



Management Development Program Calendar 2020 - 21

ICFAI Business School, Hyderabad
Center for Management Development (CMD)





N J Yasaswy
(1950-2011)

Founder's Profile

Mr. N. J. Yasaswy (1950-2011), founder of the ICFAI Group of educational institutions and a pioneer in promoting higher education in the private sector had a brilliant academic career: B.Com (Andhra University 1969 – First Rank), CA Inter (May 1971 – First Rank), CA Final (May 1973 – First Rank), ICWA Inter (July 1970 – First Rank) and ICWA Final (July 1972 – First Rank). He was the recipient of the Basu Foundation Award for the Best Student of the Year from both – The Institute of Cost and Works Accountants of India (in 1972) and The Institute of Chartered Accountants of India (in 1973).

During 1974-1980, Mr. Yasaswy was associated with the Administrative Staff College of India as a Faculty Member. In 1981, he started his consultancy firm, Yasaswy Management Association (P) Limited. Hyderabad.

Mr. Yasaswy was appointed by the Government of Andhra Pradesh as Chairman, Andhra Pradesh State Trading Corporation (1985–88), and Vice-Chairman, Public Enterprises Management Board (1986–88). He was a visiting faculty member at the Indian Institute of Management-Ahmedabad (1986-88) and was nominated as a Member on the SEBI Committee on Accounting Standards. He was a member of the Board of Directors of the Association of Certified International Investment Analysts (ACIIA), Switzerland. He authored several books on finance and investments.

Mr. Yasaswy set up the ICFAI as a single institute in 1985 without governmental sops or institutional funding, in an era where government support was the norm. He chose to spend all his energy on the fledgling institution which over the years grew to become a monument to what ambition can deliver. He was instrumental in building several business schools and universities in the developing states of India, particularly in the North-East region. He stood for professional management, excellence in the quality of education offered in the ICFAI institutions, and absolute discipline.

He was charismatic, a great teacher, an institution builder, a visionary and a genius who was years ahead of his time. His vision will continue to guide ICFAI forever.

Center for Management Development (CMD)

The Center for Management Development (CMD) at IBS Hyderabad was established with the objective to promote executive education through customized and in house Management Development Programs, Customized Programs for Faculty of Business schools (FDPs), Applied Research and Consulting Projects for industry. The CMD draws its capabilities from the vast pool of faculty members who have industry, teaching and research competence.

The CMD has been instrumental and successful in providing an array of programs for the Private Sector, Government Institutions, Business schools, Non- Profit Organizations and other organizations that sought its expertise and services.

In the last 5 years alone the CMD has successfully conceptualized and offered programs to leading organizations which includes

- ITC
- India Post
- Indian Railways
- Indian Army
- National Academy of Defense Production (NADP)
- Bharat Dynamics Limited (BDL)
- Kerala Government
- Khadi and Village Industries Commission (KVIC)
- Oil and Natural Gas Corporation Limited (ONGC)
- NTT Data
- Open Text
- Progress Software
- Water Health International
- Penna Cements
- UltraTech Cements
- KCP Cements
- Hindalco
- Netafim
- Canara Bank

The CMD is well poised and equipped to associate with the industry in imparting customized solutions for manpower training and development. These programs are organized at the IBS Campus (Situated about 30kms from Hyderabad city). IBS campus has dedicated and fully furnished executive rooms to accommodate the participants. Alternatively, programs can be held in locations as per client's preference.

IBS Hyderabad campus built in a 90 acre sprawling green area has the necessary infrastructure like the fully equipped IT lab, behavioral lab, comprehensive electronic databases, licensed software of SPSS, SAS and MS Office, vast pool of competent faculty across domains such as business analytics, Finance, Marketing, Operations, IT, Economics, Human Resources, Organization Behavior, strategy and leadership to name a few.

IBS Hyderabad adopts the popular case pedagogy approach, a globally accepted successful tool in Management Learning and Training. IBS faculty members are competent to draw upon the client's needs through a detailed Training Need Analysis and customize programs depending on the level and hierarchy of the participating group/organization. Pedagogy and training material are finalized after assessing the client organization learning goals and expected performance outcomes. Positive feedback and repeat programs from clients are a testimony to the growing demand from organizations for Management Development Programs being offered by IBS Hyderabad.

The following programs have been planned for the year 2020-21 drawing from the feedback from different organizations we have contacted as well as on contemporary and challenging issues facing the corporate executives*.

MDP Programs					
#	Title of the Program	Program Director (s)	Fees (INR) (Excluding GST)	Dates	Online / In Campus
FINANCE					
1	Evaluating and Financing Capex Projects	Dr Meher Pramod Mantravadi	20,000	Dec 17-18, 2020	In Campus
2	Growing through M & As	Dr Meher Pramod Mantravadi	20,000	Jan 28-29, 2021	In Campus
3	Security Analysis and Portfolio Management	Dr Meher Pramod Mantravadi	20,000	Feb 25-26, 2021	In Campus
4	Data Visualisation using SAS & R	Prof Kaushik Bhattacharjee & Prof Shrikanth Parthola	9,000	Mar 1, 2021	In Campus
5	Finance for Non-Finance Executives	Prof. VDMV Lakshmi	5,000	Mar 1-3, 2021	Online
6	Data Visualisation using Microsoft Power BI	Dr. Jyothi Chittineni	2,500	Mar 4-5, 2021	Online
7	Finance for non-finance executives	Dr D S Prasad	8,000	Mar 15, 2021	In Campus
8	Introduction to Research Methods	Prof Kaushik Bhattacharjee & Prof Shrikanth Parthola	3,000	Apr 1, 2021	Online
OPERATIONS					
9	Project Management Basics and Primer	Dr Samyadip Chakraborty	10,000	Dec 15-16, 2020	Both options available
10	Excel: An analytics tools for managers	Dr. D.Saravanan	11,000	Dec 23-24, 2020	In Campus
11	Partial least squares, variance based structural equation modeling (PLS-SEM)	Dr. Shailja Tripathi and Dr. Bijeta Shaw	10,000	Dec 25-26, 2020	Both options available
12	Excel from beginner to manager	D.Saravanan	12,000	Dec 30-31, 2020	In Campus
13	Project Management Advances and applications	Dr Samyadip Chakraborty	12,500	Jan 5-6, 2021	Both options available
14	Machine learning using Python	Dr. KVSSN Narasimha Murty	12,000	Feb 11-12, 2021	Both options available
15	Python Programming for Beginners	Dr. C. Lakshmi Devasena	10,000	Mar 4-5, 2021	Both options available
16	Multi-Criteria Decision Making for Beginners	Dr. Santosh Kumar Yadav	10,000	Mar 16-17, 2021	In Campus

17	Data Analytics using Python	Dr. C. Lakshmi Devasena	12,500	Mar 18-19, 2021	Both options available
18	Supply chain Analytics using excel _ Foundation	Dr. Anusha Sreeram	10,000	Apr 10-11, 2021	In Campus
19	Supply chain Analytics using SAS _ Advanced	Dr. Anusha Sreeram	12,500	Apr 17-18, 2021	In Campus
20	Innovative Operations: Business Models & Strategy	Dr. J. Prince Vijai	20,000	Apr 22-23, 2021	In Campus
21	Machine learning with R	Dr. Nishit Kumar Srivastava & Dr. Arindam Ghosh	10,000	Apr 29-30, 2021	Both options available
22	Introduction to Fuzzy Set	Dr Sumant Kumar Tewari	10000	May 6-7, 2021	Both options available
23	Scaling Operations: Managing Growth	Dr. J. Prince Vijai	20,000	May 13-14, 2021	In Campus
24	Analytics using R	Prof. Sanjay Fuloria	12,500	May 20-21, 2021	Both options available
25	R Programming for Beginners	Prof. Sanjay Fuloria	10,000	May 28-29, 2021	Both options available
MARKETING					
26	Basic of Social Networking Analysis	Dr. Shiv Ratan Agrawal	6,000	Sep 12-13, 2020	In campus
27	Managing Platform Businesses	Prof. Shailendra Singh Bisht	20,000 (Two Weeks with two contact days)	Sep 14-26, 2020	Online with Campus Contact Classes
28	Digital Marketing & Analytics	Dr. Rishi Dwesar & Dr. Vaibhav Shekhar	9,000	Oct 16 & 17, 2020	In Campus
29	Customer Acquisition Strategies for Platform Businesses	Prof. Shailendra Singh Bisht	6,000	Oct 30 - 31, 2020	In Campus
30	Predictive Analytics for Marketers	Dr. Rishi Dwesar	6,000	Dec 1 - 2, 2020	Online
31	Database Marketing & Analytics (Using Excel & R)	Dr. Surjit Kumar Kar	10,000	Dec 4-6, 2020	In Campus
32	Database Marketing & Analytics (Using Excel & R)	Dr. Surjit Kumar Kar	8,000	Dec 12-13, 2020	In Campus
33	Academic Writing	Dr Ritesh Tiwari	3,000	Dec 16, 2020	In Campus

34	International Marketing- Opportunity as Growth Strategy	Dr.Mohandas J Menon & Prof. Vengopal Bagadhi	6,000	Jan 7-8, 2021	In Campus
35	Theory Building	Dr Ritesh Tiwari	4,000	Jan 20, 2021	In campus
36	B2B Marketing Mix	Dr.Mohandas J Menon & Prof. Shailendra Singh Bisht	6,000	Jan 21-22, 2021	In campus
37	Enhancing sales performance	Dr. Mukesh Kumar Mishra & Dr. Santosh.A	8,000	Feb 4-5, 2021	In Campus
38	Marketing for Non-Marketing Managers	Dr. Anees Ahmad & Dr. Pankaj Kumar Singh	5,000	Feb 27 - 28, 2021	In Campus
39	Entry Strategies for Rural Markets	Dr.Vijayudu G & Dr.Dwarakanath S	5,000	Mar 3-4, 2021	In Campus
40	Basic Statistics for Scopus Publication	Dr. Debajani Sahoo	8,000	May 7-8, 2021	In Campus
41	Structural Equation Modeling (SEM) with IBM AMOS & SmartPLS	Dr Vikas Gautam	6,500	Mar 12-13, 2021	In Campus
42	Qualitative Research	Dr. Anitha Acharya	3,000 - Executives & 2,500 -Students and Scholars	Apr 9, 2021	In Campus
43	Relationship Marketing in Digital Era	Dr Anuja Agarwal	6,000	Apr 9-10, 2021	In Campus
44	Value Creation through digital Marketing Practice	Dr. Achyut Telang & Dr. Souvik Roy	6,000 - Industry PR actioners, 4000- Faculty Members & 3,000 Doctoral Scholars	April 16, 2021	In Campus
45	Role of Technology in Contemporary Marketing	Dr. Vaibhav Shekhar & Dr. Sunny Bose	8,000 - Executives & 5000 -Faculty & Scholars	Apr 16-17, 2021	In Campus
46	Advance Research Methodology using IBM SPSS	Dr Vikas Gautam	5,000	Apr 23-24, 2021	In Campus
47	Role of Technology in Contemporary Marketing	Dr. Vaibhav Shekhar & Dr. Sunny Bose	5,000	Apr 24, 2021	Online

48	Segmentation, Targeting & Positioning: A Data Driven Approach	Dr. Sunny Bose & Dr. Vaibhav Shekhar	6,000	Apr 30-May 1, 2021	In Campus
SOFT SKILLS					
49	Online Communication (task-based)	Prof. Mushtakhusen S.M.	9,000	Aug 7-9, 2020	Online
50	Effective Presentation Skills (task-based)	Prof. Mushtakhusen S.M.	9,000	Aug 21-23, 2020	Both options available
51	Online Communication (task-based)	Prof. Mushtakhusen S.M.	9,000	Sep 11-13, 2020	Online
52	Business Writing (task-based)	Prof. Mushtakhusen S.M.	9,000	Sep 25-27, 2020	Both options available
53	Creativity and Teamwork (task-based)	Prof. Mushtakhusen S.M.	9,000	Oct 9-11, 2020	In Campus
54	Mental Health (task-based)	Prof. Mushtakhusen S.M.	9,000	Oct 15-17, 2020	In Campus
55	Effective Speaking Skills	Prof. Chethana G Krishna	5000	Nov 6, 2020	In Campus
56	Effective Speaking Skills	Prof. Chethana G Krishna	5000	Dec 4, 2020	In Campus
57	Effective Presentation Skills (task-based)	Prof. Mushtakhusen S.M.	9000	Dec 11-13, 2020	Both options available
HUMAN RESOURCE MANAGEMENT					
58	Work From Home: The Art Balancing between Profession and Family Life	Dr. M. Bhaskara Rao	2500	July 11, 2020	Online
59	Motivating Students for Online Learning and Assessment	Dr. M. Bhaskara Rao	2,000	Aug 08, 2020	Online
60	Entrepreneurship education and development	Dr. Srinivasa Rao	8,000	Sep 18-19, 2020	Both options available
61	Decision making skills	Prof. Showry	4,000	Oct 4, 2020	Both options available
62	Honing skills for PMS	Dr. Srinivasa Rao	8,000	Oct 9-10, 2020	Both options available
63	Creating Mindful Managers	Dr. S. Raghavendra & Dr. Kalaa Chenji	5,000	Oct 17-18, 2020	Both options available
64	ROI (Return on Investment) on Training	Dr. Srinivasa Rao	4,000	Nov 13, 2020	Both options available
65	Positive Psychology for Managers	Dr. Perna Chhetri & Dr. Sita Mikkilineni	5,000	Nov 27-28, 2020	Both options available

66	People Analytics for beginners	Dr Sharda Singh, Dr. Rajasekhar David, and Dr. Kranthi Kumar	5,000	Dec 3-5, 2020	Both options available
67	Leading with Emotional Intelligence in the Times of Uncertainty	Dr. KBS Kumar	5,000	Dec 4, 2020	Both options available
68	Managerial Effectiveness	Dr. Asha Binu Raj & Dr. G. Ashok Kumar	4,000	Dec 11-12, 2020	Both options available
69	Leadership and Organizational Development	Dr. Srinivasa Rao	8,000	Dec 11-12, 2020	Both options available
70	Team Building and Conflict Management	Dr. Mohd Abdul Nayeem & Dr Niraj K Chimote	7,500	Dec 17-19, 2020	Both options available
71	Sustainable work practices	Dr. M. Bhaskara Rao	8,000	Dec 19, 2020	At City Premises
72	Diversity and Gender Sensitization	Dr. Mohd Abdul Nayeem	6,500	Jan 7-8, 2021	Both options available
73	HR Analytics- Empowering HR Professionals	Dr. Namratra C, Dr. Sharda Singh, & Dr. Rajasekhar David	6,000	Jan 9-10, 2021	Both options available
74	Academic Writing	Dr. Manish Gupta & Dr. Musarrat Shaheen	5,000	Jan 10, 2021	Both options available
75	Neuro Linguistic Programming	Prof. Showry	4,000	Dec 12-13, 2020	Both options available
76	Transaction Analysis	Prof. Showry	4,000	Dec 17-18, 2020	Both options available
77	Management of Creativity and Innovation	Dr. Kalaa Chenji & Dr. S. Raghavendra	4,000	Jan 18, 2021	Both options available
78	Building a Thriving Workforce	Dr. Prerna Chhetri & Dr. Sita Mikkilineni	5,000	Jan 22-23, 2021	Both options available
79	Psychological wellbeing through personal financial planning	Dr G. Ashok Kumar, Dr Akbar Jan & Dr. Asha Binu Raj	4,000	Feb 12-13, 2021	Both options available
80	Mindful Communication	Dr. S. Raghavendra, Dr.Kalaa Chenji & Prof. Mushtaque Hussain	5,000	Feb 27-28, 2021	Both options available
81	Developing Positive Organization	Dr. Musarrat Shaheen	2,000	Mar 20, 2021	Both options available
82	Qualitative Methods in Social Science Research	Dr. Chetna Priyadarshini & Dr. Namrata Chatterjee	4,000	Apr 17-18, 2021	Both options available
83	Competency Mapping and Assessment	Dr. Musarrat Shaheen	2,000	Apr 24, 2021	Both options available

84	Basic Leadership Skills	Dr. Asha Binu Raj, Dr. G. Ashok Kumar & Dr. Akbar Jan	4,000	Apr 9-10, 2021	Both options available
85	Scale Development in Social Science Research	Dr. Chetna Priyadarshini & Dr. Namrata Chatterjee	4,000	May 1-2, 2021	Both options available
86	Work-Life Balance and Stress Management for Sustainable Growth	Dr. Preshita Neha Tudu & Dr. Neha Gahlawat	5,000	May 15-16, 2021	Both options available
ECONOMICS					
87	Usefulness of microeconomic analyses for working executives	Dr. Subhendu Dutta	8,000	Jul 24-26, 2020	In Campus
88	Macroeconomic Policies and Business Decisions	Dr. Subhendu Dutta	10,000	Aug 20-21, 2020	In Campus
89	International Business Management for Start- ups	Prof. Vighneswara Swamy & Prof. Tamma Koti Reddy	14000 (non-resi- dential) & 19,000 (resi- dential)	Aug 20 – 21, 2020	In Campus
90	Quantitative Techniques for Primary Research	Dr. Laila Memdani	4000	Oct 10, 2020	In Campus
91	Stakeholders Consultation on Corporate Social Responsibility	Dr. Sushanta Kumar Mahapatra	6,000	Oct 15-16, 2020	In Campus
92	Managing Risk in Banks and Financial Institutions	Prof. Vighneswara Swamy & Prof. Tamma Koti Reddy	16000 (non-resi- dential) & 21,000 (resi- dential)	Oct 22–23, 2020	In Campus

**Minimum 10 participants mandatory to start the program*



Vision

To be a leader in management education through industry-focused curriculum, case-based learning and applied research.

Mission

To offer high quality management programs that equip students with the right knowledge, skills and attitudes required to succeed in a dynamic world.

Knowledge

The right knowledge implies relevant, contemporary and cutting-edge knowledge oriented obtained through research and practice which empowers students to think and act independently, creatively and ethically.

Skills

The right skills enable students to think through complex problems, analyze them critically and find solutions quickly in a changing market environment.

Attitudes

The right attitudes help students put their thoughts, feelings, behaviors and actions in place while handling tough situations

For further details please contact
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