



Online Management Development Program Calendar 2020 - 21

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



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.



N J Yasaswy
(1950-2011)

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 (Situating 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*.

Online MDP Programs

#	Title of the Program	Program Director (s)	Fees (INR) (Excluding GST)	Dates
FINANCE & ECONOMICS				
1	Financial Analytics using Excel	Dr. Jyothi & Dr VDMV Lakshmi	5000	Sep 9 -10, 2020
2	Insurance for Non – Insurance Executives	Dr. V. Padmavathi	10,000	Sep 11-12, 2020
3	Financial Derivatives and Risk Management	Dr. T. Revendranath & Dr. VDMV Lakshmi	4,000	Nov 5-6, 2020
4	FinTech for Managers	Dr. T. Revendranath & Dr. Bharath Supra	5,000	Dec 18-19, 2020
5	Machine Learning Application in Finance	Dr. T. Revendranath	7,000	Feb 26 & 27, 2020
6	Finance for Non-Finance Executives	Dr. VDMV Lakshmi	5,000	Mar 1-3, 2021
7	Data Visualisation using Microsoft Power BI	Dr. Jyothi Chittineni	2,500	Mar 4-5, 2021
8	Introduction to Research Methods	Prof Kaushik Bhattacharjee & Prof Shrikanth Parthola	3,000	Apr 1, 2021
OPERATIONS				
9	Healthcare, Telemedicine and IoT Enabled Hospital Analytics	Dr Samyadip Chakraborty	2500	Sep 4, 2020
10	AI based forecasting	Dr. Sashikala Parimi	4,500	Sep 26, 2020
11	Analytics using R	Dr. Sashikala Parimi	4,500	Sep 11- 12, 2020
12	Basic Analytics using MS EXCEL	Dr. KVSSN Narasimha Murty	3,000	Sep 11-12, 2020
13	Basic Analytics using Python	Dr. KVSSN Narasimha Murty	4,000	Sep 18-19, 2020
14	Advanced Analytics using R	Dr. Sashikala Parimi	5,000	Sep 18-19, 2020
15	Predictive Modelling using R	Dr. Kaustov Chakraborty & Dr. Arindam Ghosh	5,000	Sep 19-20, 2020
16	Digital Operations: Competing in the Age of AI	Dr. J. Prince Vijai	5,000	Sep 25-26, 2020
17	Service Operations post Covid19	Dr. Siva Gabbita	7,000	Nov 19 -20, 2020
18	Frontiers of Project Management	Dr. Siva Gabbita	7,000	Dec 3-4, 2020
19	Project Management Basics and Primer	Dr Samyadip Chakraborty	3,500	Dec 15-16, 2020

20	Partial least squares, variance based structural equation modeling (PLS-SEM)	Dr. Shailja Tripathi and Dr. Bijeta Shaw	5,000	Dec 25-26, 2020
21	Project Management Advances and applications	Dr Samyadip Chakraborty	4,500	Jan 5-6, 2021
22	Machine learning using Python	Dr. KVSSN Narsimha Murthy	5,000	Feb 11-12, 2021
23	Python Programming for Beginners	Dr. C. Lakshmi Devasena	4,000	Mar 4-5, 2021
24	Machine learning with R	Dr. Nishit Kumar Srivastava & Dr. Arindam Ghosh	1,500	Apr 29-30, 2021
25	Introduction to Fuzzy Set	Dr Sumant Kumar Tewari	4,000	May 6-7, 2021
26	R Programming for Beginners	Prof. Sanjay Fuloria	7,500	May 28-29, 2021
MARKETING				
27	Managing Platform Businesses	Prof. Shailendra Singh Bisht	15,000	Sep 14-26, 2020
28	Excel Basics for Marketing Analytics	Dr.Surjit Kumar Kar	6,000 (Corporate Discount of 10% on = >3 participants)	Oct 3, 2020
29	One Day Workshop on Advance Excel	Dr. Vikas Gautam	3,000	Oct 24, 2020
30	Customer Acquisition Strategies for Platform Businesses	Prof. Shailendra Singh Bisht	6,000	Oct 30 -31,2020
31	Power BI Basics for Marketing Analytics	Dr.Surjit Kumar Kar	6,500 (Corporate Discount of 10% on = >3 participants)	Nov 7, 2020
32	One Day Experimental Design and Data Analysis Workshop	Dr. Vikas Gautam	4,500	Nov 14, 2020
33	Predictive Analytics for Marketers	Dr. Rishi Dwesar	6,000	Dec 1- 2, 2020
34	Database Marketing & Analytics (Using Excel & R)	Dr.Surjit Kumar Kar	8,000 (Corporate Discount of 10% on = >3 participants)	Dec 12-13, 2020
35	R/ Rstudio Basics for Marketing Analytics	Dr.Surjit Kumar Kar	7,000 (Corporate Discount of 10% on = >3 participants)	Jan 2, 2021

36	Python Basics for Marketing Analytics	Dr.Surjit Kumar Kar	7,000 (Corporate Discount of 10% on = >3 participants)	Jan 16, 2021
37	Role of Technology in Contemporary Marketing	Dr. Vaibhav Shekhar & Dr. Sunny Bose	5,000	Apr 24, 2021
SOFT SKILLS				
38	Online Communication (task-based)	Prof. Mushtakhusen S.M.	9,000	Aug 7-9, 2020
39	Effective Presentation Skills (task-based)	Prof. Mushtakhusen S.M.	9,000	Aug 21-23, 2020
40	Online Communication (task-based)	Prof. Mushtakhusen S.M.	9,000	Sep 11-13, 2020
41	Business Writing (task-based)	Prof. Mushtakhusen S.M.	9,000	Sep 25-27, 2020
42	Effective Presentation Skills (task-based)	Prof. Mushtakhusen S.M.	9,000	Dec 11-13, 2020
HUMAN RESOURCE MANAGEMENT				
43	Work From Home: The Art Balancing between Profession and Family Life	Dr. M. Bhaskara Rao	2500	July 11, 2020
44	Motivating Students for Online Learning and Assessment	Dr. M. Bhaskara Rao	2,000	Aug 08, 2020
45	Content & Thematic Analysis of Field Data	Musarrat Shaheen	750	Aug 17, 2020
46	Learn what, when and how of Ethnographic Research	Musarrat Shaheen	750	Sep 7, 2020
47	Entrepreneurship education and development	Dr. Srinivasa Rao	6,000	Sep 18-19, 2020
48	Competency Mapping & Assessment	Musarrat Shaheen	750	Sept 28, 2020
49	Decision making skills	Prof. Showry	3,000	Oct 4, 2020
50	HR Metrics for Employee Engagement	Musarrat Shaheen	750	Oct 05, 2020
51	Case Development Workshop	Musarrat Shaheen	750	Oct 09, 2020
52	Honing skills for PMS	Dr. Srinivasa Rao	6,000	Oct 9-10, 2020
53	HR Analytics for new age HR professionals	Dr. Sharda Singh and Brigadier Chandra Sekhar	2,500	Oct 9-10, 2020
54	Creating Mindful Managers	Dr. S. Raghavendra & Dr.Kalaa Chenji	1,500	Oct 17-18, 2020
55	ROI (Return on Investment) on Training	Dr. Srinivasa Rao	3,000	Nov 13, 2020
56	Positive Psychology for Managers	Dr. Prerna Chhetri & Dr. Sita Mikkilineni	2,500	Nov 27-28, 2020

57	People Analytics for beginners	Dr Sharda Singh, Dr. Rajasekhar David, and Dr. Kranthi Kumar	2,500	Dec 3- 5, 2020
58	Leading with Emotional Intelligence in the Times of Uncertainty	Dr. KBS Kumar	2,500	Dec 4, 2020
59	Managerial Effectiveness	Dr. Asha Binu Raj & Dr. G. Ashok Kumar	2,000	Dec 11-12, 2020
60	Leadership and Organizational Development	Dr. Srinivasa Rao	6,000	Dec 11-12, 2020
61	Team Building and Conflict Management	Dr. Mohd Abdul Nayeem & Dr Niraj K Chimote	6,500	Dec 17-19, 2020
62	Diversity and Gender Sensitization	Dr. Mohd Abdul Nayeem	3,500	Jan 7-8, 2021
63	HR Analytics- Empowering HR Professionals	Dr. Namratra C, Dr. Sharda Singh, & Dr. Rajasekhar David	3,500	Jan 9-10, 2021
64	Academic Writing	Dr. Manish Gupta & Dr. Musarrat Shaheen	750	Jan 10, 2021
65	Neuro Linguistic Programming	Prof. Showry	3,000	Dec 12 -13, 2020
66	Transaction Analysis	Prof. Showry	3,000	Dec 17-18, 2020
67	Management of Creativity and Innovation	Dr. Kalaa Chenji & Dr. S. Raghavendra	1,500	Jan 18, 2021
68	Building a Thriving Workforce	Dr. Purna Chhetri & Dr. Sita Mikkilineni	2,500	Jan 22-23, 2021
69	Psychological wellbeing through personal financial planning	Dr G. Ashok Kumar, Dr Akbar Jan & Dr. Asha Binu Raj	2,000	Feb 12-13, 2021
70	Mindful Communication	Dr. S. Raghavendra, Dr.Kalaa Chenji,& Prof. Mushtaque Hussain	1,500	Feb 27-28, 2021
71	Developing Positive Organization	Dr. Musarrat Shaheen	750	Mar 20, 2021
72	Qualitative Methods in Social Science Research	Dr. Chetna Priyadarshini & Dr. Namrata Chatterjee	2,000	Apr 17- 18, 2021
73	Competency Mapping and Assessment	Dr. Musarrat Shaheen	750	Apr 24, 2021
74	Basic Leadership Skills	Dr. Asha Binu Raj, Dr. G. Ashok Kumar & Dr. Akbar Jan	2,000	Apr 9-10 , 2021
75	Scale Development in Social Science Research	Dr. Chetna Priyadarshini & Dr. Namrata Chatterjee	2,000	May 1- 2, 2021
76	Work-Life Balance and Stress Management for Sustainable Growth	Dr. Preshita Neha Tudu & Dr. Neha Gahlawat	3,500	May 15-16, 2021



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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