



P G D M

# RANKING & AWARDS



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# Chairman's Message

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## SHRI. PRAKASH KOTHARI

Chairman – ISBR Business School

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“ The entire intellectual community of the world has woken up to the reality that India is a treasure house of talent and intelligence ”

We are amid 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.

Education stands as the sole fundamental ingredient vital to this remarkable transformation. Knowledge, the essence of education, holds immeasurable power. Indeed, knowledge bestows unparalleled strength and influence upon individuals, serving as a catalyst for personal growth, societal progress, and global prosperity.

All great achievements are the manifestations of our 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.

For several years, the directors and trustees have been actively engaged in the field of education. The ISBR's alumni placed in top business houses stand as a testimony to their endeavour in imparting top quality education to our business graduates.

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 calibrated 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.



# Managing Director's Message

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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 - a one 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 with 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.

The dedicated and talented faculty of ISBR supports the mission and as they continue to seek educational growth and industry-based acumen for themselves, they plough new and innovative ideas back into the classroom. The thirst for knowledge and love of learning thrives 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 for you.

Welcome to ISBR, Welcome to the Real World ,  
Real Learning!



**DR. MANISH KOTHARI**  
MD – ISBR Business School

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“The thirst for knowledge and love of learning thrives at ISBR in both students & teachers”

# Executive Director's Message



**DR. ANAND AGRAWAL**

Executive Director – ISBR

“ The function of education is to teach individuals to think intensively and critically. Intelligence plus character – that is the goal of true education ”

In today's business environment, where we are transitioning from a VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) world to a BANI (Brittle, Anxious, Non-linear, and Incomprehensible) world, managers need to develop a range of relevant skills, values, and attitudes alongside their knowledge and expertise.

At ISBR, we are dedicated to co-creating a sustainable future with our graduates and alumni as pioneers and leaders. Throughout your journey with us, you will engage in various

structured learning activities such as classroom sessions, discussions, case studies, projects, role play and multiple club events on our campus. Additionally, you will have the opportunity to participate in intra-campus competitions, mentoring sessions, sports, and immersion programs, providing you with a high-quality and engaging learning experience.

Our student-centred teaching style focuses on experiential learning, skill building, and critical thinking during our program, which spans four semesters. Furthermore, we offer a selection of online and blended certification courses from renowned organizations and institutes to enhance the value of your portfolio. As part of our educational plan, we emphasize the development of socially mindful citizens through grass-root Rural Immersion Programs and Social Impact Initiatives.

We are committed to ensuring every student's professional success through our multi-tiered mentoring system involving faculty members, alumni, and industry experts. Additionally, our industry interface sessions such as C-Talks and Professors of Practice, as well as practical projects and internships with leading companies, contribute to making you industry-ready. Situated in the renowned electronic city of Bengaluru, the location of ISBR offers added advantages for corporate exposure. Standout features of our business school include Harvard cases and simulations, 'Ambassador' Lecture series by ambassadors of different countries to India, membership with TiE which has further strengthened industry interfacing, Innovation Council project among many others .

Our placement association has successfully positioned our alumni in various roles with esteemed companies such as Fedex, Flipkart, Dell, Federal Bank, HDFC Bank, ANZ Bank, London Stock Exchange, Phone Pe, Kotak Mahindra Bank, Fullerton, Adecco, Gartner , Big 4, L'Oréal , Hexaware Technologies and more. and more. I welcome you all to enjoy your stay and learning experience here at ISBR, where not only the classroom studies, but also campus activities, peer interactions, national-level events and competitions, and exciting festivals and celebrations will create lifelong memories, friendships, and valuable networks for you. I Invite you to apply to ISBR Business School and look forward to having you in the class of 2026.

# Director's Message

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At ISBR, we believe that education is a transformative journey, a voyage that equips students with not only knowledge but also the skills and values that will guide them towards a future of purpose and success. As the Director of Academics, it is my privilege to introduce you to the heart of our educational philosophy and the exceptional opportunities that await your ward within our institution.

At the core of our educational approach lies an unwavering commitment to academic excellence. We provide a rigorous and innovative curriculum that fosters critical thinking, creativity, and a deep understanding of subject matter. Our dedicated faculty members are not only experts in their fields but also passionate educators who inspire and guide students to reach their full potential. At ISBR, education goes beyond textbooks. We are dedicated to nurturing curious minds and encouraging students to explore their passions. Our experiential learning opportunities, interactive classrooms, and engaging projects empower students to become lifelong learners who are well-prepared for the challenges of the ever-evolving global landscape. Education is not just about academics; it's about nurturing well-rounded individuals. We provide a holistic learning environment that emphasizes character development, leadership skills, and personal growth. Through our comprehensive extracurricular programs, sports, arts, and community service initiatives, students cultivate qualities that extend beyond the classroom.

In a world driven by technology and innovation, we are committed to staying at the forefront of educational advancement. Our classrooms are equipped with state-of-the-art technology that enhances the learning experience, and our forward-thinking approach ensures that students are well-prepared for the digital age. A global perspective: In today's interconnected world, cultural awareness and global competence are crucial. ISBR embraces diversity and encourages cross-cultural interactions. Through international collaborations, exchange programs, and a curriculum that promotes a global perspective, we prepare students to become responsible citizens of the world. As you explore our admission brochure, I invite you to envision the possibilities that await. Together, let's embark on a journey of academic excellence, personal growth, and endless opportunities.

**I look forward to welcoming you to our ISBR family.**



**DR. NILA A CHOTAI**

Director – ISBR Business School  
Academics and Operations

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**“Welcome to ISBR Business School –  
Where Excellence meets Opportunity”**



ISBR logo symbolizes its core values; it is an epitome of rising Sun.

#### Rising Sun! Is there one?

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



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



The outer golden yellow crescent reflects the value transformation, from latent 'potential' into 'real'. As the gold would have passed through hard drilling, crushing, smelting to finally becoming precious gold, students transform through the process of vigorous training, coaching and mentoring, with dedication and 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 nonlinear waves, assuring freedom and flexibility for self-expression



The risen and revealed SUN (through Simulate-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

An institute of international educational standards, the International School of Business and Research (ISBR) was set up under the aegis of Bangalore Educational 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 centre of learning and research.

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 IS COMMITTED TO  
EXCELLENCE IN SCHOLARSHIP,  
TRAINING AND SERVICE.



Governing Council



The Academic Advisory Board



The Board of Studies

These apex bodies, individually and collectively, contribute towards high standards of academic governance.

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'S education prepares you to think on your feet and act decisively in any business environment.

At ISBR, the focus goes beyond education. ISBR aims to prepare students for life ingraining 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.

# Vision & Mission

## Vision

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



## Mission

### Building Well-Rounded Scholars

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

### Cultivating a Thriving Campus Ecosystem

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

### Revolutionizing Learning

To endeavor to keep the curriculum updated to suit the requirements of the industry in global context and deepen international alliances



# Core Value

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We will provide “best in class” contemporary management education to maintain a pipeline of “Industry Ready” and “Employable” management professionals.

We will strive to meet and surpass the expectations of all stakeholders, be it students, employers or faculty and staff by using state of the art technology, modern pedagogy and methodology and transparent best practices to be a preferred choice for each one of them

We will do this by providing thought leadership in management education, an open and performance driven culture driven by objectivity, and by building capacity and competencies through institutionalization of systems, procedures and processes, so as to foster a learning and innovative environment.





## Program Educational Objectives

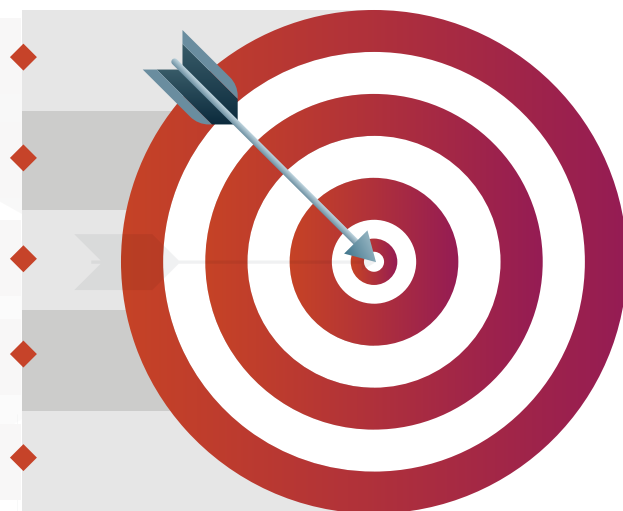
Sustainable employment with accomplishment of industry ready skill set and knowledge

Entrepreneurship

Research, Consultancy and Higher Education

Professional commitment and ethical value

Environmental concerns and social responsibility





# ISBR Group Governing Council

## ■ PROF. S. SADAGOPAN

Founding Director- IIT Bangalore  
Chairperson

## ■ SRI.K.JAIRAJ IAS (RETD.)

Administrator  
Member

## ■ SRI KAMAL BALI

MD and President,  
VOLVO Group, India  
Member

## ■ MS. TAMMY BEN-HAIM

Consul General of  
Israel to South India  
Member

## ■ DR. DILIP PATEL

Management Advisor  
Member

## ■ SRI CA K RAGHU

Former President, ICAI  
Member

## ■ PROF. JAYADEV M

Professor,  
IIM Bangalore  
Member

## ■ DR. T. V. RAJU

Director – Planning,  
RV Educational Institutions  
Member

## ■ SMT. YESHASVINI

Founder & CEO,  
Great Place to Work  
Member

# Industry Advisory Council

## Department of Finance

## ■ MR. MANISH BHARALAWALA

Morgan Stanley,  
Executive Director

## ■ MR. ASHISH JALAN

Envision Financial Systems,  
Director

## ■ MR. CHETAN AGRAWAL

Apex group,  
Senior Director

## ■ MR. SRIRAM KANAN

HCL Technologies,  
Director

## Department of Marketing

### ■ MR. SHANMUGA KUMAAR.U

PVR Limited, Bengaluru, Karnataka, India,  
General Manager - Sales, PVR cinemas.

### ■ MR. SIDHARTH PRASHAR

Tally Solutions Pvt Ltd, Delhi, India,  
DGM Enterprise Sales, ISBR Alum

### ■ MR. KRISHNA MOHAN K.

Stellantis,  
General Manager, Global Head -  
Target Setting & Benchmarking,

### ■ MR. CHETAN KHOSLA

Trascon Interconnection Systems  
Pvt. Ltd., Managing Director

### ■ MR. VIJAY SHARMA

Hexcel Composites India LLP, Bengaluru  
Director of Sales and Marketing.

## Department of Business Analytics

### ■ DR. ROHIT RAMPAL

State University of New York, Plattsburg,  
Chair Management, Information Systems &  
Analytics Dept., Director of the MS in Data  
Analytics Program

### ■ MR. ARUN JOSE

Exact Space Technologies,  
Co-founder

### ■ MR. LAXMINARAYANAN

Polestar Solutions & Services,  
Head-Analytics, AI & EPM.

### ■ MR. YASHUS

Tata Neuron, Senior Research  
Specialist  
ISBR Alum

### ■ MR. MAHESWARAN

Central Group, Thailand, Digital  
Product Analyst  
ISBR Alum

### ■ MR. SHIVAM SINGAL

Forrester, Associate Analytics  
Ops Specialist  
ISBR Alum

## Department of HR And General Management

### ■ MR. MOHAN KUMAR

Wipro Limited, Ex-Practice Head

### ■ MR. BAPUJI CHIKKANAGAPPA

Flipkart, Director, Human Resources

### ■ MR. ANIL SHANTHAPURI

CGI, Director, Learning and  
Development-APAC

### ■ MR. RAJESH S. PRASAD

Wipro Limited, Manager-HR

### ■ MR. ARAVIND WARRIER

Volvo, HR Lead – HRBP

### ■ MS. SUJA WARRIER

Infosys Limited, Diversity and  
- HR Manager

# Academic Council Members – 2023 to 2025

<b>PROF. HAROLD A PATRICK</b> Academician, Dean – CMS Business School, Jain University	<b>PROF. G P SUDHAKAR</b> Academician, Freelancer	<b>DR. V RAJESH KUMAR</b> Industry Consultant, Founder & Managing Partner - Vittam Pravina Gurushala
<b>MR. VISHNU VARDHAN</b> Industry Representative & Alumni, Lead – TESCO	<b>MR. GNANASHEKAR</b> Alumni & Entrepreneur & Alumni, Director – KeyLynk	<b>MR. AJEESH VENUGOPALAN</b> Industry Representative, Director Marketing & Global Head of Alliances, CSS Corp
<b>DR. KAVYA SHREE</b> Academician, Assistant Professor, BNMIT	<b>DR. ANAND AGRAWAL</b> Executive Director, ISBR	<b>PROF. VEENA SHENOY</b> Associate Professor – ISBR
<b>PROF. DHANAJAI RAO</b> Program Manager – ISBR	<b>DR. NILA CHOTAI</b> Director Academics & Operations, ISBR	STUDENT REPRESENTATIVE



# About the Program

The 2 year PGDM program is set apart by four distinct dimensions

- Extensive corporate interface
- Seamless access to knowledge
- Empowering employability through skills
- An unwavering focus on the future leader to career building

The PGDM program offered by ISBR Business School in Bangalore is very unique not only in its contents but also in its delivery. This program comes with unique attributes:

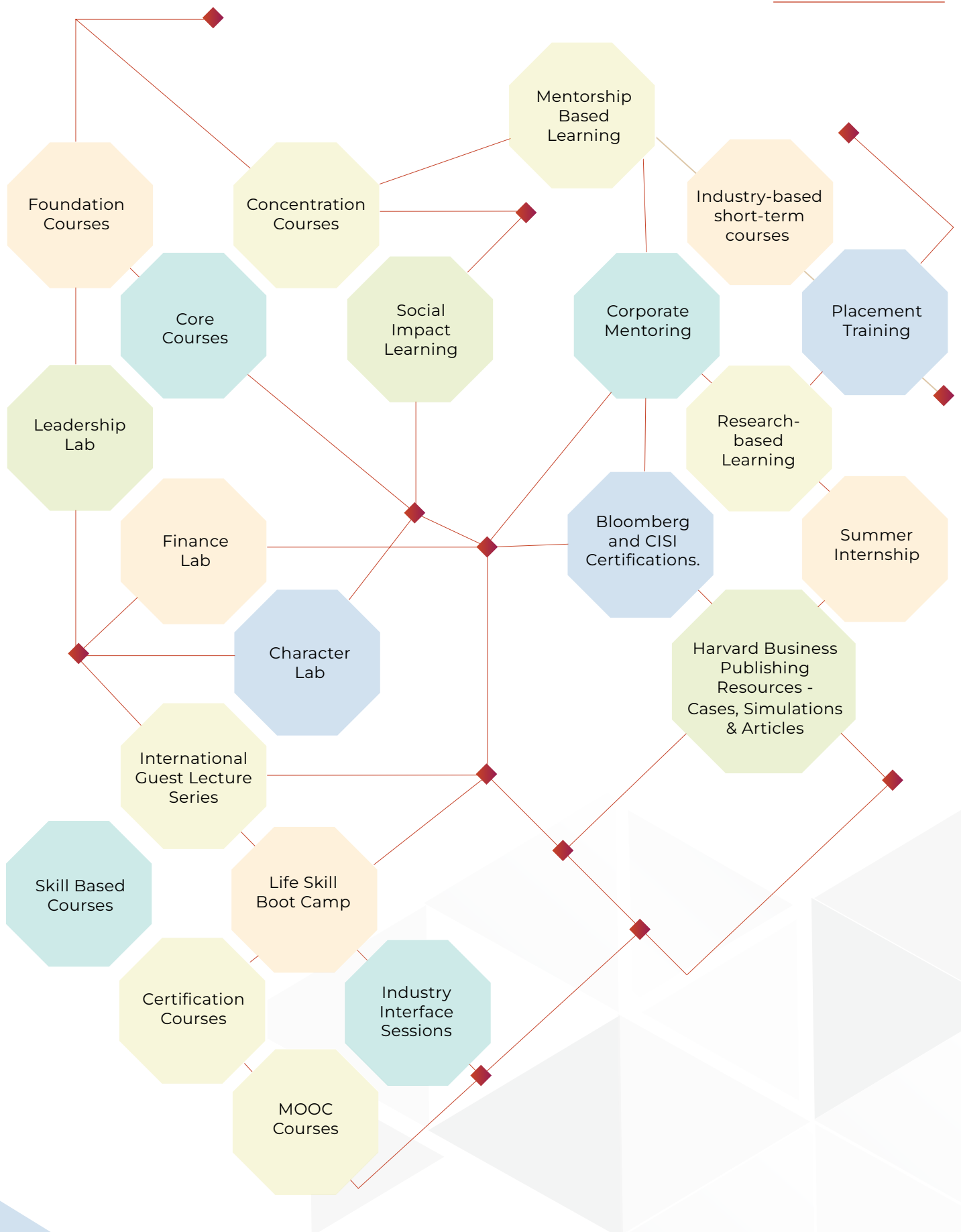
- NBA accredited and AICTE approved masters degree
- Electives taught by eminent faculty from Industry
- Exclusively designed course content at par with top international business schools
- Case Studies, Live Projects, Movie Analysis, participation, foreign language course, international conference, and many more
- Value-added program along with rigorous course structure
- Programmed to inculcate Innovation, Ethical values & nurture holistic development
- Vibrant and Active Student Clubs
- Demographically diverse learning community
- Study abroad opportunities with International partnering universities
- Dual Specializations to make students multi- industry ready

## Courses Offered



- PGDM
- PGDM Fintech and Financial Services
- PGDM in Product Management
- PGDM in Data Science and Business Analytics
- Global PGDM – Three country program
- PGDM With One Semester Abroad
- PGDM with International Study Trip
- PGDM in Sports Management.

# Program Architecture







# 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 program offers choice based specializations with 14 specialization tracks to choose from.**

## Curriculum outline –

### Semester – 1

	Course
	Core Course
1	Economic Analysis for Business Decisions
2	Financial Accounting
3	Decision Science- I
4	Marketing Innovation-I
5	Innovations and Entrepreneurship -I
6	Indian Business Environment (Legal, Economy and Policy)
7	Organizational Behavior
8	Indian Ethos and Human Values
	Skill Based Course
1	Managerial Skills (4 During Orientation)
2	Service-Learning Project- Social Impact Initiative - I
3	Leadership Lab – I
4	Finance Lab
5	Current Business Trends –I

## Semester – 2

Sl. No.	Course
Core Course	
1	Managerial Finance
2	Marketing Innovation II
3	Operations and Project Management
4	Human Capital Management
5	Business Research Methods
6	Innovation and Entrepreneurship -II
7	Decision Science- II
Skill Based Course	
1	Managerial Skills-II
2	Leadership Lab- II
3	Service-Learning Project- Social Impact Initiative -II
4	Character Lab- Life skills Management
5	Proficiency Building – I
6	Value added choice-based credit course
7	Value added choice-based credit course
8	Research Paper

## Semester – 3

Sl. No.	Specialization
Core Courses	
1	Business Ethics, CSR and Sustainability
2	<b>CONCENTRATION 1</b> -Finance
3	<b>CONCENTRATION 2</b> –Marketing
4	<b>CONCENTRATION 3</b> – Operations Management
5	<b>CONCENTRATION 4</b> – HR
6	<b>CONCENTRATION- 5</b> – International Business
7	<b>CONCENTRATION- 6</b> – Business Analytics
8	<b>CONCENTRATION- 7</b> – Retailing Supply Chain Management
9	<b>CONCENTRATION- 8</b> – Banking & Insurance
10	<b>CONCENTRATION- 9</b> – Travel & Tourism
11	<b>CONCENTRATION- 10</b> – Information Systems

Sl. No.	Course
	Skill Based Course
1	Current Business Trends-III
2	Value added choice-based credit course
3	Value added choice-based credit course
4	Internship
5	Strategy with Capstone Project
6	Proficiency Building- II

### Semester – 4

Sl. No.	Specialisation
1	Dissertation (4 Credits)





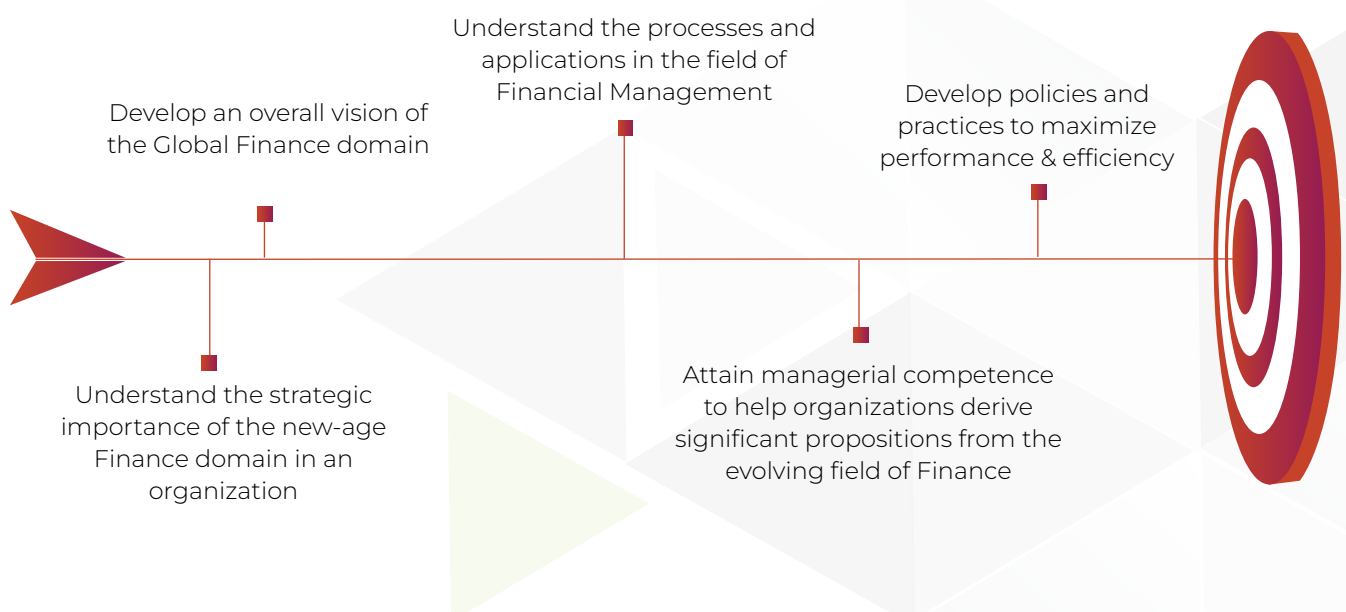
# PGDM Fintech and New Age Financial Services

## About the Programme

- ISBR Business School's PGDM Fintech and New Age Financial Services is a two year full time AICTE-approved course. The program is designed and delivered under the guidance of industry experts and ensures 360° of experiential learning, thereby making the student industry ready.
- ISBR offers a unique 'Work & Learn' Programme, which provides ample platforms for students wherein they get hands-on experience—live projects, workshops, internships— thereby helping them to get a holistic understanding of the classroom knowledge when applied to the given platforms and, thus, readying them to help pursue their career endeavors in the new age of banking and financial services.

## Programme Objective

By attending and completing the requirements of the Programme, the participants will be able to:



## Who can apply?

The ISBR PGDM Fintech and Financial Services is the right fit for all professionals who are aspiring to move into the financial space of the industry and eventually become leaders in their organizations.

### Specifically, this Programme will benefit:

- Early-career professionals (with 0–3 years of experience) who want to accelerate their career in the global finance industry. This Programme will give them a strong foundational understanding of the fundamentals of banking and finance to help them contribute to their larger career goals. Earning global finance credentials from a premier business school like ISBR Business School will give them a competitive edge in the industry.
- Mid-to senior-level professionals (with 4 or more years of experience) who wish to accelerate their careers and transition from technical to managerial roles. The ISBR PGDM Finance Specialization will help them put their practical experience to use as they shift to assuming leadership positions and shaping strategies in the global finance industry.

## Program learning outcomes

The Programme is designed to deliver 360° learning to the students through:

- The interaction with the faculty on domain-specific subjects and Harvard Case studies
- Sessions from Industry experts of the ivy league companies like JP Morgan Chase, Morgan Stanley, EY & Deloitte
- Periodic Alumni intervention on Domain-specific topics for providing real industry exposure

## Career Outcomes

### Investment Banking

- Global Trading Practices
- Mergers & Acquisitions
- Under Writing
- Financial Advisory

### Financial Consulting

- Equity Analyst
- Mutual Funds
- Investment & Merchant Banking
- Credit Rating

### Fintech

- Algorithmic Trading /HFT
- Blockchain & Crypto currencies
- Payment Billing & Money Transfer
- RegTech
- Crowdfunding & peer to peer lending

### Corporate Finance

- Treasury
- Financial Planning & Analysis
- Corporate Development
- Investor Relations

### Risk Consulting

- Risk Management Analysts
- Associate Risk Managers
- Risk Consultants
- Credit Risk Heads/ Chief Risk Officer

### Portfolio Management

- Stock Portfolio Manager
- Growth Portfolio Manager
- Wealth Management



## In Demand Skills

- Advance Excel
- SQL
- Power BI
- Tableau
- R
- Python

## Certifications

- CISI
- Bloomberg Market Certificate (BMC)

## Popular Roles offered

- Financial Consultant
- Financial Analyst
- Equity Research Analyst
- Financial Risk Consultant
- IPO Underwriter



## Curriculum outline

### Semester – 1

Sl. No.	Course
	Core Course
1	Economic Analysis for Business Decisions
2	Financial Accounting
3	Decision Science - I
4	Marketing Innovation - I
5	Innovation and Entrepreneurship - I
6	International Economics
7	Organizational Behavior
8	Indian Ethos and Human Values

Sl. No.	Course
	<b>Skill Based Course</b>
1	Managerial Skills (4 During Orientation)
2	Service-Learning Project- Social Impact Initiative - I
3	Leadership Lab – I
4	Finance Lab
5	Current Business Trends –I

## Semester – 2

Sl. No.	Course
	<b>Core Course</b>
1	Managerial Finance
2	Marketing Innovation- II
3	Operations and Project Management
4	Financial Reporting
5	Financial Market and Institutions
6	Business Research methods
7	Decision Science- II
	<b>Skill Based Course</b>
1	Managerial Skills-II
2	Leadership Lab- II
3	Service-Learning Project- Social Impact Initiative -II
4	Life skills Management
5	Proficiency Building
6	Value added choice-based credit course
7	Value added choice-based credit course
8	Research Paper

### Semester – 3

Sl. No.	Specialization
	Core Course
1	International Financial Management
2	Financial Risk Management
3	Quantitative Analysis of Financial Decisions
4	Financial Derivatives
5	Merger and Corporate Restructuring
6	Financial Modelling
7	Financial Engineering and Analytics
8	Fixed Income Securities
9	Corporate Action
10	Trade Finance and FOREX Risk Management
11	Security Analysis and Portfolio Management
12	Financial Analytics
	Skill Based Course
1	Current Business Trends-II
2	Value added choice-based credit course
3	Value added choice-based credit course
4	Internship
5	Strategy with Capstone Project
6	Proficiency Building- II

### Semester – 4

Sl. No.	Specialisation
1	Dissertation (4 Credits)



## PGDM in Product Management

PGDM in product management is a 2-year AICTE approved postgraduate program that is globally validated and industry accepted. Unlike general management programs, you don't just learn the general principles of management, business and leadership but also specialize in new age product skills which demands a premium in this age of digital transformation. The PGDM program in Product Management is industry specific experiential program focuses on building skill sets to not only meet but exceed industry expectations.

### Curriculum outline –

#### Semester – 1

Sl. No.	Course
	Core Course
1	Economic Analysis for Business Decisions
2	Financial Accounting
3	Decision Science- I
4	Marketing Innovation-I
5	Innovations and Entrepreneurship -I
6	Product Management Fundamentals
7	Organizational Behavior
8	Indian Ethos and Human Values

Sl. No.	Course
	<b>Skill Based Course</b>
1	Managerial Skills (4 During Orientation)
2	Service-Learning Project- Social Impact Initiative - I
3	Leadership Lab – I
4	Finance Lab
5	Current Business Trends –I

## Semester – 2

Sl. No.	Course
	<b>Core Course</b>
1	Managerial Finance
2	Marketing Innovation- II
3	Operations and Project Management
4	Human Capital Management
5	Business Research methods
6	Innovation and Entrepreneurship -II
7	Decision Science- II
	<b>Skill Based Course</b>
1	Managerial Skills-II
2	Leadership Lab- II
3	Service-Learning Project- Social Impact Initiative -II
4	Character Lab- Life skills Management
5	Proficiency Building – I
6	Value added choice-based credit course
7	Value added choice-based credit course
8	Research Paper



### Semester – 3

Sl. No.	Specialization
	Core Courses
1	Business Ethics, CSR and Sustainability
2	Art of Storytelling
3	UX & Product Design
4	Market Analysis
5	Agile Product Management
6	Product & Growth Marketing
7	Product & Digital Strategy
8	Digital Product Management
9	Innovation Labs 201
10	Business Analysis
11	Data Analytics for Product Managers
	Skill Based Course
1	Current Business Trends-III
2	Value added choice-based credit course
3	Value added choice-based credit course
4	Internship Credits
5	Strategy with Capstone Project
6	Proficiency Building

### Semester – 4

Sl. No.	Specialisation
1	Dissertation (4 Credits)



# PGDM in Data Science and Business Analytics

- Post Graduate Diploma in Management in Data Science and Business Analytics is one of the new age Specializations offered by ISBR. This program is exclusively designed and developed for candidates who aspire their growth and career in business analytics and data management domains.
- With an industry driven curriculum associated with global certifications, this program embarks career-oriented learning and exposure the program enables you to apply your learning to real world business challenges guided by our expert faculty and industry mentors. The program offers added value along with industry.

## Curriculum outline –

### Semester – 1

Sl. No.	Course
	Core Course
1	Economic Analysis for Business Decisions
2	Python Fundamentals
3	Decision Science- I
4	Marketing Innovation-I
5	Innovations and Entrepreneurship -I
6	Power BI Essentials
7	Organizational Behavior
8	Indian Ethos and Human Values

Sl. No.	Course
	<b>Skill Based Course</b>
1	Managerial Skills (4 During Orientation)
2	Service-Learning Project- Social Impact Initiative - I
3	Leadership Lab – I
4	Finance Lab
5	Current Business Trends – I

## Semester – 2

Sl. No.	Course
	<b>Core Course</b>
1	Python for Data Analytics
2	Marketing Innovation- II
3	Operations and Project Management
4	Machine Learning-1
5	Innovation Labs 101
6	Business Research methods
7	Decision Science- II
	<b>Skill Based Course</b>
1	Managerial Skills-IIS
2	Leadership Lab- II
3	Service-Learning Project- Social Impact Initiative -II
4	Life skills Management
5	Proficiency Building
6	Microsoft certification AI-900
7	Microsoft certification DP-900
8	Research Paper

### Semester – 3

Sl. No.	Specialization
Core Courses	
1	Business Ethics, CSR and Sustainability
2	R for Data Science
3	Designing and implementing Data Science Solution on Azure DP-100
4	Database Using SQL
5	Essentials of Linear Algebra, Statistics and Probability
6	Cloud Computing
7	Networks and security
8	Machine Learning-2
9	Data Analysis using Python
10	Basics of Artificial Neural Networks
11	Basics of Natural Language Processing
12	Deep Learning
13	Design and Implementing AI solutions on Azure AI-102
14	Introduction to Reinforcement Learning and Time series Forecasting
15	Visualization with Tableau
Skill Based Course	
1	Current Business Trends-II
2	Value added choice-based credit course
3	Value added choice-based credit course
4	Internship Credits
5	Strategy with Capstone Project
6	Proficiency Building

### Semester – 4

Sl. No.	Specialisation
1	Dissertation (4 Credits)
TOTAL CREDITS	

# International Student Exchange Programs

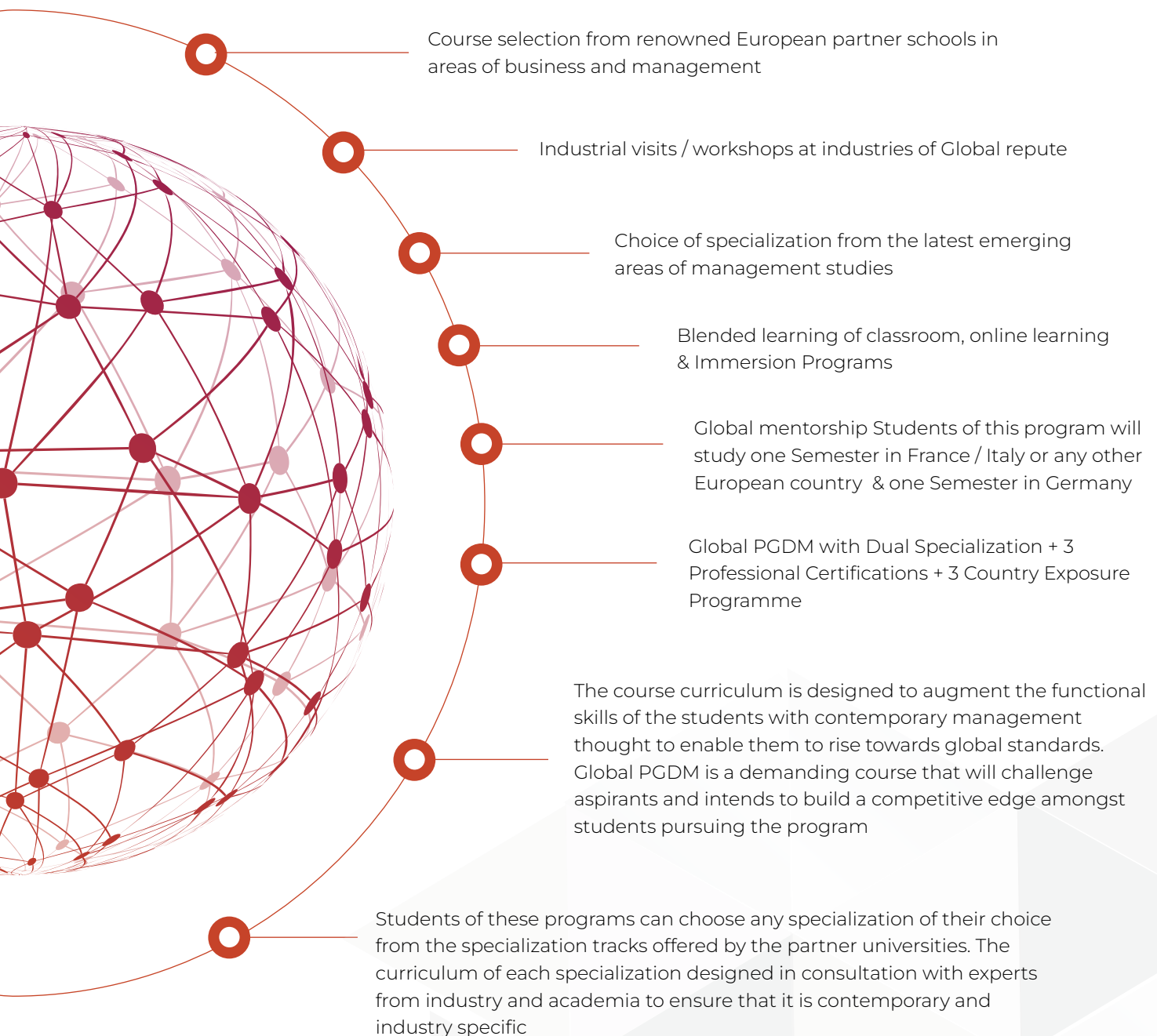


- For students looking for a rich and transformative educational experience, ISBR's One Semester Abroad, Global PGDM, and PGDM with International Study Trip Programs are outstanding opportunities. Through these special Programs, students can spend one semester / two semesters or a short term studying abroad and experiencing different cultures, academic settings, and international business practices.
- In today's connected world, vital abilities like adaptability, cross-cultural communication, and worldwide networking are highly prized. Participants also obtain a broader perspective. Additionally, the international student exchange programs give students the chance to create a global network of peers and business contacts, opening doors to international career opportunities and improving their employability.
- The programs' breadth gives students a competitive edge on the job market and equips them with the skills they need to succeed in an increasingly globalized business environment.



# Global PGDM – 3 Country Exposure

## Highlights of Global PGDM program





# PGDM with International Study Trip

- Approved by AICTE, Ministry of HRD, Government of India
- Recognizing the need for global exposure and learnings with a short span of time and to make international study affordable to all, ISBR offers PGDM with International Study Trip. This program aims at cross cultural exposure and a global perspective to students.
- Under this program, the student has an option of undergoing one week immersion at one of the international partner universities, where, apart from building a strong network with international students, they will meet and learn from professors of international universities and will be given a window to learn the cross-cultural management aspects.

# PGDM With One Semester Abroad Program

- Approved by AICTE, Ministry of HRD, Government of India
- Recognizing the need for advanced global competency and to make international study affordable, ISBR offers PGDM with one semester abroad. This program aims at cross cultural exposure and a global perspective to the students.
- Under this program, students have an option of undergoing one semester in the international partner University under the students exchange arrangement, where, apart from building a strong network with foreign students, they will meet and learn from professors of the foreign universities. This program enables the students to get the best of Indian and Foreign education.
- The students would get the opportunity to interact with international faculty as these international universities' faculty includes various American, European & Asian professors. Students would be in the midst of truly multi-national student groups.
- During the course of this study, the students would be taken on various corporate & academic tours. This would provide the most invaluable opportunity of understanding how global corporations work. This is indeed education at its very best, academic pursuit at its highest.

# PGDM in Sports Management

- This AICTE approved PGDM Program in 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 bottom-line 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.

## Courses

- Project Management
- Entrepreneurship
- Management of professional sports leagues and teams in India
- Organization and administration of sports in India
- The Business of sport including grassroots level 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

# Course Pedagogy

Duration – 2 Years

Teaching pedagogy at ISBR is the combination of teaching methods (what instructors do), learning activities (what instructors ask their students to do in the classroom), and learning assessments (the assignments, projects, or tasks that measure student learning). Further, case studies, group discussions, seminars, industry visits, panel discussions, workshops, and live projects are other teaching techniques used in course delivery.

## ■ Co-teaching & Modus Operandi

A minimum of 30% of the topics of the concentration courses (Semester 3) are taught by industry experts  
30% of the topics of the majority of core courses (Semester 2) are taught by industry experts.  
More than 50% of the Skill-based courses (Semester 1 and 2) are taught by industry experts

## ■ Case Discussions using Harvard Cases

## ■ Activities-based teaching for Experiential Learning.

Most of the sessions have three components.

- Presentation or Evaluation
- Student activities
- Wrap up and reflections.

## ■ Live Cases

Live Cases in multiple courses are provided and discussed live in the classrooms by senior corporate executives.

## ■ Capsule Courses

Capsule Courses taught by foreign professors visiting ISBR for a week or 2 to complete a course.

## ■ Online Capstone Simulation

Online Capstone Simulation in semester three to implement the learning achieved in Semester One and Two

## ■ Summer Internship

Students will undertake summer internships preferably in an industry of their choice. Students are expected to work for 60 days on a full time basis during the summer internship. During this period, he/she will also work on a project under the guidance of a faculty member who will be his/her assigned guide.

## ■ Dissertation / Research Project

Every student is required to work on a research project in the area of his/her specialization and prepare a dissertation report under the supervision of a faculty guide.

Student must work for 90 days on full-time basis on the Dissertation. There will be no classes during this period. Detailed guidelines will be issued by Academic Department from time to time.

# Academic Initiatives

- Leadership Lab
- Strategy with Capstone project
- Peer learning teams
- Industry demanded career courses
- Concentration courses- based on the JDs co-designed and co-taught by corporates
- Life Skill Boot Camp
- Mini Projects
- Bloomberg
- Research based learning
- Live Project
- Guest Sessions
- Industry Visits



## Labs

- Leadership Lab
- Finance Lab
- Character Lab

# Student Activities

- ISBR Business School has designed a variety of core activities that enable students to acquire higher level skills, talent and decision-making capabilities, which bring about a lasting impact on the career and life of the students.
- Apart from classroom learning student can be part of various learning activities like Power Conversations with Corporate Leaders, Hands-on experience through **Live Projects, Adventure Learning Programs, Industrial Visits, Conference Engagements, CSR Activities, Panel Discussions, Cells & Clubs, Team Building Activities, Smart Skills Training, Global Networking Opportunities through Connexion, Contests & Competitions, Paper Presentations, Corporate Networking Events, Student Exchange Programs** and many more.

## Clubs

### Student Clubs

In ISBR, students can choose to be a part of at least one club. Clubs are wholesomely student driven where they plan an activity or event once a week. The club activities can be interclub or Intra club. Some of the clubs at ISBR are

- Marketing
- HR
- Operations
- Finance
- Sports
- Product Management Club
- Cultural Club
- Spirit Club
- Analytics Club
- Sustainability Club
- Rotaract Club
- MyLan (public speaking club)



At ISBR, students are encouraged to start club/s based on their interests / hobbies.

Club activities are mapped with the program learning outcomes to ensure holistic development of students

# Student Committees

- Hands-on participation in committee work will provide students the opportunity to learn administrative aspects of management like planning, coordination, execution, monitoring, review and so on.
- It will enable them to learn the art of getting things done, empowering them to sharpen their team skills. It will teach them to be humble, accommodative, yielding, and goal-oriented. It will be an opportunity to learn from mistakes, providing them a chance to obtain new skills and improve upon their areas of concern.
- Committee work provides them with unparalleled lifetime opportunities for learning and development. Some of the committees in ISBR are Placement Committee, Discipline Committee, Academic Committee, Admission Committee, Anti-ragging Committee etc.

# Social learning

- Social-learning is an educational approach that combines learning objectives with community service in order to provide a pragmatic, progressive learning experience while meeting societal needs.
- Service- learning involves students in service projects (skill-based and event-based Volunteering programs and community service) to apply classroom learning for local social welfare organizations that exist to effect positive change in the society.
- This course is designed to motivate students to have a real-life experience in social immersion. The voluntary services will help inculcate in the students a lifelong commitment toward social causes. Students will be working on online and offline awareness campaigns, research projects with esteemed NGOs among many others.

# Health And Fitness

- At ISBR, we strongly believe that Physical fitness and mental well being are the key contributors to a well rounded personality. To help students attain this goal, ISBR has created amenities for indoor sports, both on campus and at hostels.
- Workshops on mental wellness are held on a regular basis to create awareness.





## Industry Interface

- Through ISBR Incubation Centre and various other departments, we invite a diverse group of high-level executives to engage with our student communities. Additionally, we have affiliations with several prominent corporate organizations such as CII, TIE, NASSCOM, ASSOCHAM, KDEM, ELCIA, ELCITA, MeitY and others, which contribute to enhancing our connections within the industry.
- As a part of the industry interface at ISBR, students will be visiting selected companies, participating in Industry oriented workshops as well as panel discussions, participating in sessions conducted by senior industry executives / CEO's.
- It also acts as a tool to engage with industry leaders and learn from their expertise and practical experiences. A robust engagement with the industry through various activities such as Guest Lectures, C-Talk, Internships/Live projects, Projects, Placements, CSR initiatives, continuing education, make the Industry Institute Interface at ISBR one of the best contributors to impactful learning.

## C Talks

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 the 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 Sessions

- A host of guest lectures/ Seminars/ Panel Discussions are organized by ISBR inviting industry experts and thought leaders to 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 lecturers and resource persons are eminent personnel from the industry who share industry practices to enable students to visualize their learning.



## Managerial Skills and Professional Development

■ Personality Development courses are aimed towards holistic development of our students. Bringing out the best in each one of our students through different interventions is what we strive for. At ISBR, we design and offer courses which act as enabler to further hone students skills and help discover their hidden talents.

■ The superior training sessions in multiple streams provides our students with an array of rostrums to be the beacon of their choice. We, at ISBR realize the importance of physical and mental well being and curate programs to achieve this balance. Some of the courses offered for enhancing students' personality include-

- Communication Skills
- Life Skills & Soft skills
- Values, Attitude & Ethics
- English Language Proficiency
- Corporate Skills

## Social Impact Learning

■ Social Impact Learning is an initiative that was introduced with the objective to sensitize the budding managers and entrepreneurs of this Institute towards the socio - cultural fabric within the community and society at large.

■ Though most of our students are likely to be employed in urban India, we believe that it will be meaningful for them if they understand and appreciate the economic and socio-cultural aspects of the rural economy to develop an awareness of life, problems, and issues related to rural India.

■ Spread over 20 hours in 1st and 2nd Semester, this program fosters an understanding of the functioning of the rural markets and experience the administrative and operational functionalities of the rural India.

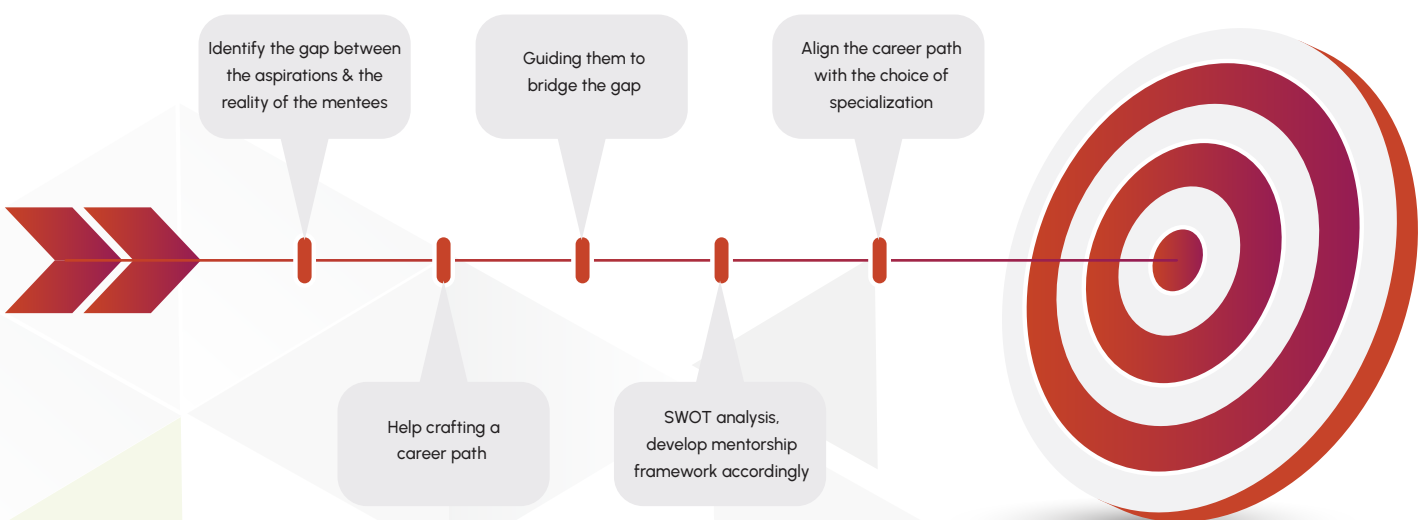
# Industry Based Short Term courses

At ISBR, the faculty members focus on Industry based Short-term courses, which can give one a competitive edge by developing in demand skills. Basis skill-gap analysis of students, short term skilling courses / certifications are offered to either bridge the gap or upskill students.

## Corporate Mentoring

- Mentorship is a very meticulously executed initiative along with many others. ISBR graduates go through upto six levels of mentoring and corporate mentoring being one of them.
- Senior industry experts are onboarded as mentors to provide highly customized, one-to-one mentorship to students which goes a long way in getting students industry ready. Corporate mentoring is a very structured process of hand holding students and transitioning them to corporate life.

### Objectives of Mentoring –



# Research-Based Learning

- At ISBR, students actively search for and then use multiple resources, materials, and texts in order to explore important, relevant, and interesting questions and challenges. They find, process, organize and evaluate information and ideas as they build research reading skills and vocabulary.
- Student learn how to read for understanding, form interpretations, develop and evaluate hypothesis, and think critically and creatively. They learn how to solve problems, challenges, and dilemmas. Finally, Students develop skills such as problem-solving, critical thinking, written communication, and teamwork.



# Career Advancement Services (CAS)

- The Department of Career Advancement Services at ISBR Business School works closely with all the stakeholders viz. the industry, students, faculty and alumni. The objective of the department is to facilitate career opportunities to students by acting as an interface between students and corporations.
- The department can achieve this objective through carefully crafted initiatives and training programs that bridge the skill gaps of students vis-à-vis industry expectations. The Department of Career Advancement Services at ISBR Business School operates on a win-win model for its stakeholders. The department of CAS creates multiple platforms for students and industry to explore and fulfill mutual aspirations.
- To achieve excellence in providing internship and final job offers to students, CAS engages with professionals to train students. Pre Placement training is a very exhaustive exercise spanning 3 to 4 semesters and imparting training in critical areas such as aptitude training, resume writing workshops, LinkedIn profile building, Group Discussions, and Mock personal interviews, JD specific training among many others.

## HARVARD BUSINESS PUBLISHING RESOURCES

# Cases, Simulations and Articles

- ISBR Business School is on par with top b schools of the country in adapting new and effective teaching pedagogies. With the vision of providing outcome-based education, we are partnered with Harvard Business School Publishing to inculcate world-class teaching Cases and Business Simulations in our course plan.
- Case studies demand for students to act as protagonists by looking at different alternatives and selecting the best alternative to solve the problem. Simulations go a step further in showcasing the impact of decisions students make to solve given business problems. Decision making, Leadership, Team work, Time management, Troubleshoot, Design thinking, Problem solving, Critical analysis, Resource management are among top skills students are expected to acquire. Case studies and Simulations also provide a great opportunity to apply classroom knowledge into practice.

## Live Projects

- At ISBR, the students are provided opportunities to work on live projects and research papers on various domains based on their interests. It is also a part of the curriculum as well. Doing a live project gives students in-depth understanding of the subject they are working on.
- During this, students perform multiple analysis using multiple analytical tools & applications. Professors & Research Associates of the college assist the students in the preparation of the live project. Besides, faculty mentors also help students in this regard as well. ISBR encourages students to publish their papers in reputed international and national journals.
- This provides the opportunity for students to promote and publish their research papers to a wider audience.





# Bloomberg Certifications

- At ISBR we have collaborated with Bloomberg L.P. a private financial, software, data, and media company headquartered in Midtown Manhattan, New York City. Bloomberg L.P. provides financial software tools and enterprise applications such as analytics and equity trading platform, data services, and news to financial companies and organizations through the Bloomberg Terminal (via its Bloomberg Professional Service).
- Bloomberg Finance Lab brings real world into the classroom and provides students with the same platform used by the world's leading banks, corporations, and government agencies to enhance their academic studies across a wide range of disciplines. It helps them in bridging the gap between academia and practice with experiential hands-on learning and it also brings theory to life with live market data which drives student engagement and motivation with access to the system that they have seen in the movies.
- It enriches the students in club activities where students can conduct trading games and write equity research reports and also strengthens their resume with “Bloomberg Market Concepts” (BMC) certification. With the wide range of experiences, it assists them in enhancing performance in internships and also helps students self-select into (or out of) a career in institutional finance.





# Learn from Masters

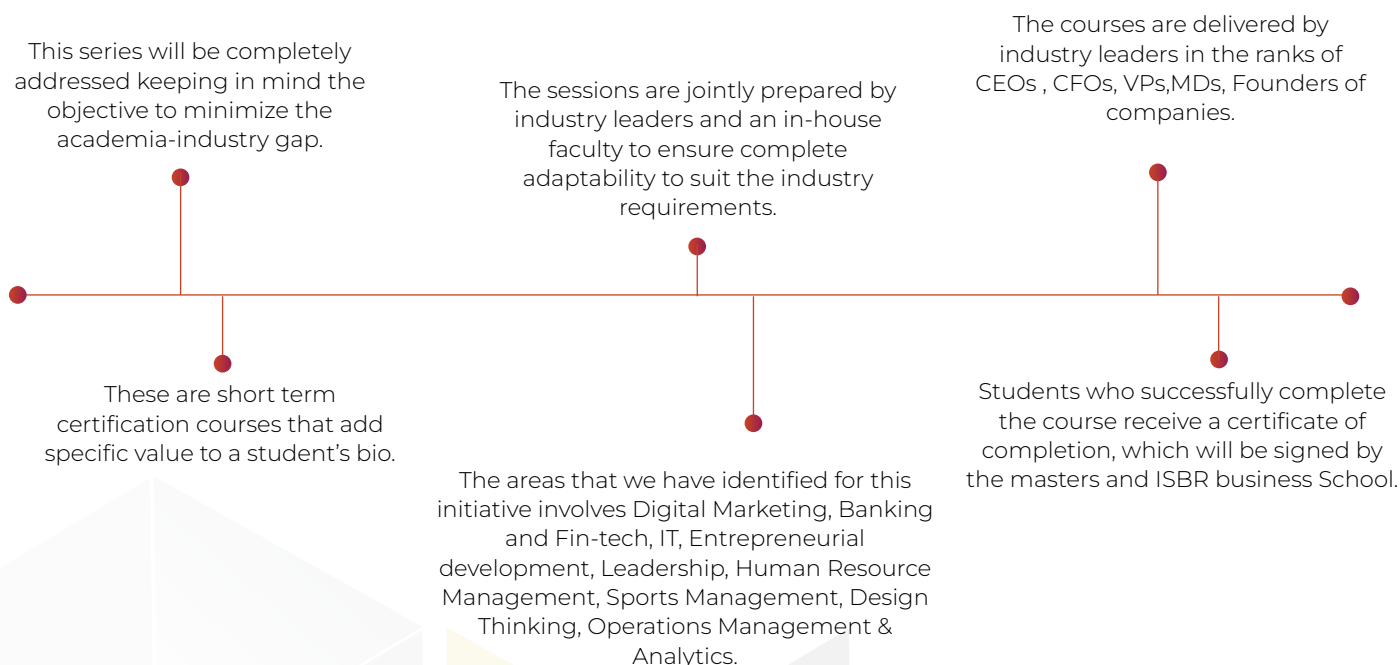
With the objective to fast-track the learning experience and also with the intent to attain a transformative learning experience in classroom we have introduced our latest intervention, “Learn from Masters” series. The focus is to offer industry insights from the industry stalwarts

## Learn from Masters Program Objectives

The main focus of this initiative is to provide students with hands-on experience in learning from the masters of the trade and also in understanding from them the nuances of the different functionalities of the industry in the specific domain areas. Each program offered by an industry leader offers a broad business management, and leadership curriculum to enable experiential learning for the students.



## Structure of the Program –



## MOOC Courses

A massive open online course (MOOC) is a model for delivering learning content online to any person who wants to take a course, with no limit on attendance. MOOCs validate an informal learning model and it is a personal enrichment and lifelong learning opportunity. The curriculum is designed to accommodate MOOC courses

# Mentorship-based Learning

Student Mentoring is a very proactive flagship initiative at ISBR. Student mentorship is offered at six levels

During the first 3 Semesters, students will be mapped to faculty mentors for the internal mentorship program and it is in 6 phases.

1

## Internal – Faculty/Expert Mentorship

Internal – Faculty/Expert Mentorship Focus is on icebreaking and acquiring the basic skills of communication, presentation skills and working together as a team, during this phase of mentorship, mentors try to inculcate competitive spirit in their mentees through a series of carefully crafted events such as Movie Review Challenge, Book Review Challenge, Start-up Challenge among many others.

2

## Peer to Peer Mentorship

Peer to Peer mentorship is designed to pair seniors and students with prior work experience with students needing / seeking guidance and support in their academics and professional development. It emphasizes the exchange of knowledge, experiences, and perspectives among themselves. Students learn from each other's diverse backgrounds, skills, and expertise through group discussions, case studies, and team projects. Peer teams shall inspire each other, overcome obstacles, and handhold each other to overcome obstacles and achieve personal, academic, and professional success. In addition, the initiative of "Learning Teams" shall cultivate lifelong connections that extend beyond classroom success.

3

## Corporate Mentorship

Focus is on understanding the gaps in corporate Skills and bridging the same with the right training and mentoring Interventions. This is the C2C (Campus to Corporate Gap Analysis) Project. The students under the guidance of the faculty mentors will explore and research on their dream sector, dream industry, and dream job, during the journey they will discover their skills and the gaps to achieve their dream job. Based on their report the training department will facilitate the required skill development training and interventions to bridge the gaps.

4

## Alumni Mentorship

"No better guidance to an aspiring management graduate, than to get it from his / her alumni who invested an equal worthy time in the same institution which enabled them to pursue their endeavor's". As a best practice the GEMS of ISBR have always stayed committed in mentoring the new inductees year after year, batch after batch, consistently. Every new inductee, at ISBR, is mapped to one alumni mentor, right from Semester 1, wherein the alumni mentor, based on a pre-planned schedule, mentors the inductee in upskilling him/her, both in the behavioural and domain skills.

5

### International Mentorship

ISBR engages its international partners in various initiatives / events such as seminars, lectures, faculty exchange programs, international internships, study tours, and mentoring. The International Mentorship Program offers ISBR Business School students' invaluable guidance and support from experienced professionals from across the globe. Through personalized mentorship programs, students gain global industry insights, global networking opportunities, and thereby enhance their global career prospects.

6

### Senior to Junior Mentorship

Seniors (Second Year Students) provide mentoring to first year students.



# Training and Skill Development

Teaching students how to secure good jobs and develop valuable skills is a crucial part of a well-rounded education. This equips them with the necessary abilities and information to do well in job interviews, distinguish themselves in the competitive job field, and succeed in their selected careers. By giving attention to improving both interview abilities and technical knowledge, students can make the most of their potential and have a significant impact on their professional journey. Few key aspects which we focus during Training and skill development sessions are as follows: Training and Skill Development Interview Preparation Resume Building Mock Interviews Soft Skills Development Industry Insights Competitive Edge Adaptability Innovation Networking

Few key aspects which we focus during Training and skill development sessions are as follows:

- Interview Preparation
- Resume Building
- Mock Interviews
- Soft Skills Development
- Industry Insights
- Competitive Edge
- Adaptability
- Innovation
- Networking



# Career Advancement Services (CAS)

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## Vision

To be a pioneering force in shaping future business leaders by fostering a culture of continuous growth, enabling students to achieve their professional aspirations through strategic career guidance, skill development, and industry integration.

## Mission

The Department of Career Advancement Services is committed to empowering students to excel in the dynamic world of business. Our mission is to provide comprehensive support that facilitates their journey from student to successful professional. We achieve this by:

### ● Holistic Development

We strive to nurture not only academic excellence but also the personal and professional growth of our students. Through tailored programs and resources, we equip them with the skills, mindset, and resilience needed to thrive in a competitive global landscape.

### ● Strategic Career Guidance

Our mission is to guide students in discovering their strengths, interests, and aspirations, aligning them with suitable career paths. We offer personalized counselling, self-assessment tools, and industry insights to help students make informed decisions.

### ● Skill Enhancement

We are dedicated to honing the technical, soft, and leadership skills essential for success in various business domains. By offering workshops, training, and experiential learning opportunities, we ensure that our students are industry-ready and adaptable to emerging trends.

### ● Industry Integration

We facilitate meaningful connections between students and the business world. Through internships, networking events, and industry partnerships, we bridge the gap between theoretical knowledge and practical application, enhancing students' employability and industry relevance.

### ● Lifelong Learning

Our mission extends beyond graduation. We encourage continuous learning and professional development through alumni engagement, upskilling resources, and a supportive community that remains accessible throughout our students' careers.

### ● Ethical and Responsible Leadership

We install a strong sense of ethical values and social responsibility in our students, fostering leaders who not only drive business success but also contribute positively to society.

### ● Innovation and Adaptation

We stay at the forefront of industry trends, technology, and best practices to provide innovative solutions that cater to the evolving needs of both students and the business world.



# Values

Our department's actions and decisions are guided by the following core values:

## Excellence

We are committed to delivering services and programs of the highest quality to empower students to excel in their careers.

## Collaboration

We foster a collaborative environment that encourages teamwork, partnerships, and collective efforts to achieve our goals.

## Student-Centric Approach

Students are at the heart of everything we do. We prioritize their needs, aspirations, and growth in all our endeavors.

## Innovation

We embrace change and actively seek innovative ways to enhance our services, ensuring they remain relevant and effective.

## Integrity

We uphold the highest standards of honesty, transparency, and ethical behavior in all interactions and initiatives.

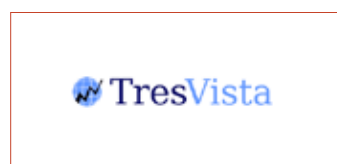
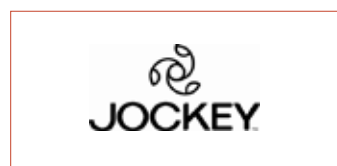
## Diversity and Inclusion

We celebrate diversity in backgrounds, perspectives, and experiences, creating an inclusive environment that respects and values everyone.





# Key Recruiters



# Admission Eligibility

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

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

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

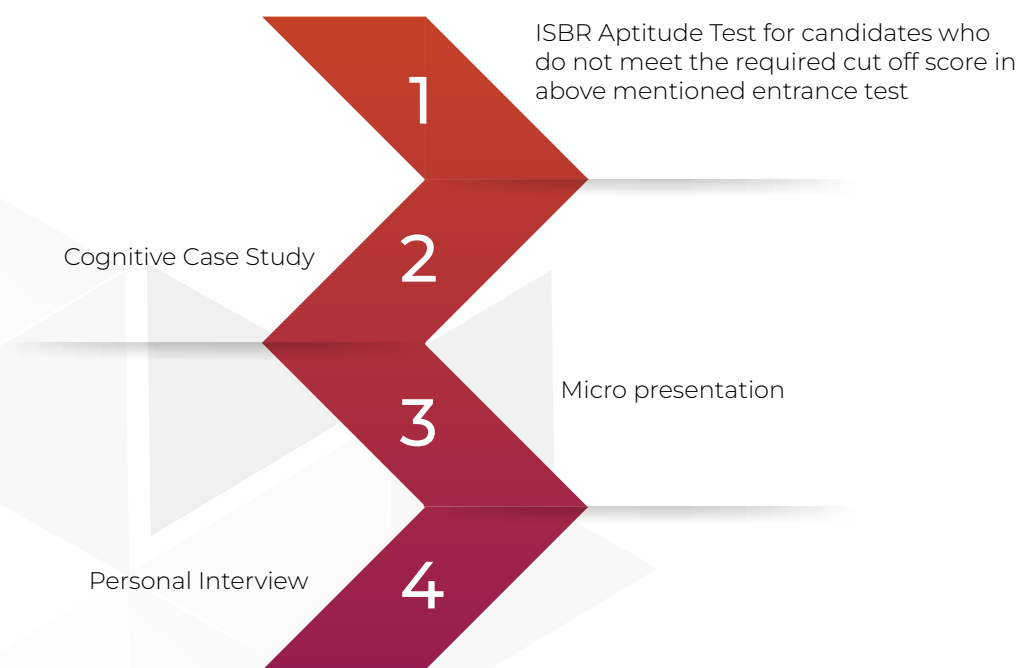
**Cost of Application :** INR 1000.00

## Admission Selection Process :

Applicants are shortlisted based on:

- Consistency of academic record
- Entrance Test score
- Work experience (if any)
- Versatility and achievements

## Selection Process :



## Disclaimer

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Application form and the course fee structure is part of this prospectus. This prospectus is a general brochure of the institute and the offerings, delivery, recognition, and infrastructure may vary based on the choice of the campus/fee structure/course. All matters covered in the prospectus are subject to change from time to time based on the decision of the management and without any prior notification.

ISBR Business School reserves all rights to vary the content and delivery of the courses. One Semester / Two Semesters (Global PGDM) international exchange program is under AICTE approved PGDM and facilitated under student exchange arrangements with international partner universities. Specializations such as Fintech and New Age Financial Services, Data Science and Business Analytics, Product Management , etc. are offered as specializations under the two year AICTE approved PGDM course.



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