful future.

We have also expanded our operations to Online Education with an objective of offering academic programmes with a well-structured learner Centric Support System to the students of different ages, needs and locations. I welcome you to KL Centre for Distance & Online Education which offers flexible education with cost-effectiveness through wide variety of academic programmes. With Contemporary technologies, Online education offers unprecedented flexibility for students to pace, place and time.

At KL, we strive to work hard, stay dedicated to our goals and persevere- until we achieve success, and then work harder to achieve our next set of higher goals. I believe, the purpose of education is to teach how to think and develop a capacity to reason with facts. Keeping in mind the importance of planning and prioritizing time and its effective use are essential to achieve success.



**Er.Koneru Satyanarayana**

**I wish all of you all the best for your future endeavors.**



# LEADERSHIP



“ Smt. Kanchana Latha ”  
Secretary



“ Er.Koneru Lakshman Havish ”  
Vice President



“ Er.Koneru Raja Hareen ”  
Vice President



“ Dr K.S. Jagannatha Rao ”  
Pro-Chancellor



“ Dr.G.Pardha Saradhi Varma ”  
Vice Chancellor



“ Dr. A.V.S.Prasad ”  
Pro-Vice Chancellor Administration



“ Dr.N.Venkatram ”  
Pro-Vice Chancellor Academics



“ Dr K.SUBBARAO ”  
Incharge Registrar

Combination of Strategic Vision and Professional Mission





## ABOUT KLU

The Koneru Lakshmaiah Charities was established as a trust in the year 1980 and started KL College of Engineering in the Academic year 1980-81. The trust was converted into a society by the name Koneru Lakshmaiah Education Foundation (KLEF) in the year 1996. The KL College of Engineering has attained autonomous status in the year 2006 and in February 2009, the Koneru Lakshmaiah Education Foundation Society was recognized as Deemed to be University.







## VISION

To be a globally renowned university.

## Mission

To impart quality higher education and to undertake research and extension with emphasis on application and innovation that cater to the emerging societal needs through all-round development of the students of all sections enabling them to be globally competitive and socially responsible citizens with intrinsic values.

## Hallmarks

-  NAAC A++ Grade with 3.57 CGPA on 4-point scale, in the year 2018
-  CATEGORY-1 University by UGC under the categorization of universities for grant of Graded Autonomy, in the year 2019
-  UGC Recognized under section 12B of UGC Act 1956
-  All Engineering Programs are approved by All India Council for Technical Education (AICTE), New Delhi.
-  Pharmacy programs are approved by Pharmacy Council of India (PCI).
-  Architecture programs are approved by Council of Architecture (CoA)-India.
-  Law programs are approved by BAR Council of India.





# NIRF Rankings

## 2023



## 2022



## 2021



## 2020



## 2019



## 2018



## 2016



## 2017



- ISO 21001:2018 Certified Institution
- Recognized as a Public Funded Research Institute by DSIR of Government of India, a recognition for the excellent research environment in the institute
- Faculty Student Ratio 1:14.67
- Member of the prestigious "All India Virtual Class Room" initiated by MHRD. This network enables the students to make use of virtual class rooms, virtual laboratories, online journal sharing, video conference lectures and many more with the help of 1 Gbps bandwidth
- An advisory board in every department with top academicians from IITs & foreign universities and eminent personalities from the industry
- Strong Industry Relations & Placement Department (IRP) with 100% Placement for all the eligible, interested students, since past 15 years.
- 74 academic laboratories, 25 research laboratories, 6 industry collaboration labs and 4 Centers of Excellence
- India's 1st Wi-fi 'n' enabled campus among academic institutions





# ABOUT CDOE

## VISION

CDOE - KLEF strives to position itself as a leading institution of higher education in the delivery of world-class high-quality online degree programs that serve the evolving needs of diverse learners

## MISSION

CDOE - KLEF will become a premier avenue for electronically delivered courses and degree programs which foster an inviting institutional climate that promotes excellence in teaching and learning with technology, collegiality, and collaboration which inspires community engagement and inclusive learning environments using evolving technologies to meet the emerging needs of employability and industry

## CORE VALUES:

1. Learner Centric
2. Quality & Innovation
3. Equity
4. Collaborative partnerships
5. Accountability & Transparency
6. Continuous improvement

## GOALS AND OBJECTIVES:

The Major goals and objectives of CDOE-KLEF are to:

1. Focus on the individual success of each student and to meet educational needs of the students.
2. Endow with students access to advanced learning and specialized courses, which may not be offered at their primary education in order to promote educational equality.
3. Provide an alternative to students who may not be able to complete their school education without access to flexible options.
4. Offer flexible credit recovery courses for students as directed by NEP.
5. Provide students with a 21st century education to make them competitive in the workforce after their high school graduation or in their pursuit of a degree from a higher education institution.



## LATEST UPDATED POLICY

- In order to cope up with unforeseen circumstances and to maintain high academic quality of these programmes, the university reserves the right to change, revise, update, add or delete any rule. (including rules regarding programme fees) about these programmes, at any time.
- Latest updated version of this prospectus shall be available at <http://www.kluonline.edu.in/> website for free download in PDF file format. Hence, students are advised to always refer website for latest updated copy of this prospectus.

## SALIENT FEATURES

- Learning at one's own pace, place and time
- Latest Learning Management System (LMS)
- Choice Based Credit System
- Continuous Evaluation Tests (CET) and Home Assignments (HA)
- Effective Face-To-Face Contact Sessions
- Great flexibility due to access on smartphone
- Modular Structure

## DETAILED PROGRAMME INFORMATION

Detailed programme information is available at <https://kluonline.edu.in/>

## JURISDICTION AND REVISION OF RULES

All legal disputes shall be subject to Vijayawada Jurisdiction only.



# UGC Notice on Equivalence of Programmes Offered in Online mode and Conventional mode.



प्रो. रजनीश जैन  
सचिव

Prof. Rajnish Jain  
Secretary



विश्वविद्यालय अनुदान आयोग  
University Grants Commission

(शिक्षा मंत्रालय, भारत सरकार)  
(Ministry of Education, Govt. of India)

बहादुरशाह जफर मार्ग, नई दिल्ली-110002  
Bahadur Shah Zafar Marg, New Delhi-110002

Ph.: 011-23236288/23239337

Fax : 011-2323 8858

E-mail : secy.ugc@nic.in

F. No.3-5/2022(DEB-III)

**PUBLIC NOTICE**

August, 2022

02 SEP 2022

**Equivalence of degree obtained through ODL and Online mode with degree obtained through conventional mode**

The Regulation 22 of the University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 stipulates as under;

**“Equivalence of qualification acquired through Conventional or Open and Distance Learning and Online modes.—** Degrees at undergraduate and postgraduate level in conformity with UGC notification on Specification of Degrees, 2014 and post graduate diplomas awarded through Open and Distance Learning mode and/or Online mode by Higher Educational Institutions, recognised by the Commission under these regulations, shall be treated as equivalent to the corresponding awards of the Degrees at undergraduate and postgraduate level and post graduate diplomas offered through conventional mode.”

This is for information of the general public, students and other stakeholders.

(Rajnish Jain)



## PROVISION FOR PURSING DUAL DEGREE (TWO DEGREES) SIMULTANEOUSLY

As per the National Education Policy - NEP 2020 which emphasized the need to facilitate multiple pathways to learning involving both formal and non-formal education modes, UGC introduced the provision to pursue two academic programmes simultaneously.

A student from any college can now pursue two academic programmes, one in full time physical mode and another in Open and Distance Learning (ODL)/Online mode; or up to two ODL/Online programmes simultaneously.



ज्ञान-विज्ञान विमुक्तये

प्रो. रजनीश जैन  
सचिव

Prof. Rajnish Jain  
Secretary



सत्यमेव जयते

विश्वविद्यालय अनुदान आयोग  
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(शिक्षा मंत्रालय, भारत सरकार)  
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Fax : 011-2323 8858

E-mail : secy.ugc@nic.in

D.O.No.1-6/2007 (CPP-II)(New)

13<sup>th</sup> April, 2022

Respected Madam/ Sir,

The National Education Policy - NEP 2020 states that pedagogy must evolve to make education more experiential, holistic, integrated, inquiry-driven, discovery-oriented, learner-centred, discussion-based, flexible, and, of course, enjoyable. The policy envisions imaginative and flexible curricular structures to enable creative combinations of disciplines for study, that would offer multiple entry and exit points, thus, removing currently prevalent rigid boundaries and creating new possibilities for life-long learning and centrally involve critical and interdisciplinary thinking.

With the rapid increase in demand for higher education and limited availability of seats in regular stream, several Higher Education Institutions (HEIs) have started a number of programmes in Open and Distance Learning (ODL) mode to meet the aspirations of students. It has also led to the emergence of online education programmes which a student can pursue within the comforts of her / his home. The issue of allowing the students to pursue two academic programmes simultaneously has been examined by the Commission keeping in view the provisions envisaged in the National Education Policy - NEP 2020 which emphasizes the need to facilitate multiple pathways to learning involving both formal and non-formal education modes.

In view of above, UGC has framed the guidelines for pursuing two academic programmes simultaneously which are attached herewith.

All the universities and their affiliated colleges/institutions are requested to implement these guidelines for the benefit of the students.

With kind regards,

Yours sincerely,

(Rajnish Jain)

To  
The Vice-Chancellors of all Universities  
The Principals of all Colleges/Institutes



# PROGRAMME INFORMATION AT A GLANCE

The following Academic Programmes are on offer from the KL Centre for Distance & Online Education mode during academic year 2023-2024

Level	Programmes	Duration	Eligibility
UG	Bachelor of Business Administration (BBA)	03 years	HSC (12th) or Equivalent
UG	Bachelor of Computer Applications (BCA)	03 years	HSC (12th) or Equivalent
PG	Master of Business Administration (MBA)	02 years	UG Degree or Equivalent
PG	Master of Business Administration (Digital Marketing Specialization)	02 years	UG Degree or Equivalent
PG	Master of Business Administration (Data Science Specialization)	02 years	UG Degree or Equivalent
PG	Master of Business Administration (Logistics and Supply Chain Management Specialization)	02 years	UG Degree or Equivalent
PG	Master of Business Administration (Entrepreneurship Specialization)	02 years	UG Degree or Equivalent

## EQUIVALENCE STATUS

This university also takes all precautions, at all programme stages from "Curriculum Design" to "Examination", to ensure that the standards and quality of education and examinations are preserved and are equivalent to regular Programmes.

## MEDIUM OF INSTRUCTION

The medium of instruction used in the counseling, study materials, question papers and all modes of communication shall be English only.

## CHOICE BASED CREDIT SYSTEM

All academic programmes in Online mode shall be offered with "Choice Based Credit System (CBCS)" with semester pattern.



# BACHELOR OF BUSINESS ADMINISTRATION (BBA)



The objective of the programme is to provide the essential knowledge required to undertake and to run a responsible business organization. The programme also provides managerial skills and aptitude required to be a successful business manager and to inculcate global view of the industrial and organizational establishments and their functions which support the business system. BBA is offered with multiple specializations like Finance, Marketing & HR.

## BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Qualification	Duration	2023/24 Fees
BBA (National)	3Years	79,500
BBA (International)	3Years	\$804

**STUDY MODE** - Online and Part-Time

<https://kluonline.edu.in/online-bachelor-business-administration>

## WHAT WILL I STUDY?

### SEMESTER-I

Integrated Professional English  
Business Mathematics  
Business Environment  
Business Economics  
Perspectives of Management  
IT for Business Managers  
Ecology & Environment

### SEMESTER-III

Business Communication Skills  
Management Accountancy  
Marketing Management  
Human Resource Management  
Business Research Methods  
Macro Economics

### SEMESTER-V

Business analytics  
Soft Skills  
Fundamentals of Digital Marketing  
Research Paper Writing  
ELECTIVE 1  
ELECTIVE 2

### SEMESTER-II

English Proficiency  
Introduction to Financial Accounting  
Business Statistics  
Organizational Behaviour  
Management Information Systems  
Foreign Language  
Design Thinking and Innovation

### SEMESTER-IV

Cost Accountancy  
Production and Operations Management  
Business Law  
Financial Management  
Business Model Generation  
Campus to corporate

### SEMESTER-VI

Entrepreneurship  
Strategic Management  
Enterprise Resource Planning  
ELECTIVE 3  
ELECTIVE 4  
ELECTIVE 5





# BACHELOR OF BUSINESS ADMINISTRATION (BBA)



<https://kluonline.edu.in/online-bachelor-business-administration>

## ELECTIVE COURSES

### MARKETING COURSES

Consumer Behaviour  
Product and Brand Management  
Advertising and Sales Promotion  
Customer Relationship and management  
Services Marketing  
Rural Marketing

### FINANCE COURSES

Banking & Insurance Management  
Investment Management  
Financial Services  
Financial Markets  
Managing Personal Finance  
Financial Derivatives

### HR COURSES

Personal Effectiveness and Self-Leadership  
Dynamics of industrial relations  
Human Resource Development  
Performance Management System  
Labour Legislation  
Training & Development

## ENTRY REQUIREMENTS

- 10 +2 or Intermediate or Equivalent Education

## FOR WHOM:

- Working Professionals who seek to upgrade their abilities for global career in the field of Business.
- People who desire to improve their managerial, analytical, leadership and creative thinking skills.
- Each course is delivered 100% online part-time, allowing you to continue working alongside studying

## WHAT WILL I STUDY?



## CAREER PROSPECTS

- Can pursue MBA, CA (Chartered Accountant) Government jobs-SSC, Bank PO or Indian Railways Start-up/ Entrepreneurship



# BACHELOR OF COMPUTER APPLICATIONS (BCA)



BCA program is designed with the main objective of imparting strong theoretical foundation, and to provide exposure to latest technologies to bridge the industry gap in IT sector by abiding to social ethics. It is an undergraduate program with the specializations "Cloud Technology and Data Science".

## BACHELOR OF COMPUTER APPLICATIONS (BCA)

Qualification	Duaration	2023/24 Fees
BCA (National)	3Years	79,500
BCA (International)	3Years	\$804

**STUDY MODE** - Online and Part-Time

<https://kluonline.edu.in/online-bachelor-computer-applications>

## WHAT WILL I STUDY?

### SEMESTER-I

Integrated Professional English  
Mathematics for Computer Science  
Problem Solving through Programming  
Computer Organization & Architecture  
Ecology & Environment  
Essentials of Information Technology

### SEMESTER-III

Software Engineering  
Database Management Systems  
Computer Networks  
Web Development using Python  
Design Thinking and Innovation  
Internship-1  
Professional Elective 1  
(Cloud Architecture  
Data Warehousing & Mining)  
Open Elective 1  
(Disaster Management/ Robotics)

### SEMESTER-V

Foreign Language  
Corporate Readiness Skills  
Internship-2  
Professional Elective 3  
(Ethical Hacking/Big Data Analytics)  
Open Elective 3  
(Organization Management/  
Paradigms in Management Thought)

## ENTRY REQUIREMENTS

- 10 +2 or Intermediate or Equivalent Education

## FOR WHOM:

- Working Professionals who seek to upgrade their technical skills. Those who want to begin their career as a Software professional.
- Each course is delivered 100% online part-time, allowing you to continue working alongside studying

### SEMESTER-II

English Proficiency  
Operating System  
Data Structures  
Object Oriented Programming through Java  
Mobile Application Development  
Web and Social Media Technologies

### SEMESTER-IV

Essential Skills for Employability  
Universal Human & Values Professional Ethics  
Java Full Stack Development  
Object Oriented Analysis & Design  
Professional Elective 2  
(Cloud Information Security/  
Probability and Statistics)  
Open Elective 2  
(Operations Research/E Commerce)  
Term Paper

### SEMESTER-VI

CODE Major Project  
Professional Elective 4  
(Cloud Web Services/Data Visualization)  
Professional Elective 5  
(Design and Development of Cloud Application/  
Machine Learning)

## CAREER PROSPECTS

- Can pursue post-graduation in MBA/MCA  
Job opportunities like-Data Scientist, Cyber Security Expert, Software Developer



# MBA (HR/Finance/Marketing)



MBA Programme is offered to train students with professional management practices in all the functional areas that are essential for effective sustainable and holistic development of individuals and organizations. The programme serves as a catalyst of progressive knowledge through continuous management education thereby elevating the entrepreneurial managerial and leadership qualities among the potential human resources

## MBA (HR/Finance/Marketing)

Qualification	Duaration	2023/24 Fees
MBA (HR/Finance/Marketing)	2Years	65,500/-
MBA (HR/Finance/Marketing) (international)	2Years	\$536

**STUDY MODE** - Online and Part-Time

<https://kluonline.edu.in/online-mba-finance-marketing-hr>

## WHAT WILL I STUDY?

### SEMESTER-I

Quantitative Methods
POM & Organizational Behaviour
Business Economics
Financial and Management Accounting
Marketing management
Business Environment (National and International)
Business Legislation
Logical Thinking skills for Managers

### SEMESTER-III

Strategic Management
Entrepreneurship & Family Business
ELECTIVE 1
ELECTIVE 2
ELECTIVE 3
ELECTIVE 4
Sectoral Elective 1

### SEMESTER-II

Design Thinking and Innovation
Introduction to Business analysis & R Programming
Business Research Methodology
Human Resource Management
Financial Management
Operations management
Information systems & ERP
Professional Skills for Managers

### SEMESTER-IV

Business Ethics & Corporate Governance
ELECTIVE 5
ELECTIVE 6
ELECTIVE 7
ELECTIVE 8
Sectoral Elective 2
Management Research Project

## ENTRY REQUIREMENTS

- Bachelor's degree or equivalent from a recognized university

## FOR WHOM

- Working Professionals who seek to upgrade their abilities for Global Career
- Entrepreneur/ Business Professionals who seek success in managing their business projects



# MBA (HR/Finance/Marketing)

WHAT WILL I STUDY?

## FINANCE ELECTIVE COURSES

Wealth Management
Financial Markets and Services
Security Analysis and Portfolio Management
Behavioural finance
Indian Financial System
Managing Personal Finance
Strategic Financial Management
Financial Derivatives
Project Management
Infrastructure Finance
International Financial Management
Financial statement analysis
Personal Taxation

## HR ELECTIVE COURSES

Talent and Competency Management
Dynamics of Employee Relations
Performance Management & Reward Systems
Labour Legislation
Performance Management
Human Resource Planning
International Human Resource Management
People Analytics
Organizational Change & Change Management
Strategic Human Resource Management
Compensation Management
Training & Development
Conflict Management & Negotiation

## MARKETING ELECTIVE COURSES

Product & Brand Management
Promotion & Distribution Management
Global Marketing Management
Advertisement & Sales Promotion
Consumer Behaviour
Digital Marketing
Services Marketing
Customer relationship Management
Rural & Agricultural Marketing
Event & Entertainment Management
Sales & Promotion Management
Logistics & Supply Chain Management

## Sectoral Electives

### BANKING

Overview of Banking  
Banking Service Operations

### RETAILING

Overview of Retailing  
Management of Retail Operations

### HEALTHCARE & HOSPITALITY MANAGEMENT

Overview of Healthcare Management  
Management of Healthcare Operations

## CAREER PROSPECTS

- Although our courses are designed for those seeking employment in a high-level financial role, the skills you'll develop are also beneficial for roles within business management, banking, accountancy, marketing, sales, retail and human resources

## CAREER PROSPECTS

- After completing this course, you'll be well-positioned to succeed in a range of people management roles, such as Human Resources Manager, Human Resources Officer, Recruitment Consultant, and Development Officer, Employee Relations Adviser, Career Coach and Management Consultant.

## CAREER PROSPECTS

- Candidates with the most advanced skills are highly desirable for senior positions. Roles within business management, banking, marketing, sales, retail would greatly benefit from the knowledge gained from this course.



# MBA (DIGITAL MARKETING)



With the advancement of information technology, the role of marketing manager has taken a new shape and expanded to greater levels. Every business entity, irrespective of its length and strategies promotes its products and services. MBA in Digital Marketing decodes stereotypical Marketing Management and reestablishes it to fit the new era of the digital world. Digital marketing is Electronic Marketing, where products and services are promoted through social media, emails, websites etc.

## MBA (DIGITAL MARKETING)

Qualification	Duaration	2023/24 Fees
MBA (Digital marketing)	2Years	65,500/-
MBA(Digital marketing)(International)	2Years	\$536

**STUDY MODE - Online and Part-Time**

<https://kluonline.edu.in/online-mba-digital-marketing>

## WHAT WILL I STUDY?

### SEMESTER-I

Quantitative Methods  
POM & Organizational Behaviour  
Business Economics  
Financial and Management Accounting  
Marketing management  
Business Environment (National and International)  
Business Legislation  
Logical Thinking skills for Managers

### SEMESTER-III

Strategic Management  
Entrepreneurship & Family Business  
ELECTIVE 1  
ELECTIVE 2  
ELECTIVE 3  
ELECTIVE 4  
Sectoral Elective 1

### SEMESTER-II

Design Thinking and Innovation  
Introduction to Business analysis & R Programming  
Business Research Methodology  
Human Resource Management  
Financial Management  
Operations management  
Information systems & ERP  
Professional Skills for Managers

### SEMESTER-IV

Business Ethics & Corporate Governance  
ELECTIVE 5  
ELECTIVE 6  
ELECTIVE 7  
ELECTIVE 8  
Sectoral Elective 2  
Management Research Project





# DIGITAL MARKETING COURSES

## Elective Courses

Media Planning  
Search Engine Optimization  
Affiliate marketing  
Social Media Marketing & Analytics  
Mobile Marketing  
E-Mail & Content Marketing  
E Commerce  
Digital PR & Corporate Communication

## Sectoral Electives

### BANKING

Overview of Banking  
Banking Service Operations

### RETAILING

Overview of Retailing  
Management of Retail Operations

### HEALTHCARE & HOSPITALITY MANAGEMENT

Overview of Healthcare Management  
Management of Healthcare Operations

## ENTRY REQUIREMENTS

- Bachelor's degree or equivalent from a recognized University

## FOR WHOM:

- Working professional who seek to upgrade their abilities for Global Career
- Entrepreneur/ Business Professionals who seek success in managing their business projects

## CAREER PROSPECTS

- With a postgraduate data science qualification, you could go on to become a successful Data Scientist, Modeller, Engineer or Architect – or choose a role in research, business intelligence or machine learning.

<https://kluonline.edu.in/online-mba-digital-marketing>





# MBA(DATA SCIENCE)



In the era of information explosion, professionals with the skills to uncover insights in large volumes of data for achieving solutions to the business problems are becoming prominent. MBA-Data Science Programme is offered to train students with the skill set to analyze data so they can provide actionable insights by using various processes, methods, systems, and algorithms. The programme serves as a catalyst of progressive knowledge through continuous management education thereby elevating the entrepreneurial, managerial and leadership qualities among the potential human resources.

## MBA(DATA SCIENCE)

Qualification	Duation	2023/24 Fees
MBA(Data Science)	2Years	85,500/-
MBA(Data Science)(international)	2Years	\$536

**STUDY MODE - Online and Part-Time**

<https://klonline.edu.in/online-mba-data-science>

## WHAT WILL I STUDY?

### SEMESTER-I

Essentials of Management  
Quantitative Methods  
Business Economics  
Financial & Management Accounting  
Business Research Methods  
Introduction to Python Programming

### SEMESTER-III

Advanced Business Analytics Using R & Python  
Econometrics with Business Applications  
Using R/Gretl/Eviews  
Machine Learning Using Python  
Advanced Excel for Data Science  
Elective I - Marketing Analytics –I  
Financial Analytics –I /People Analytics –I  
Mini Project

### SEMESTER-II

Foundation in Data Base Management Systems  
Management Science  
Human Resource Management  
Data Visualization using Tableau  
Excel for Data Science  
Marketing Management  
Live Project

### SEMESTER-IV

Natural Language Processing -NLP  
Big Data Analysis  
Deep Learning Using Python  
Advanced SQL for Data Science  
Elective II\* - Marketing Analytics –II  
Financial Analytics –II/People Analytics –II  
Management Research Project

## ENTRY REQUIREMENTS

- Bachelor's degree or equivalent from a recognized University.

## FOR WHOM:

- Working Professionals who seek to upgrade their abilities for Global Career
- Entrepreneur/Business Professionals who seek success in managing their business projects

## CAREER PROSPECTS

- With a postgraduate data science qualification, you could go on to become a successful Data Scientist, Modeller, Engineer or Architect or choose a role in research, business intelligence or machine learning.



# MBA(LOGISTICS AND SUPPLY CHAIN MANAGEMENT)

## WHAT WILL I STUDY?



MBA Logistics and Supply Chain Management inculcates and enriches the needed analytical skills and management strategies in transiting the goods and services through the proper use of inventory, customer service, warehouse, and storage. It comprises of cross functional and inter-enterprise logistics process. Logistics and supply chain management professionals play a phenomenal role by ensuring prompt movement of goods and services while reaching the consumer.

## MBA(LOGISTICS AND SUPPLY CHAIN MANAGEMENT)

Qualification	Duaration	2023/24 Fees
MBA(Logistics and Supply Chain Management)	2Years	65,500/-
MBA(Logistics and Supply Chain Management) (international)	2Years	\$536

**STUDY MODE** - Online and Part-Time

<https://kluonline.edu.in/online-mba-logistics-supply-chain-management>

### SEMESTER-I

Quantitative Methods
POM &Organizational Behaviour
Business Economics
Financial and Management Accounting
Marketing management
Business Environment (National and International)
Business Legislation
Logical Thinking skills for Managers

### SEMESTER-III

Strategic Management
Entrepreneurships & Family Business
ELECTIVE 1
ELECTIVE 2
ELECTIVE 3
ELECTIVE 4
Sectoral Elective 1

### SEMESTER-II

Design Thinking and Innovation
Introduction to Business analysis & R Programming
Business Research Methodology
Human Resource Management
Financial Management
Operations management
Information systems & ERP
Professional Skills for Managers

### SEMESTER-IV

Business Ethics &Corporate Governance
ELECTIVE 5
ELECTIVE 6
ELECTIVE 7
ELECTIVE 8
Sectoral Elective 2
Management Research Project





# LOGISTICS AND SUPPLYCHAIN MANAGEMENT

## ELECTIVE COURSES

Materials Management
Fundamentals of Supply Chain Management
Operations Strategy
Total Quality Management
Lean Management
Warehouse Management
Supply Chain Analytics
International Logistics Management
Green Supply Chain Management

## Sectoral Electives

### BANKING

Overview of Banking
Banking Service Operations

### RETAILING

Overview of Retailing
Management of Retail Operations

### HEALTHCARE & HOSPITALITY MANAGEMENT

Overview of Healthcare Management
Management of Healthcare Operations

## ENTRY REQUIREMENTS

- Bachelor's Degree or Equivalent from a recognized University.

## FOR WHOM

- Working Professionals who seek to upgrade their abilities for Global Career
- Entrepreneur /Business Professionals who seek success in managing their business projects

## CAREER PROSPECTS

- Can Pursue Ph.D. Job Opportunities like Supply Chain Manager, Industry Analyst, Global Logistics Manager, Transportation Director, Procurement analyst, Warehouse manager etc.

<https://kluonline.edu.in/online-mba-logistics-supply-chain-management>





# MBA(ENTREPRENEURSHIP)



MBA- Entrepreneurship Programme enables the student to explore strategies and models to launch and establish themselves as an efficient entrepreneur. This programme provides MBA students with the expertise, experience, skills and analytical tools that prepare them for careers other than autonomous entrepreneurs, or entrepreneurs in corporate settings. The Programme serves as a catalyst of progressive knowledge through continuous management education thereby elevating managerial and leadership qualities.

## MBA (ENTREPRENEURSHIP)

Qualification	Duaration	2023/24 Fees
MBA (Entrepreneurship)	2Years	65,500/-
MBA(Entrepreneurship)(international)	2Years	\$536

**STUDY MODE - Online and Part-Time**

<https://kluonline.edu.in/online-mba-entrepreneurship>

## WHAT WILL I STUDY?

### SEMESTER-I

Quantitative Methods  
POM &Organizational Behaviour  
Business Economics  
Financial and Management Accounting  
Marketing management  
Business Environment (National and International)  
Business Legislation  
Logical Thinking skills for Managers

### SEMESTER-III

Strategic Management  
Entrepreneurship & Family Business  
ELECTIVE 1  
ELECTIVE 2  
ELECTIVE 3  
ELECTIVE 4  
Sectoral Elective 1

### SEMESTER-II

Design Thinking and Innovation  
Introduction to Business analysis & R Programming  
Business Research Methodology  
Human Resource Management  
Financial Management  
Operations management  
Information systems & ERP  
Professional Skills for Managers

### SEMESTER-IV

Business Ethics&Corporate Governance  
ELECTIVE 5  
ELECTIVE 6  
ELECTIVE 7  
ELECTIVE 8  
Sectoral Elective 2  
Management Research Project





# MBA(ENTREPRENEURSHIP)

## ELECTIVES

Technology Innovation, Product Development & Prototyping

Entrepreneurial Ecosystem

Theories & Models of Techno Entrepreneurship

Start-up Law, Ethics and Environment in India.

Digital Marketing for Innovations

Managing Operations for Technological Innovations in Start-ups

Entrepreneurial Leadership

Corporate and Social Entrepreneurship

Venture Financing & Management

Buying and selling a small business (M & A)

## Sectoral Electives

### BANKING

Overview of Banking

Banking Service Operations

### RETAILING

Overview of Retailing

Management of Retail Operations

### HEALTHCARE & HOSPITALITY MANAGEMENT

Overview of Healthcare Management

Management of Healthcare Operations

<https://kluonline.edu.in/online-mba-entrepreneurship>

## ENTRY REQUIREMENTS

- Bachelor's degree or equivalent from a recognized University.

## WHY KLU ONLINE ?

- Working Professionals who seek to upgrade their abilities for Global Career
- Entrepreneur/ Business Professionals who seek success in managing their business projects

## CAREER PROSPECTS

- Can pursue Ph. D,
- Job Opportunities like entrepreneurs, Business Consultant, Business Reporter, New venture Developer, Development Manager etc.,





# KLU ONLINE BENEFITS



## **Flexible Study Approach**

Whether you have a full-time job, a busy family life or an action-packed travel schedule, our online programmes utilise the latest technology to help you fit studying around your busy lifestyle.

## **Quick feedback turnaround**

Throughout the course we'll provide feedback on submitted assignments within seven days, so you'll always have an up-to-date perspective on how you're doing.

## **Entry requirements**

We consider all applications on an individual basis, taking into account your academic achievements, work experience and professional background – as well as offering entry routes for those without these. For more detailed information on specific course entry requirements, please check the relevant course page in this prospectus.

## **Regular intakes**

At KL Centre for Distance & Online Education (CDOE), we have dual admissions. We have classes starting from April and September of every year – allowing you study when it best suits you.

## **Supportive Academics**

Our experienced faculty members are always glad to assist you and offer advice.

## **Platform for Improved Digital Learning**

Excellent, cutting-edge E-content ,video tutorials,Discussion forums that are easy to understand.



# ONLINE STUDY EXPERIENCE

## Virtual Learning Platform

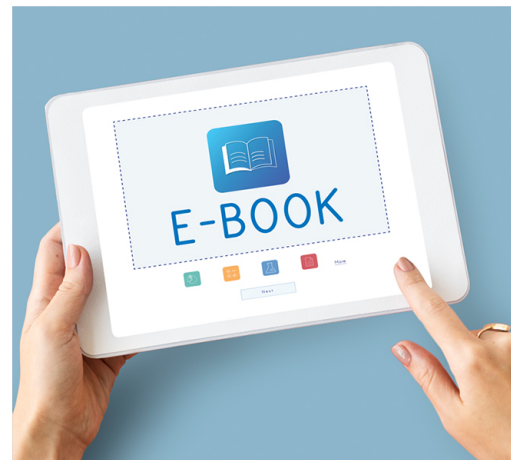


Every course is delivered via our very own Virtual Learning Environment (VLE). It is accessible 24/7, so wherever you are in the world and whatever the time, you can log in access your study materials whenever you need.

## Online Resources



As well as free core textbooks, you'll also enjoy access to the University of KLU eLibrary which features a huge range of academic texts and journals.



## Assessments



There's no need to worry about getting to an exam centre. All your assessments will be made online and include written assignments that can be completed from the comfort of your home.

## Discussion Forums



Regular discussion forums are ideal for exploring your course matter, sharing your experiences and learning from fellow students.

## Live Sessions



Tutors host regular live sessions throughout your modules, giving you the opportunity to ask questions and discuss course materials in more depth.



## Orientation Sessions



Orientations Sessions like Onboarding session for all the new students which gives the new students an overview of the entire process of academics, LMS Orientation which introduces the students to the Learning management System and shows them how to navigate the LMS to learn the course materials. Orientation on Internal assessment and end semester examinations are conducted to guide the students into the online learning ecosystem

<https://kluonline.edu.in/>





**CDOE**  
CENTER FOR DISTANCE AND ONLINE EDUCATION

## Program Coordinators



**Dr. A. Sivaramakrishnan  
(Ph.D.)**

**Associate Professor(21 years)**

Dr. A. Sivaramakrishnan, an accomplished professional, is an Associate Professor of Computer Science at the Centre for Distance and Online Education, Koneru Lakshmaiah Education Foundation. With a Ph.D. in Computer Science specializing in Medical Image Processing, he brings 21 years of teaching and industry experience, establishing himself as an expert in the field. Notable roles at universities in Zambia, Ethiopia, and India showcase his diverse background. Dr. Sivaramakrishnan's research focuses on Image Processing, Artificial Intelligence, and Machine Learning, resulting in significant contributions through papers, patents, and books. Recognized as a Microsoft



**Dr. Durgaprasad Navulla**  
(MBA, M.Com, Phd )

**Programme Coordinator  
KL Online BBA**

Dr. Durgaprasad Navulla, an Assistant Professor at K L Business School and Programme Coordinator for the BBA Programme at the Centre for Distance and Online Education, Koneru Lakshmaiah Education Foundation, is a distinguished faculty member dedicated to student progress. With a Ph.D. in Finance and specialization in Finance and Marketing from NIT Warangal, he has 13 years of experience and significant contributions to academic. Dr. Navulla has published 24 articles in national, international, and Scopus-indexed journals, earning awards at international conferences. Embracing technology, he enhances the educational experience for students. His expertise, research contributions, and commitment to academic excellence inspire students and educators, solidifying his valued position in the academic community.



**Prof. UK Shukla**  
(MBA, M.Com, Phd )

**Program Coordinator OL-MBA**

Prof. U. K. Shukla, Program Coordinator at the Centre for Distance and Online Education, Koneru Lakshmaiah Education Foundation, is an accomplished individual with an MBA, M.Phil., and SET qualification. With 30+ years of industry and academic experience, he has excelled in syllabus framing, project development, and organizing conferences. His international teaching experience and association with institutions like Symbiosis highlight his commitment to excellence. Prof. Shukla is Vice-Chairman of the MBA Central Valuation Board, chairs technical sessions at international conferences, and specializes in Special Economic Zones research. Proficient in various methodologies, he contributes to academic research as an international journal reviewer, elevating its quality.



# STUDENT SUPPORT

Studying independently doesn't mean studying alone. Throughout your course, a range of teams will be ready to help, from academic to pastoral and technical support. Plus, you'll have plenty of opportunities to collaborate, discuss and debate with your faculty members and your classmates.

## Admissions Advise



You'll be assigned a dedicated admissions counsellor as soon as you enquire or apply to one of our courses. They'll guide you through the entire application process and will be on-hand to help with any practicalities, as well as answer questions.

## Program Support



You will be provided the support of program coordinator, who will guide you throughout the program from onboarding session to the issue of certificates.

## Disability support



If you have any form of disability, mental health condition, or learning difficulty, there are adjustments we might be able to make for you. We recommend you let us know about any disability or condition you have during the application process; so, our Student Support team can consider any appropriate adjustments before you start your course.

## A PLACE TO CALL HOME

## Academic Support



Our faculty members are experts in their field and will be happy to help with any academic queries via regular live sessions and constructive feedback on your assignments.

## Student Welfare



Student wellbeing and mental health are both vitally important, and our Student Engagement Executives are on hand to address any such concerns and help ensure you're in the best place to study.

## Study skills



Our Student Engagement Executives are here to help improve your academic standing. They offer enhanced support with the finer aspects of academic writing, referencing, academic integrity and more. They also provide the updates about the content, live sessions, examinations and so on.

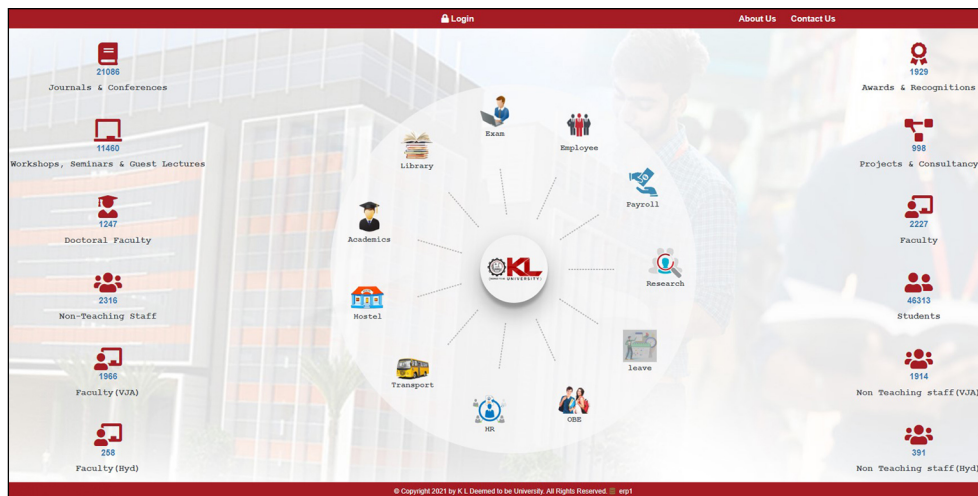




# ERP-LMS Login Access

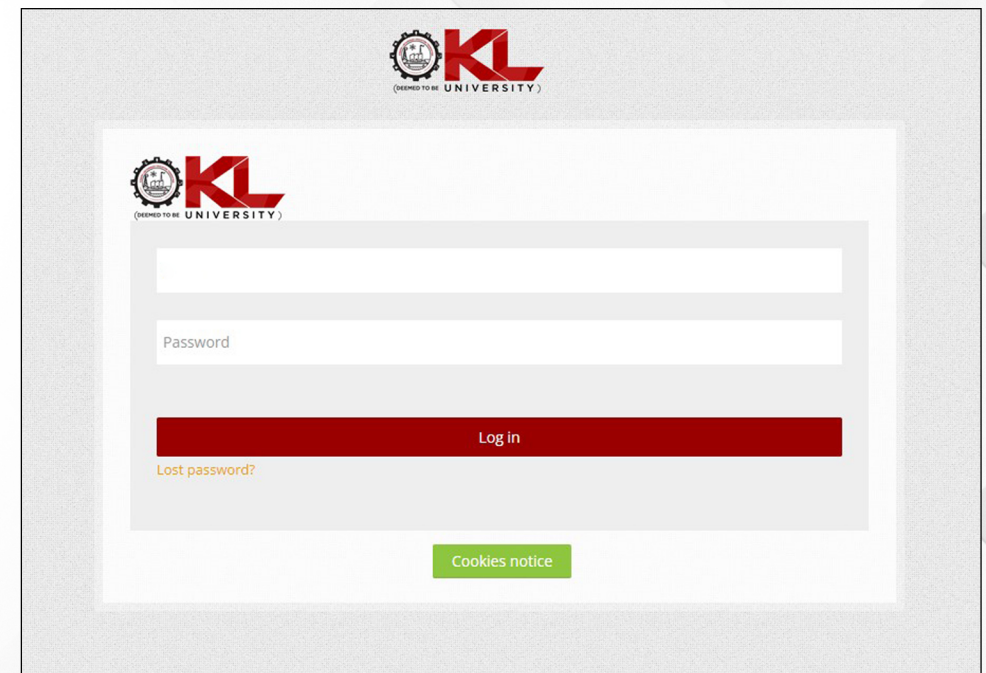
## ERP Access

ERP is the platform for conducting end semester examinations for the students. Result announcement, grievance redressal, feedback etc are conducted through ERP. Student will be registered to ERP and can get access through the login credentials issued during the process of registration.



## LMS Access

LMS is the platform for providing access to the content as per four quadrant approach. Before the commencement of the semester, student can get access to the study material, videos, PPT's, discussion forums and internal assessment. Student can learn the concepts as per the learning plan shared before commencement





# Testimonials



**Prasanth Nagalla**  
**(BBA)**

Studying in KL was extremely helpful for me. I was confident and perfectly knew what to expect in the exam. I was familiar with the pattern and could manage my time efficiently due to the numerous exams. I appreciate the approachable and helpful attitude of the faculty who provided us with backup classes for our convenience.



**G. N. V. Sai Akhil**  
**(BBA)**

"It was a great experience studying at KL University, a memory to cherish for a lifetime. My experience at KLU was full of learning and grooming."



**Mulupuri Jaya Krishna**  
**(BBA)**

I got a lot of support from this institution, and I would like to thank it. In the classes, delivered lectures were helpful to me. Along with this, the continuous evaluations made my path easy. The teachers are very cooperative and considerate.



**Manika Talageri**  
**(BBA)**

My experience with KLU has been excellent. Because of the attitude of the faculty, who were extremely helpful and knowledgeable, I was receptive to their teaching method. The quantity and quality of material provided to us was more than sufficient and covered all aspects of the entrance procedure to various institutes.



# Testimonials



**M. Sthuthi Mani Prabha  
(BCA)**

"I am extremely satisfied with my decision to enroll in the BCA course at CentrK L University. The online program has exceeded my expectations, and I am grateful to the professors for their exceptional support and guidance. They are genuinely compassionate, professional, friendly, and always understanding of our needs. I extend a big thanks to all the faculty members. Without a doubt, K L University is the ultimate choice for online courses."



**Vikash Kumar Gupta  
(BCA)**

I'm thrilled to share my outstanding experience at K L University (KLU). As an online college, it has exceeded all my expectations. The faculty members are highly knowledgeable and dedicated, providing excellent guidance and support for effective online learning. The user-friendly platform and program flexibility allowed me to balance my commitments. KLU's commitment to quality education is evident in its industry-aligned curriculum, relevant coursework, and regular assessments. The strong sense of community, collaborative learning environment, and prompt support from the dedicated team have made my online learning enjoyable. I wholeheartedly recommend KLU for top-notch online education.



**Gandrapu Swetha  
(BCA)**

The BCA online program at K L University has been an amazing experience for me. The staff and coordinators are friendly and accessible. The courses are relevant and valuable, especially for the IT field. Weekend classes make it convenient for working professionals.

Timely course materials and recorded lectures are highly beneficial. Choosing this program has been a great decision for me.



**Kanchan Tripathi  
(BCA)**

"I am extremely pleased with my experience in the BCA online program. The program is not only informative and interactive but also supported by dedicated coordinators and teachers who promptly address our doubts. The faculty delivers the topics with concise explanations and real-time examples, making the learning process engaging. The program's flexibility, with classes and exams scheduled on weekends, allows working professionals like myself to pursue higher education without hindering our careers. The supportive staff provides mentors to assist us when facing challenges, making this program a fantastic opportunity to earn a degree while working. I am truly grateful for this invaluable chance to complete my degree while maintaining my professional commitments."



# Testimonials



**P.V. N. S. Vaishnavi Devi  
(MBA)**

The MBA program is very dynamic and fun online. I have completed my first semester. Offering these types of programs helps all IT employees to balance their professional lives and enhance their academic careers. The Program Coordinator and faculties in the program supported us comprehensively during the program. They clarified our doubts throughout the course. Faculties provide enough material and explain the topics with real-time examples.



**Monica Chowdary .K  
(MBA)**

An excellent course! It provides learners with the concepts and skills necessary for searching and researching information in Moodle (LMS) and online. The online lectures are clear, and well-designed. These learning exercises and quizzes helped students to confirm their understanding of the key ideas. Personally, I think it is great online learning and very helpful for the learners. It quickly covered all the pertinent details of the topic. Thank you to all who contributed to such great work and a significant course".



**Parisa Sai Prasanth  
(MBA)**

This online course is no different from the college offline lectures, as it takes care of every aspect like presentation, activities (corporate based), and so on. Academics are very well structured, nicely delivered and explained".



**B.V.G.N. Pravallika  
(MBA)**

Due to the thoughtfulness of distance education with regular certification, this course is quite beneficial. The catchiest thing in the whole program is that classes, exams, etc., are during the weekends only, i.e., Saturday and Sunday. As a result, every working professional, who wishes to enrol in the course gets an opportunity. The staff is also very supportive and will provide each student with a mentor whenever we encounter difficulties. In simple words, I can say that it is a fantastic way to learn online while working".



# WHY KLU ONLINE?

## Regulatory approved degree programs

All the programmes offered in Online mode are approved by UGC. As per norms all the Management programmes are approved by AICTE along with UGC.



## Online Live sessions:

Live sessions are scheduled during the weekends for all the courses offered under the semester. 12 sessions per course will be conducted for all the courses offered to the student.

## Access to state-of-the-art LMS

LMS comprising of content as per four quadrant approach ie Reading material, PPTs, Video Lectures, Discussion forum topics, home assignments and quiz will be given access to the student after completion of admission process.



## Onboarding program:

Before commencement of semester, to give an over-view of the entire process of academics to the newly admitted students, onboarding session is conducted. It also introduces the Programme coordinators to the new students and gives them guidance on how they can get help in accessing the LMS and ERP systems.

## Highly qualified faculty members and industry experts:

Faculty members with subject expertise in their domain will deal with the Online programmes



## Help desk:

For any kind of query, team will be available and grievances reported by the students will be transferred to the concerned for resolving at the earliest.

## Instant access to faculty members:

All the faculty members are available to the students for any kind of doubt related to their courses and Program coordinator will be available for dealing with any other issue.



## Proctored examinations:

Examinations are conducted in Online Mode through faculty proctoring. Question paper is divided into 4 parts and stipulated time is given to the students for attempting each part and for uploading the answers in the ERP portal through their login credentials.



# ADMISSION PROCESS

## APPLICANT

### Online



### Walkin



### NPF Leads





# IMPORTANT INFORMATION

## About this prospectus

### **Changes to advertised courses and other information:**

This prospectus is intended to answer your questions about the academic provision on offer at KL Centre for Distance & Online Education. It is prepared in 2023 and refers to courses which will be available in the 2023-24 academic year. We have made every effort to ensure the prospectus is accurate at the time it is produced.

It may be necessary to make minor changes in courses or Terms and Conditions. Reasons may include: to reflect changes in relevant laws and regulatory requirements; or to implement minor technical adjustments and improvements that ensure consistency with UGC, including the suggestions from Quality Assurance Team (Centre for Internal Quality Assurance). In exceptional circumstances it might be necessary to make more significant changes to a course our Terms and Conditions.

### These may include:

- To increase tuition fees annually to proportionately reflect the costs associated with establishing and providing the course, such as any changes in higher education funding we may receive
- To correct errors
- By adding or removing optional modules

If a course change or closure is proposed in such circumstances, we'll take all reasonable steps to minimise disruption to students. This will include informing

<https://kluonline.edu.in/>



## **No liability for matters outside our control**

We cannot be held responsible for delays or inaccessibility outside our control. If our provision of courses is delayed or the learning platform is inaccessible due to an event outside our control, then we will contact you as soon as possible to let you know and will take steps to minimise the effect. Provided we do this, we will not be liable for delays or inaccessibility caused by the event, but if there is a risk of substantial delay or inaccessibility, you may contact us to end the contract and receive a refund for any part of a course you have paid for but not received.

## **Admissions Policy**

Applicants are considered in line with our Admissions Policy.

## **Terms and Conditions**

Should your application be approved, we will send you an offer letter which will confirm the details of your course and start date. We will also send you a Learning plan outlining the indicative study duration for your course and a payment plan stating your net tuition fees.

The offer letter will also contain a link to our acceptance form. Acceptance of your application will take place when you follow the link and submit the form. At this point a contract will come into existence between you and us. By submitting the online acceptance form you are formally accepting your place on the course and start date as set out in your offer letter. Submission of the acceptance form also constitutes your agreement to our Terms and Conditions. Produced by the KL Centre for Distance & Online Education.

Please consider the environment before printing this document.

Last updated: 2023



## CONTACT US FOR MORE INFORMATION

Ms.Noorjahan +91 79979 93245

Ms.J.Neha Sandeep +91 78159 26828

Ms.C.Saritha +91 91549 67914

Ms.Poojitha +91 81210 38627

Mr.G.R.Sanjay Krishna +91 80087 34244

Email: For Admissions: [online@klh.edu.in](mailto:online@klh.edu.in)

For Academics & Learning

Support: [supportcdoe@kluniversity.in](mailto:supportcdoe@kluniversity.in)



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