

**ISBR**
Business School
REAL WORLD. REAL LEARNING.

The real view of discovery consists not in seeking new landscapes but in having new eyes.

Voyage

OCTOBER 2021

CONTENTS

EXPRESSIONS OF ISBR

Inauguration Ceremony
360 Degree You
Mentorship Program
Pre-Masters Program
Founder's Day
C-Talk
Speak to Lead
Advanced Excel
FPM Inauguration

CLUB EVENTS

HR Club
Cultural Club
Finance Club
Marketing Club
Sports Club

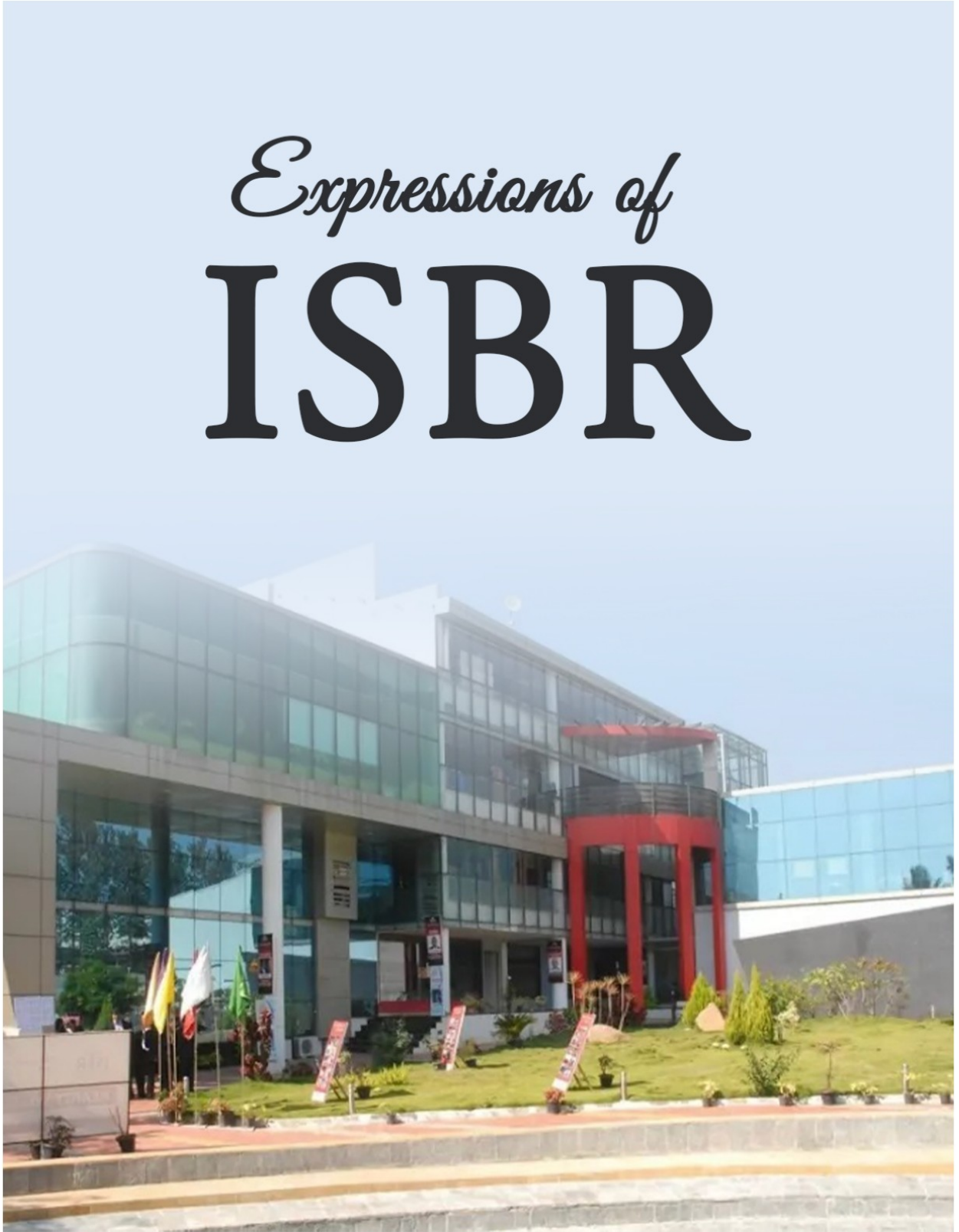
GUEST SESSIONS AND WORKSHOPS

Research Writing Workshop
Personality GILLETTE Workshop
Curiosity and Progress foundation session
Digital Analytics Workshop

STUDENT SPOTLIGHT

CONTRIBUTORS

Expressions of **ISBR**



Inauguration Ceremony




ISBR Business School welcomed its new batch of PGDM 2021-2023 students in an online inaugural ceremony of the new academic session 2021-2023 on Saturday, July 24, 2021.

Students have joined ISBR's full-time 2-year PGDM Program. The new students were welcomed through a virtual meeting portal due to COVID-19 pandemic situation across the country. The online inauguration ceremony, was in the presence of ISBR management, Chief Guest- Mr. Chandru Karlo, MD of TTK Prestige India, Guest of Honour Dr. Dewanand Mahadew, CEO New Economy Strategies, Co-founder and Dean International Business Development Academy, Dr. Manish Kothari- Managing Director, ISBR Group of Institutions, Dr. Y. Lakshman Kumar, Director, ISBR Business School, Dr. B.S. Patil, Registrar and Dean, ISBR Business School, Faculty members,

Staff members, Alumni, Students and Parents.

The inaugural session began with a general welcome, followed by soulful rendition invoking the blessings of the almighty to everyone to sail through these during these tough times. The Director of ISBR Business School, Dr Y Lakshman Kumar, welcomed the incoming students, by introducing the ISBR family. He assured the parents of a impressive career for their wards in the journey that they are embarking on from today. He emphasized to the students the importance of a focused progression in their career ahead focusing on " Personal Excellence, Professional Excellence and Social Excellence.

The Chief Guest, Mr. Chandru Kalro, MD of TTK Prestige, India , he appreciated the introductory remarks from Dr. Y. Lakshman Kumar and recommended 10 points that PGDM students as future of India need to



be mindful of, he emphasized more on smart work, attitude building, fostering innovation , investing in the career and to value the time. Finally, he motivated the students and suggested them “ Joy and network with people whom they like and finally it should be a meaningful journey.”

The international partners of ISBR also extended their hearty welcome to incoming batch of 2021. The students were also briefed regarding the Orientation program by the Training .and Transformation Head at ISBR, Mr. Suresh Raju, by Deepak Justin and many more. The orientation will be an energetic and engaging 4 week learning journey focusing on 3 dimensions- Personal Excellence, Professional Excellence and Social Excellence. The inaugural session concluded with the Registrar and Dean, Dr BS Patil proposing the vote of thanks. It's the beginning of a new academic year at ISBR Business School.

360 Degree You

The signature orientation program of ISBR, 360 Degree You, started on 25th July, 2021 for the PGDM Batch 2021-23. This program was held to get students accustomed to the teaching environment at ISBR and to prepare them for the actual academic session. The program was held for a month, wherein the students were divided into 4 batches, online as well as offline. The program was focused on improving the 3 aspects of an individual student's character, that is, personal excellence, professional excellence and social excellence. The program was graced by various prominent personalities from all walks of life, who shared their experiences, ideas, knowledge and achievements, which greatly enlightened the students and made them more focussed towards achieving their objectives in life. The primary aim of the program was to build a sense of connection and unity in the minds of the students towards ISBR, and it definitely fulfilled its purpose through the sessions.

Personal Excellence:

•"Roots to fruits" by Mr. Deepak Justin: As the title suggests, the session definitely helped the students to develop from the roots and made the roots stronger so that they can bear good fruits, in terms of developing them to face the real world. Though held for the duration of 1 week, the session was very much fruitful for the students. Mr. Deepak Justin, through his fun, interactive sessions kept the students glued

to him, and through his life lessons gave the students a perspective to think about when they begin the new journey that lay ahead. The very first day of the session was an ice-breaker session where the students were asked to introduce themselves to each other so that a sense of calmness and confidence is restored in the minds of students, and they can openly interact and express their ideas without the fear of being looked at, and this exactly happened when even the most timid boy of the class spoke up describing himself and talking about his past experiences, which was a lesson to learn for all the students. His way of teaching greatly impressed the students and they liked the various activities that they had participated in as got to learn something or the other through participation. Finally, the program ended with a valedictory event, wherein the entire responsibility of organising and conducting the event was vested with the students, and it proved to be a success. Sir wanted the students to break their personal fears and communication barriers and participate with an open mind, which was exactly the case. Overall, the session was an amazing one and the perfect start for the journey ahead.

•Lead Yourself by Ms Preeja Sreedhar:

Being a well acclaimed leadership coach, Ms Preeja Sreedhar, started

of the session on a high. As expected by the students, ma'am was very much interactive and gave the students the opportunity to express their thoughts and ideas without hesitation. According to her, a perfect leader was someone who could express his/her thoughts across in the best possible manner. As the program title rightly states, one has to know how to lead oneself before learning to lead others. A true leader leads by example, and ma'am throughout her classes taught the students exactly that. They were given different counselling sessions wherein they could openly share about their good and bad experiences that shaped them to be the person they are today. Through the various meditating sessions, ma'am gave the students a chance to clear out their minds and think freely. Overall, the session had a calming influence on the minds of the students.

•Gamification and Problem solving by Mr Ramani Venkat:

This was a fun-filled session filled with activities to find solutions to certain problems. The students were asked to devise strategies to meet the requirements of certain difficult situations and how they will come out of that difficult situation. The idea was to think out of the box and bring out a totally new idea. There was a case study given to the students, wherein they had to form groups and discuss among themselves who is to blame for the particular situation to occur. This opened the minds of the students and helped them to think out of the ordinary to arrive at

a solution and quantify the mistakes of the involved parties with proper justification. The main theme of the session was presented on the final day, when each group was asked to present their restaurant idea and the value proposition for their respective restaurants. This session, therefore, helped the students to think on their feet.

•Unlock Yourself by Prof Suresh Raju:

This was a reflective session where Sir asked the students to think deeply about who they are, what is their strength, their fears and what is their vision or purpose in life. Through the various interactive games, Sir explained about the various roles a person can play when he/she wants to achieve his/her goal. The students were then asked to introspect and find out what they would like to choose as their core subject in the first and final years of their PGDM program and what drives them to choose that particular course. All in all, the students got to learn on how they should be focussed on their goals and what should be their choice of specialization, through the program.

•Communication for business by Mr Balaji:

This was a session totally dedicated to learning the art of proper communication in a business environment and how communication in the proper sense of the word, can help a business work effectively towards achieving their goals. The students were given different topics and were encouraged to provide their views on the subject matter. Mr Balaji spoke about his ex-

periences and how those experiences shaped him as an individual. The session was truly enlightening.

Social Excellence

•Social Immersion by Ms Chetna and team: This program taught the students the importance to be socially responsible. The students were asked as to what they would do in order to bring about a mindset change in the society and how they would spread the social awareness. Again, work opportunities in the social sector was talked about and how they could get those opportunities was also discussed. This session was heart touching as the students got to know about the various things they should be grateful for and what are the ways to show their gratitude. They were also, briefly, taught about the various sign languages that are used to communicate with differently-abled people and how effective those tactics could be to interact with people who are not as naturally gifted as them. Finally, the students were given tasks to prepare notes and questions for school going children to make the topics simpler to understand for them. They were also given the task to map their tasks to the 15 sustainable development goals. This session did help the students to have a look around them and be more socially responsible towards the society that we belong.

Professional Excellence:

•Foundation Course: Accounting: Accounting was taught to the students to make them ready for the primary challenges which they would face in the actual academic sessions which would commence later. They were taught the basics of book keeping, the various principles and concepts closely

related to accounting and the various terms of a financial statement. They were given assignments to classify the different types of items under different accounts and arrange them under different heads. They were taught about the various branches of accounting and the Global Reporting Index, which is accepted globally as the primary standard for accounting practices.

•Foundation Course: Statistics:

The session started with a small introduction into statistics. The students were taught as to how they should quantify and measure data and classify them on the basis of nature, source and measurement. The concepts of frequency distribution and data presentation were introduced. Detailed description about the collection of data, distribution and presentation of data was given. The students were introduced to various types of graphs and other pictorial representations of data. Alongside these, the concepts of dispersion of data and standard deviation as well as other calculation methods were also dealt with.

•Foundation Course: Excel:

This course was completely practical based, and many functions and formulas related to the database were introduced to the students, and they were familiarised with the same. Functions such as data validation, sum, data formatting and many such functions were taught to the students.

Holistic Approach

•Yoga for fitness by Dr Subramaniam: On every Saturday, for the duration of 1 month, the students were requested to join the yoga sessions to help them refresh and rejuvenate and find that lost energy that would help them for the

following week. The yoga sessions brought a sense of calmness and motivation in the students, and they were greatly influenced by it. The various asanas taught, not only helped the students to build physical strength and agility, but also helped them to de-stress and de-toxify their minds from the worries that surround them in their daily lives. It is absolutely sure that these asanas would help the students with improving their mental state of mind in the future.



Mentorship Program

The mentorship program at ISBR Business School was introduced into the academic calendar to help the students at ISBR Business School develop their personality, as well as, their interpersonal and decision-making skills. The primary aim of this program is to train the students for the corporate journey ahead and build a sense of confidence in them so that they could be better equipped to thrive in the highly competitive corporate structure. The sessions were conducted once a week by the various faculty members and tasks were given at the end of each session to the students which they had to complete within the given time. The students were divided into various groups, online as well as, offline. Each group was headed by a faculty member who was responsible to guide and mentor each and every student of that particular group. The task of the faculty members was to provide a sense of foresight and planning to the student through the various activities that were organised. These activities were closer to the real life corporate situations, wherein thinking on your feet was absolutely necessary.

The first task provided was that of movie reviewing. The students of the online and offline batches were grouped together and each group was given the task of selecting a movie of their choice, which had a managerial learning or a set of managerial leanings in the story

line. Following this, each team was given a period of two week to prepare the movie of their choice and come up with suitable reasons as to what was the rationale behind them selecting the movie and what were the managerial lessons learnt from the movie. Therefore, through these tasks the major aim was to bring out the creative side of the students and t create a sense of unity among students by putting them together in groups and allotting them the tasks. Overall, the program was a success, as it managed to prepare the students mentally and skill-wise for the challenges that lay ahead for them in the future, and one could be absolutely sure that this program is among the most engaging programs at ISBR, filled with a lot of learning and one-to-one guidance, which n other program or course could provide.



Pre-Masters Program

The PMP class was done by Dr. Karpagam, Associate Professor. She guides throughout the session through case materials. The PMP class was all about the first video session and rest 10 session skill building and knowledge session. After each session, she gave case materials that you have to read and understand.

Each case material was unique and is expected to foster your creativity and analytical thinking which will be discussed and evaluated through video chat. In total, there was 10 management cases and articles. By the end of this program, you will have improved your English Language, communication skills, speaking and listening, developing oral presentations and discussing business concepts. You will learn to take notes and explain your points in clear and accurate English, in speech and writing. On completion of the PMP, there will Certificate provided that will add value in Resume.



Founders Day

ISBR Business School commemorated its Annual function on the evening of 7th September 2021 with a tremendous celebration including a series of cultural programs prepared with exceptional efforts and perfection. The cultural program was held in the auditorium on the occasion of Founders day at ISBR to celebrate the institute's meticulous year. The day was celebrated amidst great fervor, zest, and enthusiasm in the college.

With the arrival of the guests of honor, other dignitaries, and students in the arena, a series of wonderful events began unfolding which left the audience awestruck. The items included plays, dance dramas, musical representations, stand-up comedy, and dance performances.

The program began with a scintillating welcome song followed by felicitating all the staff and faculty members for their years of dedicated service to the institute. The students were then awarded for their significant contribution and performance in the field of studies and many other co-curricular activities like singing, dancing, student of the year, best media person, best sports person, and many more which acts as an impetus for the stellar performance by the students. This entailed the orchestra where the students played and sang a mash-up which was followed by Western and Bollywood dance performances, performed by students with enthusiasm and unmatched zeal and rhythm.



C-Talk

The C-talks were held on every Saturday of the week. These were organised by the institution wherein, guest speakers were called upon who had immense experience of working in the corporate sector. They shared with the students their expertise and knowledge and the experience they had in working in a particular company. Also, a few of them were business owners having years of experience of working in a business environment. They shared their journey towards being a corporate and what were the obstacles or roadblocks they had to pass through in order to reach at the position they were at this point in time.

The first week of the program was graced by Mr Rakesh Godhwani, who spoke in the very first C-talks session about the alarming rise in the population of the country and the reducing employment opportunities. He spoke about how many times a person in his lifetime, can change career paths and still be successful if he does the thing which he likes. The most important thing that he spoke about was the 6 C's a person needs to prepare to face the real world. According to him, communication and curiosity are the keys to success in a highly competitive business environment. Finally, Sir advised the students to read and observe a lot and read a lot of documentaries and podcasts to learn more. So, to sum up, the session was very enriching.

In the second week, the students were introduced to Mr Murlidhar, the owner of Lodestar. He spoke to the students about his life journey and how he changed his career path from an employee to an entrepreneur just because he had the passion for building up the company that has today. He also spoke about the importance of training and mentorship and how these things can build up a person's character. Finally, he parted with the students by providing them three life lessons, one of which was, everything happens at the right time and we should take our time to build up what we want to build up

In the following week, the students had Dr Uma Nambiar talking about the healthcare sector and the employment opportunities available. She also spoke about the National Digital Health System and the various functions involved in operating the system smoothly. The students were also joined by Major Dr Madhu Malathi, who had served in the armed forces as a medical practitioner. She spoke about her journey and why the healthcare sector is a service sector. Finally, the students had Dr Veena, who spoke to them and informed them about the healthcare specialization available at the institution.

In the final week the students had a guest speaker who spoke to them about why engineers find it difficult to be satisfied with their profession and what was the role of MBA in shaping his career path. He spoke to the

students about how one should think about financing ones startup and the plans one should work on in order to begin a startup. He also, spoke about angel investors and what they look for in a company in a newly built startup before deciding to invest, as well as, help in the overall growth and operations of the business. Simply put, the session managed to engrain a seed of entrepreneurship in the minds of the students.

So, overall the C-talk sessions were very insightful and enriching and the students got to learn a lot from the experiences and knowledge shared by the guest speakers.



Speak to Lead

The Speak to Lead Sessions were conducted by Prof Danalakshmi, which began in October, 2021 with the sole purpose of making the students better prepared in terms of their speaking skills. The program was primarily aimed at improving the English grammar and speaking skills which would provide an edge to the students with respect to their competitors, as communication in the English language is given much more preference at the present time, when it comes to global business scenario. As it is rightly mentioned in title, the program was aimed at creating future leaders who could be competent and confident enough to lead their teams and communicate their ideas effectively at their workplaces.

The program began with the basics of the English language in order to help the students who were very weak in the usage of the language, due to their native backgrounds. During the program, ma'am also stressed on the importance of having a list of acquaintances that one could constantly interact with in English, so that the speaking skills of the students could be polished and worked on. The primary aim was to bring the students out of their comfort zones, and try and make them aware of the increasingly hostile environment that awaits them, which primarily communicates in English. The basics of English covered the various parts of speech and the various words which people often confuse them with while interacting with others, especially during an important corporate meeting. Through

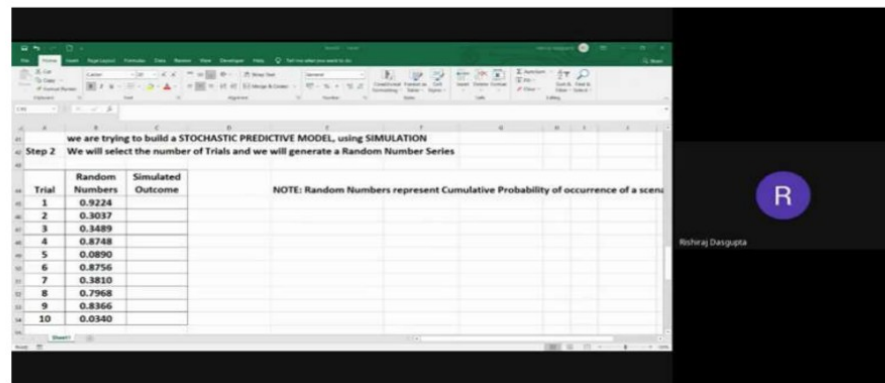
the various exercises provided at the end of each class, ma'am tried ways to improve the speaking and the writing skills of the students. Finally, ma'am held a discussion with the students trying to clear out their doubts with regards to certain words which we as Indians wrongly pronounce or have wrongly learnt and she taught the students the correct pronunciations or words for those items. Through these discussions, the students became more aware of the things that they would have usually not known.

During the course of the program ma'am taught the students various methods through which they could get rid of using or including their native language into a sentence while communicating in English. Therefore, as the program continued into its later stages, the students became more confident about themselves and the effect of change was visible in them. Through a mixture of simple and tricky exercises, ma'am managed to bring about a good change in the students which they would definitely be able to incorporate in the days to come. Overall, the purpose of the program was served, which was to chisel out a set of highly sophisticated individuals who would be the next leaders in their respective professions.

Advanced Excel

To make us understand about the Advanced Excel, Rishiraj Dasgupta was invited for the workshop. The session at 11:00 AM IST on Tuesday, 13th July, 2021 on Google Meet and it was a 4-day workshop. The event was organized by Dr. Sheetal Mahendher, HOD, Quantitative Techniques and Analytics, ISBR. The event was embraced by a total of 62 students of PGDM Batch 2020-2022.

The session started with a small case study regarding the cards sold where we have learnt construction of probability distributions finding or measuring SD and building a predictive model using Stochastic simulation. The simulation includes constructing PD, generating random number series and performing the simulation followed by interpretation, where we predicted the number of cars sold in the next few days.



Advertise Yourself as a Brand



A one-hour C-talk on "Advertising Yourself as Brand " was organized by Murlu Rajan Sir at the auditorium hall, on Thursday, 28 th October 2021 at ISBR Business School, Bangalore. Prof. Suresh Raju welcomes the guest and introduced the purpose of visit to all to the participants. The C- talk was chaired by Mr.Murlu Rajan. On account of the C- talk on "Advertising Yourself as Brand" the resource person spoke briefly on the need of becoming successful in everyone's head, what students require to compete in the emerging competitive world. He motivated the students to create there own opportunity, and

to start working towards the goal by building yourself as a brand.

The C- talk was very interesting and gave the opportunity to discuss about creating the perception of your perfection around you. The basic idea of this event was to enhance the knowledge about the activity on social media and how it influences your image. The program was successfully concluded with a formal vote of thanks by Prof. Suresh Raju Sir to the resource person and to all the participants .



FPM Inauguration

The program was commenced by invocation song by Dr. K. S. Lakshmi. The inaugural ceremony of the FPM (Fellow Program in Management) was followed with the lighting of lamp by a group of dignitaries of ISBR Business School Dr. K. S. Anandaram (Senior Director ISBR Business School), Col. Prof. Y. S. Siddegowda (Vice Chancellor, Tumkur University) Dr. Y. Lakshman Kumar (Director ISBR Business School), Dr. C. Manohar (Senior Director ISBR Business School), Dr. B. S. Patil (Registrar ISBR Business School), Shri Archana Rai (Editor-South, The Economics Times) and Dr. Ramya R (Alumni Ph.D. Awardee). The program was followed by invocation song by Dr. K. S. Lakshmi.

Dr. K. S. Anandaram formally welcomed all the dignitaries present on the dais and all the participants of the program from various parts of the country, colleagues & students. He mentioned about the significance of FPM and its aims about bringing together a core group of researchers from all over India with a significant participation from our own state Karnataka.

This was followed by the felicitation of all the dignitaries by the ISBR family. Mrs. Sneha recited the profile of our beloved Chief Guest Col. Prof. Y. S. Siddegowda, followed by the inauguration launch of FPM 2021.

In his address, Dr. Y. Lakshman Kumar briefed about the importance of the FPM and our esteemed resource persons. He wished for the success of the

scholars and inspired the participants. In the end, Dr. C Manohar (Senior Director ISBR Business School) offered a vote of thanks to all including Col. Prof. Y. S. Siddegowda (Vice Chancellor, Tumkur University) and Shri Archana Rai (Editor-South, The Economics Times). He thanked all the invited guests and scholars for gracing the occasion by their solemn presence. He also thanked student committee for providing all kind of facilities to conduct the program in the centre.



Club Events



Convergence Namma HR Club

FLASH MOB

Event: Flash mob

This was the first event organized by HR Club of our college, for this student who are the part of core committee gave surprise performance to ISBR Family. It was organized on 7th October 2021 at college amphitheater in the presence of our Director Dr. YLK, Prof. Veena Shenoy (HR club coordinator), Prof. Suji Raga Priya (HR club coordinator), faculty and students.

The reason behind this Flash mob was to introduce the Team that's lead by President - Shruti Bohra, Vice President - Hemanth and other core team members. Students performed, have given social awareness through flash mob on "NO To Smoking and Drinking" habits, the affects of using cigarettes, drugs and alcohol.

While practicing for it, students had lots of fun and interactions at the same time because the flash mob dance was totally based on "Stony Dancing" where the students had performed creatively by making it more engaging, funny and sarcastic. Stony Dancing is something where the performers should not express a single emotion through their face. The only way they can convey what they are trying to is through their actions that too by making it funny, by conveying the meaning of that particular song from different perspective. Students who performed not only analyzed that what audience require but also understood the nerve of audience so that the social message conveyed regarding drugs, cigarettes and drinking habits will be more convincing and impactful. We made sure that the audience like and enjoy every single second enacted by us.

It was totally a surprise event that was held during the lunch break, which started with a music in the campus corridors after the class and created a lot buzz for the students. Many students who were having fun and enjoyment while watching the flash mob engaged along with dancing group and had lot of a bright happy smiley faces.



Cultural Club

TEACHER'S DAY CELEBRATIONS REPORT

September 7th was a very important day for ISBR Business School as on that auspicious day, we, from the Cultural Club of ISBR got an opportunity to conduct the very first event of the academic year by celebrating Teacher's Day along with the Founder's Day.

This particular event was different from the others because we had an online as well as an offline batch presenting their activities and talents for giving a tribute to the teachers.

Dr. Y. Lakshman Kumar (YLK) appreciated the students for their efforts in making the event successful, he also gave us insights about life as a teacher and the role of a teacher in students life, how they selflessly work for their students to grow. His speech was truly inspiring.

Flow of event :

- The event started with the welcome note for the director and the teachers.
- Online Performances :
 1. A mesmerizing dance performance by Sahinee saha on the song "ore piya"
 2. A colourful dance performance by Sanchita Bose on the song "Ranjha"
 3. Another breathtaking performance by Saptadipa on the song "Ghar More"

Cultural Club

TEACHER'S DAY CELEBRATIONS REPORT

More Pardesiya”

4. Vishal gave a beautiful tribute to “Maroon 5” playing the song Memories.

• **Offline Performances :**

1. Classical dance by Pratyusha was a true representation of our culture.
2. A Passing the balloon game for teachers in which they were given tasks to perform in which they participated enthusiastically.
3. No event is complete without our star singer Vishwabhaawan who performed the song “aye Khuda”.
4. Then the second game about coordination between students and professors in which the student had to cross a path blindfolded with the guidance of the professor and the winners were Lanna ma’am and Shruti



Cultural Club

DANDIYA EVENING REPORT

October 12th was a very important day for ISBR Business School as on that auspicious day, we, from the Cultural Club of ISBR got an opportunity to conduct Dandiya Night along with Rangoli making competition.

Dr. Y. Lakshman Kumar (YLK) appreciated the students for their efforts in making the event successful,

Flow of event :

☑The event started with the Rangoli Making competition.

Participants

1. Ananya and Aman
2. Nandini and Ananya
3. Sreesha and Paninila
4. Akshara and Priyanka Soni

Winners

1. Ananya and Aman
2. Sreesha and Paninila



We then started with the dandiya evening.

1. Welcome dance by Pratyusha was a true representation of Dandiya.
2. Songs were played and students formed circles and played dandiya. It was an absolute delight to watch.
3. Ending performance of the night by Sreesha, Paninila and Zankar.

The event was an absolute success and the students really had a good time.

Finance Club

BESTPORT FOLIO

Best Portfolio, an intra-club stock market learning event, was held on September 23, 2021 and was facilitated by Mr. Amit Kanchanbaras, who is the Practice Head -HTD of training and up-skilling solutions (BFS, F&A, and Mortgage) at Apart People World Software Pvt Ltd. The event began at 2pm presided over by Mr. Amit and the club coordinators, Ms. Navitha and Ms. Medha.

The primary purpose for conducting the event was to provide knowledge to the students with respect to the stock market and the various operations that take place, including handling shares acquired on option exercise. The common differences between an optimistic executive and a pessimistic executive was also discussed, wherein one of the points of discussion was the selling and retaining of shares. Optimistic executives retain some of the stock received, while pessimistic executives sell all shares. There were also discussions held on the indicator variable and how it can be useful in explaining investment intensity and leverage better than those used previously.

The teams were divided and each team was given the task to formulate a plan of investment. Each team was asked about the stock they are interested to invest in and the rationale for their selection. After completing the presentations at the end of each round, each team was given feedback on their presentation and the areas of improvement. Finally, at the end of the event, Sir invited all the teams on to the stage and gave them the opportunity to express what they had learnt from the event. He also gave them suggestions to have better understanding of investment or speculation.

Overall, the event was a great learning curve for the students at ISBR Business School as they got to know more about financial statements and how these statements can assist in knowing more about companies and making informed and intelligent investment decisions.

Finance Club

FINATIC

Brief Profile of Speaker:

Assistant Professor - Human Resources, 12 years of rich experience in Industry and Academia. Published more than 32 papers in national and international conferences and journals. Co-authored book with Dr. Chetan Bajaj and Nandini Bajaj - "Introduction to Rural marketing".

The event was conducted to gain the basic knowledge about finance and the daily news related to finance so that people from other backgrounds can also know about the finance terms and also they can get to know what's going on the corporate world regarding finance. The event was started sharply at 2:15PM in Room no:13. The event was hosted by Chaitra R, Akshara P in presence of our club faculty members and our classmates. The event started with 1st round "Lets be aware" and then followed by 2nd round - Deep Financial Dive and then followed by 3rd round - Case Study, time limit for CaseStudy was 30mins to answer the questions. Everybody wereinvolved in the events and had



Finance Club

FINATICS

fun by participating in the quiz and the case study.

The students learnt a lot of new terms in Finance and also gained some general knowledge of the corporate companies. They also learnt about the quarterly finance earnings of the companies, the merger of the companies, GDP growth rate, FPI's, Percentage of stakes, types of funds.

Everyone loved participating in this event, as they could learn a lot from the questions asked as well as from their opponent team members. They had a jam packed, adrenaline rush in the entire two hours. As it was their first event in the Finatics club, they enjoyed a lot.

Marketing club

BRAND MASH

Brief Introduction:

BrandMash was an event conducted by the Marketing Club of ISBR. Specific advertisement audio files were given to the teams, then the teams had to make reels showing their creativity and showcasing their acting skills.

Abstract/Snapshot:

BrandMash was an event to increase participation activities from the club members. For this they need to make reels on given advertisement audio files which would help them bring out their hidden actor and also learn some new facts about the Ad they were doing. Overall it was leaning via gamification.

Flow of event:

- For this activity students were divided into groups of 3 each group. They were told to make a reel and submit it by the next day so that all the reels could be collated and presented.
- Since most of them were not available offline the deadline was shifted to the next day.
- After dividing the teams Audio Links were shared and teams were told to start preparing.



Sports Club

BISHOP BRIGADE

On the behalf of ISBR Business School Bangalore, an sports event was organized at the institute by sports club members and the club coordinator professor VV Rao sir on 21st October 2021, conducted chess competition for the students of ISBR and the meet is an initiative by sports club members, to encourage chess enthusiast to participate and embrace their talent. For this event 8 students participated



In the beginning of the event, it was graced by the sports coordinator professor VV Rao and then the event took off with the first round and followed by semi finals and then finals.

The event started of with a faceoff with eight participants who had been put in separate slots facing each other to qualify for semi-finals. The four who were qualified were put in the slots for again a face off to reach the finals.

Dinesh Reddy and Namrutha had a face off in the finals. After a fierce competition Namrutha took the throne as the reigning champion of ISBR Bishop Brigade.

The event gave everyone a lot a learning for the organizers as to how to conduct an event after various obstacles. The participant felt that it was really a mind bending challenge and learnt a lot from other participants.



Guest Sessions & Workshops



Research Writing Workshop



The research writing workshop, which began on 4th September, 2021, was held primarily to help students get an idea as to how they should be writing an academic research paper, be it for a journal or book. The primary aim of this workshop was to get the students accustomed to the way a research paper or a report is actually written in a professional manner. The sessions were conducted by Dr Jaspreet Kaur, who is an educationist, and an accomplished research paper writer. Some of her works include reports on comparing sustainability practices in luxury brands, affiliate marketing strategy of Amazon India, Customer relationship management, and many other such reports. Through proper real-life examples, ma'am taught the students the importance of research

writing and how one should begin with the concept of research writing from the base.

Session 1:

The first session conducted by ma'am was totally based on the importance of data in research writing and the use of proper rationale. The first topic was on problem definition or rationale. The concept of problem definition typically requires a person to describe the broader concept or background related to the topic of research. Problem definition helps the researcher to find the problem or the things that are missing in the previous research reports, if research has already been done earlier on a specific topic, and helps the researcher to find the specific solutions to those problems. The objectives of the project or the purpose of the



report should be known before one tries to commence with it. According to ma'am, the researcher should be well aware of the problem definition and the reason for him to take up the research topic. Next, ma'am spoke about how the writer should explain the scope of the study to the reader, so as to make the reader understand the scope of the research, definition of certain specific terms, limitations of the research or the problems faced while conducting the research process, and the ways to conduct a research in order to reduce potential criticisms. Through examples, ma'am also stressed upon the importance of stating the hypothesis. According to ma'am, the rationale or problem statement gives an explanation about the issue that is being addressed by the project, and this should be the primary object of the project. It is basically a brief summary or issue to be addressed by the

project. Following this, ma'am also spoke about how to formulate the research objectives through studying the different variables involved in a project and how to prepare general and specific objectives. The difference between Problem statement and objective was also discussed. Finally, ma'am spoke about literature review and its importance in formulating a research project.



Personality GILLETTE Workshop



The personality grooming workshop was conducted by Gillette to convey to the students the importance of grooming and refining their personality, in order to stand out in the corporate world. The primary purpose of the program was to introduce the students to the life at the corporate and what behaviour and personality is expected in a business setup. Interpersonal skills play a major role in the work environment and a strong personality can definitely help a person have the confidence to express his ideas to his colleagues, his superiors and his clients.

The program began with stressing on the importance of interpersonal skills and how should a person be able to leave a lasting impression of himself/herself in the minds of his/her interviewer. As it is said, first impression is the last impression. Therefore, it is of utmost importance to have the confidence to create a strong first impression. The first half of the program was based on this subject. This was followed by the various body languages which are exhibited at a work environment and which among them is the most suitable body language that one should be imbibing in oneself. The body language of a person creates a sense of aura about

him/her and a person with a negative body language can only be able to push people away from him/her. Therefore, maintaining the right body language is of utmost importance for an individual.

Finally, the students were taught about the various corporate etiquettes and what etiquette should be followed at what point of time. Etiquettes like speaking with confidence, maintaining an upright posture, being clear in your expression of thoughts and ideas, having the patience to listen, the courtesy to not interrupt and let the others speak as well, are really important when it comes to being professional and successful in ones corporate life and the students, through this program were taught to put more emphasis and value these qualities if they wished to succeed in their profession.

Curiosity and Progress

foundation session

by Prof. Satya Kiran

The Curiosity and Progression Foundation program was presided over by Dr. Satya Kiran. Sir began the program with an interactive session with the students, wherein he spoke about the condition of the Indian economy, which he termed as evolving, and also stated that it is the most promising economy with developments taking place at a rapid pace. He then went on to explain the financial condition of the Indian economy and explained the cause of the slow growth by citing the example of Japan. According to sir, the most important reason for Japan being among the world's largest economy is the value of purpose in life and an urge for creativity, to strive to be the best. This is what Sir thinks should be imbibed in each one of us as individual. By taking the example of Japan, sir wanted to put across as to how a country which was totally destroyed due to the Hiroshima and Nagasaki attacks, had the will power to rise up again, and place itself at the top.

The most important thing in life is to have a purpose which gives you the strength to work hard and strive towards your goal. A goal keeps a person focussed and motivated, and gives him the strength and endurance to get through even the toughest of times. Therefore, the primary motive for anyone should

be to have a predefined goal in life. Also, teaching is a way to learn and one should definitely try and keep learning more in order to be relevant in today's fast moving world. This was what was exactly said by Satya Sir. In his opinion, fail to plan is plan to fail. One should always plan the road ahead in order to a clear path and succeed in whatever one wants to do. If one does not have a plan to drop back on, the future for that person would be gloomy and he/she would be destined to fail. Therefore, planning is an important part of any individual's life.

Thirdly, there should be a proper method and process to fulfil the dreams a person has. Without a clear method to follow and clear mind there will always be difficulty in achieving ones dreams and aspirations. In order to handle the pressures of this fast moving, highly competitive job market, and one must be fully prepared with the goals and a process to be followed to achieve them. Also, a person is judged by the goals that he has set for himself which proves his worth. Therefore, one must come out of his/her comfort zone in order to challenge him or her to the limits and test himself/herself against the best. This is how one can definitely be at the top.

Finally, one should have the curiosity to gain knowledge to the highest extent possible, and one can only do so by continuous reading. So, according to sir, we should read at least one book per day, along with the daily newspapers and magazines, to keep ourselves updated and in track with the rest of the world. One should identify three burning topics of the week and carefully analyse those in order to get into the details of the subject. Reading also helps develop critical thinking and analytical skills. The one who possesses these skills is highly rated in the present era. Therefore, one should be reading regularly to be at pace with the ever changing dynamic corporate environment.

Sir left the students with the advice to keep working on themselves and try to develop skills which are highly rated in the present corporate environment and not think about the rat race, but focus more on self development. An individual will definitely succeed if he is fully focused in what he/she wants to do, and is more self conscious rather than thinking about what others are doing. Working on oneself definitely brings a lot of success.



Digital Analytics Workshop

The Digital Analytics workshop was conducted as a 4-day program, which began on August 2, 2021 at 6:30pm. The program was organised by Dr. Sheetal Mehender, HOD of the Quantitative Techniques and Analytics department at ISBR Business School. The event was presided over by Mr. Yogesh Chandraiah, who is the digital marketing manager at Melting Pot Concepts Pvt. Ltd., an e-commerce company operating in Urban Bangalore, and has more than 10 years of experience in the marketing field, apart from being a freelance trainer. The program was attended by 75 students from the Department of Business Analytics and Marketing, PGDM batch of 2020-22.

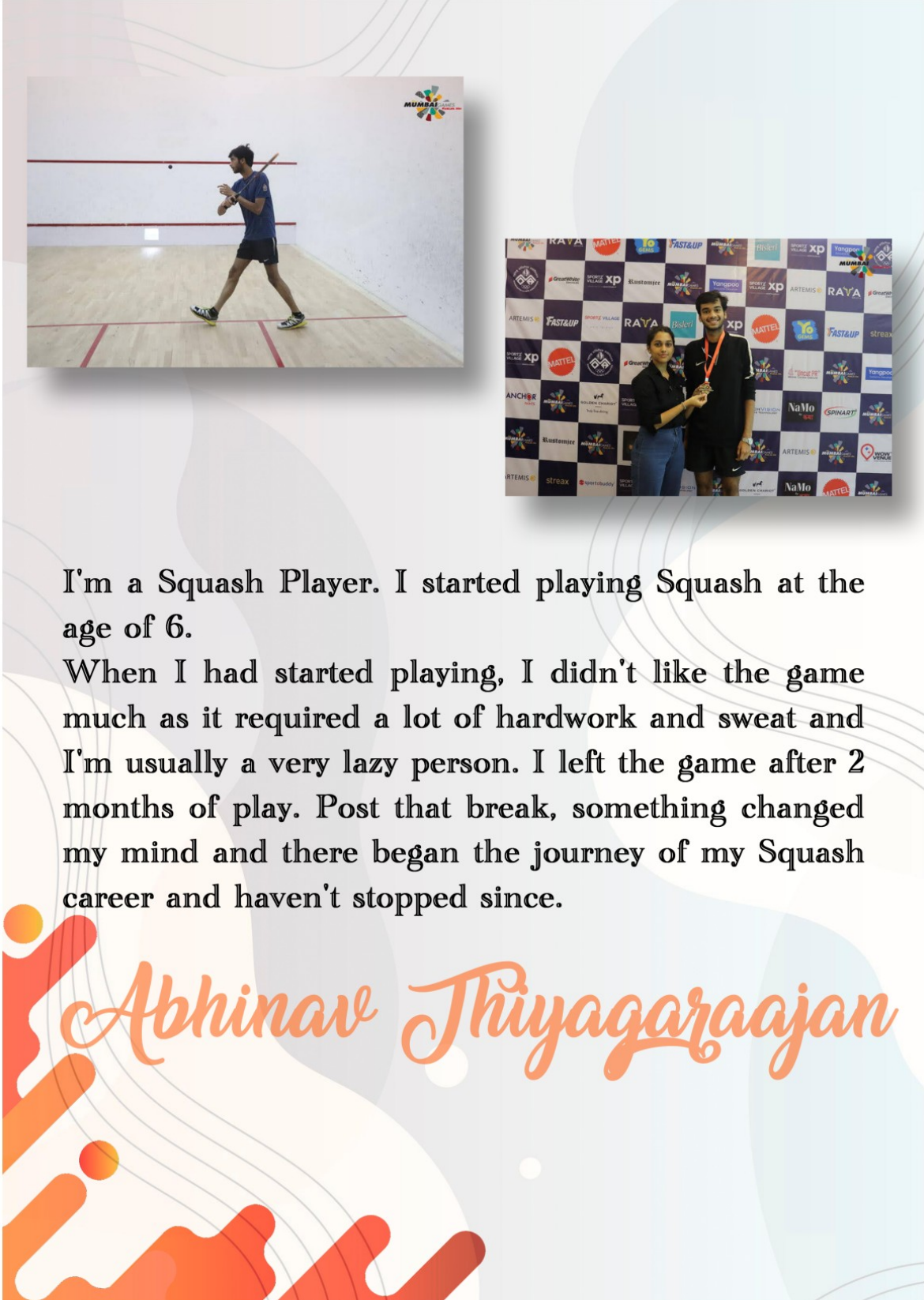
The program was held to give the students the basic idea about digital analytics and its workings, and how a company can use the techniques to reach out to the maximum number of potential customers so as to increase or expand its business. The session started with

the techniques for creating and showcasing blogs, which was followed by the trainer explaining the features that are necessary to boost the ranking of a blog in the top few search results.

He also went ahead to illustrate tools and features in Google Analytics in details. Mr. Yogesh emphasized on the various social media campaigns held on Facebook, Twitter, LinkedIn and other such social media platforms, and also provided an overview of how sitemaps can be generated and maintained using Google Console, which is followed by indexing and applying to the websites. Finally, the students were taught the methods and tools to track social media promotion, and site optimization in order to drive extensive traffic to a particular website.

Overall, the sessions were informative and helped the students have a grasp over the basics of digital Analytics which would be beneficial for them in terms of up-skilling.





I'm a Squash Player. I started playing Squash at the age of 6.

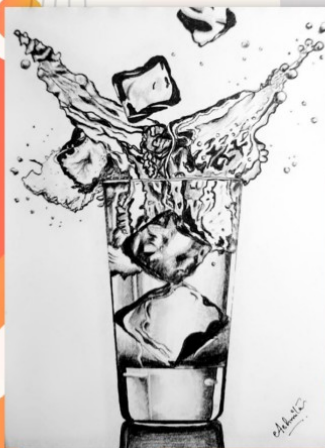
When I had started playing, I didn't like the game much as it required a lot of hardwork and sweat and I'm usually a very lazy person. I left the game after 2 months of play. Post that break, something changed my mind and there began the journey of my Squash career and haven't stopped since.

Abhinav Thiyyagaraajan



I started sketching from the time I learned how to hold a pencil. It helps me in expressing my emotions. When I start sketching, I lose track of time. Through sketching, I have discovered the creative side of my mind and started looking into things from different perspectives. Apart from that, it has helped me to be the patient person that I am today. I have received several certificates for painting and sketching from my educational institutions as well. It is something that I'm very passionate about and I'll continue sketching for the rest of my life.

Ashmita Banerjee



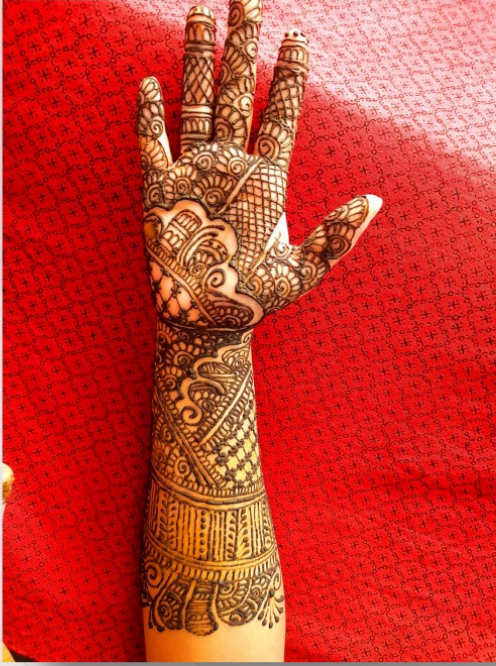
"I'm an art lover and a firm believer of art is therapeutic. My leisure time is dedicated to Canvas painting, Doodling, Handicrafts, DIYs etc."

Devanshi Patel



For me Painting has always been a way to relax and think differently. Apart from sculpture painting and water painting My journey into canvas painting started during the lockdown. I started doing landscape painting cause it involves a lot of bright colors and different shades in pictures keep me excited .

Paninila



Vanshika Sharma



Dance has always been an outlet for me. It has taught me to express, given me my own safe space, and has helped me find my escape. Coming from a family of art enthusiasts, I was always encouraged to practice it which helped me grow. I have been on television quite some times and have had performed at several esteemed programmes.

Sanchita Bose

“सबर रख”

“बस सबर रख तू थोड़ा और सबर रख ,
खोया था जो तूने तू फरि उसे पायेगा ,
परेशानियों का यह बादल ,
जल्दी कहीं दूर तेरी जदिगी से चला जायेगा ,
बस सबर रख तू थोड़ा और सबर रख |

मत झुकने दे तू आंखों को रात के अंधेरे में ,
मत खोने दे ख्वाबों को तकलीफ के उस दौर में ,
आएगा वह हसीन पल भी जल्द ही आएगा ,
जब यह अंधेरा तेरी नजरो से दूर चला जायेगा ,
बस सबर रख तू थोड़ा और सबर रख |

मत टोक अपने कदमों को किसी की तरफ बढ़ते हुए ,
मत रोक खुद को कामयाबीयो की सीढ़ी चढ़ते हुए ,
गहरा जो घाव है तेरा वह जल्द ही भर जाएगा ,
करेगा जब भी आंखें बंद तो मुझे तेरे पास ही पाएगा ,
बस सबर रख तू थोड़ा और सबर रख |

उम्मीद की करिण को तू खुद से दूर मत होने दे ,
यूं किसी अनजान के लिए खुद को मत रोने दे ,
हादसों का यह सलिसला भी खुशियों की नदी में बह जाएगा ,
आएगा वह पल भी जल्द ही आएगा ,
जब तू सरिफ़ तरक्की ही पायेगा ,

Eakesh Goswami

Watan Singh,

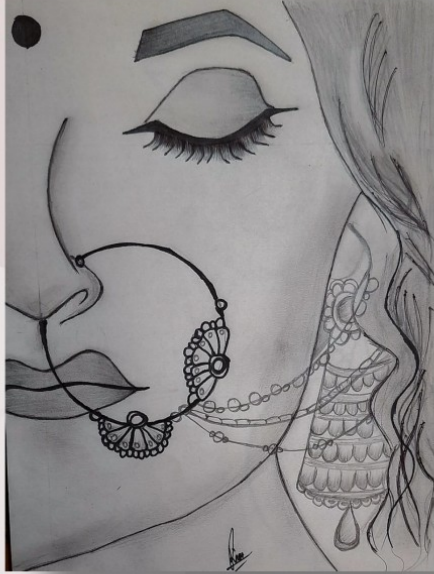
part of Karnataka Civil defense, provided exemplary service to the society at the time of the crises, COVID-19



“If you ask me to play cricket in the midnight, I will be the first person to be on the ground”

Kuldeep Singh, a student of ISBR Business school from Mumbai. He has always been a sports enthusiast, specifically Cricket. Cricket is not just a game for him, it's a Stress buster. “Whenever I feel low, I check the match Highlights, and it really helps me to get back on the track”. Since school, he has always participated in various cricket tournaments. In 2019, he represented Maharashtra in 3rd AFYGAS NATIONAL GAMES in CRICKET and secured a Gold. He also Represented his graduation college in Mumbai University Cricket League which was organized by MUMBAI CRICKET ASSOCIATION(MCA). “But the fun fact is I have never learned cricket. For me, it was never how to start the game, it has been always about how to end it”.

Kuldeep Singh



A women with the position of Manager in a corporate job is equivalent to a married women managing her family without any position holding.

BOTH PROFESSIONS ARE EQUALLY INDEPENDENT.

Ria Biswas

The beautiful architecture Padmanabhan Swamy temple, Trivandrum with the lord Aiyappa captured together.

Mathiventhan.k





Shailesh Sahu



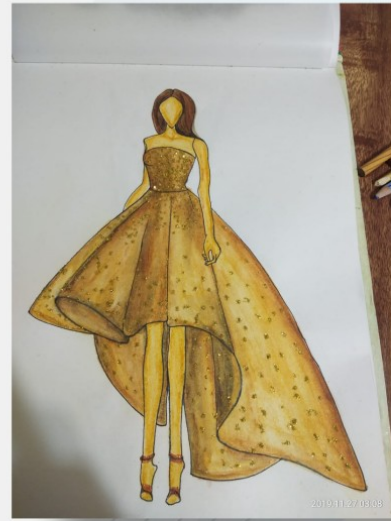
Sasweta Mishra



Vanshika Sharma



Sevitha reddy devalapalli



Priyanka Son



I've made an African art on a rectangle wooden cut. The three girls are being made from "paper messy" and "fevicryl moldit" and then painted with Acrylic colors. The final touch is given by Varnish.

Nandini Soni



**"I am a Freelance Photographer.
Photography is my passion and I love
taking Landscape and Creative
Photography."**

Jenisha David



"Talent wins games, but teamwork and intelligence win championships."



Shruti Bohra



Cecil Anthony



Harshita Rai



Eakesh Goswami



Devanshi Patel



Sritam Tripathy

With Guidance of



Navita Vijay

CONTRIBUTORS



**International School of
Business & Research
Bangalore**