

ISBR VOICE

AN IN HOUSE NEWS LETTER

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Dr. M Veerappa Moily

Hon'ble Member of Parliament and former Chief Minister of Karnataka

Interview with



K L Rahul

Indian Test Cricketer

Interview with



Sunil Chhetri

Indian Soccer Team Captain

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by National Entrepreneur Network

Awarded **Centurion Award**
by Centum Learning Centre

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Special Note from the Founder & Managing Director



Manish Kothari
Founder & Managing Director
ISBR Group

Dear Well-Wishers,

It's a defining moment for TEAM ISBR. We are passing through the 25th year of Bangalore Educational Trust, the parent body of ISBR Group institutions. 25 years is not a long time in the tenure of an institution but it is pivotal and important in the career and life of the people who are the part of it, be it the founders, leaders, faculty, students and other stakeholders.

A glance and the footsteps and trials tell us from where we started and to where we have reached. What we have done in this period reflects our direction and helps us in charting a new path in realizing our vision for the future. So far so good. We have strengthened the institution in all its spheres - infrastructure, program diversity, affiliations and partnerships, academic excellence, research initiations, admissions, placements, corporate connectivity, social network, media visibility and corporate social responsibility. Yet, We see the challenges ahead are far more interesting and exciting. We wish to embrace these challenges with great vigor and zeal. To achieve this we are enhancing our capabilities, enriching our resources and building capacities in our human resource.

This "VOICE" presents our engagements, activities and growth. We at ISBR are charting a new set of projects and programs to mark the silver jubilee year. Among them are establishing an institute of entrepreneurship, lay the foundation for the silver jubilee memorial center of excellence, launch of a digital studio, launch of an eLearning platform, launch of an online alumni engagement portal, national and international level management and research conferences, publication of research journals, establishing incubators for startups...

As we visualize the future and the opportunities emerging, we see lots of excitement and get energized to march forward. I share the credit for this with our alumni, faculty, our educational partners and well-wishers.

Come, join us and lets together create a new world...

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



Editor Speaks



Prof. Preeja Sridhar
Editor-in-Chief

“ We are the proud owners of our millennial generation the future work force. ”

Dear Readers,

The book in your hand is a by-product of progress, productivity and pro-activeness of the team. We have seen a rigmarole of activities around us. The gratification that we have as an institute is truly amazing. The fact that we have molded many a lives and made them responsible citizen is worth mentioning.

When the country is mulling on the concept "Make in India" we also have our bit to add on. We have churned thousands of polished, industry ready individuals. We have the pride of creating and co-creating competencies and skill sets. We are the proud owners of our millennial generation the future work force.

Our team wishes to dedicate ISBR Voice to the Missile man, People's President and Students favorite Dr.A.P.J. Abdul Kalam.

Let there be more avenues for the best to come in the future. With this few words would like to close with a catchy reminder. **"If you want to shine like a sun. First burn like a sun?" - Dr. A P J Abdul Kalam (SUN is ISBR logo)**

Preeja Sreedhar

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.

A tete-e-tete with K L Rahul

In an interview with ISBR Voice, India's new batting sensation **K L Rahul**, talks to **Sharlen D'Costa** about his journey from a small town in Karnataka's coastal belt to the big stage of international cricket



his second Test match at Sydney, he scored 110, his maiden Test century.

Can you give us some inputs on your family background?

Originally I am from Mangalore. I come from a very simple south Indian family. My father, KN Lokesh, is a professor at the NITK. My mother, Rajeshwari, is an associate professor at Mangalore University's undergraduate college. I have an elder sister who has done her Engineering & MBA.

How was your entry in the Indian Team?

It was a slow & long process. Just like every other cricketer it's the constant best performance that helped me get into the Senior Team of Karnataka. Later got placed in the IPL, where in a lot of hard work and the determination of scoring runs for my team was noticed by the Selectors and that's how it all started.

Any secret mantra for Physical & Mental wellbeing?

Mantra is very simple. For physical wellbeing there is no easy way unless you work hard, train well & sweat it all out. And as for the mental wellbeing I would say I like to keep it Simple! I do not complicate things and make it difficult for myself because as Humans we try to mess things up.

So by concentrating well and giving my best while training & while out on the field I give my best and do not mess things up.

Kannaur Lokesh Rahul (born 18 April 1992), commonly known as KL Rahul and also as Lokesh Rahul, is an Indian cricketer who plays for Karnataka in domestic cricket. He is a right-handed batsman and occasional Wicket Keeper Rahul played for India at the 2010 ICC under 19 Cricket World Cup. He was a part of the IPL team Royal Challengers Bangalore in 2013. In 2014, he was bought by the Sunrisers Hyderabad for Rs. 1 crore at the auction.

Rahul started his international career debuting against Australia in the 2014-2015 Test Series at Melbourne. In



I love the game and I'm good at it so I just enjoy what I do.

Any role models in life?

My first role models are my Parents. They are the most hardworking, modest and down to earth. From whom I have learnt so much in life.

As I grew up I started idolising Rahul Dravid & Sachin Tendulkar. And now as I'm very much Fashion conscious I follow icons like David Beckham & Zidane.

Any defining moment in life?

When I was at the age of 19 I moved to Bangalore from my home town Mangalore for better opportunities & facilities in cricket. I had a lower back injury to which the doctor said there was no hope that I would join cricket again. That literally scared me a lot.

I was out of the team for 1 year and then people started commenting that I had lost focus & wasn't interested in cricket anymore.



But I didn't give up on that note. I met a physiotherapist and started working on it.

That entire period to get up & get fit and motivate myself mentally was quite a journey. That whole journey made me a Stronger, Disciplined & Focused person today.

Any advice to the millennial generation?

A very simple advice is to keep things simple & not complicate it. Nothing can compromise hard work. You know your Dreams and you know how to get it. Yolo!

Unveiling Success Traits

In conversation with Sunil Chhetri

In an interview with ISBR Voice, India's star soccer player Sunil Chhetri, talks to Sharlen D'Costa about his journey from a small town in Karnataka's coastal to captaining the Indian soccer team



Sunil Chhetri (born 3 August 1984) is an Indian professional footballer. He is the captain of the Indian National Football Team, and their Highest Goal scorer of all time with 50 goals. He plays as a Striker for Mumbai City in the Indian Super League (ISL) & Also the Captain of Bangalore FC Team since 2014.

He helped India win the 2007, 2009, 2012 Nehru Cup as well as the 2012 SAFF Championship. He was also one of India's best players during the 2008 AFC Challenge Cup in which India won the tournament and thus qualified for their first AFC Asian Cup in 27 years. He then led India in scoring during their short-lived campaign at the 2011 AFC Asian Cup with two goals.

Sunil Chhetri played for several football clubs in India such as: Mohun Bagan, JCT, East Bengal, Kansas City



Wizards, Chirag United, Sporting Club de Portugal & Churchill Brothers.

Sunil Chhetri has also been named AIFF Player of the Year four times in 2007, 2011, 2013 and 2014. He was on the commentating panel for the 2014 FIFA World Cup for Sony Six channel.

Can you give us some inputs on your family background?

My father was in the Indian Army & my mother is a house wife. Dad used to play football for his army team and mom played for the Nepal team.

We kept moving across the country because dad kept getting posted. My sister and myself have been brought in a fairly disciplined army way. She works in an event Management company called Sporty Solutions. Before that she worked as a cabin crew for Jet Airways for a few years.

How was your entry in the Indian Team? Was it a planned one or a coincidence?

You never plan to get into the national team, but of course I did dream of it like everyone else. But there was no planning. I kept working hard and kept getting goals. In the year 2005 I got my first Senior India call. The feeling was and is unparalleled to anything else.

I fell honoured to wear the Blue Jersey.

Any secret mantra for Physical & Mental well being?

You have to be very much disciplined, aware and obedient.

It is also very important to take the guidance of the coaches on Board. I also try to keep reminding myself of my targets and what I wish to achieve. That keeps me focused & keeps compelling me to do the right things.

Be it being sensible about what I eat, my sleep timings and the way I conduct myself on and off the field.

Any role models in life?

There have been many who I have looked up to and who have encouraged me in many ways. But if I had to take just one name then I would say my role model is my Dad.

Any defining moment in life?

Have a few top moments in my life but if I have to pick one then it would be when I was awarded Arjuna Award by the President Pratiba Patil in the presence of my parents. It was a very special moment.

Any advice to the millennial generation?

Just enjoy what you do, it is very important. No matter what you want to be, do inculcate sports in your life. It makes you a better person

"I also try to keep reminding myself of my targets and what I wish to achieve. That keeps me focused & keeps compelling me to do the right things".



DJ's Orientation Programme

It started with the basics of communication .we were taught the ABC of communication

A-Accuracy

B-Brevity

C-Clarity

Then we were taught to answer every question. Every answer should have the essential OBC.

O-Opening

B-Body

C-Conclusion

93% of body language matters in public speaking. Gestures, tone, Pitch, Speed of Speech. Everything constitute for 7%.

Next day we started with everyone's ice breaker. Then DJ gave every one of us his feedback. Next thing we taught was leadership qualities. How a good leader should lead.

Next day session started with a movie enactment to



analyze the leader and his qualities.

Next thing taught us was team building. We performed a product launch to show our team building skills. The we got a case study to analyze.

Next Day we went to take up creativity and Innovation. We performed various analytic activates. Then we were asked to prepare an advertisement to brand ISBR.

We were also given a corporate social responsibility project, which was enlightening for everyone.

The last day was the concluding all the qualities taught to us and manage and perform it.

Campus Buzz

Independence Day Celebration at ISBR



**Let us all stand tall and raise our heads
Let us all take pride in our motherland
Many people have lost their lives to free
Our motherland from the grip of enemy
You and I could be the ones to lead
The pride of our country in every field
So on this 68 years of freedom
Let us all raise our voice and sing aloud
Indians Indians we are Indians...
Raise your voice and say we are Indians
Take some pride and say we are Indians...**



Independence Day

This day brings back nostalgic memories to all of us.They are moments of sheer magic when a nation held in bondage for centuries breaks free from the shackles of foreign rule.The country that suffered slavery is the very country that has been admired by many in the west.We need to be proud of our legacy. Albert Einstein has said of India,"We owe a lot to Indians, who taught us how to count without which no worthwhile scientific discovery could have been made".

Mother India

Mother India is the national personification of India as a mother goddess.She nurtures us,protects us and sees to our holistic development.The air we breathe,the water we drink,the grains we eat,the shelter and refuge we take,all these are her loving gifts to us,her beloved children.Many poets have literally personified Mother India as a strong and dynamic holy figure with quite some literary flare...

She, whose flocks of Jammu &Kashmir flutter in the breeze.

Whose crown of the Himalayas shimmers as the roof of the whole world.

Whose robust arms of Gujarat and Bengal swing in her graceful gait.

Whose bosom of Madhya Pradesh swells with pride and confidence.

Whose veins are aflow with the holy waters of the Ganga, Yamuna and Saraswati.

Whose holy feet of Kerala are continuously washed by the Indian Ocean and the Arabian Sea.

Ant to whom the sun and the moon offer their aarti day and night.

O Bharat Mata ! I offer my humble prostrations...

Guests of the Day...

CAPTAIN M. M. HARISH
Chairman, Civic Affairs, FKCCI

C. T. ASHA
Dream World India

WING COMMANDER B. C. PRABHAKAR
Education Consultant

**“Students should dream
Dream should become vision
Vision should become reality”**

Bharath Ratna Dr. A.P.J Abdul Kalam



Campus Buzz

Teacher's Day

The dream begins with a teacher who believes in you, who tugs and pushes and leads you to the next plateau, sometimes poking you with a sharp stick called truth."

5th September marked the celebration of Teacher's day at ISBR. Students actively participated in organizing a small function as a tribute to the beloved faculties of ISBR.

Teachers were honoured by a bouquet, followed by the cake cutting ceremony. it was a day of rejoice and merry making ,which resulted in everlasting bond between the teachers and the students .

Black was the colour of the day which signifies "intolerance towards injustice". The theme was arrival of winter.

The carnival began with a dark romance dance performance, which mesmerized the audience and filled their hearts with love.

The next performance was an outstanding glue dance. The expressions of the performers enthralled the audience and made them laugh and rejoice the tune of



the songs.

The show top performance was the puppet dance .It was such a delight to watch the performers dancing like puppets. The performers received a thunderous applause from the audience.

Moving on from Rajasthan to Gujrat, the dandia performance was an enthusiastic one. The zest which the performers portrayed was incredible.

It was a day of total nonstop fun and entertainment with cherishable memories that will last forever.

Campus Buzz

Fresher's Day

The much awaited day for all the people fresh on campus, came to life on the 13th of September, 2014.

It was the day when all the seniors decided to make the juniors feel special about their presence in the campus. They had arranged a small gathering in the auditorium which was beautifully decorated and the whole ambience was mesmerizing, with juniors dressed in their best apparels and filled with high enthusiasm and energy.

The seniors engaged the juniors in a number of activities- starting from introduction of each batch in a unique way, to many amusing tasks which was like an ice breaker for



the entire fresher's.

Finally, the best part of the evening arrived when the finalist of the "Mr and Miss ISBR" title set the stage on fire with their sizzling ramp walk and witty answers.

It was a tough job for the judges to decide, whom to award the prestigious title but after a long nerve-racking moment, Rohit Bhatt and Remiya Pillai were announced as Mr & Miss ISBR for the year 2014-2016, along with the runners up who lost the title by an inch.

It was not the end, they celebrated their victory with the respected judges who were Mr & Miss ISBR 2012-2014 and also shared the dais with Mr & Miss ISBR 2013-2015. After which the floor was left open for everyone to let their hair down and enjoy themselves to the rhythm of peppy numbers.



Campus Buzz

Navaratri Celebration



Navratri is a festival dedicated to the worship of the goddess Durga. The word Navaratri means 'nine nights' in Sanskrit, nava meaning nine and ratri meaning nights. During these nine nights and ten days, nine forms of Shakti/Devi are worshipped. The tenth day is commonly referred to as Vijayadashami or "Dussehra" (Dasara). Navratri is an important major festival and is celebrated all over India. Diwali the festival of lights is celebrated twenty days after Dasara.

This year, ISBR Business School celebrated the festival of Navratri with the students and faculty for the first time since its inception in the college auditorium on the 27th of September. One week before the festival, the students, under the guidance of their faculty, got together to organize a special program for the occasion.

Mr Manish Kotari MD, ISBR and Dr. C. Manohar,

Dean ISBR were present and led the gathering of students, faculty, teaching and non-teaching staff during the Jay Aadhya Shakti pooja at the beginning of the program. This was followed by the famous Do Taali Garba dance in which the organizers led the audience in a series of exciting and rather physical dance steps around a beautiful pandal built in the center of the auditorium. After the Garba, students were given a pair of dandiyas and asked to assemble around the pandal for the Dandiya, another famous tradition of the festival where people get together in pairs and dance using their dandiyas. There was no choreography involved as everyone simply followed each other as they moved in a circle around the pandal playing with their dandiyas.

Next came the Sanedo dance in which everyone got together in groups and began dancing to the songs and music being played. Some audience members got together on stage to click photos against a lovely backdrop prepared by the organizers for the program. This was followed once again by the Jay Aadhya Shakti pooja to close the ceremony and proceedings for the evening. The entire program went off without a hitch and everyone enjoyed the celebrations very much.

The International Women's Day

“A woman is like a tea bag - you can't tell how strong she is until you put her in hot water.”

The International Women's Day, a day dedicated for womanhood; it endows her with a sense of honor, dignity and self respect for being the person she is. An epitome of love, care & sacrifice; she plays the all-enveloping character of a mother, daughter, wife, sister, friend and many more.....

ISBR team celebrated Women's Day on March 20th 2015, to pay tribute to all the women at the campus. It was the day dedicated to all the women. On the day all the women of the campus (girl students, staff, guests, etc.) involved themselves in lot of games and fun activities. It was on this day when all the men were made to do different chores that women do with ease and needless to say “with no complaints”, for example, onion cutting, saree ironing/folding, getting the girl ready for party, etc.,

The event ended with cake cutting by the women and as usual lots of photographs and SELFIES....



Diwali Celebration at ISBR



Diwali is celebrated on October 18th, 2014 at ISBR B-school. The students are asked to wear ethnic wear in order to create the festival environment. Different events are conducted to

students such as rangoli and hair dressing competitions. To be different and funny the rangoli is conducted to boys. Everyone gave their best in it. Even it became difficult to judges to select one among them.

Girls are asked to bring five different kind of hair accessories for hair dressing competition. For a change, boys are called to do hair dressing for girls. It was really a funny event which everyone enjoyed. After completion of the event girls arranged the diyas which symbolizes deepavali. Later, all the students fired some crackers. It was an awesome event to celebrate the festival with friends. This is one of the most memorable deepavali for most of us.

ISBR Day 2014



International school of Business and Research (ISBR) celebrates 7th September as their “ISBR DAY”. The institution was established on this very same day by Mr. Prakash Kothari and Mr. Manish Kothari. It is an auspicious day for all the ISBRians, when the birthday of Mr. Prakash Kothari is also celebrated. At ISBR, the focus goes beyond education. It aims to prepare students for life with new innovative ideas.

The college organised a cultural carnival for a week from 1st September to 6th September 2014. The entire carnival was based on the theme of seasons. So the students dressed accordingly in different colours. The full week went on with different talents of dancing, singing, mime and skits.

Thus, on 7th September, 2014, ISBR day started with the inaugural address by Mr. Enahe Kanafi - consul general of

Israel. He threw light on business styles in Israel and encouraged students to take up managerial roles in startup companies there.

The chief guest for the day was Mr. Sunil Rao - Country head, startup ecosystem India, Google India. The guest made us aware of the new technology of “Google Glass”, which became available to the public on May 15th, 2014.

The ISBR took the pride with Mr. Kishore Jain - Managing Director of Jain heights and structures in releasing the magazine “ISBR VOICE-2014”. The magazine was circulated among all the guests. Also, Mr. Manish Kothari - MD and chairman of ISBR, honoured the star dignitaries for the day along with other authorities for “Teachers Day” felicitation.

The evening of ISBR day was enlightened with the appearance of guests from different fields of fashion and





music. Mr. Manoviraj Khosla -Ace fashion designer -guest of the evening was honoured by the MD of the college . He was one of the first persons to emerge into the world of fashion .Among the guests was also present -"Girish and the chronicles" - one of the famous rock bands of India and also Anjana Padmanabhan -Junior Indian idol winner 2013. The young girl took away the hearts of the audience with her melodious songs and lovely voice.

The later half of the evening was carried on with cultural events and distribution of prizes to the students based on their performances . The grand finale of the carnival ended with the winning team of Neha and Garima with the trophy of "Dancing star"andJerlinBiju won the trophy for her extraordinary talent show in singing.

It was a great honour for all the members of this institution to be a part of this great ceremony. The family of ISBR eagerly waits for the next year ISBR DAY celebration to come up with more fun and merrymaking.

Campus Buzz

International Yoga Day



Yoga is the science of wellbeing. Here is the golden opportunity for you to add YOGA Dimension to your life!!!

June 21 is declared as the "International Yoga Day" by the United Nations General Assembly. On June 21, 2015 (Sunday), PM Narendra Modi lead the celebrations at Raj Path, by leading the yogic demonstrations. Sri Sri Ravi Shankar ji lead the celebrations in Lincoln Center, Geneva with a lecture on "Yoga - A New Dimension".

ISBR Business School organized a Free Yoga Camp (Yogdaan) on the occasion in association with Art of Living.



Campus Buzz

Team Building Workshop

A fun filled day along with a lot of interactive sessions. Various activities throughout the day included games, unique self introductions, face painting and many more.

A very informative and interesting day where the students learnt the basics of team dynamics, challenges of working in teams, coordination, importance of communication, etc. The event brought out the need for planning, strategy building and effective coordination among team members in-order to overcome challenges.

Depicting emotions and communicating to the mass through face painting was unique in itself. All in all, the event was very informative and energy packed.



Industrial Visits

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.

Industrial Visit

WIPRO



It was like a life time dream come true when we entered WIPRO Premises. We were guided by their Facility team ,had a grand tour of the campus. The senior officials cam and explained about the wipro 's processes and how it works. Wipro Ltd is a global information technology, consulting and outsourcing company with 154,297 employees serving clients in 175+ cities across 6 continents. The company posted revenues of \$7.3 billion for the financial year ended Mar 31, 2014. We had a great time. This visist will remain in our memories for ever.

Industrial Visit

Sansera Engineering



The students of ISBR visited SANSERA Engineering which specializes in precision tool manufacturing .It was great experience where we could see the entire process of how precision tools used in aircrafts, automobiles etc. are manufactured

Sansera Engineering division offers end-to-end solution for customers, right from the preliminary stage to the finished product. Our Engineering team is well trained & skilled to ensure that parts produced meets customer standards. Comprising of vast manufacturing infrastructure, we have the expertise and strength in developing several type of Precision Engine component

on the basis of customer drawing or sample.

- Unigraphics for 3D modeling and tool path generation
- Autodesk Inventor for Machine design.
- AutoCAD/Inventor for tool fixture design and 2D drafting.
- Q-form analysis for Forging process flow simulation, analysis and optimization.
- Wrench- Enterprise for Technical documents, and project management.

This was a memorable visit





Industrial Visit

Karnataka Hybrid Micro Devices

On 28th January 2015 the students of ISBR had the opportunity to visit Karnataka Hybrid Micro Devices where they learnt about the various processes of production and management.

Karnataka Hybrid Micro Devices Limited (KHMDL) is a diversified Electronics company specializing in design, development and manufacture of custom-built Hybrid Micro Circuits for Aerospace, Automotive and other high-reliability applications. It has an ISRO approved state-of-the art manufacturing line for Space grade Hybrids with comprehensive in-house Environmental Screening facility for MIL requirements.

KHMDL uses ERP to support its manufacturing, marketing and recruitment process. Being one in only four companies manufacturing such hybrid IC's, it approaches better relationship and to the quality approach to meet client needs. It has also got clients in U.S. To compete BHEL which is one of the competitors, Organization uses on time delivery approach with better technology to meet client targets.



It also takes care of supply chain department using ERP and Better relationship approach to counter competition. To determine cost reduction and meet market prices, it also uses cheap raw materials which are passed through quality test. The best example of their success is Mission Mars of ISRO.

Beside their product quality, it also speaks about a better management and co-operation between departments that can lead to success.

It was overall a great learning experience for all the students.

Industrial Visit

Moog



An industrial visit to Moogs Control at Electronic city Phase 1 was organized by our institute on January 21, 2015 for all the batches of our institute

Moogs was the first company in the electronic city to setup their offices and started their operations. It is a foreign based company producing various products for Airlines Industries, for Cars, Simulations systems, Machines for Dentists and several other revolutionary products which is being used as an internal process for completion of the activity

They are operating in more than 20 countries, here in Bengaluru they have 4 registered offices out of which 2 of them are in Electronic city, the office in electronic city is dedicated towards producing Motors for various machines depending upon the requirements and loads of the machine. They even produce motors according to their customer's needs. The company gives high value towards their employees, by employing both Man and women in the same Ratio.



Our visit to Moogs was made very easy by the Moogs mentor as our mentor was trying to connect the working of the factory with our practical study of MBA and PGDM, this made us to grab a very close knowledge about how a factory operates and how one can implement it in a real life.

We learned about stores management- how materials arrive from the supplier, how all the materials are kept in a store according to the importance and frequency of use.

Waste Management - the materials which are not required, still carries importance in the form of scrap value.

Stitching of threads inside the motors and pasting it with a adhesives to make the components strong, the painting and labelling of the motors was shown to us and finally the packing and transportation of the motors to the customers

The visit was ended with a motivational speech by our mentor who told us to implement all the learnings in real life and spread knowledge to all the potential learners to make our Indian youth more informative and challenging for their better future

Industrial Visit

Fanuc Corporation



It was one of the most unforgettable Industrial Visits that we had in the recent past. FANUC CORPORATION, Japan is a pioneer in Computer Numerical Control (CNC) technology since 1956. In today's manufacturing world, "FANUC" is amongst the most reliable and dependable brands on any shop-floor. This has resulted in our achieving a dominant share in the demanding CNC and ROBOT markets. FANUC India Private Limited is a subsidiary of FANUC CORPORATION and was established in 1992 with its headquarters in Bangalore. We had a brilliant team of experts guiding us through their robotics section where we were explained all about robotics and its applications. This visit was an eye opener in robotics. We thank the ISBR & FANUC team to have made this happen.





Industrial Visit

Anthem Biosciences



Anthem Bioscience is a third party biotechnology company providing services to other bio companies in research of molecules and analyzing them so that they can be later resulted in to a medicine.

We were taken to the various facilities which talks about R&D, production, Experimentation, Quality testing, Organic waste disposal.

From every department, we were allowed to talk to an expert to clear our doubts and to understand the whole process in a better way.

Later on we had a healthy discussion with Mr. Amith Kumar A K(HR & ADMIN) on managerial role and how to achieve what we aim. We also had a healthy discussion with Mr. Ravi(Head of IT department) about IT and his role in organization. We were amazed to know that they develop their own software and how they manage to save cost for the company.

It was quite an enriching experience.



Industrial Visit

Sunikh Components

On 14th October, 2014, students of ISBR visited Sunikh Components Pvt. Ltd. situated in Phase-2, Electronics City. It is an ISO 9001:2008 certified Company, manufacturing Press Tools, Moulds, Jigs, Fixtures, Pressed/Stamped Components & Sub Assemblies.

Mr. Salim E. A., Managing Director, accompanied the students. He explained the methodology adopted by the company to manufacture moulds, mainly metals. The focus area of the company is Sheet Metal Stamping. The company adopts modern manufacturing process like Electrical Discharge Machining (EDM) to obtain the desired shape.



There are different types of machines used to manufacture different components like Conventional machines, CNC machines, Press machines etc. The warehouse has different sections like Metrology, Metal Shop, Reaming Area and Press Shop. The Press shop consists of Press machines ranging from 10 tonnes-600tonnes. Various safety measures are also taken for the employees.

It was a learning experience as the students got an exposure to the manufacturing unit, thereby understanding and getting an idea about the procedures, technology, machines used in manufacturing products.

International Guest Lecture Series

Let the knowledge from everywhere. All roads lead to ISBR. Bringing international speakers from Universities and Institutions of higher learning from across the world. Accomplished stalwarts shared their knowledge.

David Heyman



Mr. David Heyman, former Asst. Sec for policy at U.S. Department of Homeland Security, a software engineer and Andie De Arment, on the 19th of March 2015 conducted a "Session on Cybersecurity and Internet of things". The event was conducted in association with Indo - American Chamber of Commerce.

Mr. David Heyman discussed about the development of internet in which everyday objects have network connectivity, allowing them to send and receive data and about the extraordinary potential of the Internet of Things but as every invention has a negative aspect attached to it he told about the negative aspect of Internet of things.

Everything that can be connected to the Internet can be hacked this is where cyber security plays a vital role. He also told about the barriers to their adoption, and how governments and businesses can navigate this new frontier, work together, and re-imagine and transform cities-and nations for tomorrow.

It was an interactive session where we had guests from other organizations as well to make the session more interesting and inspiring.

John Haynes



Mr. John Haynes, ex blue chip director and founder of the UK based International Coaching Academy conducted and FDP on "Accelerated Learning & Teaching" at ISBR on May 23rd 2015.

The program demonstrated the revolutionary pedagogy of Accelerated Learning, which:

Enables learning in half the time

Allows a 95% retention of knowledge as opposed to 5% using traditional methods

It catered to all learning styles and not just the 20% used by outdated teaching and learning methodologies

Participants experienced the 9 Stages of Accelerated Training for faculty and the 6 Stages of Accelerated Learning for students.

The insights shared by Mr. John were informative and useful for the teaching fraternity.

Key Dignitaries @ ISBR



Shri R.V. Deshpande,
Hon'ble Minister for Higher Education
& Tourism, Government of Karnataka



Mr. Syed Kirmani
Master Cricketer



Dr. Madavan Nair
Former ISRO Chairman



Smt Nutan Wodeyar
IRS, Chief Commissioner of Income Tax



Shri Ananth Kumar
Union Minister for Chemicals & Fertilizers



Sri Ramkumarr Seshu
Author & Founder,
Born to Win Solutions



Mr. Dinesh
Co-Founder, INFOSYS



Dr. Gopal Pingali
Director, IBM Academy



Shri Anuj Sharma
President, Bangalore Chamber of Industry
& Commerce and Managing Director, Praxair.



Mr. Asvin Vellody
Director, KPMG



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



Mr. Gopal Choudhary
Vic President - WIPRO



Sri Thyagu Valliappa
Sr. Vice President, BCIC & Executive Director,
Sona Group of Companies



Sri Asif Iqbal
Hon. Consul of Suriname



Sri Hari Prasad Hegde
Senior VP & Global Head - Operations,
Wipro



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



Shri Ernest Rwamucyo
High Commissioner of Rwanda



Mr. Manish Tripathi
Mumbai Dabawalla



Ms. Pooja Gandhi
Leading Sandalwood Actress



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



Mr. Balaram Menon
President, World Trade Centre



Mr. Eric Lavertu
Consul General of France



Sri Sidney Frank
Consul General of Canada, Bangalore



Dr. Neeraj Patil
Former Mayor, The London Borough of Lambeth
Member of National Executive, Labour Party, UK



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. Rajinish Menon
Director, ISV & Cloud Strategy, Microsoft



Sri D Muralidhar
Member, Board of Governors, IIM-B
& MD - SNAM Group of Companies



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



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



Shri. Christian Scherrer
Deputy Consul General of Switzerland



Mr. E. Balaji Rao
CEO - Mafoi Consultants



Dr. Manje Gowda
President, Bangalore Management
Association



Mr. Santosh Hegde
Former Lokayukta



Nadoja Dr Mahesh Joshi
Additional Director General,
Doordarshan Kendra



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



Sri Irfan Vazirally
Hon. Consul of The Netherlands,
South India



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



Smt. Indra Prem Menon
Former President, BCIC
& Director, Lakshmanan Isola Ltd.



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



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



Mr. Hari Kumar Parameswaran
Vice President - BIAL



Sri Prabir K Das
Director,
Software Technology Parks of India



Sri Srinivasan
Regional President-South India, IACC
Founder-Director, SJS Enterprises

and many more...

Mr. Rohith Fernandes on Supply Chain Management

Management territory is very wide term when it comes to theoretical & practical aspect of life, from the beginning of life we need management, but when it comes to management in corporates world the same management concepts split into different branch i.e. MARKETING, FINANCE, HR, IT, IB, RETAIL, SUPPLY & many more categories are there...

BUT, this time we have to learn something contrasting from Mr. Rohit Fernandes, that's Concept & scope of SUPPLY CHAIN MANAGEMENT.

"Supply chain management (SCM) is the management of the flow of goods. It includes the movement and storage of raw materials, work-in-process inventory, and finished goods from point of origin to point of consumption."

We the ISBRian's learn from the executive the concept of supply chain management, its working, process, steps & some curtail example (MARK & SPENCERS vs ZARA) & (DELL vs COMPAQ) that how effective supply chain department promote & demote the sales, revenue & profit of company.

Guest Lectures

Mr. Varun Kumar on Achieving Dreams

The very first guest lecture of the new semester kick started with the presence of a very lively person, who is a much known personality and has created his own company. He is an ideal person for all the individuals who are very passionate about their dreams. From the very tender age he dreamt of entering politics and also entered into the arena of politics at the age of 14 and is continuing to be an integral part of TDP (Telugu Desam Party). Unlike others he never speaks



When it's come to process orientation part supply chain management categories in variant levels terms as S1, S2 & if required S3 (raw materials) also & then moves to factories for the conversion, then to warehouses or wholesalers depending on the durability of that product afterward it get delivered to some stores where the final consumers purchase & consumes, the entire course of action comprises under supply chain management, Which is down the line after 5 years is very much demanded & adaptable in INDIAN context according to Mr. Rohit Fernandes...

about what he has achieved, but is rather interested in guiding people on how to achieve what they dream.

The two mantras of his life are, to be passionate about their goal and the other thing is to never stop learning. It was a great learning experience for the students to meet such a person. ISBRians look forward to meet such eminent personalities

Guest Lectures

Mr. Kochat Narendran on DTDC's Business Expansion

Nikkos Logistics a Bangalore based company established in the year 2011. The company had a healthy base of customers across various industry verticals like Pharma, Construction, Aviation, Food, Agriculture, Handicrafts and Engineering. Nikkos Logistics is involved in the business of complete logistics services by land, sea, air or by any other means, supply chain management service providers.

DTDC Courier & Cargo Ltd. an express courier company announced the acquisition of Bangalore-based Nikkos with majority stake in the company in the year 2013. The new entity came to be known as "DTDCNikkos International Logistics".

Mr. Kochat Narendran Director of DTDC Nikkos International Logistics visited ISBR on 25-08-2014. He shared his views on this acquisition and said "DTDC group with global presence and being one of largest domestic logistic player combined with Nikkos network and international expertise could be the key factor for change in the Indian logistic arena with local expertise and global reach in supply chain solution." He spoke about the strategy for this acquisition. He told the

Guest Lectures

Mr. Mohit on Importance of Internships

In today's job market, obtaining a Bachelor's degree can be the first step to a successful career. However, many employers look for students who have held internships or co-ops during their collegiate experience because employers understand the value they bring. Below are 3 reasons why internships are so important for today's college student.

1. Internships can help students identify career paths- Internships allow students to see whether or not a career fits with their passion and interest. Sometimes the internship will foster the conclusion that the chosen career path is not what they had expected. However, in many cases, it can lead to a greater understanding of the field and assist with the development of skills marketable for their chosen career path.



acquisition of Nikkos complements and expands DTDC's strategy to offer complete end-to-end logistic solutions to customers in national and international markets. Nikkos logistics solutions would help expand DTDC's network by linking the domestic offerings globally and vice versa.

As said by John C. Maxwell "A leader is one who knows the way, goes the way and shows the way". He shared his success story with the students of ISBR and told the sweetness of success comes only when a person experiences the bitterness of failure. Therefore when one walks on the path to success failure is inevitable but one can overcome that failure only if they remain "focused".

The words of Kochat Narendran still echoes in every ISBRian's mind, he visited ISBR as the Director of DTDC Nikkos International Logistics but guided the students of ISBR like a guide.

2. Competition is high- In a global job market, competition can be quite steep, so obtaining a real world work experience such as an internship or coop can allow a student to become a more qualified candidate.

3. Internships can build connections within a career field- Through interning students can build their professional network which can be invaluable in today's job search. When starting a job search, it's important to know that 80% of jobs are found through networking. In fact, according to the National Association of Colleges and Employers (NACE) 2008 Experiential Education Survey, employers reported hiring 70% of their interns.

we had been elaborated on these by Mr. Mohit



Workshop & Guest Lecture

Orientation of PhD by Aisha M Sheriff

It was a day where we had eminent people from University of Mysore led by Ms. Aisha M Sheriff-Chairperson, Board of Study, Department of Business Administration, who had come down to ISBR campus and gave us a route map as to how to go about perusing your PhD. It was attended by academicians from various colleges and industry experts. The expert panel gave us insights on various avenues right from choosing the topic to framing your thesis.

Overall the session was thought provoking and gave us a sense of direction. We promised that there will be more value added sessions in the time to come.



Guest Lecture

'I Believe I can Fly' - P. Sritharan

Mr. P. Sritharan from GE visited us on the 14th of March 2015. A man with 30 years of experience in the field of Lean Manufacturing in companies like TVS, BPL and GE, he involved us in an Interactive Session that was themed as 'I Believe I can Fly'. Keeping in mind 'Vision 2020', he evoked the young minds present there about Dreaming big, spreading the Positive Energy and keeping with the Team Spirit. Aligning ourselves to the organization was the key concept discussed. An Empathy demo was done by students which created self-awareness about the society and that taking off our shoes was essential in order to put ourselves in their shoes. The presentation gave us immense learning into the 7 principles of Risk Management and he managed to involve the students through certain mind-boggling games. Mr. Sritharan's definition of DREAMS was quite vivid i.e. Desire,



Resource Management, Ethics, Attitude, Metrics and Social Responsibility. The session concluded with the key point to be kept in mind and he made it all the more easier for us to remember it. All we need is ISBR-Imagination, Self-esteem, Benchmarking and Risk Management. That will surely be etched in our heads for a very long time.

Guest Lecture

Victor Bharath On "FISHING"

Fishing represents a lot of things. It could be a sport. It could be a hobby. For one person, it represents his whole life and passion. For Victor Bharath, whatever lessons fishing has taught him, it has become an important theme in his life.

Victor Bharath is introduced as Director of Operations & Business Development for Aerospace Defense Security Space (ADS). It is a trade organization which represents the entire aerospace, defense, and security industries in the UK. He represents all the operations and development which happens at the Indian office in Bangalore. He is introduced by Principal Prince Martin who was a former student of his. He is basically from a place called Anantapur, a small city in Andhra Pradesh. He did his UG in Christ till his calling was MBA in UK. Both his parents are currently staying in Anantapur while he and his wife are staying in Bangalore.

His talk with the students was not so much about his job and what he does on the job. Nor did he talk about which specialization is good for us in MBA. He talked a little on that. He talked very generally with us about life. He told us that whatever we wanted to achieve in life, it was through the lessons that he has learnt through his experiences, not some advice on what each specialization has to offer and which one is more preferable. Firstly, he correlated fishing with some important lessons like patience and perseverance. He told us about the process of fishing and how much the materials for it cost. He also

told us that not always one will get the best fish or result every single time. It takes time and patience and when one has that, and then one will see the results immediately. He showed us a video of his life in the past 10 years about where he has fished and what he has caught in the various fishing trips over the years. There is also one more theme about taking risks. It is shown when he jumps from a height to catch the fish. It shows that if the reward is big and good, then the risk is worth it. The video also showed about sharing your victory and reward with a partner. It was a reference to his wife also catching a fish with him. He also talked about appreciating your parents in regards to how he was when he was growing up. He told that in college he never took life seriously and was always never considerate of his parents. Now, he finally sees his mistakes and appreciates them even more. He has seen the sacrifices they have made for him even if it took a toll on her mother's health.

Even though the talk was very general, there was a lot of fishing analogies made about how one approaches life. One thing he said that with friends, it is good to be always giving and self-less. Whatever a person gives, he gets it back more in return. Another thing is that there is a lot more reward in waiting than getting it right now. If the time is good, then the reward will be good. So do whatever you want but if you want to achieve more have patience because the wait will be worth it and so will the reward be worth it.

Guest Lecture/Live Case Study

Dr. Sunitha Maheshwari on Advertising

India chapter of International Advertising Association had conducted an invigorating session with Dr. Sunitha Maheshwari at ISBR Bangalore.

Dr. Sunitha Maheshwari is a doctor, entrepreneur and a socially active human being. She was nominated as one of the top 20 women health care achievers in India and was one of the few innovative entrepreneurs chosen to meet to President Obama on his recent trip to India.

Dr. Sunitha Maheshwari has titled of "Chief Dreamer"

winner of the young clinician Award from the American Heart Association and the 'Best Teacher Award' at Yale University apart from her medical clinical work is also helped to set up Teleradiology Solutions, a one of its kind innovative health care IT Company that provides Teleradiologic interpretation to hospitals globally and now in remote areas of India.

The session was full of knowledge and experience.

Experience at University of Dubai



First of all we want to thank ISBR for giving us the opportunity to be part of Dubai University which is one of the best university in the world. The program which we spent in Dubai University gave an international exposure to us, through this program we had the opportunity to do paid internship with company like MetLife which helped us a lot and was a wonderful experience. We hope more students should get such experience in the future.

The ISBR students who visited University of Dubai as part fo 3-nation MBA felt that the 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. Inter acted with diverse study body from various nationalities of students and scholarly faculty. All these aspects in a short a short span have imbibed a sense of responsibility and commitment for those students as a part of PGDM. They strongly encouraged repetition of such events on a regular basis.



Team ISBR at ELCIA Expo



ELCIA Expo is the flagship event organized by ELCIA every year which provides manufacturers and service providers the right platform for business opportunities and interactions all under one roof. It has been appreciated as a wonderful forum for industries to recruit the booming talent in students and empower businesses.

ELCIA Expo 2014, the fabulous event was an effort to bring together different corporate entities in the nerve centre of the Silicon Valley of India, and a booster in the import-export segment. The event facilitated the member industries through a common platform to showcase their new products/services and gave students the exposure to shape up their career.

ISBR partnered with ELCIA to facilitate the event. Students of ISBR volunteered into various organizing groups and helped in smooth execution of all the activities. Apart from exposing students to the real time situations, the event provided a wonderful platform for the students to network with various industry heads.





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 to mention a few.

Cells and Clubs Inauguration



The Pinning Ceremony of the Executive Council of ISBR Batch 2014-2016 took place on the 27th of September 2014. Executive councilors of the various clubs were inaugurated on that day. New members were added to the 11 clubs of ISBR which acts as the core of the college and manages the various activities and central functions that would take place over the year. The clubs included Cultural Club, Case Study Club, Corporate Networking Cell, CSR Club, Entrepreneurship Cell (E-Cell), Finance Club, HR Club, IT & Media Club, Writer's Club, Marketing Club and the Sports Club.

The ceremony began by invoking the blessings of the Almighty with a mesmerizing prayer song.

The occasion was graced with the presence of our honorable Shri. Manish Kothari- Managing Director ISBR, Dr. K S Anandaram- Senior Director ISBR and Dr. C Manohar- Director ISBR as well as our Chief Guests for the day, Mr. Aravind Jadhav (IAS, Additional

Chief Secretary, Govt. of Karnataka, Dept. of Taxation), Mr. Sarabhjit Ghose (Chairman, Indo-Italian Chamber of Commerce) and a member of the ISBR Alumni Association, Miss Aarthi Balaraman (Senior HR, Technosoft).

Our Star Invitees included dignitaries from Bhavani Industries, Siemens Technology and Tejas Networks. Remarkable speeches were given by the dignitaries as well our Chief Guests on the importance of Leadership, Responsibility and Commitment through their own experiences that captured the attention of the audience and motivated them.

The selected students of Batch 2014 were pinned as the New ECs as they took the pledge to fulfill their duties with due commitment to their badges. The cultural Club was awarded the best club for the year 2013-2014 and the day ended with each club left with a challenge, to perform at their best and contribute towards the college activities for the forthcoming year.

Cells and Club Activities

Blood Donation

Blood donation is the most valued service to mankind. Nothing is comparable to the preciousness of human blood. "The gift of blood is the gift of life". There is no substitute for human blood. Blood cannot be manufactured - it can only come from generous donors."

Keeping the tradition alive the CSR Club of ISBR in association with the Rotary Club, which is the country's largest and most modern blood bank with state-of-art technologies and service, organized a blood donation camp at ISBR on 8th November 2014 from 11a.m. to 4p.m. Students and staff of ISBR turned up in large numbers to donate blood.

The donors went through a series of medical checkups before donating blood and were given refreshments and a certificate of appreciation for this service to humanity.

The event was a huge success with a large number of students and teachers turning up for the cause.



Cells and Club Activities

'IMPRESSIONS' - A HR Club Event



On the 30th of January 2015, the Human Resource Club organized a set of activities for the students of ISBR; the two events namely 'Photo Hunt' and 'Art attack' began at 4:30 pm with Photo Hunt taking place in the amphitheatre and Art attack simultaneously being conducted in the student canteen. There were a number of teams that did participate from

the MBA & PGDM Batches. The event Photo Hunt aimed to foster the spirit of coordination & team building, each group being provided a set of clues to achieve the task at hand through the use of pictures. The Photo Hunt event came to an end with the first place being bagged by the students of MBA Batch-B followed by the Runners-Up position by the SY- MBA Batch-A. The Art Attack event was designed in order for students to rediscover their creative side with a limited number of resources and a visual aid. A total of 16 students participated in this event and were able to finish the assigned task in the allotted time, the day came to an end with the first place for the Art Attack event being secured by Ms. Pragati, SY-PGDM and Runners-Up secured by Ms. Somya Srivastava, MBA-B. The events were not just entertaining but much learning could be derived from the activities.

SAMANVAY 2015



“SAMANVAY 2015”, the most anticipated event of ISBR, an event that describes harmony and coordination. It is the Annual Intra College Fest of ISBR which was celebrated from 23rd of March to 28th of March, 2015. The theme was “MINIONS” which are known for their witty nature. All the 11 clubs of ISBR came together to organize this event.

It was an event full of twists, turns and surprises. It tested the participants not only on the EQ and IQ skills but also on the interpersonal skills.

The event initially started with inter-class elimination round where one group consisted of five participants from each class. An event without a twist is not a protocol of ISBR and hence these groups were further divided

into five teams where each group had participants from each class. The motive of doing this was to get the participants out of their comfort zone and interact and coordinate with members they were not familiar with.

Teams went through different competition like dance competition, treasure hunt, Banana operation, spell bees and many more. It tested out the physical and mental limits of participants as well as the supporters. The intensity of the competition was so high and nail biting that even supporters came forward to help out their group in mass.

The event ended with the announcement of the results of the “Best Team” and with a hope to make this event a grand success in the coming years.



CSR Activity – Road Awareness and Traffic Rules

The event of “Road Awareness and Traffic Rules” was organized by Bangalore Elevated Tollway Limited (BETL) on 15th & 17th January 2015 at Chennakeswa School. The ISBR Bangalore students had participated in the event. The motive of the event was to give the awareness regarding traffic rules and regulations. There were 30-40 truck drivers and bus drivers who had attended the event. ISBR students (Rohit Singh, Yugandhar, Debangshu and Shayana Khan) had participated in the event and had spread the awareness of safe driving through awareness speeches. We thank to Capt. Baldev who gave us an opportunity and we appreciate his work for the society.

We are looking same kind of event in near future where we can spread safety awareness in society.



CSR Activity – Diwali with pride



Diwali the festival of lights was celebrated on 23rd October at ISBR Bangalore. The event of the auspicious occasion was supported by the CSR and other members of the college.

The members of the club went out to reach all those people who are not so privileged to celebrate Diwali or any such festivals. All the peons, securities and other staffs of ISBR who work for the ISBR family saw the light of happiness coming their way when the CSR club took the initiative to distribute fire crackers and other sweets among them and their family.

Not only that ISBR but also the other slum areas nearby showed their gratitude towards these same members when their little children got the gifts of crackers which almost every normal child of their age demands or long for.

ISBR Bangalore is blessed with a club like that of CSR which tries to reach out to everyone at every corners of the society and helps them to bring about a smile on their face with every little activity they can come up with for the society.

Workshop on Resume Writing

HR Club organized a workshop on Resume Writing on 23rd Feb 2015.

It was conducted by Prof. Preeja Sridhar.

As preparing a resume is the first step in securing an internship or a job, the workshop included: Basic resume writing skills, Formatting tricks, restructuring resumes, what employers look for?, how to use basic resume etiquette.



Case Study on Narendra Damodardas Modi



The 15th November 2014 was marked as a very memorable day in the history of ISBR, when the students of ISBR Case Study Club gave an excellent presentation on Mr. NarendraModi.

The program began with a motivational speech by one of the students named "The Bhavin Shah" who is said to be the youngest motivational speaker of India. He shared his mantra for success with everyone. He told, "Utilize the time which you call free time, only then you would know the value of time". It was lesson to be learnt by one and all.

The event was followed by a presentation where the presenter spoke about good governance model, with facts and figures he showed how Gujrat grew from nothing to everything, how it became a role model on a worldwide basis. The presentation also spoke about the state where BJP won the highest number of seats in the General Election 2014 and also how and why NarendraModi became the face of BJP.

Every success is incomplete without a team hence when someone speaks about NarendraModi, it is inevitable that few prominent political figures needs to be mentioned. Hence there was a presentation which said that one of the most important reasons behind NarendraModi's victory were the "four pillars" namely ArunJaitley, NitinGadkari, Amit Shah and Rajnath Singh, who stood by Modi like a rock.

The event was finally concluded by a sensational video on NarendraModi which was not only inspiring but also conveyed that India is ready for a change....



The Buddies Project at ISBR-Valentine's Day



Some of you are wondering what the Buddies Project is. Is it a weird science experiment? Is it a project for anti-social people to make friends? Is it a dating service? All these questions for a very unique concept. Yet this event or competition has a lot to do with Valentine's Day and the various themes and concepts associated with Valentine's Day.

Valentine's Day is known as a day of showing and expressing love. It can be a boy telling a girl his romantic feelings, a brother showing his sibling affections to his brother or sister, or a friend showing appreciation to another friend. ISBR celebrates this every year and every year is very unique. This year, the Cultural Club came up with something unique called The Buddies Project. It is a 3 day competition among the ISBR crowd where they pair up with another person and compete in various activities regarding this.

All were invited on the first day for pairs of each to wear the same colour dress. A lot of the students dressed the same colour as their respective partners. At the end of the day, they all converged at the amphitheatre where the photographer took photos of the various pairs wearing the same coloured clothes. After that photo session, one of the members from the Cultural Club asked the pairs what their favourite colour was. For the next day, they had to wear their respective partner's favourite colour.

This was the task for the pairs on the second day. As usual, the pairs wore their partner's favourite colour and once again converged on the amphitheatre for the photo session.

The 3rd and final day was a day that was filled with fun and various activities. The first activity was face painting of the various partners. It was fun seeing the creative side of both the pairs. The next activity was that they had to make a gift out of newspaper for their respective partner. Again, it was cool to see the partners showcasing what can be done with a newspaper. After that, the final thing which occurred was a ceremony where a lot of cultural activities took place. It was a night to remember.

First, there was a ramp walk for all the pairs to introduce themselves and to showcase themselves. The next was an activity where 5 boy volunteers were called up and they had to bring 5 girl volunteers along with them. The task was that the girls had to insert a thread into a needle and the boys had to stitch a pattern on them. The next activity, again, involved calling 5 male volunteers along with 5 female volunteers and they had to cut up individual pieces of paper and they had to put on the ground. The girl had to put one foot on the paper and the boy had to put another piece of paper on the ground so that she can put her second leg on the paper. It was creating a path of paper for the girl and whoever got there first was the winner. They named this event to be the queen's foot after that, there was a question and answer session for the pairs answering various questions about their partners. Along with those activities, there was singing done by Jerlin and Moonmoon, dancing done by Dharti and group, and various other activities. Then finally, there was DJ Nights where everybody shook a leg and danced till the night was done. Overall, it was a good experience for the pairs where friendships were strengthened and new friendships blossomed.



LANage 2014

ISBR saw the first sports club indoor event for the year 2014 during the period 12th -14th November, named as LANage 2014. The club had organized two exciting LAN games for the students, which were Counter Strike 1.6 and FIFA-13. The event saw huge participation by the students and this led to a healthy competition among the participants. Along with the participants we saw a huge crowd of spectators, supporters and friends of participants assembled at the arena in high spirits.

The first day i.e on the 12th of November, first round of Counter Strike was played followed by qualifying round for quarterfinals, after the rules and regulations were announced by the ECs of the sports club. All the arrangements were in place and was neatly coordinated by IT and media club.

Then on the 13th of November, qualified participants played semifinal round of counterstrike, whereas on the very same day first match of FIFA was played. This was followed by FIFA quarter finals that summed up the event for the day. There was a lot of enthusiasm in the air, the canteen where these matches were organized was appearing as a huge stadium, with a lot of players playing with devotion against their opponents and the devotees were cheering them up constantly.

The final round of Counter Strike and FIFA, which were the much awaited event for all the students, was conducted on the 14th of November. The finalists along with the spectators were eagerly waiting to know who would be the winner of both the games. Slowly as the evening proceeded and as the match was being played, one could easily notice the tension and the pressure on the face of finalists. It was a remarkable evening and a day which will always remain in the memories of ISBRians.

All the finalists gave their best but as you know in any game one side has to loose so that the other wins. The same happened here, after a long battle full of suspense and thrill, MBA won both in Counter strike and FIFA taking away the championship home. The runners-up for FIFA-13 is Rajagopal (PGDM-A) and for Counterstrike 1.6 is Saakshi and team which includes Sinu, Animesh, Swaraj and Vishwanath (seniors). The winner for



Counterstrike 1.6 is Rahul Raj and team which includes Harsha, Debangshu, Niral and Ankit Joshi (MBA-B). Winner for FIFA 13 is Ankit Joshi (MBA-B).

Everyone imparted a great sense of sportsmanship by wishing both the Winners and Runners-up, after all they gave a tough and nail biting competition to the opponent, which helped in holding the interest of all the viewers throughout the match.

The event was well organized and well co-ordinated by both the sports club and IT media club and hence deserved a huge round of applause for the same. "This is just the beginning" says the sports club, and there is lot more to come. Watch out..... if this is just the beginning; don't know what this club has in box for the upcoming events.



Retro Night @ ISBR



Retro means recent past. It is often known as the "Golden Era". ISBR brought back the magic of the retro era by celebrating retro night wherein the journey of famous actors and actresses were re lived through songs, dance, decoration, and quizzes in the amphitheater of our college.

Students of ISBR were excited to re-live the past and have

the retro feel. Everyone was dressed in retro style. There were a lot of performances on the stage starting from dance performances to retro quiz. As every occasion in ISBR is incomplete without a ramp walk where beautiful girls and handsome boys of ISBR set the stage on fire.

The past became a part of the present and created a history at ISBR.

Children's Day "Best Dream Competition"

Childhood: the period of human life intermediate between the idiocy of infancy and the folly of youth. As said by Elizabeth Lawrence "There is a garden in every childhood, an enchanted place where colors are brighter, the air softer, and the morning more fragrant than ever again".

On the 14th of November 2014 the writer's club of ISBR decided to capture the "childhood memories" of every ISBRian in a piece of paper. For a moment there was a smile in every single face as they recollected their innocent childhood days which were so full of amusement and fascination.

It was a competition held between teachers, staffs and students of ISBR where the "Best Childhood Dream" was awarded to the person with the most unique and beautiful dream.



The competition ended with a quote by Former President A. P. J. Abdul Kalam "Look at the sky we are not alone. The whole universe is friendly to us and conspires only to give the best only to those who dream and work". So never stop dreaming for what seems insignificant today will become an invention tomorrow.



Cells and Clubs Activities

"MILAAP" An amalgamation of fun and power

A platform where people from different cast, creed, culture, nationality, come together as a team to put up an enthralling performance is what we call the "MILAAP".

On the 20th & 21st of February, 2015 ISBR witnessed its Annual Sports Meet.

It was a two day event with both indoor and outdoor activities like chess, carom, relay, race, cricket tournaments, volleyball, football & tug of war.

The event began in the early hours of 20th February with hundred meters race followed by a women's volleyball tournament. The day was marked by many indelible moments.

The next or the last day was equally remarkable with a nerve wrecking cricket and volleyball match. The continuous support and encouragement from a huge audience yelling on top of their voice and supporting their team mates was like an energy booster for all the players on and off the ground.

In today's world when we speak about women empowerment ISBR gave the perfect example of this



where girls belonging to first & second year PGDM/MBA not only participated in large number in all the tournaments but also won victory in many of them.

As said by Paul "Bear" Bryant- **"It's not the will to win that matters, everyone has that. It's the will to prepare to win that matters."**

A preparation of several months and days by a dedicated team of teachers and students of ISBR to make this event a success is something commendable and goes unsaid and never the less the enthusiastic supporters who made this event to be a true amalgamation of fun and power requires special acknowledgement.

Cells and Clubs Activities

Getting into IT



Gone are the days when information was searched in news papers or books. In the fast paced world everyone needs information instantly, from business heads, to managers, to educationists, to students. And understating the basics of IT is a must in today's time.

In order to check, evaluate, and update the knowledge of IT among the students, the IT club organized a one day activity which comprised of various events like IT quiz, Tambola, shortcut key contest to name a few.

The event was informative but at the same time exciting and fun filled.

Inter Collegiate Fest Participation

Talent is everywhere. It multiplies when it comes from different sources. ISBR Students rolled out their talents to testify and multiply in many converging points like college fest & industry events

MANTHAN - A Business Plan Presentation Competition at FKCCI



"Everyone wants it but few are bold enough to do what it takes to make that dream a reality. It is the hunger to achieve and to create an impact on the lives of many is what an Entrepreneur possesses!"

Prime Minister Narendra Modi said, in a significant speech on his priorities in tackling the economy that, more and more young entrepreneurs should come up with ideas which would help India to become one of the developed countries. He spoke about the "Four Fold Way" to growth "The Green, Blue, Saffron & White revolution"; Federation of Karnataka Chamber of Commerce & Industry took an initiative to encourage the young entrepreneurs of the nation to bring about this revolution. They organized the 7th edition of "MANTHAN a Business Plan Presentation Competition" which is a platform for all the students who aspire to convert their dreams into reality.

In this competition two students of ISBR came up with a project about Green Revolution where they used all their classroom learnings about managing and starting a business into reality. They went through rigorous

workshops and nerve wrecking elimination rounds over the months to reach their goal. They competed with more than 250 students from different colleges having different skillsets and extraordinary ideas to achieve their dream.

It was a moment of pride for ISBR when the two students of 1st year PGDM, DebjaniBhattacharjee&Ramakanth Jaiswal went up to be the top finalist of this competition and not only presented their plan of creating "Best from the waste" but also impressed the jury and the top investors to win a funding for their project.

As Late CK Prahlad said, "Entrepreneurs are the new freedom fighters and can lift India out of the shackles of poverty". ISBR encourages and supports every initiative to convert dream India into a reality.



Inter Collegiate Fest Participation

USHUS' 2015 - Management Fest

On 23rd Jan and 24th Jan - 2015 CHRIST UNIVERSITY was all decked up to welcome more than 700 students who had turned up to be a part of USHUS'15.

Students portrayed great zeal when they came with creative ideas and applied the concepts in different fields of Human Resource, Finance, Operations, Marketing, Theme Events.

The students of ISBR were up to the mark when they were asked to deal with numbers, solve cases pertaining to different sectors.

The event was well organized and well co-ordinated by both the sports club and IT media club and hence



deserved a huge round of applause for the same. "This is just the beginning" says the sports club, and there is lot more to come. Watch out..... if this is just the beginning; don't know what this club has in box for the upcoming events.

Inter Collegiate Fest Participation

BRAND MOKSHA"- A Marketing Event



Brand MOKSHA, an event based on Marketing organized by ITM business school, Bangalore. on 28th November, our college had taken part in one of its event Brand Inceptra. The team consisted of Mr. AbhishekSawant and Mr. Yashshinde.

Our team finished runners up at this event. there were more than 10 teams for other colleges that had participated in this event.



Rounds consisted of: Quiz, Product launch based on industry selected, Auction & bidding, building a management team from the person selected in auction and defending your team, media planning.

Inter Collegiate Fest Participation

ISBR at IIM Bangalore

The Indian Institute of Management, Bangalore (IIM-B) welcomed ISBR Business School to perform for their cultural extravaganza that took place after the ICIER Conference on 30th January 2015. The show pooled in a lot of talent from ISBR starting with an Indian Solo by Amrita Deb that mesmerized the audience. The Mime duo by Abdul Rehman and Pooja Dixit evoked expressions to its fullest. Meanwhile the Solo by Western Solo by Jerlin Biju brought the auditorium to a relaxed setting. Last but not the least, the Puppet Dance with Bollywood Thumka by Remya and Team got the audience pushing themselves to the edge of their seats. That sure brought the excitement level of the audience to a whole new level. Delegates from various Institutions and Organizations of various states in India as well as the world attended the function. It was a once in a lifetime experience for both ISBR and IIM-B. ISBR was able to showcase the best they had in them and IIM enjoyed their night with various talents dabbed with creativity.



Inter Collegiate Fest Participation

ISBR at Revelation 2015 -Management and Cultural Fest of Symbiosis



ISBR @ Revelation 2015- Management and Cultural Fest of Symbiosis Institute of Business Management- Bangalore.

Three days of fun, That is how the events panned out starting from 20th Jan to 22rd Jan - 2015 when students

from different parts of the country came down at the SIBM - BENGALURU campus and gave birth to an aura of knowledge sharing where in students competed in different events that were very precisely prepared considering the Industry requirements in the fields of Finance, Marketing , Human Resource ,Operations. There were events like Best Manager where in an Individual had to present the managerial skills he had and how would he apply the same.

The students of ISBR had their presence across events wherein they applied the concepts in the stipulated time, came out with the goods when they had to present their ideas and gave the other participants a tough competition.



Panel Discussions

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 snapshot.

Panel Discussion on Manufacturing Industries



On 17th October, 2014 experts from different manufacturing industries visited ISBR for a “Panel Discussion” which was named as a “Industry connect”.

The panelists for this discussion were:-

- Mr. Gopinath Anur (Director of Operations) - Vacon Drives & Controls
- Mr. Devadas Shetty (Director of Manufacturing Operations)-Schneider Electric
- Mr. Rajpurohit Singh (Head-Sales)-Volvo
- Prof. Preeja Sridhar (Moderator)

In this discussion the panelists mainly focused on the skill-sets and competencies needed for an MBA. They also emphasised on the importance of soft-skills and hard-skills. The speakers tried to demystify the myth that “manufacturing sector is all about equipment and machinery” the interest always is, for the people and the concept of understanding the business; and hence it is the time for MBA’s to capitalise on the range of job opportunities.

There were lots of queries on the kind of job profiles available at these sectors at the point, the speakers patiently elaborated on these aspects thus bringing a strong awareness among the students.

Panel Discussions

Panel Discussion on IT



On 15th October, 2014 the experts from different organizations visited ISBR for a “Panel Discussion”.

The panel included-

Mr. NiharRajanSatapathy (Moderator)-Accenture

Mr. Shivakumar-IBM

Mr. Sanjay Ram-Wipro Infotech

Mr. MukundhanAnnamalai-Infosys

Mr. Ramakrishna-HP

The topic for the discussion was “IT sector and its expectations out of an MBA”. It was a very interactive

and informative session where the experts from the industries shared their experiences and made the students aware of the few “mantras” of success- “pressure is a part of life and we can handle it only when we have a positive attitude in life and the ability to do things skilfully and uniquely”.

This panel discussion helped in eradicating all the doubts, the students had, regarding their role as an MBA in the IT industry. It enlightened the students that no matter, whatever degree they hold, the most important aspect that an industry looks for in an individual is, their ability to adapt.

The “mantra” that echoed in unison at the end was- “The only way to succeed in life is, not to be afraid of failure and to aim high.”



Panel Discussions

Campus to Corporate - GAP Analysis A Panel Discussion

A panel discussion on campus to corporate signifying the importance of the industry need was conducted for the students. The panel consisted of esteemed speakers from the corporate sectors who emphasized on the requirements of the industry and the polishing of the students. The forum was interactive with FAQs and inputs from the audience.

The panel included-

Mr. Varun Kumar, CEO- Clintrac International

Mr. Unnikrishnan, VP- HR Anexi

Mr. ManjunathaHebbar, Sr. VP & Head-Product Realization- CYIENT

Mr. Timothy Miller - VP Training & Consulting - TUV Rheinland



Panel Discussions

Panel Discussion on Employability Skills for Management Graduates

Date: 28th September, 2014

Panelists

Shri Gnanashekar. K
(Entrepreneur, Key Member ISBR Alumini)
Shri S.R Kumar
(Director, Aruna Green Ventures Pvt Ltd.)
Shri Parvatheesam Kamesam
(Company Secretary, Infosys Limited)
Shri Vinay Kumar
(COO-Verbiden Pvt.ltd)
Moderator: Prof. Preeja Shreedhar



Panel discussion was much emphasized on the importance of employability skills. The buzz word Job-Fitness and its relevance was touch based by esteemed speakers from the retail, Hospitality, IT and automobile sector. The audience received insights on the best practices and the need of the hour of inculcating the soft skills and the hard skills.

The discussion was primarily based on "employability skills for management graduates".

"Opportunity is missed by most people because it is dressed in overalls and looks like work". Nothing can be achieved without hard work.

The discussion was triggered by questions from the moderator that due to recent rise in number of B-Schools in the country the employers are facing a dearth of skilled employees.

All the B-Schools have talented students who are excellent in academics, sports and communication but the companies look for a student who has a balance of all these qualities.

The gap between the duration when a student moves from a B-school to a company can only be filled by incorporating corporate culture into the schools which includes punctuality, discipline, team work, time management and above all having an ability to take up responsibilities and cater to that in a professional manner.

The discussion was a good experience which can be concluded by saying-"Focused, hard work is the real key to success. Keep your eyes on the goal, and just keep taking the next step towards completing it. If you aren't sure which way to do something, do it both ways and see which works better".

Talent Connect

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

Talent Connect at the Campus



Talent connect is a platform which bring a plethora of best practices of the industry, job fitment factors and a large number of companies at the campus.

This year too saw a number of companies like Swiggy, Bosch, XL Dynamics, IBM, TecnoSoft, WIPRO, Hiree, Citi Bank, I& T InfoTech.

The profiles were in the categories of Research, Consulting, Sales & Marketing, Training & development, Operations, Logistics & Supply Chain. The industry was on the lookout for the right mix of skill sets & competencies. Many of our students were offered job on this platform



International Study Tour

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

International Study Tour of Malaysia and Singapore



Global study tour organized by ISBR was one of the finest study tours with a mix of learning and fun. The students had a gala time of their life in these tours and the learning was immense.

Travel teaches you more than anything else, this was proved when our students visited 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 world's largest, Pewter Industry - Family Managed Business, , Visit to the Newwater (treatment plant) and many more. 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. Finally the knowledge acquired in the tour was poured out in the form of a hand book which had a record of their memories.

Faculty Development Program

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"Exploring Effective Teaching Techniques" by Prof. Preeja Sreedhar

Prof. Preeja Sreedhar, academician and corporate trainer had conducted a one day National Level FDP on the topic "Exploring effective teaching techniques". The session had inputs on the concepts of experiential learning and the deliberations resulted in an outcome of different conceptual frameworks of learning.



Faculty Development Program

"Becoming a Reflective Practitioner" by Prof. Sangeeta



Prof. Sangeeta from Hong Kong University had conducted a consortium on the theme "Becoming a reflective Practitioner". The session was a platform for understanding the need for reflective learning and high quality reflection in the class room.

The insights which Prof. Sangeeta shared were informative and useful for the teaching fraternity. It indeed created an air of learning and relearning



"Management Development Programme" by Dr. D.N.Murthy

ISBR had conducted Management Development Programme on "Fundamentals of hypothesis formulation & statistical test selection" on 27 June, 2015 to provide an objective understanding of formulating Hypothesis and statistical test selection for the research scholars, faculty and students. The course had been designed by considering the fact that most of the scholars would not be at ease while using and interpreting the statistical tools.

Dr.D.N.Murthy was mentor of the MDP. He has completed his post-Doctoral degree from University of Washington. He has worked with some of the leading marketing research companies in India for over a decade. He had handled the senior academic positions at various business schools and has earned a reputation as a fine teacher. He has published various case studies and research articles in highly reputed national and international journals.

As more and more people pursuing their research degrees, there is a need for inducting them in to



systematic way of using statistical applications in their research.

The workshop was designed to give a basic idea behind testing hypothesis in research. Extra effort will be made to simplify the concepts like inferential statistics, normal distribution, type I & II errors, variance, etc., which are crucial in understanding the hypothesis testing. Also, the workshop focused on the process to be adopted in the selection of appropriate statistical procedures for various research requirements.

We had used SPSS as the software package for demonstrating examples.

"Best Practices of Teaching Management subjects" by Prof. Fon Sim

There is famous quote which goes, "The day you stop learning you stop growing". We at ISBR believe in following this quote to dot. On this note we like to mention that we had Prof. Fon Sim from University of Nottingham, UK who was here at ISBR campus and delivered a talk on best practices of teaching Management subject and the latest pedagogy. In today's world change is inevitable. So, for an institute to be successful it should be more in synchronous with time and by imparting such teaching technique upon our faculty we intend to do just that.



The event to turn out to be runaway hit where many academicians showed interest and made best use of the opportunity rendered.

Success of Global PGDM Program



As a further value addition to 2 year AICTE approved PGDM course, students have the option to choose for global PGDM programme, which is a stint in 3 countries including India. It is an innovative model where in students spend second semester in Dubai and third semester in German or France, at the choice of students. Students who opt for Global PGDM programme have found the program to be very exciting and with a tremendous value addition. The practical knowledge students get by travelling, studying and experiencing the culture of three different countries is immense.

TESTIMONIAL:

"I am very happy that I opted for 3 country programme,

second semester in Dubai and third semester in France. The learning was immense and the exposure provided by foreign universities was of world class. We got lot of value addition and enhanced our professional outlook by interacting with international students from other countries and also the various industrial visits we made in those countries."

-Nithin Rangineni (Global PGDM Program Student)

"I am excited about this three country programme. The overseas exposure and cross cultural management is the need of the hour and this course is "Bang on". The learning and takeaway is going to be fantastic."

-Saurav Sadangi (Global PGDM Program Student)

NHRD – “A Business Survival Mantra”



existence and how they strive to be employee friendly, which in fact serves as an important vitamin for the company's wellbeing and the employees.

If the employee is not healthy and productive the desired results and satisfaction levels are not up to the mark. That's the reason there's a saying “A customer is God” .TO reach him we need to focus on our guru i.e. employees. The companies suggested a carry away tip that any organization needs to be employee friendly and not profit oriented as, this motto will fetch the desired profits for the organization as well as serve the needs and essential minerals for the employees. This showcase was surely an add-on to develop ourselves and compete globally.



Our very own treasure NHRD showcase was held for 3rd time, majorly sponsored by Titan. Dr. Martial Goldsmith prominent HR Coach in the world stole the show by sharing his diverse experience in HR practices. To match the global requirements and drive their companies to success many top notch CEO's from various organizations were part of this module. We had an opportunity to witness the show. We had healthy interaction with dignitaries from various specialized companies like Café Coffee Day, Himalaya, WIPRO Ltd, Manipal Hospitals etc.

An active participation from more than 75 companies was recorded, we as the management students got to learn the cultures practiced in the organizations, their



The Angels and Demons ADIOS BATCH 2013-2015

The 11th of April 2015 marked the end of a wonderful journey for batch 2013-2015 of ISBR. Dressed up as Angels and Demons, the much awaited event was welcomed with showers, but that didn't stop them. The auditorium was one hell of an heavenly ambience. The programs for the day included music, dance and games that got everyone involved in the moment, both students as well as faculty. The video prepared brought tears into the eyes of some of the seniors as they reminisced on the wonderful memories they made in ISBR. They were gifted with a memento that would give them memories to cherish for a lifetime. The farewell ended on a delicious note with dinner and soon they bid adieu to a place that will be etched in their minds for a very long time.



*“Goodbyes are not forever.
Goodbyes are not the end.
It simply means farewell
until we meet again.”*

ISBR Supporting Swachh Bharat Mission at Infosys



On the 30th of January 2015, students from ISBR Business School performed at Infosys' CSR initiative on India's Swachh Bharat Abhiyan. The resource person for the same was, Mr. Gautham Nigam from the marketing department who took charge of the team upon their arrival.

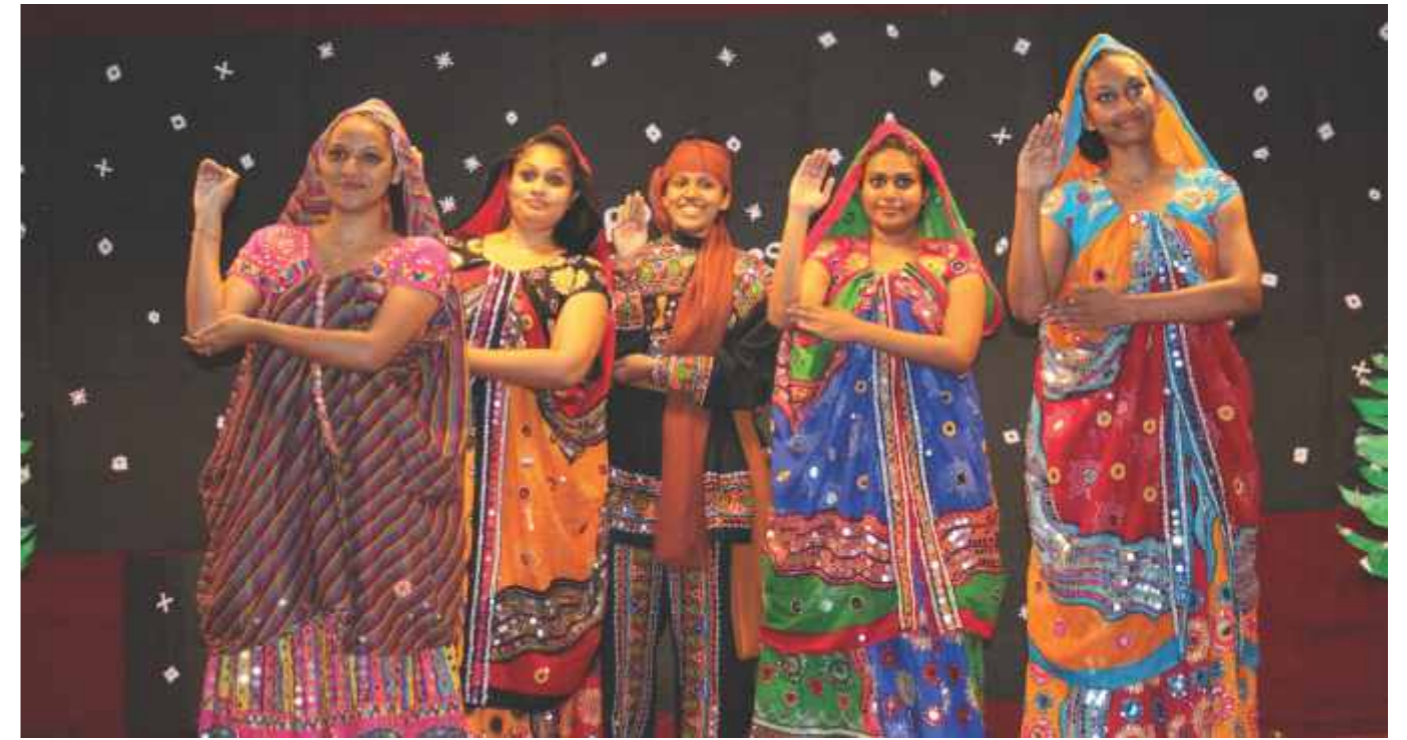
The ISBR Team performed a Skit, Dance and Mime for the employees based on the theme 'Swachh Bharat' which translates to 'Clean India'. The Skit was meant to convey a strong message of awareness regarding the Swachh Bharat Abhiyan and several issues surrounding it such as accusations that the campaign is merely a publicity stunt and that it would not result in any improvement to India's hygiene problem. The Skit also sought to raise awareness regarding the many ways that we harm each other by not keeping our surroundings clean and the importance of waste segregation. After the

skit, the ISBR Team performed a dance number on three social and moral ideas namely, 'Go Green, Get Clean', 'Break Silence on Men's Violence' and 'Corruption Leads to Destruction'. Finally, the students performed a Mime showcasing a collective message of how we, through our own efforts, can clean India and that we should not depend on celebrities or politicians for the same.

After the performance, the team was given a complimentary lunch during which time, Mr. Gautham Nigam shared some of his own experiences in the corporate world with the team along with a few useful tips. After lunch, the students were given the opportunity to explore the campus and tech park before leaving. It was a memorable experience and a privilege to have been part of this team.



Cultural Carnival, Colors of ISBR

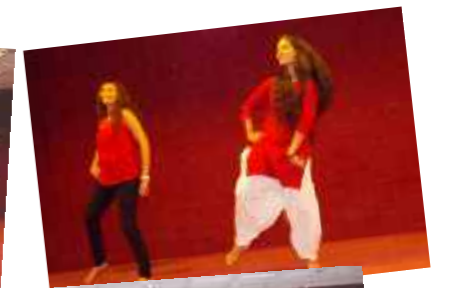


Students from all over the country come to ISBR not only for its excellence in learning but also because of the exposure they get towards cultural and social arena. The students get a chance to showcase their management and interpersonal skills through fun activities like games, competitions, and many more.

"Cultural Carnival" is the annual program of ISBR. It a fun filled weeklong event which tests the ISBRians on

scales like agility, technicality, creativity, and versatility.

Year 2014 marked the first "Cultural Carnival" at ISBR for which the theme was "SEASONS". As the name suggests, it was a colorful week which witnessed color filled performances and competitions. Students came out of their comfort zone to perform, dance, sing, etc.. It was an amalgamation of fun and learning.





Abhi-Nandana

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 and recognise the achievers among women to reassure the world that 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 2015



Abhi-Nandana-2015, an initiative of ISBR with Public Relations Council of India, & Book Paradise- Chambers Academy together hosted the grand event on 30th May 2015 at the campus. The presentation of Shrama awards to women achievers by Men of Distinction was an event worth witnessing.

The program was inaugurated by Smt. Nutan Wodeyar, IRS, Chief Commissioner of Income Tax. The event was truly motivating because there were distinct set of awards, "Shrama Saadhana" - Shining Stars awards for achieving professional excellence, "Shramarambha" awards for being the rising stars and achieving success through self-

reliance and finally the glory of the event was the Men of Distinction presenting these awards to the awardees.

The release of roll of honors of "Best Women Employees" was done by Smt. Rama, CEO, ELCIA and the awardees' was "Sri Banashankari Mahila Cooperative Bank Ltd".

The program paid tributes to all the women achievers who were the positive catalyst of transformation. The event was indeed unique because the awardees were nominated by their respective bosses. Thus, it was a memorable day for all at the campus.

Convocation

Convocation, the grand event and a milestone in the life of 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 the celebration, combined with the reunion of the alumni.

Convocation 2015



Convocation 2015 was a grand event at the campus. The atmosphere was replete with excitement, happiness, and anticipation. There were parents and close ones who were present to witness an important mile-stone in their ward's lives. The hall resounded with cheerfulness and optimism.

The key note address was delivered by the Chief Guest Shri R.V. Deshpande, Hon'ble Minister for Higher Education and Tourism, Govt. of Karnataka. He urged the students to take the challenges of life and not to get

rattled by the set-backs of any failures. The Guest of Honor was Shri Ernest Rwamucyo, High Commissioner of Rwanda. "GEMS" the ISBR souvenir was released by him. The other guests who graced the occasion were Shri Anuj Sharma, President Bangalore Chamber of Industry and Commerce, MD Praxair, Smt IndraPremMenin, Director, Loksola who was also awarded the "Eminence Award" for her outstanding achievements, Dr. SharanShivrajPatil, Founder Sparsh Hospitals was awarded for his outstanding work in the field of Social Entrepreneurship.



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 bonds.

Annual Alumni Meet 2015 and Fairy Tale Nite



The annual alumni meet was conducted with loads of enthusiasm and energy. The event created an air of nostalgia amongst the alumni. The grand formal opening by the industry delegates from career net marked the occasion. Mr. Noothan Venkatesh, Ms. Vrusha Honnavar received the award for “Achievement in Entrepreneurship Award”. The award for achievement in corporate career was received by Mou

Sen Roy and V. V Sriharsha Nallamilli.

The award for achievement in creative field was received by Abhishek and the award for achievement in extracurricular activities was received by Sowmya Mangalm Palli.

The Day was filled with fun and frolic



Annual Report

The story of ISBR presented through the pages and annals of the year that has gone by is recorded and represented for review, recognition and reminder.

Annual Report for 2014-15

Dear Stake Holders, ISBR Leadership team is pleased to present the annual report for the year 2014 - 15. We are consciously aware that an annual report is an instrument to communicate to stake holders the purpose and objectives and how we have moved towards achieving these in the give year. While the report narrates various activity done, initiative taken and the plans made, I present to you in a nutshell the vision, the dream the initiatives and the activities that are directed towards reaching the goals the institution has set for itself.

Academics

For the success of an education institution it is the quality and relevance of its academic program that provide the backbone. The process of delivery is equally important as the design and content of program; we have ensured this at ISBR. ISBR offers a 2 Year PGDM program approved by the AICTE, MBA program of the

We are proud to report that our efforts of the last few years to setup a research center have culminated in to reality this year. We ISBR Research Center in place offering PhD program in Management & Commerce areas of University of Mysore. The Center undertakes research and consulting assignments for corporate and industry bodies.



Though it is perceived that the content and curriculum of PGDM and MBA are universal, at ISBR the continuous updating and enrichment of curriculum with input from experts from both industry and academia, differentiates the value of ISBR programs, so is the delivery. We have deeper engagement of corporate executive, industry managers and entrepreneurs in bringing real world experience to make today's classroom relevant. We have a 100 and more such experts have come and connected themselves to our students through Special Lectures, Panel Discussions, Seminars & Symposia, Workshops & Simulations and Mentoring & Guidance both at individual and group levels. Our Students have learnt a great deal from visiting industries and learning at site with a range of industries from Manufacturing, Services, IT, Infrastructure, CSR, Research, Public Administration and other organizations. Our Student has had the opportunities of undertaking sponsored projects apart from Internships and project work as part of curriculum.



University of Mysore and One Year PGDM programs of Bangalore University under the umbrella of BET. Conventionally, these programs are offered in the streams of HR, Marketing, Finance, IT, IB, Travel & Tourism, Health Care, Banking & Insurance, Retail & Supply Chain Management. Understanding the needs of Industry and of the student ISBR has taken initiative to introduce from this year specially designed courses in Entrepreneurship, Business Analytics & Ecommerce Management. To cater to the need of the hour, ISBR has introduced Industry Integrated MBA courses.



Organization Development

ISBR has taken several initiatives to enhance capacity and competency of its team and to increase the quality of academic delivery. A series of Faculty development program by subject matter experts from both India and Abroad was organized in niche area such as accelerated learning and teaching, cyber-security and internet of things (IOT), research tools and techniques, case study developments and the topics. Besides, accomplished faculty and research associates with PhD, Higher Professional Qualification with rich experience in Industry and academic have joined the team ISBR; this has helped in the overall development of the institution.

Our faculty members have undertaken training and consulting assignment with industry including international clientele. We are proud to say that many members of our team have occupied pivotal positions in industry & professional bodies this has brought strong industry connect for our institution and students. ISBR Dean was conferred International Education Excellence Award from University of East London, UK for promoting industry-academia partnership and strengthening international relations in education and industry.

In pursuit of our quality improvement initiative, ISBR is preparing itself for NBA (National Board of Accreditation) process & AACSB (Association to Advance Collegiate Schools of Business) certification.

ISBR has the privilege of supporting Bangalore University in hosting an All India Conference on “Inclusive Growth and Sustainability - Role of Commerce Education in India.”

Admission

The steady increase in number of applicants year after year has ensured better quality intake. This has enhanced our confidence and strengthens our belief in quality education. Besides, the girls' student enrollment has improved significantly from 30% to 52% in a period of three years. We hope to improve it further. Current year, ISBR has received as many as 2132 number of applications against the intake of 240 seats.

Placements

Student performance in the Placement is the index of quality and competency gained through the learning process on the campus. We are glad that 80% of our students are placed well in companies of repute while the remaining have either chosen to join their family business or start their own enterprises. Our students have key sectors: BFSI, Ecommerce, FMCG, Healthcare, IT, Engineering, Consulting, Media, Real Estate, Retail and other. The companies that have come to recruit include: 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. The nature of jobs range from managing services to marketing to development to analyst to strategist. ISBR constantly strives to prepare the student for moving from campus to corporate vigorously by providing opportunity of training & mentoring.

Student Development

Our Students have demonstrated higher skills and



capabilities in intercollegiate competitions like “BRAND MOKSHA” at ITM, Cultural extravaganza at IIMB, business plan competitions like MANTHAN at FKCCI,

Management fests like USHUS'2015 at Christ University and paper presentation contest. Self-driven cells and club activities have helped in developing well rounded personality among our students. They include ISBR Day Celebration, Blood Donation Camp, Case Study on Narendra Modi, Independence Day Celebration, 'IMPRESSIONS' an HR Club Event, Samanvay' 15, The Buddies Project, LANage 2014, RETRO NITE, ISBR-Milap - a Annual Sports Day, Road Awareness & Traffic Rules - a CSR Activity, a, Navratri Celebration etc.. Mentoring by corporate managers has enhanced the confidence and capacities of our students.

ISBR Students had the opportunity to study in University of Dubai, Esc Troyes - France, Hof University - Germany, France Business School as part of International Student Exchange program and gained exposure to global learning and business practices. Likewise Students of these universities had the opportunity to study at our campus in Bangalore and experience the Indian Business Environment and Culture.

Almost all our student undertook international study tours to get an insight into Global Business Environment and enhance individual horizon of knowledge.



Alumni Engagements

ISBR alumni are active. They have not only participated in ISBR's regular activities but also engaged themselves with current batches of our students by sharing their experiences. While majority of alumni take an active part in the Annual Alumni Day, quite a few are reconnected with their Alma matter for teaching, special lecture, research, consulting, mentoring and training.

Institutional Development

At ISBR our ambitions are larger, goals are bigger & resources are stronger. ISBR is placed among the top



ranked B-Schools in the country the recent exemplary placement award conferred on ISBR by Discover Education Media is an added feature to its cap. To meet our growing desire to expand, we have added to our infrastructure with a new property in electronic city. Our plan is to create a center of excellence for entrepreneurship learning, skill development and training, research and resource center, center for corporate consulting, incubator for entrepreneurs and a place of convergence of academic, corporate and civil society. We expanded our capacity to provide hostel accommodation to our students. We have intensified efforts towards technology interventions in our systems, processes and live lecture recording systems.



We have expanded our network of partners with universities, industry bodies and research organization in India and Abroad. To our present network of universities like University of Dubai, France Business School, Hof University Germany, Sprott Shaw Community College - Canada. We have added this year



Bradley University - USA, Nottingham University - Malaysia & Stratford University - USA, Hongkong University Space. Special lecture from International Faculty includes New Castle University - Australia, International Coaching Academy - UK and others. Besides ISBR partnered with India's Best institutions, one such association was with IIMB's Forum of Industry Interaction as a Campus Ambassador.

ISBR relation with industry is strengthened week after week. ISBR has partnered with ELCIA for field study prospecting the growth and demand of Electronic City for the next few years. ISBR has signed an MOU with FKCCI for skill development under NSDC schemes. ISBR have added membership of ASSOCHAM, AMDISA (Association of Management Development Institutions of South Asia), CII Yi etc. Over the last few months more than 50 Entrepreneur and Industry representative participated in ISBR events as STAR INVITEEs and shared their success stories which served as live case studies of business enterprises.

ISBR believes in 360 degree development of the students, learning beyond classrooms and studying beyond curriculum bring lots of value in individual growth of the students. ISBR CSR activities created such opportunity for active engagement of not only the student but all other stake holders. Healthy mind and body are as



important as academic achievements. ISBR partnered with the Art of Living and organized Yoga Camps and joined the National campaign of International Yoga Day. You will witness yoga weeks every month on the campus henceforth. ELCIA has joined hands with us in this initiative.

Recognizing the unique role played by women in creating the Healthy and Sustainable society, be its business or economics, be it culture or sports, be it corporate or

public service - everywhere women have progressed and led the society. ISBR recognized women achievers in different walks of life as part of ABHINANDANA program conducted every year. We are happy that this



ABHINANDANA is becoming more and more popular and powerful year after year. The special feature of this program being Men of Distinction honoring the women achievers, this year ABHINANDANA also recognized the contribution of women employees through best women employee recognition to employees nominated by over 30 companies.

Vision & Dream

ISBR is the outcome of the dream of our founders and has become a reality from a moderate institution to a modal institution. Our vision is to become a most preferred institution in India for higher learning in Management, Business Studies and Entrepreneurship in the coming decade. Towards this end we are institution is equipping itself with the best of resources, human capital, infrastructure and scaling up to embrace the new opportunities emerging in the society.

It's the culmination of 25 years of Bangalore Education Trust, in service of the society, empowering the generations from all sections of the society. As our ISBR logo emulates our mission is to empower the younger generation through the cycle of SUN - Stimulation, Understanding & Nurturing and give the experience of self-enlightenment in the REAL WORLD through REAL LEARNING. The tag line of our institution



Inauguration

Inauguration of PGDM International 2015 Batch



The international PGDM was inaugurated at the campus on 25 August 2015. The Guest of Honors were Sri Thyagu Valliappa, Sri Ramkumar Seshu and Sri. Irfan Vazirally. The program connected with the need of an international connect in this contemporary times. The speakers emphasized on the need of building the right skills at right point of time.



The event witnessed a series of talk from the eminent speakers who ventured to pull the emotional chord of the students

Thus it was yet another feather in the cap.

Inauguration

Inauguration of MBA 2015 Batch

The inauguration for MBA 2015 also witnessed an equal amount of enthusiasm with many of them coming from different parts of the country. The event trailed off with the customary prayer and the lighting of lamp. The Guests for the day were Sri. Sidney Frank, counsel General of Canada. Sri Hari Prasad Hegde, Senior VP and Global Head-Operations Wipro. Sri Asif Iqbal, honorable Consul of Suriname. Also was our alumnus Ms. Julekha Kashyap.

The guests offered their advice to the new joiners followed by the flag of camaraderie passed over by the alumnus to the new entrants. The session also had industry delegates from Sansera Engineering, Ratna packaging and aspiring Minds who had graced the event. The program also received inspiring messages from the managing director Mr. Manish Kothari.





Inauguration

Inauguration of PGDM 2015 Batch



The Guests of honor were Sri Prabir.K.Das, Director, and Software Technologies parks of India, Sri D.Muralidhar, Member, Board of Governors, IIM-Bangalore and Managing Director of SNAM group of companies. Sri Srinivasan, Regional President, South

India, Indo- American chamber of commerce, Founder Director, SJS enterprises and Dr.NeerajPatil, former Mayor of London Borough of Lambeth Member of National Executive, Labour party, UK and our alumnus Ms.Sangeetha Sarmah who had graced the occasion. The guest had emphasized on the attributes of "Versatility" for today's generation. The event came to a close with the Industry delegates from Tejas network, Sil- Kee electronics and Instrument Research Associates who had also emphasized on important skills needed at this point of time.

International School of Business and Research, Bangalore had inaugurated its new batch for PGDM on 25th July 2015 at its campus. The event started with a welcome address by the Director Dr. K S Anandaram who had stressed on the importance of 3E's Education, Employability and Empowerment.

Inauguration

Inauguration of PGDM Batch 2015-2016

ISBR celebrated the Inauguration of PGDM Batch 2015-2016 on Saturday, August, 22 2015. Young boys and girls from all over India came to ISBR with dreams of becoming future leaders who would lead an organization, some who would start their own organization as entrepreneur. They all were guided on the very first by leaders like Sri ThyaguValliappa (Sr. Vice President, BCIC & Exe. Director, Sona Group of Companies), Sri RamkumarSeshu (Author & Founder, Born to Win Solutions), Sri. Irfan Vazirally (Hon. Consul of The Netherlands, South India) and Sri. Santosh Deepak Dasari (Key Accounts Manager, HIREE, ISBR Alumnus).

MrValliappa spoke about 3H in management -head, heart and hand. He told that one can become a successful person only if they know to build a co-ordination between these three.

Head which helps to think strategize and plan.

Heart which helps to understand and observe the behavior of people at work.

Hand helps to put all the observation into action.



Once all these three coordinate with one another and work at peace a person can not only avoid internal conflicts within oneself but contribute the best to his/her work.

Mr. Seshu shared about the different elements in nature which helps a person build themselves as successful leaders.

The event was marked by an energizing speech by the Managing Director Sri. Manish Kothari who welcomed the students with great enthusiasm and highest hopes to succeed in the future.

ISBR Achievements

ISBR is now Research Center of University of Mysore (PhD in Management & Commerce)

Studying for a PhD provides an opportunity to become an expert in the chosen topic and to make both an academic and practical contribution to knowledge.

With the objective to develop scholars for higher level careers in management research and teaching, practice, consulting, training and development & new business creation, ISBR partners with University of Mysore to offer PhD programs in Management and Commerce. The program has been specially designed to cater to the scholarly needs of working executives / managers / faculty members / researchers / entrepreneurs.



ISBR Achievements

Association with Stratford University, USA



ISBR Business School signs a Letter of intent with Stratford University, USA to jointly promote education. We are proud of this association.



ISBR Achievements

Bradley University, USA



Faculty Development Program on "International Pedagogy" and workshop on "How to write a RESEARCH PAPER?" by Dr.Rajesh Iyer from Bradley University, U.S.

ISBR Achievements

MOU with CII - Young Indians



ISBR, Bangalore has signed a MOU with CII - Young Indians Leadership Initiative. Young Indians (Yi) is an integral part of the Confederation of Indian Industry (CII), a non-government, not-for-profit, industry led and industry managed organization playing a proactive role in India's development process. Yi was formed in the year 2002 with an objective of creating a platform for young Indians to realize the dream of a developed nation. Yi has around 1837 direct members in 37 chapters, and engages around 10500 students through chaupals, under the brand 'Yuva'. The Yi membership includes young progressive Indians between the age group of 21 & 40 and comprises entrepreneurs, professionals and achievers from different walks of life. "To become the Voice of Young

Indians Globally" being the vision of Yi, it provides a platform for young Indians to participate in and contribute by becoming an integral part of the Indian growth story.

MrValliappa spoke about 3H in management -head, heart and hand. He told that one can become a successful person only if they know to build a co-ordination between these three.



Confederation of Indian Industry

ISBR Achievements

MOU with FKCCI



Federation of Karnataka Chambers of Commerce and Industry

ISBR signed an MOU with Federation of Karnataka Chambers of Commerce and Industry (FKCCI) to collaborate on skill development under the NSDP- National Skill Development Project. This partnership opens up unique opportunities to contribute to the skilled India Mission envisioned by the Prime Minister Narendra Modi.

ISBR will contribute to the design, development and delivery of skill development training to various industry sector and domain.

ISBR Achievements

Visit of Estonia Ambassador



His Excellency Mr. ViljarLubi - Hon. Ambassador, Embassy of Estonia & Mr. Pravin Kumar Goenka, Honorary Consul, Republic of Estonia along with Mr, Manish Kothari, Managing Director & Dr. C. Manohar, Dean ISBR at ISBR Business School

ISBR Achievements

New Programs Launched



We at ISBR believe in expanding the horizon when it comes to imparting quality education. We proud to announce that ISBR has got the approval to run PGDM in Hospital Management, PGDM in E- Commerce and PGDM in Small Business & Entrepreneurship Management. Health care & E-Com are an indispensable part when it comes to talking of a nation progress. We believe in contribution to these avenues by churning out students who get absolved by these industries.

ISBR Achievements



The Dean of ISBR, Shri. Dr. C Manohar has been elected to Management Committee of BCIC for the third successive year!

Its a proud moment for all of us.



ISBR Achievements

Education Excellence Award for ISBR Dean



ISBR Dean Dr. C. Manohar was conferred Education Excellence for Promoting Quality Education, Industry Academia Partnership and International Collaborations. The Award instituted by University of East London UK was presented by Mr. Md. Ali, Deputy Chief Minister of Telangana and felicitated

by Dr. Nora Ann Colton - Deputy Vice Chancellor of University of East London and Mr. Andrew McAllister - British Deputy High Commissioner in august presence of Leading Industrialist & academician at a Function in Hyderabad on 24th March 2015.

ISBR Achievements

University of Hongkong – HKUSpace visited ISBR



ISBR Business School a premier institute imparting management education had delegates visiting from University of Hong Kong –HKUSpace. Though the delegates were here to conduct a Management Development Programme we realized that there were more than one areas where are thought process collided

hence we decided that we should work in unison and make best use of each other's strength turning it into a winning combination. We see a tremendous amount of potential that lies before us and opportunities can be capitalized better by approaching it together

ISBR Achievements

Japanese delegates at ISBR



Delegates from Japan visited ISBR for collaboration and Knowledge sharing.

ISBR Achievements

Delegates from Edinburgh Napier University, Scotland



Visit of Delegates from Edinburgh Napier University, Scotland for Academic & Research Collaboration with ISBR

Delegates from New Castle University, Australia



Visit of Dr. Ashish Malik from The University of New Castle, Australia to ISBR to explore possibilities for collaboration.

ISBR Dean in ASSOCHAM Meeting over Mining in Karnataka



ISBR Dean Dr. C. Manohar with Karnataka Chief Minister Siddaramaiah and Minister for Law & Justice Mr. T.B. Jayachandra and Secretary Union

Ministry of mines on strategic initiative for enhancing production in mining sector at ASSOCHAM platform.

CCTV Donation by ISBR




Under B.Safe Programme - A B.PAC initiative, ISBR Bangalore has donated CCTV surveillance Camera to Electronic City Police Station, Bangalore

The Bangalore Political Action Committee (B.PAC) is established to promote a good quality of life for all citizens of Bangalore City.

- To promote and sustain good governance practices and policies for the economic competitiveness, social well-being and inclusive growth of the city.
- To promote integrity and transparency in all arms of the government and to enhance the image of Bangalore.
- To improve the quality of infrastructure in the city, based on global high standards.
- To identify and support strong candidates for public offices at all levels of governance from Bangalore city - city council, legislature, and parliament. BPAC is agnostic to the political affiliation of candidates, and will focus only on their alignment to the specific agenda of BPAC itself.
- To create a safer city where the rule of law is ensured for all.




ISBR congratulates our Founder & Managing Director, Mr. Manish Kothari for getting elected as the National Council Member of the Indian Wind Power Association (IWPA).



Our Dean Dr. C Manohar has been elected as the Chair Person of AIMS (ASSOCIATION of INDIAN MANAGEMENT SCHOOLS), Karnataka - Kerala Chapter.



Our Director, Major Bhargava, who is a Life Member of ISTD, (Indian Society for Training & Development) has been elected as the member of national Council and also member of the Executive Committee of Bangalore Chapter of ISTD.

ISBR Placement Report - 2015

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

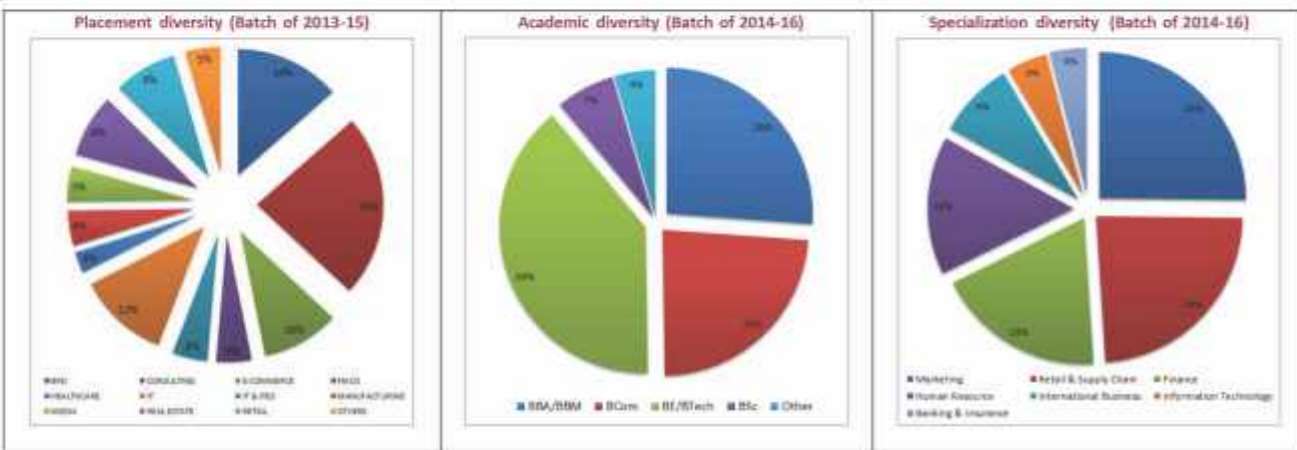
The institute was established under the aegis of Bangalore Education Trust (Estd: 1990) under Government of Karnataka. It offers PhD, MBA, PGDM, Global PGDM program (3 Country Exposure), 1 year PGDM and other certificate and value added programs. ISBR has been approved by the AICTE, Ministry of HRD, 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 2013-15)
Program : MBA (2 years) PGDM (2 years) Global PGDM (2 years)	Student strength : 199 Average age : 23 years Percentage of female students : 43% Entrance Exam : GMAT, CAT, MAT, XAT, CMAT	Marketing : 74 Retail & Supply Chain Management : 70 Finance : 55 Human Resource : 45 International Business : 25 Information Technology : 13 Banking & Insurance : 12	Placements : 100% Average CTC : Rs.5.2 lakh Highest CTC : Rs.20 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 Proquest, 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 2013-15 Batch

(multiple offers also included)

Student Name	Company	Sector
A Saroj Achary	K2 Partnering	Consulting
Abhijit Dey	Religare	BFSI
Aishwariya Nair	Swiggy	E Commerce
Aishwariya Nair	Spandana Spoorthy	BFSI
Aishwariya Nair	PropGod	E Commerce
Ajam Hussain Laskar	Askme.com	E Commerce
Akhil Kumar	American Express	BFSI
Aman	Fleming Gulf	Consulting
Anamika Verma	XL Dynamics	Consulting
Anamika Verma	PropGod	E Commerce
Ankit Kumar Patra	ICICI Securities	BFSI
Ankita Kumari	Winmax Advisory	Consulting
Ankita Mishra	Klimart	Manufacturing
Ankita Singh	Techno Soft	IT
Anne Pallavi	Bosch	Manufacturing
Ansuman.R	GrihhPravesh	E Commerce
Anuja Rajeev Joshi	Walkwater	Consulting
Aradhana Bali	XL Dynamics	Consulting
Arpita Saha	Matrimony.com	E Commerce
Atmakuri Avinash Kumar	Shippr.in	E Commerce
Attuluri L B Subramanyam	Winmax Advisory	Consulting
B. Gayathri Priyanka	ICICI Securities	BFSI
Balaji Valliappan S	Seventh Sense	Consulting
Bhanu Tiwari	Techno Soft	IT
Chandini Narayan	Orange Antilopes	Consulting
Chintu Prashanti	IBM	IT
Damodharan D	Applied Materials	Manufacturing
Deeksha Swaroop	PWC	BFSI
Deepak Kumar Das	Edelweiss	BFSI
Devendra Karthik Ganesan	Northern Trust	BFSI
Dinesh Pandian.S	ICICI Securities	BFSI
Divya Ardin	Swiggy	E Commerce
Divya Singh	American Express	BFSI
Eajaz Ali Baig	DELL	IT
Ebenezer Benjamin Kirubakaran	IB & M	Manufacturing
Fernandes Serena Venantius	Wenger & Watson	Consulting
Ganapam Prathap	Winmax Advisory	Consulting
Garima Bhatt	Religare	BFSI
Garima Sharma	Winmax Advisory	Consulting
Garima Sharma	Edelweiss	BFSI

Placement Report of 2013-15 Batch

(multiple offers also included)

Student Name	Company	Sector
Geetanjali Tripathi	Walkwater	Consulting
Guthikonda Navaratna Prasanthi	Oxys Technologies	IT
Haleema Sabeen	WIPRO	IT
Hari Prasad Jami	Kotak Mahindra	BFSI
Indrani Rajkumari	PropGod	E Commerce
Jenin Solomon	PropGod	E Commerce
Jit Ganguly	PropGod	E Commerce
Kadiyala Karun Kumar	Spandana Spoorthy	BFSI
Kadiyala Karun Kumar	Hiree	E Commerce
Katragadda Sriharshitha	C-tel Infosystems	IT
M Joe Jasper Raja	XL Dynamics	Consulting
Madduru Chaithanya	XL Dynamics	Consulting
Manish Kumar Singh	Metric Stream	IT
Mirashi Amogh Shrikant	CMS	IT
Mohtashim Zafar	CITI Bank	BFSI
Muhurtha Bekal K M	Trip On Food	E Commerce
Nandagopal S.H	Seventh Sense	Consulting
Naveen N	Winmax Advisory	Consulting
Neethu Sunny	Wenger & Watson	Consulting
Neethu Sunny	L&T InfoTech	IT
Neha Jain M	Edelweiss	BFSI
Neha Lalan	Indusind	BFSI
Neha Prasad	Wenger & Watson	Consulting
Nilarghya Misra	ICICI Securities	BFSI
Nithin Suresh	Rapid Stall	Retail
Nitika Bali	Edelweiss	BFSI
Pabani Sharmiza	Klimart	Manufacturing
Pabani Sharmiza	Orange Antilopes	Consulting
Pearly David Gaddela	Swiggy	E Commerce
Pearly David Gaddela	Hiree	E Commerce
Peddi.Vamshidhar	Hypercity	Retail
Pooja Trigunait	KPMG	Consulting
Pooja Yati	CMS	IT
Poosapati Keerthana	IBM	IT
Pragati Ray	TUV Rheinland	Consulting
Pratonu Mukherjee	Swiggy	E Commerce
Pratonu Mukherjee	Spandana Spoorthy	BFSI
Priya Nimbalkar	Edelweiss	BFSI
Priya Nimbalkar	L&T InfoTech	IT
Priyanka Sharma	Infosys	IT

Placement Report of 2013-15 Batch

(multiple offers also included)

Student Name	Company	Sector
Pronoy Ghosh	Edelweiss	BFSI
Puja Kumari	KPMG	Consulting
R Nithin	Northern Trust	BFSI
Rachit Malik	Wenger & Watson	Consulting
Rashmi Nagdeo	Edelweiss	BFSI
Ritura Biswas	Swiggy	E Commerce
Riya Biswas	WeOwn	E Commerce
Saakshi Vij	Spandana Spoorthy	BFSI
Saishree Chinmayee Mohanty	Felix	Consulting
Sakshi Maheshwari	ICICI Securities	BFSI
Sandeep Saraswat	PWC	BFSI
Sangjukta Chakraborty	Etiquette Promotions	Consulting
Sarika Singh	Winmax Advisory	Consulting
Saurabh Jindal S	Indusind	BFSI
Sawant Abhishek Uttam	Kalltrip.com	E Commerce
Shalini Swain	ICICI Securities	BFSI
Shweta Singh	Magna Infotech	Consulting
Sita Patel	Seventh Sense	Consulting
Soumyashree Dixit	Aimfill	Education
Sreejaswiny K R	Edelweiss	BFSI
Srijana Pakhrin	Fleming Gulf	Consulting
Subba Rao Eranki	Oxys Technologies	IT
Subrat Padhi	GrihhPravesh	E Commerce
Sucharita Biswal	Magna Infotech	Consulting
Sunkara Raghu	Arvind Mills	Manufacturing
Suresh Jakkula	Hindware	Retail
Suresh Kumar Dewangan	Fleming Gulf	Consulting
Sushant Malik	PropGod	E Commerce
Sushant Pushkarna	CMS	IT
Swaraj Kumar Sharma	TUV Rheinland	Consulting
Sweta Tripathi	XL Dynamics	Consulting
Tania Dhar	Wenger & Watson	Consulting
Turaka Jaya Krishnam Raju	DHL Couriers	Logistics
V S Srikanth Kothapalli	Pyro Tech Workspace Solutions	E Commerce
Vakkapatla Jagadeesh	Winmax Advisory	Consulting
Varun Vashisht	Spandana Spoorthy	BFSI
Varun Vashisht	Kotak Mahindra	BFSI
Varun Vashisht	PropGod	E Commerce
Vineeth Galla	Spandana Spoorthy	BFSI
Vishakha Harjai	PropGod	E Commerce



Annual Day 2014 Awards

Award Name	Student's Name	Batch
Best Contributor Award	Udit Gonnade	2012-2014
Best Co - ordinator Award	Yamuna Devi	2012-2014
Best Manager Award	Radhika Shivram	2012-2014
Best Class participation Award	Raghavi N S	2012-2014
Best Student of the Year Award	Nikhil M S	2012-2014
Best Student of the Year Award	Rashmi Prajapat	2012-2014
Most Committed Student Award	Vamsi Krishna	2012-2014
Most Creative Student Award	Santosh Deepak Dasari	2012-2014
Young Artist Award	Putti Kusuma	2012-2014
Young Artist Award	Vaisakh Vijayan	2012-2014
Best Attendance Award	Arshad Hussain J	2012-2014
Best Attendance Award	Dharanya P	2012-2014
Best CSR contribution Award	Sangeeta Sarmah	2012-2014
Best Dancer Award	Narsingh Nath Mishra	2012-2014
Best Dancer Award	Vishala M C	2012-2014
Best Entertainer Award	Ernest Abraham Thadathil	2012-2014
Best Internship Report Award	Siddhart Vyas	2012-2014
Best Paper Presenter Award	Chidananda Sahu	2012-2014
Best Paper Presenter Award	Santosh Deepak Dasari	2012-2014
Most Helpful Student Award	Garbham Gokul Srinivasa Nandan	2012-2014
Most Helpful Student Award	Sreebhashyam Aakash	2012-2014
Best Technical Designer Award	Lukka Roopvinesh	2012-2014
Best Sportsperson Award	L Naresh Kumar Patel	2012-2014
Best Transformation Award	Rounak Trivedi	2012-2014
Corporate Networking Award	Jai Ganesh K	2012-2014
Best MC Award	Abhishek Bharti	2012-2014
Best MC Award	Ranjitha	2012-2014
Best Mannered Student Award	Priyakshi Dutta	2012-2014
Best Class Citizen Award	Geetha B R	2012-2014
Best Organizer Award	Yamuna Devi	2012-2014
Most Diligent Student Award	D Vishnu Vardhan	2012-2014
Most Diligent Student Award	Sarath Chandra Laveti	2012-2014

Annual Day 2014 Awards

Award Name	Student's Name	Batch
Best Student Award - International Program	Namburi Nikhil	2012-2014
Best Student Award - International Program	Periyar Selvan V	2012-2014
Exceptional Contributor Award	Priyakshi Dutta	2012-2014
Exceptional Contributor Award	Rashi Sharma	2012-2014
PGDM 3rd Semester Topper - Ist Prize	Varun Kumar Das	2012-2014
PGDM 3rd Semester Topper - 2nd Prize	Santosh Prasad	2012-2014
PGDM 3rd Semester Marketing Topper	Poonam Chetri	2012-2014
PGDM 3rd Semester Finance Topper	Varun Kumar Das	2012-2014
PGDM 3rd Semester HR Topper	Kalpna Singh	2012-2014
MBA 3rd Semester Topper - Ist Prize	Rashmi Prajapat	2012-2014
MBA 3rd Semester Topper - 2nd Prize	Chittiboyana Vamsikrishna	2012-2014
MBA 3rd Semester Marketing Topper	Rashmi Prajapat	2012-2014
MBA 3rd Semester Finance Topper	Nikhil M S	2012-2014
MBA 3rd Semester HR Topper	KM Prashalini Verma	2012-2014
MBA 3rd Semester RSCM Topper	Chittiboyana Vamsikrishna	2012-2014
Miss ISBR Award	Ritura Biswas	2013-2015
Mr. ISBR Award	Varun Vashisht	2013-2015
Best Dancer Award	Aishwariya Nair	2013-2015
Best Dancer Award	Garima Sharma	2013-2015
Best Entertainer Award	Fernandes Serena Venantius	2013-2015
Best Team Leader Award	Hari Prasad Jami	2013-2015
Best Technical Support Award	Saurabh Jindal S	2013-2015
Best Contributor Award	Anuja Rajeev Joshi	2013-2015
Best Contributor Award	Pratonu Mukherjee	2013-2015
Best Co - ordinator Award5	Sreeja Chandran J	2013-2015
Best Manager Award	Sawant Abhishek Uttam	2013-2015
Best Class participation Award	Deepa K B	2013-2015
Best Student of the Year Award	Saakshi Vij	2013-2015
Most Committed Student Award	Varun Vashisht	2013-2015
Most Creative Student Award	Pragati Ray	2013-2015
Most Creative Student Award	Swaraj Kumar Sharma	2013-2015
Young Artist Award	Shivani Sharma	2013-2015



Annual Day 2014 Awards

Award Name	Student's Name	Batch
Best Attendance Award	Gadde Navya	2013-2015
Best Attendance Award	Varun Vashisht	2013-2015
Best Mannered Student Award	Vishakha Harjai	2013-2015
Best CSR contribution Award	Patel Taruna Bhikhabhai	2013-2015
Best Presenter Award	Vishwanath Bhat	2013-2015
Most Helpful Student Award	Hari Prasad Jami	2013-2015
Most Helpful Student Award	Jit Ganguly	2013-2015
Best Technical Designer Award	Naveen N	2013-2015
Best Sportsperson Award	Kora Teja Showdary	2013-2015
Best Transformation Award	Vikas Mourya	2013-2015
Best MC Award	Haleema Sabeen	2013-2015
Best MC Award	Vishwanath Bhat	2013-2015
Most Diligent Student Award	Mohtashim Zafar	2013-2015
Corporate Networking Award	Gaddela Pearly David	2013-2015
Corporate Networking Award	Kadiyala Karun Kumar	2013-2015
PGDM 1st Semester Topper - 1st Prize	Tania Dhar	2013-2015
PGDM 1st Semester Topper - 2nd Prize	Madduru Chaithanya	2013-2015
PGDM 1st Semester Topper - 3rd Prize	R Raja Reddy	2013-2015
Subject Topper in Management Concepts & Theories	Aishwariya Nair	2013-2015
Subject Topper in Organisational Behaviour	Tania Dhar	2013-2015
Subject Topper in Business Environment	Vishwanath Bhat	2013-2015
Subject Topper in Business Communication	Pragati Ray	2013-2015
Subject Topper in Managerial Accounting	Tania Dhar	2013-2015
Subject Topper in Managerial Economics	Tania Dhar	2013-2015
Subject Topper in Statistics for Management	Tania Dhar	2013-2015
Subject Topper in Information Technology in Management	Manish Kumar Singh	2013-2015
Subject Topper in Management Concepts & Theories	Guthikonda Navaratna Prasanthi	2013-2015
Subject Topper in Organisational Behaviour	Guthikonda Navaratna Prasanthi	2013-2015
Subject Topper in Business Environment	Yalamanchili Dharani	2013-2015
Subject Topper in Business Communication	Vishakha Harjai	2013-2015
Subject Topper in Managerial Accounting	Deepa K B	2013-2015
Subject Topper in Managerial Economics	Gupta Yashika Rajkumar	2013-2015

Annual Day 2014 Awards

Award Name	Student's Name	Batch
Subject Topper in Statistics for Management	Gupta Yashika Rajkumar	2013-2015
MBA 1st Semester Topper - 1st Prize	Gupta Yashika Rajkumar	2013-2015
MBA 1st Semester Topper - 2nd Prize	Guthikonda Navaratna Prasanthi	2013-2015
MBA 1st Semester Topper - 3rd Prize	Ebenezer Benjamin Kirubakaran M	2013-2015
Chusti aur Furti - Marketing Competition Winner	Dharamvir Singh	2013-2015
Chusti aur Furti - Marketing Competition Winner	Guggilam Sriram	2013-2015
Con Cruzo Finanza - Finance Competition Winner	Sweta Tripathi	2013-2015
Con Cruzo Finanza - Finance Competition Winner	Sarika Singh	2013-2015
Dawn Of The Dead - Case Study Competition Winner	Pratonu Mukherjee	2013-2015
Dawn Of The Dead - Case Study Competition Winner	Arpita Saha	2013-2015
Dawn Of The Dead - Case Study Competition Winner	Gaddela Pearly David	2013-2015
Dawn Of The Dead - Case Study Competition Winner	Sweta Tripathi	2013-2015
Dawn Of The Dead - Case Study Competition Winner	Sarika Singh	2013-2015
Face Painting Competition Winner	Shalini Swain	2013-2015
Face Painting Competition Winner	Soumyashree Dixit	2013-2015
Face Painting Competition Winner	Ritura Biswas	2013-2015
Face Painting Competition Winner	Animesh Khandelwal	2013-2015
Face Painting Competition Winner	Saurabh Jindal S	2013-2015
Food Carnival Winner	Neha Prasad	2013-2015
Food Carnival Winner	Neha Lalan	2013-2015
Food Carnival Winner	Muhurtha Bekal K M	2013-2015
Mehandi Competition - 1st Place Winner	Chandini Narayan	2013-2015
Mehandi Competition - 1st Place Winner	Bhanu Tiwari	2013-2015
Mehandi Competition - 2nd Place Winner	Roma V Sharma	2013-2015
Mehandi Competition - 2nd Place Winner	Neha Jain M	2013-2015
Rangoli Competition - 1st Place Winner	Deeksha Swaroop	2013-2015
Rangoli Competition - 1st Place Winner	Manish Kumar Singh	2013-2015
Rangoli Competition - 2nd Place Winner	Daphibanbet Wanroi	2013-2015
Rangoli Competition - 2nd Place Winner	Sri Jana Pakhrin	2013-2015



Convocation 2015 Awards

Award Name	Student's Name	Batch
Best Student Award	Rashmi Prajapat	2012-2014
MBA Academic Excellence Award	Rashmi Prajapat	2012-2014
MBA Finance Excellence Award	Nikhil.M.S	2012-2014
MBA Human Resource Excellence Award	Prashalini Verma	2012-2014
MBA Marketing Excellence Award	Rashmi Prajapat	2012-2014
MBA Retail & Supply Chain Excellence Award	C Vamsi Krishna	2012-2014
PGDM Academic Excellence Award	D Vishnu Vardhan	2012-2014
PGDM Finance Excellence Award	Varun Kumar Das	2012-2014
PGDM Human Resource Excellence Award	D Vishnu Vardhan	2012-2014
PGDM Marketing Excellence Award	Poonam Chetri	2012-2014
PGDM Retail & Supply Chain Excellence Award	Kalpna Singh	2012-2014
PGDM Banking & Insurance Excellence Award	Santhosh Prasad	2012-2014
PGDM International Business Excellence Award	Aparupa Sengupta	2012-2014
One Year PGDM Academic Excellence Award	Ruchika Durani	2013-2014
Project Topper	Sooryashree.R (MBA)	2012-2014
	Santhosh Prasad (PGDM)	2012-2014
Shri. Prakash Kothari Award	Radhika Shivaram	2012-2014
Smt. Rasila Kothari Award	Yamuna Devi E	2012-2014
Best All Rounder Award	Abhishek Bharti	2012-2014
Most Committed Student Award	Nikhil Namburi	2012-2014
Faculty Choice Award	Nikhil M. S	2012-2014
	Ranjitha	2012-2014
Best Team Player Award	Udit Gonnade	2012-2014
Best Disciplinary Award	Priyakshi Dutta	2012-2014
	Aswathy Joseph	2012-2014
Best Talent Award	Ernest Abraham T	2012-2014
Most Creative Student Award	Lukka Roopvinesh	2012-2014
	Santosh Deepak Dasari	2012-2014
Special Recognition Award	Sreebhashyam Aakash	2012-2014
Placement Excellence Award	Chandra Bushan Singh	2012-2014

Convocation Invite 2015



PROGRAM SCHEDULE

- Registration
- For Graduating Students: 08:30 am to 10:00 am
- For Guests: 10:00 am to 10:30 am (Followed by breakfast)
- Graduation procession starts (Audience rise & remain standing until guests are seated)
- Inauguration & Lighting of the Lamp
- Wellness 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 Honor
- Release of ISBR GEMS
- Ceremonial Certificate
- Vote of Thanks
- National Anthem
- Graduation procession leaves
- Lunch

INVITATION

CONVOCATION 2015

Saturday, 11th July 2015

ISBR Business School
 IT, Electronics City - Phase I, Behind BSNL, Telephone Exchange, Bangalore - 560009

For any guidance, contact: 0811 33331, 0876 1118
 E-mail: convocation@isbr.in

No person was ever honored for what he received, honor has been the reward for what he gave.

www.isbr.in

HANDLED BY TOP FACULTY OF ISBR

The Director, Dean, Faculty, Staff & Students of

ISBR Business School
 Bangalore

takes immense pleasure in inviting you to the

CONVOCATION 2015

on Saturday, 11th July 2015

Time:
 For Graduating Students - 8:30 am
 For Guests - 10:00 am

Venue:
 ISBR Business School,
 IT, Electronics City - Phase I,
 Behind BSNL, Telephone Exchange,
 Bangalore - 560009

Kindly grace the occasion and
 bless the graduating students.

Corporate Partners

Honorary Address by Chief Guest:
Shri. H. V. Deolganalle
 Hon'ble Minister for Higher Education & Tourism,
 Government of Karnataka.

Guest of Honor & Patron of ISBR by
Shri. Eswara Bannerman
 High Commissioner of Mysore

Guest of Honor & Special Address by
Shri. Anuj Sharma
 President, Bangalore Chapter of Indian Council
 Managing Director, Phoenix

Guest of Honor:
Shri. Christian Scherrer
 Deputy Consul General of Switzerland

Chairperson:
Shri. Pradeep Bhattar
 Chairman, ISBR Group of Institutions,
 Director, Urban Builders

Presided by:
Shri. Manish Bhattar
 Managing Director, ISBR Group of Institutions
 & IET Group of Colleges,
 Director, Oshin College, India

Award of Excellence for Outstanding Achievement
 in the field of Entrepreneurship:
Shri. India Prem Nandan
 Director, IASBDA

Award of Excellence for Outstanding Achievement
 in the field of Social Entrepreneurship of Higher Order:
Dr. Shantanu Shrivastava
 Founder, SPARSH HOSPITALS

Dr. C. Manohar **Shri. Mayur Jain** **Shri. Bharat Jain**
 Dean Trustee CEO

Dr. K. S. Anandaram **Maj. Bhargava** **Shri. Kiran Wadia**
 Sr. Director Director Director

Mumbai Dabbawalas share their success story with ISBR Students

stand out

making early INROADS

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

Curious offered

A whiff of fresh air

For students

DECCAN HERALD

Metrolife

Determined to better their chances

AMBITIOUS LOT

DECCAN HERALD

Metrolife

The ability to analyse

COMPETITION

Mohandas Pai Interviewed by ISBR Students media team

DECCAN HERALD

Full of nostalgia and gratitude

CONVOCATION CEREMONY

Plenty of hopes and dreams

International Delegates visit ISBR

DECCAN HERALD

hot spot Metrolife

TRADITIONAL FLAVOUR

A complete festival experience

ISBR students visits Mysore for a RURAL Project

DECCAN HERALD

A refreshing change in the routine

ANNUAL DAY

DECCAN HERALD

I Gen-Y Metrolife

Club activities for all

Metrolife

For a practical feel

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.

State awaiting apex court's nod for mining auctions: CM

Special Correspondent

Minister

DECCAN HERALD

INFORMATIVE SESSION

A real picture of the corporate world

Students

DECCAN HERALD

hot spot Metrolife

TRADITIONAL FLAVOUR

A complete festival experience

Delegates From Washington, USA Visits ISBR Business School

DECCAN HERALD

A refreshing change in the routine

ANNUAL DAY

ISBR Director awarded Young Achievers Award



Invites ISBR Orientation Invite

FAREWELL 2015



Independence Day



Independence Day



MBA



PGDM



PGDM



New Programs Launched

PGDM in Entrepreneurship

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

Incubate ▶ Develop ▶ Execute ▶ Achieve

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

Program Objective

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



New Programs Launched

PGDM in Business Analytics

Approved by AICTE, Ministry of HRD, Government of India



This program enhances Business Analytical skills in decision making at the highest level of the organization. This program addresses a range of issues that are integral to business decisions through case studies, dynamic faculty presentations, and group discussions. With this program you will develop knowledge and competencies on various analytical tools and technologies to collect and analyze data for generating business intelligence and support different

functional areas of organizations belonging to various industry domains. Business Analytics are used in industries like retail, financial services, manufacturing, healthcare, e-commerce, energy, social media, e-governance, telecom etc.



New Programs Launched

One Year PGDM in Health Care

Affiliated to Bangalore University

The common dictum “Health is Wealth” is very well known to the mankind. What if a course is designed to understand the intricacies, nuts & bolts of the health care sector. The competencies required to nurture professional in this arena.

ISBR caters to all those interested in the Health Care value chain: Suppliers as well as providers, Health insurance and regulatory bodies.

Affiliated to Bangalore University the post graduate program is going to capture the best practices of the

health care sectors and train young men & Women to bring in the innovative practices through innovation.

Program Objective:

- To bring an awareness about the changing customer expectation in the health Care sector.
- To incorporate the best tools and technologies through learning.
- To Aim at building inquisitive mindset for research and development.

New Programs Launched

One Year PGDM in Entrepreneurship

Affiliated to Bangalore University

Incubate ▶ Develop ▶ Execute ▶ Achieve

Discover The Power of Entrepreneur in you

Dream your future that is exciting

Design your enterprise that is ever growing

Deliver value to society that is sustaining

Leave your imprints that are impacting!

The Post Graduate Program is a one year intensive program that trains the student in every aspect of becoming a successful and innovative entrepreneur. People are born with innate capacities for unlimited possibilities. Converting the capacities into capabilities is within human potential. That comes when one exalts with vision and imagination, purposefully and meaningfully! That's when an entrepreneur is born! He who has no bounds for thoughts and action, he who has no scope for inhibitions for initiatives, and to whom it does not matter



what stops on the way ... is the one who marches ahead and makes it happen. Creates value through wealth, brings value to lives and gives opportunities a chance!

Program Objective

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

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

New Programs Launched

One Year PGDM in E-Commerce

Affiliated to Bangalore University

As somebody rightly mentioned that “It took hundred years to build an empire for TATA's & Birla's. It took nearly twenty years to build the likes of “INFOSYS”. And it took hardly five years to build FLIPKART and SANPDEAL.”

E-Commerce which is booming in the contemporary world is the most significant aspect of the changing market. ISBR proudly launches one Year PGDM with specialization in E-Commerce. The E-Commerce will touch base with content on marketing research, strategic Management & electronic commerce strategy. Affiliated to Bangalore University the course will be designed to

cater to the demand of the millennial generation.

Program Objective:

- The program aims at bringing an awareness of the e-commerce business from the scratch.
- It also aims at developing a learning curve on various concepts, tools & techniques.
- Finally the course will consist of industry experts who will be sharing their tacit knowledge in the class rooms.

New Programs Launched

PhD in Management & Commerce

University of Mysore

THE ULTIMATE RECOGNITION OF EDUCATIONAL EXCELLENCE AND INTELLECTUAL ABILITY

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

Why a PhD:

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

PhD program overview

The program is specially designed to cater to the scholarly needs of working executives, managers, faculty members, researchers, entrepreneurs. The objective is to develop scholars for higher level careers in management research and teaching, practice, consulting, training and new business creation. Expert faculty, partnership



opportunities, leading-edge research methods and close supervision contribute to an outstanding study environment. Doctorate conferred by University of Mysore.

Benefits of a PhD

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

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 87

One Global Economy. One Global Leader.



Two Year GLOBAL PGDM
(A 3 country exposure program)



Approved by AICTE. Ministry of HRD
Government of India



THE BUDDY PROJECT AT ISBR

Conceptualised by ISBR Student

HIGHLIGHTS OF THIS ISSUE



Fresher's Day



ISBR Day 2014



Campus Buzz



Unveiling Success Traits



Industry Visits



International Guest
Lecture Series



Guest Lecture Series



Corporate Social
Responsibility



Cells and Club Activities



Intercollegiate Fest
Participation



Panel Discussions



Talent Connect



International Study Tour



Farewell



Abhi-Nandana



Convocation Day



Alumni Meet 2015



Annual Report 2014-15



Batch Inauguration



ISBR Achievements

To,

For Private Circulation only

IF UNDELIVERED, PLEASE RETURN TO:

International School of Business & Research

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

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

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