

IN HOUSE MAGAZINE

JUNE 2008 VOLUME ISSUE. 1

International School of Business & Research

ISBR VOICE

"IN QUEST FOR CREATION"



Suhas Gopinath

World's Youngest CEO



RAZZMATTZZ

Campus Happenings



ISBR CHENNAI

ISBR-nurturing & nourishing the Future generation..

RENDEZVOUS
RAZZMATTZZ
ROYAL VISITORS



ISBR LIBRARY



C002

ISBR

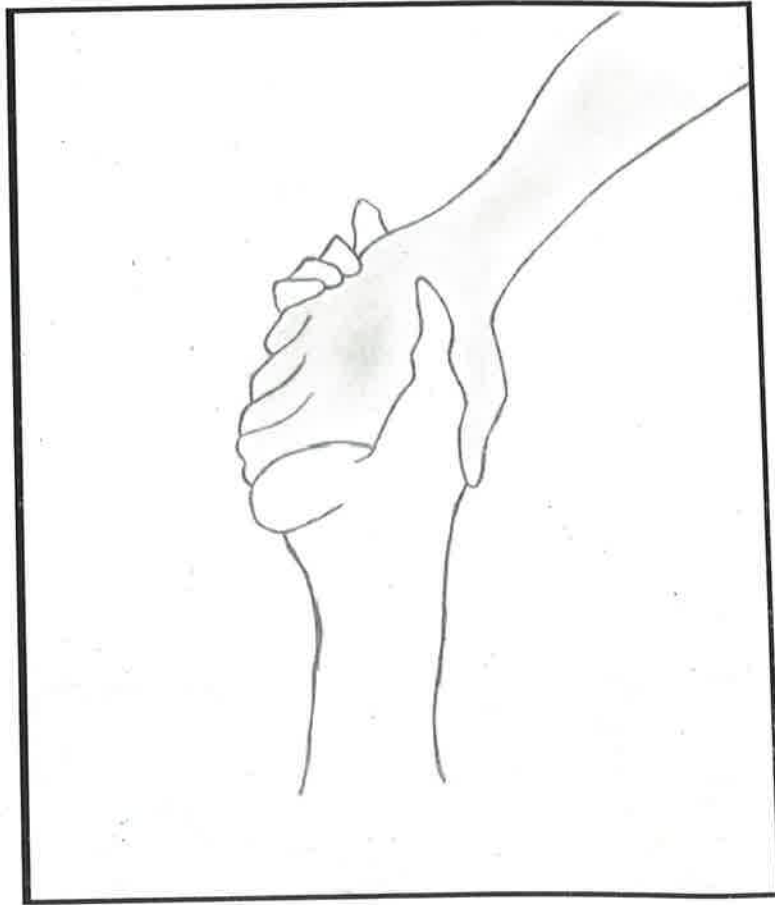
Business School

REAL WORLD. REAL LEARNING.

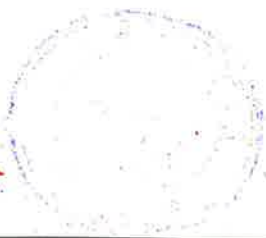
BANGALORE • CHENNAI • KODAIKANAL

*Imagination is everything,
if we can imagine a future, we can create it,
if we can create that future..
others will live in it..... that is the essence of success.....*

Wild Imagination..



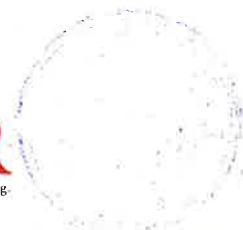
This piece of art depicts the transformation of knowledge from institution to knowledge seekers (the students). The mature hand stands for institution, intellectual capital who are constantly guiding the youth and certainly the young hand stands for the youth- who enters the sacred portals of knowledge with hopes & dreams.



Wild Imagination..



This piece of art depicts the transformation of knowledge from institution to knowledge seekers (the students). The mature hand stands for institution, intellectual capital who are constantly guiding the youth and certainly the young hand stands for the youth- who enters the sacred portals of knowledge with hopes & dreams.



“In House Magazine”

Editorial Committee

Chief Editor
Prof. Preeja Sridhar

Coordinators

Vidisha
Dinesh Kumar

ISBR VOICE TEAM

Aman ,Prachir ,Amit ,Shweta ,
Irfan, Rohit ,Anuj ,Yarasi ,Pallabi

“Views expressed in this magazine are those of the contributors. All efforts are made to ensure that the published information is correct .ISBR VOICE editorial doesn't take any responsibility for errors due to oversight or others.”

FEEDBACK :

We invite you to send us your valuable feedback to
Writers Club,
ISBR ,62 B Electronic city Phase
1,opp. E-city post office Bangalore
5600100,
E-mail us at :
Writerclub@isbr.in
Writerclub2007@gmail.com

Our mission

To create and nurture an environment that kindles learning and inspires to build an career;
An institution ; a nation.



Editorial:

Dear Readers :

We are back with the bang, this time with new concepts, ideas and a bit of gyan for our folks! Yes, it was a wonderful experience for us to bring forth another edition of ISBR-VOICE with euphoria & enthusiasm. There is a labyrinth of thoughts that is featured in our magazine but to begin with I would certainly quote Swami Vivekananda “All the powers in the Universe are ours. It's that we who have put our hands before our eyes and cry that is dark.”

I am emphasizing on the fact that life is all about making the right pitches in terms of every decision taken. Needless to say the performance needed for job success. Let me give the example of Indra Nooyi, CEO of PepsiCo. It is said that she was an average performer in her earlier academic years and later in IIM too, but it's also true that being just out of college she was the youngest in her class of 122 students, whereas most of her batch mates had an edge over her by having completed their engineering degrees. It is clear that all her strength lay in leadership qualities and persuasive skills with her intellectual prowess. Any statistical study demonstrates that there exists an extremely strong correlation between better academic performance and better placements. Indeed the proof of the pudding is already seen right in the campus selections at the IIM'S where headhunters representing global corporate interests routinely descend each year in order to snap up the best performing student for astronomical sums.

So, students, beware! your soft skills are the need of the hour and taking a solid decision to enhance it will be the right option. We are in the age where we are designing our own personalities. The self-help book, “Life's a pitch” written by advertising expert Roger Mavity and design guru Stephen Bayley believes you pitch all the time on your first job, first date and even with friends to make lasting impressions.

From his own words, “ there are three kinds of people: the person we think we are, what other people think of us, and what we think other people of us. But ultimately, we are that we pretend to be.”

Need to say more????

Prof. Preeja Sridhar



Directors Message



Welcoming all concerned to the second issue of this newsletter indeed feels we have come a long way in our quest for discovering student initiative and talent across all spheres.

The last quarter has seen a lot of action from students on all fronts. What started as an entrepreneurship week culminated in ISBR being included in the Honor Roll at the National level among 250+ institutions and being selected as the Southern regional host for LST (Lock stock & trade) in collaboration with NEN and S.P.Jain Institute of Management, Mumbai to be held in July, 2008.

All work and no play makes Jack a dull boy- ISBR students took this adage very seriously and organized a very successful sports week covering a host of indoor and outdoor games and events.

The management and cultural fests brought out the hidden talent in the students and a good outlet for their creative juices.

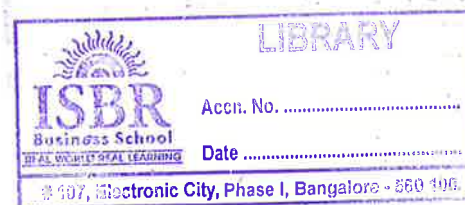
In keeping with the thought leadership that we want to foster in our DNA, i would like to make a humble attempt to articulate our vision, mission and quality policy and invite all stakeholders to send in their comments so that we can fine-tune and refine it along the way towards our final goal.

" We will attempt to provide best in class education standards in keeping with contemporary best practices to maintain a pipeline of industry ready and employable management professionals."

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

" We will do this by providing thought leadership in management education, an open and performance driven culture driven by objectivity and fostering a learning and creating environment".

Best Wishes .
Amit Gupta
email: director@isbr.in



RENDEZVOUS

WITH WORLD'S YOUNGEST CEO...



Mr. Suhas Gopinath, presently 21, is the world's youngest CEO by leading medias across the globe including BBC, Washington times, the age etc. even the limca book of records.

He was very keen to be an entrepreneur and wanted to encourage the youth so he set GLOBAL INC. at san jose, California.

Along with his professional activities, he was also volunteered as the brand ambassador of PeTA and also the youth ambassador for INDO-PAK leadership program .He won the "young achiever award" by the European parliament & international association for human values.

Meet the most charismatic youngest CEO....

• Who is your role model?

My role model is BILL GATES as he is someone who has established a world class company from inheritance and with mere investments. I really look up to him for his simplicity, principles, and business strategies.

• What are the challenges you are currently facing as the youngest CEO of the world?

I need to undergo some setbacks like earlier when I was under 18, I couldn't incorporate my company in India, was not allowed to sign contracts etc. and even now some setbacks that I undergo are when I attend seminars or business conferences, the other attendees assumes I m impersonating someone. At times, people do not take me seriously.

• What are your future plans?

My future plans are to venture into other sectors apart from IT like retail solutions, finance, KPO etc. my immediate ambition is to shift our base to India and to offer employment to at least 10,000 eligible unemployed youth by the next 5 years.

• Any message you will like to give to the youth of the country?

Strongly consider entrepreneurship, as India requires more and more job creators and not job seekers. We require our youth to take up risks and responsibilities.

Royal Visitors..

*The Guest Speakers from the corporate shared their feelings
about ISBR
what they felt about us.....*

S.Rajagopalan-call me as many times as you can to share what I have little

Prateek Dayal-best wishes for your e-journey!

Abhijeet tendulkar-good questions came up

M.Kamal Pasha-felt great

Matthias knab-thank you,keep learning

Gayathri kumar-it was great! looking forward for a long term
association.

Amruta desai-it's a great institution,great going!

DR.V.C shunmuganandan-visit to the institution has been one of the most
memorable events of my life. appreciate the wonderful conduct of the
students and the hospitality by the organizers

(The speakers were from different organizations holding various Positions)



Our Life is reflection of our attitudes

Industrial visit

It was a sunny afternoon & ISBR students were ready to kick start their journey for an industrial visit. It was a mixture of curiosity adventure & fun, we all started our trip. It was a great experience when ISBR students got the opportunity to visit the Bangalore's dairy accompanied by our guide faculty



Prof. Adhip. The students were set free to analyze the environment and the preparation of the dairy products. Every student was allowed to see the functioning of the dairy products production, preservation and so on... This was an eye-opener for many of us, the synchronization of various functional activities, the co-ordination amongst the manpower involved and the commitment of the workers revealed the perfect management functions.

The management of the Bangalore's dairy was very interactive with the students and they described the functioning of the products and about the equipments that were used in the processing milk, butter, curd, kesar milk, ice creams etc.

Everyone was provided with a pack of kesar milk, at the end of the day most of us realized a hard day at an industry.

It gave us a glimpse of stark reality which was the need of the hour.



The difference between a successful person and others is not lack of knowledge but rather a lack of will

Razzmatazz

Rocking e-week

Amidst discussions and lectures came in the NEN week agog with entertainment, enjoyment and enthusiasm. The program was inaugurated by a versatile entrepreneur MR. RAJAGOPAL, he had infused lot of zest & enthusiasm in his inaugural speech, from thereon there was no turning back. Adrenalin pumped into the students they invigorated & initiated their deal of activities, they forged ahead to start off the NEN week. The second February witnessed a Plethora of events.



From 2nd feb to 9th feb we conducted around 100 activities in our college campus that was a big success, each and every student participated and enjoyed the fun games. The activities involved were like painting competition, digital photography, panel discussion, fun games, jam, antakhshari, product marketing, parajumbles and many more that criss-crossed throughout the week. There was a hoards of energy and enthusiasm generated and the acted as the positive catalyst. The feeling of oneness was generated in the e-week with the wholehearted participation, it was certainly a differentiator.

On the grand finale the EDC members were invited in the NEN function where kiran majumdar shaw CEO, Biocon inaugurated the function, followed by several programs. The most happiest moment was when we received the ROLL OF HONOR.

The e-week was a great success and everyone including the management is proud of our achievement.



Sugandha Singh

A positive attitude is like a magnet for positive results

REGGAE '08



Reggae'08 triggered off at the campus which revealed the energy, potential & talent of our students. There was an over whelming response from the crowd, the events were conducted with professionalism to the core. It was a stress-busters for everyone of us. The event culminated into a four day full-fledged fleet of activities like management fest (finance, hr, marketing.), cultural events (singing, dancing, mad -ad, skit, rangoli making & face painting).

It spilled the beans & made an aura of talent explosion. The audience were cheering the participants as they danced to glory. The campus was reeling under music and melodrama of our students. The event was remarkable and received a big applause from the management...

Kudos ! Well done ...

You will only go as far as you think you can go.

leadership workshop..



There is a paradigm shift in the usage of the term " leader". The Leader is the one who constantly thrives on challenges, risks and breaks the shackles of monotony. We at Isbr had a mind- blowing session on leadership. The concept of bringing the innovative strategy of workshop, As change is the watchword of today, we thought of introducing the change concept through this workshop. The IYO members brought about the transition in this workshop. It started off with a spectrum of events which included breaking news, product launch, persuasive communication and negotiation,

We at ISBR believe that exploring better avenues through new interactive programs can enhance the capabilities of the students, especially the soft skills area. Our leadership workshop included jive session, mental exercise management games and persuasive communication. It was a very proactive and interactive session and all of us enjoyed this innovative workshop.

This kind workshops will definitely kindle the thoughts of students to achieve more.

Sooner or later those who win are those who think they can.

W
O
R
K
S
H
O
P
S
A
T
T
H
E
C
O
L
L
E
G
E



Holi at ISBR

Who doesn't loves fun & frolic, least said the better if someone is playing with colors, yes it was holi at ISBR. Hues running wild & crazy, colorful atmosphere, music in the air, laughter, gay & mirth surrounding. No classes, no lectures only colors & fun. Imagine when a faculty steps down amidst students for fun and that was none other than Mr. Pavan Soni, he created furore at the campus with his charm & fun loving attitude.

It was a red carpet day (literally) the whole floor was smeared with red, pink, green colors glued. It was a nostalgia for many of us, we were very much reminded of our hometown, culture, food, merriment & what not. Yes indeed a day to cherish is undoubtedly holi..

Holi aayi re....

Holi!!!



There is a better way for every thing __find it..

From ISBR Chennai campus.

THE ENLIGHTMENT!!!!!!!!!!

April 24, 2008 everyone was casual, lethargic and restless expecting an unknown person to handle us for the forthcoming three days. The inauguration function started with gracious presence of our chief guest Mr. E R Gopalakrishan, principal of DB Jain College, Mr. N. Subramanian, and Director in charge of project and operation, Shri.S.Parthsarathy, Director, ISBR, Chennai, Madam Sathyapriya, Principal ISBR, Chennai, other faculty members and our facilitator whom we perceived as a stranger, the miracle man Deepak Justin, popularly known as DJ.

DJ proposed that he will bring about a miracle at the end of the fourth day. A person is considered to have made mistakes when he does not realize his capability and ability, DJ made us realize our ability and capabilities. First day DJ insisted us upon creating legacy wherever we go, having focused goal and brief idea about superior and subordinate relationship in corporate and also body language that can established and which are not to be exhibited.

Teams were divided and asked to perform leadership quality taking a feature film. The next day there was a product launch made by all the teams. All these made us know about the pragmatic leadership and how a product launch should be made is a more professional way.

We were again given a team task of branding ISBR, in which all the teams excelled and were awarded for the same.

April 27, 2008 the last day of the orientation programme all the ISBRian were planning for giving a great valedictory function in the afternoon and in the morning each and every individual were asked to come on to the stage and exhibit their talents. In four days of the reorientation programme, we learnt abundant skills regarding presentations, team work, leadership quality, branding, legacy, focusing on goal, interpersonal relationship and ethics in corporate and more than that the miracle which DJ mentioned on the Inauguration day happened to all of us..

The valediction of the re-orientation programme was also a great success where we were able to see new faces and talents on the stage that DJ exploded from all of us. And still the enthusiasm and energy given by him continues with us. It is evident from the applause we make after every activity or class as we self motivate ourselves. We rightly call it as "The DJ effect" which will continue with us forever.

Now we believe

"What lies before us and what lies behind us are tiny matters compared to what lies within us".



Find the need and fill it

The Corporate Social Responsibility is a privilege activity for the people in corporate society, sharing that privilege we have done a bit, We at Chennai were motivated by Mr.N.Subramaniam when he initiated CSR activity. The first step for that was a blood donation camp in ISBR campus Chennai. To organize this event, we coordinated with "Lions Blood Bank Chennai". On 10th May 2008 we have organized this event. There were above 30 students who donated their blood voluntarily. Mr.R.C.Parama Guru, Executive, Public Relations, Blood Bank (Lion's) helped us to organize this event. Mr.Subramaniam was the first donor. At the end of this event, Mr.N.Subramaniam honored us by distributing the blood donor certificate and motivated us by giving inspirational speech to organize such kind of activities in forthcoming days.

*"Energy saved is energy generated
But it is not in the case of blood
Blood donated is blood generated"*



INTERNATIONAL DANCE DAY

International DANCE DAY (WORLD DANCE DAY) has been celebrated on April 29th through promotion by the International Dance Council (IDC), an umbrella organization within UNESCO for all kinds of dance.

On April 29th the ISBR Chennai campus was busy in preparing for various activities for celebrations of international dance day through which we showcased our talents. The idea of celebrating international dance day was conceived a few hours before on the same day. It was an extraordinary moment apart from our daily activities. We were busy with our routine activities but there came a full stop for routine activity and gave as privilege to show our extra curricular activities and talents.

International dance day gave us moral exposure along with internal pleasure.



The spirit of dance has power,

light, and shape. That day it embraced the power of unity and strength and we found a scintillating beauty within us.

First we started with fusion dance and dance with comedy theme, then after the skits were performed by ISBR team; one was based on anti-corruption and other on anti-social elements. Then we conducted a game - passing the ball and we started playing the music when the music was stopped the person who held the ball were asked to dance. Fortunately our first participant was none other than our Director Mr.N.Subramanian. He took it in a sportive manner and started dancing that motivated us to dance and in the same way all other faculty members contributed towards the dance day celebration.

'One machine can do 50 men's ordinary work, no machine can match one man's extraordinary work '

Anamika ojha
MBA, isbr,
Chennai

HOPE..

He who condemns himself, day & night as petty and weak can never accomplish anything. He who thinks that he is luckless and low, thereby becomes luckless and low. Instead when you cultivate the awareness that you are a spark of GOD, that you have as you reality divine itself, you can become really Divine and you can have command over all powers. "as you feel, so you become." It is how you feel that matters most. That is the basis for all that you are. Have faith in the ATMA, the self. This is a must for every person. In its absence, man is being reduced to a monster, reveling in vice and wickedness. Your forefathers achieved prosperity, peace and joy and succeeded in attaining their goals through that faith alone. When people lose that faith they are certain to fall. For that faith is the very breath of life.

FAITH IS THE FIRST STEP TO THE GRACE OF GOD



Academia & industry interface is the latest trend and its happening at ISBR. Oracle has tied up with our institution to impart various paraphernalia like ERP, HRM, CRM & SCM etc. This is the crux on which any organization spearheads the functions and don't you feel that we are given all kind of mostly sought after skill sets on a platter. Following are some of the customized capsule offered by oracle:-

Oracle ERP

Enterprise Resource Planning (ERP) integrates the entire enterprise starting from supplier/vendor to the customer, covering Financial, Logistics, Sales and Human Resources. It is a computerized system, designed to derive competitive advantage in the production, distribution and financials areas. It is an integrated suite of application software modules providing operational, managerial & strategic information for improving productivity, quality & competitiveness. The desired objective of staying globally competitive is achieved by ERP as an integrated business process of the organization.

Oracle HRM

Oracle's Self Service HRM solutions encourage collaboration between HR and staff. This reduces costs, optimizes Human Capital Management, delivers accurate workforce intelligence, manages productivity and reduces the burden of HR administration .this program helps the customers achieve their full strategic potential with Oracle HR.

Oracle CRM

Oracle's integrated CRM solutions are a set of applications that provide information driven service, sales and marketing. Over 50 CRM-specific applications are available to address each phase in the CRM cycle. The strong links of Oracle and CRM expertise ensures a customer-led, structured, measurable approach to CRM implementations that enables growth of the customers satisfaction.

Oracle SCM

This course provides an overview of the Oracle E-Business Suite. It covers all the essential areas that a functional implementer should know to start the journey with Oracle Applications.

Finally it can be concluded that oracle is giving opportunity for us to learn from there various offered courses that will be a step in our carrer for moving forward.

Success comes in " can's " & not " cant's "

From its creation in 1881, the London Chamber of Commerce recognised the need for improved commercial and technical secondary education alongside advanced foreign language courses. The Commercial Education Committee of the London Chamber of Commerce was appointed in 1887, and the first LCCI examinations were held later that same year. The LCCI International Qualification range is designed to deliver the skills essential for success in today's demanding commercial environment. By matching business skills to employers' requirements and providing reliable evidence of candidates' abilities, they receive international recognition from employers, educational institutes and professional bodies worldwide. The LCCI International Qualification range includes:

Business English, Finance, Business Administration, IT, Marketing, Customer Service International Languages

The London Chamber of Commerce & Industry (LCCI) International Qualifications is one of the world's largest providers of business related vocational qualifications. It is currently offered in 120 countries and is highly regarded by Employers, Professional Bodies and Governments globally as a mark of the highest standard. Universities too, recognize LCCI's Certificates and Diplomas for admission into their degree programs. LCCI has over 8,000 centers worldwide and takes over 500,000 examination entries every year. International Companies who use LCCI to satisfy their training and development needs look for LCCI International Qualifications when recruiting and use our qualifications to upgrade the skills of their existing workforce.

LCCI has offered its services to ISBR. We are fortunate to have a reputed concern offering a quality based training to our students, in fact this kind of life skills are crucial for the overall development of a student.

May their tribe increase.

If you really want to be happy nobody can stop you. except GOD..

The Capstone® was created by Management Simulations Inc. (MSI), USA, in 1986 with this in mind. Capstone® Business Simulation drives the understanding of the holistic picture of business home. The Capstone® brings the alignment in strategic thinking within a cross functional team. That is why several Fortune 500 companies like GE, GM, Dell, Motorola, Citibank, Boeing, Caterpillar, Honeywell and many others, turn to Capstone® year after year to train up their managers in business. Over 50,000 people learn business through Capstone business simulation annually. It is difficult to run a business in real life just to learn business, very costly. Over 400 business schools/ universities (offering business education through MBA etc. courses) worldwide have figured out that their students need something beyond in-class teaching before they go over to the market to pick up a job. Therefore, they have the Capstone® as part of the business education curriculum so that they send effective managers into the market year after year.

The central theme of the Simulation is business strategy. The Capstone Simulation offers highly competitive business environment with five differing markets for six companies/teams for eight rounds representing an eight-year period. The remarkable importance of R&D and innovations, not just price competition, not only reflects current global business environment but also injects more interesting and challenging strategies for teams. In addition to having more realistic, competitive markets and sophisticated customer buying criteria emphasizing different factors for different markets. It is highly interactive where Prof. interacts (online) with the participants at different milestones in different manners, specific to each of the Seminar, depending upon how the participants are playing it out and the business segment they belong to. Online interface between participants and professor is customized to the group profile of the participants.

A positive attitude is not a destination, it is a way of life

Psychometric assessment and workshop

Due to the competitive nature of recruitment today, the use of selection techniques such as ability and /or aptitude assessments has increased. Many of the organizations use these assessments to cull employment applications to a more workable size. Hence looking for a new job can be very challenging for new graduates including university graduates with disability.

Psychometric assessment has been found to be reliable and valid predictors of future performance. It measures the following

- Leadership/Management styles
- Reasoning/Analytical skills
- Technical/Numerical abilities
- Behavior competencies
- Comprehension/Communication skills

Many organizations have found those that do well in such assessments perform well in the work place while those that don't perform in the assessment have difficulty in the work place. Either way you need to be aware of them as most graduates probably will do such assessments at least once during their working life.

We are glad as ISBR is providing "Psychometric assessment and workshop" as a part of curriculum for enhancing our performance skills.. As it is an integral part of eligibility for placement before us move on to "Employability skills certification" form "London chamber of commerce & industry" and "Capstone business simulation game". We are looking forward for the commencement. Meanwhile you may become familiar with some of the assessments used by employers by doing an internet search using the phrases "aptitude test" or "psychometric assessment".

- Yarasi Aishwarya

There is a better way for everything___ find it

El Dorado**2008, ISBR****1st Sports Week - March 1 to March 7, 2008**

The 1st sports week of ISBR or as it has been christened "El Dorado" kicked off pretty early in the morning of 1st March with an Environmental Run at 8:00 A.M. People in the hostel woke up at 6am. I was really apprehensive about the participation because it's not easy for students to come to college at 7am when they are generally late for a 8:30am class (including me). But the participation was overwhelming and over 70 students participated. The Faculty and Staff were also amongst the participants. Our Director cheered and motivated the runners. The winners of this run were Dinesh [Boys] and Poormina [Girls] and the runners up were Mahaveer Sutar [Boys] and Soumya [Girls]



The Inaugural ceremony which started at 11:30am included dignitaries like Mr. Bevin Thomas, Director ELCIA; Mr. Prakash Kothari, Chairman ISBR; Mr. Manish Kothari, Trustee, ISBR and Prof. Amit Gupta, Director ISBR. We were really happy that the inaugural ceremony was a success but the mammoth task that lay ahead of us was the entire week.

I haven't yet mentioned the sports which were included under the sports week, so lets first take a look where all students, faculty members and college staff were able to display their sportsmanship. Under the outdoor games there was Football, Volleyball and of course Cricket (without which any Indian sports event is incomplete). We were also suppose to conduct Basketball,

Badminton and athletics which unfortunately never happened. The indoor games like Table Tennis, Chess and Carom were conducted in full swing. The zest to perform, compete, excel and above all to participate was the motto. We had witnessed

A wonderful sports-week that was like a first monsoon showers on a hot, dry and sultry day.



future managers for a philanthropic cause..



Action speaks louder than words.....

Our visit to orphanage was beyond our expectations...

We were planning for a philanthropy day and thus zeroed in on a fine morning to visit to a orphanage near Hosur, the suburban of Bangalore city. The sight of those innocent ones who were the downtrodden and underprivileged struck the chord of everyone's heart. It was a pathetic feeling somewhere that raised a choked feeling for most of us. The children looked at us with curiosity, some of them shied away, and some smiled. When they knew we have come to make their day, their hearts must have leaped up to the sky. There was one common language used it was the language of love alone. We had a wonderful day with them.

The art mela expressed the thoughts and their enthusiasm..

We danced together and made them enjoy for atleast few hours....we should try to visit such places because there is something that we can do for them and that's to make them smile...

- vidisha

Humour at its best....

- Three men: a project manager, a software engineer, and a hardware engineer go for a two-week period helping out on a project. About midweek they decide to walk up and down the beach during their lunch hour.

Halfway up the beach, they stumbled upon a lamp. As they rub the lamp a genie appears and says "Normally I would grant you 3 wishes, but since there are 3 of you, I will grant you each one wish."



The hardware engineer went first. "I would like to spend the rest of my life living in a huge house in St. Thomas, with no money worries and surrounded by beautiful women who worship me." The genie granted him his wish and sent him on off to St. Thomas.

The software engineer went next. "I would like to spend the rest of my life living on a huge yacht on the Mediterranean, with no money worries and surrounded by beautiful women who worship me." The genie granted him his wish and sent him off to the Mediterranean.

Last, but not least, it was the project manager's turn. "And what would your wish be?" asked the genie. "I want them both back after lunch" replied the project manager.

- Father says to his son : I want you to marry a girl of my choice.
Son : "I will choose my own bride"
Father : "But the girl is Bill Gate's daughter.."
Son : "Well, in that case... ok."



Next Father approaches Bill Gates.

Father : "I have a husband for your daughter...."
Bill Gates : "But my daughter is still young and can wait to marry"
Father : "But this young man is a Vice-President of the World Bank."
Bill Gates : "All right, in that case... ok."



Finally Father goes to see the President of the World Bank.

Father : "I have a young man to be recommended as a vice-president."
Bank President : "But I already have more Vice-Presidents than I need !"
Father : "But this young man is Bill Gates's son-in-law."
Bank President : "Ah, in that case... ok."
And that, my friends, is the way to do business.

- A young banker decided to get his first tailor made suit and went to the finest tailor in town.

A week later he went in for his first fitting. He put on the suit and he looked stunning. He felt that in this suit he could do business. As he was preening himself in front of the mirror he reached down to put his hands in the pockets and to his surprise he noticed that there were no pockets.

He mentioned this to the tailor who asked him, "Didn't you tell me you were a banker?"

The young man answered, "Yes, I did." The tailor quipped, "Who ever heard of a banker with his hands in his own pockets?"

An institute of international education standards, ISBR set up under the aegis of Bangalore education trust (established in the year 1990). With rapid growth, ISBR has expanded its operations to three locations and now has international campuses in Bangalore, Chennai & Kodaikanal. The primary objective of the institute is to "train young men & women able & eager to create and put into action their ideas, methods & concepts."



Business School

REAL WORLD. REAL LEARNING.

BANGALORE • CHENNAI • KODAIKANAL

No.62 B, Electronic City, Phase 1,
Opp. Electronic city Post Office & Police Station, Bangalore- 560100
Ph. 080-32536372/82 Email- Info@isbr.in

Chennai Campus:

International School of Business & Research
D.B. Jain College Campus,
(M.B.A) block, Jyothi Nagar,
Old Mahabalipuram road,
Thoraipakkam,
Chennai - 600091
E-mail - infochennai@isbr.in

Kodaikanal Campus:

International School of Business & Research
No 23/95, Laws Ghat Road, Ugarthe-Nagar,
Kodaikanal-620141, Tamil Nadu
E-mail: infokodai@isbr.in



BANGALORE



CHENNAI



KODAIKANAL

www.isbr.in

Designed by:
Aman Deep (MBA 1st yr.)
Student Of ISBR