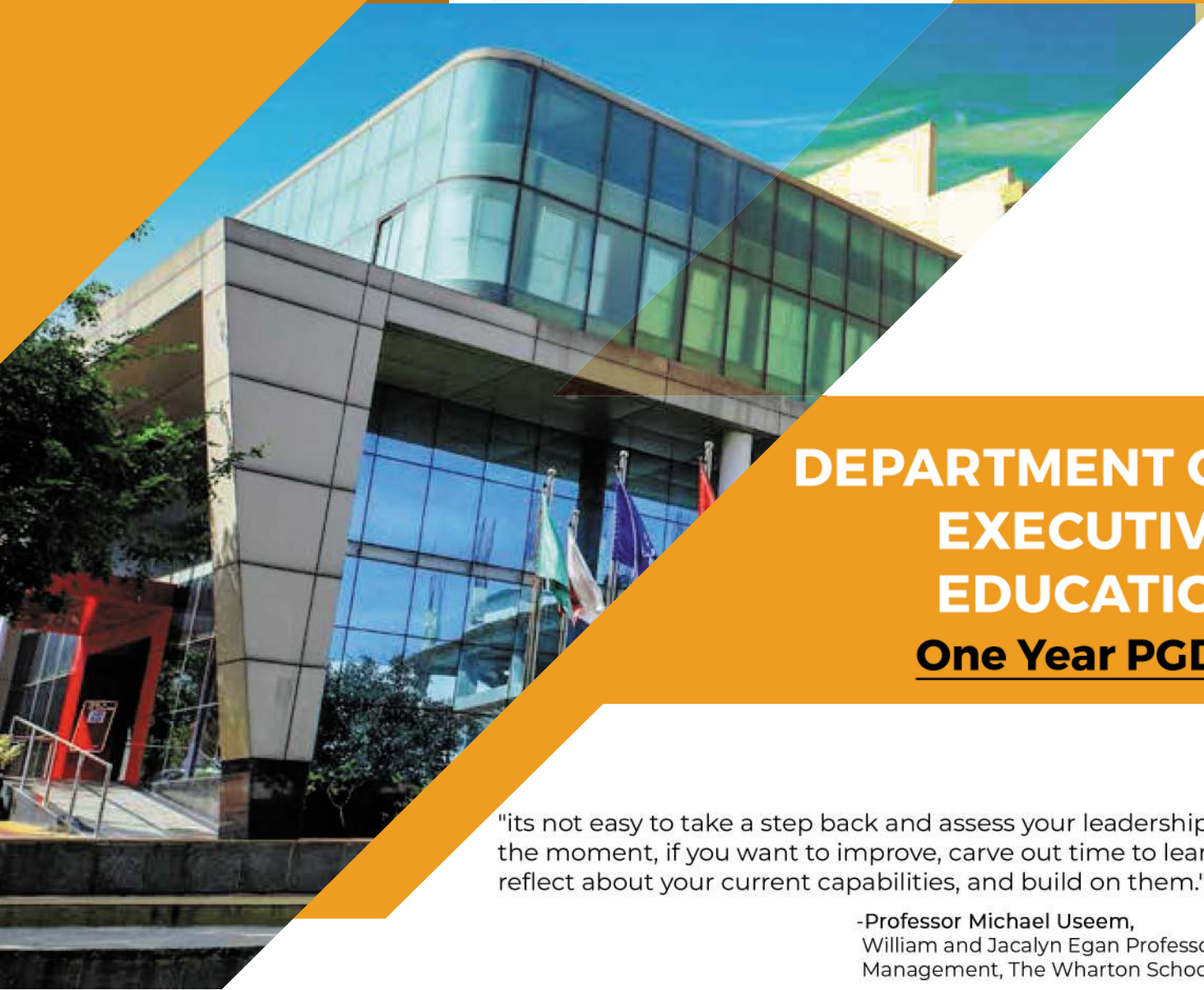


ISBR Business School is amongst **Top 3%** of
Management Colleges in India (**AICTE-CII Survey**)



DEPARTMENT OF EXECUTIVE EDUCATION One Year PGDM

"its not easy to take a step back and assess your leadership in the moment, if you want to improve, carve out time to learn, reflect about your current capabilities, and build on them."

-Professor Michael Useem,
William and Jacalyn Egan Professor of
Management, The Wharton School



#107, Near Infosys, Behind BSNL Telephone Exchange Electronics
City Phase - 1, Bangalore - 560 100

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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.

AWARDS & ACCOLADES

- ISBR's PGDM Programme is accredited by National Board of Accreditation (NBA)
- 6th in India - Quality Campus Life
- 7th in India - Student Diversity Grand Jury Awards,
- Platinum Institute (Top 3% of management colleges in India) AICTE-CII Survey, 2016, 2017, 2018
- Ranked in India's Best B School Category Dalal Street Journal
- Ranked No. 1 under New Generation B-Schools of India – DM B-School Survey
- Awarded National Championship for Entrepreneurial Activities National Entrepreneur Network (NEN)
- Ranked 10th Best in Industry Interaction – Silicon India Survey
- Awarded Best B School of the year Public Relations Council of India (PRCI)
- Ranked as 12th Best in South India – Bhaskar Lakshya, Dainik Bhaskar Group
- Awarded Management College of the year in Global Exposure – Higher Education Reviewer
- Awarded Centurion Award – Centum Learning Centre
- Awarded Business Excellence – Bharti Group

- 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.



DEPARTMENT OF EXECUTIVE EDUCATION

At DEE, we are committed to building a vibrant and interactive learning environment where you and your peers can thrive. DEE's executive education is an immersive learning experience. It aims at empowering executives to reflect, recharge and emerge as effective leaders in their chosen profession. Executive education is also meant to refine the thinking capabilities of executives giving them a broader perspective of things and equipping them to have a balanced approach.

PROGRAMME DETAILS

One Year PGDM + 7 Professional Certifications

Affiliated to Bangalore University | Recognized by Govt. of Karnataka

Professional Certifications Offered

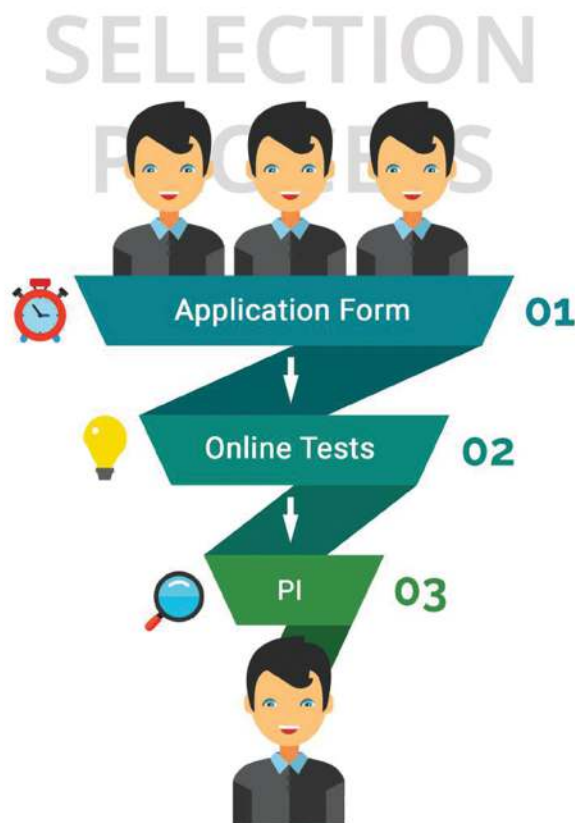
- PGP IN DATA SCIENTIST **(16 Projects)**
- ADVANCE CERTIFICATION IN DIGITAL MARKETING **(39 Projects)**
- HR (Human Resources)
- MARKETING
- ACCOUNTING
- FINANCE
- AI & ML (Artificial Intelligence & Machine Learning)

SPECIALIZATIONS OFFERED

The One Year Post Graduate Programme in Management is the flagship Programme of Bangalore University and offers a multiple learning opportunity with specializations that covers a broad ground with case studies and multiple projects.

MARKETING MANAGEMENT | HR MANAGEMENT
BUSINESS ADMINISTRATION | HOSPITAL ADMINISTRATION
SMALL BUSINESSES AND ENTREPRENEURSHIP MANAGEMENT E-COMMERCE

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 tests
3. Personal Interview

ELIGIBILITY

- Graduate in any discipline with a minimum of 40% marks from a recognized university (35% in case of SC/ST)
- The Student would be required to submit their 10th, 12th and graduation marks card before the online tests.
- Preference will be given to candidates sponsored by a business or industrial concern.

PROGRAMME STRUCTURE

Semester-1

Management Process
Organizational Behavior & Development
Business Ethics / Human Values
Organizational Communication

Semester-2

Marketing Management <ul style="list-style-type: none">• Marketing Management• Advertising & Brand Management• Marketing of Services• International Marketing	Human Resources Management <ul style="list-style-type: none">• International Human Resource Management• Organizational Culture, Change & Development• Employee Relations Management• Labor Legislation
E-Commerce <ul style="list-style-type: none">• Infrastructure for E-Commerce• Fundamentals of E-Commerce• E-Marketing• Fundamentals of M-Commerce	Hospital Administration <ul style="list-style-type: none">• Environment for Health Care Management• Hospital Operations Management• Accounting & Finance for Health Care Management• Marketing for Health Care Services
Business Administration <ul style="list-style-type: none">• Accounting for Management• Marketing Management• Financial Management• Human Resource Management	Small Business & Entrepreneurship Management <ul style="list-style-type: none">• Small Business Environment & Management• Small Business Marketing• Financing of Small Business• Entrepreneurial Development• New Enterprise Management

Live Instructor- led online classes or Weekend campus classes

Application Form Fees
INR 1,000/- Extra



PROFESSIONAL CERTIFICATIONS

1. PGP IN DATA SCIENTIST

What is a Data Scientist

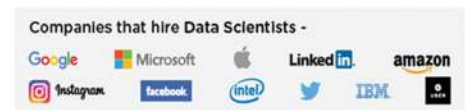
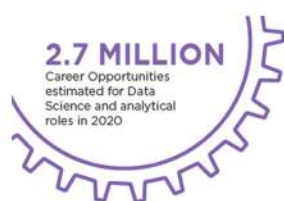
Data scientists are big data wranglers, gathering and analyzing large sets of structured and unstructured data. A data scientist's role combines computer science, statistics, and mathematics. They analyze, process, and model data then interpret the results to create actionable plans for companies and other organizations.

Data scientists are analytical experts who utilize their skills in both technology and social science to find trends and manage data. They use industry knowledge, contextual understanding, skepticism of existing assumptions – to uncover solutions to business challenges.

A data scientist's work typically involves making sense of messy, unstructured data, from sources such as smart devices, social media feeds, and emails that don't neatly fit into a database.

Why be a Data Scientist?

A Data scientist is the top ranking professional in any analytics organization. Glassdoor ranks Data Scientists first in the 25 Best Jobs for 2019. In today's market, Data Scientists are scarce and in demand. As a Data Scientist, you are required to understand the business problem, design a data analysis strategy, collect and format the required data, apply algorithms or techniques using the correct tools, and make recommendations backed by data.



DATA SCIENCE- What Does a Data Scientist Do?

A Data Scientist is a person who assumes multiple roles over the course of a day. He/she is a Software Engineer, Data Analyst, Troubleshooter, Data Miner, Business Communicator, Manager, and a key Stakeholder in any data-driven enterprise and helps in decision-making at the highest levels



A Data Scientist is a professional who extensively works with Big Data in order to derive valuable business insights from it. Over the course of a day, the Data Scientist has to assume many roles: a mathematician, an analyst, a computer scientist, and a trend spotter

Data Science is one of the hottest professions. IBM predicts the demand for Data Scientists will rise by 28% by 2020.

ISBR PGP in Data Scientist encourages you to master skills including statistics, hypothesis testing, data mining, clustering, decision trees, linear and logistic regression, data wrangling, data visualization, regression models, Hadoop, Spark, PROC SQL, SAS Macros, recommendation engine, supervised and unsupervised learning and more.

The skills focused in this programme will help prepare you for the role of a Data Scientist.

Programme Structure



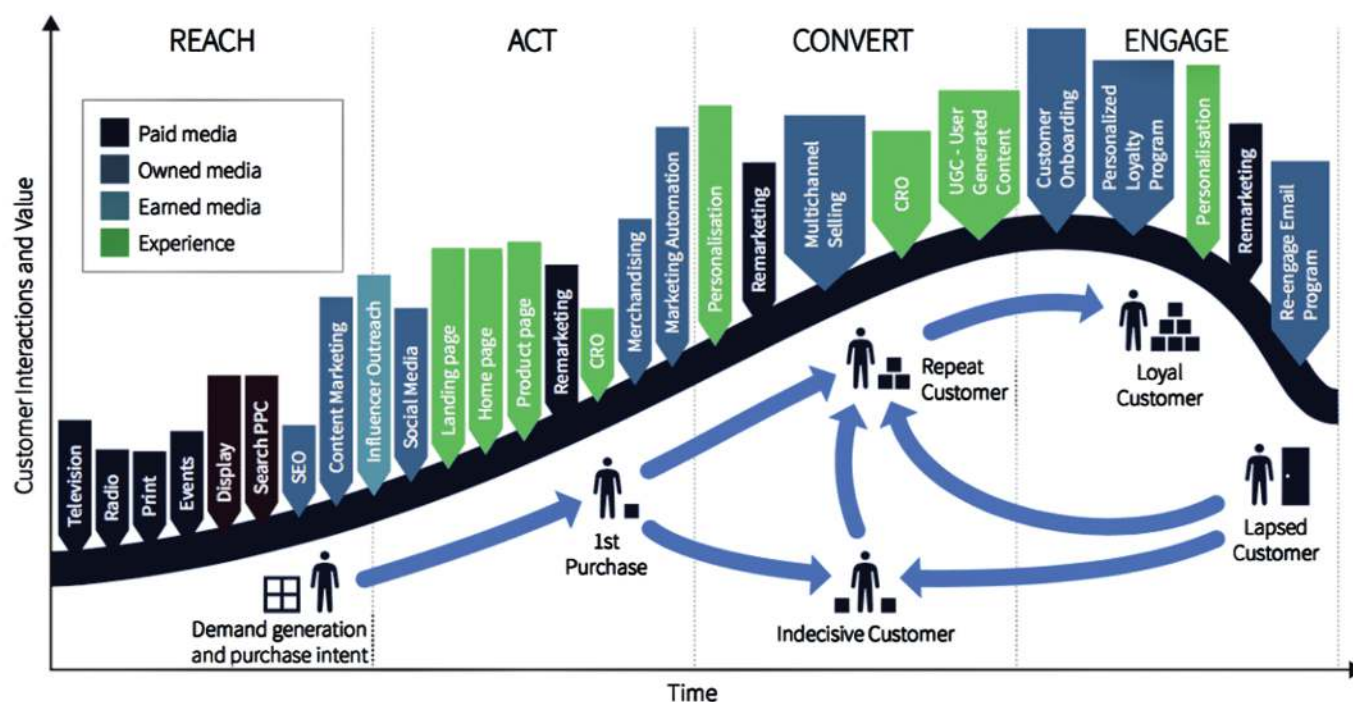
ISBR Data Scientist Programme includes 15 capstone real-life, Industry-based projects on different domains to help you master concepts of Data Science and Big Data.

2. DIGITAL MARKETING

This Advance Certification in Digital Marketing course gives you an advanced Knowledge and in-depth understanding of the eight most important digital marketing domains.

Skills you will learn in this Advance Certification in Digital Marketing

- Develop an in-depth understanding of top-of-mind digital marketing functions such as inbound marketing, paid marketing, social media marketing, and web analytics
- Become competent in planning, managing, and executing integrated multi-channel campaigns
- Lead digital marketing teams and digital marketing initiatives for your organization
- Understand how digital marketing disciplines all work together and how to optimize your use of each one



Programme Structure



The students will be exposed to 39 digital marketing tools extensive project experience to make you job-ready.

Objectives of Executive Education

- To prepare Graduates for management career through a unique blend of quality and flexibility.
- To enable working professionals rise in their organizations.
- To facilitate change of career to managerial and business arena.
- Designed to develop conceptual knowledge and behavioral skills in students who continue to work in industry, government or other organizations.

DEE's Approach

DEE's executive programs are designed to deliver knowledge that executives can apply on real-time basis when back in the office and to accomplish long-term career goals. Course curriculum and teaching methodology are designed to create an impactful and long-lasting learning experience.

- Flexi learning mode, weekend classes.
- Contemporary course curriculum recognized by Industry to have a competitive advantage.
- Get taught by eminent faculty from Academia & Industry
- Live Industry interactive sessions.
- Blended mode of learning.
- Case study based learning: classroom discussions with peers for collaborative learning.
- Student support for all academic and operational queries.
- Project work.

FEE TABLE

Fee Structure & Payment Schedule for One Year PGDM

SL No.	Particulars	Amount	Payment Schedule
1	Registration Charges	₹50,000	Non-refundable. To be paid within 48 hours upon acceptance of the Provisional Admission Offer made
2	First Installment Fee	₹2,00,000	Within 1 month from the date of acceptance of Provisional Admission Offer
3	Second Installment Fee	₹2,50,000	The Fee need to be closed before 15 th February 2021
4	Total Amount	₹5,00,000	

Hostel Fee

Refundable Hostel Security Deposit- ₹20,000

Hostel Accommodation with Food per year- ₹1,40,000

- Registration charges to be paid within 48 hours upon acceptance of the Provisional Admission Offer made
- Alumni fee of ₹2,000/- and Convocation fee of ₹2,000/- Paid Extra
- Examination Fees will be as applicable.
- The offerings, delivery, recognition and infrastructure may vary based on the choice of the campus / fee structure / course.
- All expenses associated with travel abroad / industry visits within or outside India, if undertaken, such as travel, VISA, accommodation, food and living, will be additional and not included in the tuition fee. Such expenses shall be borne by the student.
- For refund details, refer the refund policy of the institute.
- Hostel rooms are allotted on first serve basis.

-Fees can be paid using any of the following payment options:

A. Demand Draft drawn in favour of "ISBR Business School" payable at Bangalore

B. Net Banking or RTGS/NEFT. Account details are as under

C. Debit card/Credit card

Bank Name-ICICI BANK	Bank Branch-ELETRONICS CITY (INFOSYS BRANCH)	Account Name-ISBR Business School
Account No-193701000106	IFSC Code-ICIC0001937	Branch Code-1937
Swift Code-ICICINBBNRI	Account Type-Savings	

PLACEMENT EXCELLENCE

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 Alumni**

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

RECRUITERS ASSOCIATED WITH ISBR:



STUDENT TESTIMONIAL

I always wanted to go for my Master's in Management right after college. But then I got campus placement, and I couldn't fulfill that dream. Irrespective of your age, if you can strongly connect the MBA requirement to your goals, you've made the logical association. Now after 6 years of industry experience, I decided to take my dream forward with an executive program. And when I saw that there was a lot of positive reviews for ISBR, I decided to visit the campus, meet the professors and have first-hand experience. I am so glad I enrolled for the Programme. Expert professors, helpful staff and admin, great library facilities, and amazing placement records, it was a wise decision to be a part of the ISBR family!

Shabnam Saba
Consultant, Capgemini

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! I don't know anyone who wouldn't agree that it's a huge opportunity for personal growth and development.

V Harshitha
One Sem Abroad Programme
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 Programme
Esc Clermont, France

PARTNERSHIPS & COLLABORATIONS

 IICCI THE INDO-ITALIAN CHAMBER OF COMMERCE AND INDUSTRY	 AMDISA	 IFCCI India French Chamber of Commerce & Industry	 BCIC	 ASSOCHAM INDIA
 Confederation of Indian Industry	 ProQuest	 IIMB तेजस्वि नावधीतमस्तु	 BRITISH COUNCIL	 PARTICIPATION FOR PROGRESS गुणवत्ता का चक्र QUALITY CIRCLE FORUM OF INDIA
 CAT COMMON ADMISSION TEST	 AIMS ASSOCIATION OF INDIAN MANAGEMENT SCHOOLS	 AIMS ASSOCIATION OF INDIAN MANAGEMENT SCHOOLS	 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	 निसर्कयर NISCAIR	 ISTE INTERNATIONAL SOCIETY FOR TECHNICAL EDUCATION	 ALL INDIA GRADUATE COLLEGE EDUCATION ASSOCIATION	 ELCIA
 NH	 AIMA ALL INDIA MANAGEMENT ASSOCIATION	 The Chartered Institute of Logistics and Transport	 ICBE	 UNIVERSITY OF PUNE
 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 Tamil Nadu Industrial Enterprises	 NEN NATIONAL ENTREPRENEURSHIP NETWORK	 AICTE All India Council for Technical Education	 Bangalore University ಬೆಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾಲಯ
	 BRITISH LIBRARY	 ASSOCIATION OF INDIAN UNIVERSITIES	 CII Institute of Logistics	



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Business & Research
Bangalore

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