

Experience









DISCOVER THE POWER OF ENTREPRENEUR IN YOU

- Dream your future that is exciting
- Design your enterprise that is ever growing
- Deliver value to society that is sustaining and
- Leave your imprints that are impacting!



People are born with innate capacities for unlimited possibilities. Converting the capacities into capabilities is within human potential. That comes when one exalts with vision and imagination, purposefully and meaningfully! That's when an entrepreneur born! He who has no bounds for thoughts and action, he who has no scope for inhibitions for initiatives, and to whom it does not matter what stops on the way

... is the one who marches ahead and makes it happen.

Creates value through wealth, brings value to lives and gives opportunities a chance!

Entrepreneurship...

Learning for Life A discipline that deciphers the determinants of success!

Expand knowledge, acquire skills, practice principles, exercise the mind, analyse the opportunities, occupy the space, augment resources, optimise technologies, create jobs, combat barriers, enable the ecosystem and achieve the heights of success. Going through an Entrepreneurship course takes you through an experience of learning with a vision for future and a mission for life. No wonder the best known institutions and universities across the world have ventured into offering courses in Entrepreneurship, be it Harvard, Oxford or Cambridge. IIMs, ISBs or ISBR! All for its value for life's accomplishments.

Entrepreneurship development has become a mission for Governments and development agencies. For, that is what will address the challenge of employment for growing economies.

ISBR Business School joins the bandwagon of those few global players who have considered it a cause that is worthwhile to pursue and a challenge that is inescapable if we have to create a sustainable world through economic opportunities.

ISBR's programme on Entrepreneurship is built on the premises of experiences of expert professionals and successful entrepreneurs and on the edifice of strong curriculum and quality learning resources, faculty and infrastructure.

Bangalore...

The globally acknowledged happening epicentre of entrepreneurial energies. A hub of global business initiatives and ventures. The city provides the right ecosystem for learning, doing and making! The State provides an inspiring environment through policies and infrastructure. Be it mega, large, medium or small, and even micro, all enterprises have their space! Technology is driving the development and creating new opportunities. Market is booming and becoming the melting pot. Industry and services sectors have achieved a phenomenal growth and are going stead.

Studying in Bangalore makes a big difference! Whether in Classroom or outbound, students experience positive aura and creative vibes. In the heart of the most happening technology capital, the Electronics City is the ISBR campus that is matchingly equipped to make the learning a joy, living a comfort and leading a flair that is natural.

Students get first hand exposure of doing business in the incubation phase and will be getting ready to experience the taste of success globally via Bangalore.

The momentum of the vibrant Indian economy can be sustained through strong entrepreneurship. Young India has the potential to change course, take risks and achieve greater heights. We believe in the youth and would like to contribute to their growth path that in turn would help in powering the nation's development



Manish Kothari Managing Director



Narendra Modi Hon'ble Prime Minister of India

C I tell the world, 'Make in India'. Sell anywhere but manufacture here. We have the skill and talent for it.

> Dream is not the thing you see in sleep but is that thing that doesn't let you sleep.



Dr. A.P.J. Abdul Kalam Former President of Republic of India



N. R. Narayana Murthy Founder Infosys

Valuable advice can sometimes come from an unexpected source, and chance events can sometimes open new doors

GOALS your goals are TOO SMALL



Azim Premji Chairman Wipro Ltd.



Kiran Mazumdar Shaw Chairman & Managing Director Biocon Ltd.

Ive had many failures in terms of technological... business... and even research. I really believe that entrepreneurship is about being able to face failure, manage failure and succeed after failing.

> We are not thinking about numbers then, but we knew something big can be built out of e-commerce.



The trigger for starting a new age Enterprise by Binny Bansal & Sachin Bansal Founders FlipKart



About ISBR Group

ISBR Business School Bangalore is located in Electronic City, one among the fastest growing locality in Bangalore with huge industrial base of both small and large scale industries.

ISBR was set up under the aegis of Bangalore Educational Trust established in the year 1990. Bangalore Educational trust is a charitable Trust built with an objective to serve the society at mass for the betterment of the nation.

ISBR Business School, one of top business schools in India takes pride for creating an atmosphere wherein both students and faculty can pursue boundless knowledge, a single roof where theory and practice goes hand in hand to present better understanding about oneself and world around him. Education at ISBR prepares you to think boldly and act confidently in any business environment.

At ISBR the focus goes beyond education. ISBR aims to prepare students for life - Making them a Leader.

The success of ISBR as an acknowledged institution for quality learning is an outcome of the various facets that give ISBR its characteristic value - the faculty, enterprising students, infrastructure facilities and industry partnerships.

We welcome you to be a part of this ranked institution.

This unique program has been designed with inputs from successful entrepreneurs, investors and professionals and implemented under the guidance of an academic advisory council comprising members from academia, industry and profession.



Faculty

Our faculty core as well as visiting are leading thinkers whose research and teaching are second to none. They actively publish in refereed academic journals, serve on editorial boards, and hold leadership positions in professional organizations. They 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 corporations, they influence the practice of management. As skilled teachers who are dedicated to student learning and highly accessible, they give ISBR students an unmatched educational experience. Eminent entrepreneurs and professionals visit the campus to teach and share their experiences.

ISBR GROUP ADVISORY COUNCIL

Provides continuous guidance for enrichment of value and content.
Upgarde and update the programs to meet the current and future needs.

Mr. K Jairaj, IAS (retd) 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

Ms. Janice Lua Founder, Facilitators Network Singapore

Mr. Jagadish S Professor & HOD (IT Dept) IIM, Bangalore

Dr. Janardhan Jha Former Senior Advisor Manipal Universal Learning Ex-Vice Chancellor IGNOU, Delhi & Birla Institute of Technology, Ranchi

Dr. Chandra Niranjan Ph.D, MBA, Advisor **Mr. Chinmoy Sarkar** Prof. IIT Kharagpur Consultant and Education Evangelist

Major Bhargava GM, Head HR and Admin Valdell Group.

Mr. Ashok Kumar Academic and External Relations at IGTC Indo German Chambers of Commerce, Chennai

Mr. Sanjay Ullal Head, Group IT Infrastructure TESCO

Mr. Vinod Thomas Entrepreneur

Dr. T.K Vijay Kumar Academician and Consultant

Dr. L. S. Ganesh Professor Department of Management Studies IIT Madras.



Mr. S. Nammalvar Sr. Vice President, Orchid Chemicals

Dr. Sumathi Narayanan President Creative Communication & Managements Center.

Mr. T. N. C. Venkata Rangan Chairman and Managing Director Vishwak Systems.

Mr. Arul Dev Managing Director People First Consultancy.

Mr. Venkata Subramani COO, Variman LLC.

Mr. Arun Pratap Proprietor, Funk Jazz Restaurant.

Mr. Aravindan Vice President Sales, Vishwak Systems

Mr. R Gurumurthy Principal Consultant Gyan Articulators Management Consultant & Educators



Mr. Phanindra Sama Founder & CEO RedBus.in

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

Mr. Rajinish Menon Director, ISV & Cloud Strategy Microsoft

ISBR ENTREPRENUERSHIP & INCUBATION INITIATIVES ADVISORY COUNCIL

- Guides in identifying the potential, imparting and nurturing entreprenuerial skills in the students.
- Helps in conceptualising and developing business plans.
- Extends incubation support to startups

Mr. Karthik K.S. CEO & Co-Founder 24*7 Learning

K. Ullas Kamath Joint Managing Director Jyothy Laboratories Ltd.

Mr. Balaji Pasumarthy Owner, Golden Square Serviced & Virtual office **Mr. Madan Padaki** Co-Founder & CEO Merit Trac

Mr. Suhas Gopinath CEO of Globals Inc. Youngest CEO of the world



EXPERIENCE

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

Experience an exciting transformation

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

The transformation of the student into an Entrepreneur



Learn from the Best



Uniqueness of the Program

Generate - Incubate & Nurture An Idea Into An Enterprise

This program provides comprehensive entrepreneurship education and helps the student take the first step towards realizing the dream of setting up a business with a global reach.

A mixture of case studies, lectures, coaching sessions, business simulations games, international immersion programs, cross cultural exposure, interaction with investors, mentorship, industry interface, internship, network & membership in professional bodies & business chambers, ensure a rigorous and complete learning experience.

You will not only learn how to identify interesting business opportunities but also acquire the competencies needed to exploit them profitably.

Program Objective

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

Benefits of the Program

ISBR idea aims at preparing

entrepreneurs with skill sets

and in facilitating the much

needed capital, which often

impedes talented entrepreneurs to start a

Dr. K. S. Anandaram

business

Senior Director

of business management

Idea to reality | Capability building | Product design & development Product launch | Market access | Funding & Resource mobilisation | Angel funding & Venture capital | Sharpen Decision making skills | Analytical abilities | Networking | Access to national & international Memberships | Globally accepted certification & recognition | Exploit networks | Connect the dots | Optimise business ecosystem | Achieve your goals | Scheduling & time management

ISBR brings in thought

issues.

Dr. C Manohar

Dean

leadership with a blend of ISBR is enriched by a team of academic rigor and hands highly talented and on applicability to real world motivated faculty and staff, and a great leadership.

> **Mr. Bharat Jain** CFO

The learning environment at for further the learning environment at for the learning environment at for the learning environment at the learni to create and revolutionize your prospects, you are at the right place.

> **Mr. Mayur Jain** CTO









PROGRAM FEATURES

Move forward, Accelerate & Take off

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Incubation

Incubation is where you will put your learning into practice. Get a jump start by interacting with incubators .Engage business mentors to help you succeed in building a scalable business. Benefit from their wisdom. Minimize the risk of your business' failure; Increase its chances of success; Raise funds from Business Angels and Focus on building your business with the best resources.



Internship

You will gain real time experience during internship with enterprises of your choice sectors. Learn & experience the challenges of starting, running and operating businesses in all its functions and dimensions. Gain exposure to production planning, marketing, human resource management, financial management and operations.



International Immersion – Global Intelligence

Acquire knowledge and exposure to processes, practices in diverse business environment in different economies and cross national boundaries through the international immersion program in countries of Europe & Asia.



Leadership Intelligence

Students get ample opportunities to respond to business challenges where along with their knowledge their leadership abilities are put to test, honed and created.



Workshops & Seminars

Constantly update domain knowledge and share success stories of enterprises through seminars and workshops in different domains, verticals and sectors.



Mentorship

Empowering yourself with the guidance & direction of successful entrepreneurs share their experience & wisdom and lead by following. Mentors provide handholding support and walk through during the journey of entrepreneurship.



Team Dynamics Building

The students imbibe the trait of assigning high importance to their vision and ensuring that the team's objectives are aligned with this vision.



Industry Interface

Active industry interface provide opportunities for constant and continuous updates on technology, innovation and best management practices.

Memberships



Students enrol themselves to the memberships of Chambers of Commerce and industry bodies, professional associations and NGO's to enrich contacts and networks and also engage with members of such bodies



Legal Processes

Starting business in a legal framework and giving shape to your business to be a legal entity. Carrying business with due legal compliances and good governance.

The success of business depends on strong foundation of financial planning and resource mobilisation. Right capital structuring and prudent fund management will ensure your success in business. This course provides you a mentor support for the same.

Capital Structuring



Business Simulation

Practicing application of knowledge & skills to solving business problems in a simulated environment using specialised tools & techniques will prepare you to handle real life problems with ease and comfort.



Market Access

You will gain access to information and learn market entry strategies for start-ups as well as ongoing businesses. Avail opportunities presented by government and private agencies.



Funding

We are in an era where funds chase opportunities. Banks, Financial investors, Angel funding and venture capital agencies are constantly on the lookout for right projects, sustainable & scalable businesses. You have an advantage as this program enables you to connect the dots.



Business Plan Development

Business plan is a ladder that takes business idea into reality. It considers all factors that affect the business and provides a road map for building businesses.



Project Report

A bankable detailed project report (DPR) needs to be prepared by the students with regards to their ventures after conducting a thorough primary & secondary market research. Students of family business alternatively prepare a Five year perspective plan (FYPP) for growth of their respective firms.



Rural Immersion Program

There is fortune at the bottom of the pyramid. Rural Immersion program facilitates the understanding of opportunities and challenges prevailing in rural economies, that is huge and untapped.



Project Preparation

Project Preparation is critical for analysing technical feasibility, financial viability and growth possibility of the business idea.

PARTNERS & TIE UPS

Students will have ample opportunities to interact with members of business chambers and professional bodies to develop partnerships and collaborations.

Ministry of HRD

Nanjing University of Aeronautics & Astronautics (NUAA), China

- \triangleright Affiliation, Qualification and Certifications
- For Collaboration in Curriculum Design and Development, Instructional Design and \geq Pedagogy, Academic Delivery and Partnership,

ACADEMIC BODIES

Collaborative Research and Exchanges of Learning Resource









university

hof

UGC

France Business School Hof University, Germany



EBSCO



INDUSTRY BODIES

ABI-Inform -World's

leading database

Juest







Imerican

ilmary

AMERICAN LIBRARY

University of Mysore



IIM – Bangalore

Bangalore University

CIIII)

IIMB



ALLIANCE FRANCAISE



Groupe ESC

Esc Troyees, France

NIS Sparta

NIS Sparta

Balana Co

GOETHE INSTITUT

- Provide a bridge for connecting with industries ×
- Facilitate transfer of skills and talent >
- ≻ Help in gaining exposure to current industry trends, technology and global management practices.















Software Technology Parks of India

Institute of Management Consultants of India

Karnataka Small Scale Industries Association

National Association of Software and Services Companies

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Pennya Industries Associations

Service Export **Promotion Council**

Contribute to continuous enrichment and enhancement of knowledge and professional content

Provide a network for interaction and cross learning



Association

National Institute of

Personnel Management

NIPM



PROFESSIONAL BODIES

All India Management Association of Management **Development Institutions** in South Asia



Project Management Institute

Quality Circle Forum of India

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Facilitators Network

Singapore



KEONICS



Society for Human Higher Education Forum Resource Management



National Entrepreneurship National Human Network Resource Development -







NHRD

The Indus Entrepreneurs

≻ Provide exposure to business realities and management practices

CORPORATE COMPANIES Provide a platform for student engagement in industry events \geq

Provide industry visits, internships and placements



and many more ...



PGDM in Entrepreneurship

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

Incubate > Develop > Execute > Achieve

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

Program Highlights



Duration: 2 Year

Eligibility: Any Graduate with a minimum of 50% marks in the qualifying examination. Final year graduating students can also apply.

Candidates should have Leadership potential. Those aspiring to become an Entrepreneur, Entrepreneurs in the Early stages of setting up their venture and Graduate students to get a head start in a new business venture.

Entrance test for Qualification: MAT/CAT/XAT/PGCET/ATMA/CMAT & any other state entrance test.

International Immersion Program : Students can also opt for an International Immersion in Dubai & Singapore at extra cost.

One Year PGDM in Entrepreneurship

Affiliated to Bangalore University - One Year (100 Days / 50 weekends

Incubate > Develop > Execute > Achieve

The Post Graduate Program is a one year intensive program that trains the student in every aspect of becoming a successful and innovative entrepreneur.

Program Highlights (50 Weekends)



Duration: | Year

Eligibility: Any Graduate with a minimum of 40% marks in the qualifying examination. Final year graduating students can also apply.

Candidates should have Leadership potential. Those aspiring to become an Entrepreneur, Entrepreneurs in the Early stages of setting up their venture and Graduate students to get a head start in a new business venture.

International Immersion Program : International Immersion Program

SBRidea



ISBR CAMPUS

Campus is fully equipped for comfortable and conducive learning. Excellent campus infrastructure comprehensive and compatible learning ecosystem. Gardens and Amphi-Theatre add to enhance the spirit of learning along with Air Condition Classrooms, Seminar Hall, Tutorial Rooms, Library & Auditorium.

The Campus is recognised with **Business Campus Excellence Award** by Discovery Education



















































ADMISSIONS, FEES & HOW TO APPLY

Eligibility

Graduates in any discipline from a recognised university are eligible to apply. Candidates should have leadership potential. Work experience would be preferred. Final year graduating students can also apply.

Admission Procedure

- » Submit Online Application Form at www.isbr.in with the prescribed application fee
- » Participate in the Interview process (Presentation & PI) to be held across the country
- » Selected candidate will be given offer letters containing proper instructions on further procedure to complete the admission process.
- » For any clarification contact 09845100510 / 09444334755 or email info@isbr.in

Selection Procedure

Admission is a two - stage process on cumulative performance of the applicants in the following areas:

Presentation Round

Under this round, students would be given topics on which they need to prepare & make presentation.

Personal Interview

The panel interacts with the student on various topics such as Academics, Family Background, General knowledge etc.

Fee Structure

For a detailed fee structure visit: www.isbr.in

ISBR Business School	
REAL WORLD. REAL LEARNING.	
International School of Business & Research	

APPLICATION FORM

Affix Recent Photograph

Choice of Program

One Year PGDM in Entreprenuership

Two Year PGDM in Entreprenuership

Personal Details

Name									
First Name			Middle Name				Surname		
Date of Birth	Date	Month	Year				Gender	Male	Female
Nationality	Indian	NRI	Foreigner		Cat	regory	General	OBC	SC / ST
Father's Name				Mo	other's Name				
Father's Occupation				M	other's Occup	ation			
Address for Correspond	lence								
City			Pin	_		State		С	ountry
Contact No.									
	STD	Tel 1		STD		Tel 2		Mobil	e
E-mail (1)					(2)				
Permanent Address									
City			Pin	_		State		C	ountry
Contact No.									
Contact IVO.	STD	Tel 1		STD		Tel 2		Mobil	le
Preferred Contact Time		I	o you have a pass	port?	Yes	No	If yes, then p	lease give the follow	ving details:
Passport Number			Year of Ex	piry		Iss	ued on		
Hostel facility required		Yes	No						

Educational Qualifications

Level	Course Bo	Board/University	Institution	Year		Aggregate	
				From	То	percentage	
10th Standard							
12th Standard							
Graduation							
Post Graduation							
Others							

• If appearing for final year graduation examination, please mention the month and year of examination: Month: Year:

• If you have graduated already, please mention your Basic Qualification (i.e. B.A, B.Com, B.Sc, B.E etc)

• If you are appearing for the Final Year / Final Semester examination, then indicate last exam marks (e.g. B.E VII Semester or B.Com 2nd year)

Yes

Months

Work Experience Details if any: (most recent)

work Experience Details, if any: (most recent)					
From	То	Organisation Name	Designation		
Awards and Honors re	ceived (Please attach separate shee	2t)			
Interests and Hobbies (Please attach separate sheet)					
Finance Details What is your family's consolidated annual income (p.a.)?					
< Rs. 1,00,000	Rs. 1,00,000 - 3,00,000	Rs. 3,00,000 - 10,00,000 Ss. 10,0	0,000		
How would you finance stud	dies at ISBR? Self	Family Employer Loan Other s	ource		
Entrance Test Details Please fill in the details below if you have appeared for any of the following					

Examination	Your Score E.g. 1700/1800	Percentage / Percentile	Registration Number	Date of Examination Taken	
I have not appeared for any of the above mentioned examinations (please tick if applicable)					

Declaration

Date:

I certify that all the statements made in this application for admission to ISBR are correct and that the information furnished is complete. I agree to abide by all rules and regulations that are now, or may be in the future, in force, at the Institute. I understand that withholding or giving false information will make me ineligible for Admission at ISBR. I also understand that the application fee and programme fee paid to ISBR is not refundable under any Circumstances. Place:

Signature of the applicant

Terms and Conditions

- 1. ISBR has the sole discretion to alter or change the venue of the campus where programs are delivered, test centre, dates of written test, presentation, personal interview and the pattern of the Admission Process without any prior notice or approval.
- 2. Admissions will be made only after completion of written test, presentation & personal interview.
- 3 Payment of fees should be made on or before the prescribed date notified by the authorities, failing which admission will be forfeited.
- Amount once paid towards admission / programme fees is neither refundable 4. nor transferable under any circumstances.
- 5. All candidates are required and expected to follow the code of conduct, rules and regulations in force from time to time.
- 6. Any act of academic dishonesty, misconduct, indiscipline, violence or damage caused to people / property of ISBR will be construed as an offence against the Institute and such student will be debarred from further studies at ISBR.
- The candidate must fulfill all academic requirements notified by the 7 Authorities from time to time.

- It is the applicants responsibility to go through the details of the program, 8. specializations offered, university details, minimum eligibility etc. before applying to ISBR.
- 9. ISBR is no way responsible if the eligibility of the candidate is not considered by the University for Reasons whatsoever
- 10. ISBR reserves the right to modify/ add / delete to the contents of the program / value added programs / specializations and their delivery modes.
- 11. The 2 year PGDM program at the Bangalore Campus is approved by AICTE, Ministry of HRD & Government of India. The one year PGDM program is approved by the Bangalore University.
- 12. Misleading information or misrepresented facts will disqualify the applicant from Admissions into ISBR.
- 13. ISBR reserves the right to amend the rules.
- 14. In case of discontinuation of course in between under any circumstances the student will have to pay all the semester fees.
- 15. Jurisdiction for all disputes (if any) relating to the ISBR is Bangalore, Karnataka, India

Signature of the applicant

Parent Declaration

I have read the application in detail and have no objection to my Son / Daughter taking admission to the ISBR Management Programme. I also understand that the fees are to be paid in time and is subject to change as per the decision of the management. I also understand that in case my Son / Daughter discontinues the course I am liable to pay the complete programme fees.

Place:			
Date:		Parents/Guardian Signa	iture
For office use only			
Date of receipt of Application	Receipt No.	Acknowledgment sent on	
Documents Missing 1	2	3	
Application verified by		Date	
Test Scores	Pre	escribed Fees	
Selected / Not selected	Decisions notified to	o applicant on	



Note:

Application form is a 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.

ISBR reserves the right at any time to vary the content and delivery of the courses.



ISBR Business School

No. 107, Electronics city - Phase I, Near Infosys, Behind BSNL Telephone Exchange, Bangalore - 560100 Ph: 080 - 4081 9500 Mob : (0) 98451 00510 / 93417 33331 Email: info@isbr.in

QUICK CONTACT

Mobile: 94443 34755 / 98451 00510 Email: info@isbr.in Web: www.isbr.in