

ISBR VOICE

AN IN HOUSE NEWS LETTER

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August 2014 | IX Issue



Ranked No.1 under New Generation B - Schools of India

AWARDED EXEMPLARY PLACEMENT AWARD 2014

Ranked among **TOP 1% B-SCHOOL BRANDS IN INDIA**

10th BEST IN INDUSTRY INTERACTION

Ranked as **12th BEST IN SOUTH INDIA**



Interview with



**Kiran
Mazumdar
Shaw**
CMD, Biocon

Interview with



Rama N S
CEO, ELCIA

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Business School

REAL WORLD. REAL LEARNING.

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Government of India



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

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

Awarded Exemplary Placement Award 2014
by Discovery Education

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

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

10th Best in Industry Interaction
by Silicon India Survey

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

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

Awarded Business Excellence
by the Bharti Group

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

Awarded **Centurion Award**
by Centum Learning Centre

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Managing Director

Manish Kothari

Senior Director

Dr. K. S. Anandaram

Dean

Dr. C Manohar

Principal

Dr. V Prince Martin

Editor -in-Chief

Prof. Preeja Sreedhar

Design & Print

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Article and other Contributions

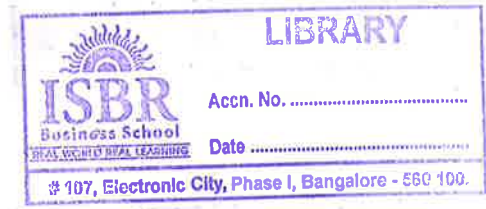
Sreeja Chandran, Pratonu Mukherjee, Nand Gopal

Special Thanks

Mr. Mayur C.Jain, Mr. Kanagaraj K, Mr.Mukesh Kumar



Special note from The Managing Director



Manish Kothari
Managing Director, ISBR Group

Dear Readers,

The efforts put forth by the ISBR team have been amazing. We find that the ISBR Business School is scaling heights.

Here is a glimpse on what we had achieved in this particular academic year. We had created few more milestones this academic year.

To begin with, we are proud to announce that ISBR Business School has been awarded "Exemplary Placements Award" for its quality placements. The credit goes to the team for it's all round efforts. To add to the feather in the cap the institute received "Best infrastructure award" for its modern amenities and infrastructure.

The new tie ups with the International Universities like EDINBURGH NAPIER University, Scotland, UK, Sport-Shaw Community College, British Columbia, Canada, Hof University, Germany showcases the preference ISBR has been attracting by international universities.

Keeping in mind the academia and industry interface there were nearly hundred odd corporate guests who visited our campus for the Guest lecture series and more than ten industrial visits like Infosys, Wipro and many more big names.

The other important decision was promoting Research in the campus and we are proud to announce that ISBR has been approved as the "Research Centre" of University of Mysore. This enables us to take our dream of producing quality researchers to the next level.

For the teaching staff we had introduced sponsored teachers federation program by the University of Mysore and also introduced Life time Faculty award at the higher education forum. We also had signed the MOU for the CAT 2014 examinations to be conducted at our institute.

In terms of our CSR activities we also had offered the Vidyajyothi Scholarship to the meritorious students and donated books to Parikrama child education centre.

In conclusion we wish to place on records appreciation for the team ISBR that has helped us to reach the zenith.

“ Life is not about having new things.
It is about looking at things the new way.... ”

Editor Speaks



Prof. Preeja Sreedhar
Editor-in-Chief

“ Happy are those who dream big and are ready to pay the price to make them come true. ”

Dear Readers,

Greetings from ISBR!

The journey of "Voice" is indeed a long one. Year after year the collection of events and happenings at the campus is synonymous with progress and transformation. Thus ISBR VOICE acts as a positive catalyst in bringing together the bits and pieces of various activities from the corridors.

We take pleasure in thanking all the stakeholders who are solely responsible for being the nuts and bolts of positive change. The magazine is a mirror reflecting energy, enthusiasm and efforts of our students. We at the helm of affairs are mere bystanders enjoying every phase.

Thus we roll on yet another kaleidoscope for an enjoyable reading.

To catch up with the surprises just flip on...

Happy reading!!!

Prof. Preeja Sreedhar

Editor-in-Chief



Unveiling Success Traits:

All Humans are born with natural talent and capability. Some excel in converting potential into real. The genesis of creating the path to success lie in the unexplored, often subconscious, sources of motivation and inspiration. Achievers themselves may look inward into their own journey and discover what makes them tick. Here we bring the pearls out of shells through the self expressions of shining stars of INDIA from different walks of life. Great Personalities have open up in these pages - interviewed by ISBR Students.

An interview with Kiran Mazumdar Shaw, CMD, Biocon



Biocon is India's Largest and Asia's leading biopharmaceutical Company

1. Recently Forbes has listed you among 100 most powerful women in the world. How would you feel about Awards and Recognition?

I see awards and recognitions as endorsements of my efforts to make a difference to global healthcare. I take pride in saying that Biocon is contributing to affordable innovation which goes to the core of ensuring a global right to healthcare. Over the years I have been conferred with several national and international awards, including the most recent '2014 Othmer Gold Medal' by U.S.-based Chemical Heritage Foundation and the '2014 Global Economy Prize' for Business by Germany-based Kiel Institute. However among the numerous awards that I have received, the Padma Shri and Padma Bhushan hold

pride of place as they were national awards that were conferred to me by the President of India.

2. What are the key learnings from your entrepreneurial journey?

- Use Determination and Perseverance to Build Credibility
- Adapt constantly. Be flexible
- Be prepared to take risks to shape your dreams
- Be ethical and do not be swayed by unrealistic aspirations
- Invest some of what you make back into the community
- Think big and do big

3. What are the 3 major aspects of success for management students?

- Have a sense of purpose and Inculcate an ethos of wanting to make a difference
- Constantly challenge yourself and strive for excellence in whatever you do
- Persevere till you succeed. Failure is temporary but giving up is permanent

4. What should be the key focal areas for management institute like ours?

Management institutes need to incentivize students to think differently - not copy what others are saying and doing. I strongly believe business schools have a key role to play in encouraging students to pursue a path of innovation. Innovation, as I understand it, is both about doing things differently and about doing different things.

Moreover, management institutes need to channel students' innate leadership instinct to create leaders who move beyond mere management and control and focus on inspiring people to succeed. As a nation, India has been creating its share of leaders who are driving economic prosperity. However, such financial growth will continue to yield benefits only for a few unless it involves social growth. With the emergence of leaders who envision inclusive development, India can generate value for millions.

They should also instil ethical values. Students need to be told that though it may seem far more challenging to do things right, it is much more satisfying and profitable over the long term. If you are ethical and straightforward, your business partners will respect you more and competition will learn to fear and respect you too.

5. Where do you see India in 2020?

India, with half its 1.2 billion population under the age of 25, is poised to become the world's youngest country by 2020. Coinciding with that event, India will account for 28% of the world's workforce, according to a EY-FICCI report. Thus, India stands poised to reap the demographic dividend as a greater proportion of young people enter the job market in the coming years, which can in turn lead to unprecedented social and economic development. Without jobs, India's demographic dividend will be a disaster.

An imbalance among the agriculture, manufacturing and services sectors has resulted in insufficient employment

opportunities in India. With agricultural productivity

low and manufacturing sub-optimal, millions have failed to get the employment opportunities needed to participate in India's growth story. We require well-balanced growth with the three sectors reinforcing each other.

India's biotech sector has the potential to generate growth and employment in each of these sectors whilst addressing the grave challenges we face in terms of food security, affordable healthcare, clean energy, sanitation needs, environmental protection and disease control.

India needs to unleash the power of biotechnology to promote socio-economic progress by transforming agriculture, healthcare, energy and the environment. This will lead to the dawn of a new economic era that can aptly be called a "Bioeconomy". This new era will offer India the opportunity to emerge as a leading bio-economic power.

In fact, biotechnology can provide solutions to 10 of the key challenges facing India in the next 10 years,

1. Energy independence through Biofuels by 2025
2. Healthcare for all through vaccines, therapeutics & diagnostics
3. Zero public defecation through Biotoilets (both individual households and community toilets)
4. Zero landfills through Bioconversion of solid waste to fuel and fertilizer
5. Eradication of malnutrition through protein and vitamin supplements derived from GM plants and microbial fermentation
6. Two-fold increase in agricultural productivity through Biotechnology to create food surplus by 2025
7. De-polluted rivers in India through bioremediation & green technologies
8. "Green" polluting industries through Biotechnology: Leather, Textiles, Paper & Pulp, Industrial Chemicals including Pesticides, Coal-based power
9. Sewage treatment as a national mission through zero discharge effluent treatment technologies
10. Eradication of vector borne diseases like Dengue, Chikangunia and Malaria by 2025

6. Your advice to the youth of the country.



Always try to change things for the better. Do not compromise on honesty, transparency or candor. Do not lose your enthusiasm. Accept the past, manage the present, and work hard towards a better future for all. Focus on creating solutions and not drowning in problems. Above all, never fear failure. Failure makes a great stepping stone to rise to higher challenges - I know that from my own experience.

Today, India needs all of us - especially the youth of the country - to be responsible and address the myriad of challenges it faces. The youth of India needs to ask themselves what they can do to improve the reality we live in?

How can they, as citizens of a great country, ensure a better life for all? So I would like to ask the country's youth to get involved, convert challenges into opportunities and help bring about transformational change in alleviating human suffering while creating wealth and prosperity for all.

7. Your suggestion to empower women in India.

The starting point of addressing this issue of women's empowerment in India is that the girl child needs to be given her pride of place. Today, millions of girls across India do not have access to basic needs such as healthcare and education. Scant regard is paid to a girl child's education because of the gender prejudice that operates from birth. Reservation or scholarships will not help unless our attitude towards women's education and career doesn't change. We need to foster a culture that encourages women to educate themselves and realize their aspirations as economic partners. Across the world, educating and empowering women has time and again

proven to be the catalyst for rapid socio-economic growth. Conversely, societies where women are repressed are among the most backward on most parameters of development. I believe knowledge makes no distinction of gender and women's empowerment has the potential to unleash transformational societal change and lead to sustainable economic development, thus ensuring that the fruits of economic development are enjoyed by all.

8. One word that defines Dr. Kiran Mazumdar Shaw.

Change Agent

The Value of an MBA for Women



Women are benefitting from earning an MBA like never before. Women with MBAs are more confident and content in their careers, and earn more than their MBA-less counterparts. Read on to learn more about the value an MBA holds for women.



Confidence

An experience that reveals your strengths and fortifies you for future challenges



Credibility

A testament to your successful pursuit of business knowledge, practice and excellence



Expertise

Gaining business, analytical, decision-making and leadership skills



Advancement

Realizing your career potential and having an advanced degree that is flexible and portable



Networking

Lasting connections and invaluable relationships with fellow business leaders

95%

of MBA graduates found their MBA experience personally rewarding

85%

of MBA graduates attribute their MBA in advancing their careers

The average amount of time to recoup full ROI for an MBA is only **2+ years**

Top 5 Industries for Women with MBAs

(Percentage of MBA women in each field)



Many leading MBA programs offer initiatives targeting women.

And we are one amongst them



Its TIME to make a DIFFERENCE...

Its time to apply to ISBR BUSINESS SCHOOL
About more than 50% of our students are Women



The ROI of an MBA

An MBA is an opportunity for a woman to invest in herself, her career and her future. But what specific benefits can an MBA provide?

Earning your MBA could...

- Change your career direction
- Help you survive the recession
- Help you land that perfect job
- Be a gateway into the growing economy
- Open new doors and create new opportunities
- Help start your own business...

MBA is the Path to the Boardroom

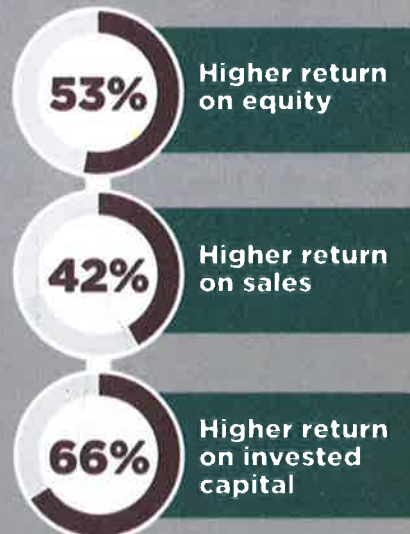
Women represent **50%** of the workforce, but only **17.1%** of board rooms and **4%** of CEOs among the Fortune 500. Companies now realize the importance of having women in senior leadership roles and as board members.



Companies are increasingly seeking out women with MBAs.

Studies show companies with gender diversity at the top drive better financial performance.

Companies with greater representation of women in leadership roles achieve:



"Women have a huge amount of power in the marketplace. Companies that employ more women actually make more money."

Katty Kay
Co-author, *Womenomics*

C-Level Women with MBAs

Indra Nooyi

CEO of PepsiCo

Graduate of
Yale School of
Management

PEPSICO

Sheryl Sandberg

COO of Facebook

Graduate of
Harvard
Business School

facebook

Ellen Kullman

CEO/President of DuPont

Graduate of
Kellogg School of
Management

DU PONT



DJ's 5 Day Orientation

Orientation is a name linked with the one and only “DJ” Deepak Justin, Corporate Trainer. His sessions are inclined towards inward journey and positive transformation. The management themes like Leadership and Team building are emphasized through psychodrama and role plays. Students have undergone a

weeks orientation program of DJ. This helps the student to empower herself or himself and helps in creating self awareness and self management. Thus every session ended with a valedictory function inclusive of talent show.



Campus Buzz

Independence Day Celebration

The spirit of patriotism gets reflected during the independence day. The 15th of August starts with a patriotic song and skits being played in remembrance of the freedom fighters. The program depicts a series of talent with a conscious note and a fervour of freedom struggle. The event was graced by Maj. Gen(Retd) BS Neelakantappa, Ms. Salma Shafeeq W/O Major Ghori and Ms. Padma Sangali wife of Late Maj. Ashok Sangali.

Maj. Gen(Retd) BS Neelakantappa said that on “It is time that you set your goals to achieve true independence in the country”.

Ms. Salma's message to the students was as follows: “You the youth of today should make a better tomorrow, take our nation up & respect our soldiers hard work & sacrifice.





Teacher's Day

Honouring the teaching fraternity.

On "ISBR Day" which is celebrated every year on 7th September, the campus roared with activities talent oozed out as usual. However the significant aspect was the reverence meted out to the teaching fraternity. ISBR recognizes the noble profession by awarding the best teachers every year. The following teachers were felicitated, on the occasion.

- » Dr. Kavitha. B, from Maharani Science College for women was conferred with "The Best Teacher Award"
- » Prof. H.R Appannaih, Honorary Professor, Tumkur University was conferred with "Life Time Achievement Award."
- » Dr.Ella Sen ,Jyothi Nivas College, Bangalore was conferred with "The Best Teacher Award" and
- » Dr. P. Nagaraju,vijaya college "The Best Teacher Award"

Thus the event showcased an atmosphere of motivation for the teachers.



Fresher's Day

In true sense its an introductory function for the new comers where they get to know about the culture of the institution of which they are a part now after.

Freshers party was thrown open on 21st September. The party began at around 5 in the evening; the venue was the auditorium .The theme was " Pirates of ISBR" The entire college had gathered to witness the event. Singing, dancing & fashion show was the order of the day.

Every student who walks into the corridor dreams of getting the crowning glory of "Mr. ISBR" or "Ms. ISBR". There were a flurry of activities to choose upon the so-called talented young man and woman. Finally Varun Vashist and Ritura Biswas were declared as Mr. ISBR and Ms. ISBR. Evening snacks were looted by the students in the true ISBRian spirit.



Campus Buzz

Holi Celebration At ISBR

Holi is the festival of colours, fun and frolic which is celebrated by millions of people in the Indian subcontinent to welcome the spring. The Faculty, staff and students of ISBR enjoyed the blissful festival of colors. The event started with students dancing to the 90's Bollywood hit songs. The highlight of the event was the enthusiasm and strategic attempts by the students to make a stable human pyramid to break the Matki. The zeal and energy level among all was not less than that of Lord Krishna trying to break and steal the curd stored in the Matki. All these festivals provide a break from the busy schedule of assignments and projects. Moreover, they provide a fun time and freshens their moods for a new beginning. These happy festival times will always be remembered and will be unforgettable moments in

students life.



Campus Buzz

Women's Day



All the students at ISBR joined together to celebrate International Women's Day. The hosts Haleema Sabeen and Sakshi inaugurated with a wonderful quote "Educate a woman and an entire generation is educated" this quote celebrated the true spirit of being a woman. Various events marked the International Women's Day celebrations. On this occasion of women's day a special song "Hey woman, we love the girl in you" which is an ode to spirit of womanhood was played which inspired all the students present as it was a catchy melody which serves as a reminder for every woman who has played the role of a mother, daughter, wife, daughter-in-law or friend and in the process has forgotten the little girl that she essentially is.

The professors were invited as the chief guests of the event and were felicitated by the students. An interesting quiz was conducted for the professors to highlight their individuality. Students were inspired to be a woman of substance, woman of power and a woman of positive influence. The students of ISBR also flaunted their ethnic avatars at the event. Not only had the students, the teachers also come all decked-up for the occasion and the best part was the teachers walking the ramp along with the students. Ashwini Sharma was selected as the best dressed student for the event. The event concluded with a cake-cutting ceremony and a group photograph was taken to capture the wonderful moments with all the students.

ISBR Day:

Culmination of the years happening events and the success, the reminder of the foundation of the institution, the purpose and the mission for which it was founded, reassuring all the stake holders of the constant and continuous improvement and enrichment and there by strengthening the institution the founders are acknowledged and thanked on this day. Combining this moment is the celebration of teachers day in a unique way compliments and recognising with gratitude the outstanding contribution made by teachers across different vertical & domains.



ISBR Day 2013



ISBR Day Celebration is to commemorate the Founder's Birthday. The gala event is spread over with a formal event and an entertainment one. The formal event witnessed the honouring of accomplished awards to the teachers based on nomination. On this event, the in-house magazine "ISBR Voice" sees the light of the day. The dignitaries share their experiences and the formal event closes with the anticipation for the cultural programs scheduled for the evening. The cultural night witnesses a tornado of talents-music, dance, fashion parade etc with the winners walking away with the trophy.

This event was chaired by Mr. Tallam Venkatesh, Treasurer, Karnataka State Cricket Association and Release of ISBR Voice, the ISBR magazine was done by Mr. Vijay Bharadwaj Cricketer. This function also had the privilege of having the crew of LUCIA the movie. Ms. Akansha Badami Play Back Singer, Mr. Pawan Kumar Cine Director, Mr. Satish Ninasam Cine Actor, Ms. Sruthi Hariharan Cine Actress Mr. Poornchandra Tejaswi Music Director were present as the Guests of Honour. The star invitees of the day were TUV Rheinland, Vacon Drives & Controls and Customised Technologies. Shweta Premchandani Executive member, ISBR Alumni Association was also present to celebrate the occasion.

Benedetta Arlunno intern at the Indo-Italian Chamber of commerce and Industry who was also present and advised the students to follow their heart. Vijay Bhaskaran advised the students to be the leader and carry on with fame and Never ever give up and the Director Pawan Kumar asked the students to get real.



Knowledge flows from Corporate to Classroom. Path to experiential learning is paved from classroom to corporate. An industrial visit opens up the mind to the ground realities. Giving students opportunities to absorb from the happening place, they interpret the learning and clarify the concerns exploring new knowledge through such industry visits. ISBR Students had a galore of these opportunities in INDIA and ABROAD.

Industry Visit:

A Day At Infosys

A memorable day at Infosys campus, where students had first-hand experience on corporate culture. The journey began with students leaving college premises with a zeal to learn. It was an honour to accept the hospitality of Infosys. The day started off with a very educative "BPO CONNECT" program, which focussed on the BPO sector of Infosys concentrating more on how each specialization is contributing to the industry. The speakers were also enthusiastic in answering the young

student's doubts. The day ended with a special tour of eco-friendly Infosys campus. Indeed this was a memorable day.



Industrial Visit

Teknik

There was another learning day for ISBRians. This time we were in a technical arena, at the company called TEKNIK. This company was mainly into B-to-B related products. This company was into production of carburetors switches, fuses and vehicle dashboards. The company supplies their products to many well known firms like TATA, HONDA, and HERO etc. we got to know various technical as well as management

aspects of a B to B business model. We came to know how these types of business are managed.



Industrial Visit

Coca Cola

The first industrial visit of the second semester, the day we were all looking forward to. Finally, it was the much spoken about Coca Cola factory visit. We were taken for a tour of the factory.



The tour had begun at the water treatment facility which provides safety barriers meeting international and domestic norms. The sand, activated carbon and UV filtered water is then sent forward for further processing. "All the raw materials that go into the syrup are tested and then sent into the syrup maker" said our guide pointing to what appeared to be one of the biggest boiler most of us had ever seen. We

had also seen the bottle making unit where the trademark PET bottles are made from its "preform". Further in our tour we had witnessed a sight where technology and magic harmoniously meet in union, the bottling plant. Watching gallons of the fizzy drink flowing out of tanks, filling in the unending lines of bottles as far as the eye could see was a sight that painted a smile on each of our faces. The devil is in the details so goes a saying, but out there we had seen that the delight is in the details. The quality Check team pays attention to every tiny detail, from the raw materials to the finished product and its shelf life. The priority given to the details is what probably makes Hindustan Coca Cola Beverages Pvt. Ltd. what it is today. The best part of the entire tour to most of us was when we had all been served with our favourite soft drinks! It was all in all, a day of learning and a day of fun, a day we will all cherish.

Industrial Visit

Aurigene Research



Aurigene is a specialized biotech company, focused on oncology and inflammatory diseases. Aurigene has deep target and therapeutic area expertise, gained from the experience of multiple programs reaching global clinical development from its efforts.

Aurigene has pioneered a unique, collaborative business model to work with pharma and biotech partners, in a win-win partnership that combines Aurigene's deep expertise in oncology and inflammation, with our collaboration partners' needs for expertise, scalability and high-quality, quick and cost-effective prosecution of targets.

Based in Bangalore, Hyderabad and Kuala Lumpur, Aurigene has a fully integrated Drug Discovery infrastructure from Hit Generation to Pre-clinical development.

The visit was worth investing the time

Industrial Visit

Sudarshan Extrusions Pvt Ltd.



Sudarshan Extrusions Pvt Ltd was incorporated in the year 2003 and set up a modern plant of PVC to manufacture Column pipe at Bommasandra Industrial Area, Hosur Road Bangalore. Company is professionally managed by Mr. Arvind Salampuria, FCA, Managing Director Sudarshan manufactures complete range of pipe in water management - 'Sudarshan Column pipe' and Casing pipe for water extraction from bore well ; Sudarshan Agri/Grey pipes and/or HDPE Pipe for transportation and distribution from source (borewells or canals) ; Sudarshan Drip and

Sprinkler Irrigation System for irrigation and Sudarshan PVC Plumbing Pipes and Fittings for distribution in homes and buildings.

We visited on at Sudarshan Extrusions Private Limited which is ISO certified and came to know how the raw materials are mixed which is done by manually according to the quality & is heated up to the temperature of 200 degree so that they can form a fine paste, and then passed into machinery to form a shape of pipes.

Industrial Visit

Ge Energy



GE Energy - Industrial Solutions, India offers innovative solutions to meet customer needs in Power Distribution & Protection Systems. The company has a pan India presence, with 4 regional offices, 13 sales offices and 2 manufacturing plants at Bangalore.

Industrial Solutions product portfolio includes medium and low voltage distribution & control devices, systems and services used to distribute and manage power.

Industrial Visit

Ostrich Mobility Instruments Pvt. Ltd.

The Students were really excited on hearing about our first industrial visit to OSTRICH MOBILITY INSTRUMENTS PVT. LTD. in Bangalore. The thought of learning something new from industry insiders on day 1 of our course made it even more exhilarating.

The entire batch got down from the bus and walked into the industry. There we first met the CEO of OSTRICH MOBILITY INSTRUMENTS Mr. Archi Serrao. We gathered around him with expectations to learn from his experiences and to take some valuable inputs from him. He welcomed us with a warm smile.

Mr. Archi Serrao started explaining about the entire set-up of the company. The company mainly manufactures automated wheel chairs for the disabled. He then gave us

Ge offer solutions to customers in several segments that include power sector, marine, core infrastructure, Oil & Gas, Metals & Mining, heavy and light industries, commercial and residential segments.

Manufacturing facility spread over 10 acres area with a shop floor of approx. 60,000 sq ft was constructed in 2001. This ISO: 9001 certified plant is awarded as a Green category site by PCB and recognized as GE Global Star Certified site in 2008. Recent addition to the manufacturing set up is another plant spread across a shop floor of approx. 16,000 sq ft

We the students of ISBR were explained in detail by Mr. Sritharan on various functionalities of the plant. The visit enhanced our learning and understanding of Energy Solutions.

an insight into his business ideas, the products they manufacture etc... The entire company works on 3 mottos:

- Mobility for ability
- Mobility for mobility
- Mobility for sustainability

The most important part of the visit was the Q & A session with Mr. Archi Serrao. All of us had questions for him on various topics related to his business. He answered those questions without any hesitations and most importantly with a smile on his face. That gave us more energy and the hunger to ask more questions. Even though the session continued longer than expected, the smile didn't vanish from his face.



Industrial Visit

Schneider



Schneider Electric India Pvt. Ltd (SEI) is a 100% subsidiary of Schneider Electric Industries SAS, a global specialist in energy management. With a strong force of over 17,000 employees, the company is well known for its unique vision, progressive management and above all, its exemplary Quality.

Industrial Visit

SAP Techniversity

ISBR students were honoured to be a part of India's largest technology event at SAP Techniversity. It was very educative session as the students had a chance of interaction with the who's who of corporate industry. Right from the Guest keynote by Mr Ravi Venkatesan (Former chairman at Microsoft India , to a session by Mukund Mohan (CEO, Microsoft Startup accelerator) on how to run successful start-up's, it was very informative. Students were also introduced to the world of HANA technology and other third world inventions which mesmerised the crowd. The event had a Bollywood ending with Celebrity speaker Boman Irani gracing the occasion and sharing his thoughts on Modern Technology.

Key Facts

- 19000+ employees
- 31 Global Manufacturing Plants
- 10+ Distribution Centers
- 2000+ Authorized Partners: Distributors, System Integrators, Panel Builders
- 1000+ R&D Engineers
- 1 Regional Project & Engineering Centre

It was a pleasure to visit the company and exchange views on various topics.



Key Dignitaries @ ISBR



Ms. Pooja Gandhi
Leading Sandalwood Actress



Mr. Syed Kirmani
Master Cricketer



Dr. Madavan Nair
Former ISRO Chairman



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



Mr. Ian Felton
British Deputy High Commissioner



Mr. Asvin Vellody
Director, KPMG



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



Mr. Gopal Choudhary
Vic President - WIPRO



Mr. H. Prakash
Ex- CEO - ELCIA, Entrepreneur



Mr. Manish Tripathi
Mumbai Dabawalla



Mr. R. Rama Chandran
MD - Customized Technologies



Mr. Raj Narayan
Founder & MD - Radel Electronics,
Former President - ELCIA



Mrs. Rama N S
CEO - ELCIA



Mr. Babu Rangaswamy
Director, Hewlett Packard



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



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



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



Mr. E. Balaji Rao
CEO - Mafol Consultants



Dr. Manje Gowda
President, Bangalore Management
Association



Mr. Santosh Hegde
Former Lokayukta



Dr. Madhura Chatrapathy
Founder President - AWAKE



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



Mrs. Aruna
Vice President - ELCIA,
Head- Design & Research
Infosys Technologies



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



Mrs. Vani Venkataram
Educationist, Social activist, Motivator



Mr. Kishore Jain
Managing Director, Jain Heights
and Structures



Mr. Dinesh
Co-Founder, INFOSYS



Dr. Gopal Pingali
Director, IBM Academy



Shri. Joern Rohde
Consul General of Germany



Dr. M. K. Panduranga Setty
Chairman, RV Group of Institutions



Dr. Tejaswini Ananth Kumar
Chairperson, ADAMYA CHETANA &
Managing Trustee, AIEMS Institutions



Mr. A.N. Chandramouli
President - BCIC & Managing Director
Starrag India



Mr. Balaram Menon
President, World Trade Centre



Mr. Eric Lavertu
Consul General of France



Mr. H V Harish
Partner, Grand Thornton India, President,
Bangalore Chamber of Industry & Commerce



Mr. Nobuaki Yamamoto
Consul and Head of Consulate of Japan



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



Mr. Sriram Kumar V
Secretary - ELCIA



Mr. V Ravichandar
Chairman - Feedback Consulting & Honorary
Consul of the Republic of Slovenia



Mr. Veerappan
Jt. Secretary, ELCIA &
Managing Director - Tessolve Services



Nadoja Dr Mahesh Joshi
Additional Director General,
Doordarshan Kendra



S. Sampathram
President, Federation of Karnataka Chambers
of Commerce & Industry



Shri Ananth Kumar
Union Minister for Chemicals & Fertilizers



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



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



Mr. Hari Kumar Parameswaran
Vice President - BIAL



Mr. Rolf Frei
Consul General of Switzerland



Mr. Anand Talawai
Co-Founder & Executive Director,
Next Wealth

and many more...

International Guest Lecture Series

Let knowledge flow from everywhere. All roads lead to ISBR. Bringing International Speakers from Universities and Institutions of higher learning from across the world. Many Stalwarts and Speakers shared their knowledge.

Ms. Isabela & Mr. V Krish



Isabela Plambeck Innovation coach Germany studied technical engineering in industrial design at the Polytechnical University of Valencia, Spain. Between 2011 and 2013 she worked as a concept designer in an international company, where she developed interactive, digital media installations in close cooperation with clients and stakeholders. With her understanding of design methods, moderation and conceptual skill she is active as a trainer, workshop facilitator and Innovation Coach.

The contents of Isabella lecture consisted of Essential building blocks of innovation and creative thinking in an organization: People, Process, Culture and Structure, The difference between a company's performance engine and innovation, Why individual skills for systematic creative thinking are important for innovation and how these skills look like Principles of systematic creative thinking and an innovator's mindset, What it takes to build a company culture that facilitates innovation among many other topics.

"Stay true to yourself and find your own path" was the message she passed on to the students.

Mr. Varadarajan Krish who is a part of IIRA - Investment, Innovation & Research Alliance which

facilitates and supports the research and innovation ecosystem. He spoke on Entrepreneurship and its links with Innovation.



Prof. John heap & Prof Byron Pratt



ISBR has a tradition of inviting internationally renowned speakers to address the students and enhance their knowledge: following this tradition ISBR Business School had an INTERNATIONAL GUEST LECTURE on Innovation & Productivity: Speakers - Prof. JOHN HEAP, President, World Confederation of Productivity Sciences & Managing Director, Institute of Productivity, England, UK. Prof. Byron Pratt, Senior Training Consultant, Institute of Productivity, UK.

Star INVITEES from Inuit Cloud Technologies Pvt. Ltd., SYSCON INSTRUMENTS & Project were the Guests for the day. We had the privilege of having Prof. John Heap, President world confederation of productivity sciences and managing Director, Institute of productivity England and Prof, Byron Patt Senior Training Consultant Institute of productivity UK addressing the students on various issues of productivity.

Prof. John Heaps message to the students was “Don't Let life pass you by. The Future is Now”

Prof. Byron Patt message to the students was “Builds your dreams on the foundation ,What ISBR has given you”

The students were enlightened with the vision and dreams shared by both the International Professors.



Guest Lecture Series

The word of knowledge is too vast and keeps expanding all the time. Experts from different domains and fields shared their knowledge and experiences through a series of guest lectures and addressed the students.

Expectations of Corporate from Management Students by Ms Jahnvai Gurjer

This was an eye opener for the new batch of students who were given a firsthand report by the HR of Timken Ms. Jahnvai .She had given the students the ground reality and expressed the corporate expectations in today's competitive world.



Guest Lecture Series

Future technologies and Growth Prospects



It was an immense pleasure to have Rajashekara Visweswara Maiya Associate Vice President & Principal-Finacle Product Strategy from Infosys

Limited at the ISBR campus. He briefed the students about future technologies and how India should respond and take advantage of it to grow into a super power.

Guest Lecture Series

Managerial communication

We ISBRians never knew that a bright afternoon could be more brighter with a man delivering incredible speeches on issues which we think is very simple“ How to talk? “ or “How to listen?”. And he is none other than MR. BALAJI SUBHRAMANIAM, a man with interests in corporate training. He dealt with Managerial communication which almost every student may hope to be very easy, but unfortunately it is not.

So what is “communication” in the words of our guest?

It comes from the Greek word “communico”, meaning “to share”.

To have a better communication, it is necessary to have listening, speaking, reading and writing skills. He presented to us a pictorial representation of how listening skills covered 45% of the pie chart, with the other 30% being speaking, 16 % being reading and the rest 9% being

writing.

But does listening and speaking only mean communicating? it is not. A proper communication requires physical presentation simultaneously. So Mr. Balaji insisted on all to put up a smiling face always and dress accordingly, Which can bring a difference in the communication.

He expressed his own opinions, ideas and feelings as the keys to proper interaction and communication. Mr. Subhramaniam included case-studies to make our session more fruitful.

It was a pleasure for all of them to have him in the campus.



MR. M. JebaKumar-Director, Merit Matters



Mr. M JebaKumar, Director, Merit Matters visited ISBR Bangalore. He bridged the gap between students and their conception about “MIND GAP”.

The entire session was filled with insights on skill gap analysis. Closing gaps directly impacts employment and productivity. The gaps which are often seen in the students are:

- Employability level of graduates is low.
- High dropouts in education space.
- Unskilled workforce (Mostly in India)
- Adaptability.

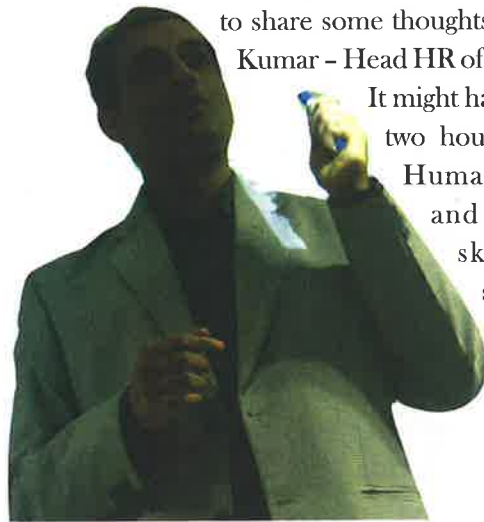
So according to the honoured guest, if one can mend this gap from education to employability, “The best job goes to the person who can get it done.”



Mr. Shiva Kumar - Head HR, IBM

ISBR Bangalore had immense pleasure to share some thoughts of Mr. Shiva Kumar - Head HR of IBM India on

It might have been just a two hours session on Human resources and managerial skills, but it seemed that it carried on for almost a decade.



“Self confidence : Nature or nurture?”

A nice way to ignite the puerile hearts of newly joined students, who are on the verge of building castles in the air with their hearts full of hope and aspirations.

Coming from a remote village and being raised among cows and barren fields, Mr. Kumar knows exactly how to sow seeds of courage and utopia in the young souls to bear fruits of SUCCESS.

“DREAMERS” , “WATCHERS” and “ACTIONERS” are the three sectors of students according to the guest. The attitude in every individual should be “ I AM AN ACTIONER !”

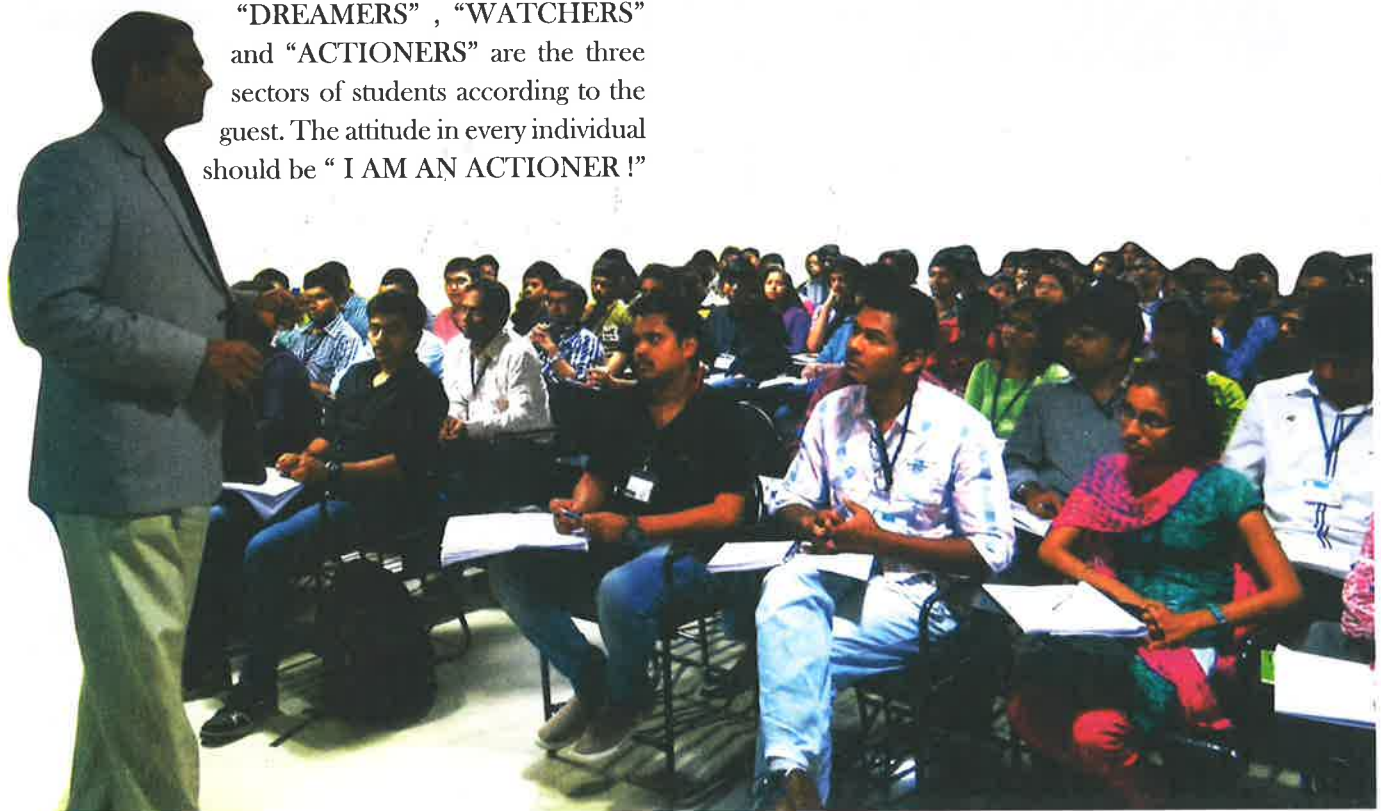
and not like dreamers who watch others to climb up the ladders of fame and fortune. When actions are changed into habits, there paves ACHIEVEMENT!

MR. SHIVA threw light on “ How to become a strategic leader?”. The answer to this is “SUCCESS IS AN ICEBERG”. Icebergs that we see are formed with a lot of preplanning as follows:

- Strategy
- Objectives
- Determination
- Focus
- Aspiration
- Desire
- Detailed road map

Hence , if one possess these “7 Habits” of Stephen . R Covey, as said by Mr. SHIVA KUMAR, that individual is sure to get through the pillars of EMINENCE.

Thus the session was an enriching one.



Mr. Deepak Mullick – Chairman, Agvantage Agribusiness



Mr Deepak Mullick chairman of Agvantage Agribusiness LLP gave an inspiring lecture on Creative leadership for organizational Transformation. With a successful track record of Strategic Agribusiness Management for over three decades with a Transnational Agribusiness in five continents, Mr. Mullick wishes to make available domain expertise to corporates and International businesses. His knowledge in the area of business management and people management were exemplary.



Excerpts from the Interview with Rama N S (CEO, ELCIA)

ISBR Students met CEO of ELCIA & here are the inputs

From an Engineering Graduate to the CEO of ELCIA, how was your journey?

I graduated at a time when there were only five girls in my college doing their engineering. Soon after that, I got a job; getting a job at that point of time was not easier as it is now. I worked at various telecommunications company before joining Infosys. It was a fulfilling journey till date and I would say my hard work and passion has been rewarded. God has been kind on me.

Memorable experience

I got my deal to import some products for my company at that time within one day from the Finance Minister himself. I did not position it as a profit for my company; I painted the picture that the country will save a lot of foreign exchange if they permit me that day....and I got it done. This is something I can never forget in my life.

From the Vice President of Infosys to the CEO of ELCIA, how different has it been?

Company largely used to be a profit making venture where I used to think only about my company. Now this is more community oriented. I always wanted to contribute to the society by large and I feel very comfortable in this role. Working in the industry is certainly an added advantage as I know the problems they face and growth is necessary for a country. Why not remove the hurdles to growth? (Smiles)

Your "success mantra":

Passion, commitment and hard work has no substitutes. I have always treated hurdles as a challenge and always found a way out. The key is never to back out of troubles but to fight it.

Role model:

My father who was a freedom fighter and a very active and selfless community worker always worked for a better society. I guess the passion to serve has come from my father.

My first boss had tremendous interpersonal skills. He treated a peon and a manager in the same manner and



this value is something you do not get in every individual. These two men were very influential in my life and I learnt a lot from them.

Plans for Post graduates in Electronic City:

There is no dearth of placements for colleges in electronic city. We are organizing a job fair and very soon we will come up with something for the MBA freshers as well.

ELCIA activities:

We look after day to day problems of the industries; we have made the elevated expressway possible that saves time and we will continue to work on this but our ultimate goal is to create and develop a model township which is a dream for us... transforming Electronic City into a city of dreams.

Message for Generation Y:

I am very happy to see that you people have lots and lots of energy. Focus it and you will succeed.

Interview conducted by:

Prabha Gayatri - Student ISBR

Anuja Joshi - Student ISBR

Pratonu Mukherjee - Student ISBR

Interview with the police department



Our Editor meets the police team and had an informative interaction with Mr. Mithun Shilpi, Police Inspector, South east Division, Electronic city branch.

Sir, can you tell us about your journey in this department?

Yes, I am into this field for a decade now exactly eleven years of service. And feel very delighted to be in this role. It indeed is a pleasure to safeguard the people of the country.

How did you get into police department?

I always had a dream of serving the society, after my graduation I happened to apply for the written exams put forth by the Police department Board, which I cleared and after the rounds of physical exams I was into the force. It was dream come true for me.



Tell us about your background.

My home town is Mysore. I am a proud father of two little children aged six and four. My wife is a home maker. I think without her support life will not be complete. To maintain work-life balance an understanding life partner is very important.

How do you keep your team motivated?

It is not easy to motivate the team always. However individuals once they are into the police department the challenges keep them very much motivated. The profession brings a sense of commitment and confidence because one involves in the protection of the common man.

May I request you to speak a few lines for our student community?

Sure, discipline is the core component which is to be practiced by the youth. My opinion is that, there is no short cut in life. Whatever one chooses there should be hundred100% hard work and dedication towards it. Nothing comes easy in life.

Do you have any unforgettable incident to share with us?

There are too many. However once we had caught an offender who was stealing two wheelers. It was very funny to note that this individual used to visit hotels and eat a delicious "biryani" and surrender the stolen moped to the hotelier. I used to wonder about the different behavioural patterns of the criminals.

In the wake of so many woman related issues, do you have any typical message for woman in particular?

I do not want to sermonise anything particularly for women. Because crime was there from time immemorial and it will be there always. Today woman are moving shoulder to shoulder and the exposure is more. Consequently the crimes are being exposed that is my feeling.

Have there been any new laws and amendments?

Good question! There is a recent amendment to law Section 376 of IPC: Anybody from the management or staff sexually abuse the inmate of the institutions will be in the prison for more than six years.

Section 23 Juvenile justices Act: for cruelty to a juvenile or a child will be imprisoned for six months or more

Section 21 of POCSO Act: for not reporting the crime, will be imprisoned for a year with a fine.

Section 201 IP: for destroying evidence will be imprisoned for 6 years

Section 202 IPC: Those found guilty in terms of not giving information about an offence or a crime will be bound under the imprisonment of 6 years with fine.

The above amendments will ensure that the criminals cannot go scot-free.

Connexions

Globe is a networked society. Learning happens through connecting to nodes in the whole sphere and geo space. Through the unique initiative "Connexions", ISBR built the bridges of friendship between the students and those of Universities and Institutions in Europe, USA and Asia. Africa, Australia and New Zealand are opening up.

Connexion with University of Milano Italy

Connexions is unique program at ISBR where in students from other International Universities visit ISBR and get connected with our students. This enhances their learning and cross cultural experiences. Following this tradition students from University of Milano had visited ISBR and were overwhelmed with their interaction. It helps us, the Indian students, to build our connections with the western counterpart. It is simply a way to increase our network with the world out there. After a traditional welcome, the guests were ushered into the board room for refreshments and thereon back to the auditorium. There was a warmth and good feeling when different culture malgamated. Individuals exchanged thoughts and opinion, expressed their appreciated and admired at the "Athithi Devo Bhava" concept of Indians. The students from University of Milano expressed their gratitude to ISBR by singing their national anthem for us. They were immensely pleased and happy about their association and presence at ISBR. A special thanks Prof. Thomas & Dr. Princy from ICIER consortium for making this event happen.



Cells and Club Activities

Energies of Students are channelized through a series of constructive activities, of learning through their own initiatives and chosen preferences towards domains, sectors and areas of subjects. Cells and Clubs provide new vistas for learning. Marketing, HR, Finance, CNC, Writers, CSR, Incubation, entrepreneurship...just a few to mention.



Cells and Clubs Inauguration



Cells and Clubs inauguration witnessed rigmarole of activities to identify the right student representative who could lead the team with an apt action plan. Writer's club, case-study club, HR, Marketing and Finance Club, Entrepreneurship Cell, CNC(Corporate Networking cell), CSR(corporate social responsibility) Club, Sports Clubs, Cultural Club had been identified the representatives for their respective clubs were elected as EC's executive council members.

The inauguration of the clubs and the pinning of the club EC's were done on 4th September. Major Guru Prasad Thimmaiah - Associate Director and Head ABIDE from Biocan Ltd & Ms. Akasha Badami the play back singer kollywood had graced the occasion. Ms Akansha entertained the audience by a few select songs and her message to the student was "Hard work, dedication, Patience & Confidence are key to success". Major Guru Prasad advised the students to be students for a life-time.

It was a memorable event and students took their roles very seriously and promised the audience that the legacy of ISBR clubs will be carried forward in the best of their spirits.



Cells & Club Activities

Blood donation

Blood donation involves no money transaction. Willingness to save a life is all that you need.

Due to increased dengue and other cases in Bangalore, the demand for platelets has gone up, in all major blood banks like Red Cross Society, Manipal Hospital, Sankalp India Foundation etc. Every day around 200 requests for platelets are registered on helpline services.

ISBR's CSR club "NUEVA" in association with Rotary club Bangalore and TTK Blood Bank organized a blood donation camp at ISBR in which many volunteers

donated blood. Both the Rotary club and TTK appreciated the efforts of ISBR and distributed certificates to the volunteers.



Cells & Club Activities

Tri Festival Celebration



Eid, Diwali and Dussehra, three of the ostentatious festivals celebrated across the nation were celebrated at International School of Business and Research, Bangalore, on 28th October. Enthusiastic management students actively partook in the celebration.

The pompous event took off at 6 in the evening in the auditorium. It was graced by the presence of the guests of honors Mr. Saptarshi Mukherjee and Prof. Sanjay. The room was lit up by lamps carried by gorgeous maidens decked in ethnic apparels. Henceforth the stage was taken over by the Masters of Ceremony, VarunVashisht and Pratonu Mukherjee.

Mr. Saptarshi Mukherjee delivered the welcome address to a super enthusiast gathering. It was shortly followed by the first performance of the evening, a medley of garba and Bollywood dance numbers by the group Rhythm Hoppers. Next on stage were Serena and Mrinmoy with their sizzling salsa. In between the performances, the MCs kept the audience glued on with their witty fillers.

JoyitaBanerjee, next lifted the ambience and sang

"dekhechokitaakey", one of the famous Bengali melody of all time. The crowd, boosted and on their feet were eagerly waiting for the next foot tapping number. Their demand was quenched by the dance showcased on the hot favorite "gandibaat" by N.n. Mishra and group. Next was the garba dance by Vishakha and group which left the gathering up and reeling. Dharanya and Thomas, two of our highly esteemed seniors came forward and performed on a medley, accompanied by hoots and claps. Too many dances in line, the MCs called up on stage our ex Mr. ISBR, Vijith, who caroled "sun rahahainatu" from the movie Aashiqui 2.



Aakash was the next to perform. A performer by heart, he left the stage on fire. Power Crew was the last to set afoot. They began their raves and the spectators rose to tap their feet alongside. Their performance ended, but the audience's never did.

With the event at an end, sweets were distributed. Students dispersed with smiles on their faces and a memory to look back to. The event was a success with contributions from the Executive Coordinators of the Cultural Club Saishree, Anuja, Hari and Kanchan.

Food Carnival



A food carnival was organized at the campus by the ISBR students; the objective was cooking without fire. The event turned out to be very interesting one, because the students focused on nutrition, organic aspect and hygiene factors.

The judges visited different stalls and got the inputs from the participants, they also tasted the wide array of dishes

which was simply mindblowing. Sandwiches, Soups, Porridge, Pudding salads, Juices, Suges and many more mouthwatering items were creatively designed and garnished on the patters.

It was YUM.....!!!!



Samanvay' 14



Alone we can do so little, together we can do so much”

Teamwork, coordination, togetherness is the theme of our Intra college Event SAMANVAY 14, where 11 clubs at ISBR work in unison to organise a grand event where four teams compete against each other over a series of different games, quizzes, role plays and a lot more, to win the glorious title of the best team.

The event started with inter class elimination rounds where four team were selected to compete against each other in the finale rounds to be held.

The real fun begins now. It's now important for the finalists to gain the maximum number of supporter, who will also be majorly involved in winning points for its supporting team. This event will test the strength, support, unity, knowledge and passion of these four teams in

order to win and to be awarded as the winner. The qualifiers are going to love what we have in store for them on the big day. It's time to bring out the fire burning inside you and give it what it takes to be the best...



Cells & Club Activities

Finance Event- "concurso Finanzas"

"The economy depends about as much on economists as the weather does on weather forecasters."

-Jean-Paul Kauffmann

There is always something interesting in store for us ISBRIans. We are always looking for a way to push ourselves to be better and ready for the industry. On this note the Finance club members at ISBR organised an event called CONCURSO FINANZAS, which in literal sense means financial quiz. This event witnessed huge participation of our own financial enthusiasts here at ISBR, who were tested on their level of financial knowledge and abilities over a series of rounds and eliminations. The event started with 17 teams competing against each other and were judged not only on their technical proficiency but also their knowledge on the economics and general awareness.



The audience present to witness the event played a major role in making this event a grand success. Their encouragement, enthusiasm and support was undeniably the highlight of the event.

Any event for that matter is incomplete without a mix of entertainment we also had several singing and dance performances in between rounds to keep the crowd pepped up and the Host of the evening, Prof. Sailesh.V. Karadi wonderfully involved the crowd to keep them boosted up and motivated throughout the evening.

The competition was extremely challenging and after several rounds and tie breakers top 3 teams were awarded as winners of the event. It was a delight to see this kind of participation and enthusiasm amongst the student and would love to see this level of energy and excitement for many more events to come.

put to test. 8 teams qualified for the semi-finals. The event showcased enthusiastic participation from the students.

But this was just a drop in the bucket. The best was concealed for the last day. The semi-finals and the final round was conducted by our very own Quiz master "K.V.R" who lives and breathes 'MARKETING.' He was like a cherry on the top, who made the event even more exciting and energetic.

The winners of the event were SRIRAM and DHARAMVEER. Their win was a metaphor of the dramatic climax of a movie as they started with being the least scorer of the final round but their general knowledge proved to be the best arsenal in the toolkit.

The 1st runner up were Zafar and Abhishek and the 2nd runner up were Sakshi and Vishwanath.

The ending of the event justified the blitzkrieg with which it began. Indeed, marketing club of ISBR creative cartel added another feather of glory to their hat.

Cells & Club Activities

Chusti Aur Furti



ISBR witnessed yet another thrilling, fantabulous, witty and whacky-titled event 'CHUSTI AUR FURTI' organized by ISBR marketing club

CREATIVE CARTEL.

This event not only tested the knowledge but also the wits of the participants, comprising five rounds accompanied by belligerent elimination, the student showcased enthusiastic participation.

The first 'knack round' tested the aptitude of the participants, followed by the second round titled 'Digital cerebrum' following which 16 teams proceeded into the third round, which was 'Brain Teaser'. Participants knowledge about sports, business and current affairs was



Valentine's Day



Students of ISBR came together and celebrated Valentine's Day in their own special way. The students were in a jubilant mood and turned up in large numbers in their colorful best. The event was named as "ARMASTUS" which in Estonian means "LOVE". The cultural club along with the Emcee's Abhishek Sawant and Sreeja Chandran entertained the students with several cultural programs and game shows through the event. The day started with bay decoration by students and was followed by the various singing and

gave the students a run for their money. The centre of attraction of this event were the decorations conceptualized by Pragati Ray and Tijo Chacko along



with the jukebox dedications where students dedicated songs for each other and celebrated valentine's day in its true spirit. The students also participated in the fascinating ramp walk where the theme was Dress to Impress. Priya Nimbalkar was the winner for the fashion show organized at the event. Naveen Natarajan won the online competition for maximum likes on his quote on Armastus page of facebook which stated "Love makes life Beautiful — Mom I thought you are the beautiful woman in the world but she came to overtake you". Swetha Singh and Sakshi Maheshwari won the twins competition where they were judged by the panel for wearing similar outfits with matching accessories. The event ended with an open dance floor where the students grooved to the music and danced to the last beat.



dance performances by the students. The other attractions included activities like paper dance, balloon dance and buzz your brain which set the ball rolling for the fun filled celebration.

Professors also participated with equal enthusiasm and

Annual Sports Day @ ISBR-Milap



The annual sports day at ISBR business school, organized by the sports club was held at NTTF ground ,electronic city mainly focusing on outdoor games. There was an event held on 22nd, 23rd and 24th of September, 2013 where the sports club of ISBR conducted indoor games like carom, chess and table tennis. The event was christened as "MILAAP" which means bonding and truly a host of

activities in the form of games and sports brought together all the batches, juniors and seniors, faculty and staff and all under the same roof. It was a pleasant break for the students from the hectic schedule and everyone participated whole heartedly and enjoyed the two days to its fullest.

The event was well planned by the executive coordinators who are the student representatives of the sports club assigned specific colors to the teams belonging to specific batches at ISBR which were as follows: RED-MBA (seniors), BLUE-PGDM (seniors), GREEN-MBA (juniors), YELLOW - PGDM (juniors). The ground was hired for two days and all arrangements including first aid, water and food arrangements were taken care of with absolute adeptness.

Among very intense competition in the

indoor games, it was team YELLOW that won the carom tournament winning 5 matches and every round was a knockout round. BLUE team won the chess competition defeating team GREEN in which the competition was really very close and the match went on for more than 120 minutes. RED won the table tennis final match against YELLOW and the competition was pretty one sided.



The outdoor games began from 9 in the morning and 1st event was 4*100 meter relay (boys) which was won by RED with YELLOW as the runners up. RED team and team

BLUE reached the cricket finals. The match was very closely fought and ultimately team RED tasted victory based on Naresh's last two overs heroics in which he scored 40 runs; thus helping his team overcome the target of 116 runs. Volleyball was won by team BLUE over Team RED which was also a closely contested match. The second day saw team GREEN win the 4*100 meters relay (girls) followed by team RED. The tug of war (girls) was also won by Team GREEN over Team YELLOW giving the GREENS every reason to celebrate. The final crescendo came with the final of the football tournament between team BLUE and YELLOW pitted against each other which turned out to be an one sided affair as team YELLOW lost the plot after the 1st half. The injuries and on field brawls that took place did not help their cause and they ultimately lost to team BLUE and when the last whistle blew, the score board read 4-1. So the overall championship was won by the BLUE team and the celebrations continued for the entire evening.

At the end of two days, sports club was lauded for their efforts and the show that they put up giving a much needed break to the ISBR family. The sports club at ISBR will look forward to host sports activities at regular intervals to keep us physically sound, provide us entertainment and continue to give us the joy of bonding and togetherness.



Intercollegiate Fest Participation

Talent is everywhere. It multiplies when come together from different sources. ISBR Students rolled out their talents to testify and multiply in many converging points, IIMs and others.



Inter Collegiate Fest Participation

Global Folk Fest – 2014

It gives us immense pleasure to represent our college in a global folk fest held at town hall, Bangalore. There were around 8 to 10 colleges which participated in the fest. The participants categorized themselves into the following-

- Group folk dance
- Group folk song
- Fashion show

We, “PUNJABI KUDIYAN” Of ISBR business school secured the 1st position in group folk dance. We were praised on the basis of best performance and best attire award.

Punjabi Kudiyan:-

Vishakha harjai # Priyanka sharma # Garima bhatt #
Roma v sharma # Neha jain



Inter Collegiate Fest Participation

IIM – Vista



To achieve anything requires faith and belief in yourself..... and this has been proved by the students of ISBR at the Vista event conducted by IIM Bangalore. The day started with the students participating actively in all the events. It was a proud moment when the team consisting of Zafar, Prateek and Abhishek bagged second position in Pratibimb. Three cheers to the winners!!!. The day ended with an inspiring speech by Film star Kamal Hassan.

Panel Discussion

Exposure to Multiple sectors of economy is essential to excel in the competing world. ISBR Students had the opportunity to gain from the knowledge of experts from different domains through panel discussions. Here is a snapshot.

Panel Discussion on Retail Sector

Connecting students to the ground realities is the need of the hour. In order to bring in connect between the campus & the industry ISBR B School organised a panel discussion for its students. The topic of discussion was the Retail Sector & its growth opportunities. The topic was selected because Retailing in India is one of the pillars of its economy and accounts for 14 -15% of its GDP. The Indian retail market is estimated to be US\$ 500 billion and one of the top five retail markets in the world by economic value. India is one of the fastest growing retail markets in the world, with 1.2 billion people.

The members on the panel for discussion included Mr Niranjan Kumar Yadav (Head HR- Reliance retail), Mr

Shubham Dixit (Manager-Marketing- Hypercity), & Mr Anthony Wilfred Lawrence (Floor Manager- Max Hypermarkets India Pvt Ltd- Auchan)).

The discussion aimed at helping the students understand the on field realities and equip them to face the challenges that might come across during their course of work. All the panellists helped students understand the challenges faced in their respective departments & what are the requirements of the industry from the aspiring management students.

The discussion was fruitful as it helped the students understand the minute details of the various roles performed in a retail setup along with an understanding of the changes happening in the industry.



Panel Discussion on Manufacturing Sector



Industry connect the most important part of MBA is an ongoing process in ISBR. To achieve this every year panel discussions on various sectors are conducted. The panel discussion on the Manufacturing sector was conducted. The guests were Mr Senthil Kumar, Production Head from Vacon, Mr. Babu Yuvaraj from Bosch and Mr. Saurabh Srivastava from Emerson. Mr Ganguly moderated the discussion.

Opening the Panel discussion Mr Ganguly said India's manufacturing sector could reach US\$ 1 trillion by 2025, as per a study by global management consulting firm McKinsey and Company. This could be achieved on the back of the continually growing demand in the country and the inclination of multinational corporations to establish low-cost plants in India. Up to 90 million domestic jobs could be created by 2025, with the manufacturing sector contributing to about 25-30 per cent of India's gross domestic product (GDP). India was ranked the fourth most competitive manufacturing nation in Deloitte's global index for 38 nations (2013). The country's economy witnessed significant expansion in the period 2006-2011, achieving a five-year compound annual growth rate (CAGR) of 7.8 per cent.

India's manufacturing sector presently contributes about 16 per cent to its GDP.

Mr Srivastava was the first panelist to talk about the challenges of the manufacturing Industry. He mentioned that with the growth of the infrastructure sector and with the growing consumer markets, the manufacturing industry is on the highest gear and is producing for all other industries to consume.

Mr Senthil Kumar said that the manufacturing sector would always operate within control limits. Manufacturing sector would continue to grow in spite of what apprehensions people have about dwindling IIPs. Till other industries remain to consume manufacturing sector would produce.

Mr. Babu Yuvaraj from Bosch took the example of the auto industry in terms of the growth of the technology space. The panelist demystified the Manufacturing sector and concluded with the huge employment opportunities that this sector offers.

Panel Discussions

Panel Discussion on Finance Sector



The panel discussion on Finance sector was conducted. The guests were Ms. C Vanitha from C Profits Investments, Mr. Nitesh Saha from Edelweiss Capital, Mr. Raja Ram Kalal from IDBI Bank.

The discussion started off with the opening up of the Banking Sector started in 1978 said Mr. Kalal and went on to talk about the phases of the liberalization process and touched upon the new licenses issued. He talked about the growth of the BFSI sector and pegged it at 25%. He said that since the year 2000 the NBFCs also have witnessed a huge growth. He said BFSI sector forms the backbone of the country. He also pointed out the huge growth in the VC sector. Mr Ganguly moderating the discussion mentioned that though there has been

unprecedented growth there are still areas of growth. Ms Vanitha replying to the query mentioned that in the last decade the BFSI sector has grown very gracefully, with respect to banks earlier just selling products now quality has come into the system thanks to the regulatory controls, with advisory space becoming different from the Banking space. She also talked in detail about the most promising sectors in terms of growth and investments. She said apart from FMCG, Health Care is emerging as one of the most promising sectors. She said IT looks good because of the Rupee Depreciation and the Global recovery the earning potential of this sector is very high.

She said that for the students who are at the juncture of selecting the specializations and planning to join sectors of their choice need to look at BFSI since the growth potential was extremely high. This according to her is the most dynamic decade. She talked about the penetration of the Banking System and the recent measures that the RBI has announced. Mr Rajam reiterated this point again.

The panelists answered the questions of the audience and clarified the queries with aplomb.

Panel Discussions

Panel Discussion on IT Sector



Industry connect the most important part of MBA is an ongoing process in ISBR. To achieve this every year panel discussions on various sectors are conducted. The panel discussion on It sector was conducted. The guests were Mr. Satish Ramaiah from Wipro, Mr. Ramesh K V from Accenture, Mr. John Sagayaraj CGI India and Hema Ayyadurai from Oracle.

Mr Ramesh who heads the Financial IT services division of Accenture gave an exemplary presentation on the future of IT Industry and discussed SMAC technology in detail. Ms Hema Ayyadurai HR Oracle gave an insight on the skills that are required by an MBA to get into IT industry. Mr. John Sagayaraj a very seasoned HR professional shared his experiences with students and explained what needs to be done if you have to sustain in this industry. Finally it was concluded by Mr. Satish from Wipro who commented skill pyramid needed for It Industry.

The discussions were clearly eyeopeners for the students and they were enlightened by the speakers from the IT Industry.



Panel Discussions

Panel Discussion on Real Estate Sector



The real estate sector is a critical sector of our economy. It has a huge multiplier effect on the economy and therefore, is a big driver of economic growth. It is the second-largest employment-generating sector after agriculture. Growing at a rate of about 20% per annum and this sector has been contributing about 5-6% to India's GDP. Not only does it generate a high level of direct employment, but it also stimulates the demand in over 250 ancillary industries such as cement, steel, paint, brick, building materials, consumer durables and so on.

In spite of such high potential real estate has been unable to attract the best talents in the country to join its main stream workforce. In order to bridge this gap ISBR B School organised a panel discussion on Current Trends in Real Estate which had Mr Ravi Kuradakeri (Partner-Motzkin Group), Mr Anjani Kumar (Marketing Manager- House of Hiranandani), & Mr Tanveer Ahmed Khan (Partner- Motzkin Group) as panellists.

The discussion brought to light the various challenges & opportunities faced by the sector. It also brought to light the opportunities that this sector has for budding management students & how well they can utilize the same to their benefit. The panellists also put forward the expectations that the industry has from the aspiring students.

At the end of the session, the students had a lot to take away in the form of industry knowledge & also a seed of thought of looking at real estate as a career opportunity.

Panel Discussions

Panel Discussion on Hospitality Sector



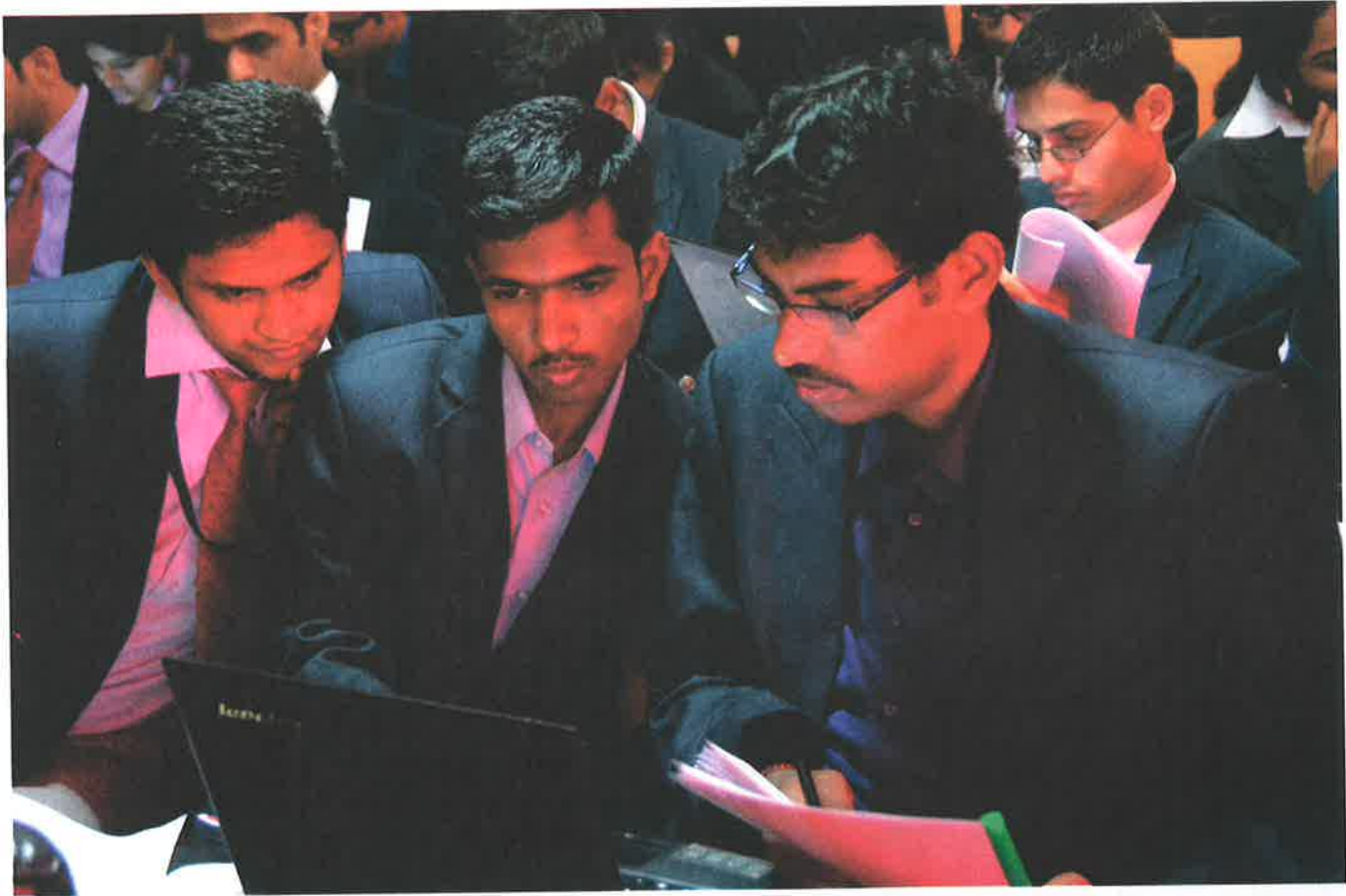
The Panel Discussions were introduced with an aim of bridging the academic and industry interface. This exercise saw a plethora of industries coming to the campus. Every week a panel discussion from a specific sector like manufacturing, hospitality, retail, real estate and retail sectors. This particular panel discussion was on Hospitality sector. The tourism and hospitality industry is one of the largest segments under the services sector of the Indian economy. Tourism in India is a key growth driver and a significant source of foreign exchange earnings. In India, the sector's direct contribution to gross domestic product (GDP) is expected to grow at 7.8 per cent per annum during the period 2013-2023.

The tourism sector in India is flourishing due to an increase in foreign tourist arrivals (FTA) and a larger number of Indians travelling to domestic destinations. According to statistics available with the World Travel and Tourism Council (WTTC), revenues gained from domestic tourism rose by 5.1 per cent in 2013 and is expected to increase by 8.2 per cent this year. Hotels are also an extremely important component of the tourism industry. The Indian hospitality sector has been growing at a cumulative annual growth rate of 14 per cent every year, adding significant amount of foreign exchange to the economy.

All the above factors and other issues were discussed by the guests Mr.Prem Kumar G T from Spring Leaf retail Pvt Ltd, Raghavendra R from Synergy Pro Events, Siddhartha Modur from JSM Corporation Amit Sidana Accor Group of Hotels, G raghunathan from the Ambient Turett and Mr. Varun Bagga from Oberoi. All of them spoke on the various opportunities that the Industry and can offer. They also gave an insight of the industry and the challenges that are faced by them. The panel discussion paved way for many to students to take this sector as their career.

Jobs are everywhere. Talent is in plenty. Yet they need to be connected. Right Talent for Right Job! Talent going in search of job is conventional. Jobs coming in search of talent are a new order. ISBR is a pioneer in this initiative, organizing talent connects as a series.

Talent Connect at the Campus



Witnessed scores of companies visiting the campus. The objective was to integrate pooled campus. Thus the session had tested the competencies of the interviewers subjecting them under various levels of psychometric tools and interviews. Thus the experience was a rude awakening to the students.

The motive was to develop ready and deployable talent. There were nearly twenty six employers offering Two Hundred and Thirty job openings. The profiles were in the category of "Research, Consulting, Sales & Marketing, Recruitment, Training & Development, Operation, Logistics & Supply Chain." The Compensation was in the bracket of 3L to 8L.

The advantage of the sessions were multifaceted the industry was looking for right talent mix, lots of hire, efficient succession planning etc. The interests was oriented towards to the skillsets, education, experience

and demography. The emphasis was laid on case study and paper presentations, Panel discussions, workplace exposure through internship and project, Industry visits, Industry mentoring session, Alumni mentoring session, Industry domain specific trainings Research & Consulting exposure. Thus the whole system was a rewarding experience.



RENDEZVOUS - A pooled Campus Placement Program

RENDEZVOUS- A pooled Campus Placement Program



Mahindra Retail, Timesjobs & Magicbricks & many more...

ISBR Bangalore hosted Rendezvous 2014, an MBA placement program & organized by Alchemist... Alchemist is a young talent solutions company which works towards giving talent led solutions to business and brands, both through corporate and entertainment /sports talent.

Rendezvous 2014 created at one place almost 20 corporate entities. Students from 20 selected Colleges vied for selection on 21st and 22nd January 2014 for various positions at our campus.

Few of the recruiters who participated in the fair were the followings.

Madura Fashions , Alive Media, Pantaloons, Airtel, Bestseller, Idea Cellula, Bose Corporation, Ocwen Financials, Jaro Education, Scorpio Events, PurpleGull Services India Pvt Ltd , Career Builder, Indiamart, Beep, Arvind Brands, Bajaj Capital, Aegon religare,

International Study Tour

Global Learning systems create global citizens, so the managers efficiently operate in global environment. Practical exposure through international study tour give students an opportunity to understand and appreciate the business environment in the contrasting world, make them better and stronger to face the challenges of the future. ISBR Students learnt a lot in these international study tours in Singapore, Dubai, Malaysia and other countries.

International Study Trip to Singapore & Malaysia



Travel teaches you more than any thing else, this was proved when our students visted Malaysia and Singapore on an international study tour. The International study tour to South East Asian Countries of Singapore and Malaysia is aimed at providing cross culture exposure to our management students. During the trip Business environment observations addressed issues like Quality control, Innovation, Marketing Strategies, Cost effective planning, policies and procedures, Innovation in design and encouragement and success of entrepreneurial efforts were studied by the students.

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

Industries Visited : Royal Selangor, the worlds largest, Pewter Industry - Family Managed Business, , Visit to the Newwater (treatment plant), Multilevel marketing service industry and many more...

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

Putrajaya, a well planned township on the outskirts of Kuala Lumpur gave the glimpse of requirement for future planning in the developing countries. Interaction with faculty in the Asia Pacific University & the guest lecture made us understand international outlook of research. Students also spent few hours every day studying the market. Learning on one hand, fun on the other Memorable visits to Petrona Twin Towers, Genting Highlands, Batu Caves in Malaysia and Sentosa island in Singapore has left precious memories.

The final reports was based on observations in the areas of Infrastructure, Education, transportation facilities, Social crime rate, law and order, Environmental Conservation and Political issues. All in all, The International study tour at ISBR is a not to miss opportunity.





Success of Global PGDM Program

Success of Global PGDM Program

Global PGDM - 3 Country Model is an innovative and exciting model for a real global exposure. Students get an opportunity to gain invaluable exposure, experience and practical knowledge by travelling, studying and experiencing 3 countries including India during their education of 2 Year AICTE approved PGDM.

As a part of the program students spent couple of months in University of Dubai and were overwhelmed by it and following that they would be going to France business school for their second semester.

Student Testimonials:

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

-Balasubramaniam (Global PGDM Program Student).

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

-Saroj Achary (Global PGDM Program Student).

Dr Ananth Rao - Avademic Dean of University of Dubai had commented on this program

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



"KURUKSHETRA" an inter- collegiate debate competition at ISBR in collaboration with NHRD

To define what is a debate, one can say it is an argument with rules! Debates can involve single-member or teams that include several students. In KURUKSHETRA we had 2 members in each team.

We had teams from various colleges. Teams did not know their debate subjects ahead of time. The goal was to come up with good arguments in a short space of three minutes time and one minute for re-battle.

Two teams were presented with a topic that they will debate, and each team was given a set period of five minutes to prepare an argument.

There were two topics which were given randomly to the teams, and they were:

- (i) Employability is a student's responsibility
- (ii) Job hopping: is it a fad?

Two teams were called simultaneously, one team will argue in favour (pro) and the other will argue in opposition (con).

The panel of judges included Mr.Ranjith of Cisco Systems and Ms.ShonetSaldanha from NHRD and they were assigning points based on the strength of the arguments and the professionalism of the teams. After evaluating the scores given by them, it was easy to identify the best performers of the day.

Before declaring the winners, there was a flash mob presented by the students of ISBR which kept the spirits of the show high and provided the much needed surprise entertainment required for the show. Then we had people from the industry, who shared their views of the arguments and counter arguments and shared scraps of their own industry experience with the students for their enlightenment.

The winning team was from ISME. The team members were Mr. Hiral Patel and Mr. Prathemesh Deshmukh. Their topic was "Job hopping: I it a fad?" and they were for the motion.

At the runner up position, we had a team from IBS



Bangalore and its members were Mr.A.Shekhar and Mr.B.Gadia their topic was "Employability is a student's responsibility" and they were against the motion.

The event included people from TuvRheinland and Syscon. They shared their own take of varied opinions on the topics of the day to give clear insights to the students; where they have clearly mentioned how the performance of a team was evaluated.

Tuv Rheinland mentioned that they were highly impressed with the hospitality and it was a lovely afternoon for them to attend. They also mentioned the fact that the quality of students present was competent, impressive and were interactive throughout with their own understanding of the HR policie. However they mentioned that theoretical and practical worlds vary by large.

Finally the function ended on a good note with a few takings from NHRD and a vote of thanks by Mr.Ernst ; a student from ISBR.

NUOVO INIZIO-Farewell Party



“Yesterday brought the beginning; tomorrow brings the end, though somewhere in the middle we all became the best of friends.”

Nuovo Inizio which was the theme of Farewell, the Italian word translates into new beginning which aptly suited the occasion

2013- 2015 batch was given a grand farewell by their juniors. The function started at 4 pm and went on till 8 pm. Mr & Ms Nuovo Inizio were awarded to

Mr.Sanpreet and Ms.Radhika. There were many cultural events and the students enjoyed the evening to the full. The session ended with cake cutting followed by tears and hugs. The evening would become an unforgettable for the students.

“The world is round and the place which may seem like the end may also be the beginning.”

-Ivy Baker Priest



WOMEN are personification of power and strength. They create a world for all to live. They nurture the society. Their talents and strengths are unmatched. Yet, they face the challenge for survival. Many break the barriers and prove to the world that women CAN & WILL. Abhinandana is a program to identify to recognise the achievers among women to reassure the world that women deserve their due. Awards are conferred on many achievers only to convey that there are many whose achievements go unnoticed are seen through these achievers. Motivation for all...

Abhi-Nandana-2014



ISBR in collaboration with Public Relations Council of India and Book Paradise-Chambers Academy commemorated **“The International Labour Day”** by honoring the women achievers.

The awards were categorized into:

“Life Time Achievement Awards” and the recipients were Smt. Valli Muthiah and Smt. Saroja Banappa.

Shining Stars Awards - for achieving success through professional excellence and the recipients were:

1. Dr. Chandra Niranjan - Higher Education
2. Smt. Aruna Newton - Industry Leadership
3. Smt. Swaroopa - Public Administration
4. Smt. M C Shobha - Media and Mass Communication
5. Smt. Jessy Lawrence - Entrepreneurship

Rising Star Awards – for achieving success through self – reliance and the recipients were:

1. Smt. Saroja Yavagal - Rural Entrepreneurship

2. Kum. Vidya Iyengar - Media and Mass Communication
3. Smt. Sowmya Hemanthkumar - Skill Development and Artcraft
4. Smt. Andrea Mathew
5. Smt. Gayatri Nair - Montessori & Fine Arts
6. Smt. Lakshmi G. K - Education

And these awards were presented by **“Men of Distinction”** with meritorious track record.

The other dignitaries were Mr. Suhas Gopinath, the World's Youngest CEO, Global Incorporation and other dignitaries from the media and industry.” The event witnessed a gallery of women achievers who were felicitated with awards and citations.

Speaking on the occasion Mr. Manish Kothari said “that it was a great feeling to felicitate the women achievers who have contributed so much to the society”. The recipients were overwhelmed with gratitude. The event was followed with interviews by the media crew.



Convocation

Convocation, the grand event and a milestone in the life of a graduate. The Annual Convocation at ISBR is an event of glory and gratitude. Sharing values and virtues. Guiding the path to progress, taking oath of commitment and responsibility to society, assuring ethical and moral standards in service of the nation. Not to miss is the fun and joy of celebration, combined with the reunion of the alumni.

Convocation 2014



ISBR Business School, Electronic City, Bangalore, celebrated their Annual Convocation on 12th July 2014, at their Electronic City Campus.

Dr. M. K. Panduranga Setty, Chairman, RV Group of Institutions delivered the Convocation Address. **Shri. S. Sampathraman**, President, Federation of Karnataka Chambers of Commerce & Industry delivered the Inaugural Address. **Shri. Joern Rohde** Consul General of Germany released "GEMS of ISBR".

Dr. K S Anandaram, Director of ISBR Business School welcomed the gathering. Dean **Dr. C Manohar** shared the genesis of the Awards presented to the Awardees.

Delivering the Convocation address, **Dr. M. K. Panduranga Setty**, spoke over "INVENT / INNOVATION - the way forward for the future of India. Students & Business School must strive to become Job providers rather than job seekers".

Shri. S. Sampathraman delivering his Inaugural Address mentioned "Greed & total disregard to values have brought down great economies. Management students not only have a responsibility to themselves but also to the organization they serve & the society at large. If they think they misfit for the role assigned to them they can seek a change inside (first). But if the value system is not of a high order, they should look out for a change immediately. He said, employers believe that managers understand their roles and are self motivated, hence they should contribute to the success & growth of the organization as a team player".

175 students were given their graduation certificates and 28 students were awarded gold medals for meritorious performance in various aspects of Academics, International Relations, Best Transformation, Best Team Player, Leadership and Creativity, Outstanding service, Discipline and Special Recognition.

Another highlight of this program was that the Institute conferred

Dr. M.K Panduranga Setty, Chairman, RV Group of Institutions “**EDU-SHRESHTA AWARD**” for his outstanding work in the field of Education and Community Service.

Dr. Tejaswini Ananth Kumar, Chairperson, ADAMYA CHETANA & Managing Trustee, AIeMS Institutions was conferred “**SPOORTI CHETANA AWARD**” for her outstanding work in the field of Community Service & Leadership in Education.

Dr. Tejaswini Ananth Kumar, mentioned “Leadership emanated from strong value sustains and creates the foundation for a strong nation. Education is the means to achieve welfare of the society”. She derived Spoorti for Adamy Chetana, through services to society.

Shri Ananth Kumar, Union Minister for Chemicals & Fertilizers also graced the occasion along with his beloved wife **Dr. Tejaswini Ananth Kumar** and said “Youth needs to decide whether they want to become the consumers or contributors”. [Consumers, according to him are more prone to problems oriented approach, whereas contributors are the positive individuals who contribute to their profession, society and the country. Thus a student can also be good managers & contribute to the Good Governance]. **Shri Ananth Kumar** emphasized on innovation and growth as the watchword for the country's development. In conclusion, on the eve of Gurupurnima, He quoted Swami Vivekananda's words - A Bad Teacher - Complains; A Good Teacher - Teaches, But a Great Teacher - Inspires.

D. A. Thejaswari, Director Adhikeshavau Group of Companies was conferred “**DAKSHA MAHILA UDYAMI AWARD**” for her outstanding work in the field of Entrepreneurship & Service to Society.

Smt. D. A. Thejaswari in her acceptance speech said “Entrepreneurship doesn't come with will to earn money alone, it redeems with their rugged and robust zeal to occupy every opportunity that benefit mankind. After you turn entrepreneur you have to address and that is “Social Entrepreneurship”.

A coffee table book “**GEMS OF ISBR**” was released on the occasion, by **Shri. Joern Rohde**, Consul General of Germany

Shri. Joern Rohde said “to value education is the most important resources that every society needs to cherish. I'm also convinced that graduates with the strong sense of values will contribute to the further development of INDIA”.

Shri. Manish Kothari, Managing Director of ISBR group of Institutions, congratulated the graduating students and announced the new research centre of the institution. He inspired the students to be the writer of their own destiny. His words were “if you want to be happy, learn to keep your neighbors happy” made the crowd cheer. He finally said “work as a team to achieve greater success”.

Shri Prakash Kothari, Chairman, ISBR Group of Institution, **Prof. Kiran Bindu**, Director International, **Shri Mayur Jain**, CTO & Trustee graced the occasion. **Dr. Prince Martin**, Principal ISBR delivered the vote of thanks.



Annual Alumni Meet

Here is one great moment the alumni eagerly look forward to each year, to come together, to relive and enjoy the connect with life of the times of learning, to dedicate themselves to strengthen the bond of friendship, sharing the moments of life and experience and forming new partnerships. Enriching the ISBR Community and empowering themselves to engage with the Alma Mater towards long-lasting and rewarding.



Alumni Meet – 2014 & Hawaiian Night



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



ISBR hosted the alumni Meet on 12th of July 2014. The formal event witness delegates from the industry. Mr. Vineet Sehgal, Director Accountant payable, Oracle India was the guest for the session. The alumni had planned awards for their counterparts in the area of Entrepreneurs, HR, Marketing and IT. The

nominations were based on the individual performance and excellence in the respective fields. The awardees were given a memento and a certificate. Thus the formal event came to a close with "Hawaiian Night" filled with fun and frolic. It was indeed an eventful day. The warmth in the air, the joy and fun was very much explicit. The Alumni had a wonderful day to cherish till the next year.

The event kickstarted at around five in the evening with a formal registration for the office bearers post. A panel consisting of the Faculty and the Board quickly selected the office bearers for the Alumni club.

The entire event was planned by Mr Deepak Justin and was given the name "Hawaiian Night" which matched the occasions spirit. Prof. Shailesh & Prof. Preeja Sreedhar were the co-ordinators of the event. All the alumni students had a gala of fun and the event came to an end with the dinner that was hosted by ISBR.



Gargi Roy - Presently with TATA Group



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

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

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

Ritankar Bhattacharya - Presently with Tech Mahindra



I did my engineering, then I joined my father's business and then I decided to have an MBA degree, I gave CAT and that's

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

about ISBR is "Grow and Let you Grow".

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

It really turned out to be fruitful for me. The best thing

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

Thomas E. T. - Presently with Daimler India



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

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

Experience in ISBR was pretty good. Faculty wise it is very good. When I Joined ISBR, I was very shy type of guy. When I was came out of ISBR then I was bold type of guy. That was the ISBR impact.

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

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



Vishal Pawar - Presently with HCL Technologies

I am working with HCL Technologies as a Sr. Marketing Executive. I take care of corporate client relations. I started my career with crowne plaza as a coordinator for 2 years and after that I got opportunity in Chennai to join HCL that was my second assignment and I am currently getting an opportunity to learn and explore more options in HCL. To be really honest with you I have been surprised first of all with support and guidance which has been given from my fellow colleagues and it turned out to be positive. The campus and the infrastructure facilities are world class and its a great place to learn practicality. Infact I like to share my experiences with juniors. I cleared mat I got a call from ISBR thats the first thing I told my father and mom and you now that was an amazing experience. I am having a great time right now and the award and the recognition. I really appreciate the



team and the alumni team and college to consider me for this award. ISBR is a Great place to learn and achieve success.

Pooja Sharma - Presently with Pantaloons

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



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

The most memorable moment was when I was in first

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

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


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

For live videos & more updates visit

<http://www.youtube.com/ISBRBusinessSchool>

Annual Report For 2013-14

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

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

Rheinland India.

6. The student Exchange Programme had witnessed: French students and students from Germany at the Bangalore campus and ISBR students at University of Troyes and University of Clermont.
7. Further to the international MOUs with French Universities, new MOUs were signed with:
 - ✓ Sprott Shaw Community College, British Columbia, Canada
 - ✓ Hof University, Germany
 - ✓ University of Dubai, Dubai
 - ✓ 5 campuses of France Business School located in France & China
8. With reference to the Guest Lectures, we have always ensured academia and industry connect through a series of sessions. About 100+ Guest lectures were conducted as a part of industry and academia interface. To name a few they included Infosys co-founder, KPMG Director, BIAL Vice President, Chairman NHRD, TUV Country head, and had delivered sessions on topics like career guidance programme, role of innovation in management, finance specialization as a career, emerging trends in HRM, personality success blueprint, success and you, cognitive behavioural technique and many more.
9. To provide access to international journals and also to promote research ISBR subscribed online international journals like PROQUEST and JGATE
10. SPARK, a special program was conducted by INFOSYS for the entire student community of ISBR.
11. As in the past, the institute promoted CSR activities



through Vidya Jyothi Scholarship and also donated books to various schools in Mysore and to Parikrama child education.

12. ISBR's writers club successfully launches ISBR Voice - 8th Edition and ISBR Gems - 5th edition.
13. The convocation of the year 2013 witnessed 22 gold medalists and 55 students graduating. During this event ISBR had felicitated Award of Excellence to **Sri K Jairaj**, IAS (retd), Former Additional Chief Secretary, Government of Karnataka for his Outstanding Achievement in Management & Public Administration and women award of excellence to **Dr. Madhura Chatrapathy**, Founder & Chairperson, Food Associates Bangalore, Founder Trustee and Hon. Director,



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

14. An international study tour to Dubai, Sharjah, Abu Dhabi and Ajman was organized wherein students had an exposure of international business.
15. ISBR continued to sponsor a convention organized by AIMA & BMA to discuss the best practices by some of the top management educational institutions in India. ISBR was the proud sponsor of the 66th All India Commerce Conference conducted by Bangalore University.
16. ISBR continues to have close interaction with

corporate. During the year it extended its facilities for training of executives from HP and Prometric.

17. Further ISBR has also signed an MOU for conducting CAT 2013 examination in the campus for three consecutive years. Apart from this, the Prometric India division will be using ISBR's facility to conduct various tests for working executives.
18. ISBR has successfully launched the 1 year PGDM program affiliated to Bangalore University. Applications for this program were received from all across the country.
19. This year witnessed lots of International delegates on the campus which includes:
 - ✓ US Delegates addressing the students on various interesting topics. The 5 eminent speakers were Mr. Timothy C. Banks, Mr. Timothy J Oxley, Ms. Sherry Lynn Amos, Ms. Tolu Taiwo and Mr. Brain W. Kolb. The main objective of the program was to bring the Global exposure to students.
 - ✓ Delegates from University of Milano, Italy.
 - ✓ Lecture on Innovation and Productivity by Miss Isabela Plambeck, Innovative coach Germany.
 - ✓ Prof. John Heap, President, World Confederation of Productivity and Sciences and by Prof. Byrom Pratt from Institute of Productivity, UK.
 - ✓ "NEWZEALAND EDUCATION" team visited ISBR to explore partnership possibilities.
 - ✓ The Ambassador of Estonia Mr. Viljar Lubi and Mr. Praveen Kumar Goenka, Hon. Counsel of Republic of Estonia visited ISBR and discussed on future association.
 - ✓ Edinburgh Napier University, Scotland, UK visited and discussed future collaboration.
20. A special program by name "Connexions" was held wherein students and faculty had a chance to meet and interact with various Global & International Universities.

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

22. ISBR continues to have tie-ups with professional bodies like NIPM, NHRD, ISDT, SHRM, Prometric, PMI, ELCIA, AIMA, BMA, CII, FICCI, BCIC, NASSCOM, ASSOCHAM, FKCCI, KASSIA, and many more.

23. The industry visit is another important task at the institute. Some of the industries our students visited were as follows: GE, Bangalore Stock Market Institute, INFOSYS, Mysore and Bangalore campus, SAP, Vacon, Raheja Hyper City, Arvind Mills, Microsoft, Parle, Schneider Electric, GE Industrial Automation and many more

24. At the campus there were events like Leadership development program aligning the industry with the academics, wherein 13 senior professional from the industries like SEIMEN and IBM apart from other speakers had chaired a panel discussion on the importance of employability skills required by their industry.

25. ISBR also had a gala event "Abhi Nandana" commemorating WOMEN'S DAY whereby prominent and successful woman achievers from different field were awarded for their contribution to the society. This event was done in association with Public Relations Council of



India, Book Paradise Chambers Academy Foundation

26. The placements had witnessed another year of success stories, this year being highest offers received. Some of the companies that selected

our students were Tech Mahindra, TUV Rheinland, Pantaloons, Vacon Drives, Idea cellular, Godrej, Sobha Developers, Tata AIA, Raheja Hypercity, ICICI Securities, Novel group, Dubai metals and many more.

27. ISBR's Research Centre in partnership with



ELCIA commissioned a research project involving the faculty and students to forecast and access the growth potential of industry and job creation in the Electronic City cluster.

28. ISBR is expanding its hostel capacity to accommodate increasing demand for quality stay options

29. ISBR, to promote and further strengthen the research initiative in Management, Business Studies, Commerce, Economics, Entrepreneurship and Policy Studies, has sought the recognition of University of Mysore for its approved research centre. This opens up opportunities for research scholars and teaching faculty to do their PhD's with ISBR.

30. ISBR successfully launched an international 3 country exposure program - "Global PGDM" to provide exposure to ISBRites to play competent role in Global Environment. The student's studies and gained exposure to business environment in University of Dubai during their 2nd Semester. The students further studied at ESC Troyes and France Business School in France and learnt the European perspective of Management.

31. ISBR celebrated the ISBR day to mark the mile stones of ISBR's progress and achievements on 7th September. On this day the accomplished teachers were felicitated and student achievers were recognised. The ISBR voice was released on this occasion. The guests of the day were from the cine & art area.



32. ISBR connect with industry was intensified by an innovative connect program called “STAR Invitees” from corporate house. Under this program the companies connected this year were Infosys, Wipro, MRO-TEK, KHMD, TUV Rheinland, GE Energy, Vacon and many others.

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

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

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

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

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

33. ISBR received as many as 2428 number of applications against the intake of 240 seats. i.e., (Ratio of about 1:10)

34. ISBR launched an weekend MBA & Executive MBA Program for working professionals. This initiative has been acknowledged by the industry as a step in right direction.

35. ISBR has reached new milestone. It is now listed by the GMAT. GMAT students globally can now apply to ISBR.

36. ISBR conducted a faculty development program to enhance the competence and update the knowledge of management teaching faculty and research scholars. The focus areas were effective teaching techniques, emerging technologies in teaching, classroom management, teacher student relationship, binding research and teaching, enhancing personal effectiveness and visioning for growth.

37. Sector and Industry based Panel discussions were conducted at the campus.

38. The Writers Club team had Interviewed Yusuf Arakkal, a world renowned artist and also Arnab Goswami for ISBR Voice.

39. Other inter events were Chusti & Furti (The management quiz) LDP, Alumni Meet with Starry Night, Contribution to the Indian Association for the Blind, Food carnival, Annual sports day - Milaap, Rendezvous - a pooled placement program, Samanvay, CONCURSO FINANZAS,



Global folk fest, Kurukshetra - Intercollegiate debate competition - ISBR - NHRD Inter college Debate Competition, Blood donation camp, fresher's party, Talent connect, Tri festival celebrations.

40. An article written by an ISBR Alumnus, Julekha Anjum over “the story of Karambir Singh of Taj Hotel Mumbai of 26th November Attack” was appreciated and published in a National Publication.

41. Our Dean Dr. C Manohar has been elected for the 2nd term to the Management Committee of BCIC and to the National Governing Council of Indo French Chamber of Commerce Mumbai for the 2nd consecutive term for three years. He also represents on the regional on the regional board of Indo Italian Chamber of commerce and industry and the regional committee of ASSOCHAM.

In conclusion, we thank all the stakeholders for making 2012-13 an eventful year for ISBR.

Wishing all the graduating students success in their endeavours



Inauguration

Inauguration – International PGDM program and PGDM with one semester abroad



International School of Business and Research inaugurated the International PGDM program and PGDM with one semester abroad. The guests from the industry were Mr. Balram Menon, World Trade Centre. Mr. Hegde from Indo - Italian Chamber of Commerce and Industry.

They shared the importance of a “Globalized World” where innovation was the key. According to the guest speakers “Exchanging ideas and thoughts is trade and not a mere exchange of product and service. The program witnessed speakers from different sectors who had focussed on a “borderless world”. The excited students were left asking for more to start an international voyage.

Inauguration

Inauguration of MBA Batch

International School of business and Research inaugurated its new batch of 120 students to its MBA Program at its campus.

The event was inaugurated by Mr. A N Chandramouli – President BCIC , he motivated the students and encouraged them for hard Work and determination.. Dr. Gopal Pingali Director IBM India welcomed the batch and put them to focus towards their goal.

Mr. Rajinish Menon , Director -Microsoft shared wonderful experience on latest technologies and motivated entrepreneurship.”

Shri. Manish Kothari, Managing director of ISBR group of institutions, congratulated and welcomed the students

through his wonderful notes of inspiration.

Thus the event came to an end with a vote of thanks by the Principal Dr. V Prince Martin.



Inauguration of PGDM Batch



International School of business and Research welcomed into its fold a new batch of 120 students to its PGDM Program at its campus recently.

The event was inaugurated by Mr. V Ravichandar, Chairman - feedback Consulting, he spoke about the importance of individual social responsibilities as students. He also emphasized on 10 pointer plan which resonated on personality building. Mr. Eric Lavertu, Consul general of France released "ISBR Academic Diary - My journey at ISBR... As I write"

Shri. Manish Kothari, Managing director of ISBR group of institutions, congratulated the students through his inspiring talk. He said "Life is gift - Live it enjoy it, celebrate it and fulfill it".

Thus the event came to an end with a vote of thanks by the Principal Dr. V Prince Martin.



ISBR Achievements

Association with EDINBURGH NAPIER University, Scotland, UK



ISBR Achievements

Association with EDINBURGH Sportt-Shaw Community College, British Columbia, Canada



Association with Hof University, Germany



ISBR Achievements

Certification of Appreciation from India Association for The Blind



ISBR Achievements

Exemplary Placement Award from Discovery Education



ISBR Placement Report - 2014

ISBR Business School (Approved by AICTE, Ministry of HRD, Govt. of INDIA)

#107, Electronics City – Phase I, Bangalore – 560100. Email: corporaterelations@isbr.in.

Contact Person : Mr. Abbas on +91 9379711119

Graded Programme: MBA / PGDM

Recognition : 1) Awarded Exemplary Placement Award by Discover Education

2) Awarded Business Campus Excellence Award

3) Ranked 10th Best in Industry Interaction by Silicon INDIA

4) Ranked among Top 1% B-School Brands of INDIA by Business Barons

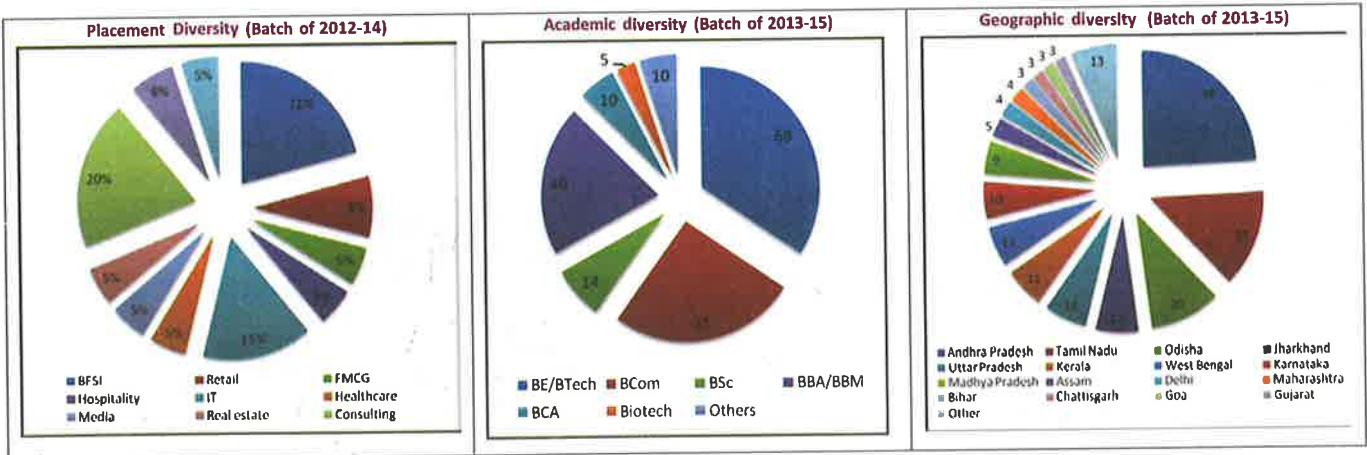
The institute was established under the aegis of Bangalore Education Trust (Estd: 1991) under Government of Karnataka. It offers MBA, PGDM, Global PGDM program (3 Country Exposure), 1 year PGDM and other certificate and value added programs. ISBR has been approved by the AICTE, Ministry of HRD, Govt. of INDIA. ISBR has been approved as a Research Centre under University of Mysore (NAAC A+ Graded) for India centric research projects. It also has tie-ups with University of Dubai, France Business School & Hof University Germany for student and faculty exchange programs

Best Practices Followed

- Consistent focus on Quality Improvement : Committed towards international quality and accreditation standards
- Operate with transparent placement process through Standard Placement Reporting Mechanism
- Emphasis on corporate social responsibility (CSR) activities with support from Industrial bodies

Areas of Excellence	Areas of Strong Performance	Areas of Good Performance	Areas of Improvement
<ul style="list-style-type: none"> • Robust management and governance • Strong ties with industry for Sector wise Panel Discussions, Internships, Placements, Guest Lecture Series, Organisation Study, Live Case Studies 	<ul style="list-style-type: none"> • International linkages: Notable academic, research and student exchange tie-ups 	<ul style="list-style-type: none"> • Academic and non-academic outcomes of students • Continued emphasis on research with stable output • Robust curriculum development process with feedback from industry 	<ul style="list-style-type: none"> • Need to further intensify alumni engagements
Graded Program Details	Students - Key Statistics (Batch of 2013-15)	Specialisation Breakup (Batch of 2013-15)	Student Outcome (Batch of 2012-14)
Program : MBA (2 years) PGDM (2 years) Global PGDM (2 years)	Student strength : 198 Average age : 24 years Percentage of female students : 44% Entrance Exam : CAT, MAT, XAT, CMAT	Marketing : 86 Retail & Supply Chain Management : 66 Human Resource : 52 Finance : 45 International Business : 32 Banking & Insurance : 9	Placements : 100% Average salary : Rs.5 lakh Maximum salary : Rs. 16 lakh No. of student clubs : 12 Predominant placement region : Pan India

Prominent recruiters : Renault Nissan, Prestige Group, TUV Rheinland, Deloitte, Ernst and Young, KPMG, PWC, Hilton hotels, Tech Mahindra, ANZ Bank, Fortis Hospital, Godrej & Boyce, Wipro Technologies, Asian Paints, Oracle, Fidelity, Tally Solutions, TCS, Robert Bosch, Yodlee Infotech, Oberoi Hotel, Accenture, JP Morgan, Audi, Future Group



Curriculum

The curriculum is updated annually using inputs from the industry experts. The institute contacts alumni as well as other corporate professionals across domain seeking their views on the course structure.

Global exchange agreements are in place with over 10 foreign institutes like France Business School, University of Dubai, Hof University - Germany, Sprott Shaw College – Canada, ESC Trpyes – France, Edinburgh University – Scotland and others

Industry Interaction

Corporate Networking Cell, driven by ISBR students undertakes various industry academia engagements with consultancy projects on Talent Management, Advertising and Promotion Planning. ISBR alumni association is registered with various chapters across India and with an overall alumni base of 1000+ members.

Infrastructure

ISBR is self sufficient AICTE Approved campus with academic blocks, faculty offices, a library, computer centres, amphi- theatre, seminar room and auditorium; in addition to 10 dedicated classrooms.

ISBR has accommodation facilities for its students with excellent sports and recreational facilities.

The library has over 9,005 books, 3745 national journals, 258 international journals and subscription to databases like EBSCO, JGate and more. All classrooms have audio/video conference facilities, overhead projectors, computers and wireless hotspots.

Disclaimer: Data based on inputs from reliable sources

Placement Report of 2012-2014 Batch



Student Name	Company	Sector
A PRATHYUSHA	Tech Mahindra	IT
ABHINAV KUMAR	Motilal Oswal	BFSI
AKSHAYANAT SRIVASTAVA	Indusind Bank	BFSI
AMRITA P NAIR	Ness Technology	IT
ANJAN SHRIVASTAV	Shine Consulting	Consulting
APARUPA NATH	Microland	Consulting
ASHISH	Ceasefire	Retail
ASHUTOSH RANJAN	Ceasefire	Retail
B MANIKANDAN	Naukri	E-Commerce
BLESSY ANNA VARGHESE	Thomson Reuters	IT
CHAITANYA VAJJALWAR	Jaro Education	Education
CHANDRA BHUSHAN SINGH	Pantaloons	Retail
CHIDANANDA SAHU	ICICI Securities	BFSI
D PREETI	Apollo Hospitals	Healthcare
DHARANYA	ICICI Securities	BFSI
ERNEST ABRAHAM THADATHIL	Jubilant Retails	Retail
FERNANDES SHERWIN FRANCIS	KPMG	BFSI
FREDDY ZACHARIA ANTONY	Common Floor	E-Commerce
G GOUTHAM KUMAR	Racks and Rollers	Manufacturing
GANGISHETTY PAVAN KUMAR	Indusind Bank	BFSI
GODHALA HARSHINI	Common Floor	E-Commerce
GUNDA NAVEEN	Durga Engineering Works	Manufacturing
GURU PRASAD	Northern Trust	BFSI
JAI GANESH K	Jaro Education	Education
JAIN SAANU SURESH	Indusind Bank	BFSI
K ABARNA	Thomson Reuters	BFSI
K L KRISHNADAS	Motzkin Ventures	Real Estate
K SHALINI	Google	IT
KALPANA SINGH	Microland	IT
KANAV SOOD	KPMG	BFSI
M PANDI	Bright Wave Projects	Real Estate
KUMAR DIPESH	Motilal Oswal	BFSI
KUNAL BANERJEE	Anzy Careers	Consulting
L SARATH CHANDRA	Scorpio Events	Hospitality
M L N MALIKA SRI VIDYA	Tech Mahindra	IT
MADHAVI KUMARI	Indusind Bank	BFSI
MARYALA MOHNISH GUPTA	Indusind Bank	BFSI
NALLURI LAVANYA	Indusind Bank	BFSI

Placement Report of 2012-2014 Batch

Student Name	Company	Sector
NEHA JAIN	ICICI Securities	BFSI
NIHARIKA	KPMG	BFSI
NIKHIL M S	KPMG	BFSI
PALANI SHRAVAN KUMAR	Indusind Bank	BFSI
PANKAJ KUMAR KHATI	ICICI Securities	BFSI
PARTIK PANDEY	Mahavir Structures	Real Estate
PENUGONDA YOGESH	MJ Infrastructure	Real Estate
PILLA NAVYA MADHURI	Tech Mahindra	IT
POONAM CHETRI	Common Floor	E-Commerce
PRAFFUL CHAND	Surfair Express Cargo & Logistics	Logistics & Supply Chain
PRASHALINI VERMA	Microland	IT
PRIYAKSHI DUTTA	CommonFloor	E-Commerce
PRIYANKA SHARMA	Microland	IT
PRIYESH	Microland	IT
PUTTI KUSUMA	Tech Mahindra	IT
RADHIKA SHIVARAM	TUV Rheinland	Consulting
RAJIV SAIKIA	ICICI Securities	BFSI
RAKESH REDDY PULIYALA	Jaro Education	Education
RANJITHA	Tech Mahindra	IT
RASHIKA NAGPAL	Playzio	Consulting
RASHMI PRAJAPAT	Pantaloons	Retail
ROUNAK TRIVEDI	Tata Croma	Retail
S ANIL REDDY	Scorpio Events	Hospitality
SAHANA R	Bose Corporation	Retail
SANGEETHA SARMAH	Microland	IT
SANTHOSH PRASAD	ICICI Securities	BFSI
SHADAAN FAIYAZ	ICICI Securities	BFSI
SHANMUGA PRIYA K	Jaro Education	Education
SHLOK PASBOLA	CommonFloor	E-Commerce
SHRAVAN JAGANNATH SANIL	Indusind Bank	BFSI
SIDDARTH VYAS	Puravankara Projects	Real Estate
SNEHANSU SHEKAR	Trishul Engineers	Manufacturing
SOORYASHREE R	Aryaka Networks	IT
SOURAV KUMAR SAINI	Racks and Rollers	Manufacturing
SUBAVEL M	DRT	Manufacturing
SUPRABATA SUNIL KUMAR P	MJ Infrastructure	Real Estate
SURESH M	BestSeller	Real Estate
SWAPNIL SINGH CHANDEL	Anzy Careers	Consulting
SWATI SINHA	CommonFloor	E-Commerce

Placement Report of 2012-2014 Batch



Student Name	Company	Sector
THOMAS V J	CommonFloor	E-Commerce
THOTA DHANUNJAYA KUMAR	MJ Infrastructure	Real Estate
TIJO C G CHACKO	CommonFloor	E-Commerce
TULASI LAKSHMI SAMAROWTHU	Motzkin Ventures	Real Estate
UDIT GONNADE	Ceasefire	Retail
VAMSIKRISHNA	Madura Fashion & Lifestyle	Retail
VANDANA BHAMIDIMARRI	CommonFloor	E-Commerce
VARUN KUMAR DAS	Tech Mahindra	IT
VIJAYBHASKAR REDDY D	3dot Info Services	IT
VIJITH V S	CommonFloor	E-Commerce
VISHAL AGARWAL	CommonFloor	E-Commerce
VULLI SAI SAMEER	Yodlee	IT
YASHWANTH JETTY	Tech Mahindra	IT
VISHAL K JAIN	Thomson Reuters	IT
TAPSHINI MOHANTY	Thomson Reuters	IT
MANISHA KUMARI	Higenie	Healthcare
RICHA SACHDEO	SFJ Business Solutions	Consulting
J S S VAIBHAV	Kenscio	Consulting
DEBANSHU	Kenscio	Consulting
YELTI PRATHIK REDDY	Esslsecurity	IT
SUHASINI RAHAMAN	Genpact	BFSI
SANTOSH DEEPAK DASARI	Aayuja	IT
GARBHAM GOKUL SRINIVASA NANDAN	ITC Ltd	Retail
SUNPREET SINGH	Thomson Reuters	IT
LUKKA ROOPVINESH	Office Yes	Retail
ABHISHEK BHARTI	Patel Realty	Real Estate
PUSHKAR RAJ	Patel Realty	Real Estate
N N MISHRA	Apco	BFSI
RAKSHITH S	Velex Logistics	Logistics & Supply Chain
RAKESH REDDY PULIYALA	Audi	Manufacturing
NAGASHRI GR	CareerNet Consulting	Consulting
JYOTI JOSEPH	Technosoft Corporation	IT
JYOTI PRASAD	Ambienze Events	Hospitality
RESHMA K	Infocomm IT Services	IT
PRASENJIT SAHA	Think & Learn	Education
SUDIP NAYAK	HolidayIQ.com	Hospitality
GOPALAKRISHNA SAHNI	Artech	Consulting

and many more...

Annual Day 2013 Awards

Award Name	Students Name	Batch
Best Attendance Award	Veenashree K	2011-2013
Best Class Citizen Award	R Manjula Devi	2011-2013
Best Co-ordinator Award	Saranya S	2011-2013
Best Class Participation Award	Harshit Jain	2011-2013
Best Contributor Award	Gnanashekar K	2011-2013
Most Helpful Student Award	Nuthan Venkatesh Varma	2011-2013
Best Singer	Megha Santosh Kumar	2011-2013
Best Inter Collegiate Presenter Award	Zakiya Namreen	2011-2013
Young Artist Award	Sarad Bamnera	2011-2013
Best Transformation Award	Raghevendra Prasad	2011-2013
Best Manager Award	Zakiya Namreen	2011-2013
Best Dancer	Bhavneet	2011-2013
Best Manners Award	Prasant Kumar Dash	2011-2013
Best Organiser Award	Julekha Anjum	2011-2013
Best Presenter Award	Ritankar Bhattacharya	2011-2013
Best Sportsperson Award	Naresh Kodebathula	2011-2013
Best Student of the Year Award	Veenashree K	2011-2013
	Renju Krishna G V	2011-2013
Best Team Leader Award	Gnanashekar K	2011-2013
Best Technical Designer Award	E Guru Prasath	2011-2013
CNC Award	Santosh Kurella	2011-2013
Best Event Organiser Award for LDP	Savitha A	2011-2013
	R Manjula Devi	2011-2013
Best Event Organiser Award for Blood Donation Camp	Nuthan Venkatesh Varma	2011-2013
	Nair Sajay Raveendran	2011-2013
Best Event Organiser Award for HR Louder	Zakiya Namreen	2011-2013
	Sweta Singh	2011-2013
MBA 2nd Semester Topper - 1st Prize	Renju Krishna G V	2011-2013
MBA 2nd Semester Topper - 2nd Prize	Saranya S	2011-2013
MBA 2nd Semester Topper - 3rd Prize	Julekha Anjum	2011-2013
MBA 3rd Semester Topper	Renju Krishna G V	2011-2013
MBA 3rd Semester Marketing Topper	Meriam Cedora L Lyting	2011-2013
MBA 3rd Semester Finance Topper	Harshit Jain	2011-2013
Most Committed Student Award	Veenashree K	2011-2013
Most Creative Student Award	Nuthan Venkatesh Varma	2011-2013
PGDM 2nd Semester Topper - 1st Prize	Veenashree K	2011-2013



Annual Day 2013 Awards

Award Name	Students Name	Batch
PGDM 2nd Semester Topper - 2nd Prize	Gargi Roy	2011-2013
PGDM 2nd Semester Topper - 3rd Prize	Neha Sahu	2011-2013
PGDM 3rd Semester Finance Topper	Veenashree K	2011-2013
PGDM 3rd Semester HR Topper	Sweta Singh	2011-2013
PGDM 3rd Semester Topper	Anuj Singh	2011-2013
PGDM 4th Semester Finance Topper	Veenashree K	2011-2013
PGDM 4th Semester HR Topper	Sweta Singh	2011-2013
PGDM 4th Semester Marketing Topper	Pooja Sharma	2011-2013
Placement Team Award	Gnanashekar K	2011-2013
Best Contributor Award	Rakshith S	2012-2014
	Priyakshi Dutta	2012-2014
Best Class Participation Awards	Dharanya P	2012-2014
	Nikhil M S	2012-2014
Best Student of the Year Award	Radhika Shivaram	2012-2014
Most Committed Student Award	Chittiboyana Vamsikrishna	2012-2014
Most Creative Student Award	Pankaj Kumar Khati	2012-2014
	Ranjitha	2012-2014
	Geetha B R	2012-2014
Young Artist Award	Ernest Abraham Thadathil	2012-2014
Best Speaker Award	Abhishek Bharti	2012-2014
Best Class Citizen Award	Priyakshi Dutta	2012-2014
Best CSR Contribution Award	Shazmeen Shahab	2012-2014
Best Dancer Award	Vishala M C	2012-2014
Best Entertainer Award	Thomas V J	2012-2014
Best Organiser Award	Gonnade Udit Ghanshyam	2012-2014
Best Presenter Award	Aswathy Joseph	2012-2014
	Pulyala Rakesh Reddy	2012-2014
Most Helpful Student Award	Sreebhashyam Aakash	2012-2014
Best Technical Designer	Akhil Kumar M	2012-2014
	Prashant Chamoli	2012-2014
Most Diligent Student Award	Rashmi Prajapat	2012-2014
Best Manners Award	Ranjitha	2012-2014
Best Sportsman Award	Sarath Chandra Laveti	2012-2014
Best Transformation Award	Vandana Bhamidimarri	2012-2014
Best Co-ordinator Award	Radhika Shivaram	2012-2014

Awards

Annual Day 2013 Awards

Award Name	Students Name	Batch
Best Media Person Award	Pankaj Kumar Khati	2012-2014
Best Attendance Award	Naveen Kumar R	2012-2014
	Prashalini Verma	2012-2014
Best Team Leader Award	Gonnade Udit Ghanshyam	2012-2014
Best Inter Collegiate Presenter Awards	Guru Prasad	2012-2014
CNC Team Award	K Jaiganesh	2012-2014
Placement Team Award	Priyanka Sharma	2012-2014
1st Semester Topper - 1st Prize	Rashmi Prajapat	2012-2014
1st Semester Topper - 2nd Prize	Nikhil M S	2012-2014
1st Semester Topper - 3rd Prize	Chittiboyana Vamsikrishna	2012-2014
Subject Topper in Management Concepts and Theories	Rashmi Prajapat	2012-2014
Subject Topper in Organisational Behaviour	KM Prashalini Verma	2012-2014
Subject Topper in Business Environment	Nikhil M S	2012-2014
Subject Topper in Managerial Communications	Prasenjit Saha	2012-2014
Subject Topper in Managerial Accounting	Nikhil M S	2012-2014
Subject Topper in Managerial Economics	Abarna K	2012-2014
Subject Topper in Statistics for Management	Yashwanth Jetty	2012-2014
Samanvay ISBR Intra College Fest Winners	Abhishek Bharathi	2012-2014
	Sarath Chandra Laveti	2012-2014
	Aparooa Nath	2012-2014
	Rav Saikia	2012-2014
Best Student of the Year Award	D Vishnu Vardhan	2012-2014
Most Committed Student Award	Varun Kumar Das	2012-2014
Best Contributor Award	Namburi Nikhil	2012-2014
Most Creative Student Award	Pragati Mansi	2012-2014
Young Artist Award	Aparupa Nath	2012-2014
Best Speaker Award	Chandra Bhushan Singh	2012-2014
Best Class Citizen Award	Reshma K	2012-2014
Best CSR Contribution Award	Yamuna Devi E	2012-2014
Best Dancer Award	Sharanpreet Kaur Multani	2012-2014
Best Entertainer Award	Abhinav Kumar	2012-2014
Best Organiser Award	Adhikary Pronoy Debashish	2012-2014
Best Presenter Award	Rashi Sharma	2012-2014
Most Helpful Student Award	Garbham Gokul Srinivasa Nandan	2012-2014
Best Class Participation Awards	Sangeeta Sarmah	2012-2014
Best Technical Designer	Lukka Roopvinesh	2012-2014



Annual Day 2013 Awards

Award Name	Students Name	Batch
Most Diligent Student Award	Vulli Sai Sameer	2012-2014
Best Manners Award	Gautam Kumar Manna	2012-2014
Best Sports person Award	Vijith V S	2012-2014
Best Transformation Award	Santosh Prasad	2012-2014
Best Co-ordinator Award	Yamuna Devi E	2012-2014
Best Media Person Award	Santosh Deepak Dasari	2012-2014
Best Attendance Award	Rajiv Saikia	2012-2014
Miss ISBR Award	Neha Jain	2012-2014
Mr. ISBR Award	Vijith V S	2012-2014
Best Team Leader Award	D Vishnu Vardhan	2012-2014
Best Inter Collegiate Presenter Awards	Chidananda Sahu	2012-2014
CNC Team Award	Swati Sinha	2012-2014
Placement Team Award	Shlok Pasbola	2012-2014
PGDM 1st Semester Topper - 1st Prize	Namburi Nikhil	2012-2014
PGDM 1st Semester Topper - 2nd Prize	D Vishnu Vardhan	2012-2014
PGDM 1st Semester Topper - 3rd Prize	Poonam Chetri	2012-2014
Subject Topper in Management Concepts and Theories	Namburi Nikhil	2012-2014
	Suhasini Rahaman	2012-2014
Subject Topper in Organisational Behaviour	Ankita	2012-2014
	Rama Devi V	2012-2014
	Suhasini Rahaman	2012-2014
Subject Topper in Business Environment	Arshad Hussain J	2012-2014
	Poonam Chetri	2012-2014
Subject Topper in Business Communication	Poonam Chetri	2012-2014
Subject Topper in Managerial Accounting	Guggilam Sriram	2012-2014
Subject Topper in Managerial Economics	Rashika Nagpal	2012-2014
Subject Topper in Statistics for Management	Jwala Kiran Kumar	2012-2014
Subject Topper in Information Technology in Management	Aparupa Nath	2012-2014
Best Organisational Study Report	Felix Raja S P	2012-2014
Best Ethnic Wear Award on Women's Day	Suhasini Rahaman	2012-2014
Best Event Organiser Award for HR Atlier	D Vishnu Vardhan	2012-2014
	Namburi Nikhil	2012-2014
Best Event Organiser Award for Agarbaska Marketing Quiz	Manakeri Prahlada Srisha	2011-2013
	Chelluri Mahesh	2011-2013
Best Technical Support Team	Rongali B V Pradeep	2011-2013
Best Media Team Award	Manakeri Prahlada Srisha	2011-2013
	Deepu Bhat	2011-2013
	S Libni Phinehas	2011-2013
Best Team Player Award	Subramaniyan L	2011-2013
Best Placement Award - 1st Prize	Ajay Bhaskar Sahay	2011-2013
Best Placement Award - 2nd Prize	Santosh Kurella	2011-2013
Best Placement Award - 3rd Prize	Gnanashekar K	2011-2013

Convocation 2014 Awards

Award Name	Students Name	Batch
Best Student Award	Gnanashekar K	2011 - 2013
Academic Excellence Award	Veenashree K	2011 - 2013
Project Topper	C Noothan Venkatesh Varma	2011 - 2013
Shri. Prakash Kothari Award	Zakiya Namreen	2011 - 2013
Smt. Rasila Kothari Award	Renju Krishna G V	2011 - 2013
Best All Rounder Award	Ritankar Bhattacharya	2011 - 2013
Marketing Excellence Award	Anuj Singh	2011 - 2013
	Saranya S	2011 - 2013
HR Excellence Award	Renju Krishna G V	2011 - 2013
	Neha Sahu	2011 - 2013
Finance Excellence Award	Veenashree K	2011 - 2013
	Nuthan B S	2011 - 2013
Most Committed Student Award	Sweta Singh	2011 - 2013
Faculty Choice Award	C Noothan Venkatesh Varma	2011 - 2013
Best Team Player Award	Subramaniyan L	2011 - 2013
Best Disciplinarian Award	Yasmi N	2011 - 2013
Best Talent Award	Sharad Bamnera	2011 - 2013
	Megha Santhosh Kumar	2011 - 2013
Most Creative Student Award	Bhavneet Prabha	2011 - 2013
	Libni Phinehas S	2011 - 2013
Special Recognition Award	E Guru Prasath	2011 - 2013
	Pooja Sharma	2011 - 2013
Placement Excellence Award	Renju Krishna G V	2011 - 2013
	Gargi Roy	2011 - 2013
	Julekha Anjum	2011 - 2013
Academic Excellence Award for BSCMLT	Vinaya Acharya	2010 - 2013
	Raghavendra C N	2010 - 2013
Academic Excellence Award for MBA	Niladri Bihari Nayak	2011 - 2013
Academic Excellence Award for MBA in HCS	Keerti Rachotiyavar	2011 - 2013
Academic Excellence Award for MScBT	Anamika Das	2011 - 2013
Academic Excellence Award for MCA	Sanu Jacob	2011 - 2013
Academic Excellence Award for BSCMIT	Bindhu K	2010 - 2013

Convocation Invite 2014



PROGRAMME SCHEDULE

- Registration :
For Graduating Students: 8.00 am to 9.00 am
For Guests : 9.00 am to 10.00 am
(Followed by breakfast)
- Graduation procession enters
(Audience rise and remain standing until guests are seated)
- Invocation & Lighting of the lamp
- Welcome Address
- Presentation of Annual Report
- Declaring the Convocation Ceremony open
- Administering the Oath
- Award of Gold Medals
- Convocation Address
- ISBR Outstanding Achievement Award Ceremony
- Address by Guests of Honour
- Release of *ISBR GEMS*
- Conferring the Certificates
- Vote of thanks
- National Anthem
- Graduation procession leaves
- Lunch



International School of
Business & Research

INVITATION



RANKED
AMONG
TOP
B-SCHOOLS
OF INDIA

Saturday, 12th July 2014
**CONVOCATION
2014**

No person was ever honoured for what he received,
honour has been the reward for what he gave.



ISBR Business School

107, Electronic City - Phase I, Behind BSNL Telephone Exchange,
Bangalore - 560100

For any queries, contact: 95417 33531, 96797 4419
E-mail: convocation@isbr.in

www.isbr.in

The Director, Dean, Faculty, Staff & Students of

ISBR Business School
Bangalore

takes immense pleasure in inviting you to the

**CONVOCATION
2014**

on Saturday, 12th July 2014

Time

For Graduating Students : 8.30 am
For Guests : 9.30 am

Venue

ISBR Business School,
107, Electronic City - Phase I,
Behind BSNL Telephone Exchange
Bangalore - 560100

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

Convocation Address & Award of Eminence
for Outstanding Achievement in the field of Education by
Dr. M. K. Panduranga Setty
Chairman, RV Group of Institutions

Guest of Honour & Release of 'GEMS of ISBR' by
Shri. Joern Rohde
Consul General of Germany

Guest of Honour & Special Address by
Shri. S. Sampathraman
President, Federation of Karnataka Chambers
of Commerce & Industry

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

Presided by
Shri Manieh Kothari
Managing Director, ISBR Group of Institutions &
BET Group of Colleges Director, Oxford College, Hubli

Award of Eminence for Outstanding Achievement
in the field of Community Service & Leadership in Education
Smt. Tejaswini Ananth Kumar
Chairperson, ADAMYA CHETANA &
Managing Trustee, AJeMS Institutions

Award of Eminence for Outstanding Achievement
in the field of Entrepreneurship
Smt. D. A. Thejswari
Director, Audikeshavulu Group of Companies

Dr. C Manohar
Dean

Shri Mayur Jain
Trustee

Shri Bharat Jain
CEO

Dr. K. S Anandaram
Director

Dr. Chandra Niranjan
Advisor

Shri Kiran Bindu
Director



Invites ISBR Day Invite 2013

Awardees
 Life Time Achievement Award
 Honorary Professor: H. R. Appannaiah D Litt
 Teacher Extraordinaire Award
 Dr. M. K. Sridhar

Best Teacher Award
 Dr. Ella Sen / Dr. P. Nagarath / Dr. Keerthi B

PROGRAMME SCHEDULE

Invocation
 Lighting the Lamp
 Welcome Address
 Introduction & Felicitation of the Guests
 Address by Chief Guest
 Teachers' Felicitation
 In-house Faculty Felicitation
 Star Invitee Felicitation
 Release of ISBR VOICE
 Award Distribution
 Cake Cutting
 Address by the Guest of Honour
 Presentation by Lucia Team
 Presidential Address
 Vote of Thanks



ISBR Business School
 #107, Electronic City - Phase I, Near INFOSYS,
 Behind ISNL, Telephone Exchange - Bangalore - 560100

For any inquiries contact : 9341743301, 9079711110
 Email: info@isbr.in



ISBR DAY 2013

Saturday, 7th September 2013

No Person was ever honoured for what he received,
 honour has been the reward for what he gave

The Director, Dean, Faculty, Staff & Students of

ISBR Business School
 Bangalore

take immense pleasure in inviting you to the

ISBR DAY 2013

on Saturday, 7th September 2013

Time
 2.00 pm

Venue
 ISBR Business School
 #107, Electronic City - Phase I
 Near INFOSYS, Behind ISNL, Telephone Exchange
 Bangalore - 560100

Kindly grace the occasion

Chief Guest
 Mr. Tallam Venkitesh
 Treasurer, Karnataka State Cricket Association

Release of ISBR Voice
 Mr. Vinay Bhargava
 Cricketer

Guests of Honour
 Mr. Akansha Badani
 Play Back Singer

Mr. Pawan Kumar
 Cine Director

Mr. Satish Nagesan
 Cine Actor

Ms. Sridha Haribhara
 Cine Actress

Mr. Pravin Chandra Topaswi
 Music Director

Chairperson
 Mr. Prakash Kohliari
 Chairman, ISBR Group of Institutions
 Director, Globus Builders

Presided by
 Mr. Manish Kohari
 Managing Director
 ISBR Group of Institutions

Star Invitee
 * TUV Rheinland * Vacon Drives & Controls * Customised Technologies

Alumni Invitee
 Shweta Premanandan
 Executive member, ISBR Alumni Association

Dr. C Manohar
 Dean

Dr. K. S Anandaram
 Senior Director

Dr. Manasa Nagabhusanam
 Director

Mr. Mayur Jain
 Trustee

Mr. Bharat Jain
 CEO

Prof. Kiran Bindu
 Director



Course 2014 Inauguration




ISBR
 Business School
 REAL WORLD. REAL LEARNING.

You are cordially invited to the

Inauguration

of
ISBR MBA BATCH 2014

Chief Guest
Mr. A.N. Chandramouli, President - BCIC & Managing Director, Starrag India

Guests of Honour
Dr. Gopal Pingali, Director, IBM Academy
Mr. Rajiniah Menon, Director, ISV & Cloud Strategy, Microsoft

ISBR Alumni Invitee
Ms. Prajwala Mahadev, Financial Analyst, Ernst & Young

Star Invitees
* Sudarshan Extrusions * Aurigene Discovery Technologies
* CIPSA-TEC India * GIU Instruments

Presided by
Mr. Manish Kothari, Managing Director, ISBR Group

on
Saturday, August 2, 2014 at 11:00 a.m.

Venue
ISBR Business School,
#107, Electronic City - Phase I, Behind BSNL Telephone Exchange,
Bangalore - 560100 | Mh: 9341733331 / 9379711119

Dr. C. Manohar Dean	Dr. K. S. Anadaram Director	Mayur Jain Trustee	Bharat Jain CEO
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ISBR
 Business School
 REAL WORLD. REAL LEARNING.

You are cordially invited to the

Inauguration

of
ISBR PGDM BATCH 2014

Inaugural Address
Mr. Baharam Menon
President, World Trade Centre

Greetings by Guests of Honour
Mr. Ramesh Bulchandani,
Indo Italian Chamber of Commerce & Industry
Mr. Veerappan,
Jt. Secretary, ELCIA & Managing Director- Tessolve Services

Star Invitees
STPI * ITC Infotech * Design Core

Presided by
Mr. Manish Kothari, Managing Director, ISBR Group

on
Saturday, July 26, 2014 at 11:00 a.m.

Venue
ISBR Business School,
#107, Electronic City - Phase I, Behind BSNL Telephone Exchange,
Bangalore - 560100 | Mh: 9341733331 / 9379711119

Dr. C. Manohar Dean	Dr. K. S. Anadaram Director	Mayur Jain Trustee	Bharat Jain CEO
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ISBR
 Business School
 REAL WORLD. REAL LEARNING.

You are cordially invited to the

Inauguration

of
ISBR PGDM BATCH 2014

Inaugural Address
Mr. V Ravichandar
Chairman - Feedback Consulting & Honorary Consul of the Republic of Slovenia

Release of Academic Handbook
Mr. Eric Lavertu, Consul General of France

Greetings by Guest of Honour
Mr. Sriram Kumar V, Secretary- ELCIA

Star Invitees
SBI * Ostrich Mobility Instruments * Anthem Bioscience

Presided by
Mr. Manish Kothari, Managing Director, ISBR Group

on
Saturday, July 19, 2014 at 11:00 a.m.

Venue
ISBR Business School,
#107, Electronic City - Phase I, Behind BSNL Telephone Exchange,
Bangalore - 560100 | Mh: 9341733331 / 9379711119

Dr. C. Manohar Dean	Dr. K. S. Anadaram Director	Mayur Jain Trustee	Bharat Jain CEO
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ISBR
 Business School
 REAL WORLD. REAL LEARNING.

You are cordially invited to the

Inauguration

of
ISBR ONE YEAR PGDM BATCH 2014

Chief Guest
Mr. Ramaswamy B
Vice Chairman - Indo Italian Chamber of Commerce

Guest of Honour
Lt.Col. Harinath K
COO- ELCITA

ISBR Alumni Invitee
Mr. Gyanashekar K, Business Development Manager, officeeyes.com

Star Invitees
Infosys * Aruna Green Ventures * Verbinden Communications

Presided by
Mr. Manish Kothari, Managing Director, ISBR Group

on
Saturday, September 20, 2014 at 11:00 a.m.

Venue
ISBR Business School,
#107, Electronic City - Phase I, Behind BSNL Telephone Exchange,
Bangalore - 560100 | Mh: 9341733331 / 9379711119

Dr. C. Manohar Dean	Dr. K. S. Anadaram Director	Mayur Jain Trustee	Bharat Jain CEO
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ISBR in the Media

Mumbai Dabbawalas share their success story with ISBR Students

The New Indian Express **edex**
 MONDAY, January 17, 2011
 early 50 million tons of e-waste is created every year. This is enough to fill a line of garbage trucks across half the globe

stand out

on express

Stand out from the crowd. If you have the talent, you will stand out from the crowd.

isbr

International School of Business and Research makes a strong claim to be among the cream of management institutes in the country

making early INROADS

Photo: P. Anandharajan

Shilpa Vasudevan
 CHENNAI

Through past four years, ISBR has been giving youngsters management courses for more than 20 years through their Bangalore campus. The Chennai chapter was established in 2007. Chennai is an industrial city and not only a preferred destination for technical education but also serves as an appropriate place to pursue management programmes.

My expectations were maximum knowledge and exposure to the outside world. ISBR has given me both, says Indeepti Kataria, a second-year MBA student. She learnt from each other through formal and informal feedback and sharing of experiences, chips in Anshwarya Srivastava, first-year MBA.

The institute, established under the Bombay Educational Trust, offers full-time and part-time MBA programmes with specialisations in marketing, sales, HR, finance, operation management, retail management, health care and hospitality, telecom and international business systems and IT.

Courses offered

The institute, established under the Bombay Educational Trust, offers full-time and part-time MBA programmes with specialisations in marketing, sales, HR, finance, operation management, retail management, health care and hospitality, telecom and international business systems and IT.

A whiff of fresh air

ISBR truly caters to the young managers, it also comes by the review tag of the faculty — in CA, Chartered Accountants, in just 20 years old and most of the teachers are around 40 years. "We believe in total personality development, regular training in soft skills, business communication, time management, emotional intelligence and public speaking," says Anshwarya Srivastava, first-year MBA student. "Students should look for quality education and not unrealistic placement packages. It is just that B-schools are ranked on their placement records."

For students

The AICTE-recognised institute has an exchange programme with ISM International Business School, Bhubaneswar, France. It regularly organises networking meetings for students, guest lectures, industry visits, active student clubs and

clubs. Anshwarya Choudhury of CISCO, Alvin Arora of TIME education services, No Manojkumar of Indian Heritage Academy etc have mentored the students with their experiences.

Infrastructure

The campus is Wi-Fi enabled, has We learn from each other through formal and informal feedback and sharing of experiences

separate hostels for girls and boys that have swimming pools, a library and a cafeteria. The institute lays great stress on the physical fitness of its students — there are regular inter-collegiate matches in cricket, volleyball, table tennis, badminton etc. They also host a cruise called Zenith where top management institutes in the city like IIMR, Great Lakes Institute of Management and IIBA participate.

"It helps them (students) discover themselves, come to terms with their strengths and weaknesses and to inculcate socially responsible mindset of merely climbing the big ladders," says Kataria.

Placements

The graduates have been recruited by IIT Bombay, Wipro, Siemens, Infosys and Tata group with an average package of 40 lakh per annum. The institute, in the past, offers to other top tier OQ and PG courses, a few colleges and also began to collaborate with more foreign universities.

ISBR has started issuing application forms. Last date to apply is March 20. The MBA course fee is 12.5 lakh. The institute offers Vajrapatti Scholarship, a nationwide initiative to help meritorious students pursue higher studies in management at ISBR. Students will be given a fee waiver that'll be based upon their performance in academics and a test.

— Anshwarya Srivastava, first-year MBA student

Bangalore, Tuesday
 August 27, 2013, Pages 26
 www.deccanherald.com
 Tel: 96 10 235 14 03

DECCAN HERALD

Metrolife
 YOUR ROAD WITH INSURANCE

AMBITIOUS LOT

Determined to better their chances

ISBR welcomed a new batch of students... The graduates have been recruited by IIT Bombay, Wipro, Siemens, Infosys and Tata group with an average package of 40 lakh per annum. The institute, in the past, offers to other top tier OQ and PG courses, a few colleges and also began to collaborate with more foreign universities.

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— Anshwarya Srivastava, first-year MBA student

DECCAN HERALD

Metrolife

I Gen-Y Metrolife

EFFECTIVE LEARNING
Club activities for all

COMPETITION
The ability to analyse

PLACEMENT DRIVE
For a practical feel

4 BEST IN THE BUSINESS

ACCORDING to the recent survey done by the Silicon India B-School 2009 "What if not IIMs", ISBR Business School, Electronic City, Bangalore has been Ranked as Top 10 College for Industry Interface in the country. This college at Electronic city has also been ranked as the Top 29th institute of the country for its overall performance & delivery.

4 BEST IN THE BUSINESS

ISBR in the Media



Mohandas Pai Interviewed by ISBR Students media team

International Delegates visit ISBR

ISBR students visits Mysore for a RURAL Project



ORIENTATION SESSION

Moving closer to their goals

The students of ISBR, who are starting their graduation journey, are looking forward to a great start with the academic journey. They are moving closer to their goals. The students are participating in an orientation session. The session is being conducted by the faculty members. The students are being motivated by the faculty members. The students are being encouraged to work hard and achieve their goals. The students are being inspired by the faculty members. The students are being motivated by the faculty members. The students are being encouraged to work hard and achieve their goals. The students are being inspired by the faculty members.



CONVOCATION CEREMONY

Full of nostalgia and gratitude

International School of Business and Research (ISBR) held its convocation for the students of 2012 batch at their Exeter City campus recently. The batch of 100 students who were given their graduation certificates, 22 were awarded gold medals for their excellent performance in various fields—academics, extracurricular activities, leadership and community service. The students are full of nostalgia and gratitude for the time spent at ISBR. They are grateful to the faculty members for their guidance and support. They are grateful to the school for providing them with a quality education. They are grateful to the school for helping them to achieve their goals. They are grateful to the school for providing them with a great experience. They are grateful to the school for helping them to grow as individuals. They are grateful to the school for providing them with a great education. They are grateful to the school for helping them to achieve their dreams. They are grateful to the school for providing them with a great future. They are grateful to the school for providing them with a great life. They are grateful to the school for providing them with a great world. They are grateful to the school for providing them with a great everything. They are grateful to the school for providing them with a great everything.



WORKING HARD

Plenty of hopes and dreams

A new batch of students has been admitted to ISBR. The students are full of hopes and dreams. They are looking forward to a great start with the academic journey. They are moving closer to their goals. The students are participating in an orientation session. The session is being conducted by the faculty members. The students are being motivated by the faculty members. The students are being encouraged to work hard and achieve their goals. The students are being inspired by the faculty members. The students are being motivated by the faculty members. The students are being encouraged to work hard and achieve their goals. The students are being inspired by the faculty members.



INFORMATIVE SESSION

A real picture of the corporate world

The MBA students of ISBR attended a series of panel discussions held in the college. The discussions had a lot of experts from various sectors like hospitality, real estate, manufacturing, finance and IT. The students were made aware of industry practices, skills and the attitude required. They were also given tips to crack interviews. The sessions were moderated by the faculty members. The interactive discussion concluded with a question-answer session. The students were motivated by the faculty members. The students are being encouraged to work hard and achieve their goals. The students are being inspired by the faculty members.



ISBR A section of the audience.



hot spot Metrolife

A complete festival experience

Students of ISBR enjoyed a complete festival experience. The festival was held in the college. The students were given a lot of entertainment. The festival was a great success. The students were motivated by the faculty members. The students are being encouraged to work hard and achieve their goals. The students are being inspired by the faculty members.



Students of ISBR performing on stage.



Delegates From Washington, USA Visits ISBR Business School

A refreshing change in the routine

The students of ISBR enjoyed a refreshing change in their routine. The students were given a lot of entertainment. The festival was a great success. The students were motivated by the faculty members. The students are being encouraged to work hard and achieve their goals. The students are being inspired by the faculty members.



ISBR Director awarded Young Achievers Aw

COURSES OFFERED

GLOBAL PGDM

Special feature: 3 Country Exposure

Approved by AICTE,
Ministry of HRD,
Government of India

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

Duration: 2 year

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

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

Course Offered at: Bangalore Campus

PGDM

Special feature: 1 semester abroad

Approved by AICTE,
Ministry of HRD,
Government of India

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

Duration: 2 year

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

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

Course Offered at: Bangalore Campus

PhD

University of Mysore

Specializations offered : Management, Commerce, Entrepreneurship, International business, Accounting, Human resources, Business law, Finance, Taxation, Production and operations management, Finance and control, Corporate strategy, Marketing, Information systems and quantitative methods, Social sciences and economics, Organizational behaviour

Duration: 3 Year

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

Course Offered at: Bangalore Campus

PGDM

Approved by AICTE,
Ministry of HRD,
Government of India

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

Duration: 2 year

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

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

Course Offered at: Bangalore Campus

MBA

Mysore University Program

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

Duration: 2 year

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

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

Course Offered at: Bangalore Campus and Chennai Campus

One Year PG Program

Bangalore University

Duration: 1 year

Eligibility: Candidates with 40% marks in aggregate in Bachelor's / Master's Degree of a recognized University are eligible for admission.

Preference will be given to candidates sponsored by a business or industrial concern.

Course Offered at: Bangalore Campus

For more details visit www.isbr.in

International School of Business & Research **75**



One Global Economy. One Global Leader.



Two Year GLOBAL PGDM
(A 3 country exposure program)



Approved by AICTE. Ministry of HRD
Government of India

Where **education**
isn't a preparation for life but
is life itself

"IT'S MY ISBR"



HIGHLIGHTS OF THIS ISSUE



Fresher's Day



ISBR Day 2013



Campus Buzz



Unveiling Success Traits



Industry Visits



International Guest Lecture Series



Guest Lecture Series



Connexions



Cells and Club Activities



Intercollegiate Fest Participation



Panel Discussions



Talent Connect



International Study Tour



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#107, Near Infosys, Electronic City - Phase I, Bangalore - 560100

Tel: (080) 40819500 Fax: (080) 41668111

E-mail: info@isbr.in Website: www.isbr.in