



**MANAGEMENT  
PROGRAMS**  
PROSPECTUS



"FBS DEVELOPS CRITICAL THINKERS AND CURIOUS, CREATIVE LEADERS WHO ASPIRE TO BECOME THE DIFFERENCE IN THE WORLD."

**BE THE  
DIFFERENCE**

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## INTERNSHIP @ EUROPE



# FBS

BUSINESS SCHOOL



**“AT FBS, WE CREATE WISE LEADERS WHO ASPIRE TO BECOME THE DIFFERENCE IN THE WORLD OF BUSINESS AND BEYOND.”**

## WHO WE ARE

FBS is an unique and innovative business school in the era of disruptive innovation, formed to create the difference in the world of business education and beyond.

## VISION

To be a world class management institute with Futuristic Orientation and Commitment towards innovation and excellence by Creating, Communicating and Delivering valuable knowledge at an affordable cost.

## MISSION

To become a Centre of Excellence in the world of business education and beyond for the development of human capital.

We are a learning community of faculty, staff, students and business leaders dedicated to the creation, dissemination, and application of management knowledge. In carrying out our mission, our programs place special emphasis on research, leadership, strategic thinking and entrepreneurship.

## VALUES

- Integrity above all
- Excellence in all we do
- Inclusiveness and respect for others (Believing in We instead of Me)



## WHY FBS?

“Integrity in all endeavours, teamwork that reaches beyond oneself in a supportive community and a time-honoured belief that the highest-quality learning comes from connecting amazing students with leading scholars.”

### CHANGE THE WORLD

Come here to be challenged. Leave ready to take on the most important challenges of our time. At FBS, we create wise leaders who aspire to become the difference in the world of business and beyond.

### BE THE DIFFERENCE

“Will you welcome adversity and challenge?  
Will you follow everybody else, or go your own way?  
Will you measure your success by your ability to change your world?  
If your answer is yes, nothing but true lasting success awaits you!”

FBS provides its graduates with the knowledge and inspiration to do well and do good to become the difference in the world of business and beyond. As the global economy continues to become more dynamic and diverse, the call for broad, values-driven leadership will continue to grow louder.

What will not change, however, are the beliefs that sustain it: in reaching beyond oneself in a supportive community, and in connecting talented students with leading scholars to enable learning of the highest quality.



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## LEARN BY DOING

Extend your impact beyond the classroom as you apply academic theories to real-world experiences.

Test. Iterate. Prove your concept. Launch an entrepreneurial venture or venture outside your comfort zone on projects that apply curricular concepts to real-world problems. At FBS, learning is doing and putting knowledge to work in a business context.



## REAL WORLD BUSINESS CHALLENGES

The power of experiential learning is realized throughout the FBS curriculum, from the required Internships and Projects, where students apply knowledge in real time to a real business challenge, to the on-the-ground experiences that make up FBS succeed.

Entrepreneurship is another practical proving ground for theory. Students interested in launching their own venture can call on the vast resources of FBS's Entrepreneurship Initiative, which supports student e-ship through a range of programs, activities, and events designed to give every good idea the start it deserves.



## BE CHALLENGED AT EVERY MOMENT

The curriculum at FBS is immersive, intensive and hands-on. We bring rigor and relevance to core and elective courses, reveal how knowledge is created, and give you the flexibility to chart your own path. FBS faculty are thought leaders, top scholars, and superb teachers and remarkably accessible, inside and outside the classroom.



## RIGOR AND RELEVANCE

We ask a lot of students, but no more than what will be asked of them as leaders. Every element in the academic experience at FBS from team-based project work, experiential and global learning opportunities to case-based courses and more, is designed to push students further than they thought possible, with the goal of developing wise leaders who aspire to become the difference in the world of business and beyond.

Our integrated curriculum provides critical coverage of key functional areas and disciplines while pathway programs offer the opportunity for rigorous exploration of a relevant business.

FBS faculty are luminaries committed equally to student learning and advancing new knowledge. In our small-scale Research-to-Practice Seminars, these endeavours come together as students are taken deep inside the knowledge - creation process.

# ADVISORY BOARD



**DR. SANDEEP SANCHETI**

President - Manipal University  
Vice President - AIUA



**DR. MR GOPALAN**

Former Professor IIM - Bangalore  
45 Years of Excellence in Academics



**DR. GS RAO**

Director, Badruka Group of Institutions,  
40 Years of Excellence in  
Corporates & Education



**RAM KUMAR SESHU**

Author & Founder, Born to Win,  
35 Years of Excellence in  
Advertising & Corporate Training



**MANISH VIG**

Non Executive Director -  
Nanyang University, Singapore  
Trade Commission Member -  
Japan & Turkey



**PAUL EBINESAR**

18 Years of Excellence in  
Education and Training



**GREG MC COLLOUGH**

CEO - Dynamic Learning Services  
Australian Govt. RTO



**TOMOYUKI YAMATO**

Dean - KIEO University, Japan  
Director - NTT Data, India, Sri Lanka



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## DIRECTOR GENERAL - FBS

### **BHARAT VIDYA SHIROMANI. DR CN NARAYANA**

Senior Professor of OD, Change & Leadership

Former Director General - KIAMS

Former Director - IFIM

Former Registrar - IMI, Delhi

He has more than 30 years of experience out of which 20 years at senior positions in the corporate world and 10 years in management education. He was a professor and Registrar with IMI, New Delhi, Professor & Director of IFIM, Bangalore and his last leadership position held was "Senior Professor and Principal Director" heading both Harihar and Pune campuses of Kirolskar Institute of Advanced Management studies till August 2017, where he transformed & turned around KIAMS to an enviable level in all parameters and listed no.4 among business schools leadership by NHRDN & People matters in 2016. On the corporate side, he was associated with reputed organizations like Godrej Group, Thermax, RPG Enterprises, General Electric and Xerox in his corporate journey- handling operations, finance, FP&A, Materials, HR, Marketing and Operations both domestic and in global settings.

Dr. C.N.Narayana is a meritorious student of Commerce from P.S.G.College, Coimbatore. He also holds a post graduate degree in Marketing Management with an Executive MBA and a Ph.D., in Human Resources Management from Canterbury University, U.K. He is a moderator and Panelist in several educational forums and NHRDN and Higher Education Summits. He was a Key Note Speaker in several educational forums, summits. He is also an External Examiner for Ph.D., course in Jain University Bangalore. He has to his credit, several international papers and Case Studies which includes reputed publications in Case Centre U.K, Case Centre USA, SAGE and IABE. Dr. C.N.Narayana also chaired Sessions in Strategic Summit in IABE Conference both in Los Vegas and Florida.



He is also in the Editorial Board of Paper Reviewers in IABE. He is an active member in NHRD- Network, contributing industry experience and academic inputs to various programs conducted by NHRDN. He was also a member of core-committee for International Accreditation (AMBA) and SAQS Review Committee of IMI. He is a listed Google scholar. He has published 4 books, two of them published by Lambert Academic Publications (LAP), Germany. He has also contributed several articles in news papers, online media. He was invited as a Key note speakers in several management forums including NHRDN, Singapore Management University, Boomborg, California State university forum etc.,

He is a recipient of several national and international awards for his contribution to management education, leadership, teaching and research. A Few notable one includes: Time Research Leadership Award, Best Professor of Business Schools (several), World Wide Achievers Award, Asia Education Summit Award, Visionary Leadership Award, Global Thought Leadership Award, Asian Knowledge Management Leadership Award, Several Best Business School best Director Awards, Dr. Radhakrishnan award for the best teacher, Outstanding Asian HR Professor Award, Bharat Vidya Sheromani Award for Excellence in Education and Leadership in 2016, Eminent Educationist award in the year 2017, Abdul Kalam Gold Medal award in the year 2018.

# CHIEF ADVISOR & MENTOR

## WELCOME TO FBS

Become part of a community that supports and embraces you as you test the limits of who you can be. Take risks. Discover new strengths. Fall down. Stand up stronger. Collaborate. Innovate. Become the difference in the world today. Your classmates, parents and the FBS community will be behind you every step of the way.

FBS community is a laboratory, where stories of students supporting each other are the rule, not the exception, where bright minds and bright futures come together for a single purpose to prepare wise leaders to become the difference in the world of business and beyond.

At FBS, community is purposeful and it shines through the everyday moments that define us: a meal shared with classmates, an impromptu meeting with a professor, downtime in the lobby, a personal moving or at FBS events.

Our community is unlike any other you will find. Enriched by the calibre of its people, strengthened by the intense desire, and sustained by the lifelong relationships it creates, the FBS community will support and nurture you throughout your time here and wherever FBS takes you.



### DR. N.R. SHETTY

Chancellor, Central University of Karnataka  
Chairman, Karnataka State Universities Review Commission  
Performance Mentor & Auditor, World Bank TEQIP  
President, Indian Red Cross  
Former Vice Chancellor, Bangalore University (Twice)  
Former President, Indian Society of Technical Education  
Former Chairman, South West Region, Aicte  
Former Member Executive Committee, AICTE

"I'd like to extend all of you a hearty welcome to FBS. In today's world, the need is more for leaders than managers. As the world gets flatter, the demand for innovative leaders has never been greater."

A handwritten signature in black ink, appearing to read 'Dr. N.R. Shetty', with a horizontal line underneath.

Dr.N.R. Shetty



# FBS

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# HONORARY DIRECTOR

## DR. SIVA NAGI REDDY EMANI

CEO, The Cultural Center of Vijayawada,  
Former Director, NITHM  
Former Director, A.P. Archeology

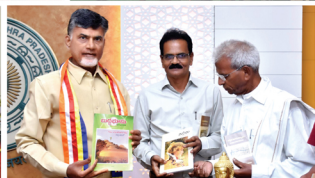
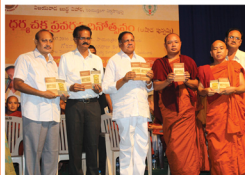
Prof. Reddy joined Govt. Service in 1978 in Endowments Department and in 1979 moved to the Department of Archaeology & Museums, Govt. of Andhra Pradesh. Successfully transplanted more than 100 temples (built between 7th to 17th Centuries A.D.) which were threatened submergence of Srisailem Reservoir and Built more than 300 New Temples all over Andhra Pradesh and Telangana States as per the Silpa and Agama Sastras.

Prof. Reddy served National Institute of Tourism & Hospitality Management, Hyderabad as Director, School of Travel and Tourism. Prof. Reddy developed lot of Tourism literature for Department of Tourism, Govt. of Andhra Pradesh. He is on many expert committees and academic bodies at many State Universities.

Dr Reddy is Chairman Board of Studies, Dept. Of Travel and Tourism, Vikram Simhapuri University, Nellore, AP and member, Board of Studies, Dept. Of Ancient Indian History Culture and Archaeology, SV University, Tirupati, and Dept. of Management and Tourism, Acharya Nagarjuna University, Guntur. He is nominated as member High level Committee for the Schemes of Hriday and Prasad at Amaravati, a Buddhist Centre in Andhra Pradesh.

Prof. Reddy wrote and edited many books (nearly 85 books and 500 articles) on History, Culture, Archaeology, Buddhism and Tourism.

Dr. Reddy after his retirement from the Department of Archaeology and Museums in 2013 April, as Sthapathi joined in APTDC and then as Director, State Gallery of Art till May 2014. He again joined in APTDC as OSD (Art and Sculpture) holding full additional charge OSD, Silparamams, AP.



## DIRECTOR - MARKETING & OPERATIONS

### SAI KRISHNA Y

Professor - Marketing & Sales Management  
Former GM - Ezone,  
Former Placement Director - ICFAI  
Former Director - WLC

He has been in teaching, research, training and consulting for the past twenty years. His teaching interests include Marketing Management, Behavioural Science, Entrepreneurship, Consumer Behavior & HRM.



He has varied research interests and has several research papers in the areas of Entrepreneurship & Management. He has also presented several research papers in many international and national Conferences. He also serves as a member of academic committees of management schools in India.

Prof. Sai Krishna has conducted several Faculty Development Programmes and Employee Development Programmes. He has substantial experience in academic administration & Corporate Administration.

Prof. Sai Krishna was associated with B.B.M the flagship course of P.B.Siddhartha College who was one of the architect of this flagship course. He worked with ICFAI, WLC at different levels - Faculty, Area Coordinator, Regional Placements Officer, Principal & Director.

## DIRECTOR - INTERNATIONAL AFFAIRS

### DR. E MURALI DARSHAN

Professor International Business  
Professor Emeritus - IIFT, Delhi  
Former Professor - Memphis University, USA  
Former Professor - University of Ashland, USA

Dr. E. Murali Darshan, a noted academic, policy advisor and foreign trade analyst, did his PhD on Impact of WTO on India's International Trade special reference to Services Exports from Osmania University. For over a decade he taught at the prestigious Indian Institute of Foreign Trade, New Delhi. He was Associated with WIU (Western International University USA) as visiting Professor Teaching International Business and International Business Environment. He works at University of Ashland and Memphis University, USA. He is instrumental in starting the MBA International Business at JNTU Hyderabad, Academic Governing body member of Indian Institute of Packaging, Worked as Consultant and Professor Management Department at National Institute of Pharmaceutical Education and Research Hyderabad NIPER and founder of MBA Pharm.



Dr. E. Murali Darshan has been responsible for conducting path breaking studies and research and both initiating as well as formulating central government and state government's policies with respect to foreign trade. He was responsible for the Central Government initiatives: Focus Africa, Focus Latin America, How to create Indian brand image in USA market and traveled extensively. In addition he formulated the Foreign Trade Policy of Andhra Pradesh based on his report on AP Export Potential. Several things were developed and This became the benchmark for similar exercises by many other states in India, in which, Dr. E. Murali Darshan is one of the foremost experts in the country in the field of Foreign Trade and International Business. He is currently serving as lead Consultant for the training of the SAARC Officials. Recently he was invited as speaker on FTA's for the 4th GLOBAL ECONOMIC SUMMIT Organised by World Trade Centre.



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## DIRECTOR - ACADEMICS

### DR. REVATHI IYER

Professor - Financial Management  
Former Professor - KIAMS  
Former Professor - IFIM



Dr. Revathi Iyer has behind her 38 years of experience in teaching. The interests of teaching have forayed from tiny tots to management graduates. A prolific writer, she has written a couple of books and very closely associated with the Institute of Chartered accountants of India. She has been associated with the International institute of Valuers and has authored a book on Valuation practices in India. A committed researcher she has under 14 international publications and has authored 5 books on management and finance.

Her work experiences include among others a rich and fruitful experience in schools colleges , exposure to US accounting practices as a Certified Pro Advisor, Quick books Boston Accounting group, Subject Matter Expert in the CNK Management systems , Chairperson Academics and Associate Professor in the IFIM Business School and Dean Academics and professor at the Kirloskar institute of Advanced Management studies .

Her commitment to development of management education through sensitizing students towards personality development is her focus. Passion towards designing community outreach programs through learning center initiatives are here future plans.

## CHIEF TRAINING OFFICER

### KIRAN KURWADE

Professor - HRM & Soft Skills  
Corporate Trainer, Life Coach - Scientologist  
Image Consultant, Writer & Social Entrepreneur



Corporate professional with over 20 years of multi-dimensional experience in Sales & Mktg., Retail Operations, Training & Development. Key player in aligning Business Goals with T&D/OD interventions. Rich exposure to Business Processes & Behavioral Skills; Significant inclination towards Meditation, Human Psychology to enhance Leadership/ Managerial Effectiveness. Instrumental in building teams achieving targets harmoniously. Believes in Triple Bottom Line i.e.Profits, People and Planet. Resourceful at increasing & sustaining customer (internal & external) base with proven ability of planning & implementation.

Results Certified Coach, accredited with ICF (Intl. Coaching Federation)  
Certified Leadership Trainer by Australian Inst. of Mgmt  
Certified L&D Mgr - Carlton Advanced Mgmt Institute, USA - Middle Earth Consultants.  
Certified Psychometrician & Scientologist  
Certified Master Trainer by Reliance Ind. Ltd and Flying J, USA  
Attended workshop of Communication, Goals & Targets by Hubbard College of Administration (Scientology & Dianetics)  
Aside India, delivered soft skills to multi nationals; Facilitators of Kabul.  
Been at Riyadh, Dammam & Jeddah to coach Aviation Professionals

## CHAIR - RESEARCH & ANALYTICS

### ANANTHA MURTHY NK

Professor - Research & Analytics  
Former Professor - Welingkar Bangalore

Statistician with over 20 years experience in Academics and Industry. He is currently teaching Business Statistics, Operations Research, Operations Management, Business Research Methods and Marketing Research & Data Analysis and Decision Making using statistical softwares.



He has presented 30 Research papers in International and National conferences and 10 papers are published in national and International journals.

His research areas are Multivariate analysis, Regression modeling, Discriminant analysis, conjoint analysis and Multidimensional scaling techniques, econometrics and Decision sciences.

He worked for many Business schools in Bangalore, and also he has worked as a Member of Board of Studies and Board of Examination in Kuvempu University, Karnataka. Currently he is working Statistician for Data Analytics.

## CHAIR - BEHAVIOURAL SCIENCES

### DR D.V.RAMANA MURTHY

Professor - Behavioural Sciences  
Former Director - KBN

Dr. D.V.R. Murthy has been in teaching, research and training at Post Graduate level for the past 40 years. He is a Professor and Author in the areas of Management and Behavioural Sciences. He was heading the Management Departments of different institutes as a Professor and Director.

He had his formal orientation and training from reputed institutes like Indian Society for Training and Development, New Delhi, XLRI Jamshedpur, Academy of HRD, Ahmedabad.



Visiting Faculty / Trainer at many educational institutions offering Management Education and at several Corporate Houses. He has to his credit around 50 research publications in international/national journals of repute. He is a certified corporate trainer and conducted good number of supervisory and executive development programs to many companies, which includes several Banks, Insurance Companies and NGO's

He is an accredited Trainer/Resource Person for Andhra Pradesh Human Resource Development Institute (APHRD) - Government of Andhra Pradesh and its District Training Centers.

His areas of interest in teaching, research and training include: General Management, Behavioural Sciences, Services Marketing and Financial Management.



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## CHAIR - PRODUCTION & OPERATIONS

### DR. NITIN JOSHI

Professor – Operations Management & Sales  
Former Professor – Welingkar Mumbai



Practicing management consultant with over twenty years of rich and varied experience in Sales and Marketing. (MCX, Datapro and ATCO, with core areas of interest in Operations

Management and Materials management.)

Sales and Marketing management is close to his heart.

Have developed self-learning materials on Services & Operations management and have authored many articles and research papers. Believes that continuous improvement, innovation and sustainability are important in management education.

Conducting Management Development programs with the corporate executives on Operations management, Project management and sales process management. is what I enjoy the most.

## CHAIR - BUSINESS AND ECONOMICS

### DR. SUBBALAKSHMI S

Professor – Business & Economics  
Former Dean & Director - Maris Stella College



Prof. Subbalakshmi having 30 years of experience in teaching and training, known for her publications in renowned journals like Yojana (Ministry of I&B, Publication Division, Government of India).

Authored many PG & UG Programmes of Acharya Nagarjuna University and Dravidian University. The Book on "Indian Economy" authored by her is note worthy.

Co-Authored "Andhra Pradesh Economy- Development" book, specially meant for competitive exams of Group1 and Group 2.

"Sarva Siksha Abhiyan" a wing of UGC research project of Acharya Nagarjuna University selected her as a Technical Consultant.

Her research papers on wide array of economic topics were presented and published in about 50 national and international seminars.

Her talks are frequently aired by A.I.R

She is a member on Board of Studies in many professional institutions .

She is a life member in the professional bodies like IEA and APEA.

## ASST.PROF - ACCOUNTING & FINANCE

### SATYENDRA KUMAR M

Asst. Professor - Financial Accounting  
Former Co-Founder and Director - Dial Vijayawada

Mr. Satyendra comes with a decade of experience in corporates, entrepreneurship and teaching.

An expertise in TALLY 9 ERP, WINGS, WINCA & FOCUS Accounting Software Packages, SAP FICO.

His area of research interest is Corporate Finance, with several years of experience in teaching, research and administrative, he serves FORBES B SCHOOL since its inception.

Prof.Kumar is a social conscious individual and environomist, actively involving in social works like organising blood donations, medical camps, volunteering and participating in several NGO programs.



## ASST.PROF - OPERATIONS & RESEARCH

### BALAJI GOPALAN

Asst. Professor - Operations & Research  
Former Professor (Adj) - KIAMS, XIME, IIM-U

Professor Balaji Gopalan has over 14 years of experience in academics, research and consulting abroad in Finland, USA and in India.

His academics and research has involved fulltime on campus studies: D.Sc in Economics

and Management from the Faculty of Technology / Business Studies - University of Vaasa, Finland (2011-2014); M.Sc. in Information Studies - Florida State University, USA (2003-2006); M.E. in Manufacturing Systems - BITS-Pilani, Rajasthan (1998-2000); and B.E. in Industrial & Production Engineering from Sri Jayachamarajendra College of Engineering (SJCE), University of Mysore (1994-1998).

He has studied and worked in the USA for 6 years between 2003 and 2010 and worked for 3.5 years as a Doctoral researcher at the University of Vaasa, Finland between 2011 and 2014. He has received scholarships for his study and research abroad in the USA at Florida State University and the University of Vaasa, Finland. He has onsite consulting experience with companies in the USA and in Finland.

At the International level, he has presented papers during 2011 and 2014 at the American Marketing Association (AMA) SERVSIG International Service Research Conference held in Helsinki, Finland (2012) and the Strategic Management Society (SMS) Conference in Glasgow, UK (2013) and submitted many national and international papers in the area of analytics and value co-creation.



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# FACULTY

Our esteemed faculty members are experts in innovation, collaboration, entrepreneurship, and organizational change and core business disciplines.

## CORPORATE SPEAKER SERIES

FBS plans to bring speakers of national and international renown to campus several times a year to shed insight, provoke thought and stimulate conversation about some of our time's most compelling issues, stories and events.

This would offer the students as well as the community, exciting learning opportunities that are unique and unavailable elsewhere, thereby enhancing the quality of student life. The program looks at bringing speakers from diverse fields from politics to entertainment to business.

## INSPIRING THE NEXT GENERATION OF LEADERS

Our esteemed faculty members are teachers, authors, researchers, consultants and experienced practitioners. They are experts in innovation, collaboration, entrepreneurship, organizational change and core business disciplines.

## FACULTY EXPERTISE ACROSS DISCIPLINES

Like the students they teach, FBS faculty members represent an incredible set of diverse intellectual interests, international backgrounds and life experiences. They are at the forefront of their disciplines, grounded in the realities of business and management. They are also highly sought after as advisers to corporations and governments on some of the world's toughest business and social issues.

Our faculty members write books that business students use in class, meaning that FBS you will discuss the issues face to face with the authoritative source.

Most important, our faculty members are passionate teachers and wise mentors who make themselves accessible to students well beyond graduation. And like the unique culture they help shape, our faculty collaborate across departments to create insights that leaders need to grow their organizations.

FBS faculty members bring theory to life so you can apply it in yours.

FBS features a one-of-a-kind model of research and teaching that prepares students to solve complex problems and lead positive, meaningful change.

## A UNIQUE THOUGHT LEADERSHIP MODEL

Leaders today constantly confront highly complex issues that require a new approach to problem solving, one that cuts across disciplines. Neither the problems nor the solutions of today's business issues reside in the silos of the past. That's why we have introduced a one-of-a-kind model of research and teaching that draws on the strengths of our academic departments.

As our graduates rise through their organizations, they will be asked to confront increasingly complex problems. These problems will require them to bring together insights from different disciplines. The initiatives give FBS students a head start in training to do so.

## PEDAGOGY

### GROW YOUR SKILL SET AND ACHIEVE YOUR FULL LEADERSHIP POTENTIAL

Be prepared to lead wherever you go and in whatever you do thanks to our customizable curriculum and emphasis on general management.

### EXPERIENTIAL LEARNING

FORBES coursework and team projects challenge you to make connections between academic theory and real-world practice. FBS provides "Industry Internships" to its students which bring practical exposure and experience learning to take up the challenges in the world of business and

### MAKE AN IMPACT BEYOND FOUR WALLS

Experiential learning exposes you to the same challenges business leaders face every day. Working alongside faculty members, fellow students and corporate partners through Internships, Workshops and Industry visits.

### GLOBAL EXPERIENCE

FBS prepares you for leadership in the global economy with a fully informed view of the world across multiple dimensions. FBS offers "International Study internship Tour" to all the students to countries like Japan, Singapore, Europe, Dubai etc for International Exposure.

### SCALE YOUR IMPACT BEYOND BORDERS

Our global curriculum will prepare you to lead in any economy. Whether it is the diversity of our faculty and student body, our international presence or the experiential learning opportunities we provide, FBS's global offerings equip you to lead anyone, anywhere in the world.



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# BE THE DIFFERENCE

## BUILD BETTER ORGANIZATIONS

Pivot. Change careers. Find your calling. At FBS we align outcomes with aspirations by connecting students with incredible opportunities and the resources to make the most of them. Combine this with most responsive networks in the world and you'll see why our graduates lead the way in measures of employment success.

## LEAD ACROSS CULTURES

Learn to lead cross-culturally through the portfolio of on-the-ground learning opportunities that make up the best. Faculty - led immersive global courses, International Tours, Exchange Programs, International engagements, Projects, Internships and more.

## A WORLD OF OPPORTUNITIES

Learning is boundless in our interconnected world. But to truly understand how others live, work, and do business - a requirement for today's leaders, nothing rivals being on the ground in another country. FBS provides students with the skills and knowledge to successfully navigate diverse business environments across the globe.

At FBS, the world is your classroom. Take on a real business challenge for a national or international client through corporate engagements. Broaden your perspective on a faculty-led Insight Expedition to a new business environment. Apply classroom concepts to complex business challenges in a national or global Internship or Project. Or deepen your global exposure through a self-designed independent study or internship in a country that is new to you with the help of FBS Global Connexions.



# INAUGURATION

“There is much to be proud of at FBS and there are great things ahead!”

—Siva Nagi Reddy Emani, Honorary Director

FBS Business School celebrated II Batch Inauguration and Induction on August 3, 2017. Inaugurated by Shri. Gadde Ramamohanarao, Professors and management gurus from Top B Schools pan India graced the occasion. Dr.Murali Dharshan, Emeritus Professor-IIFT, Dr.CN Narayana, Former Principal Director-Kirloskar BSchool, Mr.Paul Ebinesar Placement Director, Dr.Siva Nagireddy, CEO -CCVA, Former Director, National Institute of Tourism, Corporate Trainers and Academicians Sri Inderpal Singh, Kiran Kurwade, Samrat Singh, Srinath Birur who worked in Indian and abroad with various brands enlightened the students.

A weeklong series of events held as part of inauguration included the lectures, corporate trainings and more.....



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# FESTIVALS

## GO GREEN GANESHA



## DIWALI



## CHRISTMAS



## HOLI



# CONFERENCES

## WOMEN EMPOWERMENT



## FOOD & MEAT BIZ



## SOLAR BIZ



## POETIC PRISM



# OUTBOUND

“A BBA/MBA course can sometimes become stressful with continuous classes, projects, case studies, presentations, group studies. Outbound Programs are entertaining and educative at the same time. Management games give a sense of practical applicability of the subject and the concepts that are learnt are inscribed in a better manner when the students have practical experience of the concept.

At the end of the game a student may be asked what management concepts he has learnt from the game. Properly designed games help in ingraining thinking habits, analytical, logical and reasoning capabilities, importance of teamwork, time management, communication and leadership capabilities. Use of management games can encourage novel and innovative mechanisms for coping with stress.

Some examples of such outbound adventure learning games we had recently include:

- Deep Cool & Full Hot weather
- Bamboo Huts
- Trekking
- Glass Pyramid
- Maze Game
- Egg Baloon
- Straw Polo
- Crossing The Acid River
- Jungle walk
- CampFire
- Strategic Games
- Loads of Fun
- Lots of Learning.



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# INDUSTRIAL VISITS

## HIL



## NIFTY LABS



## LAVRONS



## LPU & MSME AGRA



# WORKSHOPS

## CRYPTO CURRENCY



## INVESTOR AWARENESS



## INNOVATION



## DIGITAL MARKETING





# PROGRAMS & SCHOLARSHIPS

## FBS OFFERS THREE PROGRAMS

**PCBM+BBA** (INR. 3,00,000/- for 3 Years)

**PGCM+MBA** (INR. 6,50,000/- for 2 Years)

**PCBM+PGCM (BBA+MBA)** (INR. 7,00,000/- for 5 Years)

## FBS SCHOLARSHIP PROGRAMS

Scholarships for 2 Year PGCM+MBA

100% Scholarship on Tuition Fee - Based on Academics, Sports, Arts and Interview

50% Scholarship on Tuition Fee - Based on Academics, Sports, Arts and Interview

25% Scholarship on Tuition Fee - Based on Academics, Sports, Arts and Interview

Scholarships for 3 Year PCBM+BBA

INR.1,00,000/- Scholarship - Students who score 95% and above in Class X and XII

INR.50,000/- Scholarship - Students who score 90% and above in Class X and XII

INR.30,000/-Scholarship - Students who score 85% and above in Class X and XII

Scholarships for 5 Year Integrated PCBM+PGCM (BBA+MBA)

INR.1,00,000/- Scholarship - Students who score 95% and above in Class X and XII

INR.50,000/- Scholarship - Students who score 90% and above in Class X and XII

INR.30,000/-Scholarship - Students who score 85% and above in Class X and XII



# FBS

BUSINESS SCHOOL

## PCBM+BBA (Dual Specialisation) Program Structure

### Semester I

- 1 English
- 2 Sanskrit/Hindi
- 3 IT & Soft Skills - 1
- 4 Statistics for Business Decision
- 5 Financial Accounting & Analysis
- 6 Corporate Environment

### Semester II

- 1 English
- 2 Sanskrit/Hindi
- 3 Human Values & ES
- 4 Principles of Management
- 5 Business Economics
- 6 Computer Application for Managers

### Semester III

- 1 English
- 2 Sanskrit/Hindi
- 3 IT & Soft Skill - 2
- 4 Production Management
- 5 Human Resource Management
- 6 Organisation Behaviour

### Semester IV

- 1 Quantitative Analysis & Soft Skills -3
- 2 Entrepreneurship & Leadership
- 3 Corporate Finance
- 4 Marketing Management
- 5 Business Ethics & Corporate Governance

Internship - 12 Weeks

### Semester V

- 1 Business Analytics or Corporate Leadership or Office Management
- 2 E-Business
- 3 Corporate Laws
- 4 Income Tax
- 5 Elective I
- 6 Elective II
- 7 Project Work

### Semester VI

- 1 Technology Management or Event Management or Media Management
- 2 Strategic Management
- 3 MSME
- 4 Project Management
- 5 Elective I
- 6 Elective II
- 7 Viva - Voce

### ELECTIVE COURSE

#### 1 BANKING & FINANCE (BF) EC - I

1. Banking & Financial Markets
2. Foreign Exchange Management
3. Financial Services & e-Payments System
4. Investment Management

#### 2 MARKETING MANAGEMENT (MM) EC - II

1. Global Marketing
2. Advertising & Media Management
3. Marketing of Services
4. Retail Management

#### 3 HUMAN RESOURCE MANAGEMENT (HR) EC - III

1. Talent Management
2. Industrial Relations
3. Global HRM
4. Training & Development

#### 4 INTERNATIONAL BUSINESS (IB) EC - IV

1. Global Marketing
2. Foreign Exchange Management
3. Global HRM
4. Export & Import : Procedures & Documentation

4. Student could be free to choose any one system of elective, consisting of FOUR papers (100 paper each) in V & VI semesters and should continue with the same elective in Semester II also. More than one Elective may be offered giving the choice to the student, depending upon the flexibility of contact of the institutions. The COURSE offers FOUR electives viz. (Banking & Finance EC - I), (Marketing Management EC - II), (Human Resource Management EC - III), (International Business EC - IV)

## PGCM+MBA (Dual Specialisation) Program Structure - Vijayawada

### Semester I

- |   |  |
|---|--|
| 1 | Management Process                                       |
| 2 | Managerial Economics                                     |
| 3 | Organizational Behaviour                                 |
| 4 | Accounting for Managers                                  |
| 5 | Life Skills I  |
| 6 | Computer Applications in Management                      |
| 7 | Project Entrepreneurship and Small Business Management   |
| 8 | Research Methodology                                     |
| 9 | Comprehensive Viva-voce (Industrial Visits and Subjects) |

Internship I - 30 days

### Semester II

- |    |   |
|----|---|
| 1  | Financial Management  |
| 2  | Marketing Management  |
| 3  | Human Resource Management   |
| 4  | Production and Materials Management   |
| 5  | Life Skills II  |
| 6  | Decision Support System and Management Information System<br>For 7 and 8 - Options as follow. |
|    | 1.Finance: Accounting Software - Practical  |
|    | 2.Marketing: Marketing Research and Consumer Behaviour  |
|    | 3.Human Resource: Industrial Relations and Labour Welfare Management                          |
|    | 4.Production: Production Planning and Control   |
|    | 5.Systems: System Analysis and Software Development   |
|    | 6.International Trade: Export - Import Procedures, Documentation and Logistics.               |
| 9  | Lab for Statistical Packages on Business Decision   |
| 10 | Project and Viva-voce (Exposure to Small and Medium Enterprises)                              |

Internship II - 90 days

### Semester III

- |   |   |
|---|---|
| 1 | Operations Research   |
| 2 | Case Study and Analysis                                     |
| 3 | Business Legislations                                       |
| 4 | International Business and Export Management                |
| 5 | Life Skills III   |
| 6 | Soft Skills   |
|   | For 7 and 8 - Options as follow                             |
|   | 1.Finance: Investment Security and Portfolio Management     |
|   | 2.Marketing: Sales and Distribution Management              |
|   | 3.Human Resource: Legal Framework Governing Human Relations |
|   | 4.Production: Total Quality Management                      |
|   | 5.Systems: Data Base Management                             |
|   | 6.International Trade: Foreign Trade Policy                 |
| 9 | Project and Viva- voce (Industrial Visits and Subjects)     |

Live Projects

### Semester IV

- |   |   |
|---|---|
| 1 | Retailing and Rural Marketing   |
| 2 | Business Policy and Strategic Management  |
| 3 | Logistics and Supply Chain Management   |
| 4 | Indian Ethos and Values   |
| 5 | Digital Marketing (Pathway)   |
| 6 | Behavioral Science Experiments and Testing-Practical<br>For 7 and 8 - Options as follow |
|   | 1.Finance: Management of Financial Services   |
|   | 2.Marketing: Advertising and Sales Promotion  |
|   | 3.Human Resource: Management of Training and Development                                |
|   | 4.Production: Business Process and Re-Engineering                                       |
|   | 5.Systems: E-Commerce   |
|   | 6.International Trade: International Marketing Management                               |
| 9 | Comprehensive Viva-voce (Industrial Visits and Subjects)                                |

Internship III - 90 days



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## PGCM+MBA (Dual Specialisation) Program Structure - Bangalore

### Semester I

1	Management & Organisational Behaviour	Internship I - 30 days
2	Economics for Managers	
3	Accounting for Managers	
4	Business Government and Society	
5	Marketing Management	
6	Managerial Communication	
7	Capstone Course	
8	Capstone Course	
9	Capstone Course	

### Semester II

1	Human Resource Management	Internship II - 90 days
2	Financial Management	
3	Research Methods	
4	Business Analytics	
5	Strategic Management	
6	Entrepreneurial Development	
7	Capstone Course	
8	Capstone Course	
9	Capstone Course	

### Semester III

Marketing & Finance Specialisation		Marketing & Human Resources Specialisation		Finance & Human Resource Specialisation		Live Projects
Subject Code	Title of the Subject	Subject Code	Title of the Subject	Subject Code	Title of the Subject	
14MBA MM301	Consumer Behaviour	14MBA MM301	Consumer Behaviour	14MBA FM301	Principles & Practice of Banking	
14MBA MM302	Retail Management	14MBA MM302	Retail Management	14MBA FM302	Investment Banking & Financial Services	
14MBA MM303	Marketing Research	14MBA MM303	Marketing Research	14MBA FM303	Cost Management	
14MBA FM301	Principles & Practice of Banking	14MBA HR301	Industrial Relations & Legislations	14MBA HR301	Industrial Relations & Legislations	
14MBA FM302	Investment Banking & Financial Services	14MBA HR302	Recruitment & Selection	14MBA HR302	Recruitment & Selection	
14MBA FM303	Cost Management	14MBA HR303	Compensation & Benefits	14MBA HR303	Compensation & Benefits	

### Semester IV

Marketing & Finance Specialisation		Marketing & Human Resources Specialisation		Finance & Human Resource Specialisation		Live Projects
Subject Code	Title of the Subject	Subject Code	Title of the Subject	Subject Code	Title of the Subject	
14MBA MM407	Sales Management	14MBA MM407	Sales Management	14MBA FM407	Mergers Acquisitions & Corporate Restructuring	
14MBA MM408	Integrated Marketing Communication	14MBA MM408	Integrated Marketing Communication	14MBA FM408	Risk Management and Insurance	
14MBA MM409	E-Marketing	14MBA MM409	E-Marketing	14MBA FM409	Tax Management	
14MBA FM407	Mergers Acquisitions & Corporate Restructuring	14MBA HR407	Public relations	14MBA HR407	Public relations	
14MBA FM408	Risk Management and Insurance	14MBA HR408	Workplace Ethics	14MBA HR408	Workplace Ethics	
14MBA FM409	Tax Management	14MBA HR409	International Human Resource Management	14MBA HR409	International Human Resource Management	

# PATHWAYS

In addition to majors, FBS provides "pathways" to students who are interested in building expertise in emerging areas and evolving industries. A pathway is an integrated, cross-functional sequence of courses designed to address a particular skill set or industry for which there is active student and recruiter demand. You have the flexibility to pursue any number of pathways and go as deep as you'd like into each one. Pathways are not noted on transcripts. Pathway programs do not result in an academic credential or other qualification but instead provide for an assured progression to students that successfully complete their studies. Pathway programs focus on industry requirements, where the student progresses to the next level for better opportunities. Pathways operate on a "hub and spoke" model through which the student may choose industry-oriented options along with their studies.

**BUSINESS ANALYTICS | ENTREPRENEURSHIP | LIFE SKILLS**

**GLOBAL LOGISTICS & SUPPLY CHAINS | BUSINESS ENGLISH**

**TOURISM & EVENTS | INTERNATIONAL BUSINESS | FOREIGN LANGUAGE**

**FINANCIAL RISK MANAGEMENT | IMAGE MANAGEMENT**

**DIGITAL MARKETING | CORPORATE FINANCE**

**VENTURE CAPITAL AND PRIVATE EQUITY**

**LEADERSHIP & STRATEGIC MANAGEMENT**



# FBS

BUSINESS SCHOOL

## CAREER DEVELOPMENT CENTRE

FBS students receive exclusive access to coaching and resources that advance their careers. Students will be placed with an average salary of **5 Lakhs** per annum. We firmly believe that placement is but one component of overall career management.

### ONE-ON-ONE COACHING

We're proud to offer unlimited free, one-on-one coaching for students. Coaches will work with you on every part of the job search process, from career visioning and self-assessment to refining your interview skills and benchmarking offers.

### RESOURCE CENTRE

Our team of research specialists curate business resources to assist students in the job search process. Unique to FBS, this team provides students with a variety of job-search resources and workshops.

### MENTOR PROGRAMME

The FBS Mentoring Programme connects students and graduates with senior level managers who have followed a similar path. These mentors are available to the student post admission. Mentors provide information and advice throughout the program of study and into the future. With extensive practical business experience, they can help you bridge your education and the realities of the business world.

### DR E MURALI DARSHAN

International Trade Advisor & Analyst  
Professor Emeritus - IIFT, Delhi

DR E MURALI DARSHAN  
Advisor & Professor - FBS

# CAREER DEVELOPMENT CENTRE

## SHAPE YOUR CAREER

Have access to our career development centre and connect with top companies around the country and across the globe in diverse industries on a year-round basis

## PERSONALIZED SUPPORT FOR YOUR UNIQUE CAREER PATH

Just as your education at FBS prepares you for success in business, equips you to manage your career over a lifetime. Our resources such as one-on-one coaching, job search career education series, specialized industry resources and access to hundreds of employers can help you advance in your industry or take your career in a new direction.

## RECRUITING RELATIONSHIPS

FBS connects students with top employers from across industries and around the world. The process starts with developing a customized job search strategy around your goals. Whether you want to work at a start-up or at a major corporation, we'll help you leverage our relationships with employers around the world and across industries. Building connections with companies can happen in many ways, from on-campus recruiting to participating in our industry-based career treks

FEW OF THE ORGANIZATIONS IN WHICH STUDENTS CAN INTERN OR GO FOR A FINAL PLACEMENT



and many...



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## MBA 2016 - 2018 (SUMMER & WINTER INTERNSHIPS)



**TEJASWI BEHATHA**



**BHARGAVI BADARAVADA**



**VAMSI PRIYANKA BOLLAREDDY**



**SPANDANA GUNUPATI**



**SWETHA NAMBURI**



**SRAVANA SANDHYA PALISETTY**



**VEDAVALLI PERUMALLA**



**KUMARI LAKSHMI SAI MOUNIKA V**



**LAKSHMI SAI BELLAMKONDA**



## MBA 2016 - 2018 (SUMMER & WINTER INTERNSHIPS)



SATHYA VENKATA ABHISHEK Y



RAGHAVENDRA VINJARAPU



SAMBA SIVA VELIKANTI



SAI KIRAN VALLURU



SHAIK SHAHUL



R.S.L.N. SAI RAM



ADITHYA PALURU



SATYANARAYANA METTAPALLI



KRISHNA BHASKAR KUPPALA

## MBA 2016 - 2018 (SUMMER & WINTER INTERNSHIPS)



VENKAT NAVEEN JAJULA



SRI SAI KIRAN KAGITHA



LAKSHMI MANOJ GUNNAM



PAVAN KUMAR GILDA



PAVAN KUMAR J



KRISHNA SRIKAR CH



CHANDRAGIRI SAI KIRAN

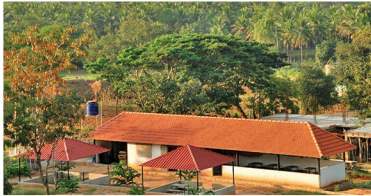


SAI KUMAR G.V.K.



SAI KAMAL GANGISETTY

# CAMPUS



# CAMPUS

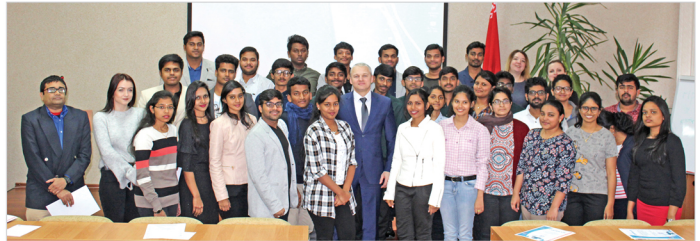
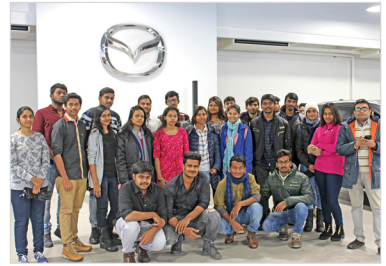




## CLASS ROOMS



## GLOBAL EXPOSURE







# FBS

## BUSINESS SCHOOL

Affix your  
passport photo

APPLICATION FORM FOR

 PCBM

 PGCN

 PGCN+PCBM

Instructions : Please fill the application in **BLOCK LETTERS**

**PERSONAL DETAILS**

Passport Number	First Name	Middle Name	Last Name / Surname
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Date of Birth	Gender	Marital Status	Blood Group
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Category	Religion	Nationality	City / Town
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Mobile	Alternate Number	Email	Skype
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Permanent Address	Communication Address		
<input type="text"/>	<input type="text"/>		

Family	Name	Occupation Designation	Mobile	Annual Income
FATHER	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
MOTHER	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
SIBLING 1	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
SIBLING 2	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

LANGUAGE	CAN READ	CAN WRITE	CAN SPEAK
English	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hindi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**ACADEMIC DETAILS**

S.NO	EXAM	COLLEGE/INSTITUTION NAME	UNIVERSITY/BOARD	GROUP	DONATION FORM - TO	% OR CGPA	PLACE OF STUDY
1	SSC/ XSTD						
2	HSC/ XII STD						
3	DEGREE / UG NAME						
	FIRST YEAR						
	SECOND YEAR						
	THIRD YEAR						
	FOURTH YEAR						
4	PG NAME						
5	PROFESSIONAL COURSE (IF ANY)						

NAME OF ENTRANCE TEST	MONTH / YEAR	REG. NO.	ROLL. NO.	PERCENTAGE / SCORE

**WORK EXPERIENCE**

S.NO	COMPANY NAME & WORK PLACE	DESIGNATION	WORK PERIOD FROM	WORK PERIOD TO	SALARY DRAWN
1					
2					
3					

**OTHER DETAILS**

AWARDS & ACHIEVEMENTS (ACADEMICS / SPORTS / OTHERS)

STATEMENT OF PURPOSE (WHY YOU WANT TO DO PCBM / PGCM)

<p>Place <input type="text"/> Date <input type="text"/></p> <p>Applicant Signature <input type="text"/></p> <p>Parent Signature <input type="text"/></p> <p>Application Fee Paid through                  Cash <input type="checkbox"/> Bank Deposit <input type="checkbox"/> Cheque / DD <input type="checkbox"/> NEFT <input type="checkbox"/></p>	<p><b>Would you like to refer Friends or Colleagues to FBS ?</b></p> <p>1 Refer Name <input type="text"/> Mobile Number <input type="text"/></p> <p>2 Refer Name <input type="text"/> Mobile Number <input type="text"/></p> <p>3 Refer Name <input type="text"/> Mobile Number <input type="text"/></p>
--	--

## AMARAVATI (VIJAYAWADA)

Amaravati is the proposed riverfront capital city of the Indian state of Andhra Pradesh. It is located on the southern banks of the River Krishna. The City covers an area of 217.23 km<sup>2</sup>. The foundation stone of the city was laid by Prime Minister Narendra Modi on 22 October 2015.

The construction of the new city would cost about \$4 billion, with the central government contributing significantly. The city is supposed to be an example of a "Smart City," with fiber optic connectivity and smart infrastructure systems.

Amaravati used to be the site of an ancient Buddhist settlement, which was known as Chintapalli. The stupa at this site was said to be bigger than the one at Sachi. This stupa was built in the 3rd century BC during the reign of King Ashoka. It had gateway at each cardinal point. While these structures are no longer there, one of the gateways was meticulously reconstructed. The carvings on the gateway highlight the life of Buddha.



## BANGALORE

Bangalore, also known as Bengaluru (Kannada) is the capital of the Indian State of Karnataka. Bangalore is nicknamed the Garden City and was once called a Pensioner's Paradise. Located on the Deccan Plateau in the south-eastern part of Karnataka, Bangalore is India's third most populous city. There are a number of expats from across the world living in the city, thanks to the growing presence of Multi-National Companies.

Today as a large city and growing metropolis, Bangalore is home to many of the most well-recognised colleges and research institutions in India. Numerous public sector heavy industries, software companies, aerospace, telecommunications and defence organizations are located in the city. Bangalore is known as the Silicon Valley of India because of its position as the nation's leading IT exporter. A demographically diverse city, Bangalore is a major economic and cultural hub and the fastest growing major metropolis in India.





# BE THE DIFFERENCE



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BUSINESS SCHOOL


FACULTY OF BUSINESS STUDIES

 **Bangalore Campus** : FBS Business School, Kadukothanahalli, Chennapatna Taluk, Bangalore, Karnataka - 562160

 **Vijayawada Campus** : FBS Business School, Opp Grand Modern Super Market, Benz Circle, Vijayawada - 520010.

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 [info@fbsbschool.com](mailto:info@fbsbschool.com)