

## Report on Guest Lecture

# “Understanding and Developing Organizational Culture”

Organised by  
Department of Electronics and Communication Engineering  
22<sup>th</sup> October 2016

Organized in association with: **MITSAWA**

Submitted by: *Mr. K. Rahim Basha, Assistant Professors and Prof. A. R. Reddy, Professors & Head, Department of Electronics and Communication Engineering, MITS*

Resource Person: Damodara Naidu Kollu, Associate Director, Cognizant

Faculty attended:

Mr. K. Rahim Basha, Assistant Professors,  
Prof. A. R. Reddy, Professors & HOD ECE;  
Dr. P. Ramanathan, Vice Principal (Academics),  
Dr. P. Ramesh Reddy, Alumni Secretary, Asst. Professor, Department of Mathematics;

Students Attended: ECE: 46 Students

Venue: Scale up Room (ECE department)

Participants: B. Tech –II Yr Students.

The department of Electronics and Communication Engineering organised a guest lecture on “Understanding and Developing Organizational Culture” on 22<sup>nd</sup> October 2016.

Mr. K. Rahim Basha, Assistant Professor welcomed all the dignitaries, faculty and students and expressed his gratitude to the Management and Principal for giving permission and financial support to organize this programme.

Prof. A. R. Reddy, Professor and Head of the Electronics and Communication Engineering Department addressed the gathering. He briefly explained the motto of the programme.

Later, Dr. P. Ramanathan, Vice Principal (Academics), emphasized the importance of research scope in Electronics and Communication Engineering.

Next, Dr. P. Ramesh Reddy, Alumni Secretary, Asst. Professor, Department of Mathematics emphasized the importance of this invited talk and congratulated the organizers of the ‘Guest Lecture’ and conveyed his happiness and thanks to the participants. To address this talk, the alumni’s of MITS “**Damodara Naidu Kollu**” delivered a valuable speech which made the students more confident and made them aware of the skills required by the engineers that an industry is looking for students and talked about on organisational culture. Organizational culture is the collection of values, expectations, and practices that guide and inform the actions of all team members. Think of it as the collection of traits that make your company what it is. A great culture exemplifies positive traits that lead to improved performance, while a

dysfunctional company culture brings out qualities that can hinder even the most successful organizations. He also described the qualities of a great organizational culture. 1. Alignment comes when the company's objectives and its employees' motivations are all pulling in the same direction. Exceptional organizations work to build continuous alignment to their vision, purpose, and goals. 2.Appreciation can take many forms: a public kudos, a note of thanks, or a promotion. A culture of appreciation is one in which all team members frequently provide recognition and thanks for the contributions of others.3 .Trust is vital to an organization. With a culture of trust, team members can express themselves and rely on others to have their back when they try something new. 4.Performance is key, as great companies create a culture that means business. In these companies, talented employees motivate each other to excel, and, as shown above, greater profitability and productivity are the results. 5.Resilience is a key quality in highly dynamic environments where change is continuous. A resilient culture will teach leaders to watch for and respond to change with ease. 6.Teamwork encompasses collaboration, communication, and respect between team members. When everyone on the team supports each other, employees will get more done and feel happier while doing it.

The guest speaker cleared many doubts regarding the corporate culture. The guest speaker also discussed that after getting job in IT company what are the growth chances and how to achieve your target.

The session is concludes by conveying vote of thanks by Dr. P. Ramesh Reddy, Alumni Secretary, Asst. Professor, Department of Mathematics.



