



ANNAMACHARYA UNIVERSITY

EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY
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RAJAMPET, Annamayya District, A.P – 516126, INDIA.

School of Management



Date: 10-09-2025

Guest Lecture Report

Title of the Event: Navigating your career: Latest tools, trends and strategies for landing the right role

Date of Event: 10-09-2025

Students: 2nd MBA 3rd semester students

Resource Person: Mr.A.V Rajesh

Co-Coordinator: Dr.P.Krishna Moorthy

Report

A Guest Lecture session titled "Navigating your career: Latest tools, trends and strategies for landing the right role" by Mr.A.V Rajesh was organized on 10-09-2025 for the II MBA III Semester students. The primary objective of this session was to equip students with practical knowledge and modern strategies for building successful careers in a rapidly evolving job market.

The distinguished guest speaker provided insights into the latest industry trends, recruitment tools, and effective career-planning techniques. Topics discussed included personal branding, leveraging LinkedIn and AI-driven hiring platforms, mastering behavioural interviews, and adapting to changing employer expectations.

Students engaged enthusiastically by asking questions about resume optimization, internship strategies, and choosing the right career path. The interactive nature of the session encouraged active participation and made it an impactful learning experience

Key Learnings

1. Awareness of current hiring tools and technologies used by recruiters.
2. Understanding of latest industry trends influencing job markets.
3. Techniques for personal branding and online presence building.
4. Strategies for preparing and succeeding in behavioral interviews.
5. Importance of networking and mentorship in career growth.
6. Continuous learning and certifications as keys to employability.
7. Best practices for resume optimization and career planning.

Conclusion

The Guest Lecture on "Navigating your career: Latest tools, trends and strategies for landing the right role" offered MBA students a comprehensive understanding of how to effectively prepare for and pursue their career goals. The session was highly motivational, bridging the gap between academic knowledge and industry expectations. It encouraged students to take proactive steps in their career journeys by adopting modern tools, refining their strategies, and staying adaptable in an ever-changing professional landscape.

Images:



Fig 1: Guest interacting with students



Fig 2: Students interacting with guest



Fig 3: students interacting with Guest