



International Exchange  
Programs @ ISBR



# GLOBAL PGDM

Learn across the Globe; Be a Global Business Leader

- PGDM with International Study Trip
- PGDM with One Semester Abroad
- Global PGDM - Three country program

4 Years in a row and counting...

ISBR Business School is rated as "Platinum" institute by AICTE-CII  
Survey of industry Linked institutes - 2019, 2018, 2017 & 2016



# ABOUT US

ISBR Business School, one of the top business schools in India takes pride in creating an atmosphere wherein both students and faculty can pursue boundless knowledge. A single roof where theory and practice go hand in hand to present better understanding about oneself and the world around. 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 Leaders.

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.

• Best Education Brands- The Economic Times, 2019

## AWARDS & ACCOLADES

• Ranked Best in Placement by Global B-School Placement



# THE ISBR **EDGE**

- Electives taught by eminent faculty from Industry.
- Range of inspirational speakers from around the world.
- Exclusively designed course content at par with top international business schools.
- Demographically diverse learning community.
- ISBR's PGDM Programme is embedded in a learning community characterized by a strong research tradition and high quality professional teaching.
- Value added certification courses along with rigorous course structure.
- Programmed to inculcate ethical values and nurture holistic development.
- Extremely proactive student clubs.
- Case studies, live projects, movie analysis, fests participation, foreign language courses, international conferences and many more.
- Dual specializations to make student multi-industry ready.
- A cohort of smart, intelligent classmates for effective and enhanced peer learning.
- Mentorship by faculty and industry experts.

## Strong Academic Support

Stay connected and up to date with a strong network of peer and academic fellows.



## Blended Learning Format

Gain a wholesome learning experience with classes offered in online & offline formats.



## Industry Exposure

Projects Involving real Industry problems.



## Scholarship

Up to 50% of tuition-fee waiver for eligible students from NGOs/PSUs/Armed Forces.



## Courses in Emerging Areas

Including Artificial Intelligence, Machine Learning, Business Analytics & Industry 4.0.



## Faculty

Learn from the leaders. Get international exposure. Stay in touch with the latest industry trends.





# Embark on a **Global Career** with our programme

## Programme Objectives-

These courses will enable aspirants to immerse themselves in renowned universities to acquire holistic learning of cross cultural sensitivities, real world experiences and the best of academic mentoring from home and foreign academia.

## Highlights Of The Global Programme

- Course selection from renowned European partner schools in areas of business and management.
- Industrial Visits/Workshops at Industries of the world-famous industries in Europe.
- Choice of specialisation from the latest emerging areas of management studies.
- Blended learning of classroom, online learning & Immersion Programmes.
- Sensitisation towards international organisational culture and work place dynamics.



## **UNIQUE** VALUE

- Organized and tailored to provide the best inputs in management education and application.
- Designed to instil a deep sense of commitment to excellence in professional ethics and social responsibility.
- Innovative and updated curriculum tailored to suit emerging challenges and varying needs of the corporate world.
- Delivered by eminent and expert home and international faculty closely involved in the personal and professional development of aspirants
- Intended to impart knowledge and sharpen managerial skills with wide and deep domain specific knowledge from international experts.

# PROGRAMME DETAILS

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All the three programmes- Global PGDM, One Semester Abroad and PGDM with Global Immersion-offer the students opportunity to perform in a globalized organization.

Future managers will face challenges of presenting their product/service offerings to international audiences spread over diverse markets. They will need to understand the nuanced complexities of these places. Globalized companies will expect their managers to perform in a cross- cultural context. Further, the executive team members, connected in the digital space and collaborating on specific project needs, will require to sharpen their cultural sensitivity.

ISBR Global Programme promises to inculcate this attitude for a globalized platform. Corporates seek to diversity across markets reduce the impact of volatility of a single-market specific customer preferences and attendant consumption habits. Evidently, an educational Programme making ample provision for time being speed in globalized classroom setting becomes eminently relevant.



## CURRICULUM

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The course curriculum is designed to augment the functional skills of the students with contemporary management thought to enable them to raise towards global standards. Our Global Programmes are demanding course that will challenge aspirants, as it is tailored to meet the competitiveness of high performance from across globe.

## SPECIALIZATIONS

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Students of these programmes can choose any specialization of their choice from Major and Minor specialization pool. The curriculum of each specialization designed in consultation with experts from industry and academia to ensure that it is contemporary and industry specific domain skill sets.



# DUAL SPECIALIZATION

## Major Specialization:

HR | Finance | Marketing | Operations

## Minor Specialization:

Health Care Management | Retailing & Supply Chain  
Business Analytics | Sports Management | Travel & Tourism  
Information Science | International Business | Banking & Insurance  
Small Business Management and Business Entrepreneurship  
(SBM&E)

## PGDM PROGRAMME WITH GLOBAL EXPOSURE + 3 PROFESSIONAL CERTIFICATIONS

### PGDM with International Study Trip

- 2 Year Full Time Programmes
- Dual Specialization
- Internship
- Industrial Visits
- French Language A1 Certification
- One Week International Exposure in South Asian Countries or UAE\*
- Travel & Visa
- Placement facilitation
- Support at international partner university

### PGDM with One Semester Abroad

- 2 Year Full Time Programmes
- Dual Specialization
- Internship
- Industrial Visits
- French Language A1 Certification
- Global Mentorship Programme One Semester in Europe\*
- Travel & Visa
- Placement facilitation
- Support at international partner university

### GLOBAL PGDM Three Country Program

- 2 Year Full Time Programmes
- Dual Specialization
- Internship
- Industrial Visits
- French Language A1 Certification
- Global Mentorship Programme One Semester in Europe + One Semester in Germany\*
- Travel & Visa
- Placement facilitation
- Support at international partner university

# COURSE STRUCTURE

## Preparatory

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

## Term - 1

- Corporate Finance
- Marketing Management
- Human Resources Management
- Operations Research
- Research Methodology
- Operations & Supply Chain Management
- Business Environment
- Managerial Skills and Effectiveness

## Internship & Viva Voce (10 weeks)

## Term - 2

- Corporate Strategy
- Entrepreneurship
- Specialisation 1:
  - Paper -1
  - Paper -2
  - Paper -3
- Specialisation 2:
  - Paper -1
  - Paper -2

## Term - 3 & 4

- Specialization

## Specialization - 1

### Finance

- Security Analysis & Portfolio Management
- Financial Derivatives & Risk Management
- Financial Econometrics/Project appraisal & Financing/Behavioral Finance & Wealth Management

### Marketing

- Consumer Behaviour & Product Management
- Integrated Marketing Communications & Retail Management
- Digital & Social Media Marketing/International Marketing

### Human Resources Management

- Human Resource Planning & Development
- Compensation & Performance Management
- International HRM

### Operations Management

- Supply Chain & Logistics Management
- Operations Research Applications
- Sourcing Management
- Management of Manufacturing Systems

## Specialization - 2

### Business Analytics

- Predictive Analytics
- PYTHON

### Banking & Insurance

- Corporate Banking & Retails Banking
- Law & Practice of Insurance

### Health Care Management

- Health Care & Social Policy
- Health Care Economics & Finance

### Information Systems

- Software Engineering Management
- Data Management Techniques

### Travel & Tourism

- International Tourism
- Eco Tourism & Event Management

### International Business

- International Trade Policy & WTO
- International Economics

### Small Business & Entrepreneurship

- Small Business Marketing
- Financing of Small Business





# MENTORSHIP PROGRAMME

ISBR in its efforts towards scaling up student development function and towards enhancing the competencies of students to be better learners and performers in academic, co-curricular, assessment and placement, has designed a “Mentorship Programme” for implementation from the academic year 2019-21.

## What is Mentorship?

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

## The Objective:

Mentorship Programme at ISBR intends to achieve the following objective:

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

## Understanding the Mentoring Model & Flow:

### MAPPING

STEP 01

Mentor Mentee Mapping understanding the needs & goals.  
Scheduling.

### ICE BREAKING

STEP 02

Assessment-Self & Mentor rating for specific areas of improvement.  
Deeper understanding.

### MENTORING

STEP 03

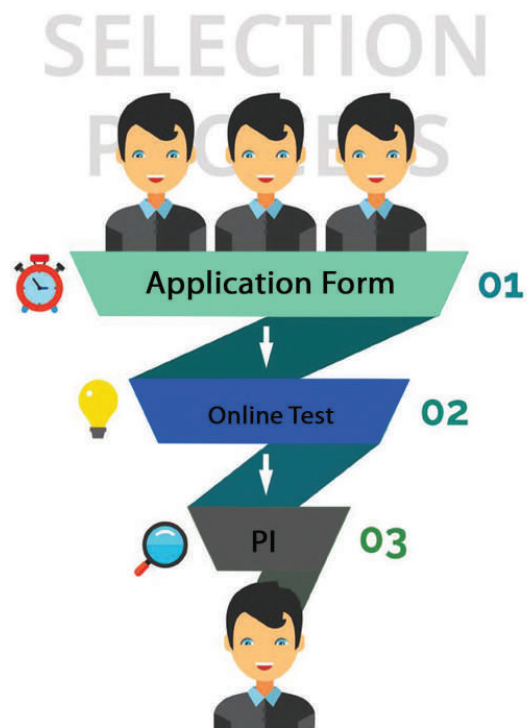
Guided group sessions for all Mentees together.  
One-on-one Mentoring sessions to understand & guide the student for specific area of improvement.  
Connecting the student to the right resource for expert guidance.

### EMPOWERING

STEP 04

Based on the interventions, Mentor to recommend the specific areas of training for enhancement.  
Specific inputs for customizing pre-internship and pre-placement training.  
Domain Specific.  
Personality & Behavior.

# SELECTION PROCESS



Students are assessed as per their academic accomplishments and co-curricular activities, for a career in IT industry, students are required to have excellent communication skills along with high competency in aptitude, logic solving abilities ease with handling numbers etc which is mandate for securing admission in ISBR.

The aspirants need to go through the following process before his admission confirmation at ISBR

1. Application Form
2. Online Test
3. Micro Presentation
4. Personal Interview

Graduate in any discipline with a minimum of 50% marks from a recognized university (45% in case of SC/ST candidates)

The students would be required to submit their 10th, 12th and graduation marks cards before the online tests.

## Disclaimer

Application form and the 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 Sports Management, Operations, Supply Chain and Logistics are offered as specializations under the two year AICTE approved PGDM course.



# INTERNATIONAL PARTNER SCHOOLS



## ESC Clermont

Accreditation : AACSB

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



## ESC Burgundy

Accreditation : Equis, AACSB

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



## Y Business School (formerly ESC Troyes)

Accreditation : conference des Grandes Ecoles" de France

Y Business School, founded in 1992, became part of the ESC Troyes Group in 1997 with the creation of new programs such as BBA ESC Troyes in 1999, Ecole Supérieure de Tourisme in 2004, and Ecole Supérieure de Design in 2007. Le business school has several campuses: the Brossolette campus for the Grande Ecole Program, the BBA ESC Troyes , the Graduate School of Tourism and Prép Santé / Social; the Saint Martin campus for the École Supérieure de Design, and the Marie-Curie Campus for continuing education, tutoring, socio-professional training and service activities near the Aube en Champagne



## ESC Amiens

Accreditation : AACSB

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



## ESC Rennes School of Business

Accreditation : AACSB

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



## University of Dubai

Accreditation : AACSB

University of Dubai Le University of Dubai has been home to talented students and faculty drawn from around the world to teach, create, and study. Le university offers an extraordinary variety of business, law, engineering and IT programs. At the University of Dubai, the faculty is committed to developing and educating leaders who will make a difference in the business world and has achieved international distinction and accreditation in the academic areas. Le experience goes beyond merely providing skills, tools, or knowledge.

## HOF University of Applied Sciences

The University of Applied Sciences Hof, also known as Hof University of Applied Sciences (Fachhochschule Hof or Hochschule Hof), is a public nonprofit business, media and technical vocational university founded in 1994 in Upper Franconia, Bavaria, Germany. It was founded by Georg Nagler and set a new record in students in the winter term of 2010 with 2600 enrolled students. The Institute of Information Systems (IISYS) is the central research organization for computer science at this University and introduced the fabric.

## France International Graduate schools

FIGS is a leading French private University Group, and comprises 20 schools with decades of experience to offer international students a full range of Masters Programs taught in English. FIGS offers a large range of programs, taught in English in 10 French cities, with most important hubs being Paris and Lyon. At FIGS you can choose over 60-degree programs across 20 study fields with 6 major disciplines: Business, Communication, Tourism, Computer Sciences, Design, and Environment.

## IQS School of Engineering and IQS School of Management

IQS has two Schools: the IQS School of Engineering, which teaches scientific and technical studies and the IQS School of Management which teaches Economics and Business studies. With the master's Degrees of IQS School you will acquire specialized training that will allow you to develop more deeply your personal and professional skills. It has been accredited with AACSB & ASIIN. 2019, Financial Times ranked it in the Top 35 worldwide (#31 position). It is situated in Barcelona, Spain.

## Lithuanian Sports University

LSU is a university in Kaunas, Lithuania, specializing in sports, physical activities, and physiology. It is headquartered in Žaliakalnis neighbourhood, in close proximity to the Kaunas Sports Hall and the S. Darius and S. Girėnas Stadium.

# TESTIMONIALS

## Alumni Success

Studying abroad was an incredibly important semester for me. Being away for that long gave me the opportunity to explore that grey area of our lives called 'The Comfort Zone'. At times it was unbelievably challenging, but the friends I made abroad helped me through the lows. And then they were there with me for the highs! don't know anyone who wouldn't agree that it's a huge opportunity for personal growth and development.

**V Harshitha**  
**One Sem Abroad Program**  
**Esc Troyes, France**

I travelled miles of distance from India to reach burgundy school of business, Dijon. I can say that my endeavour is worth fulfilling my aspirations. I could reap the benefits and learn more than I ever thought. Interactive classes, Discussion of case study and group discussions with international students and seasoned professors from all over the world have enhanced my depth of knowledge in every sector. There are a lot of opportunities to be a part of different associations in school to polish one's leadership, team building skills.

**Kyatham Nihar**  
**One Sem Abroad Program**  
**Esc Clermont, France**



At Burgundy School of Business, I have learned to work as a team but more importantly to work with students from other cultures and countries. Today thanks to internet, you can get a lot of knowledge but think differently is another thing, this is the biggest treasure i learned from Burgundy School of Business. Finally the professor shows more interactive ways in teaching.

Chiranjeevi Penta  
One Sem Abroad Program  
Burgundy School of Business

## Corporate Feedback



We hired Haleema way back in February from ISBR. This turned out to be a very good decision as she has worked on many critical and fast-paced assignments in her short stint in my team and had won accolades from all possible corners. Thanks for all the support to college management as well for grooming alumni to do corporate roles better.

Mr. Amit Kumar Gupta  
Wipro Technologies



We are happy to tie up with ISBR. ISBR is one of the good things to have happened with HP employees.

Sunil Sindhe  
HP Shared Services Ltd



Appreciate the fact that the industry-academia gap is bridged to a very large extent by lot of industry interactions.

Mr. Sunil Rao  
Google India



ISBR has an enthusiastic group of students.

Deepti  
Tata Consultancy Services



It was a great experience to meet enthusiastic graduate aspirants. I am sure with the inspired management, students at ISBR are in good hands and will develop to be efficient future managers.

K. Ganesh  
Tutorvista



ISBR's coordination is really good & could not suggest much for improvement as the coordination and managerial skills are excellent. We came to know about the college based on the ratings by different corporate, authorities & employers.

Ms Boney Kataria  
L & T InfoTech

# PLACEMENT EXCELLENCE REPORT

The Department of Placements at ISBR Business School operates on a win-win model for its stakeholders. Through Skill Capital (Internship Fair) and Talent Connect (Placement Drive), ISBR Business School sets up a platform for students and industry to explore and fulfill mutual aspirations. Having been rated by AICTE-CII for three consecutive years as "Platinum Institute" which places ISBR Business School among the elite 3% of Indian management colleges not only stands as a testimony to the strong and unparalleled collaborations the ISBR Business School enjoys with the Industry but is also a reflection of the amount of trust and confidence that the corporate world bestows on ISBR Business School and its students.

**180+**

**Companies for Placements  
and internship**

**25%**

**Referral Placements  
through Alimmi**

**15+**

**Sectoral  
Representation**

**39%**

**New  
Recruiters**

**91.3%**

**Students  
Placed**

## PLACEMENT EVENTS

Skill Capital and Talent Connect are among the innovative practices ISBR Business School has put forward to scale and strengthen the placement process. These practices have been highly appreciated by the industry and students with proven results of success



**Case study  
and paper  
Presentations**



**Industry  
Visits**



**Organizational  
Study**



**Panel  
Discussion**



**Guest  
Lecture  
Series**



**Industry  
Mentoring  
Sessions**



**Alumni  
Mentoring  
Sessions**



**Corporate  
Training**



**International  
Learning Exchange  
Programs**



**Research  
and  
Consulting**



# ROLES OFFERED



HR Analyst



Digital Marketing Expert



Project Manager



Research Analyst



Operations Manager



Product Manager



Compliance Manager



Executive Taxation



Finance Analyst



Purchase Executive

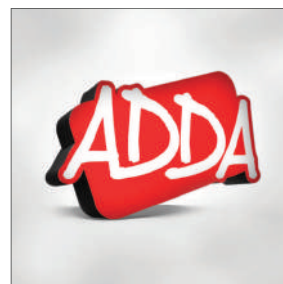


Business Development Manager



Market Research Analyst

## KEY RECRUITERS



... and many more

# PARTNERSHIPS & COLLABORATIONS

 IICCI THE INDO-ITALIAN CHAMBER OF COMMERCE AND INDUSTRY	 AMDISA	 IFCCI International Federation of Chambers of Commerce & Industry	 BCIC	 ASSOCHAM INDIA
 Confederation of Indian Industry	 ProQuest	 IIMB तेजस्वि नावधीतमस्तु	 BRITISH COUNCIL	 PARTICIPATION FOR PROGRESS गुणवत्ता हे सफलता QUALITY CIRCLE FORUM OF INDIA
 CAT COMMON ADMISSION TEST	 AIMS ASSOCIATION OF INDIAN MANAGEMENT SCHOOLS	 AIMS INTERNATIONAL	 PROMETRIC	 XLRI Xavier School of Management
 IACC INDO-AMERICAN CHAMBER OF COMMERCE	 IMC INSTITUTE OF MANAGEMENT CONSULTANTS	 SRM SOCIETY FOR HUMAN RESOURCE MANAGEMENT	 EBSCO	 SEVA · KNOWLEDGE JITO ECONOMIC EMPOWERMENT
 Indian Red Cross Society	 निसकैयूर NISCAIR	 ISTE INTERNATIONAL SOCIETY FOR TECHNICAL EDUCATION	 ALL INDIA COUNCIL FOR TECHNICAL EDUCATION	 ELCIA
 NH	 AIMA ALL INDIA MANAGEMENT ASSOCIATION	 The Chartered Institute of Logistics and Transport	 ICBE	 UNIVERSITY OF MYSORE
 Entrepreneurship Development Institute of India	 NIPM	 JSW Sports	 BMA Estd. - 1953	 FICCI Federation of Indian Chambers of Commerce and Industry
 Hosur Small and Tiny Industries Association HOSTIA, Hosur.	 BIA Bommasandra Industrial Association	 NHRD NETWORK	 PMI Project Management Institute	 HEF Higher Education Forum
 KEONICS ISO 9001:2008 (A GOVERNMENT OF KARNATAKA ENTERPRISE)	 TIE	 NEN NATIONAL ENTREPRENEURSHIP NETWORK	 AICTE All India Council for Technical Education	 Bangalore University ಬೆಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ
 BRITISH LIBRARY	 ASSOCIATION OF INDIAN UNIVERSITIES	 CII Institute of Logistics		





# Your Window to the World



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Business & Research  
Bangalore**

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