

ISBR VOICE

AN ANNUAL
MAGAZINE

ISBR PGDM is
NBA
NATIONAL BOARD
OF ACCREDITATION
Accredited

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Mr. Shibulal



Mr. Murlidhar



Mr. Rakesh Godhvani



Awarded the Platinum Institute Ranking
by CII - AICTE for 4th year in a row

ISBR Business School is amongst
top 3% of management colleges
in India (AICTE-CII Survey)

Launch of



ISBR DIGITAL ACADEMY
Seamless access to world class learning

C-Talk Series

Lively Interactive Sessions with Leaders

LAUNCH OF ADHYAYAN
Student's Assistantship Program

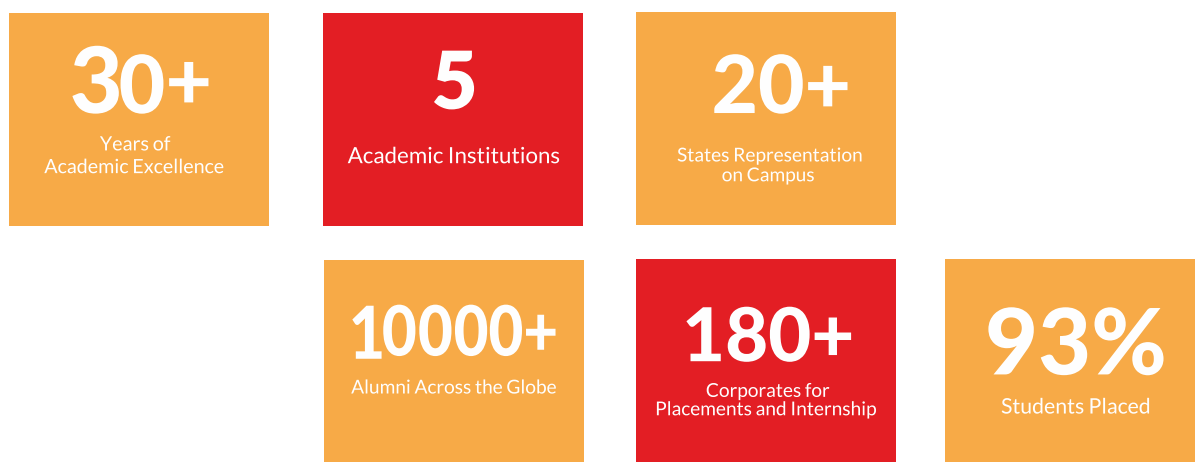


About ISBR Group of Institutions

An institute of international educational standards, ISBR Group was set up under the aegis of Bangalore Education Trust (established in the year 1990). The vision of the group is to be an institute of repute with a strong global footprint. We take 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.

Education at ISBR prepares you to think on your feet and act decisively in any given environment. At ISBR, the focus goes beyond education. ISBR aims to prepare its students for life by ingraining in them the psyche of the eternal student, making them leaders in their chosen field. ISBR aspires to create in its students lifelong learners, driven by thirst for knowledge, a passion to excel and ignited with the desire to achieve success not just in their chosen profession, but in all facets of life.

ISBR by the Numbers





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MANAGEMENT TEAM

Mr. Manish Kothari
Managing Director

Dr. K. S. Anandaram
Sr. Director

Dr. C Manohar
Sr. Director

Dr. Chandra Niranjana
Sr. Director

Dr. Manasa Nagabhushanam
Director

Dr. Kanagaraj K
Registrar & Dean

Mr. Abbas Uppin Ali
Director - Corporate Relations

Mr. Raghunathan Nair G
Director - Alumni Relations

Ms. Kavitha Madhusudhan
Director - Admissions



Special Note From The Managing Director

Dear patrons,

It gives me immense pleasure in presenting the 'Voice' of ISBR on this Founder's Day 7th September 2020. Each day at ISBR is a day of innovation, growth and disruption. The year has been a fruitful year with ISBR's series of achievements in terms of the awards and rankings that we got. The PGDM program got the accreditation from National Board of Accreditation. We have also made a place in the AICTE-CII survey as a platinum institute for the fourth consecutive time. The week placed us at the 12th position in the best B. Schools of Bangalore.

The year was highly engaging with several industry interactive programs being held at campus. As we all know, the month of March brought us different challenges with the Pandemic followed by the lockdown. Covid 19 has changed the way we think, the way we act and the way we perform. At ISBR Business School, Bangalore the mantra post Covid-19 Lockdown has been "GIVE 100 PERCENT, COME WHAT MAY...".

Lockdown posed us greater challenges and our adaptation levels were also quite high. The entire period till today we have successfully completed all the processes from teaching to examinations to mentoring to clubactivities. Students are 100% engaged each day since the first day of lockdown.

The new batch was also inaugurated online with the Vice Chairman of AICTE Sri. M. P. Poonia being the chief guest and Sri. Kamal Bali the Managing Director of VOLVO being the guest of Honour. There was a months orientation to all the new batch of students which was done online which was very successful

It gives me pleasure in sharing with you the starting of a new wing "ISBR Digital Academy" to bring out the entrepreneurial skills in the faculty Despite the tough times ISBR decided to launch an entrepreneurial platform that adds to the earnings to the faculty and can also result in community development. Till date about 15+ programs have been launched through this platform. Someone rightly said, "Necessity is the mother of invention".

The complete Academic Environment Post lockdown had to give in their 200% best to achieve 100% results. As we enter a new academic year we have multiplied in our hope and also the commitment to do the best of the Student community and all other stakeholders of education.



Mr. Manish Kothari

Managing Director - ISBR Group of Institutions

“

**Put your heart, mind and soul
into even your smallest acts.
This is the secret of success**

”



From Editor's Desk

Dear Readers,

We are back with glimpses of yet another year (2019-20) of exciting journey of ISBRians. Like every year VOICE 2020 also reflects the journey of new batch which was bigger, smarter and confident to achieve new heights. The passing out students were geared up to showcase their excellence in real world. In the midst, this journey was stalled by unprecedented time brought by Covid-19 pandemic, when nationwide lockdown was announced and students had no option than to leave to their homes. As we say, learning never stops at ISBR, the team at ISBR was resilient to the situation and adapted to the new norm of online Teaching and Learning. We are now socially distanced but deeply connected with each other.

The highlights of this year include life experiences shared by Mr. Shibulal Co-founder, and former CEO Infosys during the convocation. An exclusive Interview with Mr. Murlidhar S, Former COO of Merittrac Services and Founder of Lodestar Education Services Pvt Ltd in Unveiling Success Traits. Also featuring C' Talks from CEO's both offline and online mode(lockdown time) and our Student's Corner which has articles from our free-spirited writers.

The MARCOM Team effectively captured the journey of this year which was on one hand vibrant and testing on the other. I am thankful to each and every team member for being equally enthusiastic and passionate to bring this issue of VOICE by working remotely. I express my heartfelt gratitude to ISBR Family for their support and encouragement and our dear Director Dr. Manasa for being a continuous source of motivation. Special Thanks to Prof. Suresh, Head Training and Transformation Dept. & Faculty Member Team Marcom for all Motivation and Support .

Navita Vijay



Navita Vijay

Editor-in -Chief



Prof. Suresh Raju

Head Training and Transformation Dept.



You may not control all the events that happen to you, but you can decide not to be reduced by them —Maya Angelou ”

Marcom Student Team



Mr.Aalhad



Mr. Harshit



Ms.Mamta



Ms. Ritika



Ms.Shraddha



Mr.Vignesh



UNVEILING SUCCESS TRAITS

Sri. S. D. Shibulal

Former Chief Executive Officer and Managing Director of Infosys



S. D. Shibulal, better known as Shibulal, is an Indian business executive. He was the Chief Executive Officer and Managing Director of Infosys, and one of its seven founding members.

It was a pleasure for us to have him on the occasion of convocation which was held on 14th Dec 2019. While addressing the students he wished them on this big day and started sharing insightful views related to career.

Sri. S. D. Shibulal highlighted the phase which students will be facing in the outside world. He

made us understand the opportunities and competition which one has to face while bringing the change in the outside world.

Sri. Shibulal explained how the company is strengthening its presence in three core areas: Business and IT Services, Consulting and Systems Integration, and Products, Platforms, and Solutions. He said, "Necessity is, of course, the mother of invention. It is also the mother of learning and change. Sri. Shibulal also emphasized on the need for collective action that enables reusability and sharing of resources and knowledge between geographies. He added, "Our problems are very local - language, beliefs, culture. What works in one state may not work in another. However, at the same time, if these solutions are contextualised, they could be reused. It was such a pleasure and wonderful moment for ISBR to have him for convocation. He not only gave the motivation to the attendees but also he showed a glimpse of outside world through his words. Glimpse of outside world through his words.





An Interview with **Mr. Murlidhar S**

Co-Founder and CEO of MeritTrac Services Pvt. Ltd,



Q1. As an entrepreneur, what are your views on the current condition of the Indian Economy? There have been a lot of talks about the Global Economic slowdown, and the recession going to hit India anytime next year. Do you think the impact of external factors such as the Oil crunch in the Middle East and America-China Trade war will hamper India's growth? Also, how will the startup companies be affected by this?

Murlidhar S – Firstly about the current economic recession...See, any economy goes through ups and downs. I don't think we should be worried about the recession period too much. Even in the recession period our growth is 5%, Europe is growing at zero percent, America is growing at around 1.8 percent. At 5 percent we are still a fast growing economy so I don't think we should be worried about the recession too much.

A lot of entrepreneurship that we do, the startup

companies, only the bigger ones will be affected by the slowdown. The younger companies are not really affected. Because when you are very young, your size is very small, you are in the early stage of development...so you need not be worried about recession too much. In fact, when we started MeritTrac in 2000, in 2001 the 9/11 happened and the world collapsed...but we did not worry about it. And in 2007-08, the Layman collapse happened. So, we were not Tata..we were not Infosys, that it affects our growth. We should not be worried about all this..Recession, maybe it's a slight slowdown, maybe it'll pick up in another next 3-4 quarters. But as an entrepreneur, if it is an early stage company, I don't think it affects too much.

Q2. Sir, You have been the Co-Founder and CEO of MeritTrac Services Pvt. Ltd, a leading education based startup. Indian Education system has been criticized for a long period of time. In western countries, the education



culture is very much interactive and transformative. I was going through the question paper of a class VI student, the students were given a budget and were asked to allocate that budget to various amenities such as breakfast, clothing etc. So, it gives them a precise idea of how to live with a particular budget. When will we imbibe this culture of holistic learning?

Murlidhar S - Yes, while the example of that school is correct regarding the creative question paper, it is not that in Indian Schools there is no creativity in learning. There are many schools in India which is doing a good job today. Yes, many average schools are also there but there are good numbers of institutions that are doing quality knowledge imparting. Having said that, there is a lot of work that has to be done in the Indian education sector and I am hoping that the new education policy will propel that wave of thinking.

But all this cannot be done in one day.. The example you talked about, only a small country like Finland, which has a very small population.. Probably, half a population of Bangalore for the whole country, you can have a system which is perfect. If you go to America also, they have huge challenges in the education system. America for a decade has been struggling with low quality of Mathematics and Science in schools. In fact, they had a big debate, a big question mark saying that the students of China and India are way ahead. Indian education has certain problems..we should solve it. But at the same time, we should not look at it like a big thing.

Q3. There was a survey done which showed that Asians and especially Indians are one of the most intelligent people, their conceptual mindset sets them apart. If we take into consideration the CEO's of companies like Google or Microsoft, both of them are Indians. What prompts them to go abroad? Do you think the migration rate has fallen from the early 2000's?

Ans. Since '95 or '96, the people going out are very little. In fact, if you see the IIT batch today, around 70 percent students work in India. Whereas, in '91 when I Graduated from IIT, around 95 percent of the students used to go abroad. All the MNC's like IBM, Amazon, Microsoft, and Intel have a very significant tech work in India. People who have gone and become big CEO's are the older generations. Today, many American School MBA's want to come to India for experience. You know in UK or America, if you are a rising CEO in a company, they will definitely post you to India or China for your growth because the global perspective is changing.. They know India is the future. For example, if you are a General Manager or a senior manager in Amazon, they will definitely post you to India because they want you to learn about India. India is a happening place, and the trend is to come back.

Q4. Also, because of the Indo-China Trade war, Companies are planning to move their headquarters to India. So, is it going to act as a catalyst for the Job sector?

Ans. Yes, absolutely. I completely agree. Look at some of the big companies like JP Morgan, Accenture and just look at the data of the past 10 years and compare the staff strength. You'll be dramatically surprised by the number of people in India on their roles. I remember when we were in working with Microsoft in 2003, they started a global technology support centre in India with a 100 people and now the number has risen to 5000 or 10000 people. Deloitte in Hyderabad has around 60,000 people. And not just the big names, but many American companies which are best in their own space and not known to consumer parlance have been coming to India.

Q5. A survey says that in 5 years, the job profiles are completely going to change. The jobs that are existent now are completely going to be non existent in the future due to dynamism and globalization. So what advice



would you like to give to aspirant entrepreneurs and education institutions to change in their curriculums?

Ans. While its true that the jobs are changing, but jobs dramatically will not change. For example, when we began our career in 1991-92, computers had just started. People used to say that computers will take over, all jobs will go away. Today, even in banking where computerization is high, there is BPO, Back office...hundreds of people are employed. So, just the nature of work changes. Earlier the work you were doing manually, same work is done on a computer. Man power will always be required. With AI coming in also, it takes over some jobs...but creates some jobs as well. Even in coding, some of the older technology is still there.

For example, marketing. Marketing has been there but digital marketing has come up. Now, to be a digital marketer, the basic skills of marketing are still relevant. People used to say postman will go away, but the courier guy has come. Courier guy is just an upgraded version of postman. They said with the advent of internet, postman will vanish. Postman has not vanished..instead he has more work now with the advent of E-Commerce. People said with technology HR job will go away. Has it gone away? Has finance job gone away? But with the change of technology, you need to upgrade yourself with different jobs. Every area of work will have technology. Even in a fashion technology course in NIFT, they are teaching AI.

“

**World is getting changed tomorrow,
everybody keeps saying.
Don't be fooled
with that, I will not be fooled with that.**

Mr. Murlidhar S ”



INAUGURATION

“If your actions inspire others to dream more, learn more, do more and become more, you are a leader.”

PGDM 2019-21 Inauguration

July 6, 2019



ISBR Business School, Bangalore, successfully launched its PGDM 2019-21 program at the ISBR campus auditorium, with a strength of 178 students from various parts of India, on July 6, 2020. Among the esteemed guests who graced the occasion were Prof. H A Ranganath, Former Vice-Chancellor at the Bangalore University, and former director of NAAC and Smt. Vanishri Deshpande, founder, and CEO of Connect Echo TalentAdvisors.

The event commenced with the lighting of the

lamp. The Academic Calendar and the Academic Diary for the new session were released at the event. Mr. Manish Kothari, the founder of the ISBR Group of Institutions delivered the presidential address.

The senior batch handed over the ISBR Baton Flag to their juniors at this event. Eminent leaders from the corporate world present at the event wished the 2019-21 PGDM batch a successful future ahead.





MBA Inauguration



Education is a great way to hope for a better world when a person finds himself hopeless.

The purpose of learning in the field of education is growth and our minds can continue growing as long as we live

Learning shouldn't be stopped and we are glad that we are doing great since last 29 years in this field by endorsing various opportunities to young talents.

We are delighted to share that in addition of PGDM programme for management students, we have inaugurated MBA programme last year on 3rd August 2019 affiliated by Bangalore University.

If you're planning for a year, sow rice; if you're planning for a decade, plant trees; if you're planning for a lifetime, educate people. An investment in education pays the best interest.

Having achieve resounding success by implementing a lot of hard work, dedication and perseverance in the form of MBA programme,

ISBR Bangalore has added another feather in its cap as it inaugurated the MBA class of 2019-21 in collaboration with the Bangalore University.

A student can have access to professors from the best universities in the world, but he still needs to be willing to do the work, even when it's hard. If you can't do it alone, remember that asking for help is part of doing the work.

ISBR has always tried it's best in the field of delivering education, extensive curricular activities and to provide a good number of





placements records. An MBA program in ISBR was introduced as a full time program to issue an MBA degree where a great number of admissions was recorded in the very first year of inaugurating MBA in ISBR Bangalore. There was a healthy mix of students from different fields like engineering, hotel management, commerce, arts as well as fresher, it was a great feeling to see the diverse environment in the classroom.

It's always great to follow some of the common rituals that everyone follows, we welcomed students by putting a tilaka on their forehead. The tilaka is a mark worn usually on the forehead, sometimes other parts of the body such as neck, hand or chest. Tilaka may be worn daily or on some of the special occasion .

After welcoming part, the moment came which everyone was waiting for i.e; the inauguration moment. Two students came forward and hoist the flag of ISBR for giving a shout out to MBA program and continued it with a ramp walk.

Our chief guest was Mr. Umashanker Raju who is the CEO of iSteer technologies. He is one of the enthusiastic person who encouraged students by his words of wisdom.

The ceremony started with lamp lightning. "Every ceremony or rite has a value if it is performed without alteration. A ceremony is a book in which great deal is written. Anyone who understands can read it. One rite often contains more than a hundred books.

To grace the ceremony, we had Ms. Shweta Agarwal as our guest of honour who is HR & Finance Director in Brita, she doubled the prosperous moment by enlightening the lamp and Mr. Piush Mehra who belongs to India Logistics. It was such an amazing moment for everyone present there, an environment full of encouraging and motivating words which was echoing and making the moment more special.

The day was also adorned by the presence of our almighty MD Sri. Manish Kothari, founder of ISBR group of institutions, BET group of colleges and director of Oxford College, Hubli. It is always a

pleasure and breath taking moment to listen the words by Sri. Manish Kothari. He shared some of the deep rooted thoughts that left students not just speechless but also full of enthusiasm. The art of communication is the language of leadership, Sri.Manish Kothari never fails to prove this proverb.

It would be injustice if I don't recall the names of some of the dignitaries of ISBR who have their equal contribution to reach this milestone. "The task of leadership is not to put greatness into people, but to elicit it, for the greatness is there already." On this note, I would like to introduce Dr. Manasa Nagabhushanam, she is an epitome to woman empowerment. She is the Director-Academics and Research, ISBR. She suggested students to maintain a diary where students are supposed to write about student's personality after joining the college and then, to see the changes in their behavior while completing two years of MBA. This was something which was so deep.

Dr. C Mahohar who is working as a dean and Director-Strategic Networking and Dr. K.S. Anandram who is associated as senior director.

Dr. Anandram formally inaugurated the MBA 2019 batch and shared his experience and views on how ISBR differentiates and stands out among other premium B schools.

It was an unforgettable moment where we got privilege to have all these almighty together under a roof which became the foremost reason to make the inauguration day more special.





Executive PGDM Inauguration

AIMA- July Batch



2 Year PGDM (2nd Shift) was Inaugurated on 24th August, 2019 for the academic Year 2019-2021 by the Chief Guest Dr Zakir Hussain, Chief Operating officer, Kef Katerra, Guests of Honour Mr Srikanth Vachaspati, Director-HR, Siemens Technologies & Services Pvt Ltd, Dr Jagadeesh Ranga, Regional HR Director, Compass Group along with the Star Invitee Mr Krishnamoorthy, Talent Acquisition, Randstad India and Sri Manish Kothari, Founder, ISBR Group of Institutions & BET Group of Colleges, Director, Oxford College, Hubli.

The inauguration started with an invocation song and lighting of lamp by the Chief Guest Dr Zakir Hussain, Chief Operating officer, Kef Katerra, Guests of Honour Mr Srikanth Vachaspati, Director-HR, Siemens Technologies & Services Pvt Ltd, Dr Jagadeesh Ranga, Regional HR Director, Compass Group along with the Star Invitee Mr

Krishnamoorthy, Talent Acquisition, Randstad India and Sri Manish Kothari, Founder, ISBR Group of Institutions & BET Group of Colleges, Director, Oxford College, Hubli.

The Programme was graced by a welcome speech by Dr K S Anandaram followed

Addressing of the Chief Guest Dr Zakir Hussain, and the Guests of Honour Mr Srikanth Vachaspati and Dr Jagadeesh Ranga, which was followed by the addressing by the Star Invitee Mr Krishnamoorthy.

The Presidential address was given by Sri Manish Kothari, Founder, ISBR Group of Institutions & BET Group of Colleges, Director, Oxford College, Hubli.

The inauguration function came to an end on a happy note by Prof G R Nair followed by National Anthem and Lunch.



Ph.D. Inauguration

.ISBR research centre Inaugurated its PhD batch 2019-20 on 27th July 2019. The eminent guests who graced the occasion were Dr. H.S. Ashok (Formerly Professor and Chairman, Department of Psychology ,Bangalore University) as Chief guest , Dr. Chetan B. Singai (Deputy Director, Ramaiah Public Policy Centre , MS Ramaiah Group of Institutions) and special invitee Dr. Prassana Kumar S (Director , Research Collaborations , Medgenome) along with our Sr. Management team and other faculty and staff.





ISBR 21 days Orientation Program

Expressions of ISBR

First Day in ISBR was the weirdest of all the days that I've been in. The group/students were so diverse and different in all the forms. I felt like I've come out of the shell after observing such a diverse group where everyone would atleast learn 1+ language at the end of the course, which is great!

In general, I love being surrounded with the colourful environment. Though the campus is compact, the colourful walls attracted and kept on passing me a clean positive energy and vibe that I could connect with

Talking about the faculties! Every faculties are so well versed and broad minded enough to accept and empathize student's perspective. From the faculties till the non teaching staffs are so friendly which talks about "Welcoming Environment" - a much needed environment for any student.

The management of ISBR is itself an example of how management should be processed. As far as I know, I've observed that every single thing is being so organized and every departments are being so "happening".

The amount of opportunities here are ample enough for a student to get well versed in everything.



Adventure camp



Talking about the experience, It is also important to mention about the food. Since I'm a hostel student, I/we would suggest you to have a change of dishes or cuisines in lunch that we eat. The food being provided is decent but, it does bores all of us because same kind of food is being given to us all the time.

Swetha V PGDM





Expressions of ISBR

After the successful completion of the 21 days orientation session, we began our new journey of learning. We started our PGDM 2019-21 curriculum with the desire to learn and optimize our skillset.

In the first week, we focused on emphasizing key structure of credit systems in various subjects and how the examinations would be conducted. We came to know about various certification programs, selection in clubs, committees, and personality development courses. We have the best faculties in each and every subject. The way they teach makes our learning easier. We had a basic introduction to our subjects in the first week and were made familiar to various topics.

The best part of our curriculum is focus on real time case studies and Harvard business review article research. It helped to develop bent of mind

to use critical, analytical and logical skills. We learned how to work in different teams, collaborating our ideas and finally presenting it with creativity using elevator's pitch in methodology. The variety of activities which we had in each and every subject gave us a new learning platform to grow and utilize our skills to our optimum limits.

After learning, next was to test our skills. Several internal exams were conducted for us so that we are prepared with all the recent topics. Assignments were given to practice and develop our knowledge.

Thus, the first few weeks at ISBR came to an end with a new beginning for each of us.

-Doel Bhattacharya



Art of living





Expressions of ISBR



An unexplainable excitement, and a dash of nervousness, in all, a day filled with a plethora of emotions. What is in store for you as an ISBRian, will people accept me, or will I accept them, whether or not to share my thoughts and feelings, and be equally concerned about them? These are the typical questions that arise on the first day of college. Along with the dreams that one comes with, there is a lot more a person contemplates when they step into this new phase of their life.

ISBR has students from over 22 states of India. Everyone is different, both culturally and emotionally. But there is one common link among us all. And that is, we are all a part of ISBR.

There are a few who were accompanied by their friends, but a majority of us have come solo until we met our roommates and other classmates. But we all got along soon. The initial weeks were packed with orientation programs that included a lot of activities. These activities aimed at our holistic development and was a means for us to communicate with each other and get to know each other well. We are the future, and the future requires good connections and a sense of togetherness among everyone.

We had sessions lined up for us that was going to help us grow socially, build leadership skills, and enjoy the learning process at the same time. Enjoyment is always the best part, but to reach there, one has to work on the goals they have come to accomplish.

Social interactions helped us know each other

better. The first impressions went through changes or grew deeper. Continuous interactions helped us gravitate towards each other. They were the very same people whom one was scared of in terms of getting accepted or not. But now, we have someone or the other who makes the journey even more pleasant. Amazing how communication helps build a better world!

An unexplainable excitement, and a dash of nervousness, in all, a day filled with a plethora of emotions. What is in store for you as an ISBRian, will people accept me, or will I accept them, whether or not to share my thoughts and feelings, and be equally concerned about them? These are the typical questions that arise on the first day of college. Along with the dreams that one comes with, there is a lot more a person contemplates when they step into this new phase of their life.

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communicate with each other and get to know each other well.



Bangalore Darshan



DJ'S Session



Scan for video





Campus Buzz

“EVERY DAY IS GOOD DAY THERE IS SOMETHING TO LEARN,
CARE & CELEBRATE”

Christmas eve

Every month we had a theme day, Thirsty Thursday, that was about celebrating festivals and rituals of each culture. In December, the HR 'Namma' club of ISBR organized a prom-themed Christmas Eve. All the girls dazzled in their dresses, and the boys looked impressive in their formals. It was an evening filled with games and lots of dance.

There were games such as Dumb Charades, that were enjoyed by everyone present there. The faculties and the students had a memorable time playing games that had been organized by the club.

We also had a cake cut, and soon after that, students danced their time away. It was indeed a successful event. From the reviews the club got for this event, it can be deciphered that, “Thirsty Thursday” was a hit. The students were enthusiastic to know more about such events and were also keen on participating.

As for Christmas Eve, it was an unforgettable evening enjoyed by all.





Independence Day



We all love our freedom and respect it. Independence day celebration is the symbol of our freedom. It is this day that makes us feel proud of the beautiful free India and also about the sacrifices made by our soldiers and freedom fighters. Here at ISBR, we celebrated Independence day in a simple yet very memorable manner.

We had Mr Venkatesh Murthy from Youth for Seva Presidency as our chief guest. He gave a brilliant speech on the significance of this day with a very special message of respecting our soldiers and freedom fighters' sacrifices by living for the country, and respecting our country as our mother.

After the flag hoisting ceremony, we proceeded to the auditorium for the cultural programs. It started off with a splendid and graceful classical dance performance by two of our students. Following that we had a contemporary dance performance

by two other students that portrayed the sacrifices made by our soldiers and the pain that their loved ones go through. After that there was another dance performance by one of our students. A student also recited a heart warming poem on freedom struggle and independence. The main attraction of the day was the skit performance. It was based on the Jallianwala Bagh massacre. It portrayed a soldier who goes through a dilemma of keeping his country above all, even above his own family, leading to the loss of his family. The skit was brilliantly executed by our students' splendid performances. It was really amazing with a touch of sentiment that gave us a constant reminder about the sacrifices made by our brave soldiers and the respect that they deserve.

The success of the program was owed to the collaborative hard work put forth by the students and staff. Everything, from the stage decoration to the anchoring and the performances was well planned and systematically executed, leading to the event being a wonderful success.





64th Kannada Rajyotsava 2019



Kannada Rajyotsava is celebrated every year on 1st November. All the Kannada Language speaking regions of south India were merged on 1st November, 1956 to form the state of Karnataka (Kannada Nadu).

ISBR Business School Celebrated 64th Kannada Rajyotsava on 2nd November, 2019 with great enthusiasm. Our beloved director Dr. Manasa Nagabhushanam graced the occasion as chief guest. The event began with a sloka invoking the blessings of almighty. The chief guest of the event Dr. Manasa Nagabhushanam spoke about the beauty of Kannada language and encouraged audience to learn and speak Kannada. She also spoke about the rich heritage of Kannada language and literature. Prof. Ragavi led the event with singing, dancing competitions and with other fun filled activities. The whole event was hosted by Mr. Jairaj and the event closed with National anthem.



Onam celebration 2k19

On hearing the word Onam automatically our mind travels through the enormous feast, various games held, celebrations and of course everyone wearing a dhoti or a saree.

Last year in Isbr campus we celebrated Onam in a grand manner. As Isbr is located in a cosmopolitan city, it was such a joyful event when people from all over the country celebrating a festival which was introduced to them just a week before. As a feast to our eyes there was pookalam (rangoli made with flowers), Thiruvathira kali (folk dance) and at last everyone was wearing dhoti and saree which was a traditional outfit of Kerala. Our faculties were equally participating in the celebration. There was King Mahabali's appearance which was a surprise to the audience.



There was a selfie contest , fashion parade, Vadam vali (Tug of War), uri adi (breaking pots which are being hanged), and at last there was payasam (type of pudding or kheer). While holding to those wonderful moments of celebrations on this auspicious day of onam, we are looking forward towards the end of this pandemic, so that we can get together and once again make sweet memories. Have a safe and healthy onam celebrations. Wishing everyone Onam Ashamsakal and as a tradition

aarpooooo! Irrrooo! irrrrooo!





Annual Sports Day

The much awaited Annual Sports Day was held on Friday 19th and 20th December 2019, with great zeal, excitement and frolic atmosphere. The programme began when Director Dr. Manasa welcomed the esteemed gathering and emphasized on the importance of sports in a student's life. The Faculties, our Sports Head, Mr. V.V.Rao and Director cut the ribbon to mark the commencement of the event with full cheering and music.

The students entered into the spirit of the occasion in a grand way. An energizing equestrian display set the tone for the rest of the events. Once the event began, the air was filled with cheering and tons of encouragement for the young athletes.

Students from different degrees including PGDM 1st and final year students, MBA students, and



even UG students competed in different events. The games included running events like sprints, relays, sack race, sports like Kabaddi, Cricket,



Football, Volleyball for boys and throw ball for girls and badminton in various combinations like singles, doubles, mixed doubles etc. there was also a faculty friendly-match of volleyball which created exhilaration among the spectators and gave a bit of rest to the participants. A tug-of-war between different sections of PGDM as well as MBA students added to the enjoyment of the day with all spectators cheering at the top of their voices for their preferred teams.

There were different winners for different competitions, with the winner's trophy, that is the overall champion trophy going to PGDM 1st year students of Section - B. With lots of joy and a little disappointment for the fun being over, the annual sports day came to a successful end.





ISBR Founders day

“THE BEST THING ABOUT BEING A TEACHER IS THAT IT MATTERS. THE HARDEST THING ABOUT BEING A TEACHER IS THAT IT MATTERS EVERY DAY”

Guru Shrestha Awards

Sep 7, 2019

7th September, Founders' Day is traditionally a very important day in the college calendar when we celebrate the birthday of our beloved Sri Prakash Kothari Ji (Chairman, ISBR). The person who is the inspiration behind the success of ISBR



and shows the dedication, willingness and hard work of Mr. Manish Kothari, the man with a mission of making the future of many young talents, the man who is continuously trying to bring the best for the betterment of student's career.



An atmosphere of celebration filled The ISBR Business School when it comes to Founder's day;

On this occasion ISBR felicitates those teachers who have done remarkable and we recognize them as "Guru Shrestha Award".

A flower doesn't think of competing to the flower next to it, it just blooms. Likewise, teachers are the those who themselves don't try to grow or compete with other but they help others to prepare for the world, for the competition that they would be facing in upcoming years, they try to deliver every possible knowledge they keep in their mind and they make students to think beyond the imaginations with their different pedagogical way.

So, Founder's day for ISBR is to celebrate these special occasions.

The commencement of program was at 10.30 a.m, we started welcoming and escorting guests to the auditorium. We started the celebrations with Nadageethe, the state song of the Indian state of Karnataka which is a great way to unite and amalgamate kanadigas and people from various cultures and ethnicities and brings the feeling of oneness. Then, we moved onto invocation.

As when the invocation descends into the heart, if there is darkness within, it illuminates it; and if there is already light, the invocation increases the light and intensifies it. We lightened up the lamp and prayed for the prosperity and success of ISBR.

Then, Dr. Manasa Nagabhushanam proceeded the event by talking about the genesis of Founder's day and introduction of all the guests present there.

Then, we moved forward with the introduction and felicitation of awardees.

"ISBR GURUSRESHTA AWARDS 2019" categorized into different categories which included PG teaching, area of art and culture, social service



and primary education. The awardees who got award in the field of PG Teaching were Dr. Y. Nagaraju-Dean Bangalore University, Dr.Rajdeep Manvani- Professor Jain University.

Guru Shri Sathyanarayana Raju (Bharatanatyam Exponent and Teacher) was the only awardee in the field of art and culture.

Similarly, Ms. Kalpana Purushotham (Advocate, Social Worker & Professor of Psychology-Indian Institute of Psychology & Research) was the only awardee in the field of social service.

Talking about area of primary education there were five such awardees named as Mr.Vishwanath Kambagi (Teacher-Govt.School,Bellary), Mr.Raghavendra Therthahalli (Teacher-Govt.School), Prof. Ramesh Sugavi (Principal and Prof in Physics) Mr.Govindaraju (Adjourn Faculty-CESS), Dr.G.V.Hariprasad(Senior Lecturer-District Institute of Education & Training, Shimoga, Govt. of Karnataka)

Then,the moment came when we were about to know the success story of our dignitaries.

Smt. N. S. Rama addressed and it was a great time to release the book of awardees. Our guest of honor Mr. Aditya Narayan Mishra shared his success story.

Togetherness is the magic of what happens when two or more people come together – and you create a feeling, a moment, a memory that never existed before. It was such a happy moment when

we were together under the same roof, we were listening the journey of others and getting some important lessons out of it.

Efforts and courage are not enough without perseverance and dedication and Mr. Manish Kothari is an epitome to this. We were privileged to have him in the celebrations of Founder's day ,he shared his words which was filling the auditorium with ray of hope and positivity to young talents.

We have learned from Mr. Manish Kothari that comfort zone is a nice place, but nothing grows there. Take the leap today and contribute for the betterment of our country.

Dr. K. Kanagaraj took the session after Mr. Manish Kothari's inspiring speech and conveyed the vote of thanks to everyone present there.

The celebration continued with our national anthem which reminded us the power of freedom and bravery. A lot of students came forward and created an environment full of claps, smiles and applause by their cultural programs.





Workshops

At ISBR, Workshops Pushes Students To Engage In Their Work And Development Of Understanding Through Hands On Trainings

Advance Excel Workshop

A two-day workshop was organised for the students of PGDM and MBA batch 2018-20, by the department of Business Analytics and Department of Marketing.

Brief Profile of Speaker: Rishiraj Dasgupta possesses Bachelor of Engineering from Jadavpur University, Kolkata and a Post Graduate Diploma in Management from IIM Calcutta. He brings in close to 20 years of industry experience and exposure in Banking, Consulting and Learning & Development. He had corporate stints with ICICI Bank (Corporate Banking, Risk) and KPMG Advisory Services as a Senior Risk Consultant.

The event started with the welcome by Prof. Sheetal Mahendher, HoD, Department of Business Analytics and introduction of the resource person by Dr. K. S. Lakshmi, HoD, and Department of Marketing. The first day was a warm up session in which the resource person touched on the basics of analytics. Students were made to work out the problems/situations that were put to them using advanced EXCEL on their laptops.

On Saturday, the students were taught random number generation, descriptive statistics, discrete and continuous probability distribution, Chi square test and goodness of fit, finding outliers, class boundaries and Data visualization

with the use of box plots.

On Sunday, Simulated predictive models using Monte Carlo Simulation: Russian roulette rule, predictive model using simulation for a sales data, Trend analysis /demand forecasting using CAGR, time series and simulation bases, Inventory planning and stock out using chi square analysis, Decision tree analysis, Stochastic models to predict the share prices in recent NIFTY shares data, and a brief introduction into conjoint analysis – material shared along with the other material was taught to the students.

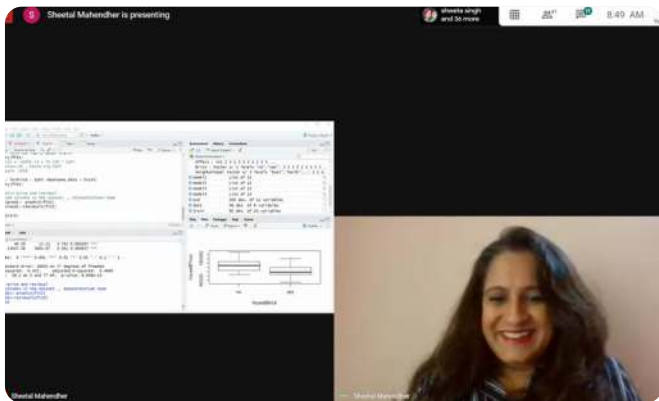
From this workshop, the students learnt the predictive models that are used in various functionalities, use of EXCEL for various situations and scenario analysis and coming to decisive conclusions by use of a particular tool. They found it very informative and enriching their analytics base.





Workshop on Analytics using R

From 13th to 17th July 2020, ISBR Digital Academy organised a workshop on Analytics Using R for the students. The key objective of the workshop was to be able to use R effectively for Data Analytics. For the workshop, spread across 5 days, the topics were designed in such a way that even a person who is completely new to the R programming language was able to understand the basic concepts of R and then use it for basic analytical operations, giving a brief idea about the statistical aspect of the topics as well as practical application.

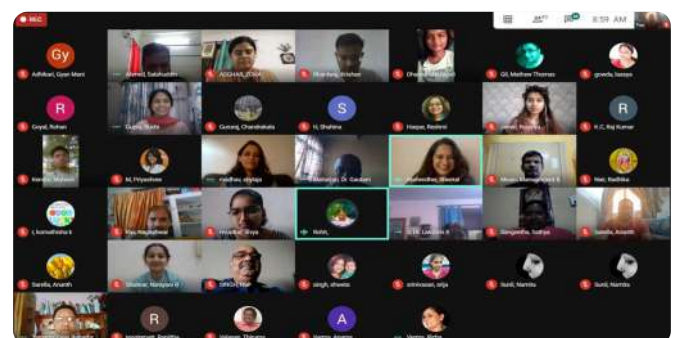
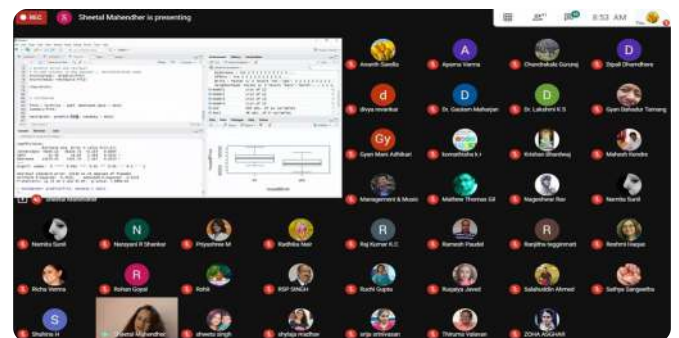


On day 1, An introduction was given on R language and basic concepts of R as a programming language was covered. A detailed overview of R programming language, including basic data types, variables, vectors, data frame, reading and writing files, probability etc., were covered. Day 2 started off with the concept of understanding the datasets, how to clean the data so as to make it fit for analytical operations, descriptive statistics, visualization of the data using plots etc were covered in detail. More advanced topics on understanding the relationships, associations etc within the dataset were covered in Day 3 using different tests (parametric tests) such as t-tests, ANOVA etc were covered in detail with the interpretation and visual representation of results as well as the statistical aspects. Non-Parametric tests were covered in detail in Day 4, with the interpretation and visual representation of results as well as the statistical aspects. On Day 5, introduction to regression models were covered,

having a detailed discussion on Linear Regression model and Validation of the model, along with its statistical aspects as well as industrial applications.

All queries and questions were answered in the chat box during the session itself. All errors were addressed and corrected via WhatsApp Group through screenshots from time to time. Quizzes were conducted on a daily basis right after the session to analyse the understanding level and effectiveness of the session. Individual guidance was given to participants who are completely new to the language. A number of sample datasets were made available to the participants and different sources to avail more sample datasets were also shared. A brief but detailed overview about the industrial application and practical aspect of the topics were provided. Few topics were also added in addition to the pre-planned topics, as per the request from the participants.

At the end of the 5 day workshop, feedback form was collected from the students which suggested that all the participants found the workshop to be exciting, knowledgeable, and they looked forward to more of such events.





Bharatiya Management Workshop

On 21 September 2019, a workshop was conducted on Bharatiya Management in Celebration with Centre for Education and Social Studies Bengaluru. The Spokespersons in the workshop were Dr. Sudhakar, H.R. Venkatesha and Sri. Manish Kothari.

Bharatiya management is a different perspective or an additional way of looking at things based on our Indian culture. It also brings a sense of pride and is easy to relate as we have our roots connected to it. It is made of the two terms, Bharatiya, meaning, in its broadest sense, geographic and Management, meaning, in its broadest sense, not restricted to business management. Unlike western approach of profitability towards business, we see it as an integral part of society with the core function of creating wealth for society. This comes from the concept of "SARVA LOKA HITAM". The emphasis is on creating good managers rather than providing management tools. It substitutes the western model of 'exploiting' with the welfare model. Welfare here refers to welfare to everyone. Our traditional practice of Rangoli can also be used as



Dr. H. S. Venkatesha

a management tool of inclusiveness.

There is a 1-89-1 principle (Rigveda Mandala-1, Hymn-89, Verse-1) which says, "Let noble thoughts come to us from every side". Mythology is not myth, myth is not always negative.

Real-life case studies of Bharatiya Management are there, like Dabbawala, Tilak Mehta, Suhas Gopinath, Byju's Learning, Café coffee day. There



are several other case studies which can be taken into consideration in Bharatiya management which were cited in the workshop.

On the other side, there are also many risks in Bharatiya management like Interpretation of texts, Nostalgic research, Variations, Absence of structured text books, etc.

Bharatiya management for students was also discussed covering the following points:

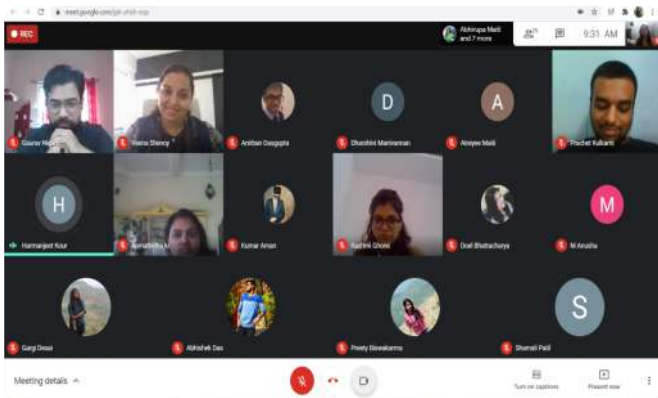
- The great Epics told by our ancestors have to be studied as case studies for various management aspects.
- Characters like lord Rama have to be taken as inspiration for building great leadership qualities.
- Concepts like Saam, Daam, Dand and Bhed have to be interpreted positively and followed.
- Our culture has to be respected and studied equally as western management study, which develops a good managing ability of non-measurable aspects also.



Dr. G. P. Sudhakar



Workshop on Design Thinking For HR Professional



A Design Thinking For HR Professionals Workshop for 2 days was organised with Mr. Gaurav Nigam as the guest speaker.

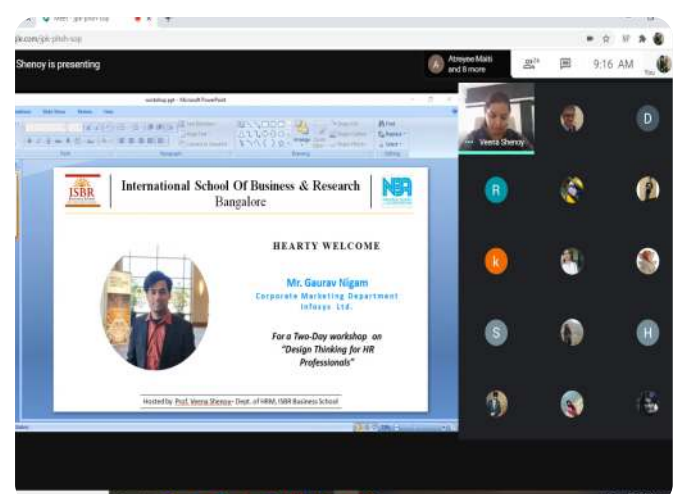
The workshop started with a remarkable introduction. The speaker ensured that the session is interactive from the very beginning. He began by defining what a design looks like when one implements a plan and sets a goal. The four phases to improve the employee experience were explained intricately, which enabled the students to understand how to be creative while implementing design thinking. Further, he took up an Infosys case study regarding how they brought up some ideas to deal with the pandemic, how they came up with alternatives for assessing the employees for any presence of the virus before entering the building. Also, on how the firm was keen on maintaining a clean and hygienic workplace. To make the session even more interactive and enjoyable, he proposed a game wherein we had to guess the names of the movie based on the clues displayed in the presentation.

We were divided into groups of 4 and given a task, and each group was asked to identify problems taking up both an HR, as well as an employee's perspective. Following this, we were asked to list our points down on an empathy map. All of this was to be presented by the groups on day 2 of the workshop. Day 1 of the workshop ended with us being assigned a group presentation of developing an idea to tackle a problem framing an empathy map and make a journey map.

Day 2 of the workshop began with recalling the learnings of the previous day. Then the speaker went ahead speaking about the employee life cycle, how important it was for every organization. He talked about how to get employees to work and decrease the attrition rate at any point in time. The maturity solar system was explained in a very detailed manner, with examples of different levels; level 1 to 5:

Producers -> Connectors -> Architects -> Scientists
-> Visionaries

The workshop got more engaging when he introduced another game: Guess the personality? Here, seven students who were pre-selected randomly had given three truths and one lie of their life, and to make it trickier, the identities were kept anonymous, and the rest of the class had to guess the student. This game helped test the observation skills of the students, also how well they knew their classmates. Later, the concept of design thinking was concluded with the explanation of an employee's lifecycle, post which the student's presentation session began. Students voiced their thoughts on the problems faced by employees and HR professionals, and how they worked on finding solutions for the same through empathy and journey maps. The students received constructive feedback for their inputs. The two-day workshop was an insightful one.





Faculty Development Workshop

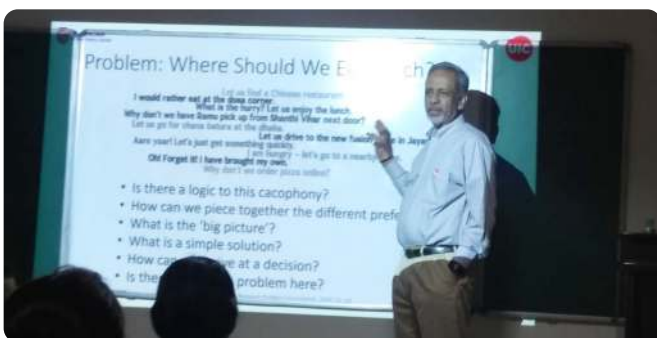
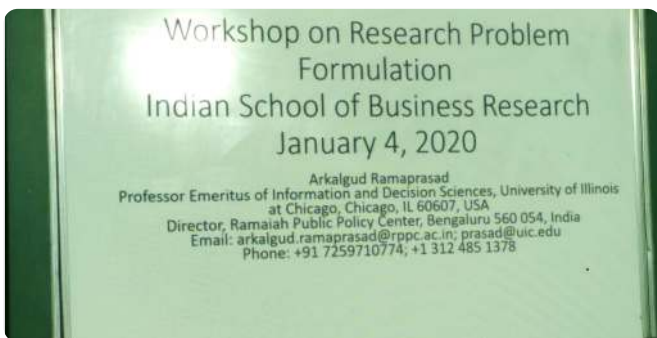
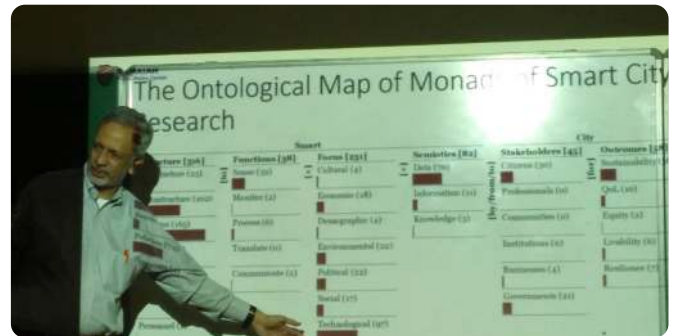
In “Research Problem Formulation”

ISBR Business School conducted a Faculty Development Workshop on "Research Problem Formulation" facilitated by Dr. Arkalgud Ramaprasad, Director Ramaiah Public Policy Centre.

Dr. Ramaprasad is Professor Emeritus of Information and Decision Sciences at the University of Illinois at Chicago (UIC). He has a Ph.D. from the University of Pittsburgh, Pittsburgh, PA; MBA from the Indian Institute of Management, Ahmedabad, India; B.E. (Electrical), from the University of Mysore, Karnataka, India, His current research is focused on (a) ontologies to conceptualize a problem domain systematically and systemically, (b) ontological meta-analysis of research, policies and practices in the domain and (c) ontological road maps for research, policies and practices in the domain.

The one day workshop on “Research Problem Formulation” was facilitated by Dr. Arkalgud Ramaprasad, at ISBR, Bangalore on 4th January, 2020. The resource person dealt with the research problem formulation, how to conduct ontological research and gave examples of frameworks that go into ontological research.

A total of 24 participants both faculty and research scholars from Amity Business School, IFIM, Christ University, WE School, Acharya Institute of Management and faculty members of ISBR took part in the workshop. The FDW was praised by all the attendees and feedback was provided by all the participants indicating further workshops for longer duration to delve more into ontological research.





Gamification Workshop

ISBR Business School in collaboration with Mr. Ramani Venkat conducted a Gamification workshop for the PGDM students. Mr. Ramani Venkat is an NLP trainer, a mentor to 6 start-ups, and a serial Entrepreneur. He has 25 plus years of experience in top MNCs at Senior management positions.



Ramani Venkat

The workshop was a two-day workshop, filled with concepts of management taught through board games. The workshop started with an explanation of what gamification is, why it is needed, and how it helps several corporates as well as schools to learn management lessons. There were several games conducted during the workshop. The first game was Segmentation Guru, where we learned marketing concepts such as positioning, segmentation, and targets from every industry's perspective. The next game in line was Financial Guru, wherein we were asked to run a make-believe factory. The concepts of fixed costs, variable costs, the impact of demand and supply on production, and other financial aspects of a company were demonstrated through this game. Then, a negotiation game was conducted through which we learned the importance of integrity in business negotiations and how to think win-win in a situation.

Another interesting game was the Investment Guru, which taught us how to judiciously invest our capital, not to put all our eggs in one basket, and investing in SIPs. And the last game was Guru, yet another interesting game, where we understood how corporate works when all the departments are working simultaneously. We ran a company for 20 game days and ensured that the company is profitable. The information of a particular department was shared with that specific department and inter-departmental communication management was handled.

The workshop was extremely interactive, and a very creative mode of imparting business skills. We learned the art of negotiation, basic targeting, and market segmentation, and with the help of these games, we understood how to run a company and understand the market mechanism. It ignited our competitive and strategic skills and gave us a glimpse of how actual corporate works, and how to survive in it.

“IIT-B ILLUMINATE WORKSHOP 2019-2021”

Sep 29, 2019

The day began with a formal welcome of the students into the Auditorium. They later proceeded to the registration process. Students then received their workshop kits consisting of all the necessary materials, ensuring that the day thrives through the guidance of the Speaker. To grace this particular occasion, with vitality and vigour.

Mr. Balaji Ramesh, the founder & CEO of NordForth, an IT service company that combines the advancements in Behavioral Science and Human Psychology with its cutting-edge AI technology in the form of an exceptional Workforce Behavioral Analytics.



After the welcoming ceremony, Mr. Balaji started with the details of what it entails to be a full-fledged entrepreneur, with the opportunities and risks that come along. He also talked about how the world looks through the eyes of an entrepreneur and what kind of mindset one should have to be able to understand the choice, preferences, and needs of the consumer. One should embody the right type of attitude to sustain in such an environment, the kind of pressure which takes a toll if you are unable to perform as expected by the investors and that of the venture capitalists.

He enlightened us on how it was important to keep a watchful eye upon the market, to unveil its loopholes, and search for problems in daily lives that are universally sustained by people, and those which don't have a suitable solution yet or that of which can be improved. He also shed light upon the grandeur of being an entrepreneur, and that all global conglomerates which rule the global economy today are those that at some point in time had all started as entrepreneurial pursuits. The power of entrepreneurship is all amassing, that when performed consistently can very well represent the nation in the world and can provide employment opportunities to the people. All of this can be possible only through this progression and no other.

The main reason why such workshops are conducted is for the passion that the team has for professional entrepreneurship, and their will to spark a change in a dormant society.

In the course of the workshop, the students learned about the importance of business models. They learned how to represent their ideas on business model canvas, and thus objectively analyze their ideas as probable business ventures.

The day ended with a personal mentorship session with the students, which involved discussions on wide-ranging topics from health, the economy to the impact of bitcoins, pitching to investors, and approaching potential clients.

In all, the workshop was a truly illuminating learning opportunity for future business entrepreneurs, and for aspiring professionals. It provided a glimpse into what the corporate had to offer.

Faculty Coordinators: Ms. Lanna Lalithan and Mr. Suresh Raju

Student Coordinators: Anjali Ambekar,





Kaizen – Key to Success



Kaizen is a term that refers to on-going or continuous improvement. The definition of Kaizen comes from two Japanese words: 'kai' meaning 'change', and 'Zen' meaning 'good.' This lean transformation encourages an improvement in culture that gradually increases quality, efficiency, and profitability.

Kaizen also has a positive impact on personal enhancement and growth if applied in one's everyday living.

ISBR organized a workshop on the same, the speaker of which was Sri Jagadeesh Prasad, an engineer with 33 years of service in the industry, now. Post-retirement, he has been involved in various quality improvement initiatives. He served as Vice Chairman and mentor of Quality Circle Forum of India (QCFI), Bangalore Chapter in promoting Quality in Industries. He has a passion for teaching and conducts various quality-related

training in Industries and Colleges and promotes the concept of Kaizen.

Apart from his contributions to the industry, he has a passion for writing poems and has been honored with the Editor's Choice Award by the National Library of Poetry, USA. Also, he was honored at the Vidhana Soudha by Cabinet Minister for his poems. He has also been appreciated by the American Society of Quality (ASQ) for bringing out poetic portraits of Quality and Productivity Gurus.

Being in the presence of such an eminent personality was invigorating. Through a blend of presentations and activities, Mr. Prasad made clear the concept of Kaizen, and how even the smallest of changes could one day add up to something larger. It isn't just the workplace that requires Kaizen to be followed, one can bring the small changes anywhere, be it their home, college, or organization. It is no quantum physics, but something that each one of us can understand.

The students found the workshop to be interactive and insightful. From the speaker, they witnessed unmatched energy that encouraged them to do even the bare minimum that they can to improve their surroundings.





National level Workshop on “Contribution of Research Guides in Quality Research Outcome”

March 01, 2020

ISBR Research Center is organized National Workshop on "Contributions of Research Guides Towards Quality Research Outcomes". This workshop aimed is to connect the dots between research guides and the scholars and to enhance quality outcomes in the arena of research. We had eminent resource persons to gain best research learning out of this workshop.





Python Analytics Workshop

The Python Workshop, in association with Makeintern & Echoes (IIM Kozhikode), was conducted at ISBR Business School, Bangalore, from the 26th of November to the 28th of November, 2019. The workshop went on for 6 hours each day. It was organized by Prof. Sheetal Mahendher, Head of Department of Analytics (ISBR). And the student coordinators of the workshop were Rohith M S (First year PGDM) and Priyashree M (Second year PGDM). The resource person for the workshop was Mr. Kanchan Bowmik, with 15 plus years of experience in the IT industry, data science, machine learning, and artificial intelligence.

In the workshop, most of the analytics part of the Python had been covered. The topics covered in the workshop were predictive analytics, demand forecasting, prescriptive analytics, objective and subjective segmentation. The workshop was insightful for both the beginners and the ones who

had prior knowledge about Python. For the students to gain hands-on experience, the workshop consisted of just 15 percent of theory, and the rest 85 percent was practical.

The participants gave positive feedback, both for the workshop and the resource person, who helped them gain further insights into Analytics. This workshop began with students who had little or no knowledge regarding Python Analytics, but at the end of it, they were able to solve a real case. This is how effective it was.

At the end of the workshop, the top five students were selected based on case solving and a theory test. Priyashree, Sagar, Rohith, Toshith, and Yashus were the five merit students. They received a merit certification each and were also qualified to participate at the national level contest to be held at IIM Kozhikode in January. The other participants received a certificate of participation each during the valedictory function.

Priyashree M 2nd Year PGDM



R Workshop for Beginners

This is the first online workshop conducted by faculty of ISBR at International level on 10th, 11th & 12th June 2020. There were participants from across the globe. Total 102 participants (92 paid participants) attended the workshop.

The key objective of the workshop is to know and understand the language before using it for Data Analytics.

The topics were designed so that the basics of R programming language is covered and was designed on such a way that its understandable to a person who is completely new to programming.



On Day 1 an introduction was given on R language. The basic data types, variables, operators, vectors etc were topics covered in detail.

Day 2 was one step ahead of Day 1, covering topics such as sequence, Factors, Matrix, Decision Making etc.

More advanced topics on basic R language was covered in Day 3 covering Data frame, Reading and writing files, a brief introduction to plots(graphs).

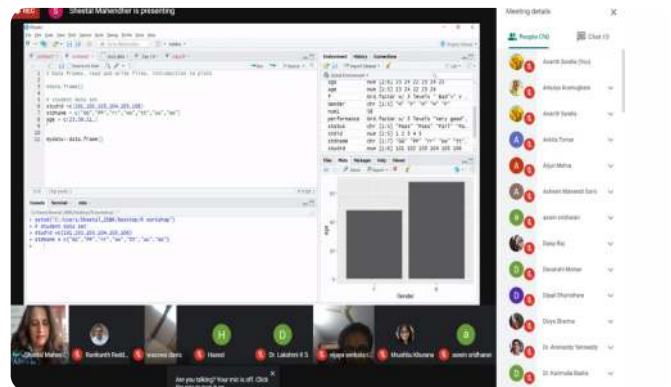
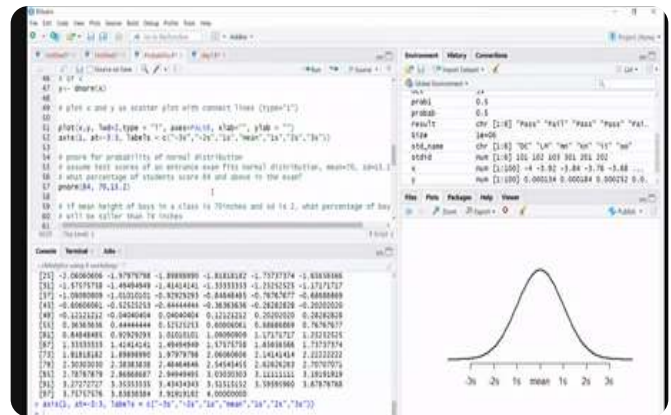
Key highlights:

All queries and questions were answered in the chat box during the session itself.

All errors were addressed and corrected via Whatsapp Group through screenshots from time to time.

Quizzes were conducted everyday right after the session to analyse the understanding level and effectiveness of the session.

Feedback form was collected after the 3 Day program. Excellent feedback from participants regarding content delivery and smooth conduct of the workshop and they look forward to more such workshops.





C Talks Series

ISBR conducts a series of C talks to bridge Industry academia Skill Gap and foster students to take challenging roles in the ever-evolving job market.

Dr. Rakesh Godhwani

Founder of the School of Meaningful Experiences (SoME),
Adjunct Faculty IIM Bangalore

“I believe that when two human beings connect to work together in a professional setting or outside it, the essential skills needed at that time are communication and confidence. But these two qualities are just the tip of the iceberg. If the person is not curious, creative, collaborative, and competent, the other two will not work. And this is what we call as the Six Cs of our philosophy.”

- Dr. Rakesh Godhwani

ISBR had organized a C-Talk on 6 C's of Leadership on January 10, 2020. The speaker of the talk was Dr. Rakesh Godhwani, an author, a coach, and the founder of the School of Meaningful Experiences (SoME), an online ed-tech startup that offers leadership programs for teenagers. He also teaches full credit courses on Communication for Leaders and Business Communication at the PGP and EEP programs of IIM Bangalore and IIM Udaipur.

During the talk, Mr. Godhwani shared his experiences as a student. How he called himself to be someone who was very poor at engineering, but good at communication. After getting a job in Wipro in 1997, Mr. Godhwani realized that his real strength was his ability to communicate. Wanting to impart this skill, he started teaching others how to communicate and present their ideas in meetings, sowing the seed for SoME.

Addressing the importance of communication, Mr. Godhwani mentioned that the issue was not our inability to communicate, but the fear that consumed us. We all know how to communicate, but we are afraid. Afraid of communicating. Afraid of being rejected. Afraid of being reprimanded.

He encouraged the students to follow what their heart deemed right and take the plunge. Just as he did. The fear that resides in us is not greater than us. It is our making, and we can overcome that if we believe us enough.

It was an insightful talk. Mr. Godhwani, time and again, emphasized the point that external validation was of no use. It doesn't matter what others think of us. The jump is ours, and only ours to take.





Prof. (CAPT.) A. Nagaraj Subbarao

Dean – Executive Education at Dayananda Sagar University

CAPT. A. Nagaraj Subbarao is a Master Mariner and specialized in Navigation, Ocean Engineering and Harbor Construction. He also has an MBA and M.Phil. in Human Resource Management with a specialization in People Management from the University of Minnesota, Carlson School of Management (USA), and also a specialization in Leadership and Strategic Management from the University of Illinois at Urbana Champaign (USA). He carries two decades of experience in the shipping industry both in India and abroad and commanded highly specialized state of the art ships for close to a decade leading teams, often in extremely adverse conditions.



He co-founded a Marine Consultancy and has been a Marine & Dredging Consultant before turning to academia. As an academician, over a career spanning eleven years, Prof. Nagaraj has held myriad positions and played various roles as: Dean of Academics (BBA/MBA), Professor (Organization Behaviour & Human Resource Management), Dean and Sr.Program Director (Executive Education) and Director of Human Resources at large universities.

Prof. Nagaraj Subbarao has had a deep engagement with industry by consulting and training in the areas of leadership, team dynamics and culture. His recent case study on international mergers was shortlisted as an outstanding case in business studies by a joint jury comprising the IIM-L, Lucknow, Lucknow Management Association, SBI, NTPC and NHRD.

He presently serves at Dayananda Sagar University, Bangalore as Dean – Center for Executive Education and Professor – School of Commerce & Management Studies and lectures on Human Resource Management, Behavioral Psychology, International Culture and Strategy.

He is a keen sportsperson and has played cricket at the national junior level and is passionate about counseling and mentoring young students.

He delivered many important lessons that would be very much beneficial for the betterment of ISBRians career.

Many ideas grow together when transplanted into another mind than the one where they sprang up. He believes in sharing knowledge, he believes in lending hands to help others to grow.

Undoubtedly, it was a great session with Mr.Nagaraj where he shared a lot about opportunities, perseverance and dedication. It was an honor to have him as one of the eminent speaker in ISBR.



Mr. Shivkumar Venkateshwaran

Mr. Shivkumar Venkateswaran, Chief HR Officer at IIM, Bangalore, addressed the students on "Career Branding". Prior to his role in IIM B, he has served as the Director HR at ISB Hyderabad, Head HR at Arvind and Manager, Ethics at Walmart.



Mr. Sreejith Krishnan

Sreejith Krishnan is a life coach and a seasoned facilitator. He has educated, inspired and transformed thousands of people from different walks of life through his life changing personal growth workshops and seminars.

Sreejith has more than 16 years of industry experience in core HR functions. He has held senior positions in leading corporations and has managed different people development initiatives. His core expertise is in designing and conducting different behavioral-skills workshops. With an incredible knowledge on the topics and captivating presentation skills, his workshops give an indispensable experience, which brings out a lasting change in the attitude and lifestyles of participants. He is committed to provide you the best tools, strategies and resources to help you to take your life to the next level. It was a privilege to have Mr. Sreejith Krishnan with us.

While interacting with young talents of ISBR, he shared a story titled as "10th apple effect" where he made students understand a lot of good things and stated that the 10th apple is as sweet as the first apple. If the 10th apple fails to give you as much pleasure as the first one, nothing is wrong with the apple, but with the person enjoying the fruit. If you get bored on a dull day, it is not because the day is dull and boring.

Never let the 10th Apple effect make you take gifts in life for granted. Never let your gratitude for life fade away.

"I love learning and sharing practical wisdom with others. I believe that before adding value to others, you have to add value to yourself."

International School of Business & Research
Bangalore

talks
Online

Presenting
Sreejith Krishnan
Head, Learning and Development - Sony
Life coach and seasoned facilitator
2 decades of industry experience in core HR functions

"Opportunities are ready. Are you?"

Date: Thursday, 30th April, 2020
Time: 3.00 PM
Venue: Online



Mr. Samartha Nagabhusanam

Samartha Raghava Nagabhusanam founded Kyocera Wireless India Pvt Ltd.

Mr. Nagabhusanam is on the board of 5BARz India Pvt Ltd. and Chief Operating Officer-India at 5BARz International, Inc.

He previously was Chairman for Huddle & Deal E-Commerce Pvt Ltd., Managing Director-Controlling Ownership at Aseema Softnet Technologies Pvt Ltd. and Managing Director at Kyocera Wireless India Pvt Ltd. Samartha is a techno-visionary and accomplished entrepreneur with over two decades of experience in the global telecom industry. He has led large organizations exceeding over USD 100m in revenues and managed teams of over a thousand engineers spanning five countries.

A passionate technocrat, he has enabled 100+ patents from the companies he led. He lives with the guiding mantra "more technologies and more products for the globe from India".

We were honored to have him in ISBR where he talked about "preparing for future" and touched a lot of topics related to digital India. He gave a glimpse of digital infrastructure and digital marketing. He shared about the interconnection link between cars through SIM card telecommunication network which was something new for the students. He further discussed the way of transmitting the dashboard data between two or multiple cars/autos.

Learning never stops and the way he delivered his session to ISBR students had proved it.

"One can snatch money from a person that he/she is carrying in pocket, but no one can take away the learnings and knowledge that one has in mind".

We found ourselves grateful to him for being the part of ISBR family.





Club Activities

“I think it is possible for an ordinary person to choose to be extraordinary” Elon Musk

'TREASURE HUNT'

October 3rd 2019, The Finance Club

On October 3rd 2019, the finance club of ISBR, Bangalore organized a Treasure hunt for the students of the college. The event took place in the auditorium of our college. It started at 3:30pm and wound up at 6pm.

The event commenced by the arrival of the participants and the students. The chief guest ,Kiran Bindu , was welcomed by our finance club head, Ms. Navita Vijay. The event was further addressed by Anirban and Nikunj Singh. Total 50 students participated. Before starting the game, the rules of the game were briefly explained to the participants.

The first round was the quiz round. 50 participants were divided into 5 groups of 10 members each. Five volunteers from the finance club- Aishwarya Lad, Nikunj Singh , Prajwal VJ, Apurva Shrivastava and Mayank Jain conducted the quiz. From each group 7 members were selected and were advanced to the next and final round of the treasure hunt. The Final round was hosted by Anirban and Somya from the finance club. All 35 participants were reshuffled into 7 teams of 5 members each. The time limit for the treasure to be found was 45 minutes . The first clue of the treasure hunt was given by our beloved Suresh sir. The clue bearer had to perform an act before



taking the clue from him. This activity refreshed everyone. Participants had to dance, mimic and act. After the first clues were distributed, the participants rushed to find the subsequent clues. Finance volunteers were present on each floor of the college building, the garden area and at the finish point. 7 teams were successful in finding the 4th clue. But unfortunately, none of the teams could reach the treasure. There was a tie between the 7 teams. For a tie breaker, we decided to ask them a riddle, and whoever answers first will be declared winner. Team 3 consisting of Akhil, Kartik, Harshit, Ritika, Apurv was declared the winner. They were awarded a cash prize of Rs. 1500 by our finance club head Ms Navita Vijay.

Everyone enjoyed very much during the event. This was not only for enjoyment but it also taught us teamwork. The finance club team worked hard for this event to be successful. A heartiest thanks to Ms. Navita Madam for her help and support for making this a grand success.

NIKUNJ SINGH & AISHWARYA LAD





Teacher's day

5th September 2019

A joint effort by all the clubs of ISBR Business School was to celebrate teacher's day on 5th September 2019. The event started by 1:20 pm IST in our Auditorium. The ISBR PGDM and MBA Batch Students contributed in this celebration. The Auditorium over flowed with pupil who wanted to celebrate teachers day with respect and love for their gurus. All the Faculties showed their hidden talents by Singing and dancing on Stage our Students Joined then and Once again it was one of the very successful events organized by all the students of ISBR Business School.

Media Club took the whole responsibility of distributing cards and gifts to the faculty members. Club Members started preparing the cards a week before the day and then gave one card each to the Teaching and Non-Teaching faculty of the college. A short program was organized for in-house, visiting faculty and also the non-teaching faculty of the College. Small gifts as a token of love were given to all faculty members and small snacks were arranged by the club members

The efforts of the students were appreciated by all the teachers.



Media Club - Mirage

Debate on 6th December 2019

Media Club Organized In-house Debate Competition on 6th December 2019 On Topic INDIA'S DROWNING SHIP UNDER NARENDRA MODI'S GOVERNANCE, there were two teams, Team- 1 Anjali, Toshi, Yashus, Vignesh, Kamalash and Siddarth were for the Topic, Team – 2 were Rishav Mitra, Doel, Harshit, Saurab Agarval and Gayathri were against the Topic and each team consisted of five members. A slot of 5 minutes (4 minutes+1 minute) was allotted to each member. The jury team comprised of Prof Amit, Prof Kiron Bindu, Prof Suresh Raju and Prof Preeja sreedhar, The event was full of enthusiasm every student expressed their views everyone equally contributed on their views, Team 2 Rishav Mitra, Doel, Harshit, Saurab Agarval and Gayathri were declared as Winners of the Debate Competition.





Marketing Club

Mark Maestros

The quest for knowledge, like everything else of value, is not to be obtained easily. It must be worked for, studied for, thought for, and more than that must be prayed for. Marketing Department from ISBR Business School had a Club called “Mark Maestros “Conducted Marketing Quiz competition on 4th September 2019 students from all the all department participated in the competition, we had several rounds like Brand Logo identification, Ad , Rapid fire rounds , Tie breaker round, The results were announced at the end of the quiz. Prachet Kulkarni, Atreyee, Tanisha were the Winners of the Quiz, The Trophy is presented to the Winners of the Event by Dr Lakshmi HOD of Marketing department



Entrepreneurship Club

Opportunity is what an entrepreneur looks for, in times of adversity, these opportunities when channeled into sustainable pursuits result in organizations that epitomize change while creating value for the individual, group, and society as a whole. The Entrepreneurship club in ISBR Business school began with this noble intent of nurturing changemakers, to be able to transform them into champions of change and to bring to life some real-life ventures from among the students.

To achieve these objectives, various activities were conducted by the club in the previous trimester, which included lessons on entrepreneurship by the teacher-in-charge, Dr. Raghavi Bhujang. These lessons explored the basics of what entrepreneurship entails, how ideas are to be explored, and converted into sustainable pursuits.

Various sessions were dedicated to innovative learning by watching Shark Tank, an American business reality television series on ABC. The show portrays entrepreneurs making business presentations to a panel of five investors or "sharks," who decide whether or not to invest in their company. Episodes from this series were screened for the budding entrepreneurs to expose them to how business pitches were made in real life. The sessions were followed by interesting discussions that looked at various ways of exploring the business models which were presented on the show and attempts were made by students at coming up with better business models.

Further, two guest sessions were organized, to showcase the real-life experiences of entrepreneurs. Students graced these sessions with great enthusiasm, and they also had their questions answered by the guest speakers.

The journey of the entrepreneurship club as of now has been short, but fruitful and promises to help, train, and bring out the entrepreneurs to solve problems of the world and act as catalysts of change.

“

**An entrepreneur always searches for change,
responds to it and exploits it as an opportunity ”**

”



HR Club

Convergence Namma Club

The HR club was inaugurated with a great event that was children's day on 14th November, 2019. The theme was that all the students, including teachers had to be dressed up like children and go back to their memories of being a child. Different kinds of activities like singing, dancing, quiz competition, etc also took place

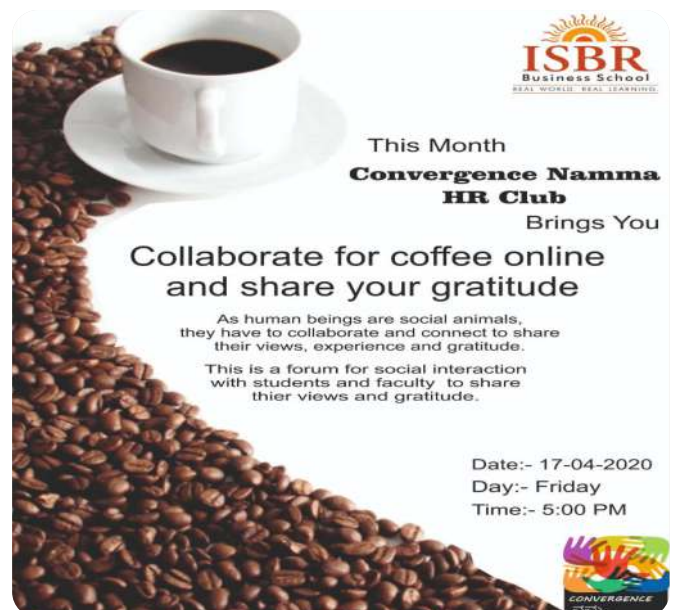
'Interactions makes more stronger' - that is what HR club believes in. To that effect, some of our students from ISBR went to a startup company in order to get some internships for students of all streams, because that is what HR does.

HR club had also merged with all the other clubs to come up with the idea of celebrating Christmas and the college had been so nice to that effect, wherein the faculty and students celebrated together, like one big happy family.

In this lockdown, we felt like we should not be apart from each other, so ISBR, along with the HR club, organized a 'coffee confessions', where we all met online and had a great interaction, along with coffee, where the students can share their experience along with activities like dancing, singing, standup comedy, etc. It was a great interactive session where all teachers, students came together and shared some of their experience which felt like we are with our family that is our ISBR family; and that we were closer than ever in such times.

Back on campus, HR club had also come up with some of the events like having lunch together; these events were every month, like mismatch day, traditional day, etc., wherein students had to dress up in accordance to that particular theme for the day.

Thus, these were all the events which were represented by ISBR under HR Club, with the only motive to create a great engagement with each diverse culture and also make them feel like family.





Sports Club

Games and sports are as essential as studies. They are an indispensable part of study. They provide the much desired change in the regime of academic life in college. School or college life without sports would be dull and dreary. Outdoor games are very much alive these days when compared to indoor games. In order to throw some light on the indoor games and to bring them alive was One such initiative taken by sports club of ISBR in order to keep the enthusiasm living in students was by conducting carrom and chess event.

The plan was made to conduct indoor games since it was the first event that has been taken by students of current year 2019-21, hence the decision was taken to go for carroms and chess. The posters for the event were made and put up all over the college, very soon there was a list of interested people for participation in their respective games. Fixtures for the matches were drawn accordingly and The event took place for 3 days i.e. quarter semi and the finals for both carroms and chess.

The event went as planned or even better. There were an unexpected number of entries for the event. People did show keen interest on these games and put their level best event though it was not some national match happening. Students played every match like their last, obviously one wins where the other loses but participation is all that mattered. Every single student that participated received a certificate of participation.

It was such a great experience for me and the entire sports club members. We learned a lot in the process up bringing this event into process. This wouldn't have been possible without this immense support that stayed with us through out from MR.V V RAO sir (head incharge sports club)and also the institute as a whole.





Participation In other College Events

Let's celebrate the success of ISBRians who moved out of comfort zone and marked their presence in outer world.

Aarohan Infosys

The students of ISBR Business School had the opportunity to witness the deliberations at Aarohan, a Social Innovation Award Ceremony held at Infosys, Bangalore.

Ms. Ameena, the Placements Manager, along with Shweta, Doel, Itika, Shivangi, and Vignesh, had the privilege to meet Mrs. Sudha Murthy, the Chairperson of Infosys Foundation.

It was a moment of great learning and one which shall be cherished forever.



Business Plan Competition



Students of ISBR Business School, Bangalore, participated in the Makeintern BPlan Championship 2020 organized by IIM Bangalore on the 31st of January 2020 at the IIMB campus. Over 60+ B Schools across India participated in this event.

The four-member team (Yashus G, Toshith Sastry, Rohith M S, Sagar P Y) from ISBR was among the top five teams.

CIMS Cultural Fest

ISBR Business School participated in the CIMS National Level Managerial and Cultural Fest on the 13th of December, 2019, along with 200 other Management B schools. Ms. Doel Bhattacharya (PGDM 2019-21) won the title for the Best Manager. The fest included various other activities, the dance group our college secured the first prize for their fabulous performance.





Panel Discussion

"Great minds discuss ideas; Average minds discuss events;
Small minds discuss people." - Eleanor Roosevelt.

Business conclave

ISBR Business School, Bangalore, hosted its first edition of Business Conclave this year on the 15th of February. The guests invited were Ms. Lalitha Srinivasa Rao, Service Delivery Manager at Capgemini, Mr. Satish Ramaiah, Senior Director at Global Solution Design Centre, Mr. Vinoth Lakshmi Narayan, Research Scientist at GE Healthcare, and Mr. Gulfam Wani, a Cloud Architect at Accolyte INC.

Technology, as we know, plays a vital role in improving business processes and success metrics. The guests shared their views on the impact of digitization in the current era and the technology disruption in business. The panel also discussed whether or not AI could replace Human Intelligence.

It was a great session with all the speakers sharing their views on how technology was shaping the business. It was an honor to have them all at ISBR.



Panel Discussion On Union Budget

A panel discussion on the Union Budget was organized on the 6th of February, 2020, at the ISBR Auditorium from 10:30 AM to 12:30 PM for PGDM 1st year students and 2nd-year Finance Students.

The first panellist for the discussion was Mr. Shravan Guduthur, B. Com, ACA, CS, DISA(ICAI), DipIFR (ACCA UK), Registered Valuer (IBBI). The second panellist was Ms. Padmini V, a Chartered Accountant, the third panellist was Prof. Kirron Bindu, Director of International Relations, and a professor to the 2nd year Finance students. The final panellist was Prof. Amit Kanchanbaras, Head of Department, Finance.




Each panellist shared their views on the then proposed Union Budget. To make the session even more interactive, the students, too, posed questions and shared their views regarding the proposed budget. This discussion helped us gain insights into what the financial future is likely to be. We gained clarity regarding various financial terms.

We found ourselves grateful to have the speakers come to discuss their views on the much-debated Union Budget. It was a great learning opportunity for us.






Guest Lectures


 International School of Business & Research Bangalore
 
 PGDM accredited with NBA
 Online Guest Session


Topic : "Covid 19 and HR Challenges in Transition to New Normal – Lessons to Future HR Professionals"



Prof. SK Prasad
 Professor, School of Management Studies
 REVA University

Date : Tuesday 11th June, 2020
Time : 10.30 AM to 12.30 AM
Venue: Virtual Classroom

Host: Dr. M.R. Jhansi Rani MA,MBA,Ph.D, Associate Professor, ISBR Business School

Learning never stops @ isbr www.isbr.in


 International School of Business & Research Bangalore
 
 PGDM accredited with NBA
 Online Workshop


Topic : "Changing Landscape of Performance Management in Organizations"



Dr. Geetha
 HOD of Management Studies
 Dayananda Sagar Academy of Technology and Management

Date : Wednesday 10th June, 2020
Time : 2.00 PM to 4.00 PM
Venue: Virtual Classroom

Host: Dr. M.R. Jhansi Rani MA,MBA,Ph.D, Associate Professor, ISBR Business School

Learning never stops @ isbr www.isbr.in


 International School of Business & Research Bangalore
 
 PGDM accredited with NBA
 Guest Lecture


"Kargil war to Hyundai car shipments"
 Untold stories of supply chain management






Resource Person:
Mr. R. N. Iyengar
 Corporate Trainer and Consultant


Date
 Saturday, 23.05.2020
Time:
 2:00 P.M. to 3:00 P.M.

Host: Prof. C.N. Uday Shankar, Dept. of Operations and Supply Chain Management, ISBR Business School

#Learning Never Stops @ ISBR www.isbr.in


 International School of Business & Research Bangalore
 
 PGDM accredited with NBA
 Guest Lecture


"Business and Personal Excellence towards success"



Resource Person:
Dr. Balamuragan
 Director, Strategic Solutions private limited

Date
 Saturday, 13.06.2020
Time:
 2:00 P.M. to 3:00 P.M.

Host: Prof. C.N. Uday Shankar, Dept. of Operations & Supply Chain Management, ISBR Business School

#Learning Never Stops @ ISBR www.isbr.in


 International School of Business & Research Bangalore
 
 PGDM accredited with NBA
 Learning never stops

Department of Computer Applications and IT
 Online Guest Lecture session

A world of changing business trend



Mr. Murali PV
 Project Manager
 Tech Mahindra

Date : Friday, 1st May 2020
Venue: Online Platform (Cisco webex)


 International School of Business & Research Bangalore
 
 PGDM accredited with NBA
 Learning never stops

Department of Computer Applications and IT
 Online Guest Lecture session

Introduction to International Trade and Covid Effect



Mr. Srinivas Bhagavathula
 Head- Indian Operations
 Magna Group of Companies
 Germany

Date : Friday, 24th April 2020
Venue: Zoom Classroom
Timing: 3.00 PM to 4.30 PM


 International School of Business & Research Bangalore
 
 PGDM accredited with NBA
 Guest Lecture


"An Overview of Successful implementation of IOT in M/s John Distilleries, Bangalore"



Resource Person:
Mr. Ramanathan Subramaniam
 GM (IT) : M/s John Distilleries, Bangalore


Date
 Saturday, 30.05.2020
Time:
 2:00 P.M. to 3:00 P.M.

Host: Prof. C.N. Uday Shankar, Dept. of Operations & Supply Chain Management, ISBR Business School

#Learning Never Stops @ ISBR www.isbr.in


 International School of Business & Research Bangalore
 
 PGDM accredited with NBA
 Guest Lecture


"Role of Operations Management post COVID-19"



Resource Person:
Mr. B. Thejkumar
 Associate VP, Toyota Gosei South India (P) Ltd.

Date
 Wednesday, 27.05.2020
Time:
 2:00 P.M. to 3:00 P.M.

Host: Prof. C.N. Uday Shankar, Dept. of Operations & Supply Chain Management, ISBR Business School

#Learning Never Stops @ ISBR www.isbr.in



List of Guest Session for year 2019-20

S. No	DATE	Guest Speaker/Discussants	Designation and affiliation	Topic	Department
1	09-08-2019	Ms. Srividhya	International TedX Speaker and Consultant	"Financial Services Industry - Career opportunities and what industry expect from you"	Finance
2	23-08-2019	Ms.Deepti K S	Consultant, Deloit	GENERAL MANAGEMENT	HR
3	21-08-2019	Bharathi Bharadwaj	Director,Century Refineries Pvt Ltd.	Corporate Culture	HR
4	11-09-2019	Mr.Praveen Hiremath	Entrepreneur and founder of Several incubation centres	Guest Lecture on Entrepreneurship-'Journey being an Entrepreneur'	HR
5	13-09-2019	Mr.Murlidhar S	CEO, Lodestar Education Services Pvt.Ltd	An Orientation on Entrepreneurship'	HR
6	21-09-2019	Dr. G.P. Sudhakar	Consultant and visiting Professor, CESS,Bangalore	Guest Lecture Organizational Change in the Digital Era	Marketing
7	21-09-2019	Dr.H.R.venkatesha	Professor and Director, Acharya Bangalore B School , Bangalore	Guest lecture on Bhartiya Management	HR
8	08-11-2019	Mr. Balaji	Senior English Language Trainer and Works for British Council Chennai	Ace with your Accent	
9	22-11-2019	Dr.Satisha HK	Govt R.C.College of Commerce and Management	FOREX Risk Management	Finance
10	25-11-2019	V.Srinivasan	General Manager HR Reliance Retail	Compensations and Benefits Managements	HR
11	06-12-2019	Prof.Nagaraj Subbarao	Dean Executive Education at Dayananda Sagar University	Management of Human Resource	HR
12	07-12-2019	Mr.Ashish	Corporate Trainer	Corporate expectations of Students for Career	Marketing
13	28-01-2020	Mr.Abhishek Gupta	Senior Director	Product Management Freecharge	HR
14	10-02-2020	Col.Prasanna Kumar	Founder Director of Think Trek Management Solutions and Hospira Health Services	Strategy Implementation	HR
15	18-02-2020	Dr.Meera Uday	Professor and head MBA VTU Don Bosco Institute of Tenology	Strategic Management in the Digital ERA	HR
16	31-03-2020	Dr.Manasa Nagabhushanam	Director, ISBR Business school	Strategy for Start ups	HR
17	01-04-2020	Ms.Srividya	International TedX Speaker and Consultant	Challenges thrown by the Corona Virus outbreak and Nation wide Lockdown	
18	01-04-2020	Mr.Rajesh Rao -	Regional Head, Youth for Seva	Challenges thrown by the Corona Virus outbreak and Nation wide Lockdown	



S. No	DATE	Guest Speaker/Discussants	Designation and affiliation	Topic	Department
19	03-04-2020	Mr. Mohan Kumar	Practitioner Head Wipro	Covid19 and Research and Innovation	HR
20	06-04-2020	Prof. L. Surendra	35 years of experience in various positions, Visiting Faculty, ISBR	Marketing of Essentials in the lock down period	Marketing
21	06-04-2020	Mr.MS Kashyap	Head- Business Transformation, Vodafone Idea Ltd, Corporate Office, Mumbai	Business Tranformation Strategy	HR
22	06-04-2020	Mr. Gaurav Ingham	Infosys	Covid 19 and its impact on Industry	HR
23	07-04-2020	Mr.Abrar Ahmed,	Marketing head start up Bangalore.	Entrepreneurship and Research	HR
24	09-04-2020	Prof Amit Kanchanbaras	HoD - Finance , ISBR	"Webinar - After effects of Covid 19 on Indian Economy"	Finance
25	09-04-2020	Dr. K.S. Lakshmi	Hod - Marketing & Research , ISBR		Marketing
26	09-04-2020	Mr Mahidhara Davangere	Founder and MD of Pramatha - An Acturial Risk Management and Consulting firm	Data Science and Business Disruption.	HR
27	11-04-2020	Mrs. Meena Herle	Dy. Director -Manipal University - Unit ICICI Manipal Academy	Catch 22 for Banks in India : Augmenting Credit Vs NPA growth - Contemporary issues for the Indian banks	Finance
28	16-06-20	Dr Venkata Krishna Prasad	Associate Professor,Dayanand Sagar University, Bangalore	Shifts in Consumer Behaviour Post the Pandemic period	Department of Marketing and IB
29	13.06.2020	Dr. Balamurugan	Director, Strategic Solutions Private Limited	"Business and Personal Excellence towards success"	Operations
30	20.06.2020	Mr. Girish	Senior Manager, Purchase, M/s Toyoda Gosei South India (P) Ltd	Best Practices of Purchaing in M/s Toyoda Gosei South India (P) limited	Operations
31	26-5-2020	Ms. Annapurna A	Founder and CEO - Emotionalytics . Co Bangalore	Current Trends in Compensation	Dept of HRM and GM
32	24-6-2020	Mr Debargha Deb	HR- Head at Dabur India Ltd. Kolkata	Compensation Philosophy	Dept of HRM and GM
33	29-6-2020	Mr Hirendra Badhiye	Vice President - Northern Trust Corp. Bangalore	Impact of Covid 19 on CBM	Dept of HRM and GM
34	01-06-2020	Mr.Dhanushkodi	Expert, Consultant- Former CFO, HAL	Evolving Risk Management practices in Forex	Department of Finance
35	21-06-2020	Mr.DRV Rajesh	Vice President - J P Morgan Chase	Banks transforming as Tech centers	Department of Finance



Industrial Visits

Industry Visit to Akshaya Patra

ISBR Business School had organized an industrial visit on 11th of February, 2020 to the famous Akshaya Patra located in ISKCON Temple, Bangalore for 3rd trimester PGDM students.

Prof. Dr. Lakshmi and Prof. V. V. Rao were the faculty coordinators for the visit. Flow of the event:

We started traveling from college campus at 9:00 am and reached Akshaya Patra Foundation at 10.30 am, where we were greeted by Mr. Praveen, who then guided us on our entire industry visit.



We then took a tour of the ISKCON temple and later headed towards the food section by 12:15 pm where faculty coordinators and most of the students volunteered as “Lunch Warriors” and “Thirst Warriors” and served food to 100+ people at the temple food service section while some students helped in other activities in the dish washing area. After the busy lunch hours and volunteer work, we were served a delicious meal and subsequently headed towards the world's biggest kitchen, Akshaya Patra kitchen at 1:30 pm.

Mr. Praveen along with a guide in the kitchen took the students on a kitchen tour from 1:30 pm to 2:00 pm. The guide explained to us in detail the entire process of cooking meals for 18,00,000 kids everyday starting from the procurement of vegetables to the transport of food to the schools where they are served. He took us through 2 levels of the kitchen, briefing about the machines, tools, techniques, cold storage rooms, packing and loading of food into the vans.

Ms. Ashwini presented to us from 2:00 pm to 2:30 pm about volunteering work and community of volunteers at AIKYA, a leadership forum at Akshaya Patra Foundation and encouraged students to take part in it.

We left Akshaya Patra Foundation at 2:45 pm and reached college at 4:30pm.

Learning from the Industry visit:

It was the first time ever that we witnessed such a huge kitchen which works every day, serving food to millions of underprivileged kids. We saw how effectively and efficiently the kitchen works on a huge scale, employing hundreds of people for various activities.

The impact of such work is multifold. It not only eliminates hunger of millions of kids every day, but also helps them with their education and well-being and development of the society as a whole. Bringing people together and working towards a common goal is not an easy task for such a big organization but they have successfully achieved it and are working with the hopes of reaching 5 million meals a day. Akshaya Patra provides us an excellent example of ways to use technology and human skills for effective production and supply chain without wastage and unnecessary use of non-renewable resources. It makes one think of alternate ways of doing work and contributing to the well-being of the society.



Social Learning with Youth For Seva

Visit to Youth For Seva NGO - learning is more effective when it is active rather than a passive process. ISBR students tried to explore new opportunity and take some learnings out of it. MBA students got opportunity to visit YFS, Bangalore on 26th September. We visited YFS corporate office and also visited to one open school for the kids of laborers. Mr. Rajesh Rao (South Regional Head and national executive council member YFS) and Mr. Sudarshan Swamy (In-charge of training and mentoring YFS) were the Facilitators from the YFS who helped us understanding how the NGO's Function and some insights about volunteering for social cause.

They conducted one workshop as well on the topic "How we envision change and start working towards it."



KAPL Visit

Industrial visit is one of the most tactical methods of teaching. The main reason behind this - it lets students to know things practically through interaction, working methods and employment practices. Moreover, it gives exposure from academic point of view.

MBA students were taken in groups for a guided visit of KAPL Bangalore on 20th January, 2020 with providing them information about the background of the company and its current position in the business scenario.

The aims of KAPL visits were-

- 1) Exposure to Actual Working Conditions.
- 2) Making Students Aware of practical implementation.
- 3) Acquaint Students with Interesting Facts and Breath-Taking ways to manufacture mechanical products like bolts.





ISBR Digital Academy

As we progress towards realising ISBR Version 2.0, ISBR Digital Academy, is a new initiative offering online programs was designed, developed and delivered by the ISBR Faculty team and handpicked expert professionals from academia and industry who are highly experienced and the best in the industry.

The programs include.

- Series of Webinars and online Training related to Leadership, Management, Soft skills for Corporate Executives, Faculty and Students
- Domain Specific Career topics
- C-Talks and Panel Discussions with Industry Leaders online
- Online Certification Programs
- Online Short Term Courses on Specializations
- Byte Sized Learning Video Channel

The vision is to evolve as the best Indian Business School and a Global Leader in providing online programs on Business Management and Leadership.

Some of the programs conducted under ISBR digital Academy are online workshop on Research design and data Analytics, Unlock Yourself Program, online FDP on “Achieving Excellence in Higher Education Institutions” to name a few.

ISBR DIGITAL ACADEMY
 Webinar Series on Leadership
Jignasa
 Management and the Lessons from stories and fables of ancient India
 Monday July 27th, 2020 | 2PM-4PM
Fee: FREE

ISBR GROUP OF INSTITUTIONS
 Electronic City, Phase 1, Bangalore - 560100
ISBR DIGITAL ACADEMY
 Organizing an Online Panel Discussion on 5th August @ 10.30 am
Challenges & Opportunities in the Post Covid-19
Fee: Rs. 225/-

ISBR DIGITAL ACADEMY
THE PARADOX OF CHOICES
 Objective: To empower the young Graduates aspiring for a career in Management understand the Paradox of Choices and enable them to make smart choices and take the right next step in their Career.
 When: Thursday, 23rd July 2020 | Time: 10AM - 12PM
Fee: Rs. 225/-

ISBR DIGITAL ACADEMY
Student Analysis within the equity Valuation Framework
 When: Sunday 19th July 2020 | 11:00AM - 1:00PM
Fee: Rs. 500/-

ISBR DIGITAL ACADEMY
Unlock Yourself
 Plan your time for tomorrow
 2.00 PM on Zoom
REGISTER TODAY
Fee: Rs. 200/-

ISBR DIGITAL ACADEMY
Banks Transforming into Technology Centers
 New aged technology being the disruption
Fee: Rs. 300/-

ISBR DIGITAL ACADEMY
Brand Your Persona
 How to help you create magic in the first moment
 Wednesday July 15th, 2020 | 10AM - 12PM
Fee: Rs. 300/-

ISBR DIGITAL ACADEMY
Achieving Excellence in Higher Education Institutions through Lean Management Tools
 29th June to 3rd July 2020 | 7:00PM - 8:15PM
Fee: Rs. 500/-



CIT Gubbi

Experiential Learning @ ISBR – An Initiative By Metamorph Department Of Training And Transformation

A BRIEF BACKGROUND OF THE WORKSHOP

Experiential learning @ ISBR is an initiative from Metamorph – The Department of Training and Transformation, ISBR, where students from management institutes are invited for a one – day workshop at ISBR campus. It includes Industrial visits to one of the corporate campuses nearby including Infosys, Wipro, 3M, Siemens, Edge Verve, TUV Rhineland, etc. and Workshops on Personal Enhancement facilitated by Mr. Suresh Raju.



EXPERIENTIAL LEARNING @ISBR: CIT, GUBBI

On 20 December 2019, one such visit was organized where 56 students and 2 faculty members of Channabasaveshwara Institute of Technology, Gubbi were hosted by ISBR for industry exposure and learning. The Program Managers were Ms. Sanjana Upadhya and Ms. Ritika Goyal with Lead Coordinators Ms. Harmanjeet Kaur and Ms. Sushmita Sirigina, students from PDGM 2019 - 2021. The went on as follows

- Welcome ceremony: At arrival, all the students and the Faculty Members were welcomed with the tradition of Aarti and Tilak.
- Industrial Visit to ELCIA: An informative visit to ELCIA, Electronic City Association was conducted where the CEO Ms. Rama and Admin Manager Ms. Mamta addressed the students. A visit to the Smart City Centre was also arranged where an engaging conversation regarding how the ELCIA and ELCITA work took place.
- A power packed Workshop on Personal Enhancement: After the ELCIA visit, a workshop filled with learning and interactive activities, conducted by Mr. Suresh Raju. It was a perfect combination of fun, information and takeaways like power of body language, communication, etc.
- Lunch: The hospitality of ISBR was displayed with a wonderful lunch that ended with full stomachs and hearts of everyone.
- Industrial Visit to Syscon Instruments Pvt. Ltd.: Next on the agenda was visit to Syscon Instruments Pvt. Ltd. The visit was a very fruitful one where the CEO addressed the students teaching them some life lessons. Then a tour around the industry was given in two batches. Students visited all the departments where the employees were enthusiastic about explaining their workings.
- Feedback and send-off: Finally, the students and the faculty gave written as well as video feedback about their experience and the visit ended with good wishes and farewell with promises of further visits.



CSR at ISBR

Blood Donation Camp



Legal Awareness Camp

A team of Students and Faculty from the Legal Aid Cell - ISBR Law School, along with renowned Advocates from Anekal and Kanakapura Taluks had conducted a "Legal Awareness Camp" in a remote village, "Badavara Halli", Kanakpura Taluk where they empowered the youths, women and the Villagers on :

- Legal Rights
- Women Rights
- Law and Legal Aids

The camp enabled the villagers to gain a lot of awareness of their rights and legal procedures.

ಕಾನೂನು ಅರಿವಿನ ಸಮಸ್ಯೆ ಮುಕ್ತ : ಶಿವನಗೌಡ ದೊಡ್ಡಮನಿ

ಆನೆಕಲ್: ಜನರಲ್ಲಿ ಕಾನೂನಿನ ಬಗ್ಗೆ ಅರಿವು ಮೂಡಿಸಿದರೆ ಪಲಮಾಡು ಸಮಸ್ಯೆಗಳಿಂದ ಮುಕ್ತವಾಗಬಹುದು. ಕಾನೂನುಪ್ರತಿಯೊಬ್ಬರಿಗೂ ಅವಶ್ಯಕ. ಹಾಗಾಗಿ ಈ ಬಗ್ಗೆ ಜಾಗೃತಿಯ ಅವಶ್ಯಕತೆಯಿದೆ ಎಂದು ವೈಕೋಚ್ ವಕೀಲ ಶಿವನಗೌಡ ದೊಡ್ಡಮನಿ ತಿಳಿಸಿದರು.

ಅವರು ಆನೆಕಲ್ ತಾಲೂಕಿನ ಎಲೆಕ್ಟ್ರಾನಿಕ್ ಸಿಟಿಯ ಐಎಸ್‌ಎಲ್‌ಆರ್ ಕಾನೂನು ಮಹಾವಿದ್ಯಾಲಯದ ವತಿಯಿಂದ ಕಾಣಪ್ಪರ ತಾಲೂಕಿನ ಪಮವನಗರದಲ್ಲಿ ಆಯೋಜಿಸಿದ್ದ ಕಾನೂನು ಅರಿವು ಮತ್ತು ನೆರವು ತಿರುವಮ್ಮ ಶುದ್ಧಾಚಾರ್ಯ ಮನವರಿಕೆ ಕಾನೂನು ಪ್ರತಿಯೊಬ್ಬ ವ್ಯಕ್ತಿಗೂ ಅವಶ್ಯಕ. ಸಮಸ್ಯೆಗಳು ಉಂಟಾದಾಗ ಅವುಗಳನ್ನು ಎದುರಿಸಲು ಕಾನೂನಿನ ಜ್ಞಾನ ಅವಶ್ಯಕ. ಸರ್ಕಾರ ಉಚಿತ ನೆರವು ನೀಡುವ ಮೂಲಕ ಕಾನೂನು ಅರಿವು ಮತ್ತು ನೆರವು ನೀಡುತ್ತಿದೆ. ಇದನ್ನು ಸಾರ್ವಜನಿಕರು ಸಮನೋದೀನಗವಡಿಸಿಕೊಳ್ಳಬೇಕು ಎಂದು ಸಲಹೆ ನೀಡಿದರು.

ಐಎಸ್‌ಎಲ್‌ಆರ್ ಕಾಲೇಜಿನ ಪ್ರಾಚಾರ್ಯ ಲಲವಂತ್.ಎಸ್.ಕೆಳಸೇಕರ್ ಮಾತನಾಡಿ ಪರದಕ್ಷಿಣೆ ನಿಷೇಧ, ಬಾಲಶಾಮಿಗಳ ಪದ್ಧತಿ, ಅಸ್ತಿ ಪಕ್ಕಿ, ಮಹಿಳಾ ದೌರ್ಜನ್ಯ, ಬಿತ್ತಣಾ ಪಕ್ಕಿ ಮಕ್ಕಳ ಪಕ್ಕಿಗಳು ನೇರವಂತೆ ವಿವಿಧ ವಿಚಾರಗಳ ಬಗ್ಗೆ ಕಾನೂನಿನ ಅಂಶಗಳನ್ನು ತಿಳಿಸಿಕೊಡಲಾಗುವುದು ಎಂದರು.

ವಕೀಲ ಮುಖೇಶ್ ಕುಮಾರ್, ಕಾಲೇಜಿನ ಅಧ್ಯಾಪಕರಾದ ಲಕ್ಷ್ಮಿ ಗುಣರಾಯಣ್, ಸಹಪ್ರಾಧ್ಯಾಪಕ ಲೀಲೇಶ್ವರೇಡ್ಡಿ, ಪಿ.ಬೋಸಪ್ಪೆ ಗೃಪಾ ಅಧ್ಯಕ್ಷ ಗಿರಿಜಮ್ಮ ಮುಖ್ಯವಸ್ಥ ಹಾಜರಿದ್ದರು.

ಕಾಲೇಜಿನ ವಿದ್ಯಾರ್ಥಿಗಳ ಗ್ರಾಮದಲ್ಲಿ ಮನೆ ಮನೆಗಳ ಭೇಟಿ ನೀಡಿ ಕರಪತ್ರಗಳನ್ನು ನೀಡಿ ಕಾನೂನು ಜಾಗೃತಿ ಮೂಡಿಸಿದರು.



WOMEN SAFETY & CRIME AWARENESS PROGRAMME

By Bengaluru City Police-South East Division.

“A strong woman looks a challenge in the Eye and gives it a Wink”- there is no force more powerful than a woman determined to rise.

On 06.01.2020 Women Safety and Crime Awareness Programme was organized by Bangalore City Police South East Division at St. John's Auditorium. It was attended by some of the students of ISBR and Faculty members namely Dr. Lakshmi K.S., Dr. Savitri Jayant and Ms. K. Punitha. It was meant for the basics of self-defense, for adolescent girls and women as part of its safety and awareness programme. The Chief Guest Sri. Bhaskar Rao, I.P.S. inaugurated the event. The Special Guests were Smt. Pramila Aiyappa, Indian Heptathlete and Olympian; Ms. Harshika Poonacha, actor and the guests of honor were Sri Umesh Kumar IPS; Sri Sandeep Patil IPS; Dr. B.R Ravikanth Gowda IPS, Sri S Murugan IPS, Smt. Isha Pant IPS.

A team of 15 women police officers, called 'Veera Vanithe', who received a similar training for six months will train girls in schools, colleges and universities and even in slums.

It is also the first division to entirely launch electronic beat system or e-beat system in all of its stations. Smt. Isha Pant, Deputy Commissioner of Police (DCP south-east) told that previously the attendance record of officers going on beat patrolling was done manually. “Now, through Subabu app, I can live track them and find out who is on duty. The app also has facial recognition where and when a particular person is caught, we click his/her picture and search through our database if there is any previous crime record,” she said.

We were glad to attend the programme and got a chance to know the Importance of Self-Defense and how it helps women during the attacks from the unknowns. A demo was given on the stage by 15 women how to handle the different types of attacks and how to give back a counter-attack. We had a glimpse of the bravery of several police women and it was a proud moment for the police personnel. Many women police were awarded by the Chief Guest Sri. Bhaskar Rao, IPS. We listened to the hardships that are faced by Smt. Pramila Aiyappa, Indian Heptathlete & Olympian to get over the success, during her address to the gathering. The Special Guests gave their insights about the issue and instilled bravery in one and all.

We are very much thankful for Bengaluru City Police-South East division for the conduct of such a programme and for the bringing of awareness about women safety and the safety measures that they would launch further. We are thankful for the invitation and our college to give such an opportunity to attend and know the importance of Self-Defense.





Annual Report 2019-20

ISBR Leadership team is pleased to present the annual report for the year 2019-2020. Year after year the saga of journey at ISBR is becoming more and more interesting and fulfilling. The year was filled with new initiatives, engaged learning, challenges of dealing with the new norm during the pandemic and blending a host of technology platforms for varied processes

Awards and Achievements of the Year

ISBR Business School once again is ranked as “Platinum Institute” under AICTE-CII Survey 2019 successively for the fourth year. Our PGDM program received NBA accreditation for 3 years duration, further, our PGDM Course has been awarded MBA equivalence by AIU (Association of Indian Universities). FPM course was launched from this year. The week has adjudged ISBR as the 12th best B school in Bangalore. ISBR rated A grade institute by career 360. We have received approval from AICTE for the intake of 300 PGDM seats and 120 MBA seats

New projects And Initiatives:

ISBR has successfully launched PGDM in sports Management program with the guidance of Enrico Peppirno, National Tennis Coach and Dr. Gayathri. A unique program on Data Analytics has been introduced with certification courses in Big Data Analysis, Cyber security and Data Sciences

As we progress towards realizing ISBR Version 2.0, ISBR Digital Academy, a new initiative of offering online programs was designed, developed and delivered by the ISBR Faculty team and handpicked expert professionals from academia and industry who are highly experienced and the best in the industry. Some of the programs conducted under ISBR digital Academy are online

workshop on Research design and data Analytics, Unlock Yourself Program, online FDP on “Achieving Excellence in Higher Education Institutions” to name a few.

ISBR training and transformation department introduced several soft skill training programs, mentoring and continuous psychological support to the students.



Dr. Manasa Nagabhushanam

As we progress towards realizing ISBR Version 2.0, ISBR Digital Academy, a new initiative of offering online programs

International office :

A dedicated “International Office” was launched on October, 2019 with the motto of “learn Across the Globe”. The international office since then has established newer collaborations with and partnerships for Student Exchange, Joint Research & Team Teaching. Existing collaborations were further renewed for 5 years. The schools with which collaborations were established are either Double or Triple (AACSB, AMBA, Equis) crowned business schools in Europe. University of Queensland, Australia, Aston University, UK, Jacksonville University, USA are some of the collaborations in pipeline.

International Memberships were initiated & achieved with Erasmus Plus Membership and attained EU funded Project for 36 months

Under the Student Exchange Program 6 international students were onboarded from established partner for the first time to partake in



an exchange program during spring, 2020

Team Teaching and Joint Research has been Initiated and is ongoing with University of Dubai , Esc Clermont, France

Academics:

ISBR inaugurated the PGDM Batch of 2019 with 174 students on 6th July 2019 and the MBA batch on 3rd August 2019. Among the esteemed guests who graced the occasion of Inauguration was Professor H A Ranganath, former vice-chancellor of Bangalore University, and former director of NAAC and Smt. Vanishri Deshpande, founder, and CEO of Connect Echo Talent Advisors.

Apart from classroom learning, Hobby based courses focusing on holistic development of students were introduced in the first trimester. Film appreciation, western music, public speaking, and Social learning were the courses that were introduced as part of the hobby-based courses.

Active industry participation during the academic year in C-Talks, Guest lectures, Workshops and Panel discussions was

experienced. 58 guest sessions were conducted on campus by eminent industry professionals during the academic year along with 11 workshops, 3 Panel discussions, 7 industrial visits and 13 C-Talks. The prominent workshops included the workshops conducted by IIT Bombay E Cell, IIM -K Analytics, ITC's Session on women empowerment and Digital marketing. Another notable initiative introduced during the academic year was the Student Assistantship Program, ADHYAYAN. Over four trimesters there were in total 32 students who were part of this initiative assisting faculties in academic deliveries.

Student participation has been commendable in the past academic year. Four research papers were presented at various national and international conferences were notable research contribution by students. The students

participated in numerous management fests conducted by various management institutions in and around Bangalore. The Sports day, Founders Day, Ethnic Day were some of the major events held on campus.

The convocation ceremony of batch of 2017-19 was held on 14th December 2019. 178 students received their graduation degree from the Chief Guest Mr. Shibu Lal, Former CEO & Co – Founder Infosys. The other eminent personalities who graced the Convocation day included Mr. Bharat Lal Meena IAS, Rtd Chairman- World Forum for Education, Dr Rupa Vasudevan, Chancellor – BEST Innovation University, Mr Daves Aggarwal President BCIC among the others.

The outbreak of the COVID 19 pandemic in March 2020 resulted in the shift of classes to the online mode. The faculties embraced technology effectively ensuring a smooth transition of

academic delivery on the online platform. With a view to ensure continuous learning for the students during the pandemic, ISBR introduced the Coursera on Campus program. This enabled students to pursue

certifications in different domains from numerous prestigious universities across the globe. Some of the prominent courses that students completed were from Indian school of Business, Illinois University, London business School, University of Michigan to mention among the others. The term examinations were successfully completed for two trimesters of PGDM 2019-21 Batch and One trimester for PGDM 2018-20 batch using METTL Platform. The online trainings for placements were successfully completed with the effective industry interventions. The placement department leveraged the pandemic situation well and managed to provide some online internships assignments during this period. The

Another notable initiative introduced during the academic year was the Student Assistantship Program, ADHYAYAN



summer internships which were scheduled to commence from the 1st of August 2020 was postponed to 15th November considering the industry inputs and the safety of the students.

Research Centre:

The new batch of PhD research scholars was inaugurated on 27th July 2019. Four Research scholars completed their PhD from our Research Centre and were awarded doctorates. Various Workshops were conducted for the scholars on the topics like Research ethics, Analytics. There was a series of FDPs and FDW that the research Centre organized in the past academic year for our faculty and research scholars.

Placements:

Placements for the batch 2018-2020 had over 75 recruiters on board to hire students from ISBR. Top Brands from Retail, Manufacturing, E commerce, BFSI, FMCG, Information Technology, Pharmaceuticals and Education sector visited ISBR campus to select the deserving students. Federal Bank, Deloitte, PWC are some of the among first time brands that came on board as recruiters during the academic year. Corporate relationship Enhancement program was introduced. Our students Participated in PWC confluence and in Infosys Education Fair.

Despite current Pandemic and economic slowdown and job cuts in market, the achievement was 85% success rate in placements, with maximum package of 10 lakhs and average salary package of 6 lakhs.

Admission:

There was an intake of more than 300 students coming from diversified backgrounds from all over India for the various courses offered by ISBR Business School. This year, an innovative Pre-Master's program for PGDM aspirants was introduced, which enabled smooth on boarding of the applicants onto the PGDM program. This has

helped students to come in tantum with the learning objective and be more effective in absorbing and augmenting their learnings.

Executive Education Program:

ISBR organized a series of executive education program on various topics such as turnaround management, digital marketing and many more. This center offered executive education program, faculty development programs and management development programs in areas of relevance to industry in multiple domains.

CSR at ISBR:

CSR has been an active part of our academic life. Art of Living had partnered with us for inculcating healthy living practices and spreading Indian ethos and values. We have partnered with other Social NGOs like Youth for Seva, Lets Tag On for the involving our students in various CSR activities. We had organized blood donation camp in campus.

ISBR recognized and rewarded by YFS as their "Valued Partner" during their flagship program "Udvikas 2020" which is a state

level youth conclave for promoting and nurturing mindful volunteering among the youth of this generation.

This is just a glimpse and a recall of what we have done in this academic year. Our dreams are bigger and our vision is larger. We continue to draw inspiration and energy from leaders like and move forward to do more and remain one of the most desired institutions in the country.

Dr. Manasa Nagabhushanam

Director

Despite current Pandemic and economic slowdown and job cuts in market, the achievement was 85% success rate in placements



Student Corner

From the pen of some free spirited writers

Happiness: A Treasure

In this fast forward world, where each and every moment we are thinking to find happiness either by achieving accolades or fulfilling short term goals.

Are we really happy? Do you think happiness is something which can be achieved? Or do you feel is there anything which can bring ultimate happiness?

After this pandemic, we are into so many mental wellness programs, meditation, video conferencing with family and friends just to make us feel content and feel bliss. But do you feel is it enough? Can happiness be measured by external factors? Can it be enhanced by making our lives seems great virtually?



What I feel there is no need to find answer as it is not about finding but creating happiness. Even your murphy's day can be good if you feel the way that would make it positive. In simple words, it is two sides of a same coin. The way we see things, we attract the same.

Dalai Lama has rightly stated in the book "The Art of Happiness": "We need to learn how to want what we have not to have what we want in order to get steady and stable happiness."

There lies a very simple equation: Happiness satisfaction = what you have / what you want.

As it is rightly quoted:

"Don't count your days, make your days count."

It is important to realize that happiness is like a butterfly. Set it free and feel the miracle. You can't bind it with your aspirations, wishes, and desires otherwise each and every time you will have the same feeling to acquire more to gain happiness. It does not depend on materialistic things, it is the feeling of being satisfied and feel grateful for the blessing we have in form of family to care for us, food to nourish ourselves and health wellbeing.

So immense pleasure comes from little things which we do or feel each and every day. A smile on your loved ones' face, feeling of satisfaction on your father's eyes, random text from a long distant friend or embracing nature's serenity. As an individual implication of happiness can be very beneficial if one is happy with whatever he or she does. Strengthening one's closest relationship and taking care of oneself physically, financially and emotionally. As a leader in Corporate world, one should focus on how one's team members feel about what they do, investing in team members physical, financial and emotional wellbeing.

Stop overthinking about finding happiness, just be real, and feel the priceless moments around you. Smile and say thank you to almighty. The essence of life enrichment. The essence of being true to oneself.

Thank you

Doel Bhattacharya



Failure is a part of success.

Failure, as much as it hurts, is an important part of life. In fact, failure is necessary.

Failure depends on your attitude. You should be like, "I have failed more times than I'd like to admit. And I'm not talking about small failures; I'm talking about the kind of failures that rock my world, completely altering the landscape of my relationships, finances, and mental-wellbeing. Failure is a common thing which will create hurdle in the path of success. How are you gonna deal with it?

Will you quit?

Or continue...



Failure is life's great teacher; it's nature's chisel that chips away at all the excess, stripping down egos as it molds and shapes us through divine intentions.

Without failure, we'd be less capable of compassion, empathy, kindness, perseverance, belief and great achievement; we would be less likely to reach for the moon and the stars. We won't be able to desire too big.

It's through failure that we learn the greatest lessons that life could teach us.

When we think about failure, we think of things in a negative light. We say that failure is stopping us and that it causes emotional turmoil and upset, and inflicts agonizing pangs of guilt, regret, and remorse. It will lead us to stop and change the direction, but belief that is growing inside you will be lending hands for you that will take you further.

And the most successful people in life have failed the most times. If you try to go through life without failing at anything, then you're not really living a life at all. Taking risks and falling down flat on our faces is part of life; it makes us into who we are.

When a baby is first learning to walk, he's going to fall down many times. This, in fact, is failure. But, ask any mother about their baby's ability to walk and he will wholeheartedly declare that her baby will walk for sure, her baby will fall down many times but will start walking some day, this is what the belief of a mother.

Why is the mother so confident that her daughter will walk? Of course, we all know the answer to that. We know that falling down and failing while learning to walk is just a part of life. So, why do we hesitate to take failure at other things in the same manner?

The problem is society tends to celebrate the successes rather than highlighting the epic journeys towards success that are filled with trials, tribulations, upsets, setbacks, and failures. It's not as glamorous to talk about those things.

Thomas Alva Edison is an epitome to failure.

Edison's teachers said he was "too stupid to learn anything." He was fired from his first two jobs for being "non-productive." Today, do I really need to introduce this eminent leader?



Do I really need to mention what he brought for us?

No, not at all...

As an inventor, Edison made 1,000 unsuccessful attempts at inventing the light bulb. When he was asked about failing a thousand times what his reply to this tells a lot about his dedication, perseverance and belief.

He smiled and said, "the light bulb was an invention with 1,000 steps."

It's a matter of our thought process. How serious are we for our dreams?

Would failures be able to stop achieving your dreams. If you're failing, don't quit, learn something out of it and improve the mistakes that you would have made in the last attempt, you will be succeed for sure.

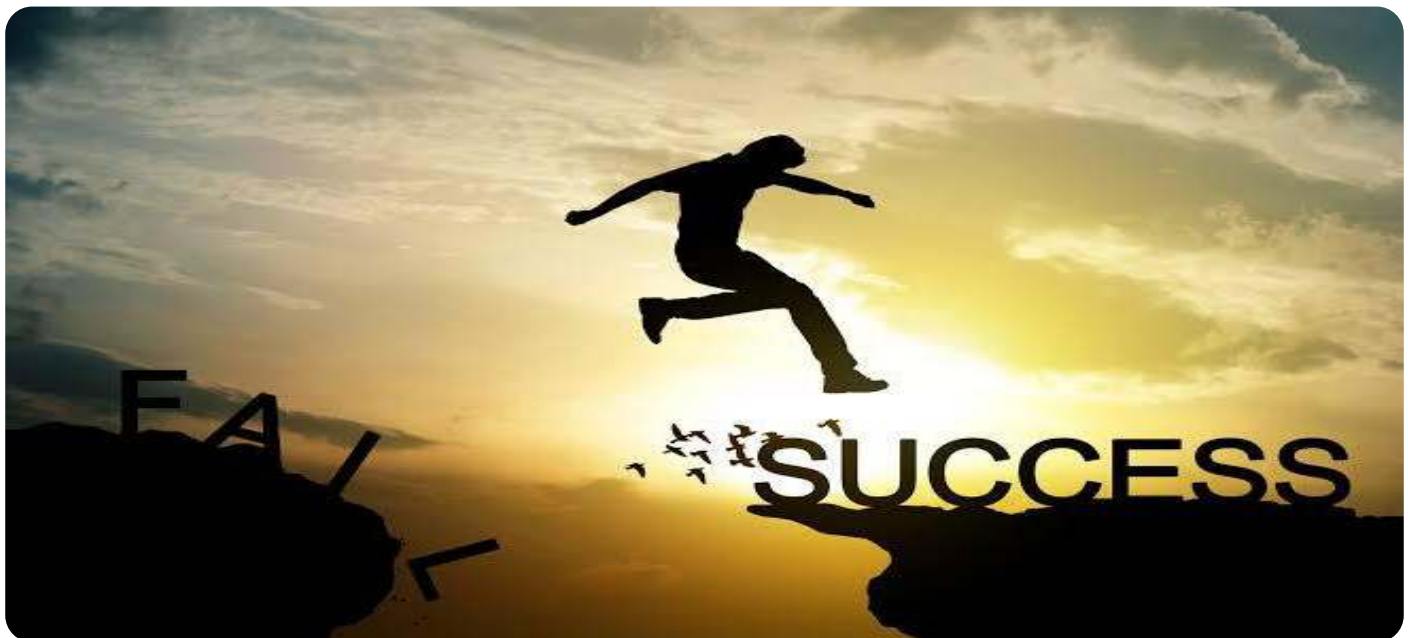
Thank you

Shraddha Pandey

“

Our achievements speak for themselves. What we have to keep track of are our failures, discouragements, and doubts. We tend to forget the past difficulties, the many false starts, and the painful groping. We see our past achievements as the end result of a clean forward thrust, and our present difficulties as signs of decline and decay."

”





A Brief Report On ISBR Alumni Association



ISBR has shaped up a number of educationists, entrepreneurs, academicians, managers etc. Our Alumni have made us proud time to time by recognition round the globe and we the Alumni Association brings all our Alumni together on a single platform and develops synergistic plans to aid and improve Institutional endeavours.

The ISBR Alumni Association works to strengthen ties between the Institution and the Alumni, so that the Alumni can participate in various activities including cultural, social activities, trainings, CSR activities and employment offer guidance and support the existing students with respect to career guidance to excel in various fields.

ISBR acknowledges this value creation and intends to nurture this spirit of excellence in the future years to come, ISBR takes keen interest in connecting to its Alumni and conducts regular meetings wherein the members freely and closely interact with each other on issues pertaining to development of the college and also their role and contribution.

“Almaconnect” is one of the excellent tool introduced this year to connect all the Alumni to each other and the existing students.

The purpose of the Alumni Meet was to bring the ISBR Alumni and the pursuing batch students of ISBR on a common platform and let the alumni share valuable insights about the contemporary work environment in different organisations and how they could be turned employable.



Alumni in the different platforms engage the past and present students and express their views regarding necessities of boosting the quality in students for fulfilling demand of industry.

On Proposed Events, Strategizing Maximum Alumni Participation.

- Proposed Corporate interaction module for PGDM/MBA 2nd year students to be named as Karmshala 2019-20, where minimum three prospective corporate to be identified and to be invited for an industry interaction. During these sessions the industry requirements specific to the corporate and their expectation shall be kept straight in front of 2nd year degree aspirants. Where the corporate may suggest attribute wise development areas to go industry prepared. This module shall help students to understand the industry expectations, Students will have an opportunity of clarifying their queries and School will have an option open to invite the corporate for placement by possessing their Industry Readiness.

- Two of Skill development initiatives to be executed during the 3rd & 4th Trimester period to be named as Pathshala 2019-20, The selected segments are Communication as a tool to corporate and Risk and Control in Business operations. These two programs to be executed with a view to open opportunity and understanding both at a single go. Through such interaction and assessments process the students shall have understanding clear about business communication and ethical business practices; which as a tool will strengthen further and can help define themselves to utilize their obtained degree through Business Management Platform.

Three Chapters of Alumni Connect been Planned and to be executed this year in South (Bangalore), North & East (New Delhi) and Central (Goa /Mumbai/Pune).

Eight Board meetings were held in 2019 after the General Body/Alumni meeting of November 17, 2018. The General Body meeting for 2019 was held on November 23, 2019.





Speak2Lead: Mastering Communication to Influence

Speak2Lead is an initiative taken up by the students with the support of the ISBR Metamorph. The inauguration ceremony was held on 19th September 2019 at the ISBR campus. The event witnessed the presence of eminent chief guests Dr. KS Anandaram, Senior Director ISBR Business School, Dr. Manasa Nagabhushnam, Director in academics ISBR Business School, and Dr. C Manohar, Senior Director ISBR Business School. The master of ceremony was Doel Bhattacharya, who welcomed everyone and thanked them for their valuable presence.

The event began with the vision emphasizing the motto “mastering communication to influence.” Speak2Lead is a platform that will help students unleash their potential in multi-dimensional segments such as communication, leadership, and interpersonal skills. To be proficient in the English language and enhance the skillset required by industries for a better future manager. To provide a platform to the students, at every level of which they can learn from their mentors, and use their valuable suggestions to bring an improvement in themselves. The main focus will be to make the students understand the gravity of the current industry scenario and offer them a platform where they can bridge the gap between them and what exactly recruiters are looking for. The launch video illustrated the plans which were scheduled for the coming future. Then came the most awaited moment, the formal launch of Speak2Lead. It was received by all with an enthusiastic round of applause.

Also, there were leadership insights given by TM Shubhangi Pandey, Club Extension Chair, Former Division Director, Division H, District98 Toastmasters International. She enlightened on various advantages of communication and the importance of peer-to-peer learning. TM Shashank Arya added glitter to the event by his valuable tips regarding public speaking and the

importance of being a good listener. He is Immediate Past Area Director, Area H5, Division H, District98, Toastmasters International. Fun with learning played an essential role during the event. Students had been asked to come on stage for impromptu speaking. This activity helped inculcate the art of thinking, organizing, and delivering a speech on the spot.

In the end, students were addressed by Dr. KS Anandaram who gave his valuable suggestions on improving communication skills and how it plays an effective role in the industries. Dr. Manohar enlightened us about the art of delivering a speech in a stipulated time and how to be concise. Dr. Manasa Nagabhushnam emphasized on the importance of being your natural self when delivering a speech on the stage. Mr. Suresh Raju spoke about on various pronunciations of the English language and how important it was to practice all of this regularly. Hence, Speak2Lead laid its foundation and now it's time to execute plans into actions. It's a long way to go. This initiative has set a benchmark for the ISBR Business School in the future.

Speak2Lead came out to be successful coming up with events and activities:

- English Communication Quiz is based on ameliorating language skills.
- Session on English Accent by Mr. Balaji, Ramaswamy Natarajan, Foreign Learning English, BBC Learning English
- Reading, writing, and listening assessment for self-improvement.
- Fun based learning sessions based on activities.
- The Mentor-mentee program enhanced the concept of peer learning.



Convocation 2019

Convocation is a big occasion that calls for big sentiments. It's a day when a lot of students come with the hope to meet their best teachers, best friends and all those faces with whom they spent some quality times whereas some of them come to be recognized in presence of their family members. It's an event which is full of different expectations and feelings.

It's the moment to cherish student's visions and student's dreams as these dreams are the children abiding inside our students. It's the perfect time to look behind, to recall the past few years, to see the changes in yourself, to take a pledge for doing lot more in upcoming years.

ISBR held its convocation on 14th December 2019, invitation had been sent to the students, chief guests, family members and all other associated to it with a positive message-

ॐ सह नावतु ।

सह नौ भुजक्तु ।

सह वीर्यं कर्वावहै ।

तेजस्वि नावधीतमस्तु मा विद्विषावहै ।

ॐ शान्तिः शान्तिः शान्तिः ॥

Meaning:

Aum! May He protect us both together;
may He nourish us both together;
May we work conjointly with great energy,
May our study be vigorous and effective;
May we not mutually dispute (or may we not hate any).
Aum! Let there be peace in me!
Let there be peace in my environment!
Let there be peace in the forces that act on me!

We welcomed all our dignitaries on-dias with playing the drums and trumpets which was spreading positive vibes in college's surroundings.



The event started with invocation and lighting of the lamp. We welcomed the guests and our chairman Sri. Prakash Kothari declared the Convocation Ceremony Open. We then administered the oath and addressed the convocation. Our Managing Director Sri. Manish Kothari came forward to address the convocation with his words full of enthusiasm, positivity, ray of hope and appreciation. Our dignitary of dias Sri. S.D. Shibulal (Co-founder, former CEO & MD Infosys), our special guests of honour were Prof. S. Sadagopan (Director IIT Bangalore), Shri. Bharat Lal Meena (IAS, Chairman-World Forum for education), Sri. Devesh Agarwal (President Bangalore Chamber of Industry and Commerce, Bangalore), Sri C.S. Prakash (Hon. Consul of the Czech Republic), Dr. Rupa Vasudevan (Chancellor-BEST Innovation University), Sri. Thomas Fuhrmann (MD-TUV





Rheinland India). Then, the most awaiting moment came where students were called upon to collect their Gold medal and certificates. On the same day, we released ISBR GEMS and conferred the



share our gratitude towards people who made us happy by their presence and words. Finally, the moment came when we had to wrap up the Convocation and we did it with chanting the



certificates among the students. A lot of students came forward to share their gratitude and journey with ISBR. There was an environment full of zeal, grin, laughters, pair of eyes with dreams and yes, words of achievements and appreciation. Gratitude is not only the greatest of virtues, but the parent of all the others. By vote of thanks we

national anthem to recall two meaningful gifts i.e; freedom and bravery.

We wish all our students to have a bright and prosperous future. May there be success at every turn of life and they get what they deserve.





Awards and Achievement

Sri. Manish Kothari – Panel Member and Speaker at the Global Exhibition on Services

ISBR Business School, Bangalore actively participated in the 5th edition of the Global Exhibition on Services (GES), organized by the Department of Commerce & Industry, Government of India, in partnership with the Services Promotion Council (SEPC) and the Confederation of Indian Industry (CII) at Bengaluru, Karnataka. GES 2019 provided a platform for forging sustained partnerships amongst countries in the 12 identified champion services sectors.

Our Managing Director, Sri. Manish Kothari, was invited as a panel member and speaker at the Focused Parallel Session on Internationalization of Higher Education in India (CII). He spoke about how institutions and universities should focus on and develop programs that attract students from abroad to India.

ISBR is one such Indian institution that has taken steps towards reaching this goal. “Destination India” is ISBR's international internship initiative. Besides this, ISBR had an exclusive visibility stall

to promote the programs and services that they offer, and over 20 of our students were actively involved in various coordinating committees as volunteers with the CII for this event.



Dr. C. Manohar was live on FM Rainbow 101.3 Mhz, Bengaluru

Our Senior Director, Dr. C. Manohar, was live on FM Rainbow 101.3 MHz, Bengaluru, with RJ Prashanth. He shared his expert views on what the Economy would be like post-COVID 19 and how various sectors, like the industrial and service sectors, can cope with and manage the impact of the pandemic.





Sri. Manish Kothari as a panelist for the Budget 2020, organized by JITO, Bangalore

Sri. Manish Kothari – Panelist at the International Conclave Hosted by the World Forum for Education

sri. Manish Kothari, Managing Director, ISBR Business School, Bangalore, was one among the eminent panelists for the International Conclave on Technology Adaption in Education During COVID hosted by the World Forum for Education in collaboration with BEST-IU, held on the 27th of June 2020, between 12.00 PM – 1.30 PM.

The other panelists were:

Dr. Roopa Vasudevan – Chancellor, BEST-IU

Dr. M R Dinesh – Director, IIHR

Dr. Shabin Nazar – Director, Foreign Affairs, UTMA and CEO, Hitchline, USA

Mr. Venkatesh Murthy – Executive Director, Youth for Seva

Dr. Krishna Salin – Academician, Asian Institute of Technology, Thailand



Dr. Manasa Nagabhusanam nominated as member of Taskforce for implementation of NEP

Dr. Manasa Nagabhusanam nominated as member of the sub-committee of the Task force for the Implementation of the National education Policy for Government of Karnataka .

She was invited to speak on National Education Policy at Central University of Haryana, Bangalore University, Mangalore University , Brindavan College , Garden city College and many more platforms





NBA Accreditation

The National Board of Accreditation is one of the two major bodies responsible for the accreditation of higher education institutions in India, along with the National Assessment and Accreditation Council (NAAC). It was established by AICTE to assess the qualitative competence of the programs offered by educational institutions from diploma level to post-graduate level in engineering and technology, management, pharmacy, architecture, and related disciplines, which are approved by AICTE. It is headquartered in Delhi and is currently headed by Mr. Surendra Prasad.

NBA had been accorded the permanent signatory status of Washington Accord in 2014. Only the courses that are taken up by students during the validity time period will be deemed NBA accredited. The purpose of NBA Accreditation is to promote and recognize excellence in technical education at both UG and PG levels. Its objectives include assurance of quality and relevance to technical education, especially of the programs in professional and technical disciplines.

The NBA team visited the ISBR campus for an on-site evaluation during September 2019. Based on the observations made, ISBR was accredited with 617 points, and a validity period of two years; from 2019-2022 to 2021-22.



International School of
Business & Research
Bangalore



It is a moment of pride
PGDM Program at ISBR Business School is



This success is attributed to the efforts of all stake holders
including **YOU**

Congratulations

Thank you for your efforts and support



Best Paper Award to Prof. Veena Shenoy

Ms. Veena Shenoy, Assistant Professor at ISBR Business School, Bangalore, has been recognized for various research papers authored by her.

At the National Conference on Management Research organized by MP Birla Institute of Management, Bangalore, on August 30, 2019, she received the Best Paper Award for her paper titled Physical Environment, Employee Engagement, and Organisational Effectiveness.



Her paper titled Employee Experience and Organisational Effectiveness: A Mediating Role of Employee Engagement won the Best Paper Award at the 19th Consortium of Students in Management Research (COSMAR 2019) organized by IISC, Bangalore, held during November 28-29, 2019 in Bangalore.

At the International Conference on Future of Work, Workforce and Workplace, held at We School, Welingkar Institute of Management Development and Research, on the 13th & 14th of January, 2020, at the Mumbai campus, her paper titled Flexible Working Arrangement, Employee Engagement and Organisational Commitment won the Best Paper Award.

Best Researcher Award to Dr. Raghavi K Bhujang

Best Researcher Award

Dr. Raghavi K Bhujang, Head of Computer Applications and Information Technology Department at ISBR Business School, Bangalore, was conferred with the Best Researcher award, in appreciation and recognition of her outstanding performance in teaching, research, and publication, at the ESN IND-SL International Awards 2020.





Youth for Seva - Valued Partner Award

Youth for Seva - Valued Partner Award

Youth for Seva recognized and rewarded ISBR Business School as their "Valued Partner" during their flagship program Udvikas 2020, which is a state-level youth conclave for promoting and nurturing mindful volunteering among the youth of this generation.

Our heartfelt gratitude to Youth for Seva, Shri.Venkatesh Murthy, the founder, Shri. Rajesh K Rao, the Regional Head, South, and Ms. Kavitha, the college coordinator for creating an opportunity for us to be a part of this meaningful journey.



ISBR Recognized as Platinum Institute for 4th consecutive year

And yes we proved it again when ISBR Business School has been ranked as Platinum Institute under AICTE-CII Survey for 4 successive years.



Ph.D. Degree Award

Its an immense pleasure to announce that our faculty members Dr. Sheetal Mahendher, Dr. Kanagaraj , and Dr. C.N. Udaya Shankar have been awarded the Doctor of Philosophy (Ph.D) degree.



Dr. Sheetal Mahendher



Dr. Kanagaraj K



Dr. C.N. Udaya Shankar



Gems of ISBR 2019



AAYUSHI



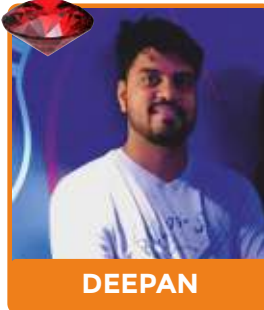
ANKUR



BODHAYAN



BONISSAN ABB



DEEPAN



GODA MEENA



GOKUL.V



INDRAKSHITA



KAUSHAL.S



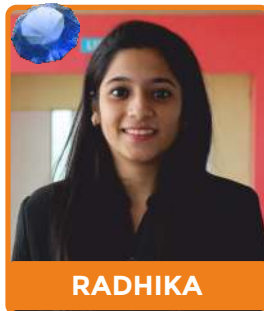
M. ANUSHA



MOUNIKA



NIKIL



RADHIKA



RAHIL



SAICHARAN



SANDEEP



SHREEKAR BHAT



SHREEKARA



SOMISHETTY



VASUDHA



VINAYAKA



Learning Never Stops at ISBR

Indian Ethos Session

ISBR is leaving no stones unturned for responding to the challenges thrown by the Corona Virus outbreak and the Nation-wide Lockdown. We have established an advanced online learning platform, where learning never stops. During the times when many are stuck fighting the Corona-Virus outbreak, ISBR faculty are working relentlessly to be connected with students and keep the learning environment closer to in-campus experience. Be it Guest Lectures, assignments, online Industry visits, regular classes and seminars, every activity is aligned to seamlessly continue their learning to its next level in their PGDM program. We recently had a Guest Lecture on Indian Ethos and Business Ethics, which is a part of the syllabus for our 3rd Trimester Students, Ms. Srividya Nagaraju, an International TedX Speaker, and IIMB Alumnus and Mr. Rajesh Rao, South Regional Head, Youth for Seva, were the Guest Speakers. The Faculty at ISBR for Indian Ethos and Business Ethics module include Dr. Manasa Nagabhushanam, our Director, Dr.Lakshmi, Prof. Suresh Raju and Prof. Kanagaraj



Tribute

ISBR expresses heart-wrenching condolence to Dr. Priyanka Reddy and her family.

We all are standing by her and her family together to seek justice. Law without implementation means no justice. ISBR expresses heart-wrenching condolence to Dr. Priyanka Reddy and her family. We all are standing by her and her family together to seek justice. Law without implementation means no justice





List of Gold Medallist – 8th CONVOCATION 2019 BATCH 2017-2019 – PROGRAMME –PGDM

S.No	ISBR GOLD MEDALIST	REG NO	STUDENT NAME
1	SHRI. PRAKASH KOTHARI AWARD	PG17114	VINAYAKA B S
2	MARKETING EXCELLENCE AWARD	PG17029	EKTA SINGH
3	HR EXCELLENCE AWARD	PG17042	K SRIVIDYA
4	FINANCE EXCELLENCE AWARD	PG17044	KATA DEEPA
5	FINANCE EXCELLENCE AWARD	PG17096	SHAINI PAUL
6	R&SCM EXCELLENCE AWARD	PG17114	VINAYAKA B S
TOTAL –06Nos.			

List of Gold Medallist – 8th CONVOCATION 2019 BATCH 2017-2019 – PROGRAMME –MBA

S.No	ISBR GOLD MEDALIST	REG NO	STUDENT NAME
1	SMT. RASILA KOTHARI AWARD	17MB2038	MANISHA PAUL
2	MARKETING EXCELLENCE AWARD	17MB2060	SHIVA SHEKHAR
3	HR EXCELLENCE AWARD	17MB2013	BANDA VENKATA NARASIMHA PHANI SUSMITHA
4	FINANCE EXCELLENCE AWARD	17MB2038	MANISHA PAUL
5	R&SCM EXCELLENCE AWARD	17MB2033	LOPAMUDRA MAHARANA
TOTAL –05 Nos. Total Gold Medals – 06+05=11nos			



PLACEMENT REPORT BATCH 2018-20

OVERVIEW		
1	BATCH SIZE FOR PLACEMENTS	85
2	NO. OF PLACED STUDENTS	66
3	NUMBER OF PPO	6
4	MAXIMUM SALARY(LPA)	10
5	AVERAGE SALARY(LPA)	5.6
6	PLACEMENT PERCENTAGE (%)	85%
7	NUMBER OF SECTORS	8
8	NUMBER OF NEW RECRUITERS	35
9	TOTAL RECRUITERS	70

List of Placed Students for Batch 2018-20

STUDENT NAME	COMPANY NAME
ANAMITRA DEY	PHONEPE
YASH PALIWAL	FINASTRA
PRAGYA GOYAL	PHONEPE
MODI UTKARSH RAJESHKUMAR	APRIL3RDFOOLS
RAKSHIT SHUKLA	KOTAK
SANIKOMMU SAI RAKESH REDDY	DNS OVERSEAS
UPADHYAY HARSH VIKRAMBHAI	NINJACART
AMAN TYAGI	SUNHYDRALICS
AYESHA ZAFAR	EDUREKA
CHINTALAPATI SOWMYA	ARIZTON
GAVDAR DEVRAJ DHULAPPA	PHONEPE
AISHWARYA	DELL INDIA
RAHUL MURALI	FYERS
MEHER NAAZ	PETOO
NAMITHA SUNIL	FEDERAL BANK
SAGAR KRISHNA	FYERS
NITHIN KELASSERY GOPI	TVAM NATURALS
PALLAVI SINGH	ARIZTON
SAIKAT MITRA	BYJU,S
SAURABH KUMAR SINGH	KYYBA
PRACHI SHAH	PETOO
SUDESHNA THATOI	OTERRA
SWATI SINHA	FEDEX
DHIRAJ B C	NOPAPERFORMS
AKHILA	ADDA
ARINDAM SARKAR	CEIL
BANDI VEERASOWMYA REDDY	TEC MAHINDRA
HITESH KUMAR PARIDA	NINJACART
BHATT JEET PIYUSH	HEXAGON
JATIN MAHAWER	H&R JOHNSON
KYATHAM NIHAR	CAPITALVIA
MOHAMMED ASHRAF	SIMPLY LEARN
SHIVANGI MISHRA	CEIL

STUDENT NAME	COMPANY NAME
SHIVANI SINGH	NINJACART
SHREYANS ARYA	NOBROKER
MAITREYEE ANUP VAIDYA	MUSIGMA
BLAGGAN BHAGYASHREE PRAVEEN	ORACLE
GAMPA SRI VAISHNAVI	CEIL
ARNAB KUMAR SEN	PETOO
LIPIKA KASTA	ODESSA
ELINA OJHA	VELANKANI
K S SOWJANYA SINDHU	INSPLORE
M ABHISHEK	BYJU,S
SHEFALI SHIVHARE	BLUEDART
SHILPA KUNDU	HOUSSEY
AYAN NATH	BYJU,S
DUDEKULA TASNEEM	HSBC
RAJIV RANJAN SINGH	PEOPLE EDUCATION
REPAKA SREEJA	HSBC
SATYAJIT MOHANTY	BYJU,S
SNIGDHA MOHANTY	EXL
ABHISHEK BANERJEE	DELOITTE
FALAK	DELOITTE
BURELA VENKATA GOPALA SHARMA	CONDUENT
KILLAMSETTY KISHAN KUMAR	FYERS
NARAHARI VARUN	ACCENTURE
ASHISH KUMAR PRADHAN	DECATHLON
KEERTHANA S	SUTHERLAND GLOBAL SOLUTIONS
SMITA SUCHARITA SAMANTARAY	BIOCON
RAVI SINGH	BLUEDART
DEEPSHIKHA SRIVASTAVA	BIOCON
ARAMBOLKAR VEERAL	ETHERNET EXPRESS
VARADAM DIVYA	ODESSA
MAMTA RANI	UNITECH TRADING CORP
PRIYANKA PANDA	HERO CYCLES
RAJANI KUMARI DHOBI	ZINETGO TECHNOLOGIES



Invites

ABHINANDANA FINAL


International School of Business & Research
Bangalore Educational Trust
 Cordially invite you to grace the occasion of
ಅಭಿನಂದನಾ 2019
“Abhi Nandana 2019”
 An initiative of ISBR, ELCIA, PR Forum & Book Paradise-Chambers Academy
 Presentation of SHRAMA Awards to Women Achievers by Men of Distinction on
Wednesday, 1st May 2019 at 11:00 am
 Venue: ISBR Campus Auditorium, Electronics City Phase One, Bengaluru – 560100.

INAUGURATION

Smt. Gangambika Mallikarjun Worshipful Mayor, Bangalore	Mr. Sudhakar Shetty President FKCCJ
Mr. Chiranjiv Singh, IAS Former Ambassador of India to UNESCO	Prof. K.R. Venugopal Vice Chancellor, Bangalore University
Mr. Manpreet Singh Sachdev Vice President, IACC-SIC	Ms. Michelle Wade Commissioner to South Asia State Govt. of Victoria, Australia

SPECIAL GUEST OF HONOR
Lifetime Achievement Award

Padma Bhushan Saalumarada Thimmakka
Environmentalist

Mr. Manish Kothari
Managing Director, ISBR Group of Institutions
Presides

MAHILA SABALEEKARANA PRASHASTI
Institutional Award for Empowerment of Women


 Confederation of Women Entrepreneurs, Karnataka
WOMEN OF DISTINCTION AWARD

Ms. Ashwini Nachappa Athlete	Ms. D Roopa, IPS Inspector General of Police
Ms. Michelle Wade Commissioner to South Asia State Govt. of Victoria, Australia	Ms. Pranitha Cine Star




SHRAMA SAADHANA Shining Star Award
For Achieving Success Through Professional Excellence

Ms. Sushma Desai Entrepreneur	Ms. Pallavi Jain Leadership in Education
Ms. Kanya Reddy Wellness Entrepreneur	Ms. Bharathi Rajesh Leadership in Services
Ms. Pushpa Latha Entrepreneur	Ms. Anvitha Entrepreneur
Dr. Sandhya Ravi Fashion Technology	Dr. Priya Ranganath Professor of Anatomy
Ms. Pushpa Gundi Entrepreneur	Ms. Farzana AE-PWD
Ms. Sushma Kanetkar Commonwealth of Pennsylvania Dept of Community and Economic Development	Ms. Asha Sampath Social Service

SHRAMARAMBA Awards
for being Rising Stars and achieving success through self-reliance

Dr. Soumya Prakash Academic Research	Dr. Kavya Shree Academic Research
Ms. Garvita Gulhati Social Innovator	

Presentation of Best Woman Employee Awards (Employer's Nominees)

Host organisation: Team ISBR led by **Dr. K.S. Anandaram**, Senior Director, ISBR
Prof. G.R. Nair, Director Academics, ISBR
 Coordination: **Dr. T Karpagam**, HOD, ISBR

Chairman, Nominations Committee:
Dr. C. Manohar, ISBR
 National Executive Board, Association of Indian Management Schools (AIMS)

LAUNCH OF PGDM 2019

CELEBRATING 29 YEARS IN EDUCATION 1990-2019

INVITATION
LAUNCH OF PGDM 2019
 Saturday, 6th July 2019

 www.isbr.in
 RANKED AMONG TOP 100 SCHOOLS OF INDIA


Bangalore Educational Trust
 * 29 Years in Service of Society *
International School of Business & Research

INAUGURATION
CHIEF GUEST
Prof. H A Ranganath
 Former Vice-Chancellor, Bangalore University
 Former Director - NAAC

GUEST OF HONOR
Smt. Vanishri Deshpande
 Founder & CEO ConnectEcho Talent Advisors

PRESIDED BY
Sri Manish Kothari
 Founder, ISBR Group of Institutions & BET Group of Colleges
 Director, Oxford College, Hubli

SPECIAL INVITEE
Ms. Maud LE BARS
 Chairman
 Higher Education Committee
 Indo French Chamber of Commerce & Industry

Sri Soham Dutta
 Senior Analyst
 Boston Consulting Group

ALUMNI AMBASSADOR
Ms. Ananya Arya
 Partnerships & Business Development
 Piramal Group of Companies
 PGDM 2014-16

Date : 6 July 2019 Time: 11 am to 1 pm (Followed by Lunch)
Venue: ISBR Business School, Electronics City Phase 1, Bangalore-100



CONVERGENCE HR NAMMA CLUB

Every child is a different kind of flower, and all together make this world a beautiful garden.

Convergence
HR Namma Club

Venue: ISBR Business School
Date: 14th November 2019, At 2:30 pm

Theme for 14th November 2019:
Dress like Child on the occasion of Children's Day

Come join & celebrate childhood with us!

Competitions

- Status
- Dumb Charades
- Housie
- Singing
- Dancing
- Quiz
- Hoping game
- Drawing
- Fancy dress

Come and join us

WORKSHOP INVITATION

ISBR Research Center
Bangalore Educational Trust
29 Years in service of society

ISBR Research Centre
Cordially invites you to the
National Level Workshop on
"Contribution of Research Guides in Quality Research Outcome"

1st March, 2020 at 10:00 am
Venue: ISBR Campus Auditorium, Electronics City Phase One, Bangalore - 560100

Chief Guest
Sri. Shivakumar Natarajan
CEO - Accendere
CL Education

Chief Resource Person
Dr. Harold Andrew Patrick
Professor and Dean, Jain University
CMS Business School
Bangalore

Presided By
Sri. Manish Kothari
Founder, ISBR Group of Institutions

Dr. K.S. Anandaram Senior Director
Dr. C. Manohar Dean & Director- Strategic Networking
Dr. Manasa Nagabushanam Director- Academics & Research

MBA

ISBR Business School
REAL WORLD. REAL LEARNING.

BANGALORE EDUCATIONAL TRUST
29 Years in service of society

International School of Business & Research
Cordially invites you to the
Inauguration of MBA 2019
on
Saturday, 03 Aug 2019 at 10:30 am
Venue: ISBR Campus Auditorium, Electronics City Phase One, Bangalore 560100

Chief Guest
Mr. Umashanker Raju
CEO Steer Technologies

Guest of Honour
Ms. Sweta Agarwal
HR & Finance Director, Brita
Mr. Piush Mehra
India Logistics

Presided By
Sri Manish Kothari
Founder, ISBR Group of Institutions
& BET Group of Colleges
Director, Oxford College, Hubli

Dr. K.S. Anandaram Sr. Director
Dr. C. Manohar Dean & Director- Strategic Networking
Dr. Manasa Nagabushanam Director- Academics & Research

PH.D. INVITATION FINAL

ISBR Research Center
Bangalore Educational Trust
29 Years in service of society

ISBR Research Centre
Cordially invites you to the
Inauguration of Ph.D Programme 2019
on
Saturday, 27th July 2019 at 10:00 am
Venue: ISBR Campus Auditorium, Electronics City Phase One, Bangalore 560100

Chief Guest
Dr. H. S. Ashok
Formerly Professor and Chairman,
Department of Psychology
Bangalore University

Guest of Honor
Dr. Chetan B. Singai
Deputy Director,
Rural and Panchayati Raj Centre,
MS Hamisah Group of Institutions

Special Invitee
Dr. Prasanna Kumar S
Director- Research Collaborations,
Iredempore

Presided By
Sri. Manish Kothari
Founder, ISBR Group of Institutions

Dr. K.S. Anandaram Sr. Director
Dr. C. Manohar Dean & Director- Strategic Networking
Dr. Manasa Nagabushanam Director- Academics & Research



ISBR ANNUAL CONVOCATION 2019

**Program Schedule
For Graduating Students**

- Registration for Graduating Students: 8:00 am to 8:45 am
- Briefing Session Graduation Students 8:45 am to 9:30 am
- Group Photo: 9:50 am

Graduation Procession

- Graduation Procession enters 10:10 am
- (Audience rise & remain standing until guests are seated)

Convocation Program

- Invocation & Lighting of the lamp
- Welcoming of the Guests
- Presentation of Report
- Declaring the Convocation Ceremony open
- Administering the Oath
- Convocation Address
- Address by MD-ISBR
- Address by Guests of Honour
- Award of Gold Medals
- Release of *ISBR GEMS*
- Conferring the Certificates
- Vote of Thanks
- National Anthem
- Graduation Procession leaves
- Lunch

**International School of
Business & Research**
Bangalore

107, Phase-1, Electronic City, Bengaluru - 560100

For any guidance, contact: 080-4081 9500, 9379711119
E-mail: convocation@isbr.in

Bangalore Educational Trust

ANNUAL CONVOCATION

Saturday, 14th December 2019

Invitation

**Om Sahanaa Vavatu |
Sahanau Bhunaktu |
Saha Viiryam Karavaavahai |
Tejasvi Naa Vadheethamastu Maa Vidvishaavahai |
Om Shanthi, Shanthi Shanthi HI |**

The Directors, Dean, Faculty, Staff & Students of
ISBR Business School
Bangalore

take immense pleasure in inviting you to the

ANNUAL CONVOCATION

on Saturday, 14th December 2019

Time
Graduating Students: 8:00 am
Guests: 9:00 am

Venue
ISBR Business School
107, Electronics City - Phase One
Behind BSNL Telephone Exchange
Bangalore - 560100

**Kindly grace the occasion and
bless the graduating students**

**International School of
Business & Research**
Bangalore

Convocation Address by
Sri. S. D. Shibu Lal
Co-Founder, Former CEO & MD Infosys

Special Guests of Honour

Prof. S. Sadagopan
Director - IIT Bangalore

Sri. Bharat Lal Meena IAS
Chairman - World Forum for Education

Sri. Devesh Agarwal
President Bangalore Chamber of Industry and Commerce, Bangalore

Sri. C. S. Prakash
Hon. Consul of the Czech Republic

Dr. Rupa Vasudevan
Chancellor - BEST Innovation University

Mr. Thomas Fuhrmann
MD - TUV Rheinland India

Chairperson
Sri. Prakash Kothari
Chairman, ISBR Group of Institutions
Director, Globus Builders

Presided by
Sri. Manish Kothari
Managing Director, ISBR Group of Institutions
& BET Group of Colleges
Director, Oxford College, Hubli

Dr. Manasa Nagabhushanam Director	Dr. C. Manohar Senior Director	Dr. K S Anandaram Senior Director
Prof. G R Nair Director - Executive MBA	Mr. Kanagaraj K Registrar	Mr. Abbas Ali Uppin Director - Corporate Relations

Our Corporate Partners:



ISBR FOUNDERS DAY- INVITATION

CELEBRATING 29 YEARS IN EDUCATION 1990-2019

ISBR Business School
International School of Business & Research
Bangalore

ISBR Campus, Electronics City, Phase I, Bengaluru - 560100

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Invitation

Bangalore Educational Trust

Founder's Day

Honouring Teachers who are Making a Difference

ISBR
ಗುರು ಶ್ರೇಷ್ಠತಾ
Awards 2019

Saturday, 7th September 2019

www.isbr.in

ISBR ಗುರು ಶ್ರೇಷ್ಠತಾ Awards 2019

In recognition of their contribution towards Making a Difference as a Teacher, ISBR is conferring them with the Guru Shreshta Award 2019

Dr. Y. Nagaraju
Dean, Department of Management Studies
Bangalore University

Dr. Rajdeep Manvani
Faculty, Department of Commerce - Jain University

Guru Shri Sathyanarayana Raju
Bharatanatyam Exponent & Teacher

Sri. Vishwanath Kambagi
Teacher - Govt. School, Athani, Belagavi

Sri. Raghavendra Bhat
Teacher - Govt. School, Kadathur, Theerthahalli

Smt. Kalpana Purushotham
Social Worker & Professor
Indian Institute of Psychology & Research

Dr. Govindaraju
Faculty - Centre for Educational and Social Studies (CESS)

Prof. Ramesh Sugavi
Principal and Professor of Physics
Smt. Vidya P. Hanchinmani Independent PU Science College, Dharwad

Dr. G. V. Hariprasad
Senior Lecturer, District Institute of Education & Training
Shimoga

The Management, Directors, Faculty and Staff invites you for

Bangalore Educational Trust

Founder's Day

Honouring Teachers who are making a difference

ISBR ಗುರು ಶ್ರೇಷ್ಠತಾ Awards 2019

On Saturday, 7th September 2019 at 10:30 am

Chief Guest

Dr. C. N. Ashwath Narayan
Honourable Deputy Chief Minister, Minister of Higher Education, Information Technology & Biotechnology and Science & Technology
Government of Karnataka

Guests of Honour

Smt. Rama N.S. CEO , ELCIA	Dr. H. S. Nagaraja Founder Director of BASE Bengaluru	Sri. Aditya Narayan Mishra Director & CEO CIEL HR Services
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Chairperson
Sri. Prakash Kothari
Chairman, ISBR Group
Director, Globus Builders

Presided by
Sri. Manish Kothari
Managing Director
ISBR Group of Institutions

Alumni Invitee
Sri. Santosh Kurella
Vice- President , ISBR Alumni Association

Dr. Manasa Nagabhushanam
Director Academics & Research
ISBR Business School

Venue: ISBR Campus, Electronics City, Phase I, Bengaluru - 560100



WORKSHOP RESEARCH

International School of Business & Research Bangalore

ISBR Business School
Presents
National Level Workshop
On
“Contribution of Research Guides in Quality Research Outcome”

Date: 1st March, 2020
Time: 10:00 am to 3:00 pm
(Registration: 9:30 am to 10:00 am)
Venue: ISBR Business School

For further details contact:
Dr. M.R.Jhansi Rani
Convener
Email: dr.jhansirani@isbr.in
Ph: 9502601959

ISBR Business School
#107, Electronic City Phase 1, Behind BSNL Telephone Exchange
Bangalore - 560100
Ph: 080 40819500

International School of Business & Research Bangalore

About ISBR Business School:
ISBR is an institute with International Education Standards. Its first campus was set up under the aegis of Bangalore Education Trust established in 1990. ISBR has Campuses in Bangalore & Chennai. Our PhD program is affiliated to University of Mysore and offers world-class learning and research exposure.

About The Workshop:
The aim of this national level workshop is to create right perspective on the progressive role of research guides.

Objectives:
Objectives of the workshop are:

- To create awareness about scholastic and meticulous approach in Research Guidance.
- To connect the dots between the research guides and scholars.
- To emphasize on the importance of identifying and developing the right research model for doctoral research.

Course Content:

- Roles and responsibilities of guides in imparting research learning to the scholars.
- Guide-Student/Scholar dialogue while persuing research work.
- Steps to be considered by research guides in creating research learning amongst research scholars in different stages like:
 - Literature review
 - Identifying the research problem
 - Writing a research proposal
 - Formulating the solutions
 - Implementation
 - Results and performance evaluation
 - Synopsis writing
 - Thesis writing
 - Preparing for presentation
 - viva voce etc.

Methodology:

- Presentations by experts
- Experience sharing
- Group works
- Developing an Action plan

Resource Persons:

- Dr. Harold Andrew Patrick**, Professor and Dean, Jain (Deemed-to-be University), CMS Business School, Bangalore.
- Dr. Manansa Nagabhushanam**, Director Academics and Research, ISBR Business School, Bangalore.
- Prof. Dr. D. Narasimha Murthy**, Dean (Marketing Area) and Dean (Research) Prin. Welingkar Institute of Management Development and Research, Bangalore.

Participant's Profile:
PhD. & PG level research guides and aspirant research guides in the field of commerce and management are encouraged to apply.

Course Fee:
Rs. 500/-per person which includes certificate and hospitality (tea, snacks and lunch)

ISBR Business School : PGDM | Global PGDM
PGDM with One Semester Abroad | PGDM in Sports Management
PGDM in Operations, Supply Chain & Logistics | MBA

ISBR College : BBA | BBA in Aviation Management | BBA with CMA | B.Com
B.Com with ACCA | M.Com | One year PGDM

ISBR Law College : BBA, LL.B | LL.B | PG Certificate in Cyber Laws & IT
PG Certificate in Intellectual Property Rights
Certificate course in Constitutional Law
Certificate course in Human Rights

Department of Executive Education : PGDM | Global PGDP | One year PGDM

ISBR Research Centre : Ph.D. in Management | Ph.D. in Commerce

ISBR Evening College : B.Com (Evening)

ISBR VOICE 2020

GLIMPSES OF THIS ISSUE



**International School of
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Bangalore

No. 107, Near Infosys, Behind BSNL Telephone Exchange,
Electronics City - Phase I, Bangalore - 560100



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