

## The Department of Business Management

Nestled in the sprawling, sylvan campus of Osmania University, the Department of Business Management has been conducting a two-year Post Graduate Programme in Business Management since 1964. It was established as an independent entity in 1971. Recognizing that 'change' is the 'mantra' of today's corporate world, it keeps updating itself to adapt to the ever-changing demands of today's corporate world. The Department trains more than 250 students every year with the best of faculty and facilities. It is the largest Department in South India ranked 9th in the latest All India Survey conducted by Outlook Magazine. The faculty comprises of intellectually stimulated academicians having a vast experience in various fields that enables them to impart practical knowledge to the student community. They are in touch with the practicalities and intricacies of business and are constantly striving to transform the students into successful and progressive leaders of the future. The Department takes pride in providing its students with the best of facilities like, an excellent library, state-of-the-art computer laboratory and a well-equipped auditorium.

## Programmes offered

With the objective of catering to the increasing demand for managerial and entrepreneurial excellence, the department offers a number of programmes, moulding the students for the challenges of tomorrow.

### Masters of Business Administration

1. Full time 2 years Programme (Day)
2. Part time 3 years Programme (Eve)
3. Full time 2 year Programme (MBA-Technology Management)
4. Fulltime Executive Programme(MBA-Technology Management)

## Collaborative Programmes

In addition to those mentioned above, the Department has collaborations with the following organisations / institutions through a Memorandum of Understanding [MOU], to offer tailor-made programmes :

1. The College of Defence Management [CDM] to offer a Masters Degree in Management Studies for Senior Officers of the Army, Navy & Air Force.
2. The National Police Academy, Hyderabad running a Masters Degree in Police Management for IPS probationeries.

## Seminar Theme

Under ongoing turbulent corporate environment it is observed that the managerial practices of the corporate bodies are undergoing a drastic change, in order to understand and ventilate the strategic practices of our companies, the following broad themes are selected for discussions and debate.

## BROAD THEMES

### Marketing Practices:

- Branding Strategies
- Sales and Advertisement
- Packaging and Retailing
- Urban and Rural Practices

### Human Resource Practices:

- Organisational Behaviour, Human Resources Management
- Outsourcing for Emerging Markets
- Training and Development
- Work Force Diversity, Work-Life Balance

### Financial Practices:

- Financial Services and Micro Finance
- Banking and Insurance
- Investment and Risk Management
- FDIs and FIIs

## Registration Form

Name : .....

Area of specialization : .....

Designation : .....

Institute : .....

Sponsoring Authority : .....

Delegate fee particulars : .....

DD No : .....Drawn on : .....

Dated : ..... for Rs. ....

### Registration Fee:

- |  |          |
|--|----------|
| • Corporates                               | Rs. 2000 |
| • Academicians/Part Time Research Scholars | Rs.1000  |
| • Full Time Research Scholars              | Rs.500   |
| • Managment and Commerce Graduates         | Rs.500   |

Registration Fee should be paid in D.D. in favour of **The Head, Department of Business Management, OU**, payable at **Hyderabad**. Spot Registration also available at 9.00 a.m. on Seminar Date.

Articles should be submitted in full on or before 18th Jan, 2013 to [dbmseminar2013@gmail.com](mailto:dbmseminar2013@gmail.com). The first page should contain the Title of the paper, Author(s), Designation, Contact Address, Email ID, and Mobile Number, Font to be used Times New Roman 10 & Articles should not exceed 8 pages.

## Programme Schedule

### Jan 28th 2013

|                      |                       |
|----------------------|-----------------------|
| 10.00 am to 10.30 am | Registration          |
| 10.30 am to 11.30 am | Inaugural session     |
| 11.30 am to 11.45 am | Tea                   |
| 11.45 am to 1.15 pm  | Technical session-I   |
| 1.15 pm to 2.00 pm   | Lunch                 |
| 2.00 pm to 3.30 pm   | Technical session-II  |
| 3.30 pm to 3.45 pm   | Tea                   |
| 3.45 pm to 5.15 pm   | Technical session-III |

### Jan 29th 2013

|                      |                      |
|----------------------|----------------------|
| 10.00 am to 11.30 am | Technical session-IV |
| 11.30 am to 11.45 am | Tea                  |
| 11.45 am to 1.15 pm  | Technical session-V  |
| 1.15 pm to 2.00pm    | Lunch                |
| 2.15 pm to 3.30 pm   | Technical session-VI |
| 3.30 pm to 3.45 pm   | Tea                  |
| 3.45 pm Onwards      | Valedictory          |

#### Seminar Chairman

**Prof. V. Shekhar**

Principal  
UCC & BM  
Osmania University

#### Convenor

**Prof Selvarani Balan**

Head  
Dept of Business Management  
Osmania University

#### Co-ordinator

**Dr. Y. Jahangir**

Asst. Professor  
DBM, O.U.  
Mobile : 94407 43470

#### Organising Committee

|  |  |  |
|--|--|--|
| <b>Dr.R.Sampath Kumar</b>                          | <b>Dr. Smitha Sambrani</b>                           | <b>Dr. V. Sudha</b>                                  |
| Asst. Professor<br>DBM, O.U.<br>Cell : 94904 69339 | Asst. Professor<br>DBM, O.U.<br>Mobile : 98493 61301 | Asst. Professor<br>DBM, O.U.<br>Mobile : 98662 08982 |

## Department of Business Management

#### Professors

Prof. S.Narasimha Sarma  
Prof.V.Shekhar  
Prof. A.Vidyadhar Reddy  
Prof.A.Suryanarayana  
Prof. B.Krishna Reddy  
Prof. R.Nageswar Rao  
Prof. Selvarani Balan  
Prof. B.S.Rao  
Prof. K.Kalidas  
Prof. K.Mallikarjuna Reddy  
Prof. S.Pardhasaradhi  
Prof. (Mrs) K.G.Chandrika

#### Professors

Prof. (Mrs.) G.Shailaja Sundaram  
Prof. P.Venkataiah  
**Associate Professors**  
Sri R. Hanumanth Rao  
Dr. R.Venkateswara Rao  
Dr. B.Muralidhar  
Dr. D.Sreeramulu  
**Assistant Professors**  
Dr.V.Sudha  
Dr.Smitha Sambrani  
Dr.R.Sampath Kumar  
Dr.Y.Jahangir

#### About the Organizers :



#### Seminar Director :

**Professor. V. Shekhar**

Principal,  
University College of Commerce & Business Management

An eminent personality in the field of Marketing with global repute, he has more than 26 years of experience in the field of academics and is a Visiting Professor at the Asian Institute of Technology, Bangkok. He specializes in the field of Marketing and has travelled widely visiting countries like USA, UK, Egypt, Thailand, Australia, Netherlands etc. Professor Shekhar was honoured with the Best Teacher Award-2011 by the Government of Andhra Pradesh.

#### Convenor :

**Professor Selvarani Balan**

Head, Department of Business Management.

She has 30 years of experience in Teaching MBA's in the field of HR & Marketing. She has published 1-Book & 14 Articles. She was Former Dean in Faculty of Management. She has attended various National & International Seminars. She is the Member of various Committees in Osmania University.



#### Co-ordinator :

**Dr. Y. Jahangir**, Asst. Professor

He specializes in Marketing and has more than 17 years of experience in the field of academics. He has guided 4 students in M.Phil. He has presented 15 Articles in various National & International Seminars.



## Two-Day National Seminar on Modern Management Practices (Sponsored by : ICSSR) Government of India. Jan 28-29, 2013.

**Department of Business Management  
Osmania University,  
Hyderabad - 500 007.**

