



ICBM - School of Business Excellence

2 Year Full Time PGDM, Approved by AICTE, Government of India



PROSPECTUS

VISION

to be the most preferred B-School in India delivering exceptional Management Education for learners.

MISSION

We are committed to provide highly engaging teaching-learning experience to equip our learners with knowledge, skills and attitudes required for their professional and personal growth.





YOUR SUCCESS & FUTURE ARE ASSURED

That's Our Promise.

ICBM-SBE, with 34 years of unprecedented success of producing Top Quality Managers, has become synonymous with World Class Management Education in India more specifically in Twin Cities of Hyderabad & Secunderabad. ICBM-SBE is the only institute in the Region to have an advanced course curriculam.

The PGDM at ICBM-SBE emphasizes & instills in the minds of prospective management students:

→ The value of advanced curriculam which is completed in 3 stages.

Stage I: The student is introduced to the basic concepts of management and the need to master them; so that the foundation of management concepts and their applications not only makes them confident but also creates a craving to learn more.

Stage II: The stage II mainly focusses on the students inclination towards a specialised management subject (Marketing, HR, Finance, Agri Business etc). Their career takes a initial shape here as they learn and practice their specialisation with lots of Case Studies, Situation Analysis, Industrial Visits, Presentations and so on.

Stage III: Its the take off stage for placements involving lots of grooming, mastering English, Ettiquette, Adding II & III specialization to strike it rich at placement offers with an option to get multiple placements

- The hunger to reach the top equipped with skills & perseverance.
- The Fluency & Accent in English which mesmerizes the onlooker

- The Flair & Body Language to stand up in the crowd and get noticed.
- Last but not the least a Calculating Cool Head on an able body to take those crucial decisions which distinguishes the best from the rest.

At ICBM-SBE it is our resolve "To transform the student from Ordinary to Extraordinary" believing the logic that "Focused Education Together with Sincere Efforts Results in Great Careers".

ICBM-SBE as one of the TOP B Schools in the country provides its Management Students:

- The Best Curriculum & Specializations to give a sharp edge Intellectually
- Dedicated Highly Qualified Faculty Excelling in Innovative Teaching.
- Harvard Business School Case Studies, Industrial Visits, Business Simulations
- Guaranteed Campus placements with ROI of 1 year, as all the students are placed with multiple offers with an average package of 6.0 L p.a.

Thats why the students at ICBM-SBE are called as "The Budding Managers".



RIDE ON THE WAVE OF TECHNOLOGY

ICBM-SBE ensures that you are well equipped to jump into the Corporate Bandwagon by providing:

LATEST TEACHING METHODOLOGY

The main foundation for Successful Managerial Career is getting well equipped with the Theoretical concepts of Modern Management coupled with adequate hands on practice of these concepts in the form of Case Studies, Simulations, Seminars, Problem Solving Workshops, Role Plays and host other practical skills. The skills provide the young potential Manager a direction for his future. The Teaching Methodology at ICBM-SBE is designed to meet this objective of providing a solid basic foundation and then gradually move in to the areas of Specializations.

TOP CLASS FACULTY

The ICBM-SBE faculty is comprised of Nationally & Internationally known Business and Leadership Authorities. From best selling authors to internationally renowned in-house trainers; from CEOs to medical doctors, ICBM-SBE faculty talent pool is Internationally recognized experts in their field.

At the end of the course this full set of materials will provide the Aspiring Managers with an important informational resource they can use throughout their career. The above facets results in converting your jump into a Surgical Strike - like an Intercontinental Ballistic Missile.

IMPECCABLE TRAINING

The Trainers who conduct Skill & Personality Development sessions are experienced facilitators & consultants. ICBM-SBE facilitators & consultants know the local business community and they understand young management student's training needs.

REINFORCING MATERIAL/WORKSHOPS

Each Skill & Personality Development Session includes quality written materials to reinforce Management and Leadership topics.



CONVERT EVERY DREAM OF YOURS INTO A REALITY



BE A CUT ABOVE THE REST WITH CUTTING EDGE TRAINING SYSTEM

At B-Schools it is not enough to equip an Aspiring Manager with theoretical concepts and explanations. To be one-up one has to master the art of applying the theoretical knowledge into practical realms. To enable this ICBM-SBE provides an exposure to World Class techniques in the form of:-

- ➔ Harvard Business School Case studies
- ➔ Capstone Simulations
- ➔ Industrial Visits & Tours
- ➔ Corporate Interactions, Seminars, Workshops
- ➔ Certifications like Six Sigma NISM modules, ERP, PMP, PEGA, Coursera, Edx and host others.
- ➔ Student Exchange Programs both nationally & internationally to provide insight into various World Class B-Schools.



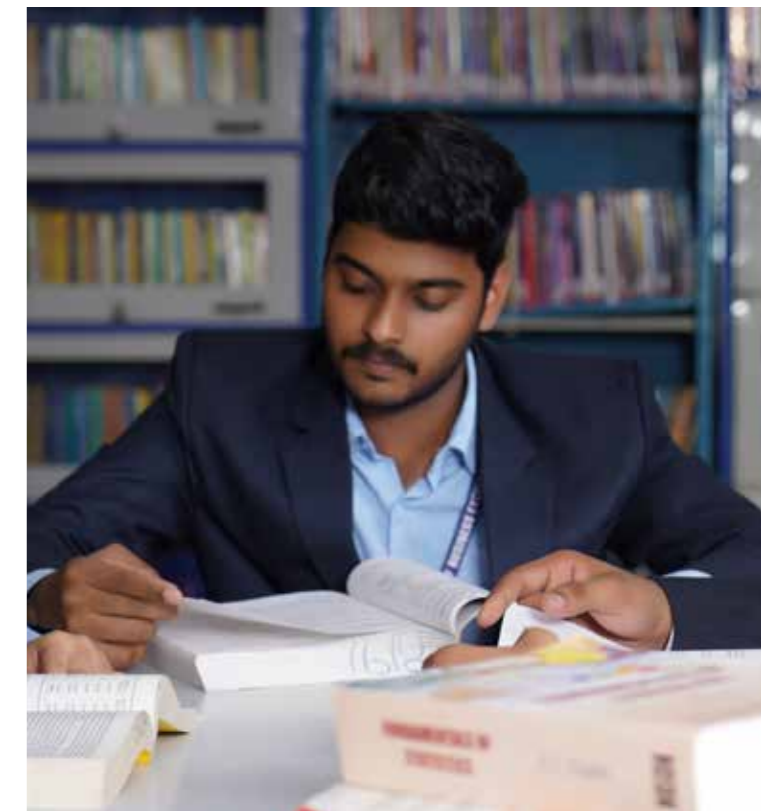
All these have a Synergetic impact to enhance practical managerial skills and result in creating Zest in the mind and Spring in the feet to become a cut above the rest - which the Corporate World admires and adores.

The primary aim of the B-School is to convert a raw Carbon into a polished Diamond.

This is where ICBM-SBE has a marked distinction over its peers. ICBM-SBE targets at improving it's student's:

- ➔ Reading, Writing, Speaking & Presentation Skills.
- ➔ Verbal Non-Verbal Reasoning and Analytical Skills, Data Interpretation & Assessment Skills.
- ➔ Business Ethics - Etiquette & Manners
- ➔ Grooming, Dining, Socializing & Image Management Skills.
- ➔ Value systems, Self belief, Self-Esteem, Pride & Honour Building Skills.

All these set of 5 Skills are like five fingers on the palm - combining together to deliver a formidable punch resulting in a surgical strike on the Corporate World, which ultimately results in a rewarding Career.



ICBM-SBE assumes the role of a guiding light in awakening your Sixth Sense, which is the main goal of an aspiring manager at a B-School. To develop acumen skills and sharpen, which results in enrichment of Senses - especially the "Sixth Sense" or "Gut feeling" through which one can grasp the cord of success even blind folded.

THE STATE OF THE ART INFRASTRUCTURE

- A Wi-Fi campus with modern class rooms equipped with Impartus LEARNING SYSTEM an ultra modern Audio Visuals tool available only at few selected Business Schools of India. With the above tool ICBM-SBE, despite the Covid pandemic has successfully imparted knowledge to students and training as per the academic calendar and is successful in placing its students.
- An aspiring manager's best friend at our campus is the self contained Library - The Treasure trove of knowledge. It is of over 10,000 latest Management Books, Journals, Research Papers etc, which help in building a solid foundation in a fertile mind.
- A complementary laptop with latest configuration helps you to access world class e-data bases like EBSCO, G-gate etc (Free Membership) with just a click away to take you into the ocean of knowledge. E-Books from McGraw-Hill is another important tool for the Budding Manager.
- Management Events and Freshers Events are conducted aimed at bringing out hidden talent or polishing the existing talent in the form of indoor and outdoor sports and games. These activities result in teaching sportsman spirit and never say die attitude.

The entire Campus is Green with inbuilt Solar Power Supply and LED Lightings





An Agile mind with focused Approach results in Basking in the glory of Success - A Top notch Placement. ICBM-SBE makes it happen through its:

Mentoring with Budding Manager

The complete program is divided into four modules which will be imparted throughout the 2 year PGDM course to enhance their skills and competences. The modules are:

Communication Skills Development Program

- Listening Skills
- Oratory Skills
- Reading & Writing Comprehension

Personality Skills Development Program

- Business Etiquettes
- Corporate Dressing
- Goal Setting
- Intra-interpersonal Effectiveness

Management Skills Development Program

- Leadership Skills
- Stress Management
- Time Management
- Team Building



Employability Skills Development Program

- Job Specific Interview
- GD / PI Skills
- Logical, Analytical & Verbal Reasoning
- Career Guidance & Placement Support

The Institution's image is mainly due to the faculty who are instrumental in shaping the future of the Budding Managers. This is where ICBM-SBE emerges a clear cut winner with its major force and credibility being its faculty.

The faculty roster of ICBM-SBE is bedecked with 36 Ratans with 18 of them having Ph.D. to their credit and 11 of our faculty are International & National Award winners.

The faculty-student ratio of 1:8 is among the best in Management Education. Apart from delivering World Class education the faculty works with the students to develop the students in a Holistic manner.

The students are mentored on a day to day basis, providing them an opportunity to clear their inhibitions, instill confidence and move ahead in life with more verve and zest towards a successful career.





ICBM-SBE is a proud member of AACSB, USA, the World's oldest and most prestigious Management Education body. Only about 50 and odd Management Institutions are the privileged members of AACSB, USA in India, ICBM-SBE being one among them. ICBM-SBE is Life Member of AMDISA. And above all the only B-School Accredited by ACBSP, USA recognised by CHEA (Council for Higher Education USA) in the States of Andhra Pradesh & Telangana. According to new Laws, American Accreditation is must for H1B Visa and ICBM-SBE is privileged to have it.

To sum up ICBM-SBE has:

- AACSB Membership
- AMDISA Membership & Above all
- ACBSP Accreditation as 3rd institute in India and the First and the only B-School in States of Telangana & Andhra Pradesh.

These credentials put the management students of ICBM-SBE on par with the management students of the World's top B-Schools.



**INTERNATIONAL
ACCOLADES & MILESTONES**

MANAGEMENT CONCEPTS BLENDED WITH RESEARCH REWARDS YOU WITH SUCCESS

Research is considered as extremely important in various fields of knowledge. It is an integral aspect in an academic setup as it leads to overall progress and growth of a nation. Review of research can be thought provoking to the students and it enhances the critical and analytical skills of the students mind for analysis of a problem, researching an area of study ,creating skills in an individual which are helpful to him in real world situations.The student is better now to take a new challenges in life.

In a surgical strike of its own style ICBM-SBE has now added the Zing to its existing PGDM Program by adding certifications in Specializations (e.g. Marketing, Finance, HR, IB, IT etc) from Hallmark of Management Education in India i.e. the IIM's.

All the students joining ICBM-SBE has the opportunity to get an Additional Specialization Certificate in the area of their primary specialization from IIM which will not only enhance their knowledge but also their status in the Management Education World - as every management student at the time of appearing for CAT dreams of an IIM qualification.

This certification from IIM also boosts the placement. The dream of acquiring a credential from the prestigious Indian Institute of Management (IIM) is no longer a Dream. This dream is now a reality at ICBM-SBE.

ICBM-SBE has tie ups with Coursera & Edx Online platform which help students to get International renowned certification from

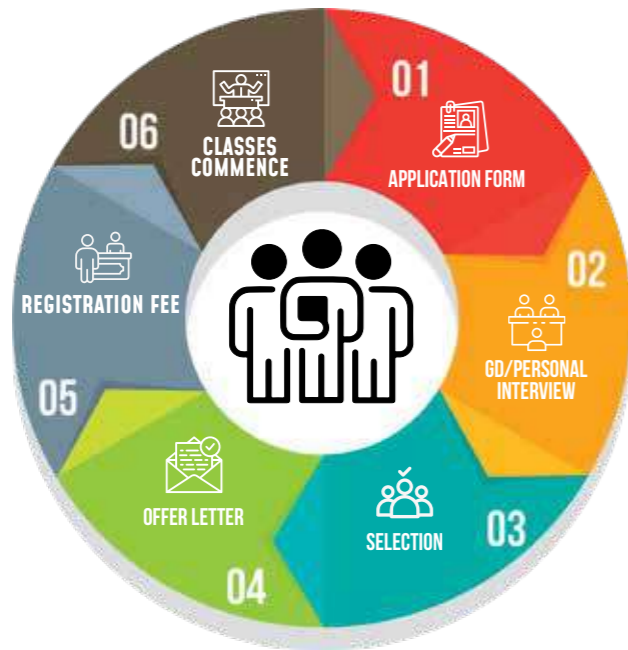
Massachusetts Institute of Technology, Cambridge (MIT), UCLA & Other Top Notch Universities & Institutions World Wide.

The students will also get IBM Certification in Business Analytics on Campus. Though PGDM 2 year full time AICTE approved program is on par with MBA Degree of all Universities in India, still most of the students have a craving to do an MBA from a University. Most of the MBA Programs of the Universities are leaning mostly on the theoretical aspects without much attention on the practical applications and solutions. This is where PGDM program is superior to a traditional MBA Program as a typical PGDM Program has more thrust on the practical skills an applications of Management Theory and Concepts which make the PGDM program more viable in the Corporate World.

In order to cater to the needs of those Management Students who still believe that MBA is required, ICBM-SBE has come out with a unique arrangement of providing a 2 year MBA Program of Osmania University along with the PGDM Program.

As the subjects of MBA Program of Osmania University are common with the subjects of PGDM at ICBM-SBE, the student can comfortably complete both the programs by writing additional exams of MBA, Osmania University. Thus Aspiring Manager joining ICBM-SBE gets a triple benefit of finishing his / her PGDM program along with an IIM's Certification and MBA from Osmania University.





Eligibility

Admissions to PGDM Program shall be made only from the candidates qualified from anyone of the six All India tests i.e. CAT, XAT, CMAT, ATMA, MAT, GMAT or state level entrance examination (if any conducted by the respective State Government). The candidates shall be short listed on the basis of the overall rank computed taking into account of the following components and their weights:

Score in the Common Admission test (CAT, XAT, CMAT, ATMA, MAT, GMAT) - 35 to 60%. Score for academic performance in X Std., XII Std., Under Graduate Degree/Post Graduate Degree - 5 to 25%. Group discussion/interview - 20 to 45%. Weightage for participation in Sports, Extra-curricular activities, Academic diversity and Gender diversity – 5 to 20%.

Application Process

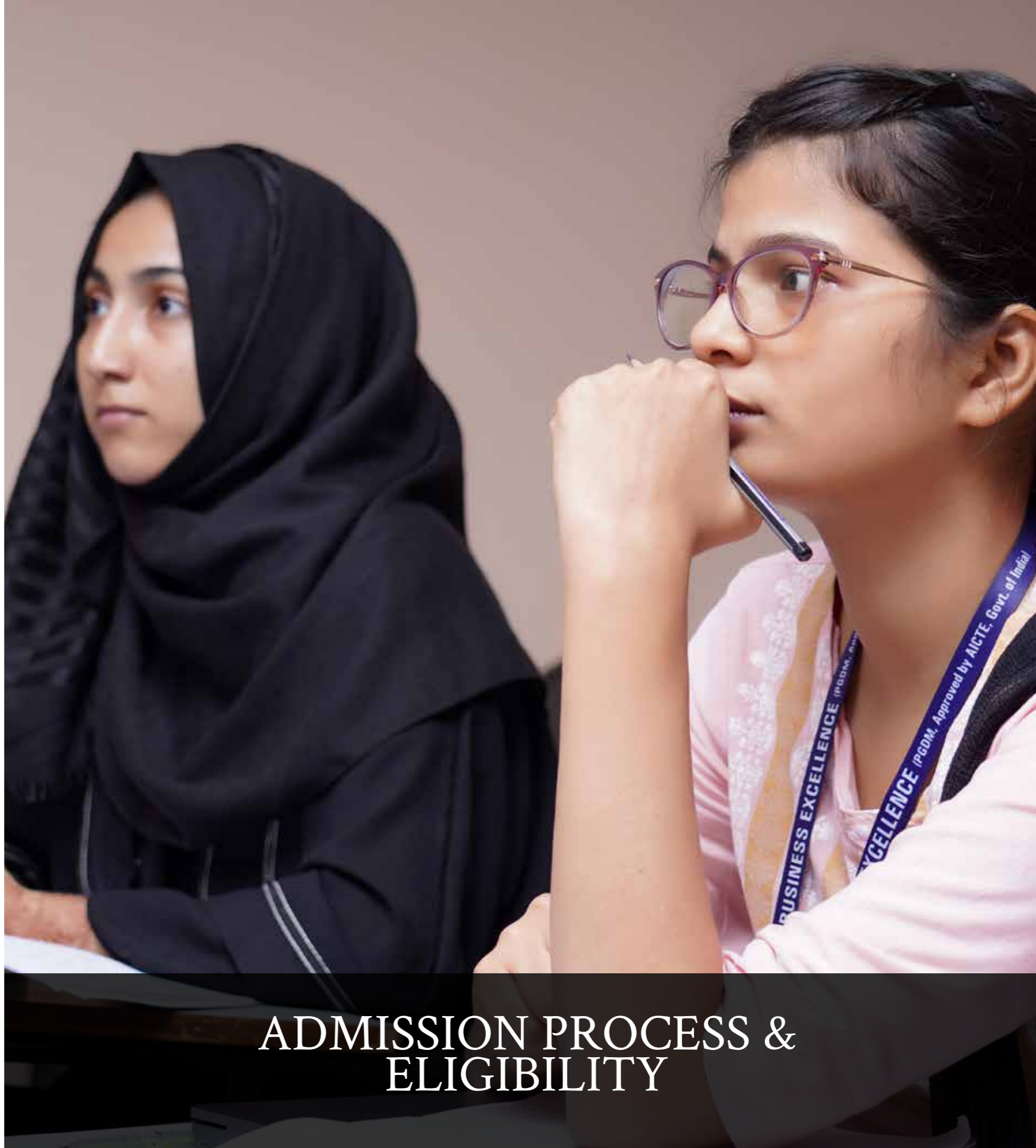
Students can choose to apply online or offline. Applications will be diligently reviewed by the members of our admission board. If found eligible, prospective students will be intimated through email or phone.

Selection Process

Once your application is selected, you have to appear for a group discussion and an interview process. Candidates who successfully clear our selection process will be intimated through selection letter for our PGDM course.



Registration Process



Once you are selected you have to pay the registration fee within the given period mentioned in the selection letter.






ADMISSION PROCESS & ELIGIBILITY



PGDM COURSE STRUCTURE



TRIMESTER I 	TRIMESTER II 
1. Management & Organizational Behaviour	1. Financial Management
2. Economics for Managers	2. Human Resource Management
3. Statistics for Managers	3. Marketing Management – II
4. Financial Accounting & Analysis	4. Operations Research and Management
5. IT for Managers	5. Legal Aspects of Business
6. Business Communication	6. Introduction to Business Analytics
7. Marketing Management – I Budding Managers Program	Budding Managers Program
Computer Lab - I	Computer Lab - II
	-



TRIMESTER III 	TRIMESTER IV 
1. Research Methodology	1. Productions & Operations Management
2. Strategic Management	2. First Specialization Paper V
3. First Specialization Paper I	3. First Specialization Paper VI
4. First Specialization Paper II	4. First Specialization Paper VII
5. First Specialization Paper III	5. First Specialization Paper VIII
6. First Specialization Paper IV	6. Business Analytics – II (Specialization wise)
7. Business Analytics – I (Specialization wise) Budding Managers Program	Budding Managers Program
Computer Lab - III	Computer Lab - IV
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TRIMESTER V 	TRIMESTER VI 
1. Business Ethics & Corporate Social Responsibility	1. Second Specialization Paper V
2. Entrepreneurship & Small Scale Business	2. Second Specialization Paper VI
3. Second Specialization Paper I	3. Second Specialization Paper VII
4. Second Specialization Paper II	4. Second Specialization Paper VIII
5. Second Specialization Paper III	5. Project Report
6. Second Specialization Paper IV	6. Project Viva
7. Employability Skills	-

MARKETING 	FINANCE 
1. Consumer Behaviour	1. Financial Risk Management
2. Sales Management & Personal Selling	2. Investment & Portfolio Mgmt & Financial Derivatives
3. Integrated Marketing Communications	3. Financial Institutions, Markets & Services
4. Digital & Social Media Marketing	4. Cost & Management Accounting
5. Product & Brand Management	5. Corporate Finance
6. Services Marketing	6. Company Accounts & Auditing
7. Customer Relationship Management	7. Business Valuation
8. Retailing Management	8. International Finance

HUMAN RESOURCE 	AGRI BUSINESS 
1. Industrial & Labour Law	1. Agri Extension Management
2. Performance Management System	2. Agri Input Marketing
3. Compensation & Benefits Management	3. Procurement Management
4. Organizational Development & Team Building	4. Infrastructure & Agri Warehousing Management
5. Leadership	5. Agri Export Management & International Trade
6. HR Planning, Recruitment & Selection	6. Brand & Agri Product Management
7. Strategic HRM	7. Post Harvest Management
8. International HRM	8. Food processing & Sector Management

OPERATIONS MANAGEMENT 	INFORMATION TECHNOLOGY 
1. Supply Chain Management	1. RDBMS
2. Business Process Re-engineering	2. Business Process Re-engineering
3. Quality Tool Kit for Managers	3. Business Intelligence
4. Operations Research Applications	4. Managing Software Projects

STRATEGY 	ENTREPRENEURSHIP 
1. Corporate Governance	1. Entrepreneurial Marketing
2. Strategic Leadership	2. Innovation Technology Management
3. Competing in Global Markets	3. Venture Valuation & Accounting
4. Entrepreneurship in Practice	4. Entrepreneurship in Practice

NUTRITION & HEALTH CARE 	
1. Medical Nutrition Therapy / Clinical Nutrition / Dietetics / Nutrition in Health & Disease	5. Essentials of Healthcare Administration
2. Food Science and Micro Biology	6. Planning & Designing of Healthcare Facilities
3. Nutrition through Life Cycle	7. Legal Aspects of Healthcare
4. Food Service Management	8. Revenue Cycle Management in Healthcare

SPECIALIZATIONS

(1) Insurance & Banking (2) ERP (3) EDP (4) Hospital Administration (5) Event Management (6) Pharma Management

PROGRAM STRUCTURE

- ➔ The first two Trimesters are same for all the streams. The candidates have to select the Stream and Specialization at the commencement of the 3rd Trimester.
- ➔ The candidates have to submit a Mini Project at the end of third Trimester and Management Research Project at the end of sixth Trimester in the concerned Specialization.
- ➔ Candidates have to select first Specialization in the third Trimester and second Specialization in the fifth Trimester.
- ➔ In the sixth Trimester candidate has to appear for two papers of Project Management and Project Report with Viva.



THE GREATEST & THE BIGGEST OF TREES -
STARTS OFF AS A SMALL FRAGILE SAPLING....

The students joining ICBM-SBE from various backgrounds like Commerce, Management, Arts, Science, Engineering, Pharma, Agriculture etc are literally in the form of small fragile saplings – In the two years they spend at ICBM-SBE, they are nurtured, developed and mentored into strong & fruit bearing trees – growing from strength to strength.

The firm **roots** of basic management subjects & skills give rise to a strong **trunk** of functional management subjects like HR / FINANCE / MARKETING / IT / OPERATIONS. The strong Trunk supports the **branches** of specialization like Agri Business, Pharma, Nutrition Management and Hospital Administration. Together all these three the Roots, The Trunk & the Branches yield **blossoming flowers** – our budding managers. These Budding Managers (all of them) get superb placements – which are **delicious fruits** of the joint effort of our budding Manager, and the astute faculty members of ICBM-SBE.



CORE FACULTY



Dr. Ritu Zarar
MBA, PGDCA, Ph.D.



Prof. S. Zarar
M.Sc. (Gold Medalist), MBA,
Ph.D. LLB



Prof. Jitender Govindani
MBA, PGDBM, MA, (Psy), Ph.D.



Prof. Kiran Makhija
MBA, PGDM, Ph.D.



Prof. SVSV Prasad
BL, PGDPM, MHRM, Ph.D.



Dr. P. Sai Rani
M.Com, MBA, PGDFM, Ph.D.



Dr. A. Satish Reddy
M.Com, CS (Inter), Ph.D.



Dr. M. Anil Ramesh
MBA, Ph.D.



Prof. Khaja Qutubuddin
PGDBM (Ph.D.)



Prof. CV Ranga Reddy
M.A (Eco), M.Com, MBA,
M.Phil, Ph.D



Mr. Ramesh Babu N
M.Com, M.A (English), PGDFE,
MBA, M.Phil



Mr. R. Ramanjana
Reddy, MBA



Dr. Syed Azhar
MBA,UGC & TSET
(Management),Ph.D



Mr. C. Satish Kumar
MBA, Green Belt, Six Sigma



Mr. Brahmam BV
B.Com, PGDCM



Dr. P. Vikrant Kumar
MBA, M.Phil, Ph.D, UGCNET



Mr. M. Sai
M.Sc (IT), M.Tech (CS), MBA
(Ph.D), PGDCA



Dr. Surekha Adiki
MBA, Lean & Six Sigma Yellow
Belt, Ph.D



Mrs. B. Gayatri
MBA,(Ph.D)



Mr. Ashish Balapur
B Pharma,MBA,UGC-NET
JRF,(Ph.D)



Mr. K Venkata Lakshman
MBA, UGC-NET



Dr. K. Shiva Nageswara Rao
MBA, M.Phil, Ph.D.



Mr. Syed Hassan Abdullah
MSW, (Ph.D)



Ms. Mohd Farhana
CABM, MBA (ABM)



Ms.V. Kusuma Sree
MBA- Finance, HR



Mr. S. John Bosco
MBA



Mr. M. Srikanth
B.Com, BL (CA), MBA



Mr. B.L. Narayana
M.Com, MBA



Ms. G. Shashi Kala
M.A, MLisc



Mr. K. Venu Gopal
MLisc



Mr. Abdul Aziz
MCP



Mr. G. Govind
B.Com, PGDCA





FEE STRUCTURE

Total Fee for 2 years PGDM	7,47,000/-
Application & Admission Process fee (For only those candidates who are selected & registered)	2,000/-
Registration Fee #	45,000/-
Tuition Fee of PGDM Program	7,00,000/-

- In addition to the above Examination Fee per Trimester is Rs. 2,000/-
- Project & Viva Voce fee (In 4th Trimester only) is Rs. 10,000/-
- Convocation fee to be paid at the time of receiving the Degree is Rs. 10,000/-

The tuition fee of Rs. 7 Lakhs can be paid in 4 equal installments of Rs. 1.75 lakhs each as follows;

Installments	Particulars
I	Rs. 1.75 lakhs before commencement of classes
II	Rs. 1.75 lakhs at the time of paying I Trimester exam fee
III	Rs. 1.75 lakhs at the time of paying II Trimester exam fee
IV	Rs. 1.75 lakhs at the time of paying III Trimester exam fee

AB-KBC – SCHOLARSHIPS

From this academic year onwards ICBM-SBE has launched AB-KBC scholarship for deserving students based on a written test comprising of Numerical Ability, General Aptitude, English, Current Affairs and Graduation Subjects etc. This test will be conducted for the students availing scholarships after they register themselves for the PGDM batch 2024-26, the scholarships will be as under based on the score secured by the student.

Particulars	Amount
Test Score above 90	Rs. 1,00,000/-
Test Score Between 81 to 90	Rs. 75,000/-
Test Score Between 71 to 80	Rs. 50,000/-
Test Score Between 61 to 70	Rs. 25,000/-

Terms & Conditions:

- 1) The amount of scholarship secured by the student will be deducted from the tuition fee equally spread over the 3 installments starting from the 2nd Installment.

Options:

1. In addition to the PGDM all the students can opt for a 2 year MBA Degree of Osmania University by Distance Mode (OUCDE) which is equivalent to MBA regular. To avail this the student has to pay the required fee as per the guidelines of the Osmania University. ICBM-SBE will facilitate the admission, training & guidance for exams.
2. Transport facility is available from specific areas in Twin Cities at a very nominal charge, which will be intimated at the time of availing the Transport facility.
3. Educational loan facility with all leading Nationalized Banks is available.

Minimum requirements of Bank Loan:

1. The Parent / Guardian should be Income Tax Assessee for the last 3 years.
2. The student must have good academic background with more than 50% throughout.

Registration fee is refundable as per AICTE Norms.
Disputes if any are subject to Hyderabad, Telangana Legal Jurisdiction.

SUMMER INTERNSHIP & FINAL PLACEMENTS

HIGHEST PACKAGE

OF INR 12 LPA

95% RETURN ON INVESTMENT

PLACEMENTS BEFORE THE COURSE COMPLETION

150+ COMPANIES FOR CAMPUS PLACEMENTS

150+ CORPORATES FOR INTERNSHIPS & INDUSTRIAL VISITS

HIGHLIGHTS OF PLACEMENTS:

- 130 - 150 companies visits each year for Campus Selections.
- ICBM-SBE assures the placement for each and every student subject to 85% attendance. The pay packages range from 4.0 lakhs to 12.0 lakhs with average pay package of 6.0 lakhs. Any student who fails to get placed at the end of the course will be refunded the entire fee (subject to 85% attendance).
- ICBM-SBE is the only Institution which boasts of multiple Placements opportunities including International Placements to its students.
- More than 50% of Placements are offered as pre Placement Offers to the students who have done their Summer Internship with flying colors.

CARING, DOTTING AND PLANNING A SECURE FUTURE FOR BUDDING MANAGER



ICBM - School of Business Excellence

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