



PROSPECTUS

MANAGEMENT
PROGRAMS 2015



Approved by AICTE, Ministry of HRD
Government of India

Mission

To create and nurture an environment that kindles

learning

and inspires to build

→ a career → a society → a nation

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International School of Business & Research
Approved by AICTE, Ministry of HRD, Government of India

Prakash Kothari
Chairman - ISBR Group



From the Chairman's Desk

“Real World, Real Learning”

Dear Aspirant,

We are in the midst of a revolution. The nation is basking in the glory of a new proud generation that is taking the world by storm! The entire intellectual community of the world has woken up to the reality that India is a treasure-house of talent and intelligence. The youth of today are taking India to unparalleled heights of prosperity. The only raw material essential to this great turn around is EDUCATION because knowledge is power.

All great achievements are the products of man's dreams, ambition and dedication to achieve a truly noble goal. 'ISBR BUSINESS SCHOOL' is the crystallization of the efforts, dreams and aspirations of all the people involved in this mission to give the best to the students who desire to be equipped with the right essentials to be successful in all spheres of an exciting new world where knowledge is everything.

The directors and trustees are into education for many years. Past students placed in top business houses is a testimony to their endeavor in imparting top quality education to the students. We felt the need of a business school with an international atmosphere; and that gave birth to 'ISBR', A Business School in a serene atmosphere amidst the leaders of India, the top IT companies of the country at Bangalore. At ISBR, with international facilities, you will be able to achieve the goals and aspirations of your life.

I welcome you to the new world of education at ISBR Business School.

THE ENTIRE INTELLECTUAL
COMMUNITY OF THE
WORLD HAS WOKEN UP
TO THE REALITY THAT
INDIA IS A TREASURE-
HOUSE OF TALENT AND
INTELLIGENCE.

From the Managing Director

“Calibre, Capability & Competence”

Dear Aspirant,

From its inception in 1990, the Bangalore Educational Trust (BET) has established itself as one of the most successful and credible educational bodies of its kind in the nation. With over a decade of experience in the field of education, the trust has attracted students from all over the country and has developed strong links to the national and international business community. ISBR has been established as an institute of international stature under the aegis of BET, Bangalore.

I can say with complete confidence that ISBR presents one of the finest management education programs in the country as it is a community of learners, striving to educate the mind, nurture the spirit, and foster the development of the whole individual.

ISBR's dedicated and talented faculty supports the mission and as they continue to seek educational growth for themselves, they bring new and innovative ideas back into the classroom. The thirst for knowledge and love of learning thrive at ISBR in both students and teachers.

If you believe that successful management is based on genuine capabilities and profound knowledge, if you wish to go beyond success, and if you are confident that you are among the very best, then ISBR is the place just for you.

Welcome to be the Class par excellence Knowledge leaders.
Welcome to one of the top ranked Business Schools of the country.

Manish Kothari
Managing Director - ISBR Group



THE THIRST FOR KNOWLEDGE AND LOVE OF LEARNING THRIVE AT ISBR
IN BOTH STUDENTS & TEACHERS.

Awarded “Young Entrepreneurs Award”
Awarded “Godwad Gaurav Award” for Excellence in the field of Education
Awarded “Young Achievers Award” by the Lion’s Club International

FROM THE DIRECTORS & LEADERS



Dr. K. S. Anandaram
Ph.D, M.Tech (IIT, Mumbai)
Senior Director

Conceptual and analytical skills form an integral part of ISBR courses. The cardinal and salient features of ISBR are the emphasis on integrated view of business practices, focus on information technology and development of professional skills required to manage intellectual power based and percipient companies of the future.

ISBR is a voyage of discovery - of what lies ahead, the calm waters and the turbulent ocean, of one's talents and potential, of opportunities and challenges. At ISBR you are equipped to face the battle of life with confidence and equanimity and take success and setbacks in your stride.



Prof. T A Achuth Kumar
BE, PGDM, Lead Assessor ISO 9000
Director

ISBR, an institution of new age, believes in the best and endeavours to create the robust, incorporating values and imbibing ethics in its approach to developing students. With flexibility to bring in innovation in teaching methods and the state of the art learning technologies, enriched by the wisdom of experienced faculty and committed leadership, the institution is geared to provide future leaders of India Inc. Our students, fired with determination to excel, march forward with grit and will, confidence and competence. To enable and empower them is our mission.



Dr. C Manohar
Ph.D, M.Com, MBA, MIMA, ACS
Director - Strategy & Dean

The success of ISBR as an acknowledged institution for quality learning is an outcome of the various facets that give ISBR its characteristic value - the faculty, enterprising students, infrastructure facilities and industry partnerships.



Dr. Chandra Niranjana
Ph.D (UK), MBA (HR), MA (Eng Lit), PGDM
Director - Entrepreneurship Initiatives

With Education at ISBR learn the intricacies of doing business in emerging markets, interact with leading faculty from around the world, network with global contemporaries. ISBR is the right place for a professionally rewarding and personally enriching experience.



Bharat Jain
MBA Marketing & Finance
Chief Executive Officer

Learning at ISBR goes beyond classrooms through various avenues like cells & clubs, case studies, domestic & international guest lecture, national & international industry visits, internship, sector-wise panel discussions, participation in private & public forums, events, fairs & many more.

More over ISBR drives every individual to more focused career, unlocking the hidden talent, skills & core competencies.



Mayur C Jain
MBA, Marketing, B. E. E & C, ANIIT
Chief Technology Officer

ISBR has occupied a unique space in the landscape of management education with its excellence in teaching, research and industry interface. ISBR aims at transforming students and faculty and has contributed to the personal growth of every individual associated with it. This growth is achieved as ISBR grooms students and faculty as holistic and well-rounded personalities. ISBR believes in developing 'thinking individuals' with domain competencies, skills, attitude and above all a human approach with a concern to the society and environment. At ISBR we take it as mandatory to provide our students the best academic inputs, diverse corporate exposure and a rich research foundation to make them professional, positive and ethically strong managers and entrepreneurs of tomorrow.



Dr. Prince Martin
Ph.D, MPhil, MBA, MCom, PGDBA
Principal

At ISBR, the endeavor is to create a borderless business education environment where our students can discover work culture of other countries and evolve into global professionals. Our student exchange programs with our partner schools has geared ISBR with renewed energy to help students to live and work in a globalized work environment.



Kiran Bindu
M.Com, ICWA
Director - International Programs



About the ISBR Group

Achieved 23+ Years of Excellence in Top Quality Education

Ranked **No.1** under New Generation B – Schools of India
by DM B-School Survey

Ranked in **India's Best B-School**
by Dalal Street Journal for 5 consecutive years

Awarded Exemplary **Placement Award 2014**
by Discovery Education

Awarded **Best B-School Campus Excellence Award (South India)**
by Discovery Education

Ranked as **12th Best** in South India
by Bhaskar Lakshya 2011-12 - A Dainik Bhaskar Group

10th Best in Industry Interaction
by Silicon India Survey

Ranked among **Top 1% B-School Brands** of India
by Business Barons

India's **Top 29th** Institute
by Silicon India Survey

Awarded **Business Excellence**
by the Bharti Group

Awarded **National Championship** for Entrepreneur activities
by National Entrepreneur Network

Awarded **Centurion Award**
by Centum Learning Centre



An institute of international educational standards, ISBR was set up under the aegis of Bangalore Education Trust (established in the year 1990). With rapid growth, ISBR has expanded its operations to two locations and now has international campuses in Bangalore and Chennai.

The incubators of ISBR had a dream... the dream of a gateway that provides a global outlook... an infrastructure that beckons to explore and learn... a cradle that nurtures high ethical and human values.

ISBR stands in the silhouette of such a dream. It is envisioned to become a globally recognized centre of learning and research.

The edifice of ISBR is built on the foundation of three building blocks. The Governing Council, the Academic Advisory Board and the Board of Studies. These apex bodies, individually and collectively, contribute towards high standards of Academic Governance.

With the competence and experience of the best minds from academics and industry, ISBR is envisioned as an institute of high academic standards.

The spirit of excellence that has founded ISBR will remain the driving force. It is committed to excellence in scholarship, training and service.

ISBR takes pride in being a place where students and faculty can pursue knowledge without boundaries, a place where theory and practice combine to produce a better understanding of our world and ourselves. ISBR education prepares you to think on your feet and act decisively in any business environment.

At ISBR the focus goes beyond education. ISBR aims to prepare students for life – ingraining in them the psyche of the eternal student – Making them a Leader; A Leader who is ever a learner, driven by thirst for knowledge; a passion to excel and ignited with the desire to achieve success – Success for Life.

THE CREST OF ISBR



I-S-B-R

postulates Character and Capacity Building through **INTEGRITY**, realising **SUPREMACY** of Self to enjoy the **BEAUTY** of Life, enriched by **RAY of HOPE**.

ISBR logo symbolises its core values, it is an epitome of rising Sun.

Rising Sun ! Is there one? If we believe the Earth revolves around the Sun, then there's no sun rise or sun set! A sun set in one place is simultaneously a sun rise some where else. A constant evolution, continuous movement forward, meant progress, is the only truth!

The central crust, in deep red, is iconic of human values – trust and faith, and the source of eternal energy.

Around this is the white space, representing truth and transparency, shining face of life, bright and bold.

The outer golden yellow crescent reflects the value transformation, from latent 'potential' into 'real'. As the gold would have passed through hard drilling, crushing, smelting to finally becoming precious gold, students transform through the process of vigorous training, coaching and mentoring, with dedication and hardwork, to becoming fine human beings and then effective managers!

The beaming rays around the crescent reflect the facets and tenets of skills and knowledge, with non-linear waves, assuring freedom and flexibility for self expression.

The risen and revealed SUN (through Stimulate-Understand-Nurture cycle) is what is evolved, but what's beneath and down under is more important and precious, deep inside for the individual to discover, emerge and rise, to the REAL WORLD through REAL LEARNING.

AT ISBR WE EMPOWER YOU FOR LIFE



The trust has achieved 23+ years of excellence in Teaching, Research and Consulting

Premium International partner Universities

Consistently Ranked among Top Business Schools of India. Going up consistently in ranking

Excellent infrastructure with all modern amenities

Located in Electronics City Bangalore - the most happening technology capital of India and in the neighbourhood of global giants like HP, Deutsche Bank, Wipro, Infosys, IBM, DELL, Siemens, STPI and other top MNC's.

On Campus Cafeteria with home like food

Competent and dedicated faculty & resource persons with rich experience and global exposure

Multi-cultural learning environment and ecosystem

Leveraging the strong network and deep connect with industry government and global society

Mentoring by successful corporate leaders and inspiring role models

Active Student cells & clubs bubbling with hyper activities energy and enthusiasm

Excellent Placement services and continuous support for individual development

Comfort and well appointed separate Hostel for Boys & Girls providing a great living environment

Strong Alumni Base spread across India and Abroad.

ISBR GROUP ADVISORY COUNCIL

- Provides continuous guidance for enrichment of value and content.
- Upgrade and update the programs to meet the current and future needs.

Mr. K Jairaj, IAS (retd)
Former Additional Chief Secretary,
Government of Karnataka

Dr. Madhura Chatrapathy
Founder & Chairperson, Food Associates
Founder Trustee and Hon. Director, Asian
Center for Entrepreneurial Initiatives
(ASCENT) Founder President, AWAKE

Mr. Prabhu Naidu
Founder - Facilitators Network Singapore

Ms. Janice Lua
Founder, Facilitators Network Singapore

Mr. Jagadish S
Professor & HOD (IT Dept),
IIM, Bangalore

Dr. Janardhan Jha
Former Senior Advisor
Manipal Universal Learning
Ex-Vice Chancellor IGNOU, Delhi & Birla
Institute of Technology, Ranchi

Dr. Chandra Niranjana
Ph.D, MBA, Advisor

Mr. Chinmoy Sarkar
Prof. IIT Kharagpur,
Consultant and Education Evangelist

Major Bhargava
GM, Head HR and Admin,
Valdell Group.

Mr. Ashok Kumar
Academic and External Relations
at IGTC,
Indo German Chambers of Commerce,
Chennai

Mr. Sanjay Ullal
Head, Group IT Infrastructure,
TESCO

Mr. Vinod Thomas
Entrepreneur

Dr. T.K Vijay Kumar
Academician and Consultant

Dr. L. S. Ganesh
Professor,
Department of
Management Studies,
IIT Madras.

Mr. S. Nammalvar
Sr. Vice President, Orchid Chemicals

Dr. Sumathi Narayanan
President,
Creative Communication & Managements
Center.

Mr. T. N. C. Venkata Rangan
Chairman and Managing Director,
Vishwak Systems.

Mr. Arul Dev
Managing Director,
People First Consultancy.

Mr. Venkata Subramani
COO, Variman LLC.

Mr. Arun Pratap
Proprietor, Funk Jazz Restaurant.

Mr. Aravindan
Vice President Sales, Vishwak Systems

Mr. R Gurumurthy
Principal Consultant,
Gyan Articulators Management Consultant
& Educators

ISBR ENTREPRENUERSHIP & INCUBATION INITIATIVES ADVISORY COUNCIL

- Guides in identifying the potential, imparting and nurturing entrepreneurial skills in the students.
- Helps in conceptualising and developing business plans.
- Extends incubation support to startups

Mr. Phanindra Sama
Founder & CEO RedBus.in

Mr. Sunil Rao
Country Head,
Startup Ecosystem-India,
Google India

Mr. Rajinish Menon
Director, ISV & Cloud Strategy
Microsoft

Mr. Karthik K.S.
CEO& Co-Founder,
24*7 Learning

K. Ullas Kamath
Joint Managing Director
Jyothy Laboratories Ltd.

Mr. Balaji Pasumarthy
Owner, Golden Square Serviced &
Virtual office

Mr. Madan Padaki
Co-Founder & CEO
Merit Trac

Mr. Suhas Gopinath
CEO of Globals Inc.,
Youngest CEO of the world

Faculty



Our faculty, core as well as visiting are leading thinkers whose research and teaching are second to none. They actively publish in reputed academic journals, serve on editorial boards, and hold leadership positions in professional organizations. They collaborate with other thought leaders from the academic community and have significant impact on the direction of research and knowledge generation in their areas of interest. Through their research, and by serving as consultants and advisors for leading corporations, they influence the practice of management. As skilled teachers who are dedicated to student learning and highly accessible, they give ISBR students an unmatched educational experience.

Faculty



Dr. K S Anandaram
Ph.D, M.Tech (IIT, Mumbai)

Dr. C. Manohar
Ph.D, M.Com, MBA, MIMA, ACS

Dr. Chandra Niranjana
Ph.D (UK), MBA (HR),
MA (Eng Lit) and PGDM

Dr. R. Vijaylakshmi
Ph. D in IT, MBA in HR & IT, M.Phil CS, MCA

Dr. T. K. Vijaykumar
Ph.D, LLB, MBA

Dr. Madan
Ph.D (IIT), M.Sc, A.M.I.E(Mech)
P.G.D.M (IIMC)

Dr. Sabina Zacharias
Ph.D (EFLV), M.Phil, PGDES,
B.Ed., MA (Lit)

Dr. Shariieff
Ph.D, MBA, ME,

Dr. Joy Mukhopadhyay
Ph.D, M.Sc

Dr. Sarabjeet Kaur
Ph. D, MA Econ.,
UGC N.E.T in Econ.

Dr. Pavan Soni
Ph. D., MBA-NITIE, BE

Dr. Prince Martin
Ph.D, MPhil, MBA, MCom, PGDBA

Dr. V. B. Padmanabhan
PhD, AICWA, AMFI, CAIIB, B.Sc

Dr. Narasimha Murthy
PhD, MBA, B.E.

Prof. T A Achuth Kumar
BE, PGDM, Lead Assessor,
ISO 9000

Prof. Akroju Sanjay
M.Phil, MBA (Fin), M.COM, B.COM

Prof. Radhakrishna Venkata Krupa
PGDBA (Marketing), PGDMC, B.Sc

Prof. R. Venkatesh
MBA (Marketing), B.E,
Cost Accountant (AICWA)

Prof. Savitha K Raman
MBA (Personnel), BBA

Rajini Pathak
MBA, B.Sc.

Lavanya Balaji
MBA, Bcom

Ganesh T. N.
PGDM (IIM Calcutta), M. Tech.(IIT Madras)

Srinivasan
ACA, ACS & AICWA

Partho Ganguli
PGDM-International & HR, BA Sociology

Kiran Bindu
M.Com, ICWA

V. V. Rao
M.Phil, M.Sc, B.Sc

Shailesh V. Karadi
MBA (Marketing), B.Sc

Kanagaraj K
MBA, MS (IT & M), (Pursing Ph. D)

Pooja Vishnoi
MBA, BSC (Pursuing Ph.D.)

Abbas Ali
MBA,B.E.

Mayur C Jain
MBA Marketing,
B.E. E & C, ANIIT

Kavitha R Gowda
MBA, B. E.. (Pursing Ph. D)

Kokila Srivastava
MBA, B. Sc.

Sujitha R
MBA

Mukesh Kumar
MBA, MCA

Bharat S Jain
MBA Marketing & Finance

Deepak Justin
MBA

Preeja Sreedhar
MA Eng, PGDHR, PGD (MC&J)

Rachana Singh
PGDM (FIN.), M.Com, B.Com

P. K. Thomas
MBA, PGDCS, B.Com.

Shanmugham
MBA, B.Com

Sona Banerji
MHT,
MBA(Fin & Information Sys)

M. Srinivasan
Trainer & Consultant

Syed Ahamed V. A. A
M.A, M.M.M, MBA

Ganesh Rathinam
B.Tech., MBA

P. K. Thomas
MBA, PGDCS, B.Com.

Deepak Dhyani
MBA (Marketing), B. Tech

Deeti Purohit
MBA, B. Sc.

Jolly Misra
MBA Marketing

Ram Powru
MBA, MIS, B.Com.

Ratna Bali Mitra
MBA Finance, B.Sc. Economics

Bal Krishan
PGDM-Marketing, BA-Eco

Ramaswamy
ICWA, CS, B.Sc. (Hons)

... and many more

Guest Lecture Series



The guest lecturers and resource persons are eminent people from the industry who share industry practices to enable students to visualize their learning. Some of such eminent persons who have visited the ISBR campus include:

M A Siraj
Journalist, BBC World Service

Shashidhar
Vice President, KASSIA

Ashvin Vellody
Director, KPMG

Paresh Master
General Manager,
ITC Infotech India Ltd

Dr Ananth Kumar
Member of Parliament
Bangalore (South), MP -
Union Minister for Chemicals
& Fertilizers

Dr Maj Guruprasad Thimmaiah
Associate Director &
Head ABIDE, Biocon Ltd

Hari Vasudevan
Managing Director,
Ostrich Mobility Instruments Pvt Ltd

Sarbajit Ghose
Managing Director, Laguna Clothing

Manjunath
Head - Business Development,
Confident Group

Dr Jessy fenn
Group Manger -
Marketing, Bausch Limited

Manoranjini C
HR Manager, IndiaMart.com

Menahem Kanafi
Consul General, Consulate General
of the State of Isreal

Uma Narayanan
Senior Associate, Learning and
Development - Asia Pacific Region,
Ford Motors

V Veerappan
Co - Founder & Director -
Tessolve Semi Conductor Pvt Ltd, J
oint Secretary - ELCIA

Anantha Agasthya
Executive Director, HAL

Satish Chandra R
President, Career Net
Technologies Pvt Ltd

Gurjeet Singh
Managing Director,
Gill Instruments Pvt Ltd

Rolf Frei
Consult General of Switzerland

Anandan Gunasekaran
Defence, Indian Army MEG

Nandi
Managing Director, MRO - TEK

Manje Gowda
President,
Bangalore Management Association

P Balam Menon
Managing Director,
World Trade Center, Bangalore

John Bruno
Sales Head Assessments,
Team Lease Services Pvt Ltd

Madhura Chatrapathy
Founder AWAKE & President, ASCENT

Susanne Krause
Director International Office,
hochschule hof - University of
Applied Science, Germany

Hema Ayyadurai
Manager - Recruitments, Oracle

John Heap
Managing Director,
Institute of Productivity

Abhijit Mitra
Content Analyst, Thomson Reuters

Sandeepan Mitra
Founder, Just Eat Hungry Zone

S Rajesekar
Fellow - Value Addition, R&D,
National Innovation Foundation

Bhaskar Rao, IPS
Inspector General of Police,
Government of Karnataka

Ian Felton
British Deputy High Commissioner

Kapil Khandelwal
Director, EquiNev Capital Pvt Ltd

Nitesh Saha
Asst. Manager, Edelweiss

Dr Vishveshvara Bhat
Editor-in-Chief, Suvarna TV & Kannada Prabha

John Rohde
Consul General of Germany,
Federal Republic of Germany in Bangalore

Sri Raj Narayan
President, ELCIA and MD, Radel Electronic pvt. Ltd

Gopal Prasad Choudhary
Vice President, Wipro

Tripat Preet Singh
Senior Associate, NEA - IndoUS Ventures

Babu Yuvaraj
Deputy Manager, Bosch Ltd

N S Rama
CEO, ELCIA

D R Hugh Judd
Delegation Leader,
University of Washington

Kishore Jain
Managing Director,
Jain Heights and Structures

Viljar Lubi
Ambassador, Embassy of Estonia

Sumithra Iyengar
Former Joint Secretary and
Chairperson, Business Incubator,
Association of Women Entrepreneurs
of Karnataka

S Gnyanasundar
Manager, Tata Power

Brig Mohan Chandra
Head, BETL

Mathew Chacko
Asst. Vice President, Tech Mahindra

Shonet Saldanha
HR Country Operations - Specialist,
AT & T International

Suchetana Naik
Journalist, Deccan Herald & Prajavani

Ranjith K P
Manager - HR, Cisco Systems (I) Pvt Ltd

G Madhavan Nair
Former Chairman, ISRO

Vijay Kannur
Sr. Manager, Aspiring Minds

G K Hegde
Regional Manager, Indo -
Italian Chamber of Commerce
and Industry

Sovik Bhattacharjee
HR Manager, Barbeque Nation

Sanjeev Kumar
Canadian Spiritual Center,
Spiritual & Motivational Speaker

Late Padma Bhushan Prof N S Ramaswamy
Director, Indian Heritage Academy,
Founder Director, IIM

Dinesh K
Co - Founder, Infosys

Gopal Pingali
Distinguished Engineer &
Executive Engineer, IBM

Babu Rangaswamy
Vice President, Hewlett Packard

Shweta Jain
Sr. Vice President,
International Money Matters

Eric Lavertu
Consulate General De France

Vijay Kumar / Ashok Vishwakarma
Director - Operations, GE Energy

Sabu Isaac
Asia Pacific Head, Volvo

Kalyan Varma
Country Head, TUV Rheinland

Madan Padaki
Co - founder & CEO, Merit Trac

D Madhusudan Naidu
Senior Investment Advisor, HDFC Bank Ltd.

Shyam Jaising
Director, TEKNIC

Anna Teresa Memola
Research Associate,
University of Milano Bicocca,
Italy

Narayana Bhatt
CFO & Company Secretary,
VXL Instruments

Vinayak N Bapat
Vice President & Chief Finance Officer,
Kirloskar Electric Co. Ltd

Charles
Chapter Coordinator,
NHRD Bangalore Chapter

M B Jayaram
Chief Mentor & Chairman Emeritus,
Public Relations Council of India

V Ravichandar
Chairman, Feedback Consulting &
Honorary Consul of the Republic
of Slovenia

Dr Miles Weaver
Professor, Edinburgh Napier
University Business School

Arvind Salampuria
FCA Director, Sudarshan Pipes

Hari Kumar Parameswaran
Vice President,
Bangalore International Airport

David Griffin
Director, Wizard Sports Events

Saumar Deka
Head - Social Media &
Internet Strategies,
Digital Vidya Focal Concepts

Kattayil Rajinish Menon
Director - Startups, Microsoft

R Gnana Sekar
Asst. General Manager,
State Bank of India

Rod Solomons
Queens Land Govt., Australia,
Trade & Investment Commissioner,
South Asia

Madhukar, Anjani Kumar & Rarki J
HR, Patel Realty

S Sampath Raman
President, FKCCI

Jessy Lawrence
Managing Director,
Lawrence Clothing Pvt Ltd

Rajesh Reddy G
HR Manager,
Vacon Drives & Control Pvt Ltd

R Ramachandran
Managing Director,
Customised Technologies (P) Ltd

K Jairaj IAS (retd)
Former Additional Chief Secretary,
Government of Karnataka

Ankit Solanki
Senior Analyst, Bangalore Angels

Vikram Viswanath
Honorary Consul of Peru,
Consulate of Peru

D A Tejeswari
Director, Audikeshavulu Group
of Companies

C Mahalingam
Executive Vice President &
Chief People, Officer,
Symphony Teleca Corporation

Balaji M S
Chief Manager - HR, Siemens

Gurneet Singh Anand
Associate Director, India,
University of the Fraser Valley, India

Shahnawaz Ali
Asst. Manager, Genpact

V V Ganeshan
Vice President, National Commodity
& Derivatives Exchange Ltd

Mohammed Arif
Financial Analyst, Deutsche Bank

K Dhinakaran
Director of Human Resource,
Crowne Plaza

M Jebakumar
Chairman, National Institute
of Personnel Management

Prof Grant O'Neill & Pankaj Pathak
Dean International, Curtin University, Australia

Prabhakar V
Manager - Business Development
& Training, Bangalore Stock Exchange

Dr Chandrashekar U
Additional Director & Scientist,
Gas & Turbine Research (GOI)

Ashok C V
HR Manager, Capgemini

N Jeba Kumar
Chairman, NIPM, Karnataka Chapter

Phanindra Sama
CEO, redBus.in

Ganesh Mohan
Project manager,
Cognizant Technology Solutions

Asgar Ahmed
Consultant, NEN

Stefano Pegoraro
Professor, Sant' Anna University, Italy

Vidya Iyengar
Reporter & Sub - Editor,
DNA & Bangalore Mirror

J Crasta
Chairman,
ASSOCHAM Karnataka Region

Priya Singh
AVP HR, Carwale

M V Srinivasan
Chairman, Indo -
American Chamber of Commerce

Sunil Rao
Country Head Startup Ecosystem,
Google India

Chris Moore
Associate pro Vice Chancellor
(International), College of Business,
Massey University, New Zealand

and many more...



ISBR Knowledge & Resource Partners

ISBR strives to ensure that its students receive an international quality learning experience. To achieve this, ISBR has close networking relationships with several industry bodies, leading institutions, professional bodies and Corporate around the world. Following are a few amongst them:

ACADEMIC BODIES

- Affiliation, Qualification and Certifications
- For Collaboration in Curriculum Design and Development, Instructional Design and Pedagogy, Academic Delivery and Partnership,
- Collaborative Research and Exchanges of Learning Resource



INDUSTRY BODIES

- Provide a bridge for connecting with industries
- Facilitate transfer of skills and talent
- Help in gaining exposure to current industry trends, technology and global management practices.



PROFESSIONAL BODIES

- Contribute to continuous enrichment and enhancement of knowledge and professional content
- Provide a network for interaction and cross learning



CORPORATE COMPANIES

- Provide exposure to business realities and management practices
- Provide a platform for student engagement in industry events
- Provide industry visits, internships and placements



and many more ...

Core Management Learning Activities

ISBR has core activities that enable students to acquire higher level skills, talent and decision making capability which bring about lasting impact on career and life of the students. These include



Classroom Learning



Power Conversations with corporate leaders



Hands on Experience through live projects



Adventure Learning Programs



Industrial Visits



Conference Engagements



CSR Activities



Panel Discussions



Cells & Clubs



Internships



International Tours



Case Studies



Team Building Activities



Smart Skills Trainings



Global Networking Opportunities through Connexions



Contexts & Competitions



Paper Presentations



Guest Lecture Series



Corporate Networking Events



Student Exchange Programs

and many more...

REASONS TO CHOOSE ISBR

ISBR FACULTY

The ISBR faculty ensure that the students become leaders who can work in diverse environments and accomplish the most complex objectives.

As skilled teachers who are dedicated to student learning, they give ISBR students an unmatched educational experience.

THE GROUP & ITS EXPERIENCE

The team behind ISBR consists of eminent people from academics & industry leaders. With a background of educational experience and excellence since 1990, ISBR today contributes towards high standard of academic governance.



Approved by AICTE, Ministry of HRD, Government of India

COMPETING WITH THE WORLD'S BEST

Comparable with top business schools on many critical factors, including the talent of our faculty, the quality of our students, co-curricular activities, the career opportunities open to our graduates, the depth and breadth of our curriculum, the strength of our corporate relationships, and the excellent learning environment.



ISBR CAMPUS

The Campus is well developed for comfortable education. Solid and Self contained buildings that dot the campus are sheltered under a canopy of trees. Well maintained gardens and buildings, air-conditioned Seminar Halls, Classrooms, Conference Hall, Assembly Hall, Library, Auditorium and all the requirements of an institute of higher learning are in place.



ISBR KNOWLEDGE PARTNERS

ISBR strives to ensure that its students receive an international quality learning experience. To achieve this, ISBR has close networking relationships with several industry bodies, leading institutions, professional bodies and Corporate around the world.



PLACEMENT RECORD

ISBR provides in-depth career counseling, broad exposure to a variety of industries and career paths, and exceptional opportunities to network with potential hiring firms.

INTELLECTUAL INFRASTRUCTURE

Knowledge Centre, Library, Audio Video Media Room, Communications and Broadband enabled Wi-fi campus, Library which is open round the clock with over 5000 titles on management, a hundred-plus leading management journals such as Harvard Business Review, Sloan Management Review, etc., a large database of case studies in text and multimedia for deeper understanding and research. affiliations with premier libraries in the city.



INTERNATIONAL STUDENTS ON THE CAMPUS

ISBR students have an added advantage of cross cultural learning through the International students on the campus. These students come from all across the globe through the student exchange programmes and bring in great learning experience for our students.



REAL LEARNING ENVIRONMENT

The students learn from each other on campus through formal and informal feedback and sharing of experiences and remain committed to supporting each other for a lifetime. We reinforce our group learning environment with a comprehensive teamwork and leadership development program.



HOMELY ACCOMMODATION

ISBR hostels are home away from home. Students find ISBR's hostels very easy to settle in, make friends & create an excellent support network. ISBR offers separate boarding & lodging facilities for men and women. The facilities are customized to suit every need and budget. The Hostels have 24 hrs. wi-fi connectivity.



PERSONAL ATTENTION

ISBR maintains a unique personal connect and an approach. Our size enables us to provide students with exceptional access to recruiters, visiting executives, full-time faculty members, and senior administrators.



TOTAL PERSONALITY DEVELOPMENT

ISBR believes in total personality development is as an essence for a successful career and life. Regular training is provided on soft skills, business communication, time management, emotional intelligence, and public speaking.

SPORTS LIFE AND GAMES

The sports and games facilities at the campus make the students attain physical growth and sports spirit. Major games like cricket, basketball, football, volley-ball, table tennis, hockey etc. is given prime importance. Intra-college and intercollegiate matches and sports day events give the students ample opportunity to develop their talents and skills.



CONTEMPORARY CURRICULUM

ISBR continuously evaluates and refines its curriculum to ensure its relevance to the changing landscape of global business. Through case studies, international field-study projects, exchange study, and interactions with fellow students, faculty, and executives, our students develop a global outlook and perspective.



COSMOPOLITAN COMMUNITY

ISBR group has around 4000+ students spread through length and breadth of the country and abroad. Students get exposed to a cosmopolitan culture living with such diversified group of students.



ALUMNI ASSOCIATION

Students passing out of ISBR are offered exclusive lifetime membership to a full-fledged and active 'ISBR Alumni Club'. This club helps keep alive personal interaction between both old and new students and opens exciting career opportunities.

PHYSICAL INFRASTRUCTURE

Stress-free learning classrooms, seminar halls, board rooms, discussion rooms, with modern furniture, OHP, LCD & DLP Projectors, multimedia enabled lecture facilities, and exclusive facilities for tutorial workshops make studying at ISBR a pleasure.

ACADEMIC ARCHITECTURE

The academic architecture at ISBR leverages the best of the multi-disciplinary faculty, demographically varied student body, relevant specializations, in-depth projects, case studies, research and publications to deliver a unique academic experience to students.



PROGRAMS OFFERED



PGDM | Approved by AICTE, Ministry of HRD, Government of India

The PGDM curriculum is set apart by three distinct dimensions: Extensive corporate interface; unlimited knowledge access and an unwavering focus on the future. The PGDM program is very unique not only in its contents but also in its delivery. This program comes with unique advantages

- Approved by AICTE, Ministry of HRD & Government of India
- Electives taught by eminent faculty from Industry
- Range of inspirational speakers from around the world
- Exclusively designed course content at par with top international business schools
- Case Studies, Live Projects, Movie Analysis, Fests participation, Foreign language course, International conference all and much more
- This program is embedded in a learning community characterized by a strong research tradition and high quality professional teaching
- Value added program along with rigorous course structure
- Programmed to inculcate Innovation, Ethical Values & Nurture Holistic development
- Vibrant and Active Student Clubs
- Demographically diverse learning community
- Study abroad option available with International partnering universities
- Dual Specializations to make student multi-industry ready
- Great Batch Mates

SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV
<ul style="list-style-type: none"> ■ Management Concepts & Theories(MCT) ■ Organizational Behavior ■ Business Environment ■ Managerial Communication ■ Managerial Accounting ■ Managerial Economics ■ Statistics for Management ■ Information Technology ■ Participative learning Activities 	<ul style="list-style-type: none"> ■ Marketing Management ■ Human Resource Management ■ Corporate Finance ■ Quantitative Methods ■ Legal aspects of Business ■ Operations Management ■ Management Information Systems ■ Computer Applications in Management ■ Seminar 	<ul style="list-style-type: none"> ■ Project Management ■ Entrepreneurship ■ Elective – I ■ Elective – II ■ Elective – III ■ Project Work ■ Summer Internship Report ■ Industry Interface Training 	<ul style="list-style-type: none"> ■ Strategic Management ■ Elective - IV ■ Elective - V ■ Elective - VI ■ Elective - VII ■ Project Work ■ Project Viva -voce ■ Industry Certification Systems

Specializations offered: HR, Marketing, Finance, Information Technology, International Business, Tourism & Travel, Health Care, Small Business Management & Entrepreneurship, Retailing & Supply Chain Management and Banking & Insurance.

Duration: 2 Year

Eligibility: Any graduate with a minimum of 50% in the qualifying examination.

Entrance test for qualification: MAT/CAT/XAT/PGCET/ATMA/CMAT & any other state entrance test.

Course Offered at: Bangalore Campus

MBA | Mysore University Program

Accredited with a Five Star status in 2000 and reaccredited with an A+ grade by the National Assessment and Accreditation Council (NAAC)

About University of Mysore: The MBA Program is offered as an outreach program of University of Mysore. University of Mysore is the first university in India to be assessed and accredited with a Five Star status in 2000 and reaccredited with an A+ grade by the National Assessment and Accreditation Council (NAAC). Established in 1916, the University of Mysore was the first university outside the domain of the British administration in India, the sixth university in India, and the first ever university established in Karnataka. The University of Mysore is a globally acclaimed institution of higher education. It has acquired an aura of excellence thanks to its manifold achievements and innovations in the field of Higher education.

The University of Mysore is recognized as "Institution of Excellence" by Government of India and awarded Grant of 100 crores to create a Center of Excellence in Biodiversity and Sustainable Development.

SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV
<ul style="list-style-type: none"> ■ Management Concepts & Theories(MCT) ■ Organizational Behavior ■ Business Environment ■ Managerial Communication ■ Managerial Accounting ■ Managerial Economics ■ Statistics for Management 	<ul style="list-style-type: none"> ■ Marketing Management ■ Human Resource Management ■ Corporate Finance ■ Quantitative Methods ■ Legal aspects of Business ■ Operations Management ■ Management Information Systems 	<ul style="list-style-type: none"> ■ Project Management ■ Entrepreneurship ■ Elective – I ■ Elective – II ■ Elective – III ■ Project Work ■ Summer Internship Report 	<ul style="list-style-type: none"> ■ Strategic Management ■ Elective - IV ■ Elective - V ■ Elective - VI ■ Elective - VII ■ Project Work ■ Project Viva -voce

Specializations offered: HR, Marketing, Finance, Information Technology, International Business, Tourism & Travel, Health Care, Small Business Management & Entrepreneurship, Retailing & Supply Chain Management and Banking & Insurance

Duration: 2 Year

Eligibility: Any graduate with a minimum of 50% in the qualifying examination

Entrance test for qualification: MAT/CAT/XAT/PGCET/ATMA/CMAT & any other state entrance test

Course Offered at: Bangalore Campus and Chennai Campus

PROGRAMS OFFERED



One Semester Abroad

PGDM

Approved by AICTE, Ministry of HRD, Government of India

Special feature: One semester abroad

Recognizing the need for advanced global competency and to make international study affordable, ISBR offers its flagship program "PGDM with one semester abroad". This program aims at cross cultural exposure and a global perspective to the students.

Under this program, the student has an option of undergoing one semester in the partner foreign University under the students exchange arrangement, where, apart from building a strong network with foreign students, they will meet and learn from professors of the foreign universities. This program enables the students to get the best of Indian and Foreign education. The students would get the opportunity to interact with international faculty as these international universities faculty includes various American, European & Asian professors. Students would be in the midst of truly multi-national student groups. During the course of this study, the students would be taken on various corporate & academic tours. This would provide

the most invaluable opportunity of understanding how global corporate work.

This is indeed education at its very best, academic pursuit at its highest.

INTERNATIONAL PARTNERS

- Groupe ESC Troyes - Brossolette, France
- Hochschule Hof - University of Applied Sciences, Germany
- France Business School (fBs) - Shanghai, China
- France Business School (fBs) - Amiens, France
- France Business School (fBs) - Brest, France
- France Business School (fBs) - Clermont Ferrand, France
- France Business School (fBs) - Poitiers, France
- France Business School (fBs) - Tours, France

Duration : 2 Year

Eligibility : Any graduate with a minimum of 50% in the qualifying examination.

Entrance test for qualification : MAT/CAT/XAT/PGCET/ATMA/CMAT & any other state entrance test.

Course Content : Course content specially designed to meet international standards & expectations with ten specializations.

Specializations offered : HR, Marketing, Finance, Information Technology, International Business, Tourism & Travel, Health Care, Small Business Management & Entrepreneurship, Retailing & Supply Chain Management & Banking & Insurance.

Course Offered at : Bangalore Campus

STUDENT SPEAK

Azeem Pasha | My stay in France was definitely worth the experience. One different quality I noticed in France was Self Realization & People here never break the rule. We also found few Asian Restaurants where Indian dishes both Vegetarian and Non Vegetarian were available.
ISBR Alumni

I improved my creativity and was able to discover new ideas and put them into a organized professional package. According to me it's a very fruitful International exposure & my vision to success.
Manisha Prasad
ISBR Alumni

Vrusha Hannawar | Study at France, bought in difference in me and my career, Everything was well planned, scheduled & well organised. Made great number of friends. For my juniors, I would suggest to go prepared, have lot of fun there."
ISBR Alumni

Studying in France has allowed me to immerse myself in the French lifestyle, mine appetite palate for fine culture and food has satisfied me. It was a great experience for me to be a part of one of the renowned French university which was only possible because of my college International School of Business and Research.
Himanshu Mathpal
ISBR Alumni

Karan Kadam | My Study at France was Awesome, with lots of practical learning with real time case. Simulation games at France made learning more simpler. This improved my presentation skill. All the experience paved a great ladder to get through corporate interview with ease. Its is a great opportunity to learn and explore in all facets of management.
ISBR Alumni





PROGRAMS OFFERED

GLOBAL PGDM | 3 Country Exposure Program

Approved by AICTE, Ministry of HRD, Government of INDIA

Global PGDM - 3 Country Exposure Program is an innovative and exciting model for a real global exposure. Students get an opportunity to gain invaluable exposure, experience and practical knowledge by travelling, studying and experiencing 3 countries including India during their education of 2 Year AICTE approved PGDM. An experienced mentor is specially assigned for the students to take care of all concerns, academics and beyond, if any.

Throughout the program, the students experience holistic learning of cross-cultural sensitivities, real world experiences, the best of academic mentors both by foreign and Indian faculties, global industry visits, high-tech class rooms, international standard facilities including comfortable accommodation, Computer Lab, Online Library, Sports and Gym Facilities.

This program rightfully justifies the practical part of pursuing higher education in the area of Management. The students' become cultural sensitive and have a broad approach to adaptability.

Under this model the student completes his program by visiting 3 different countries during his 2 year education of PGDM. The choice of these countries would be done by ISBR and would be amongst India, Dubai, Singapore, Malaysia, China, Australia and others. The student would be sent to any of the 3 countries including India.

This program provides what most MBAs don't: a thoughtful understanding of how the global economy works and how organizations can best organize and operate in it. The program helps students become effective communicators and decision-makers with essential qualities of a leader. The curriculum is taught by world-class faculty. They use an engaged learning approach with case studies and discussions that stimulate class interaction.

A number of top companies engage students in live projects. These projects serve as a platform to put classroom learning into practice.

Format: During the two years i.e 4 semesters, the students would spend 6-8 weeks in each of the foreign country. The academic curriculum would be at the host country i.e. India and during the visit to the chosen country, student would have to do his internship, project, organisation study, value-added lectures, cross-cultural study, etc. based on the permissions obtained.

INTERNATIONAL PARTNERS

- | | |
|---|--|
| 1) University of Dubai | 6) France Business School (fBs) - Brest, France |
| 2) Groupe ESC Troyes - Brossolette, France | 7) France Business School (fBs) - Clermont Ferrand, France |
| 3) Hochschule Hof - University of Applied Sciences, Germany | 8) France Business School (fBs) - Poitiers, France |
| 4) France Business School (fBs) - Shanghai, China | 9) France Business School (fBs) - Tours, France |
| 5) France Business School (fBs) - Amiens, France | and many more... |



SEMESTER I

- Management Concepts & Theories
- Organizational Behavior
- Business Environment
- Managerial Communication
- Managerial Accounting
- Managerial Economics
- Statistics for Management
- Information Technology
- Participative learning Activities

SEMESTER II (6-8 weeks in Country 2)

- Marketing Management
- Human Resource Management
- Corporate Finance
- Quantitative Methods
- Legal aspects of Business
- Operations Management
- Management Information Systems
- Computer Applications in Management
- Seminar

SEMESTER III (6-8 weeks in Country 3)

- Project Management
- Entrepreneurship
- Elective – I
- Elective – II
- Elective – III
- Project Work
- Summer Internship Report
- Industry Interface Training

SEMESTER IV

- Strategic Management
- Elective – IV
- Elective – V
- Elective – VI
- Elective - VII
- Project Work
- Project Viva -voce
- Industry Certification Systems

Summer Internship (report to be submitted before commencement of III semester)

Specializations: Human Resource Management, Marketing, Finance, Information Technology, International Business, Tourism & Travel, Health Care, Small Business Management & Entrepreneurship, Retailing, Supply Chain Management, Banking & Insurance.

Eligibility: Bachelor's degree in any discipline with 50% and above. Your subject background, extra-curricular activities, awards, and recognitions are also considered.

Work Experience: We prefer our GLOBAL PGDM students to have at least two years of experience. We believe that students bring their professional experience to the class and contribute to the interactions and are able to take away more. However, we also welcome exceptionally bright fresh graduates who possess drive and confidence.

Entrance test for qualification: Applicants should have valid GMAT/CAT/XAT/GRE/MAT scores.

Course Offered at: Bangalore Campus

Dr. Ananth Rao (Academic Dean of University of Dubai).

"The ISBR students who visited University of Dubai as part of 3-nation MBA felt that -Learning and knowledge accumulated was immense. 8 companies were visited (such as DTCM, DCCI, DED, JAFZA, Carrefour, RTA, DP World) to learn the practical content in addition to classroom learning. Experienced the culture of life in Dubai, visited shopping malls, heritage village and interacted with diverse study body from various nationalities of students and scholarly faculty. All these aspects in a short span have imbibed a sense of responsibility and commitment for these students as a part of PGDM. They strongly encouraged repetition of such events on a regular basis."

STUDENT TESTIMONIALS:

Balasubramaniam (Global PGDM Program Student).

Opting for 3 country program was the best thing that I have done, the exposure that University of Dubai provided was world class. The learning was immense and we got to interact with other International students from across the globe which helped in sharpening our interpersonal skills. The industrial visits in Dubai were extremely informative and we had the privilege of being alumni of UoD.

Saroj Achary (Global PGDM Program Student).

Global PGDM program provided scope for expanding my managerial horizons beyond India. The exposure to University of Dubai was a dream fulfilled; we had classes along with Industrial Visits where we were exposed to global manufacturing processes. The exposure is incomparable and I thank ISBR for the opportunity provided.



PGDM in Entrepreneurship

Two Year Full Time Program - Approved by AICTE, Ministry of HRD, Government of India

Incubate ▶ Develop ▶ Execute ▶ Achieve

The Post Graduate Program in Entrepreneurship and Business Innovation is a two year intensive program that trains the student in every aspect of becoming a successful and innovative entrepreneur.

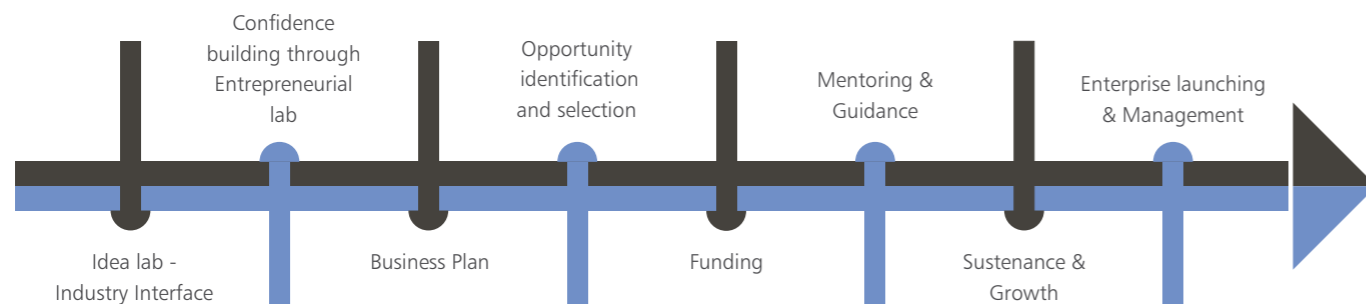
Program Objective

To develop entrepreneurs by inculcating and nurturing entrepreneurial skills and capabilities and by providing opportunities for experiential learning and presenting opportunities to start new business ventures.

Experience an exciting transformation

- Idea to reality
- Capability building
- Product design & development
- Product launch
- Market access
- Funding & Resource mobilisation
- Angel funding & Venture capital
- Sharpen Decision making skills
- Analytical abilities
- Networking
- Access to national & international Memberships
- Globally accepted certification & recognition
- Exploit networks
- Connect the dots
- Optimise business ecosystem
- Achieve your goals
- Scheduling & time management

The transformation of the student into an Entrepreneur



Program Highlights (100 Weeks)



Uniqueness of the program:

Generate, Incubate & Nurture An Idea Into An Enterprise

This program provides comprehensive entrepreneurship education and helps the student take the first step towards realizing the dream of setting up a business with a global reach. A mixture of case studies, lectures, coaching sessions, business simulations games, international immersion programs, cross cultural exposure, interaction with investors, mentorship, industry interface, internship, network & membership in professional bodies & business chambers, ensure a rigorous and complete learning experience. You will not only learn how to identify interesting business opportunities but also acquire the competencies needed to exploit them profitably.

Duration: 2 Year

Eligibility: Any Graduate with a minimum of 50% marks in the qualifying examination. Final year graduating students can also apply.

Candidates should have Leadership potential. Those aspiring to become an Entrepreneur, Entrepreneurs in the Early stages of setting up their venture and Graduate students to get a head start in a new business venture.

Entrance test for qualification: MAT/CAT/XAT/PGCET/ATMA/CMAT & any other state entrance test.

Course Offered at: Bangalore Campus



PGDM in Business Analytics

Approved by AICTE, Ministry of HRD, Government of India

This program enhances Business Analytical skills in decision making at the highest level of the organization. This program addresses a range of issues that are integral to business decisions through case studies, dynamic faculty presentations, and group discussions. With this program you will develop knowledge and competencies on various analytical tools and technologies to collect and analyze data for generating business intelligence and support different functional areas of organizations belonging to various industry domains. Business Analytics are used in industries like retail, financial services, manufacturing, healthcare, e-commerce, energy, social media, e-governance, telecom etc.

Course Content:

SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV
Subjects	Subjects	Subjects	Subjects
<ul style="list-style-type: none"> Management Concepts & Theories(MCT) Organizational Behaviour Business Environment Managerial Communication Managerial Accounting Managerial Economics Statistics for Management Information Technology Participative learning Activities 	<ul style="list-style-type: none"> Marketing Management Human Resource Management Corporate Finance Quantitative Methods Legal aspects of Business Operations Management Management Information Systems Computer Applications in Management 	<ul style="list-style-type: none"> Project Management Entrepreneurship Project Work Summer Internship Report 	<ul style="list-style-type: none"> Statistics Management Project Work Project Viva –voce
Domain Specific Courses	Domain Specific Courses	Domain Specific Courses	Domain Specific Courses
<ul style="list-style-type: none"> Data Analytic Basics Spreadsheet Modelling and Analysis DBMS & Data warehousing 	<ul style="list-style-type: none"> Introduction to Business Analytics & its Application - I Big Data Analytics - I Data Cleaning, Normalization & data Mining SPSS for Research Methodology 	<ul style="list-style-type: none"> Data Visualization Business Analytics Application - II Applied Business Intelligence Big Data Analytics - II Statistical Communication Social & Web Analytics Industry Applications of Analytics Predictive Modeling 	<ul style="list-style-type: none"> Business Modeling with Data Analysis Business Intelligence Industry Application of Analytics

Duration: 2 years Full time consisting of four semesters

Eligibility: graduate with a minimum of 50% in the qualifying examination.

Entrance test for qualification: MAT / CAT / CMAT / XAT / PGCE / ATMA / ICET & any other state entrance test.

Course Offered at: Bangalore Campus.

One Year PGDM in Entrepreneurship

Affiliated to Bangalore University

Incubate ▶ Develop ▶ Execute ▶ Achieve

The Post Graduate Program is a one year intensive program that trains the student in every aspect of becoming a successful and innovative entrepreneur.

Discover The Power of Entrepreneur in you

- Dream your future that is exciting
- Deliver value to society that is sustaining
- Design your enterprise that is ever growing
- Leave your imprints that are impacting!

People are born with innate capacities for unlimited possibilities. Converting the capacities into capabilities is within human potential. That comes when one exalts with vision and imagination, purposefully and meaningfully! That's when an entrepreneur is born! He who has no bounds for thoughts and action, he who has no scope for inhibitions for initiatives, and to whom it does not matter what stops on the way ... is the one who marches ahead and makes it happen. Creates value through wealth, brings value to lives and gives opportunities a chance!

Program Objective

To develop entrepreneurs by inculcating and nurturing entrepreneurial skills and capabilities and by providing opportunities for experiential learning and presenting opportunities to start new business ventures.

Experience an exciting transformation

Generating Ideas | Spot the Opportunities | Acquire Competencies | Develop Skills | Expand your Horizon | Explore the World | Immerse yourself into a Cultural Experience | Incubate & take off

Program Highlights (50 Weekends)

01 w	02 w	12 w	12 w	01 w	01 w	01 w	01 w	01 w
Induction and Orientation	Capability Building & Skill Development	Core Management Learning Session	Domain Specific Learning Session	Project & Assessments	Seminars and Workshops	Simulation Games	Personal Branding	Rural Immersion Concepts
03 w	02 w	05 w	01 w	01 w	01 w	03 w	01 w	01 w
Incubation Experience	Interaction with Entrepreneurs and Mentors	Live Internship	Export Import Training	Innovation and Creativity	Leadership/ Team Building/ Adventure Camp	Preparation & Finalization of Business Plan & Presentation	Event & Business Networking	Assessment & Examination

Duration: 1 Year

Eligibility: Any Graduate with a minimum of 40% marks in the qualifying examination. Final year graduating students can also apply.

Candidates should have Leadership potential. Those aspiring to become an Entrepreneur, Entrepreneurs in the Early stages of setting up their venture and Graduate students to get a head start in a new business venture.

Course Offered at: Bangalore Campus



PROGRAMS OFFERED



One Year PGDM | Bangalore University

About the program

The one year Post Graduate Diploma in Management is the flagship program of Bangalore University and offers a multiple learning opportunity with specializations (Marketing, Human Resource and General Management) that covers a broad ground with case studies and multiple projects. A rigorous and challenging course, fine tuned to meet the current trends and future needs of the industry, It is specially designed to give the student a holistic experience that goes beyond academics to benefit the student personally and professionally.

The teaching methodology is a blend of theory and interactive sessions, field work, projects and presentations.

Core Subjects:

- Management Process
- Organizational Behavior & Development
- Business Ethics' / Human Values
- Organizational Communication

Specialization Subjects:

- | | | |
|----------------------------------|---|--------------------------------|
| Marketing Management | HR Management | Business Administration |
| ■ Marketing Management | ■ International HR Management | ■ Accounting for Management |
| ■ Advertising & Brand Management | ■ Organizational Culture, Change & Development, | ■ Marketing Management |
| ■ Marketing of Services | ■ Employee Relations Management | ■ Financial Management |
| ■ International Marketing | ■ Labor Legislation | ■ HR Management |

Duration : 1 Year

Eligibility :

- Candidates with 40% marks in aggregate in Bachelor's / Master's Degree of a recognized University are eligible for admission.
- Preference will be given to candidates sponsored by a business or industrial concern.

Course Offered at : Bangalore Campus

The Bangalore University

The Bangalore University is one of the oldest in India, dating back to 1886. The university is a part of The Association of Indian Universities (AIU) and nears the status of "potential for excellence" which is reserved for the top 10 universities in India under the guidelines of the University Grants Commission (UGC). Since its start university is engaged in offering postgraduate course and conduct research programs through different departments and facilities. ISBR College is one such reputed college offering courses of Bangalore University.

PhD in Management & Commerce | University of Mysore

THE ULTIMATE RECOGNITION OF EDUCATIONAL EXCELLENCE AND INTELLECTUAL ABILITY

Studying for a PhD is a rewarding experience. It is an opportunity to become an expert in your chosen topic and to make both an academic and practical contribution to knowledge. By developing strong analytical and methodological skills, with the support of your supervisors and other academics, you will produce research which is original and relevant.

Why a PhD:

- to improve your prospects of highly paid employment
- to follow an academic interest
- to pursue a personal challenge
- to increase your opportunities of working abroad.

PhD program overview

The program is specially designed to cater to the scholarly needs of working executives, managers, faculty members, researchers, entrepreneurs. The objective is to develop scholars for higher level careers in management research and teaching, practice, consulting, training and new business creation. Expert faculty, partnership opportunities, leading-edge research methods and close supervision contribute to an outstanding study environment Doctorate conferred by University of Mysore.

About University of Mysore:

- The University of Mysore is recognized as "Institution of Excellence" by Government of India
- Accredited with a Five Star status an A+ grade by the National Assessment and Accreditation Council (NAAC). Approved by UGC, Ministry of HRD, Govt. of India, Member of AIU
- Established in 1916, the University of Mysore is celebrating 100 years shortly. The sixth university in India, and the first ever university established in Karnataka.

Benefits of a PhD

An advanced career in teaching and research | Opens new opportunities in business | Commands higher rewards & respect | Network with high circles | Become a sought after speaker | Access to international assignments

Eligibility:

Masters degree or equivalent with minimum 55% marks or equivalent (50% in case of SC/ST/CAT -I/5 years teaching experience)

Program cycle

- Stage 1 – Enrolment, Entrance test & Registration
- Stage 2 – Course work, Research work & Thesis Submission
- Stage 3 – Validation, Assessment & Certification

Areas of research

Students can specialize in one of the following areas:

Management, Commerce, Entrepreneurship, International Business, Human Resources, Business Law, Banking & Accounting, Production & Operations Management, Finance & Control, Corporate Strategy & Business Excellence, Marketing, Information Systems & Quantitative Methods, Cross Cultural Management and allied areas of Interest in Management & Commerce

ISBR CAMPUS

Campus is fully equipped for comfortable and conducive learning. Excellent campus infrastructure comprehensive and compatible learning ecosystem. Gardens and Amphi-Theatre add to enhance the spirit of learning along with Air Conditioned Classrooms, Seminar Hall, Tutorial Rooms, Library & Auditorium.

The Campus is recognised with

Business Campus Excellence Award
by Discovery Education





International Study Tour Singapore & Malaysia

Impressions...

The International study tour to South East Asian Countries of Singapore and Malaysia is aimed at providing cross culture exposure to our management students.

During the trip Business environment observations addressed issues like Quality control, Innovation, Marketing Strategies, Cost effective planning, policies and procedures, Innovation in design and encouragement and success of entrepreneurial efforts were studied by the students.

Visit to the Transport Division of Singapore : Collaborations efforts by Registry of vehicles, Mass Rapid Corporation, Road and Transport Division of the public works Department of Singapore and the Ministry of Communications to spearhead the land Transport development of Singapore was a classic example of successful collaboration and implementation.

Industries Visited : Royal Selangor, the worlds largest Pewter Industry – Family Managed Business. Hi-5 Baking unit in Malaysia, Visit to the Newater (treatment plant), Multilevel marketing service industry and many more...

Experience at the Land Transport Authority, Singapore was an eyeopener as it gave us knowledge on how Singapore is planning to manage their traffic for the next 20 years, keeping in view the growth in terms of population and economy.

Putrajaya, a well planned township on the outskirts of Kuala Lumpur gave the glimpse of requirement for future planning in the developing countries.

Interaction with faculty in the Malay University & the workshop made us understand international outlook to business, cross-cultural management, international relationship etc

Students also spent few hours every day studying the market. Learning on one hand, fun on the other. Memorable visits to Petrona Twin Towers, Genting Highlands, Batu Caves in Malaysia and Sentosa island in Singapore has left precious memories.

The final reports were based on observations in the areas of Infrastructure, Education, transportation facilities, Social crime rate, law and order, Environmental Conservation and Political issues.

All in all, The International study tour at ISBR is a not to miss opportunity.





International Study Tour Dubai, Sharjah & Ajman



Impressions...

They say travels can teach better than class lectures. Although, educational degree matters, travelling lets you learn things an ordinary class discussion won't teach you. It enables you to explore new places, discover new practices, and compare different cultures.

Two types of journeys occur during travel. The outer journey describes the physical experience of travel: where you went, what you saw and what you did while inner journey defines your interpretation of the experience. It describes what you learned, and how it changed your perspective on life.

"What a small world," or "the world is flat," are some of the most common phrases of our everyday conversations.

Globalization is poised to be the theme of the 21st Century and may well be the greatest reorganization of our world since the Industrial Revolution.

Business leaders can no longer ignore globalization. International business can no longer be someone else's specialty. Every business leader must be prepared and equipped to lead in a global, cross-cultural world. To meet these ever changing diverse demands placed on business leaders, Business Schools like us believe in learning through international study tour as its one of the key focuses in the Management Program.

Beyond just talking about global business issues, Management graduates accomplish many objectives, but the following three are at the core:

1. Experience and understand the culture of other countries through tours, cultural experiences, and interacting with host nationals.

2. Observe first-hand global businesses by meeting with business leaders and touring their facilities in order to learn how they develop and execute their strategy, manage their international business, and deal with the complexities they face both at home and abroad.
3. Have some fun and build community with fellow students, guests and faculty.

The intensive International Study Tour to Sharjah, Dubai, Abu Dhabi and Ajman has been designed to expand participant understanding and insight through exposure to a variety of international environments, exploring best practices, property issues and challenges and to return having integrated the valuable lessons learned through this study tour.

International Speakers @ ISBR

International Speakers @ ISBR



Mr. Vikram Viswanath -
Honorary Consul for Peru



Mr. Menahem Kanafi -
Consul General of Israel



A Chinese Student Sharing her learning &
experience with ISBR Student



An Interaction with International
Universities @ ISBR



Dr. Ananth Rao from University of Dubai



Chris Moore - Associate pro Vice Chancellor (International),
College of Business, Massey University, New Zealand



Mr. Eric Lavertu, Consul General of France



Mr. Joern Rohde - Consul General of Germany



Mr. Nobuaki Yamamoto, Consul and Head of
Consulate of Japan



Mr. Rolf Frei, Consul General of Switzerland



Ms. Isabela Plambeck -
Innovation coach Germany



Prof. Byron Pratt, Senior Training Consultant,
Institute of Productivity, UK



Visit of Hof University Germany Team for Association with ISBR



Partnership meeting with EDINBURGH NAPIER UNIVERSITY, Scotland, UK



Delegate from University of British Columbia,
Canada addressing students at
ISBR Business School



Delegates from Curtin University Australia



Estonian Embassy Delegates visit to ISBR



Prof. John Heap, President, World Confederation of
Productivity Science & European Association of Natural
Productivity Centres, UK



Professor from St'Anna University Italy
addressing the gathering



Professor from University of Milano for
Connexion Program @ ISBR Students



France Delegate Addressing ISBR Student



Prof. Hugh Judd - Delegation Leader,
University of Washington



International Student with ISBR Students



Mr. Lan Felton, British Deputy
High Commissioner



Tara Cleve from University Manitoba



Visit of Hof University Germany Team
for Association with ISBR

and many more...



Students from University of Washington, USA at ISBR Campus



France students celebrating Holi festival at ISBR Campus



United State National Anthem by International student at ISBR



ISBR Corporate Relation Officer with Ian Fleton, British Deputy High Commissioner



Mr. Rolf Frei, Consul General of Switzerland inaugurating the Batch of 2012 – 14.



Cross-cultural Discussion between students across boundaries



Delegates from Indo-Global Education Summit at Bangalore following Obama's Visit to India.



ISBR student sharing views with International student



Dr. George Iwama, PhD, President & Vice Chancellor University of Northern British Columbia interacting with ISBR student over scope & opportunities globally



International student sharing his experience over his journey across



ISBR MD and International Director with Bem, France Partners



Lets build a strong network – ISBR student with a Chinese student.



Professor Hugh Judd from United States with his team at ISBR



Prof. LeeAnne Wilson from Husson University, USA & M. A. Siraj from BBC World Service at ISBR Business School



Professor from Groupe Esc at ISBR along with Managing Director, ISBR



ISBR News Channel interviewing International Student





Mr. Azim Premji
Chairman - WIPRO



Ms. Kiran Muzumdar Shaw
CEO - BIOCON



Mr. Arnab Goswami
News Editor - TIMES NOW



Mr. T.V. Mohandas Pai
Chairman
Manipal Global Education Services



Capt. Gopinath
Founder - Deccan Airlines



Mr. Nandan Nilekani
Co-Founder & Ex- CEO,
INFOSYS



Mr. Santosh Hegde
Former Lokayukta



Ms. Pooja Gandhi
Leading Sandalwood Actress



Mr. Syed Kirmani
Master Cricketer



Mr. D V Sadananda Gowda
Former Chief Minister,
Govt. of Karnataka



Dr. Madavan Nair
Former ISRO Chairman



Mr. E. Balaji Rao
CEO - Mafoi Consultants



Dr. Manje Gowda
President, Bangalore Management
Association



Dr. Williams
High Commissioner of Rwanda



Mr. Ananth Kumar
Union Minister for Chemicals & Fertilizers.



Mr. Arun Madhavan
The Art of Living



Mr. Arvind Jadhav, IAS
Addl Chief Secretary of Karnataka



Mr. Asvin Vellody
Director, KPMG



Dr. Madhura Chatrapathy
Founder President - AWAKE



Dr. Arvind Kasargod
Chief of Medical Service
Columbia Asia Referral Hospital



Mrs. Aruna
Head- Design & Research
Infosys Technologies



Mr. Balam Menon
President, World Trade Centre



Mr. M. N. Vidyashankar, IAS
Principal Secretary to Government of Karnataka -
Commerce & Industries Department



Mr. Gopal Choudhary
Vice President - WIPRO



Mr. Rajinish Menon
Director, ISV & Cloud Strategy,
Microsoft



Mr. Kalyan Varma
Country Head, Products Business Stream,
TUV Rheinland India



Mr. Kapil Khandelwal
Co-Chairman, FICCI Council of
Healthcare & Genomics



Mr. S. Sampathraman
President, Federation of Karnataka Chambers
of Commerce & Industry



Mr. Manish Tripathi
Mumbai Dabawalla



Mr. Sarabjit Ghose
Chairman Indo American Chamber of
Commerce, & MD, Laguna - Clothing



Mr. Raj Narayan
Founder & MD - Radel Electronics,



Mrs. Rama N S
CEO - ELCIA



Mr. Hari Kumar Parameswaran
Vice President - BIAL



Mr. Sunil Rao
Country Head, Startup Ecosystem-India,
Google India



Nadoja Dr Mahesh Joshi
Additional Director General,
Doordarshan Kendra



Mr. Babu Rangaswamy
Director, Hewlett Packard



Mr. C. Mahalingam
Chief People Officer & EVP, Symphony
Teleca Corporation, Chairman,NHRD Chap



Mr. K. Jairaj, IAS
Former Additional Chief Secretary,
Government of Karnataka



Mr. Vivek Kulkarni
Founder & MD - Brickwork Ratings,
Former IT & Biotechnology Secretary,
Govt. of Karnataka



Mrs. Vani Venkataram
Educationist, Social activist, Motivator



Prof. N.S. Ramaswamy (Cartman)
Co-Founder, IIM - Bangalore



Mr. Dinesh
Co-Founder, INFOSYS

ISBR STUDENT CELLS & CLUBS

Towards holistic development of students a number of clubs are functional in the campus. Some of them are:

- Corporate Network Cell
- Corporate Social Responsibility
- Public Relations Cell
- Media Crew
- Marketing / HR / Finance Cell
- Writers Club
- Cultural Cell
- Sports Cell
- Innovation Club
- Entrepreneurship & Incubation Cell



Industrial Visits

While many B-Schools consider Industrial visits a mere formality to meet industry norms, ISBR prides itself in dedicating a special team to ensure that these visits turn out to be knowledge assimilation ventures.



INFOSYS, Bangalore



Biocon



WIPRO



Royal Selangor, Singapore



Vacon



American Power Conversion



Mahindra REVA



neWater, Singapore



Ashok Leyland



Coca-Cola



High 5 Baking Unit, Malaysia



TUV Rheinland



INFOSYS, Mysore



Conmix Ltd, UAE



Galadari Engineering, UAE

and many more...

ISBR PLACEMENTS & CORPORATE NETWORK

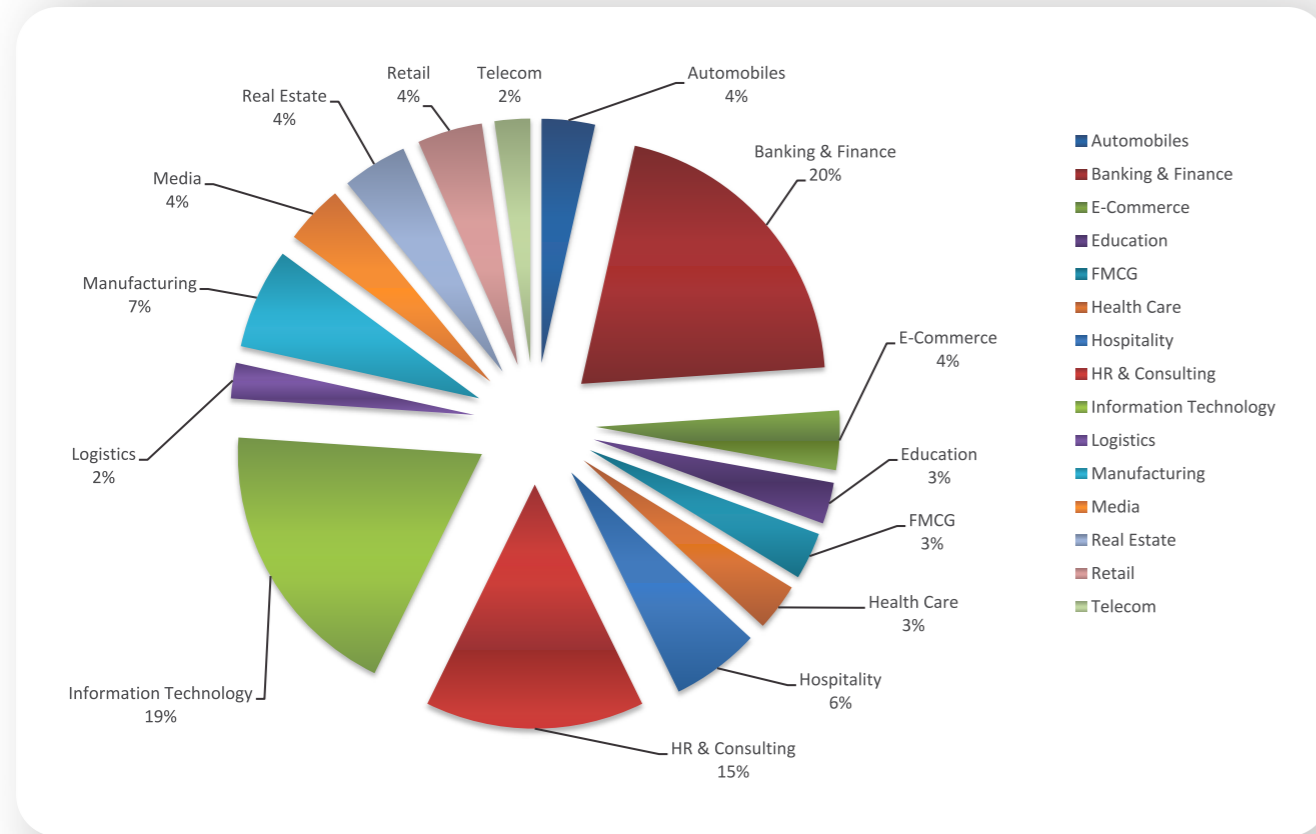
ISBR has established strong relationships with leading business organizations to achieve strong, sustainable and mutually benefiting activities. Network activities are designed to bring fresh ideas and the latest relevant management thinking to students. We are committed to being adaptive and responding to the diverse needs of organizations with which we interact.

ISBR Group Students placed at



and many more...

Sector Wise Placements & Companies



Automobiles



Audi
Daimler
Kun BMW
Lanson Toyota
Maruti Suzuki
Pratham Motors
Renault Nissan
SSE Motocycles
TVS Motors

Banking & Finance



ADC
American Express
Apco
Artha Money
Aviva Investors
Bajaj Capital
Bank of India
Basket Options

Birla Sunlife
BMA Wealth
BNP Parivar
Capital One
Citi Bank
Credence Management
Crisil
Cryobanks International
India
Deloitte
Deutsche Bank
DreamGains
Edelwiess
Ernst & Young
Fidelity Business Services
Franklin Templeton India
Future Genrali
Genpact
Globals Inc
Goldman Sachs
HDFC
IBSN
ICICI Bank

ICICI Lombard
ICICI Prudential
ICICI Securities
IDBI Federal insurance
India infoline
Indiabulls securities
IndusInd Bank
ING Vysya Bank
Intec Capital
JP Morgan
Kotak Mahindra
KPMG
Mahindra & Mahindra
Motilal Oswal
NJ India Invest
Northern Trust
OCWEN Financials
Phoenix index
Religare Finvest
Tally Solutions
TATA AIA
UMG

E-Commerce



99acres.com
Amazon
BestSeller
Car Wale
CommonFloor
Flipkart
Giftxoxo
IndiaMart Intermash
Naukri
Sofmax Solutions

Education



Axis Learning
C Square Learning
Centum Learning Centre
Educomp
Jaro Education
NIIT
Think & Learn

FMCG



Aditya Birla
Bharti Walmart
Future Group
Johnson & Johnson
Jubilant Foods
Pepsico
Rodab Dates
Unilever

Health Care



Apollo Hospitals
Columbia Asia
Fortis
Health 24x7
Healthcare Global
Entreprises
Higenie
Life Cell International
Regenerative Medical
Services

Hospitality



Aloft hotel
Ambienze Events
Clarks Group of Hotels
Cosmic Meltdown
Crowne Plaza
Eagleton Resorts
GUD DHANI Restaurant
HolidayIQ.com
IRIS Business Hotels
Kadavu Resorts
La Classic Hotel
Novel Group
Oberoi Hotels
Scorpio Events
Taj West End

HR & Consulting



Ajax Consultancy
Antal
Anzy Careers
Arcis
Arnold Consulting
Artech
Assure Consulting Services
Asterion Consulting
CareerNet Consulting

CareerNet Technologies
Carpel Technology
Edge Executive
FirstNaukri
IBM
Indegene
Kenscio
Maplecode
Naukrieasy
NGS
One Source
OPI
People First Consultants
People Source
People Tech Group
Planman Stars
SFJ Business Solutions
Shining Consulting
Shobe Technologies
SKAN Consultants
SLK Software services
Speed consultancy
STC technologies
Team Lease
Technosoft Global Services
Tekbridge Solutions
TUV Rheinland
Zyoin Solutions

Information Technology

3dot Info Services
Aayuja
Accenture
Apps Daily
Arrow Devices
Aryaka Networks
Capgemini
Cognizant Technology
Solutions
EkaTech Services
Esslsecurity
Flextronics
Friedz System Solutions
FSS
Google
Infocomm IT Services
Infosys
ITC Ltd
Magnasoft
Marcellus Infotech
Microland
Ness Technologies
Novel

Odessa Technologies
Oracle India
Playzio
Polaris Software Lab
Project People
ProXs infocomm
RVM
Saab Factoring Solutions
Sasken
SMS Country
Society for IT Development
Softmax Solutions
Solutions Infini
Target IT Consultancy
Tata Consultancy Service
Tech Mahindra
Technosoft Corporation
Texas
Thomson Reuters
Tismo Solutions
Transparent Value
Veeras Infotek
VLS Consulting
Wipro Technologies
Yodlee Infotech
Zylog Systems

Logistics



Algpug Enclosures
Kunta International
Ricon
Shivamani Exports
Surfair Express Cargo & Logistics
Valex Logistics

Manufacturing



Asian Paints
Ceasefire Industry
Chennai Safety Door
DRT
Durga Engineering Works
Godrej Boyce & Manufacturing
Greenply Industries
Larsen & Toubro
Pest Control (india)
Racks and Rollers
Robert Bosch
Saurabh Flexipack Systems
Schneider Electric
Somany Tiles

Trishul Engineers
Ultra Tech
Vacon Drives & Controls

Media



Blue Tigers
CMR
CyberMedia
DishTV
Fotobubbles
Repucom
Shanti Exim International
Times group
Toonmedia Technologies
Zenith Outdoors

Real Estate



Bright Wave Projects
Home Space
Mahavir Structures
MJ Infrastruktur
Motzkin Ventures
Patel Realty
Prestige Group
Puravankara Projects
RNR
Shobha Developers
Zamindar Properties

Retail



BIBA Apparels
Bose Corporation
Levis
Madura Fashion & Lifestyle
Office Yes
Pantaloons
Raheja Hypercity
Reliance Footprint
Reliance Trends Limited
SSIPL
Tata Croma

Telecom



Aircel
Blackberry
Cellular Matrix
Idea Cellular
Metric Cellular Services
Reliance Communications

Name of the Student	Name of the Organization	Name of the Student	Name of the Organization	Name of the Student	Name of the Organization	Name of the Student	Name of the Organization
Vijaybhaskar Reddy D	3dot Info Services	Sahana R	Bose Corporation	Sampa Gucchait	Deutsche Bank	Madhu A	Home Space
Anil Kumar R	99acres.com	Surya Kumar	Bose Corporation	Anjan Tewari	DreamGains	Milosha Mary Falcao	IBM
Santosh Deepak Dasari	Aayuja	M Pandi	Bright Wave Projects	Subavel M	DRT	Dharampal	IBSN
George Varghese	Accenture	Muzammil Nazir	C Square Learning	Gunda Naveen	Durga Engineering Works	Adithya Bolathia	ICICI Securities
Shruthi H V	ADC	A Kalpana	Capgemeni	Sourav Roy	Eagleton Resorts	Kadam Karan Dadasaheb	ICICI Securities
Prabhat Kumar	Aircel	Jaibin Roy	Capgemeni	Alibha Jyotimala Patel	Edelwiess	Shagufta	ICICI Securities
Chinmaya Prasad	Ajax Consultancy	Abhishek	Careernet Consulting	Atal Bihari Tripaty	Edelwiess	D Ranga Sai Kishore	ICICI Securities Lombard
V V Sriharsha Nallamilli	Algpug Enclosures	Mayukh Chowdhury	CareerNet Technologies	Pradeep RBV	EkaTech Services	Parag Khatri	ICICI Securities Prudential
Anita M	Aloft Hotel	Priya Srivastava	Carpel Technology	Prajwala B M	Ernst & Young	Aravind C	IDBI Federal insurance
Jyoti Prasad	Ambienze Events	Abhishek Sahu	Ceasefire Industry	Shah Vishal Dilip	Ernst & Young	Reshma K	Infocomm IT Services
Gaurav Pratap Bundela	American Express	N Chandramouli	Centum Learning Centre	Yelti Prathik Reddy	Esslsecurity	Deepak Yadav	India Infoline
Kunal Banerjee	Anzy Careers	D Narasimha Rao	Chennai Safety Door	Robinson Jacob	Fidelity Business Services	Chun Chun Kumar Singh	Indiabulls securities
N N Mishra	Apco	Ajay Bhaskar Sahai	Citi Bank	Pratheep Kumar N	Flextronics	Harishanker	IndiaMart Intermash
D Preeti	Apollo Hospitals	Soumak Mukherjee	Citi Bank	Manish Kumar Singh	Fortis	Akshayanat Srivastava	Indusind Bank
Noothan Venkatesh Varma	Apps Daily	Deepu Bhat	Clarks Group of Hotels	Sowmya M	Fortis	Abhishek Gupta	Infosys
Madhu Bala	Arnold Consulting	Mahesh Chelluri	Clarks Group of Hotels	A Arun Prasath	Franklin Templeton India	Shirish Harshe	Infosys
Gopalakrishna Sahni	Artech	D Pooja	Cognizant Technology Solutions	Senthil Kumar	Friendz System Solutions	Mukta Singh	ING Vysya Bank
Chaitanya Kumar Ravirala	Artha Money	Laxmipriya Swarin	Cognizant Technology Solutions	Aishwarya S	FSS	Prasanna B	Intec Capital
Sooryashree R	Aryaka Networks	Freddy Zacharia Antony	CommonFloor	Bishnu Agrawal	Future Genrali	Garbham Gokul Srinivasa Nandan	ITC Ltd
Reena Mahesh Sachdev	Assure Consulting Services	Zakiya Namreem	Cosmic Meltdown	Suhasini Rahaman	Genpact	Chaitanya Vajjalwar	Jaro Education
Prerna	Asterion Consulting	Nandita Bhattacharya	Credence Management	Naresh Kodebathulla	Giftxoxo	Moumita Chakraborty	JP Morgan
Rakesh Reddy Puliyala	Audi	Isha Sharma	Crisil	Namrata Das	Globals Inc	Ernest Abraham Thadathil	Jubilant Retails
Nishanth Kumar	Bajaj Capital	Nupur Chandra	Crowne Plaza	Brijesh Pandey	Godrej Boyce & Manufacturing	Sacheth Santhosh	Kadavu Resorts
Ashutosh Verma	Bank of India	Shruti Anand	Crowne Plaza	Anika R Choudhary	Goldman Sachs	Debanshu	Kenscio
Suyash Loni	Basket Options	Sridhar Kotari	Cryobanks International India	K Shalini	Google	A V S Jatin	Kotak Mahindra
Suresh M	BestSeller	Maninder Singh	CyberMedia	Avinash Kumar Pandey	GUD DHANI Restaurant	Fernandes Sherwin Francis	KPMG
Swati Yadav	BIBA Apparels	A Jagadesan	Deloitte	Ashwani Kumar Dubey	HDFC	Nikhil M S	KPMG
S Muthukumaran	Birla Sunlife	Rohan Jaiswal	Deloitte	Manmath Nath Acharya	Health 24x7	Prabhakaran M B	Kun BMW
Anupam Nayak	Blackberry	Himanshu Mathpal	Deutsche Bank	Manisha Kumari	Higenie	Sumit Gautam	Kunta International
Thammana Puneesh	BMA Wealth			Sudip Nayak	HolidayIQ.com	Prasanna Kumar S	La Classic Hotel
Avinash Sridhar	BNP Parivar						

Name of the Student	Name of the Organization	Name of the Student	Name of the Organization	Name of the Student	Name of the Organization	Name of the Student	Name of the Organization
Subha Prabhakar	Lanson Toyota	Chandra Bhushan Singh	Pantaloons	L Sarath Chandra	Scorpio Events	Aarthi Devi B	Technosoft Corporation
Balakumar S	Larsen & Toubro	Pooja Sharma	Pantaloons	Anurag Kashyap	Serco Global Services	Nonibala Ningthoujam	Technosoft Global Services
G R Vignesh	Larsen & Toubro	Abhishek Bharti	Patel Realty	Richa Sachdeo	SFJ Business Solutions	Manish Chauhan	Tekbridge Solutions
Suchitra D	Life Cell International	Pushkar Raj	Patel Realty	Anjan Shrivastav	Shining Consulting	Kamalika Ghosh	Texas
Vamsikrishna	Madura Fashion & Lifestyle	Dhiya E Varghese	People First Consultants	Shailendra Singh	Shivamani Exports	Priyanka Bhattacharya	Texas
Hemant Singh Rawat	Magnasoft	Suyashi	People Source	Bishnubrat Hazarika	Shobe Technologies	Prasenjit Saha	Think & Learn
Partik Pandey	Mahavir Structures	Mamta Prasad	People Tech Group	Lokesh Kumar	Shobha Developers	Blessy Anna Varghese	Thomson Reuters
Santhosh Pathangay	Mahindra & Mahindra	S Harish Kumar	PepsiCo	Sreeraj Pottekad	Shobha Developers	Vishal K Jain	Thomson Reuters
Deepa Mathew	Maplecode	Pravin Kininge	Pest Control (india)	Hemavathi N	SKAN Consultants	Dharitri Kar	Times group
V Vaishnavi	Maplecode	Swaminathan	Phoenix index	Honnarvar Vrusha Vasant	SLK Software services	George Preethy	Times group
Nitin Singh	Maruti Suzuki	Snehaa Karthikeyan	Planman Stars	Robin George	SMS Country	Raghavendra Naveen Prasad	Tismo Solutions
Deepak Prakash Vaidya	Metric Cellular Services	Rashika Nagpal	Playzio	Kunal Koushal	Society for IT Development	Mohini Singh	Toonmedia Technologies
Aparupa Nath	Microland	Priyanka Chaudhari	Polaris Software Lab	Abirami L	Sofmax Solutions	Snehansu Shekar	Trishul Engineers
Penugonda Yogesh	MJ Infrasturcture	Abhilash Panigrahi	Pratham Motors	Ajith Nair S	Softmax Solutions	Radhika Shivaram	TUV Rheinland
Abhinav Kumar	Motilal Oswal	Nitin Kumar Jain	Prestige Group	S Sairam Kumar	Somany Tiles	Santhosh Kumar Kurella	TUV Rheinland
Kumar Dipesh	Motilal Oswal	Md Shakil Khan	Project People	Jothi S	Speed consultancy	Aditiya Mehta	TVS Motors
K L Krishnadas	Motzkin Ventures	Molina Gupta	Project People	Bhawna Chaudhary	SSE Motocycles	Denzil Varghese	TVS Motors
Abhishek Sah	Naukri	Ramprashath G	ProXs infocomm	Sharad Bamnera	SSIPL	Laxmi Prasad Panigrahy	Ultra Tech
Syed Shadab	Naukrieasy	Siddarth Vyas	Puravankara Projects	Deepika C	STC technologies	Chetan Samadhiya	UMG
Amrita P Nair	Ness Technologies	G Goutham Kumar	Racks and Rollers	Prafful Chand	Surfair Express Cargo & Logistics	Saranya M	Vacon Drives & Controls
Arnab Paul	NGS	Bhavneet Prabha	Raheja Hypercity	Sharada Menon	Taj West End	Kandasamy S	Veeras Infotek
Gautam Reddy	NIIT	Doddipatla Sai Krishna Chaitanya	Regenerative Medical Services	Sidharth Prashar	Tally Solutions	Rakshith S	Velex Logistics
Subhash Chandra	NJ India Invest	Sai Sailesh.P	Regenerative Medical Services	Mahendran S	Target IT Consultancy	Purna Poonj	VLS Consulting
Anshul Agnihotri	Northern Trust	Kumar Kautuk	Reliance Communications	Gargi Roy	TATA AIA	Ambarish Jana	Wipro Technologies
Arihant Daftari	Northern Trust	Mamta Sahu	Reliance Trends Limited	Abhishek Srivastava	Tata Consultancy Service	Nirmala P	Wipro Technologies
Anuj Singh	Novel Group	Ponnamma B A	Repucom	Sumedha Jain	Tata Consultancy Service	Vulli Sai Sameer	Yodlee Infotech
Deepshikha Phukan	OCWEN Financials	A Shanmuga Sundharam	Ricon	Rounak Trivedi	Tata Croma	Reema Mesta	Zamindar Properties
Lukka Roopvinesh	Office Yes	Lakshmikanth N	RNR	Anjeli Vandana Ekka	Team Lease	Suma G	Zenith Outdoors
Anil Kumar Sharma	OPI	Rajkumar Sonkar	Saab Factoring Solutions	A Prathyusha	Tech Mahindra	Prerna Gupta	Zyoin Solutions
Goutam Goswami Sahoo	Oracle India	Jay Kishor Pathak	Saurabh Flexipack Systems	M L N Malika Sri Vidya	Tech Mahindra		



Educational Loans

ISBR facilitates educational loans from leading banks for students to ensure uninterrupted completion of their education. ISBR Business schools assists students in availing Educational loan from various Banks. Most Banks in the country offer attractive education loans for students. All the required documents will be provided from ISBR Business School to the selected candidate for the processing of Educational Loan.

CORPORATE SPEAK

Suhas Gopinath
World's youngest CEO
It is a great pleasure for me to address the students at ISBR.
I am sure ISBR will compete with top B-Schools of the country.

Sunil Sindhe
HR Manager, HP Shared Services Ltd
We are happy to tie up with ISBR. ISBR is one of the good things to happen with HP employees.

Shailesh Singh
Vice President - 2I Capital India Ltd
ISBR seems to be in very able hands and am sure will emerge as one of leading quality management Institute.

Deepti
Vice President -Tata Consultancy Services
ISBR has an enthusiastic group of students.

K. Ganesh
CEO - Tutor Vista
It was a great experience to meet the first batch of enthusiastic graduate aspirants. I am sure with the inspired management, students at ISBR are in good hands and will develop to be efficient future managers.

R V Krishnan
Deputy General Manager TNPL
My son Karthik is a student of your esteemed institution doing the first year MBA. I am happy to inform you that he finds this institution as good as any other famous college. He finds himself very comfortable with the facilities and is happy with the faculty members and the method of coaching. This mail is sent to you to thank you for preparing my son as an able MBA Graduate and most important to be a good citizen of India.

FACULTY SPEAK

Mr. ANURAG TIWARI
B.E, MBA (IVEY)
ISBR Equips every student with key financial concepts and ensures that they should be able to model those financial problems / issues on excel efficiently which is very much needed in the current global corporate environment.

Mr. PAVAN SONI
Innovation Evangelist, Wipro Technologies, BE (Gold Medal) MBA (NITIE Mumbai)

ISBR hones the Future Leaders with a well structured program supported by very able management, faculty and alliances. Having taught at over a dozen MBA institutes across the country, I would rate ISBR very high on industry- institute interaction, infrastructure and faculty research.

Prof. RAMASWAMY KALYANASUNDARAM
AICWA, ACS
ISBR has the mission of "Excellence in Management Education". It is not only academics but the all round development of the Management Student, so as to groom him/her towards facing the challenges of corporate Indian that is considered more significant.

Prof. SARIT KUMAR
PGDBM, IIM (Kolkata)
Faculty at ISBR are of the highest calibre and students have the chance to learn from real gurus in every field of Management Science.

Guest Picks on ISBR

Mr.Gokul Murari.H
Cognizant Innovations Group
"It was awesome coming back to college, especially this one. Hats off to the students for cooperating. Would love to come back."

Dr.S.Chellaiah
SRM University
"I have enjoyed the interaction with the students and the faculty. The ambience of the school is enviable. A great place to study."

Ms.Uma Narayanan
Ford India Pvt. Ltd
"I had a wonderful time with the students. Nice campus and energetic students."

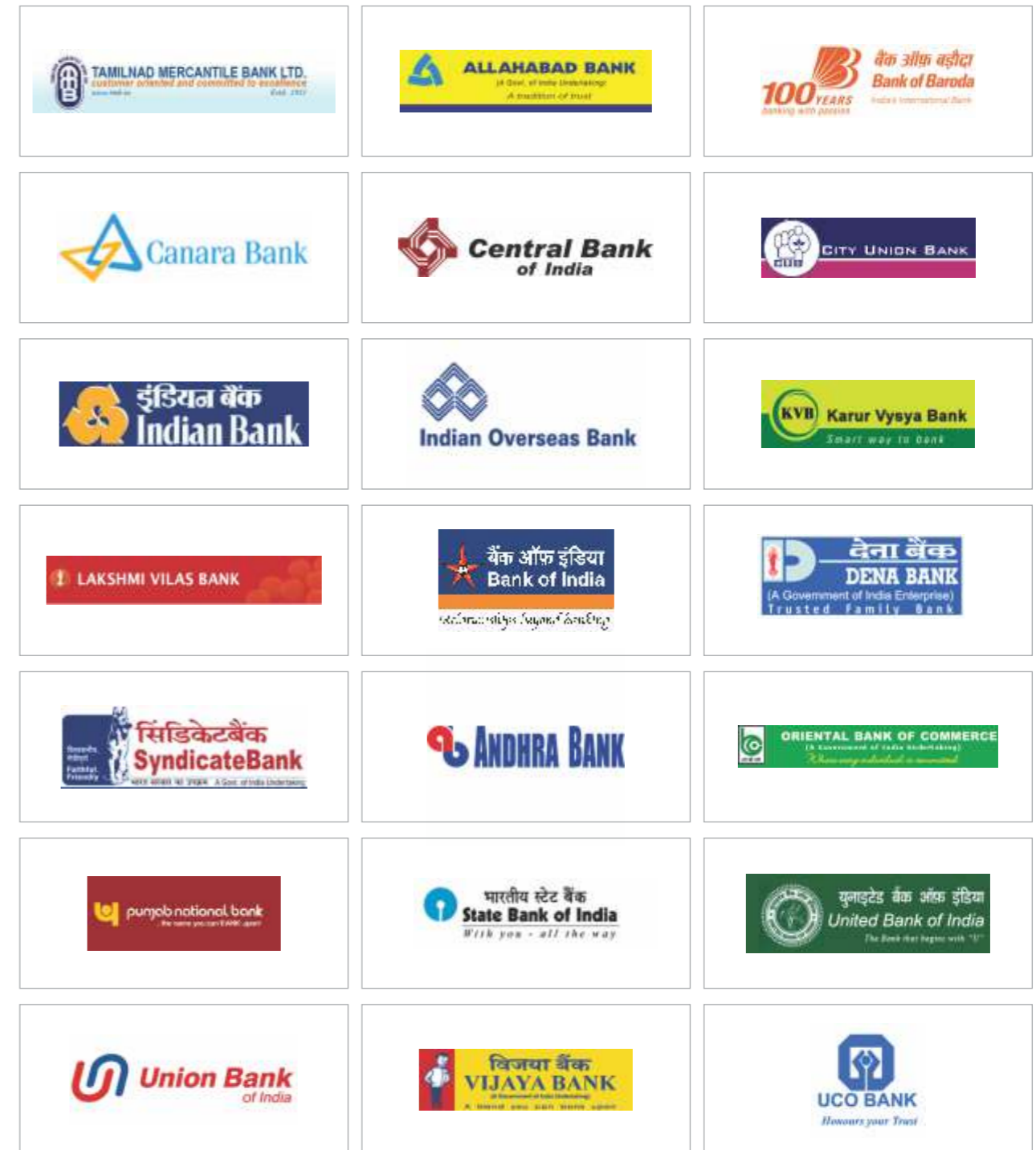
Mr.Paul Morris
MINT, Times Group - Circulation Manager
"I found the students to be very interactive! Had a great time! Great sharing of time and knowledge."

Mr.Ganesh Mohan
Cognizant Technology Solutions
"The event was well organised and had a great time interacting with students. Looking forward to come back again soon!"

Mr.Hariharan Ranganaath
MD, Alletha Healthcare Pvt. Ltd
"The programe was organised in an excellent manner. Team in dynamic ambitions. Wish them all success" -

Lakshmi Narayanan
Safety Manager, Sundaram Clayton Ltd (TVS)
"Good program organised for student community. All the best."

The students of ISBR Business School in the past has availed loans from the following banks:



For more information regarding the educational loan, kindly get in touch with the Loan Processing Officer at info@isbr.in

Note : Loan amount and approval is the sole discretion of the financial institutions and ISBR does not take any responsibility of the same. ISBR will only assist the students with all necessary documents to facilitate the same. It is the sole responsibility of the student to get the loan processed.

Alumni Meet



Impressions...

Students passing out of ISBR are offered exclusive lifetime membership to a full fledged and active 'ISBR Alumni Club'. This club helps keep alive personal interaction between both old and new students and opens exciting career opportunities.

ISBR had its recent Alumni Meet on July 27th at the campus. The event kick started at around five in the evening with a formal registration for the office bearers post. A panel consisting of the Faculty and the Board quickly selected the office bearers for the Alumni club. The program started off with the lighting of lamp by the pioneer Batch of ISBR. It was followed by an invocation and a welcome address and felicitations. Prof Preeja Sreedhar, head of Writer's Club and a favourite faculty of the student compered the show with ease and elegance. There was a feeling of nostalgia and warmth of coming back to one's institution. The quick hugs, surprise looks and the sparkling smiles were the order of the day. The audience swelled in number with their spouse and partners in tow. The enthusiasm skyrocketed when there was a formal announcement of the President, Vice President, General Secretary, Treasurer and the Executive members. The management presented one lakh cheque as a funding to start their planned activities. Some of the ex-students expressed their gratitude openly and said they were lucky to get the distinguished Faculty and the best learning from the institute.

The event ended with a Theme party titled "Starry Nite" by the most sought after motivational trainer DJ (Deepak Justin). The crowd rollicked and set the stage on fire. Most of them were dressed in their favourite star attires. The dance floor had a combination of the current batch of students with the alumni. Thus food, fun and nostalgia were in the air.



Gargi Roy - Presently with TATA Group



"My name is Gargi Roy, I saw a lot of colleges when I was choosing for my higher studies i. e MBA, but I felt that this college is giving me a higher

exposure towards industry. Once I came here, I got to know I have made right choice. I made lots of friends, I have met wonderful faculties.... of course I did, I have made to TATA Family.... because of ISBR. I am working with them now and ISBR has given me lots of exposure that I was able to break through Tata Interview. The faculties are wonderful, they are

very loving apart from their knowledge, they share their personal experiences to fill the gap between practice and theory. They are wonderful and they become a lifelong friend. We love our library. I would say is the out of syllabus books that to from the industry. I would give you one example called "The Argumentative Indian" by Amartya Sen, that one book still remains in my memory. I would say the library has added a lot of value. I had been shot listed to go IIM, Bangalore, for a dance event for the ICRA consortium (the brick consortium) again that was opportunity provided by ISBR. That would be my biggest achievement of the memory of the life time. I am working with TATA as Branch trainer; I train on process and Product. ISBR would be a stepping stone for anything that would be ahead in life.

Ritankar Bhattacharya - Presently with Tech Mahindra



I did my engineering, then I joined my father's business and then I decided to have an MBA degree, I gave CAT and that's when I got call from ISBR, I came

all over from Kolkata to Bangalore to look at the college, I liked the college, I went through the placements, I looked at the potential of ISBR can give to one's life. I did an analysis of myself and then I decided to join ISBR.

It really turned out to be fruitful for me. The best thing about ISBR is "Grow and Let you Grow".

I am working in Tech Mahindra again from ISBR campus interview. I have my own family business but I wanted to do something for myself. Yes ISBR did it, it helped help me a lot. The teachers, the faculties, interconnection with corporate world everything is good. ISBR helped me to reach my goal and today I am working with Tech Mahindra.

ISBR is life starter, gave a kick start to start of dream of my life. I achieved it.... I couldn't say I have achieved it. . yes. . atleast kick start to do what I am dreaming of.

Thomas E. T. - Presently with Daimler India



After writing my CAT and MAT examination, I was wondering where to join. I was searching for colleges in and around Bangalore.

My first choice was ISBR Bangalore. I came, checked out campus and placements. This is how my ISBR journey started.

Experience in ISBR was pretty good. Faculty wise it is very good. When I Joined ISBR, I was very shy type of guy. When I was came

out of ISBR then I was bold type of guy. That was the ISBR impact.

Faculties are good. They are able to relate the subject to industry. Uniqueness about ISBR is I would say different guest lecture they brought in, Industrial visits that happened.

Most memorable moment I would say was my hostel. Right now I am working with German Firm called Daimler India Commercial Vehicles, manufacture of BharatBenz Trucks and Mercedes - Benz. To reach my goal I would say special thanks to Abbas Ali Sir, he really molded me come out in every situation since I was taking care of CNC club that really made me to understand how we cope to interact to corporate.

Vishal Pawar - Presently with HCL Technologies



I am working with HCL Technologies as a Sr. Marketing Executive. I take care of corporate client relations. I started my career with Crowne plaza

as a coordinator for 2 years and after that I got opportunity in Chennai to join HCL that was my second assignment and I am currently getting an opportunity to learn and explore more

options in HCL. To be really honest with you I have been surprised first of all with support and guidance which has been given from my fellow colleagues and it turned out to be positive. The campus and the infrastructure facilities are world class and its a great place to learn practicality. Infact I like to share my experiences with juniors. I cleared mat I got a call from ISBR that was the first thing I told my father and mom and you now that was an amazing experience. I am having a great time right now and the award and the recognition. I really appreciate the team and the alumni team and college to consider me for this award. ISBR is a Great place to learn and achieve success.

Pooja Sharma - Presently with Pantaloons



I was looking for a unique course giving in operations and marketing. ISBR has given me opportunity for that and that's why I like ISBR.

My journey with ISBR is totally different kind of journey we learnt lot of thing about education about life about corporate relation. The biggest fear of my life was stage fear I overcame my stage fear during my induction program. So that is the best that ISBR has given me, overcoming my stage fear. Faculty are superb, they are gurus. Over here they train you they mentor you they guide you to face any challenge they will help you in whatever problem that you are facing.

The most memorable moment was when I was in first year I got

the student of the year trophy. So that was my best moment and second best moment was when I got the job from which was given by ISBR which I am still cherishing in life. The uniqueness about ISBR is the faculties that are helping out and shaping our future, shaping up our way of living our life. We got a superb team of gurus over here and they help us leading our lives successfully. As of working with Pantaloon, I am dept manager over there so I am happy going to work. I am really interested in retail sector actually I never had work experience and the first job was retail. This was given by ISBR in campus recruitment.

Facility in ISBR is very good from infrastructure to library everything is fine. All the co-curricular activity what ever is conducted is good. Apart from that I got good opportunity to go to different college and learn.

I have come for convocation function and after that alumni meet is there. Everything is fantastic. It was good experience.



STUDENT / ALUMNI SPEAK

My experience at ISBR includes immense learning and extraordinary guidance from renowned faculty members due to which my entry in the corporate world has been easy and successful.



Gaurav Bundela
American Express

A Moneshaa
HR Manager, Mega
Weld Technologies



The exposure to the real world, teaching by top-notch experts and faculty from corporates gave us wonderful experience. It has been a thrilling time being part of ISBR.

ISBR has given me a new life, a new beginning and all the love one needs. With all the learning I came back home, with the least interest to leave the family I made here.



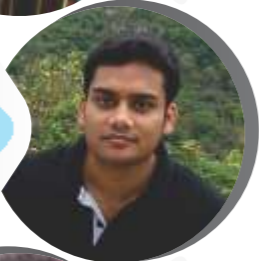
Nivedita Tagra
Ernst & Young

Rechu R
HR Manager,
First Source
Consultant



My greatest strength is my commitment toward learning. Thanks to ISBR faculty, I have earned a great name for myself in my workplace. I hope to bring more laurels to my alma mater.

Various cell - initiatives allowed me to blend fun and studies and mould myself into a ready corporate personality



Rohan Jaiswal
Taxation Analyst,
Deloitte Pvt. Ltd.,

Sharda Menon
Times Group



I shall always remember my internship phase as it laid down the path for my future career which is my present today

ISBR helped me to imbibe all the possible characteristics, which a professional is expected to possess. The campus is full of enthusiasm and good vibes.



Suwini Arland
HR-Operations, CGI
Information Systems &
Management
Consultants

Vineet Thakkar
Jr. Manager - Product
Marketing, Aris Global
Software Limited



ISBR has well achieved goals and it has imparted in me the hunger to succeed and imposed great belief in self and this is what makes ISBR and me different from the counterparts.

STUDENT / ALUMNI SPEAK

Rashmi Gururaja Rao
DPO-Divisional Process
Owner, Oracle India
Pvt Ltd



ISBR for me is always like in search for Best Results.

ISBR has given me the best, I have taken the best and the best has to be given back to the place where I belong to whichever way I can which makes it worth to called myself as a GEM of ISBR. I was a Gem, am a Gem and will always be a Gem of ISBR.



**Ningthowan
Nonibala**
HR Relation Officer,
Tecnosoft
Corporation

Vinay Kumar Nasha
Business Consultant &
Marketing Manager,
BusyAge Consultancy
Services Pvt. Ltd.



ISBR gave me one of the most unforgettable friends & faculty who were always there through thick and thin.

ISBR gave me opportunities which I grabbed with both hands and my work at ISBR has given me an opportunity to avail the Life time Membership from Cherie Blair Foundation . . .



Soumya Satapathy
Operations Executive,
US Fund Accounting,
Asset Servicing, Bank
of New York Mellon

Syed Shadab
Ass. Sales Manager,
Crown Plaza



ISBR was a never-before experience for me. It is that place where knowledge is the driving force. A unique blend of academics, real-world exposure and hands on training made me a completely new person.

If it can be all be summed up in a phrase, ISBR taught me to be better at what I do.



**Soumya
Mangalampalli**
Fortis Hospitals

Rahul Kanadia
Copywriter



ISBR has been my primary source to inculcate a set of learning . . . the impromptu pantomimes, heated debates, passionate Q&A's and the proud trophies i brought back home.

"ISBR gave once in a life-time opportunity to blend with various cultures which is absolutely essential in the corporate world. Not only that I was a consistent participant which gave me a lot of confidence to face any situation; the support that I got from my faculty made a huge difference in my life and that is exactly how, today I am working for a big and vastly branched out concern like Toyota.



Durga C
Senior Executive,
HR and Training,
Lanson Toyota

Life at ISBR



Opportunities for learning, growing and achieving exist everywhere at ISBR. Life at ISBR is a blend of academics, extra-curricular and leisure activities. Strong student clubs and cell activities give students opportunity to pursue hobbies of their interest. In addition, activities such as cultural programmes, student fests, festival, national celebrations and inter-college events make life at ISBR truly colorful, enriching and enjoyable.

A complete education package along with strong network, quality friends, Alumni, corporate relations, fun, excitement, celebrations, discipline, mentoring, counseling, skill building, personality development, showcasing talent, stimulating creativity, human relationships, ethics, values and much more. Experience all this with Life at ISBR.



**WE WELCOME YOU
TO BE A PART OF
THE VAST POOL
OF TALENT, OPPORTUNITY
& SUCCESS.**



Life at ISBR (contd)....



ISBR Voice



The name of the publication says it all - it is the voice of ISBR - the voice of the students. ISBR Voice is a magazine created by and for the students of ISBR, who are part of the Writer's Club. This yearly publication is a forum for students to express themselves and communicate news and happenings from the ISBR community. ISBR Voice is a vibrant magazine covering news, student experiences, case studies, essays and articles. The editorial team puts together content by motivating students to contribute apart from sourcing contributions from faculty, industry and corporates. The students have been putting in an a sterling effort to create a magazine which the entire ISBR community looks forward to reading.

ISBR Gems



Gems of ISBR is a publication of ISBR that captures and highlights profiles of top students of ISBR each year. The student profiles are gathered through interviews with students by the editorial team. An extract from the foreword of the book illustrates and conveys the spirit of this book.

"At ISBR, every single student is dear to us, because each one of them has portrayed different images on the canvas of life. However, there are a few who broadened and challenged their limits and pushed the boundaries to stretch their imagination. We take pride in introducing these "Best Managers...."



Life at ISBR (contd)....



Annual Events

- Orientation Program
- Fresher's Party
- Annual Day
- Convocation Day
- Sports Day
- International Study Tour
- Industry Visits
- Specialization based visits
- Entrepreneurship week
- Case study competition
- Zenith Fest
- Placement Week
- Farewell Party
- Faculty Development Program
- HR Summit

Celebrations

- Important festivals & National Days
- Birthdays

Competitions

- Debate
- Group Discussions

- Research Paper Presentations
- Movie Analysis
- Budget Analysis
- Magazine Analysis
- Research on Top Corporate
- Role plays

Certificate Courses / Workshops

- Business Applications of MS Excel
- Communication Classes
- Entrepreneurship Development
- ERP
- HR Tools
- Importance of Yoga
- Mergers & Acquisitions
- Negotiation Skills & Conflict Management
- Outbound programs
- Six Sigma
- Business Simulation Workshop
- Foreign Language

Academic Events

- Guest Lecture Series
- Expert Talks

- Workshops
- Discussions with CEO
- Skill Building
- Seminars
- Paper Presentations
- Research Analysis
- Book Reviews
- Movie Reviews
- Case Study Analysis
- Live Case Discussions
- Mentorship Activities
- Leadership Development Programs
- Interviews with Personalities
- National & International Conferences
- Mind Meeting Workshops
- Management Development Programs

CSR Activities

- Blood Donation Camp
- Train the Trainers
- Project with NGOs
- Activities for social cause

Skill Building

- Global competencies
- International HR
- Interpersonal & Leadership Relationship
- Personal Effectiveness
- Personality Development
- Persuasive communication
- Role Model of Highly Successful People
- Self Development & Awareness
- Sensitivity Analysis
- Strive for Business Excellence
- Talent Management
- Team building
- Team Work
- Time Management

Convocation Day Awards

- Academic Excellence
- Marketing Topper
- HR Topper
- Finance Topper
- IT Topper
- Retail Topper
- Banking & Finance Topper

- Telecom Topper
- International Exposure
- Best All-rounder
- Faculty Choice
- Special Recognition
- Best Transformation
- Best Team Player
- Best Leadership
- Directors Choice Award
- Best Creative & Talent
- Outstanding Service to Student life
- Best Disciplinarian
- Best Student
- Best Marketing Student
- Best HR Student
- Best Finance Student
- Innovation

Annual Day Awards

- Best Class Participation
- Best Contributor
- Best coordinator
- Best Dramatics
- Best Manager

- Best Manners
- Best Musician
- Best Singer
- Best Student Lecture
- Best Student of the Year
- Mr. & Miss ISBR
- Most Committed student
- Most Creative Student
- Most Helpful Student
- Young Artist
- Best Class Citizen
- Best Attendance
- Best CSR contribution
- Best Dancer
- Best Entertainers
- Best Internship Report Winners
- Best Organizers
- Best Presenter
- Best Team Leader
- Best Technical Designer
- Most Diligent Student
- Semester Toppers
- Subject Toppers
- Best Sportsperson
- Best Cell / Club



ISBR Accommodation

Your Home away from Home

ISBR hostels are home away from home. Apart from education, students are also exposed to sports & other cultural activities. All in all the students enjoy a good homely accommodation. Students find ISBR's hostels very easy to settle in, make friends & create an excellent support network.

ISBR Hostels

To facilitate the learning process more effectively, we realize that it is important for you to be comfortable in a clean and hygienic environment, especially when it comes to sharing facilities with people whom you will be meeting for the first time. ISBR thus provides clean, hygienic hostel accommodation - separate for boys & girls.

Food

As the students are from all over the country and have diverse tastes, the menu is planned as a mix of both North Indian and South Indian vegetarian food with variety every day. Great emphasis is laid on hygiene, quality and cleanliness of the food which is prepared in the hostel's own kitchen which is staffed by experienced and skilled cooks.

Management Committee

A Hostel Management committee looks after the day-to-day functioning of the hostel. The committee includes representatives of the students apart from the committee members of the management.

Students are encouraged to be actively involved in the smooth running of the hostel and help to maintain discipline and a healthy atmosphere.

Rest assured, you are on your way to the second most desired place on earth... second only to your own home !



Facilities

- Separate hostels for boys and girls
- Well furnished flats of two bedrooms, hall, kitchen
- Centrally located, with easy access to all day-to-day requirements
- Hot water facility
- Separate dining halls
- Wi-Fi hostels
- Digital library access with newspapers & magazines
- Television
- Care taker
- Medical help
- Indoor & outdoor sports
- Carefully planned menu with variety



Hostel Talk

I had a lovely and comfortable stay at ISBR Student Hostel. The pleasant atmosphere over here is suitable for us to concentrate on studies. The multi-cultural environment of the hostel has provided me an opportunity to learn about different cultures.

Srisha

The uniqueness of ISBR hostel life is love, co-operation and sympathy for fellow – friends. It is a wonderful place to live when you are away from your home. It provides the most ideal atmosphere for study. Students get more time and suitable atmosphere to do their studies. It inspires a lesson of mutual co-operation and the spirit of healthy competition.

Inderjeet

I love to live in ISBR Hostel due to facilities and hygienic environment for studies.

ISBR Hostel Rocks!!!!

Rahul Srivastava

It was my hostel which brought in lot of responsibilities into me. I personally have enjoyed my hostel life.

Azeem

ISBR Hostel is not just a hostel. It is a place where you can live in your own world with your friends. Here you will get all facilities like In-door Games, Swimming pool... for your entertainment. Good food, good staff and everything you need. That's ISBR hostel... you live it and you will love it.

Shruti Singh

Everything a student wants and haven't dreamt before is present here.... Starting from cafeteria, swimming pool, to get fresh-n-up, well planned rooms, and the most important... the tuck shop at the basement. It is like anything anytime availability.

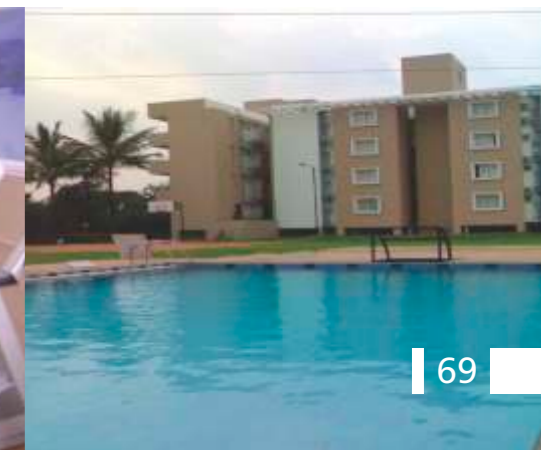
Amrita Das

The hostel is Wi-Fi enabled wherein you can access the net from wherever you want. This makes our hostel truly an amazing place to stay. A place I'm sure you will really love to be in.

Abhishek Sahu

ISBR hostel is our second home away from home... clean, healthy atmosphere, good food and even good people around you who are ready to help you..... situated in good locality

Abhishek Mittal



We deem it a pleasure to present various activities of the academic year 2013-14. Year after year it has been an addition of novel ideas, creative events and progressive marathon for us.

1. ISBR continues to be ranked among top B-schools of the country by all the major rankings. This year too, ISBR has received Exemplary Placements Award by Discovery Education.
2. ISBR continues to offer 10 specializations in the field of management.
3. ISBR has received the AICTE Extension of approval for 180 seats for its PGDM program which is offered with 10 specializations.
4. We are also proud to announce that LIC members have visited our college and we have received the renewal of affiliation to Bangalore University for M.Com, B.Com, BBM, BCA and the One year PGDM programs.
5. The MBA/PGDM batches were inaugurated by: **Mr. Rolf Frei**, Consul General of Switzerland, **Mr. Gopal Choudhary**, Vice President, WIPRO, **Mr. Asvin Vellody**, Director, KPMG, **Mr. Dinesh**, Co-Founder, INFOSYS, **Dr. Manje Gowda**, President, Bangalore Management Association, **Dr. C. Mahalingam**, Executive Vice President & Chief People Officer, Symphony & Chairman, NHRD Network, **Mr. Kalyan Varma**, Country Head, Products Business Stream, TUV Rheinland India.



6. The student Exchange Programme had witnessed: French students and students from Germany at the Bangalore campus and ISBR students at University of Troyes and University of Clermont.
7. Further to the international MOUs with French

Universities, new MOUs were signed with:

- ✓ Sprott Shaw Community College, British Columbia, Canada
 - ✓ Hof University, Germany
 - ✓ University of Dubai, Dubai
 - ✓ 5 campuses of France Business School located in France & China
8. With reference to the Guest Lectures, we have always ensured academia and industry connect through a series of sessions. About 100+ Guest lectures were conducted as a part of industry and academia interface. To name a few they included Infosys co-founder, KPMG Director, BIAL Vice President, Chairman NHRD, TUV Country head, and had delivered sessions on topics like career guidance programme, role of innovation in management, finance specialization as a career, emerging trends in HRM, personality success blueprint, success and you, cognitive behavioural technique and many more.
 9. To provide access to international journals and also to promote research ISBR subscribed online international journals like PROQUEST and JGATE
 10. SPARK, a special program was conducted by INFOSYS for the entire student community of ISBR.
 11. As in the past, the institute promoted CSR activities through VidyaJyothi Scholarship and also donated books to various schools in Mysore and to Parikrama child education.
 12. ISBR's writers club successfully launches ISBR Voice - 8th Edition and ISBR Gems - 5th edition.
 13. The convocation of the year 2013 witnessed 22 gold medalists and 55 students graduating. During this event ISBR had felicitated Award of Excellence to **Sri K Jairaj**, IAS (retd), Former Additional Chief Secretary, Government of Karnataka for his Outstanding Achievement in Management & Public Administration and women award of excellence to **Dr. Madhura Chatrapathy**, Founder & Chairperson, Food Associates Bangalore, Founder Trustee and Hon. Director, Asian Center

for Entrepreneurial Initiatives (ASCENT), Founder President, AWAKE for her contribution in Gender Leadership & Social Entrepreneurship. **Shri Ian Felton**, British Deputy High Commissioner wished everyone best of success as Guest of Honour. **Shri Babu Rangaswamy**, President - ELCIA (Electronics City Industries Association), Director, Hewlett-Packard had also blessed the gathering as Guest of Honor.



14. An international study tour to Dubai, Sharjah, Abu Dhabi and Ajman was organized wherein students had an exposure of international business.
15. ISBR continued to sponsor a convention organized by AIMA & BMA to discuss the best practices by some of the top management educational institutions in India. ISBR was the proud sponsor of the 66th All India Commerce Conference conducted by Bangalore University.
16. ISBR continues to have close interaction with corporate. During the year it extended its facilities for training of executives from HP and Prometric.
17. Further ISBR has also signed an MOU for conducting CAT 2013 examination in the campus for three consecutive years. Apart from this, the Prometric India division will be using ISBR's facility to conduct various tests for working executives.
18. ISBR has successfully launched the 1 year PGDM program affiliated to Bangalore University. Applications for this program were received from all across the country.
19. This year witnessed lots of International delegates on the campus which includes:

- ✓ US Delegates addressing the students on various interesting topics. The 5 eminent speakers were Mr. Timothy C. Banks, Mr. Timothy J Oxley, Ms. Sherry Lynn Amos, Ms. Tolu Taiwo and Mr. Brain W. Kolb. The main objective of the program was to bring the Global exposure to students.
- ✓ Delegates from University of Milano, Italy.
- ✓ Lecture on Innovation and Productivity by Miss Isabela Plambeck, Innovative coach Germany.
- ✓ Prof. John Heap, President, World Confederation of Productivity and Sciences and by Prof. Byrom Pratt from Institute of Productivity, UK.
- ✓ "NEWZEALAND EDUCATION" team visited ISBR to explore partnership possibilities.
- ✓ The Ambassador of Estonia Mr. Viljar Lubi and Mr. Praveen Kumar Goenka, Hon. Counsel of Republic of Estonia visited ISBR and discussed on future association.
- ✓ Edinburgh Napier University, Scotland, UK visited and discussed future collaboration.
- 20. A special program by name "Connexions" was held wherein students and faculty had a chance to meet and interact with various Global & International Universities.



21. Referring to co-curricular activities we had a plethora of events like Fresher's day, Tazba-an intercollegiate event, May Day celebrations, Holi celebrations, ELCIA Expo, Blood Donation camp, Festival celebrations, Leadership Development Program and many participation in the intercollegiate events like CHRIZELLENZ at Christ University, Verve at St. Josephs. Retro, a celebration on house music, and Global Folk Fest.

22. ISBR continues to have tie-ups with professional bodies like NIPM, NHRD, ISDT, SHRM, Prometric, PMI, ELCIA, AIMA, BMA, CII, FICCI, BCIC, NASSCOM, ASSOCHAM, FKCCI, KASSIA, and many more.
23. The industry visit is another important task at the institute. Some of the industries our students visited were as follows: GE, Bangalore Stock Market Institute, INFOSYS, Mysore and Bangalore campus, SAP, Vacon, Raheja Hyper City, Arvind Mills, Microsoft, Park, Schneider Electric, GE Industrial Automation and many more
24. At the campus there were events like Leadership development program aligning the industry with the academics, wherein 13 senior professional from the industries like SEIMENS and IBM apart from other speakers had chaired a panel discussion on the importance of employability skills required by their industry.



25. ISBR also had a gala event "Abhi Nandana" commemorating WOMEN'S DAY whereby prominent and successful woman achievers from different field were awarded for their contribution to the society. This event was done in association with Public Relations Council of India, Book Paradise Chambers Academy Foundation
26. The placements had witnessed another year of success stories, this year being highest offer received. Some of the companies that selected our students were Tech Mahindra, TUV Rheinland, Pantaloon, Vacon Drives, Idea cellular, Godrej, Sobha Developers, Tata AIA, Raheja Hypercity, ICICI Securities, Novel group, Dubai metals and many more.
27. ISBR's Research Centre in partnership with ELCIA commissioned a research project involving the faculty and students to forecast and access the growth

potential of industry and job creation in the Electronic City cluster.

28. ISBR is expanding its hostel capacity to accommodate increasing demand for quality stay options
29. ISBR, to promote and further strengthen the research initiative in Management, Business Studies, Commerce, Economics, Entrepreneurship and Policy Studies, has sought the recognition of University of Mysore for its approved research centre. This opens up opportunities for research scholars and teaching faculty to do their PhD's with ISBR.
30. ISBR successfully launched an international 3 country exposure program - "Global PGDM" to provide exposure to ISBRites to play competent role in Global Environment. The student's studies and gained exposure to business environment in University of Dubai during their 2nd Semester. The students further studied at ESC Troyes and France Business School in France and learnt the European perspective of Management.
31. ISBR celebrated the ISBR day to mark the milestones of ISBR's progress and achievements on 7th September. On this day the accomplished teachers were felicitated and student achievers were recognised. The ISBR voice was released on this occasion. The guests of the day were from the cine & art area.
32. ISBR connect with industry was intensified by an innovative connect program called "STAR Invitees" from corporate house. Under this program the companies connected this year were Infosys, Wipro, MRO-TEK, KHMD, TUV Rheinland, GE Energy, Vacon and many others.

The concept of STAR signifies - STAR symbolizes, your special bond with us where in



S: Stands for support from peer group, in the neighborhood of electronic city

T: Stands for your precious time, that you have taken out to be with us today

A: Stands for awareness, you have created about your business

R: Stands for resource, for future learning and development of our students.

33. ISBR received as many as 2428 number of applications against the intake of 240 seats. i.e., (Ratio of about 1:10)
34. ISBR launched an weekend MBA & Executive MBA Program for working professionals. This initiative has been acknowledged by the industry as a step in right direction.
35. ISBR has reached new milestone. It is now listed by the GMAT. GMAT students globally can now apply to ISBR.
36. ISBR conducted a faculty development program to enhance the competence and update the knowledge of management teaching faculty and research scholars. The focus areas were effective teaching techniques, emerging technologies in teaching, classroom management, teacher student relationship, binding research and teaching, enhancing personal effectiveness and visioning for growth.



37. Sector and Industry based Panel discussions were conducted at the campus.
38. The Writers Club team had interviewed Yusuf Arakkal, a world renowned artist and also Arnab Goswami for ISBR Voice.



39. Other inter events were Chusti & Furti (The management quiz) LDP, Alumni Meet with Starry Night, Contribution to the Indian Association for the Blind, Food carnival, Annual sports day - Milaap, Rendezvous - a pooled placement program, Samanvay, CONCURSO FINANZAS, Global folk fest, Kurukshetra - Intercollegiate debate competition - ISBR - NHRD Inter college Debate Competition, Blood donation camp, fresher's party, Talent connect, Tri festival celebrations.
40. An article written by an ISBR Alumnus, Julekha Anjum over "the story of Karambir Singh of Taj Hotel Mumbai of 26th November Attack" was appreciated and published in a National Publication.
41. Our Dean Dr. C Manohar has been elected for the 2nd term to the Management Committee of BCIC and to the National Governing Council of Indo French Chamber of Commerce Mumbai for the 2nd consecutive term for three years. He also represents on the regional on the regional board of Indo Italian Chamber of commerce and industry and the regional committee of ASSOCHAM.

In conclusion, we thank all the stakeholders for making this year an eventful year for ISBR.

Wishing all the graduating students success in their endeavours

Convocation at ISBR



Moment to celebrate & cherish



ISBR Convocation Day — A day of smiles, handshakes, successes and moments of satisfaction all around. Graduates, faculty, families, friends, corporate, alumni and college administrators all together cherish the Convocation.



The annual convocation day is a special day for all at ISBR, for this day represents both for students and faculty alike, the culmination of the hard work and efforts of their academic career. The academic ambience of the august function: the excitement and satisfaction of receiving their degree: and the fun, frolic and fellowship among the students makes the convocation day a moment to cherish forever.



At ISBR, special care is taken to recognise and reward achievements and special performances by the students. ISBR has instituted a number of awards which include the Leadership award, Gold medal for highest score, Best transformation award, Best Student of the year award, Best all – rounder trophy, Best Project prize, Directors award & Best attendance record certificate. These and other awards are presented at various functions organised through the year and the annual convocation day.



A special occasion, Gems of ISBR, a defining moment of life, to receive recognition and rewards.

All-in-all, education at ISBR is a complete package of transformation and an enriching experience.



Bangalore - the most preferred choice

Our lush green campus is located in Electronic City of Bangalore amongst global giants like HP, Deutsche Bank, Wipro, Infosys, IBM, DELL, Siemens, STPI, 3M giving immediate brand value to graduates of ISBR.

Studying in Bangalore means you are in the fastest growing city of India. Hailed as an air-conditioned city and regarded as the garden city, Bangalore delights visitors with its charm and beauty. Its salubrious climate complements the beautifully laid out parks and gardens and pays a fitting tribute to the gracious lifestyle of the populace. Its tree-lined streets and abundant greenery have led to it being called the 'Garden City' of India.

Bangalore...

Career Growth Potential

You can expect a sharp career growth because of corporate presence in Bangalore. It is now home to more than 950 high-tech companies. Including homegrown giants like Wipro and Infosys. Consequently, now Bangalore is called the 'Silicon Valley' of India.

Apart from Indian IT majors like Infosys, Wipro, Tata Consultancy Services and Microland, the world's leading IT companies like GE, Texas Instruments, CISCO, Digital, IBM, HP, Compaq, Motorola, Lucent Technologies, Microsoft, Sun Micro Systems, Oracle, Novell and several others have made Bangalore their home.

Nature at its best

Start your journey in Bangalore, India's air conditioned city, and make your way to Brigade road, home to every imaginable ethnic wear, gadgets and cuisines. You can explore MG Road's chic shops and the city's bustling downtown. And if you want to get away, the lakes of Ulsoor, the quiet solitude of Srirangapatnam, the Nandi hills, and many charming coastal towns are all within

easy reach. The famous Lal Bagh - The Botanical Garden today houses over 1000 species of flora which include rare and enchanting collection of tropical plants, trees and herbs.

Education Hub

Of course, Bangalore is also home to some of the country's most famous institutions, such as the Indian Institute of Management Bangalore, National Law School, IISC, Indian Statistical Institute, Mount Carmel College, Christ College, Bishop Cottons School, ISBR Business School etc. to name a few.

Life to its fullest

A night of cool jazz or hot funk? The traditional music or the Red FM? A homebrew or an herbal tea? Life in Bangalore is full of opportunity. There is so much happening on entertainment, culture, sports, and events. The only challenge you will have is to decide what you want to do

We welcome you to Bangalore, and experience life to the fullest.

The Charm of Chennai

The city of Chennai (Madras) is the bastion of Dravidian Culture. The name Madras brings to mind visions of piping hot filter coffee, carnatic music, bharat natyam and more! Today the city has become a melting pot of other cultures and languages too, with a sizeable number of people from all over the country making it their home.

Chennai...

Chennai, formerly known as Madras is the gracious capital city of Tamil Nadu and is one of the four metropolitan city in India. This 350 year old city grew up under the huge influence of an English settlement of Fort Saint George and with time absorbed the surrounding towns and villages. However, despite having a British influence, Chennai has been successful in retaining its traditional Tamil Hindu culture and has been able to provide a unique blend of foreign influence and Indian culture.

Employment potential

With the increasing number of MNCs and IT enabled companies setting up base in Chennai, huge employment opportunities are coming up in the city.

Chennai is proud to have some of the popular and noteworthy industries of national stature like Addison Co. Limited, Sympons & Company Limited, Indian Oxygen, Murugappa Electricals, Hindustan Teleprinters, Best and Crompton Engg. Ltd., The Standard Batteries, Greaves Cotton & Co, HCL Hewlett Packward Ltd., Tractors and Farm Equipments, Indian Oxygen Limited,



Eagle Flask, Amruthanjan limited. etc. Compared to other districts in the State, Chennai remain in the forefront in terms of industrial development.

In the context of changing industrial climate, there are host of industries where the State is strengthening and deepening its presence, some of these are :

- Computer Software and Hardware
- Electronics
- Bio-technology
- Tourism
- Transport Equipment and Ancillaries
- Floriculture
- Infrastructure development

The city of Chennai is also well connected to all the major cities in India through a wide network of railways. The main railheads are Madras Central and Egmore. Chennai is well connected by air and also has a major international airport, apart from being a port city.

We welcome you to Chennai and spend quality years of education.





APPLYING TO ISBR

Admission Procedure

- Fill up the application form with all necessary documents (as described in the application form)
- Select your place of personal interview & confirm your presence as explained in interview call letter.
- Submit the duly filled application form before the due date to the campus of your choice.
- Complete the interview process.
- Successful candidate will receive provisional offer letters with instructions on how to complete the admission procedure.

Selection Procedure

Admission at ISBR Business School is a three - stage process on cumulative performance of the applicants in the following three areas:

- ISBR Written Test
- Presentation
- Personal Interview

ISBR Written Test

As per the recent AICTE Guidelines, Candidates need to clear the following entrance tests to apply to recognized colleges like ISBR:

- MAT - Management Aptitude test
- CAT - Common Admission test
- ATMA - AIMS test for management admissions
- GMAT
- XAT
- CMAT
- Any other state entrance tests like ICET, PG CET, KMAT, TANCET etc.

Presentation

Under this round, students would be given 50 topics. He needs to make an oral / powerpoint presentation on any 2 topics for 3-5 minutes.

Group Discussion/Personal Interview

The panel interacts with the student on various topics such as Academics, Family Background, General knowledge etc.

Selected candidate will be given offer letters containing proper instructions on further procedure to complete the admission process.

Contact Points

If you have any query about the Programme or Admission Procedure, Please contact:

Chennai Campus

ISBR Business School
Greta Tech park, No-96, VSI
Functional Estate, Perungudi, Opp to
Areva and behind Maruti Suzuki
Showroom, Chennai-600096.
(0) 94443 34755
Email: info@isbr.in

Bangalore Campus

ISBR Business School
No. 107, Electronic City - Phase I
Near Infosys, Behind BSNL Telephone
Exchange, Bangalore - 560100
Ph: 080 - 4081 9500
Mob: (0)98451 00510 / 93417 33331
Email: info@isbr.in

Note:

Application form and the fee structure is a part of this prospectus.

This prospectus is a general brochure of the institute and the offerings, delivery, recognition and infrastructure may vary based on the choice of the campus / fee structure / course.

All matters covered in the prospectus are subject to change from time to time based on the decision of the management.

ISBR reserves the right at any time to vary the content and delivery of the courses.



ISBR Business School

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