



# PGDM

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PROSPECTUS





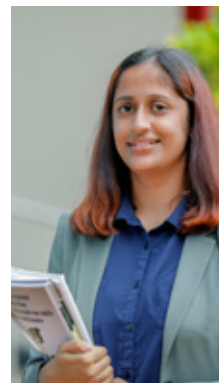






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## OUR LOGO

Our logo postulates character and capacity building through integrity, realizing supremacy of Self to enjoy the beauty of Life, enriched by rays of hope. ISBR logo symbolizes its core values, it is an epitome of the rising Sun.

Rising Sun! Is there one? If we believe the Earth revolves around the Sun, then there's no sunrise or sunset! A sunset in one place is simultaneously a sunrise somewhere else. Constant evolution, continuous movement forward, resulting in progress – this is the only truth!

The central crust, in deep red, is iconic of human values – trust and faith, and the source of eternal energy. Around this is the white a space, representing truth and transparency, the shining face of life, bright and bold.

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

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

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



# About ISBR Business School

An institute of international educational standards, The International School of Business and Research (ISBR) was set up under the aegis of Bangalore Education Trust (established in the year 1990).

The incubators of ISBR had a dream – the dream of a gateway that provides a global outlook, an infrastructure that beckons to explore and learn, a cradle that nurtures high ethical and human values. ISBR stands in the silhouette of such a dream. It is envisioned to become a globally recognized center of learning and research.

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

With the competence and experience of the best minds from academics and industry, ISBR Business School is envisioned as an institute of high academic standards. The spirit of excellence that has founded ISBR Business School will remain the driving force. ISBR is committed to excellence in scholarship, training and service.

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

At ISBR, the focus goes beyond education. ISBR aims to prepare students for life – ingrain in them the psyche of an eternal student – making them leaders, a leader who is an ever learner, driven by thirst for knowledge and the passion to excel and ignited with the desire to achieve success for life.

## Approval & Accreditation



## Awards & Accolades

# PLATINUM

Ranked under Platinum Category Five times in a row – AICTE



By AICTE-CII Survey 2020





# Vision

To be the premier Institute  
for knowledge creation  
and dissemination that develops  
potential management leaders  
for India and the Global  
Community

## Mission

- To create and nurture an environment where students learn with a holistic approach to ensure they achieve academic excellence, integrity, leadership qualities and become socially responsible individuals.
- To create and maintain a healthy campus environment for all our stakeholders to achieve excellence in the field of management education and research by addressing internal and external issues of the Institute from time to time.
- To endeavour to keep the curriculum updated to suit the requirements of the industry in global context and deepen international alliances.

## Core Values

- Pro activeness
- Integrity
- Continuous Learning and Improvement
- Social Consciousness
- Sustainability



# Message From Chairman

*The entire intellectual community of the world has woken up to the reality that India is a Treasurehouse of Talent and Intelligence*

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

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

The directors and trustees are into education from last many years. Past Students placed in top business houses is a testimony to their endeavor in imparting top quality education to the students. We felt the need of a business school with an international atmosphere and that gave birth to 'ISBR', a business school in a serene atmosphere amidst the leaders of India, the top IT companies of the country at Bangalore. At ISBR, through our calliberated efforts you shall be able to achieve the goals and aspirations of your life.

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

**Shri. Prakash Kothari**







# Message From Managing Director

*The thirst for knowledge and  
love of learning thrive at ISBR in both  
students & teachers*

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

I can say with complete confidence that ISBR presents one of the finest management programs in the country. ISBR is a community of learners, striving to educate the mind, nurture the spirit, and foster the development of the individual. ISBR's dedicated and talented faculty supports the mission and as they continue to seek educational growth for themselves, they bring new and innovative ideas back into the classroom. The thirst for knowledge and love of learning thrive at ISBR in both students & teachers.

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

Welcome to be the class of knowledge leaders. Welcome to one of the top ranked business schools of the country.

**Dr. Manish Kothari**





# ISBR GROUP & ADVISORY COUNCIL

**Mr. Sunil Rao**

Partner, Lightspeed India Partners  
Advisors  
& Ex-Country Head, Google India

**Mr. Rajinish Menon**

Founder, Sukino Healthcare & Ex-Director,  
Microsoft Ventures

**Prof. J.K. Mitra**

Former Head & Dean – Faculty of  
Management Studies(FMS), Delhi  
University

**Mr. Ajeesh Venogopal**

Former Head – Products & Alliances,  
Wipro Technologies

**Mr. Makarand Rege**

Head – L&D, Akshaya Patra Foundation

**Mr. Gurjit Singh**

Managing Director, Gill Instruments

**Ms. Suja Warriar**

Member, Sustainability Board, Infosys

**Mr. Salim E.A**

Executive Committee Member, ELCIA &  
Managing Director, Sunikh Components  
Pvt.Ltd.

**Mr. Balachander N**

Group Director – HR, Café Coffee Day &  
Former President, NHRD Bangalore Chapter

**Mr. Minor Ganesan**

Sr. Vice President, Page Industries &  
President, NHRD Hosur Chapter

**Mr. K. Jairaj**

Former Additional Chief Secretary,  
Government of Karnataka

**Dr. Madhura Chatrapathy**

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

**Mr. Prabhu Naidu**

Founder, Facilitators Network, Singapore

# INDUSTRY ADVISORY COUNCIL

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Shelby

**Mr. Vikrant Kudigi**

Infosys

**Mr. Fasih Abbas**

PhonePe

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Compass

**Mr. Chetan Samadhiya**

Ernst & Young

**Mr. Anuj Singh**

Future Group

**Mr. Santosh Kurella**

DNVGL & Alumni

**Ms. Nonibala N**

HSBC

**Mr. Jelani Mohammed**

IIM

**Mr. Abbas Ali**

Director – Corporate Relations

**Dr. Y. Lakshman Kumar**

Director Academics, ISBR

**Ms. Doel Bhattarcharya**

Student Representative, ISBR

**Mr. Kanagaraj K**

Registrar, ISBR



# ISBR GROUP GOVERNING COUNCIL

**Mr. Manish Kothari**

Managing Director, ISBR

**Prof. S Sadagopan**

Director, IIT Bangalore

**Mr. C Mahalingam**

Managing Director, Lead Theatre Consulting

**Mr. K Raghu**

Former President, The Institute of Chartered Accountants of India

**Dr. K S Anandram**

Sr. Director, ISBR Research Centre

**Dr. C Manohar**

Sr. Director – Strategic Networking, ISBR

**Mr. K Jairaj**

Retd. IAS Officer (Fmr. Additional Chief Secretary)

**Ms. Dana Kursh**

Consulate General of Israel to South of India

**Prof. Jayadev M**

Prof, IIM Bangalore

**Dr. T V Raju**

Director – Planning, RV Educational Institutions

**Ms. Yeshasvini**

CEO, e2epeoplepractices.com

**Dr. Y. Lakshman Kumar**

Director Academics, ISBR

**Mr. Kanagaraj K**

Registrar, ISBR

**Mr. Abbas Ali**

Director – Corporate Relations

## ISBR GROUP CORE TEAM

**Dr. K.S. Anandaram**

Sr. Director  
ISBR Research Centre

**Dr. Chandra Niranjana**

Ph.D.(UK), MBA(HR), MA (Eng Lit.), PGDM  
Director – Academics

**Dr. C. Manohar**

Sr. Director – Strategic Networking, ISBR

**Mr. Abbas Ali**

Director – Corporate Relations

# PARTNERSHIP & COLLABORATIONS

## Professional Bodies



## Industry Bodies







## Academic Collaborations



BRITISH  
LIBRARY

The  
American  
Library



ProQuest



af Alliance Française

EBSCO  
Information Services







**ISBR PGDM**



# ABOUT THE PROGRAM

Strategically located in the heart of Electronics City, Bangalore, ISBR Business School is consistently ranked as one of India's top B-Schools. A top-class, not-for-profit, industry choice, Platinum rated institute, offering highly sought after postgraduate programs with 14 specializations, ISBR currently offers the following programs with a distinct focus on innovation, effective execution, social responsibility, self-development, experiential learning and learning for life.

## COURSES OFFERED

PGDM

PGDM In Data Science & Business Analytics

PGDM with One Semester Abroad

Global PGDM – Three Country Program

PGDM with International Study Trip

PGDM in Sports Management

PGDM In Healthcare Management

## PROGRAM ARCHITECTURE

- Pre Master's Program
- Learn from the Masters Series – Practitioner – Led courses taught by top Industry leaders in the ranks of CEOs, VPs, MDs of multinational companies
- Self Awareness, Self Management & Self Development
- Mentorship Based Learning
- Innovation & Entrepreneurship
- C-talk Series
- Social Responsibility & Sustainability
- Student Assistantship
- Modules for Attitude, Skills & Knowledge Improvement
- Professional modules for career specific growth
- Campus To Corporate (C2C) modules
- Workshops, Case Studies & Seminars
- Student Cells & Clubs
- Field Activities & Dream Visit
- Live Organization Study, Projects & Internships
- International Exposure Modules
- Memberships of professional bodies
- Social Immersion







# PGDM

The two year AICTE approved PGDM program curriculum is set apart by three distinct dimensions: Extensive corporate interface; Unlimited knowledge access and an Unwavering focus on the future. The PGDM program is very unique not only in its contents but also in its delivery. Students of this program spend their two years at ISBR Business School. PGDM course offers dual specialization with a choice of over 14 specializations.

## Dual Specializations

Marketing Management	Human Resources Management	Finance
Operations Management	Data Science & Business Analytics	Small Business Management & Entrepreneurship
Health Care Management	Information Systems	International Business (IB)
Retailing & Supply Chain Management	Travel & Tourism	Banking & Insurance
Sports Management		

### Group A

- Human Resources Management
- Finance
- Marketing Management
- Operations

### Group B

- Business Analytics
- Informational Systems
- International Business (IB)
- Health Care Management
- Retailing & Supply Chain Management



# Y SCHOOLS





## **PGDM with International Study Trip**

The two year AICTE approved PGDM program clubbed with international study trip is aimed at providing cross cultural exposure to our management grads. During the study trip, students are expected to make business environment observations such as quality control, innovation, marketing strategies, cost effective planning, policies and procedures, innovation in design and success of entrepreneurial efforts to list a few.

## **PGDM with One Semester Abroad**

Recognizing the need for advanced global competency, this PGDM program with one semester abroad aims at cross cultural exposure and building global perspective amongst students.

The learning outcomes of this program are extremely rewarding and career enhancing for students building in them the capability to take professional challenges head on. Under this program, students have the option of studying one semester with any of the ISBR's International partner Universities.

Besides getting taught by renowned international faculty, students build a strong network with international student community. Students also get mentored by international professors.

Under this program, students have an option of undergoing one semester with the international university partner under the students exchange arrangement, where, apart from building a strong network with international students, they will meet and learn from professors of the international universities. This program enables the students to get the best of Indian and international education. Students will be in the midst of truly multinational peer groups. During the course of this study, students will be taken on various corporate and academic tours. This will provide an opportunity of understanding how global corporates work.







# Global\* PGDM

The two year Global PGDM – Tri Country Program is an innovative and exciting model for a real global exposure. Students get an opportunity to gain invaluable exposure, experience and practical knowledge by traveling, studying and experiencing three countries (including India) during their two years of AICTE approved PGDM.

The program is aimed at building various facets of leadership from an international perspective, helping students understand business with a global perspective. Students of this program are expected to get the required exposure, skills sets, business acumen and confidence to work in any organization in any part of the world. Throughout the program, students experience holistic learning of cross-cultural sensitivities, real world experiences, the best of academic mentors, both by Indian and international faculty members, international industry visits, hightech classrooms, international standard facilities including comfortable accommodation, sports and fitness centres. This program rightfully justifies the practical part of pursuing masters in the area of management. Students become culture sensitive and will develop a broader approach to adaptability.

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

*\*The term "Global" is used only to reflect the global exposure and global business acumen students of this program are expected to gain through student exchange arrangements with the international university partners.*

## PGDM in Sports Management

This AICTE approved PGDM program with Sports Management as a specialization takes the student, from being just a fan or a player and teaches him or her the business of sports. A few years ago, sports management was a barely known curriculum and the field itself was limited and poorly defined. Sports industry jobs were usually filled by former players or coaches, or general management graduates. Now, a formal Sports Management qualification prepares you for a career that combines business and sports. The specialized curriculum for this program helps you develop skills and knowledge that sports management staff use on a day to day basis. The bottomline is that sports is also an industry in itself and a business opportunity and companies are looking for employees with knowledge and experience to go along with their passion for sports. With the proliferation of professional sports leagues in almost every sport, backed by business and media and the growth of sports management firms, there are plenty of job opportunities in the billion dollar sports industry in India. But there is not enough trained manpower to fill these roles, because very few institutes offer sports management education in the country at the moment.



# PROGRAM STRUCTURE

## Trimester I

- Managerial Economics
- Financial Reporting, Statements and Analysis
- Management Process, Organization Design
- Organizational Behaviour
- Business Statistics and Analytics for Decision Making
- Computer Application for Business
- Business Communication

### Participative Learning

- Certificate Courses
- Industry Interface Sessions
- Personality Development Modules
- Mentorship
- Learn from The Masters Series

## Trimester 2

- Corporate Finance
- Marketing Management
- Human Resources Management
- Operations Research
- Indian Economy & Policy
- Managerial Skills For Effectiveness

### Participative Learning

- Professional Certificate Courses
- Industry Interface Sessions
- Personality Development Modules
- Mentorship
- Learn from The Masters Series

## Trimester 3

- Indian Financial System and Financial Markets
- Corporate Strategy
- Operations & Supply Chain Management
- Research Methodology
- Indian Ethos and Business Ethics
- Business Environment

### Participative Learning

- Professional Certificate Courses
- Industry Interface Sessions
- Personality Development Modules
- Mentorship
- Learn from The Masters Series



## Trimester 4

- Entrepreneurship
- Specialization (Major)
- Paper - 1
- Paper - 2
- Paper - 3
- Specialization (Minor)
- Paper - 1
- Paper - 2
- Internship Report

### Participative Learning

- Mentorship
- Professional Certificate Courses
- Pre Placement Training
- Learn from The Masters Series

## Trimester 5

- Corporate Social Responsibility
- Specialization (Major)
- Paper - 7
- Paper - 8
- Paper - 9
- Specialization (Minor)
- Paper - 5
- Paper - 6
- Dissertation

### Participative Learning

- Mentorship
- Professional Certificate Courses
- Personality Development Modules
- Pre Placement Training
- Learn from The Masters Series

## Trimester 6

- Corporate Social Responsibility
- Specialization (Major)
- Paper - 7
- Paper - 8
- Paper - 9
- Specialization (Minor)
- Paper - 5
- Paper - 6
- Dissertation

### Participative Learning

- Finishing School
- Learn from The Masters Series



# SPECIALIZATION CURRICULUM OUTLINE

## Major Specializations for trimesters IV, V, VI

TRIMESTER	FINANCE	MARKETING MANAGEMENT	HUMAN RESOURCES MANAGEMENT	OPERATIONS & SUPPLY CHAIN MANAGEMENT
IV	Investment Analysis & Portfolio Management	Consumer Behavior	Manpower Planning, Recruitment, and Selection	Supply Chain & Logistics Management
	International Finance	B2B Marketing	Human Resource Metrics & Analytics	Operations Strategy
	Valuation	Integrated Marketing Communications (IMC) / Promotion Strategy	Compensation & Benefits Management	Operations Research Applications
V	Financial Econometrics	Sales & Distribution Management	Employee Relations & Employment Laws	Sourcing Management
	Corporate Restructuring	Product & Brand Management	Performance Management Systems	Behavioural Operations Management
	Risk Management & Financial Derivatives	Digital & Social Media Marketing	Leadership & Team Dynamics at Work	Supply Chain Analytics
VI	Project Management & Appraisal	Retail Management	Strategic & International HRM	Management of Manufacturing Systems
	Behavioral Finance	Services Marketing	L & D	Sales & Operations Planning
	Mergers, Acquisitions & Corporate Restructuring	International Marketing	International HRM & ERP	Pricing & Revenue Management







# SPECIALIZATION CURRICULUM OUTLINE

## Major Specializations for trimesters IV, V, VI

TRIMESTER	TRAVEL & TOURISM	BUSINESS ANALYTICS (BA)	RETAILING & SUPPLY CHAIN MANAGEMENT	BANKING AND INSURANCE (B&I)	
IV	Tourism Management	Introduction to R and Basic Analytics using R	Supply Chain Management	Law and Practice of Banking	
	Hospitality Management	Data Visualization & Reporting	Operations Strategy	Investment Banking & Merchant Banking	
V	Eco Tourism	Predictive Analytics	Services & Retail Marketing	Corporate Banking & Retail Banking	
	Event Management	Databases using SQL	Sales & Logistics Management	ICT Applications in Banking	
VI	International Tourism	Advanced Analytics	Promotion & Relationship Management	Life, Health & General Insurance	
	Travel Agency Management	Learning Python	Operations Management	Law & Practice of Insurance	



<b>INTERNATIONAL BUSINESS (IB)</b>	<b>INFORMATION SYSTEMS (IS)</b>	<b>HEALTH CARE MANAGEMENT (HCM)</b>	<b>SMALL BUSINESS MANAGEMENT &amp; ENTREPRENEURSHIP (SBM&amp;E)</b>
International Economics	System Analysis & Design	Community Health, Epidemiology & Population Management	Government Business & Interface
International Trade Policy	Software Engineering Management	Health Care & Social Policy	Small Business Marketing
International Marketing	Data Management Techniques	Health System Management	Financing of Small Business
International Financial Management	ERP	Health Communication: Development & Dissemination	New Enterprise Management
India & WTO	Business Process Re-Engineering	Health & Hospital Information System	Small Business Environment & Management
India's Foreign Trade	Electronic Commerce	Health Care Economics & Finance	Governance & Management of Non-Profit Organizations (NPOs)/NGOs



# SPECIALIZATION CURRICULUM OUTLINE

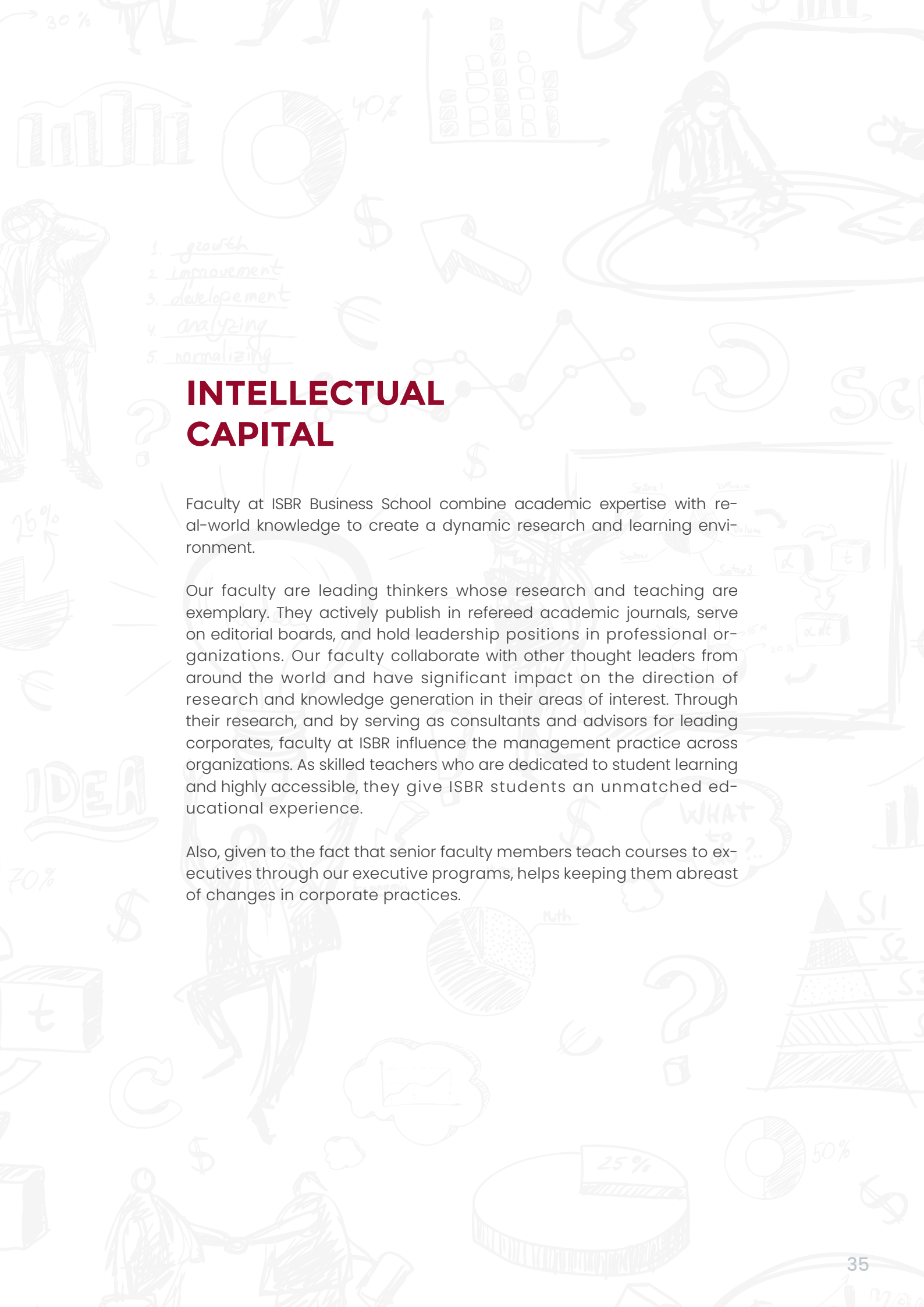
## Sports Management

- Project Management
- Entrepreneurship
- Management of Professional Sports Leagues and Terms in India
- Organization and Administration of sports in India
- The Business of Sport including Grassroots Coaching and Global Sports Tourism
- Sports Event Management
- Sports PR and Advertising
- Industry Live Project
- Sports Brand Management
- Strategic Management
- Planning and Creation of Sports Facilities and Infrastructure and their Effective Management
- An Introduction to Sports Journalism
- International Sports Organizations and their Structure and Role
- Case studies in Sports Leadership & Sports Organization
- Sports Law and Risk Management
- Global Sports Tourism







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1. growth
  2. improvement
  3. development
  4. analyzing
  5. normalizing

## INTELLECTUAL CAPITAL

Faculty at ISBR Business School combine academic expertise with real-world knowledge to create a dynamic research and learning environment.

Our faculty are leading thinkers whose research and teaching are exemplary. They actively publish in refereed academic journals, serve on editorial boards, and hold leadership positions in professional organizations. Our faculty collaborate with other thought leaders from around the world and have significant impact on the direction of research and knowledge generation in their areas of interest. Through their research, and by serving as consultants and advisors for leading corporates, faculty at ISBR influence the management practice across organizations. As skilled teachers who are dedicated to student learning and highly accessible, they give ISBR students an unmatched educational experience.

Also, given to the fact that senior faculty members teach courses to executives through our executive programs, helps keeping them abreast of changes in corporate practices.



# MENTORSHIP PROGRAM

## What is Mentorship?

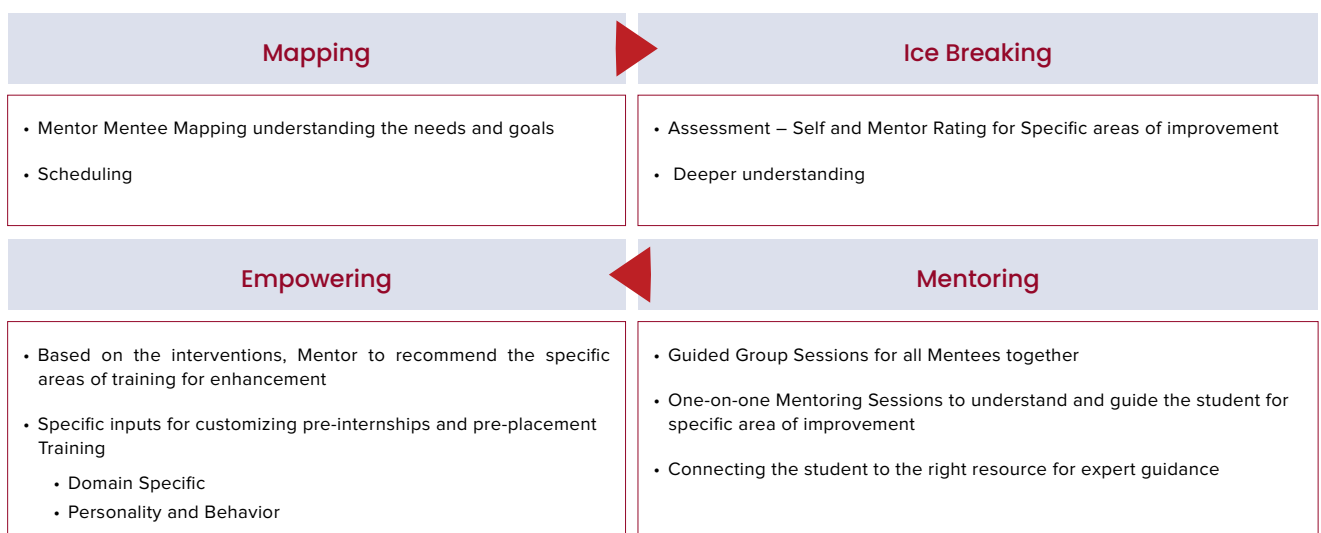
Mentorship is a process of relationship building between two people with the goal of professional and personal development. Remarkable things happen when people pursue their passions. But passion alone isn't enough to produce success. It must be combined with knowledge, guidance and encouragement to bring possibilities to life.

## The Objective:

Mentorship Program at ISBR intends to achieve the following objectives:

- Establish Mentor-Mentee relationship and facilitate development process in an orderly manner with an outcome-oriented approach
- Facilitate all-round development of Mentees
- Mentees gain valuable advice in developing knowledge and skills, improve communication skills, learn new perspectives, build networks and advance in career

## Understanding the Mentoring Model & Flow:





ISBR in its efforts towards scaling up student development function and towards enhancing the competencies of students to be better learners and performers in academic, co-curricular, assessment and placement, has introduced faculty mentorship & corporate mentorship programs.



# REAL LEARNING

## Learn From the Masters

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Learn From The Masters series, an initiative by ISBR Business School features top industry practitioners in the ranks of CEOs, VPs, COOs, MDs of leading corporates to teach courses across functional areas to provide insider's insight of the corporate world and to prepare its graduates for the corporate roles equipping them with the required skill sets and acumen. Students at ISBR will go through anywhere between 10-15 short-term courses taught by experts. The courses are jointly certified by ISBR and industry experts.

## C-Talk

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C-Talk is an important initiative by ISBR to address the Industry-Academia Skills gap, and foster ISBR students to take challenging roles in the ever evolving job market. The C-Talk series is initiated with an objective to give students real time extensive corporate connect. Under the C-Talk series, the CEOs / CFOs / CTOs / COOs of the companies are invited to spend their day with the students and share their experiences.

## Guest Lectures

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A host of guest lecture series organized by ISBR inviting industry experts and thought leaders provide students with real-world life experiences shared by the guest speakers who themselves have gone through the process. The insights provided by speakers are immensely helpful and influence the thought process of young aspirants and enhance their learning experience. The guest lectures and resource persons are eminent personnel from the industry who share industry practices to enable students to visualize their learning.

**A robust engagement with the industry through various activities such as Learn from the Masters Series, Guest Lectures, C-Talk, Internships, Projects, Placements, CSR initiatives, continuing education, make the Industry Institute Interface at ISBR one of the key contributors to impactful learning.**







# THE INTERNATIONAL LINKAGES AND EXCHANGE PROGRAM

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## *Your Window to the World*

Immerse yourself in a truly global experience alongside international classmates and faculty. ISBR facilitates international exchange programs with options to study one or two semesters with its international university partner universities. The international exchange programs promote lifelong networking opportunities with students and faculty from over 90 countries



**6**  
**Countries**

**12**

**University  
Partners**

**3**

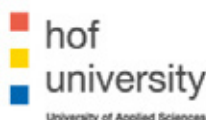
**FT Ranked  
University Partners**

**250+**

**Students successfully  
completed International  
Exchange Programs**



# INTERNATIONAL PARTNER UNIVERSITIES



Founded in 1994, Hof university forms a very attractive studying environment with its modern architecture and its state-of-the-art class rooms, laboratories and dormitories. Here you get first-class, hands-on education.

Hof University offer modern Bachelor's and Master's programs in the departments of Business, Computer Science and Engineering which meet the demands of the industry. Besides, our Graduate School offers full-time further education opportunities.

Hof University known for its friendly studying atmosphere. Communication between students and professors is frequent and without complications. With a very comfortable student-lecturer ratio, students get intensive personal support during their studies.

As a University of Applied Sciences, Hof University pays special attention to the practice orientation of all courses and assignments. Professors at Hof University have profound experience both in the industry and in academia.



ESC Clermont Graduate School of Management is located in ClermontFerrand, France. Established in 1919, the school of management is a Grande Ecole and recognized by The French Ministry of Higher Education and Research. The business school holds AACSB accreditation since 2005 and offers undergraduate and postgraduate programs. The school is a Grand école and is also part of Conférence des Grandes écoles, the Consortium of Graduate Schools of Management. The school has an alumni network of over 12,000 graduates.



Burgundy School of Business (BSB), created in 1899 by the Dijon Chamber of Commerce, is a private higher educational establishment. The school is a member of the network of French Grandes écoles (Conférence des Grandes Écoles). In 2018, BSB was ranked 81st place in the Financial Times ranking of the best Masters in Management in the world. BSB ranked 21st in the list of business schools in France.

## STATE UNIVERSITY OF NEW YORK PLATTSBURGH

SUNY PLATTSBURGH is a liberal arts college offering more than 70 academic programs in humanities, science, education, and more — including hard-to-find degrees like expeditionary studies and robotics . Located on the campus of SUNY Adirondack in Queensbury, New York, SUNY Plattsburgh serves approximately 350 full and part-time students in undergraduate and graduate degree programs, as well as graduate students in a certificate of advanced studies programs. SUNY Plattsburgh undergraduate and graduate programs allow you to study at advanced, specialized or research levels.



With its mission to contribute to the sustainable development of society through international-level research and academic excellence, LSU is known as a leading academic and research centre in sports science in the Baltic Sea region.

Lithuanian sports university is committed to meet the international and national requirements, providing high-quality higher education in sports and related areas; carrying out research and experimental development through effective and efficient quality assurance system based on activity planning, implementation and quality assurance, assessment and continuous improvement.



Y SCHOOLS is an ecosystem built around the Grande École Program, ranging from a 2nd Chance School to a Doctoral School (in collaboration with the University of Reims Champagne-Ardenne), and from management to design, including tourism, the international and the paramedical / social sector. Created in 1992, the school has become a unique training center, through its development and model.



With an experience developed for 75 years, the mission of the Amiens Business School is to identify potential, to reveal and cultivate talent, to train and to integrate into the professional world the generations current and future managers and entrepreneurs creating economic and societal value in a global and digital world. The school privileges its uniqueness and puts forward the know-how, the well-being and the professional behaviors of each one.



IQS is a Higher Education Center, founded by the Society of Jesus, with over a century of experience boasts of an extensive track record and history in the academic field. This experience enables the institution to offer a fully consolidated and proven teaching method. IQS has two schools: IQS School of Engineering, where scientific and technical studies are taught, and IQS School of Management, where Economics and Business studies are taught.



Rennes School of Business (formerly École Supérieure de Commerce de Rennes) is a French business school located in Rennes, the capital of Brittany. It was founded in 1990 by the Chamber of Commerce and Industry of Rennes. ESC Rennes is a Grande École and is distinguished by its global outlook, international student body, and international faculty. In addition to its Master in Management, the school awards diplomas in management such as: International Bachelor, Master of Arts, Masters of Science, MBA, Executive MBA and PhD (in collaboration with the University College Dublin and the University of Amsterdam). The school also offers the Doctor of Business Administration degree.





# ISBR LIBRARY

ISBR Library is a treasure trove of a large collection of books, Case Studies, Journals (national and international), annual reports and reference materials to cater to the needs of faculty, students, executives, and researchers. Besides access to online journals, reference materials, e-books, ISBR library also has a vast collection of audiovisual materials.

**10068**

Books

**33**

Journals

**18**

Newspaper Subscription

(including Harvard Business Review)

## Online Database subscription/ Institutional Memberships

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- National Digital Library
- ProQuest
- JSTOR
- EBooks Central
- E-Pathashala
- SWAYAM
- Indian Institute of Management
- British Council Library
- NDLI Club



# HOSTEL

## A place to call your home

- Double / Single Occupancy with attached bath, bed Mattress, Study Table & Chair, Cupboard
- 24x7 Security
- 100% DG Backup
- Wi-Fi
- Food Court / Coffee Lounge
- Housekeeping

### Other Paid Services

- Laundry
- Mini Theatre
- Indoor Games / Gym
- Restaurant
- Dance & Aerobics Center
- Salon

NOTE: Hostel amenities are subject to change

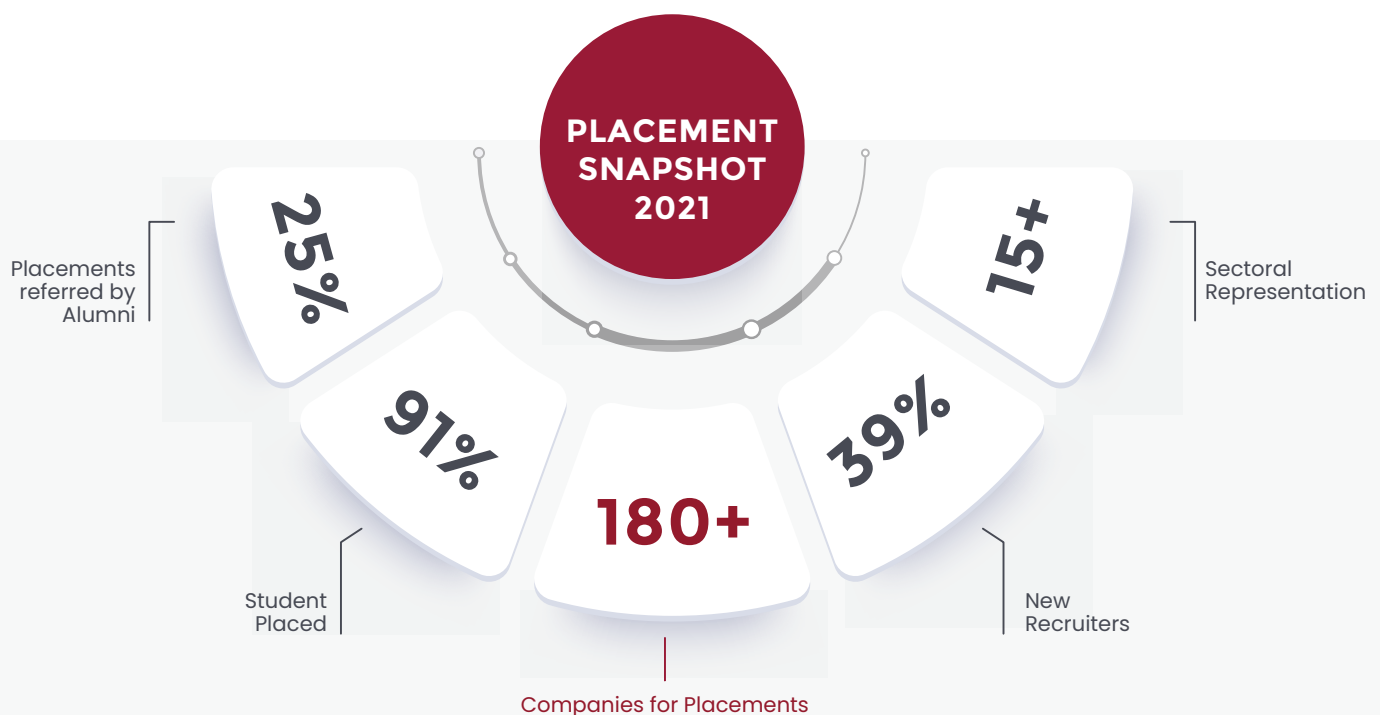






## PLACEMENTS

The Department of Placements at ISBR Business School operates on a win-win model for its stakeholders. Through Skill Capital (Internship Fair) and Talent Connect (Placement Drive), ISBR Business School sets up platforms for students and industry to explore and fulfill mutual aspirations. The AICTE-CII Survey of Industry Linked Institutes has rated ISBR Business School under "Platinum" Category for five consecutive years. This places ISBR Business School among top 3% of management colleges in India. ISBR Business School is also a proud recipient of "Best Industry Linked Institute (Emerging)" in the AICTE-CII survey, 2020. The aforementioned recognitions are a testimony to the strong and unparalleled collaboration ISBR Business School enjoys with the industry and a reflection of the trust and confidence the corporate world bestows on ISBR Business School.





## TOP RECRUITERS





## TOP REASONS TO CHOOSE ISBR

# The Group & Its Experience





## **Total Personality Development**

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

## **Faculty**

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Faculty at ISBR ensure that the students become leaders who can work in diverse environments and accomplish the most complex objectives. As skilled teachers who are dedicated to student learning, they give ISBR students an unmatched educational experience.

## **Competing With The Best**

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

## **Campus**

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ISBR campus is well developed for comfortable education. Solid and self contained buildings that dot the campus are sheltered under a canopy of trees. Well maintained gardens and buildings, air-conditioned classrooms, conference hall, library, auditorium and all the requirements of an institute of higher learning are in place and significantly contribute to the conducive learning environment on campus.



## **ISBR Knowledge Partners**

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

## **International Students on the Campus**

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ISBR students have an added advantage of cross-cultural learning through the International students on the campus. International students come from various countries through the student exchange programs and bring in a great learning experience for ISBR students.

## **Real Learning Environment**

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

## **Contemporary Curriculum**

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



## **Placement Record**

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

## **Personal Attention**

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

## **Total Personality Development**

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

## **Alumni Association**

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

## **Academic Architecture**

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



## TESTIMONIALS

# Alumni Speak



**Fiza Malik**  
**Junior Analyst,**  
**Smart Stream Technologies**  
PGDM Class of 2021

No matter how exceptionally good we are, there is always a scope for improvement and learning, there is no end to it. This place is a manifestation for knowledge, growth and advancement.

From being just a schooler to a creative and artistic person, from meeting new people to making contacts and becoming friends, I have come a long way.

Isbr gives you the platform you need, as a student I have made the most out of it. Also I have seen my personal and professional growth happening simultaneously, I will be always grateful to this institution.

I am glad to have had this amazing journey at this place.

**Richard Samson**  
**Senior Executive, Flipkart**  
PGDM Class of 2021



It was an amazing experience at ISBR. Not only academics but everything else was special at ISBR. Hostel, cafeteria, guest sessions and interactions with facilities. A student like me who came from a non management background never had a hard time understanding the concepts. Even during the pandemic studies never got hampered. I learnt more and more which helped me taking wise decisions. Placements were awesome, getting into a big company gave me a solid base to reach new heights of my career. Overall I'll never forget the time I spent at the campus, with facilities and with my friends.

**Itika Sethi**

**Research Analyst, Gartner**

PGDM Class of 2021

It has been a roller coaster journey at ISBR due to the pandemic but even through the roughest time our college made sure to come through for the students and give us the best academic and placement assistance i am glad to be a part of ISBR Family.



PGDM at ISBR B School has been rewarding in every aspect. It helped me to fill the gaps that I had in my professional journey. The rich learning experience helped me shape my career to become a better professional at Flipkart.



**Apoorv Gupta**

**Junior Management Grade 1**

**Federal Bank**

PGDM Class of 2021

I am really proud to say that I have completed my PGDM from ISBR Business School. This is a campus filled with positive atmosphere with students coming from every corner of the country. The campus is full of limitless opportunities that helps you discover yourself. There is constant motivation and support from the faculty. ISBR is a place that has nurtured me for the prosperous future ahead and I'm really thankful for that. Looking forward to putting all those learnings into action.





# ADMISSIONS

## Eligibility

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Graduate from a recognized University with a minimum aggregate of 50% marks (45% in case of SC/ST) in the qualifying examination

Preferred Entrance Test : GMAT/GRE /CAT/ XAT/NMAT/ MAT/CMAT/ ISBR Aptitude Test

## Application Process

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Visit: [www.isbr.in](http://www.isbr.in) to apply online

Cost of Application: INR 1000

## Shorlisting Process

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Applicants are shortlisted based on:

1. Consistency of academic record
2. Entrance Test score
3. Work experience (if any)
4. Versatility and achievements

## Selection Process

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ISBR Aptitude Test

Section	Language Skills	Logical Reasoning	Quantitative Skills	Essay Writing
Maximum Marks	30	30	30	10
Duration	60 Mins			

**Note:** Candidates meeting the required cut-off score in GMAT/GRE /CAT/ XAT/NMAT/ MAT/CMAT are exempted from writing the ISBR Aptitude test.

### Micro Presentation

Candidates are required to make Oral/ Powerpoint presentation on the given topic not exceeding 5 minutes of time. Topics for micro presentation will be shared in advance and candidates are allowed to choose any one topic of their choice.

### Personal Interview

A detailed interaction by the panel with candidates on diverse topics ranging from academics to current affairs, family background to carrier aspirations, hobbies to passion etc. but not limited to. The panel, through this round tries to determine the fitment of the candidate and chances of accomplishing mutual aspirations



# ISBR GROUP OF INSTITUTIONS

ISBR Business School

ISBR College

ISBR Law College

Department of Executive Education

ISBR Research Centre

ISBR Evening College







**REAL WORLD.  
REAL LEARNING.**



**International School of  
Business & Research  
Bangalore**

Approved by AICTE

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