



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

DEPARTMENT OF INFORMATION TECHNOLOGY

REPORT ON TECHNOLOGY TRENDS IN IT AND ITS ALLIED INDUSTRIES

Event Type	:	Guest Lecture
Date / Duration	:	29-01-2019 / 1 DAY
Resource Person	:	Mr.Ram Burri, Program Manager, Whirlpool Corporation, Michigan, USA.
Name of Coordinator	:	1. Dr.B.Rama Devi, Associate Professor, Department Of IT. 2. Mr.K.Raviteja, Assistant Professor, Department Of IT. 3.Mr.P.Vamsi Naidu, Assistant Professor, Department of CSE.
Target Audience	:	3 rd B.Tech (CSE and IT)
Total no of Participants:		189

Objective of the Event: The Guest Lecture mainly helps students in knowing the recently becoming popular trends and how it is readily accepted in the market or industry.

Outcome of event: By the end of guest lecture, Students were able to know about Software Development Life cycle and the role of a program manager in a software industry as well as the difference between a project manager and a program manager.

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 29th January 2019 in Dr.A.P.J Abdulkalam Hall of Administrative Building of LBRCE, Mylavaram, Krishna Dist.Andhra Pradesh.
- The Event coordinator Dr.B.Rama Devi, Department of IT Welcomed the resource person of the day and the student anchor gave briefing about the Resource person..
- Dr. D. Nagaraju, professor and HOD of IT department, addressed the students about the importance of new trends in IT and the technology trend awareness skills.
- Mr.Ram Burri program manager from whirlpool corporation interacted with students of Information Technology & Computer Science 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.

Feedback / Suggestions:

- After the completion of the lecture Participants said that all are well familiar with development life cycle of software and the new trends in the industry. They expressed positively about the overall lecture and suggested to conduct more.

Photographs :



Addressing by Dr. R.Chandrasekharam
Professor & Dean, School of Computing, LBRCE.



Addressing by Mr.Ram Burri Program Manager
Whirlpool Corporation



Addressing by Dr. D. Naga Raju, HOD, Department
of IT



Guest Felicitation