

## BEAM Committee



**Prof. C. Vijaychandra Kumar** has a rich experience of 25 years in Banking (Andhra Bank) and his passion for teaching propelled him to academics. He was Faculty Chief at Staff Training College of Andhra Bank at Visakhapatnam teaching Agricultural Finance & Banking. He was also a visiting faculty at Academic Staff College of Andhra University, Visakhapatnam. Finance and Banking. Presently, he is the Dean (Academics) at IBS Hyderabad. He conducted several MDPs to the executives of banks and corporates. He teaches Banking and Finance at IBS Hyderabad.



**Prof. Vigneswara Swamy** has a rich blend of industry experience and meritorious educational background. His teaching and research credentials are the best. He is one of the two faculty members from India selected for the Post-Doctoral Research Fellowship of University Grants Commission for the period 2012-14 in the area of finance. He is one of the seven researchers selected for SANEI Research Award for 2013 from South Asian Region. (South Asian Network for Economic research Institutes). He has 15 years of teaching experience and teaches finance at IBS Hyderabad.



**Prof. Radha Mohan Chebolu** has 18 years of Teaching and Research experience. He is a Certified Learning & Development Manager (Carlton Advanced Management Institute, CAMI, USA). He is a Strategist & implementer with expertise in managing entire operations with key focus on top line & bottom line profitability by ensuring optimal utilization of resources. Currently, he teaches OB and HR at IBS Hyderabad. Besides, he has been interested in areas like Learning & Development, Employee Engagement, Knowledge Management and Interface Management.



**Prof. Raja Shekhar Reddy** has a blend of Industry and Academic experience of 15 years. He was associated with Dr.Reddy's Laboratories, Zydus Cadila, Lupin Labs and Piramal Healthcare Ltd. where he was General Manager of an SBU overseeing Business development activities for Asia Pacific region and delivery of outsourcing projects to Pharmaceutical clients in US and Europe. He completed B.E. course from Birla Institute of Technology & Science (BITS), Pilani and MBA from Asian Institute of Management, Manila, Philippines. He is a certified Project Management Professional (PMP) from the Project Management Institute, PMI, USA. He teaches Marketing and Strategy courses at IBS Hyderabad and his research areas are Strategic Management, Marketing and Project Management.



**Prof. C.Venkata Ramana** has research interest in Entrepreneurship, Marketing and Strategy. He has contributed several articles in journals and presented papers in national and international conferences. His industry experience covers different fields including Information Technology, Restaurant and Telemarketing.



**Prof. Venkata Sesaiah** has 21 years of experience in research and academics. He is the former Dean, Research of IBS Hyderabad. He has edited books and has published widely in international and national journals. He is the consulting editor of IUP Journal of Applied Economics. He conducted several workshops and MDPs. Presently he is the professor of Economics.



**Prof. P. V. Murali Krishna** is endowed with an experience of 29 years in industry, teaching, research and consultancy and was previously associated with premier institutes- Administrative Staff College of India (ASCI), Indian Institute of Management, Ahmedabad, OMC computers, Éclat Auto Packs, MMC Exports Limited. He was actively involved in consultancy assignments for organizations like National Fertilizers Limited, ONGC etc. He was a resource person for the program 'Marketing of Agricultural Inputs' organized at ASCI and for MDPs organized for Intelligroup, Genpact etc. He handles B2B Marketing, International Marketing, Sales and Distribution Management at IBS Hyderabad.



**Prof. Mahesh Kumar Soma** is an agricultural graduate from Dr. N.G. Ranga Agricultural University and an MBA from Osmania University. He has an experience of 18 years in industry and 15 years in Teaching. He conducts guest lectures at reputed national institutions like National Academy of Construction, NIMSME, NFC, NALSAR, ESCI and workshops & MDPs for executives of corporates like Intelligroup and Power Grid Corporation of India. He teaches Soft Skills and Business Communication at IBS Hyderabad.



**Prof. D. Sreenivasa Chary** has an experience of 25 years in banking and academics. He was associated with Syndicate Bank Staff Training College, Hyderabad, Indian Institute of Banking and Finance, Magnuss school of business, Maharshi Vidyapeeth, Vishwa Vishwani Institute of systems and Management, Aurora P.G College. A regular visiting faculty for premier institutions like C-Tara, NABARD, National Academy of construction, Federation of Co-operative banks, Mahesh Bank etc. He teaches Finance and Accounting, Wealth Management, Financial Services Management, Corporate and SME Banking, & International Banking at IBS Hyderabad. He was a state level trainer on Micro-finance for five years conducting programs for NABARD, APARD and SERP.



**Prof. Shylajan C S** has research interest in international economics, macroeconomics, international trade & environment, environmental economics and exchange rate dynamics. He was also a Visiting Research Fellow at ICTP, Italy as part of Environmental Economics Programme sponsored by UNESCO and Beijer Institute, Sweden. He has authored a book titled "Economic Instruments for Managing Municipal Solid Waste in India".

► For details contact BEAM Co-ordinators

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HYDERABAD

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**BEAM**

Business Efficiency for Agri-Business Managers

Management Development Program

October 23-27, 2013

## Success is the velocity with which one reaches one's goals

Managerial efficiency is the crux of any successful enterprise which enhances the velocity of performance. Business firms operate in a competitive environment and a high level of efficiency is expected of the managers. BEAM (Business Efficiency for Agri-Business Managers) is a program exclusively designed at IBS Hyderabad for agri-business managers to meet the changes & challenges.

### Business Efficiency for Agri-Business Managers

The Indian agribusiness firms need top-level managerial talent to meet the rapid changes in this era of globalization. The senior and middle level executives should contribute and lead the evolution of an organization in response to the change. **The objective is to remain efficiently competitive in a rapidly changing environment.** BEAM bestows an opportunity to business employers to upgrade their managerial talent and scale-up their efficiency.

### Target Audience

- Managers of public and private agri-business firms
- Managers of public and private banks holding functional responsibility of Agri-business
- Faculty members teaching agri-business related subjects

### Objectives

BEAM enables the participants to take an external perspective of the context in which the business firm operates and an internal perspective of the capabilities of the firm and industry. The external environment impacts the firm through a number of 'forces' that collectively define the structure, conduct and performance of an industry. The business managers should be empowered to formulate possible strategic responses to mitigate negative effects and create an outcome that works in the firm's favor.

BEAM enables the business managers to get a solid grasp of the management concepts and various strategic options under uncertain conditions. It propels them to take higher responsibilities and understand the interdependencies in an organization. Besides, it will enrich them with insights about strategic alternatives that endow the greatest positive impact on the firm's future and to cope with competition.

### IBS Hyderabad @ a Glance

- High-quality management programs to students, executives and professionals
- Reputation for designing and delivery of innovative programs and developing quality courseware
- Personalized instruction, strong industry interface, research, consultancy and publications
- Ranked among top B-Schools of India
- SAQS (South Asian Quality Assurance System) accreditation
- World-class Infrastructure

### Centre for Management Development (CMD)

IBS CMD has conducted MDPs to corporate executives on topics like Finance for non-Finance professionals, Operations for Corporate Excellence, Sales Management, Team Building and Leadership, Managerial Communication and Business Etiquette, Managerial Effectiveness for Leadership, Financial Modeling, Tools and Techniques for Managerial Decision Making, Strategic Marketing Management. Top clients of IBS include, Intelligroup, Wipro, Sangam Health Care, BHEL, Hyderabad Metro Water Board, Water Health International, Hindalco, Astra Microwave, Air Liquide India, National Academy of Construction, Indian Railways.

### BEAM - The Program

Module	Content	No of Sessions
<b>Economics of Strategy</b>	<ul style="list-style-type: none"> <li>Understanding the Firms' General Environment</li> <li>Impact of Environment on Sustainability of Business</li> <li>Market Structure, Conduct and Performance of Business Firms</li> <li>Horizontal Boundaries of the Firm: Economies of Scale and Scope</li> <li>Vertical Boundaries of the Firm</li> </ul>	4
<b>Economic Environment of Business and Public Policy</b>	<ul style="list-style-type: none"> <li>Concepts of National Income, Inflation, Monetary and Fiscal Policy, Agriculture policy- National and International</li> <li>WTO and Agribusiness</li> <li>Environmental Opportunities and Industry Structure</li> </ul>	4
<b>Financial Markets &amp; Competitive Analysis with Reference to Agriculture</b>	<ul style="list-style-type: none"> <li>Porter's Five Forces Model</li> <li>Competitors and Competition, Market Segmentation and Positioning, Value Creation and Differentiation, Business Life Cycle, Customer Satisfaction</li> <li>Present Issues Related to Marketing of Agricultural Inputs</li> <li>The Dynamics of Pricing Rivalry, Entry and Exit, Industry Analysis</li> <li>Commodity Derivatives and Risk Management</li> <li>Securitization in Agriculture</li> </ul>	4
<b>Financing Agricultural Operations</b>	<ul style="list-style-type: none"> <li>Direct &amp; Indirect Finance to Agriculture</li> <li>Factoring &amp; Forefating of Agricultural Receivables</li> <li>International Agri-business Trade &amp; Exchange Controls</li> </ul>	3
<b>Evaluating Firms Internal Capabilities</b>	<ul style="list-style-type: none"> <li>The Resource Base View of the Firm, The VIRO Approach, Ethics and Strategy</li> <li>Environment, Power and Culture, Uncertainty and Firm Behavior</li> </ul>	5
<b>Strategic Management</b>	<ul style="list-style-type: none"> <li>Strategic Positioning for Competitive Advantage</li> <li>Strategic Choices</li> <li>Executing the Strategy</li> </ul>	4
<b>Human Resource Management &amp; Soft Skills</b>	<ul style="list-style-type: none"> <li>Engaging Employees Performance and Managing Performance, Learning Management Systems</li> <li>Interpersonal Relations, Colleagueship and Employee Relations, Assertive Skills &amp; Soft Skills</li> </ul>	5
<b>Review and Feedback</b>		1

### BEAM Schedule

Duration: <b>5 Days</b>	Registration Fee: INR <b>25000</b> per participant	Fee Includes: Study Material Boarding & Lodging
October <b>23-27</b> , 2013	Early bird incentive of Rs <b>5000</b> if registered before <b>August 31</b> , 2013	

### BEAM Registration

- For online transactions: HDFC Current A/c no: 05212000004843 Bank & Branch: HDFC Bank, Banjara Hills Branch, Hyderabad, A/c Name: IBS Hyderabad, Swift Code: HDFCINBBXXX, RTGS/NEFT Code: HDFC0000521
- For payment through DD, the DD shall be drawn in favor of 'IBS Hyderabad' and sent by 'Registered Post' ONLY
- Cancellation and refund of fee are not permitted. A registered participant can send a substitute by prior information
- All correspondence shall be addressed to

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