

Management Development Programmes 2009-10



ICBM - School of Business Excellence

2 Year Full Time PGDM Programme, Approved by AICTE, Govt. of India



MDP Committee Members

Chairman : **Dr. Ritu Zarar**

Members : **Prof. S. Zarar**
Prof. Jitender Govindani
Dr. Kiran Makhija

List of Faculty Members

Dr. Ritu Zarar, M.B.A, PGDCA, Ph.D.
Prof. S. Zarar, M.Sc., MBA, Ph.D, LLB
Prof. Jitender Govindani, MBA, PGDBM, M.A. (Psy), Ph.D
Prof. M.S. Nair, M.E. MBA, (Ph.D)
Dr. P. Sai Rani, M.Com, MBA, M.Phil, Ph.D.
Dr. G. Renuka, M.B.A, Ph.D.
Dr. Ravi Kanth, M.B.A, M.Com, Ph.D
Prof. R. Dharma Rao, B.Com, M.A. LLB
Mrs. J. Kavita, M.Com, M.B.A, M.Phil, (Ph.D)
Mrs. B. Sree Laxmi, M.A. M.Phil, MBA
Mrs. C. Neelima, MHRM, (Ph.D)
Mrs. Annie Kavitha, M.Com, M.B.A. M.Phil
Mr. S.V.S.S.V. Prasad, M.B.A
Dr. Kiran Makhija, M.B.A. PGDM, Ph.D
Dr. V.M.S. Rani, M.C.A, M.B.A., Ph.D
Mrs. T. Uma Devi, M.B.A., M.Phil, Ph.D.
Mr. G. Ashirvadam, M.B.A.
Mr. M.V.D. Prasad, M.Stat, M.B.A, PGDCA
Mr. N. Ramesh Babu, M.Com, M.B.A. M.Phil

Mr. Khaja Qutubuddin, PGDBM
Mrs. Rahat Fatima, M.B.A. M.Phil
Mr. C. Ranga Reddy, MA (Eco), M.A. (PM), M.Com, M.B.A, M.Phil
Ms. P. Sai Prasanna, M.Com, M.B.A, M.Phil, (Ph.D)
Ms. M. Pratima, M.B.A.
Mrs. V. Shyamala Devi, M.B.A. M.Phil
Mrs. Srujana Kumar, PGDM
Mrs. Sree Latha, M.Sc. (Computers)
Mrs. Soamya Agarwal, M.B.A.
Mr. Naresh Verma, M.A
Mr. Chitra Thapa, M.B.A.
Mr. Satish Reddy, M.Com, L.L.B.C.S.
Mrs. Naiyma Yousuf, M.B.A.
Mrs. Lipika Das, M.A.
Mrs. Lavanya, M.B.A.



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Director's Message

The Challenge Ahead.

The Indian student after completing a grueling, tedious and hard earned Graduation finds himself in the harsh reality of tooth & nail competition. He has no other way but to follow "Darwin's Survival of Fittest" theory which leads to origin of new species. A species which is successfully prepared to meet the very adverse of factors and come out head high ahead of the meek competition.

But the fact. is how many of them find the right path to success & glory; the answer is well just around you, just observe you will know for your self.

Economic liberalization has made the business environment of the country very competitive it has thrown open gates to this Indian market that is larger than the European Common Market. India has become one of the major forces to have a telling effect on the world economy. The presence and constant entry of progressive multinationals is on rise everyday. Right from Microsoft, Ford, G.E., Proctor & Gamble to Kellogs. Thompson's IBM, Motorola, Sony, Grundig, Coke International, Schweppes and lot of others have targeted Indian Market as their primary one.

The advancement of Internet & high end communications have totally reshaped the market its needs, wants, and has blown open a billion of opportunities for the savvy Business Professional.

Through we have from the various Management Institutions both Government and Private around 50,000 to 1 lakhs qualified professional every year, whereas the demand is for over 5 lakhs management professionals The equation is mind blowing and provides the right opportunity to today's graduate.

This scenario has thrown open opportunities galore for the trained personnel in Management Disciplines of Marketing, Finance, Information Systems, H.R Etc.,

The current need is a Professional Manager and not a mere degree holder & keeping this in mind, at ICBM - SBE, we resolved this as our mission to bridge the gap and provide to the corporate world the finest cadre of Management Professionals polished & suave to carry the responsibilities of modern day competitive world on their broad and efficient shoulders.

For achieving this mission we at ICBM-SBE have designed the 2 years Management Programme PGDM, Approved by AICTE, which is embellished with Academics, Practical Skills & Applications, Computer proficiency & world class personality Development, Scientifically designed, Objective by objective, step by step & programmed with lot of care & passion to make out every student an ICBM (Inter Continental Ballistic Missile) to hit the right Target i.e. the high profile Corporate Career and Job Market and consolidate our students in every aspect for a glorious future.

Management Development Program, is an integral part of learning / teaching practices in ICBM – SBE.

Blessed with a rich pool of faculty, ICBM – SBE, is privileged to derive the experience of faculty in the terms of training the Corporate Manager with the recent trends in Management Education. These new trends and techniques, revitalize the managers and paves way for a successful performance back at their organization.

The MDP programmes offered by ICBM – SBE are contemporary and are enriched with a vast number of cases and practical experiences.

The bottom line of MDP, is **"to remind the Manager of his capabilities to perform better rather than teach / train – with innovation practices.**

Prof. S. Zarar
Director / Principal



Chairman's Message

With ICBM - SBE you get:

Excellence:

A genuine education. ICBM - SBE is, where excellence has been our tradition for more than 20 years. You attend the high-quality programs and learn from the world-class faculty as students on campus. You'll also be exposed to some rigorous academic requirements and expectations. And, when you graduate, your PGDM will be granted by ICBM - SBE, Hyderabad - recognized and respected around the globe. All programs are fully approved by AICTE & Recognised by Govt. Of India.

Versatility:

With the PGDM from ICBM - SBE you become versatile in the sense that you get 'Dual Specializations, a Cross Functional Specialisation to take care of the latest trends in the job market. Upto date soft skills as per the International standards. And also get a full hands on training of ERP packages involving S & D, HR, FICO, CRM etc. Today's Corporate World requires a Management student for whom Monotony is thing of past and order of the day is.... Versatility.

Ten managerial skills to achieve versatility:

(1) Leadership (2) Ability to Motivate (3) Customer service (4) Planning & Goal setting (5) Change Management (6) Communication skills (7) Coaching / Monitoring (8) Negotiating (9) Stress Management (10) Recruiting / Hiring. These skills are learnt practically by role plays, case studies, company visits, guest lectures, real time projects etc.

Credibility:

An education to be proud of - Encompassing good Communication skills, Positive Attitude, Confidence Building, Body Language, Written & Oratory Skills, Presentation Skills Leadership Skills, Business Etiquette, English Language Development and host other skills which will enable the student to fact the competitive world with an air of confidence. Added to this Weekly the value added programmes: Weekly Business Magazine, Monthly Management Journal, Business Standard paper daily to students, National HRD Network Membership to each every student & facility to attend their high profiles seminars, Industrial Visits, Book Reviews, Ad Presentations & Seminars, Excellent placement through campus placements, placement associates.

With a reputation for quality and standard programs that are consistently recognized for excellence, you can be confident that your PGDM from ICBM -SBE will be highly respected in the industry and pave the path for a comfortable placement.

The credibility of good PGDM programme aims at the following:

- a) Good Communication Skill, (b) Positive Attitude, (c) Confidence Building (d) Body Language
- (e) Written & Oratory Skills (f) Presentation Skills (g) Leadership Skills (h) Business Etiquette
- (I) English Language Development

Management Development Program, is an integral part of learning / teaching practices in ICBM – SBE.

Blessed with a rich pool of faculty, ICBM – SBE, is privileged to derive the experience of faculty in the terms of training the Corporate Manager with the recent trends in Management Education. These new trends and techniques, revitalize the managers and paves way for a successful performance back at their organization.

The MDP programmes offered by ICBM – SBE are contemporary and are enriched with a vast number of cases and practical experiences.

The bottom lime of MDP, is **“to remind the Manager of his capabilities to perform better rather than teach / train – with innovation practices.**

Dr. Ritu Zarar
Chairperson

Management Development Programme on How to Raise your game to influence and make an impact

About the Programme

Raise your game to influence and make an impact

This is an inspirational personal development programme with a highly practical focus. It is designed to challenge you, build your confidence and make a lasting improvement to your effectiveness as a manager.

To give you flexibility, ICBM-SBE is offering this programme as:

- three residential 2-day courses, supporting your development over 3 months
- a number of single-day workshops, chosen by you to suit your needs.

What is it about?

The Management Development Programme for working Manager & is an interactive and stimulating learning experience. Its distinctive approach ensures relevance to the Corporate environment. Through your involvement, you will gain access to:

- tools to explore your personal management style and realise your potential
- external trainers who are enthusiastic and professional
- learning resources and templates for your notes and future reference
- a blend of interactive presentations, lively discussions and personal reflection to accelerate your learning
- opportunities to continue networking with other Corporate Managers.

CLOSING REMARKS

- Emphasize that if the participants will creatively implement the ideas and techniques presented in this session, they will be more successful and their careers will benefit.
- Stress the importance of the Personal Action Plan.
- Thank the participants for their hard work, and wish them good luck in applying the principles in their careers.
- Ask participants to complete the session evaluation sheet.

Date & Venue

This programme will be held during June 18, 2009 at ICBM - SBE Conference Hall, Hyderabad.

Chief Faculty: Prof. Jitender Govindani,

Faculty Co-ordinator : Prof. J.Kavita

Management Development Programme on Action Planning and Effective Working Making action happen

This module is all about turning your plans into action for maximum impact. If you ever find yourself without enough time to realise your plans, this course will show you how to organise yourself to achieve your goals.

What is it about?

The main discussions include:

- how to plan effectively
- goal setting
- problem resolution
- avoiding the common mistakes of planning.

What will I get out of it? You will:

- learn useful techniques for putting your vision into plans, and your plans into action
- build confidence to identify the optimum time to stop planning and start doing
- gain an understanding of common planning pitfalls and how to avoid them
- develop skills to convert 'showstopper' problems into resolvable issues.

Date & Venue

This programme will be held during July 30, 2009 at ICBM - SBE Conference Hall, Hyderabad.

CLOSING REMARKS

- Emphasize that if the participants will creatively implement the ideas and techniques presented in this session, they will be more successful and their careers will benefit.
- Stress the importance of the Personal Action Plan.
- Thank the participants for their hard work, and wish them good luck in applying the principles in their careers.
- Ask participants to complete the session evaluation sheet.

Chief Faculty: Prof. Jitender Govindani,

Faculty Co-ordinator : Mr. Khaja Qutubuddin

Management Development Programme on Developing People and Team Working

A cohesive team can be very powerful. With one, a Business Centre can ensure it gives out consistent messages that reflect the organisation's perspective.

This module explains how, by understanding team dynamics, you can create an effective decision-making process, resulting in purposeful group action.

What is it about?

- The different stages of team development
- Negotiating with people
- Handling passionate personal objectives
- Managing team diversity
- Effective decision-making.

What will I get out of it? You will:

- gain an understanding of how the information you communicate influences decision making in your team
- learn how to apply theories to assess your team's effectiveness
- learn skills to enable you to visualise how your team could develop
- learn techniques to build the effectiveness of your team.

CLOSING REMARKS

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- Stress the importance of the Personal Action Plan.
- Thank the participants for their hard work, and wish them good luck in applying the principles in their careers.
- Ask participants to complete the session evaluation sheet.

Date & Venue

This programme will be held during August 20, 2009 at ICBM - SBE Conference Hall, Hyderabad.

Chief Faculty: Mr. S.V.S.S.V. Prasad

Faculty Co-ordinator : Mr. Chitra Thapa

Management Development Programme on Managing and Motivating People

Managing and Motivating People

For managers who want to lead and motivate their team more effectively

This course gives you the skills to become an exceptional manager of people. By learning successful motivation and management techniques, you will find out who you are and who you could be.

What is it about?

This module introduces you to a range of tried-and-tested management approaches applied to the Corporate environment. It includes:

- motivating the team towards meeting Company's objectives
- motivation psychology
- useful motivation techniques
- the responsibilities and rights of staff
- re-designing jobs to meet the changing environment.

What will I get out of it? You will:

- discover your style and its impact on others
- gain skills to make a lasting improvement to your managerial effectiveness
- learn to improve your Centre's performance by gaining greater commitment from your team
- find out how to motivate your team to adapt to change.

CLOSING REMARKS

- Emphasize that if the participants will creatively implement the ideas and techniques presented in this session, they will be more successful and their careers will benefit.
- Stress the importance of the Personal Action Plan.
- Thank the participants for their hard work, and wish them good luck in applying the principles in their careers.
- Ask participants to complete the session evaluation sheet.

Date & Venue

This programme will be held during September 17, 2009 at ICBM - SBE Conference Hall, Hyderabad.

Chief Faculty: Prof. M.S. Nair

Faculty Co-ordinator : Mrs. T. Uma Devi



**Management Development
Programme on Finance as
a Management Tool
An essential guide for
Managers**

This course gives you the skills to become an exceptional manager of people. By learning successful motivation and management techniques, you will find out who you are and who you could be.

What is it about?

This module introduces you to a range of tried-and-tested management approaches applied to the Corporate environment. It includes:

- motivating the team towards meeting Corporate objectives
- motivation psychology
- useful motivation techniques
- the responsibilities and rights of staff
- re-designing jobs to meet the changing environment.

What will I get out of it? You will:

- discover your style and its impact on others
- gain skills to make a lasting improvement to your managerial effectiveness
- learn to improve your Centre's performance by gaining greater commitment from your team
- find out how to motivate your team to adapt to change.

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- Thank the participants for their hard work, and wish them good luck in applying the principles in their careers.
- Ask participants to complete the session evaluation sheet.

Date & Venue

This programme will be held during October 15, 2009 at ICBM - SBE Conference Hall, Hyderabad.

Chief Faculty: Dr. P. Sai Rani,

Faculty Co-ordinator : Mr. Ramesh Babu

Management Development Programme on Marketing, Presentation and PR

How to make your Company highly attractive to its partners, organisations and communities through effective marketing

What is it about?

This module covers the key concepts of marketing and shows you how to put them into practice in a Company. It includes:

- marketing process and techniques
- the role of the chief officer as ambassador
- developing a marketing strategy
- creating a Company Marketing Diary
- collaborating with partners.

What will I get out of it?

You will:

- develop an understanding of the principles, processes and tools for effective marketing
- build confidence to make marketing decisions based on tried and tested techniques
- discuss ideas with your peers and be inspired to try new ones
- learn how to assess and prioritise opportunities to work with partners.

CLOSING REMARKS

- Emphasize that if the participants will creatively implement the ideas and techniques presented in this session, they will be more successful and their careers will benefit.
- Stress the importance of the Personal Action Plan.
- Thank the participants for their hard work, and wish them good luck in applying the principles in their careers.
- Ask participants to complete the session evaluation sheet.

Date & Venue

This programme will be held during October 29, 2009 at ICBM - SBE Conference Hall, Hyderabad.

Chief Faculty: Prof. Jitender Govindani,

Faculty Co-ordinator : Ms. Pratima



Management Development Programme on Project Management The secrets of successful project management

Learn the techniques used by professional project managers to ensure the smooth operation of your projects. This module will show you which tools are useful for delivering your objectives on time and within budget.

What is it about?

This module will explore:

- planning tools
- how to get buy-in
- using PIDs, PERT, Critical Path, GANTT and other techniques
- avoiding project drift
- effective meeting management.

What will I get out of it?

You will:

- gain an understanding of which planning techniques are useful for delivering your objectives and which ones waste your time
- find out how to run meetings more effectively
- learn how to manage stakeholder expectations
- gain confidence to embark on new projects
- be able to break projects down into manageable chunks.

CLOSING REMARKS

- Emphasize that if the participants will creatively implement the ideas and techniques presented in this session, they will be more successful and their careers will benefit.
- Stress the importance of the Personal Action Plan.
- Thank the participants for their hard work, and wish them good luck in applying the principles in their careers.
- Ask participants to complete the session evaluation sheet.

Date & Venue

This programme will be held during November 19, 2009 at ICBM - SBE Conference Hall, Hyderabad.

Chief Faculty: Prof. M.S. Nair,

Faculty Co-ordinator : Mr. C. V. Ranga Reddy

Management Development Programme on Measuring and Managing Performance

Reflect on the performance-measurement system in your Organization and explore ways to improve it.

This workshop will challenge you to consider new tools and methodologies that identify where you can make lasting improvements to Organization.

What is it about?

This module looks at how to:

- use effective performance methods and key performance indicators (KPIs) relevant to an Organization.
- effectively assess and appraise employee performance
- take personal bias out of assessment
- manage stress in the workplace
- give and encourage useful feedback.

What will I get out of it?

You will:

- gain an understanding of which KPIs can drive lasting performance improvements at your Organization.
- be able to identify a method to pinpoint problems before they arise
- discover tools to give you full control of your centre's direction
- find out how to use KPIs as a motivator rather than a demotivator
- know how to give feedback to improve team performance.

CLOSING REMARKS

- Emphasize that if the participants will creatively implement the ideas and techniques presented in this session, they will be more successful and their careers will benefit.
- Stress the importance of the Personal Action Plan.
- Thank the participants for their hard work, and wish them good luck in applying the principles in their careers.
- Ask participants to complete the session evaluation sheet.

Date & Venue

This programme will be held during December 17, 2009 at ICBM - SBE Conference Hall, Hyderabad.

Chief Faculty: Mr. S.V.S.S.V. Prasad

Faculty Co-ordinator : Ms. P. Sai Prasanna

Management Development Programme on Leadership

By focusing on your personal development, this module gives you the skills and confidence to lead your Organization to greater success. We believe that the experience gained on this course has the potential to change you and your capacity to transform Organization.

Each participant completes the course with a clear personal action plan that immediately translates this learning into a benefit.

What is it about?

An interesting blend of approaches are used to help you:

- explore your leadership style
- realise your potential
- understand the challenges of leadership
- make the right choices for success.

What will I get out of it? You will:

- gain insights into what you could achieve as an inspirational leader
- develop your leadership skills to advance your career
- improve your ability to develop relationships with key partners
- develop your personal plan of action.

CLOSING REMARKS

- Emphasize that if the participants will creatively implement the ideas and techniques presented in this session, they will be more successful and their careers will benefit.
- Stress the importance of the Personal Action Plan.
- Thank the participants for their hard work, and wish them good luck in applying the principles in their careers.
- Ask participants to complete the session evaluation sheet.

Date & Venue

This programme will be held during December 31, 2009 at ICBM - SBE Conference Hall. Hallyderabad.

Chief Faculty: Mrs. B. Sree Laxmi

Faculty Co-ordinator : Mr. Khaja Qutubuddin

Management Development Programme on Strategy in a Changing Environment

In this fast-changing world, Corporate Managers have the challenging task of ensuring a rapid response to external change.

You will be tested and stimulated by this workshop to evaluate and build on your current methodologies for responding to change in your Organization.

What is it about?

The main discussions centre around:

- the stages of successful change management
- becoming an excellent agent of change
- developing and devolving strategy
- effective communication
- the impact of change.

What will I get out of it? You will:

- gain an understanding of reactions to change
- learn to predict the impact of change
- be able to effectively communicate strategy
- gain clarity about what to change.

CLOSING REMARKS

- Emphasize that if the participants will creatively implement the ideas and techniques presented in this session, they will be more successful and their careers will benefit.
- Stress the importance of the Personal Action Plan.
- Thank the participants for their hard work, and wish them good luck in applying the principles in their careers.
- Ask participants to complete the session evaluation sheet.

Date & Venue

This programme will be held during January 21, 2010 at ICBM - SBE Conference Hall, Hyderabad.

Chief Faculty: Mrs. Annie Kavita

Faculty Co-ordinator : Mrs. Shyama Devi

Management Development Programme on Making Staff Meetings more Effective

In this fast changing world Making Staff Meetings more Effective.

- Deadly sins of bad meetings
- The importance of a firm agenda
- Setting guidelines.

What is it about?

Why this subject is important:

- Staff meetings can be either a catalyst for personal growth and departmental accomplishment, or a complete waste of time.
- Staff meetings can be motivational and energizing. They can also be discouraging and fatiguing.

What will I get out of it? You will:

To allow participating managers to attain the mastery of two management related skills each month

To prepare managers to share the skills with others who work for their company

To provide managers with the skills and tools to share the training with others who join their companies in the future.

CLOSING REMARKS

- Emphasize that if the participants will creatively implement the ideas and techniques presented in this session, they will be more successful and their careers will benefit.
- Stress the importance of the Personal Action Plan.
- Thank the participants for their hard work, and wish them good luck in applying the principles in their careers.
- Ask participants to complete the session evaluation sheet.

Date & Venue

This programme will be held during February 18, 2010 at ICBM - SBE Conference Hall, Hyderabad.

Chief Faculty: Prof. S. Zarar

Faculty Co-ordinator : Prof. M.S. Nair

Management Development Programme on Methods to Motivate Management Team

By focusing on your personal development, this module gives you the skills and confidence to lead your Organization to greater success. We believe that the experience gained on this course has the potential to change you and your capacity to transform Organization.

- Learning & motivation, the link
- Recognition, encouragement and approval
- How to squelch motivation

What is it about?

Why this subject is important:

- “How do I motivate my team?” is one of handful of questions to which successful managers find answers.
- Some companies spend millions of dollars to find the answer to that single question.
- The best managers find ways to integrate their employees’ objectiveness with the company’s objectives

What will I get out of it? You will:

At the end of this session, participants will know how to:

- Use the three basic principles of motivation to mobilize your team.
- Identify the five motivation killers and avoid them.
- Implement the 11 ways to create a climate of personal motivation.
- Identify at which of five levels of delegation you operate with your superior(s) and at which level you operate with your key employee(s).

CLOSING REMARKS

- Emphasize that if the participants will creatively implement the ideas and techniques presented in this session, they will be more successful and their careers will benefit.
- Stress the importance of the Personal Action Plan.
- Thank the participants for their hard work, and wish them good luck in applying the principles in their careers.
- Ask participants to complete the session evaluation sheet.

Date & Venue

This programme will be held during March 18, 2010 at ICBM - SBE Conference Hall, Hyderabad.

Chief Faculty: Prof. S. Zarar

Faculty Co-ordinator : Mr. S.V.S.S.V.Prasad

Management Development Programme on How to Over Come Change

This module is all about turning your plans into action for maximum impact. If you ever find yourself without enough time to realise your plans, this course will show you how to organise yourself to achieve your goals.

- The myths of change
- Overcome resistance to change
- Five principles of leading change

What is it about?

Why this subject is important:

- Change can be an opportunity for growth. Anticipation and planning fosters smoother change.
- Without anticipation and planning, change can cause chaos and corporate disintegration
- Training is the most effective way to prepare for change

What will I get out of it?

You will:

At the end of this session, participants will know how to:

- Present at least two reasons why training is an investment with potential for unlimited returns.
- Identify the top four factors in whether or not training is effective.
- Recognize and overcome the three basic barriers to change.
- Explain the acronym SPIN.
- Implement the six strategies for developing high-performance teams.

CLOSING REMARKS


- Emphasize that if the participants will creatively implement the ideas and techniques presented in this session, they will be more successful and their careers will benefit.
- Stress the importance of the Personal Action Plan.
- Thank the participants for their hard work, and wish them good luck in applying the principles in their careers.
- Ask participants to complete the session evaluation sheet.

Date & Venue

This programme will be held during April 15, 2010 at ICBM - SBE Conference Hall, Hyderabad.

Chief Faculty: Prof. S. Zarar

Faculty Co-ordinator : Mrs. J. Kavita



**Management Development
Programme on Strategic
Planning, how to make
it effective.**

- Seven strategic planning steps
- Productive vs. reactive planning.
- Productivity + performance = Profitability.

What is it about?

Why this subject is important:

- Planning is the key to successful growth.
- People with good strategic skills have more career opportunities.

What will I get out of it? You will:

- At the end of this session, participants will know how to:
 - Understand the four stages in the life of a business.
 - Identify the stage in which your company is presently operating.
 - Describe the relationship among productivity, performance, and profit.
 - Use the seven steps of proactive strategic planning with your management team.

CLOSING REMARKS

- Emphasize that if the participants will creatively implement the ideas and techniques presented in this session, they will be more successful and their careers will benefit.
- Stress the importance of the Personal Action Plan.
- Thank the participants for their hard work, and wish them good luck in applying the principles in their careers.
- Ask participants to complete the session evaluation sheet.

Date & Venue

This programme will be held during April 29, 2010 at ICBM - SBE Conference Hall, Hyderabad.

Chief Faculty: Prof. S. Zarar

Faculty Co-ordinator : Mr. Khaja Qutubuddin



Management Development Programme on Negotiating Strategies for Success

- The silent edge principle
- The importance of training
- Countering
- Win/win attitudes
- Ten factors that influence power
- Making concessions to get concessions

What is it about?

Why this subject is important:

The right negotiating strategy can mean the difference between a Win/Win result and a Win/Lose result... in which you lose.

- Having a strategy before you enter negotiations increases your chances of getting what you want.

What will I get out of it? You will:

- At the end of this session, participants will know how to:
 - Use the following general principles of negotiating to better prepare for negotiations.
 - Apply the negotiating strategies and counter strategies to improve the outcome of your negotiating situations.
 - Identify at least two situations in your work where one of the strategies could be used.
 - Use at least two of the strategies.

CLOSING REMARKS

- Emphasize that if the participants will creatively implement the ideas and techniques presented in this session, they will be more successful and their careers will benefit.
- Stress the importance of the Personal Action Plan.
- Thank the participants for their hard work, and wish them good luck in applying the principles in their careers.
- Ask participants to complete the session evaluation sheet.

Date & Venue

This programme will be held during May 20, 2010 at ICBM - SBE Conference Hall, Hyderabad.

Chief Faculty: Prof. Jitender Govindani

Faculty Co-ordinator : Mr. Chitra Thapa



Management Development Programme on Positive approach to goals

- Words make a difference
- Good words bring good results
- Repetition: the architect of accomplishment

What is it about?

- Why this subject is important:
 - People who make a habit of “reacting” to life’s challenges are not considered professional, and therefore are not considered management material.
 - People who understand “what makes people tick” have an advantage in interpersonal communication.

What will I get out of it? You will:

- At the end of this session, participants will know how to:
 - Distinguish between reacting and responding.
 - Use the four steps in learning to respond rather than react.
 - Define the acronym SNIOP.
 - Decide when is the best time to make a change and who is responsible for making it happen.
 - Turn a negative situation around so that you respond rather than react.

CLOSING REMARKS

- Emphasize that if the participants will creatively implement the ideas and techniques presented in this session, they will be more successful and their careers will benefit.
- Stress the importance of the Personal Action Plan.
- Thank the participants for their hard work, and wish them good luck in applying the principles in their careers.
- Ask participants to complete the session evaluation sheet.

Date & Venue

This programme will be held during June 17, 2010 at ICBM - SBE Conference Hall, Hyderabad.

Chief Faculty: Prof. S. Zarar

Faculty Co-ordinator : Mr. Khaja Qutubuddin

Management Development Programme on A Customer Service Environment from Customer View point.

- Developing entrepreneurial employees
- Six attitudes of empowered employees
- Six steps to exceptional customer service
- Deliver exceptional customer service every time.
- Service customers us, processing them.
- Five gold standard service rules

What is it about?

- Why this subject is important:
 - Customer do not tolerate poor service.
 - Good service can bring in more customers and help a company grow.

What will I get out of it? You will:

- At the end of this session, participants will know how to:
 - Develop an empowered employee.
 - Incorporate the six most important characteristics of the empowered employee into your staff training.
 - Implement the six main components of good customer service.
 - Identify at least four opportunities in your own job to give good customer service.

CLOSING REMARKS

- Emphasize that if the participants will creatively implement the ideas and techniques presented in this session, they will be more successful and their careers will benefit.
- Stress the importance of the Personal Action Plan.
- Thank the participants for their hard work, and wish them good luck in applying the principles in their careers.
- Ask participants to complete the session evaluation sheet.

Date & Venue

This programme will be held during July 15, 2010 at ICBM - SBE Conference Hall, Hyderabad.

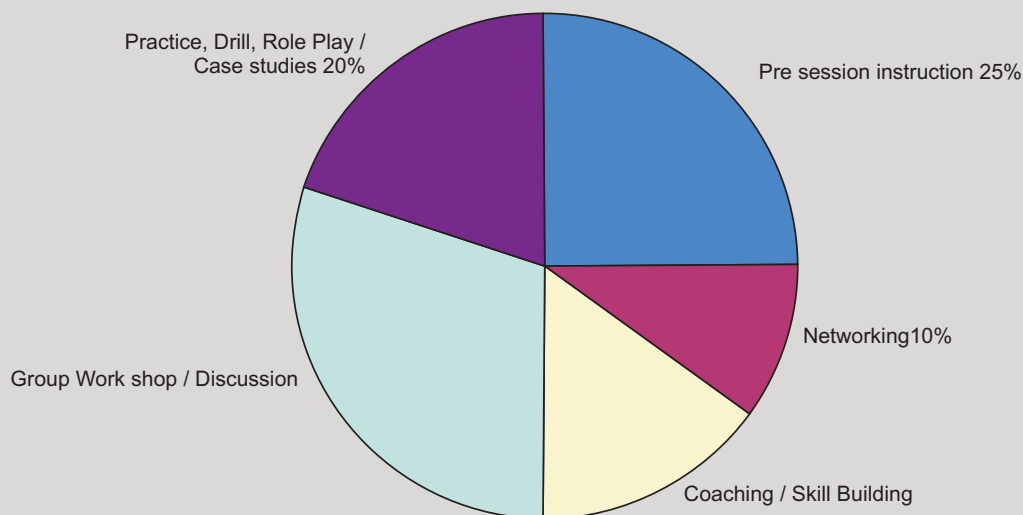
Chief Faculty: Prof. Jitender Govindani

Faculty Co-ordinator : Mrs. B. Sree Laxmi

“A manager develops people - Through the way we manage we make it easy or difficult for them to develop themselves. We direct people or misdirect them. We bring out what is in them or we stifle them. We strengthen their integrity or we corrupt them. We train them to stand upright and strong, or we deform them... whether we know it or not”.

DR. PETER DRUCKER

Approximate Breakdown of a Typical Five-Hour Management Development Program



Before we turn to the pre session, let us take a minute to remind ourselves of a few things. We are all professionals in this room and together we have many years of experience. We want to make use of that experience. It is an asset. As you go through the session, not everything will be new to you. That is good because personal development is not just about an increase in knowledge, it is also about remembering and reorganizing what you already know.

Now, get ready to unwind, focus, get enriched for the erecting experience of becoming a better Manager. This is important because experts tell us what we retain:

- 10% of what we read
- 20% of what we hear
- 30% of what we see
- 50% of what we hear and see
- 70% of what we say
- 90% of what we say and do

Put another way, an old Chinese proverb states: “I hear and I forget, I see and I remember, I do and I understand.” So writing down information will help us retain the key points of the pre session.



ICBM - School of Business Excellence

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