



ICBM-School of Business Excellence

2 Year Full Time PGDM Program, Approved by AICTE, Govt. of India
MBA Equivalence from Association of Indian Universities (AIU)

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Two Day FDP

On Advancements in Management

Organized by
ICBM- SBE
Hyderabad

Media Partners
The Times of India

18th & 19th April 2025

For Registration



ICBM-SBE

Plot No. 2A, "Ishwar's Abode",
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Faculty Development Program (FDP) on Advancements in Management

Change is the only constant, and in the ever-evolving world of Management, staying updated is not just a choice - it's a necessity. Whether it's Marketing leveraging AI-driven consumer insights, Finance navigating the digital revolution, Operations optimizing efficiency through automation, or HRM redefining talent management in the hybrid work era, the business landscape is shifting faster than ever before.

This Faculty Development Program (FDP) is designed to Equip Educators, Researchers, and Professionals with the latest Industry trends, Tools, and Frameworks across these Core Management disciplines. It's not just about learning—it's about experiencing how the future of Management is unfolding, and how we, as Academicians, can prepare our students for the dynamic world ahead.



What to Expect?



MARKETING

How AI, Data Analytics and Neuromarketing are reshaping consumer engagement.



FINANCE

The rise of Fintech, Blockchain, and new-age Investment Strategies.



OPERATIONS

Lean, Agile, and Automation—Optimizing Business processes for maximum efficiency.



HR

The future of work—Rethinking Employee experience, Diversity and Digital HR.

This interactive and engaging FDP isn't just about theories—it's about discussions, real-world applications, and preparing for the next wave of business transformations. So, whether you're looking to revamp your curriculum, enhance your research, or simply stay ahead in your domain and improve your teaching excellence this FDP promises to be an insightful and enriching experience.

Let's learn, unlearn, and relearn together—because in management, the only way forward is to keep evolving.

About ICBM-SBE

ICBM-SBE, with 34 years of unprecedented success in producing top quality managers, has become synonymous with World Class Management Education in India, more specifically in the Twin Cities of Hyderabad & Secunderabad. The advanced course curriculum of PGDM at ICBM -SBE is completed in three stages. Stage I introduces students to basic management concepts, while Stage II focuses on specialized subjects like Marketing, HR, Finance, and Agri Business. Stage III prepares students for placements, requiring mastery of English, etiquette, and the desire to reach the top with skills and perseverance. The Institute offers guaranteed campus placements with a good pay package with ROI in 1 year.

ICBM-SBE is one among the fifty proud B schools of India, which are the members of AACSB, USA, the World's oldest and most prestigious Management Education body. The PGDM program of ICBM-SBE is accredited by SAQS and is equivalent to an MBA from the Association of Indian Universities (AIU). ICBM-SBE is a Life Member of AMDISA. Above all, it is the only B-School Accredited by ACBSP, USA (accreditation mandated by the new laws for H1B Visa) and recognized by CHEA (Council for Higher Education USA) in the States of Telangana & Andhra Pradesh.

Media Partner

Times of India Group

Resource persons

Resource persons are experts drawn from industry, business and B school Directors, Deans and Hods.

Who can attend

Deans, Directors, HOD'S and other Senior Faculty Members of various B-Schools & Management Departments.

Registration Link

Free Registration

Limited to 40 participants only.

<https://live.mbabasics.com/fdpam/>

Participation Certificate will be provided.

Dates of the FDP

The workshop in physical mode and on **18th & 19th April 2025**.

Venue of the FDP

ICBM-SBE Hyderabad.

Coordinator

Prof. P. Narayana Reddy,
Director General, ICBM-SBE,
Mobile: 9346312819.

Co-coordinators

Prof M. Anil Ramesh (HOD-Mktg)
Mobile: 8019591508.

Prof. P. Sai Rani (HOD-Finance)
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Programme Schedule

Inauguration 10 am - 11.15 am	Philosophy of Management Education, Industry Expectation and academic assessment etc
Tea Break - 11.15 am - 11.30 am	
Technical Session - I 11.30 am - 12.45 pm	Knowledge and skill gaps in Management
Lunch Break - 12.45 pm - 02.00 pm	
Technical Session - II 02.00 pm - 03.15 pm	Advancements in Financial Management
Tea Break - 03.15 pm - 03.30 pm	
Technical Session - III 03.30 pm - 04.45 pm	Advancements in Operations Management
DAY- 2	
Technical Session - IV 10.00 am - 11.15 am	Advancements in Marketing Management
Tea Break - 11.15 am - 11.30 am	
Technical Session - V 11.30 am - 12.45 pm	Advancements in Human Resources Management
Lunch Break - 12.45 pm - 02.00 pm	
Technical Session - VI 02.00 pm - 03.15 pm	Open discussions on various contemporary issues in Management Education
Tea Break - 03.15 pm - 03.30 pm	
03.30 pm - 04.45 pm	Valedictory Session