

# ISBR VOICE

IN PURSUIT OF CREATION

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May 2011 | VI<sup>th</sup> Issue

**SPECIAL  
ISSUE**

**ISBR goes  
International**

ISBR LIBRARY



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### Group Director

Manish Kothari

### Editor-in-Chief

Prof. Preeja Shreedhar

### Editor

Prof. Ganesh Rathinam

### Student Co-ordinator

Nivedita Tagra

### Proofing

Amandeep Bath  
Nivedita Tagra

### Design & Print

SCPL Design, Bangalore

### Photo Contributions

Syed Shadab  
Atanu Rakshit

### Special Thanks

Mr. Ashok Sharma  
Prof. T A Achuth Kumar  
Mr. Bharat Jain  
Mr. Mayur Jain  
Prof. Dr. V. Vijayalakshmi

### Article and other Contributions

Nivedita Tagra  
Nupur chandra  
Miloskha D`mello  
Ambalika sarkar  
Tammana Puneesh  
Shagufta  
Vrusha Honnavar

Shradda Bidari  
Subhashini Sundar  
Aarthi Devi  
Mr. Azeem Pasha  
Ms. Anju Velangadan  
Mr. Avinash Sridhar  
Ms. Aishwarya. S



# Special note from MD



**Manish Kothari**  
Managing Director, ISBR Group

**My Dear Readers,**

I am extremely happy to inform that the 2nd Annual Convocation 2011 of ISBR Business School is happening at a time when we are poised take giant steps towards achieving excellence in the areas of Management Education. Our goal is embodied in the vision that we have to provide “Real World Real Learning.”

I would like to congratulate all the students present today to receive their certificate & gold medals at the hands of the Dignitaries.

I would also like to thank personally Dr Madhavan Nair, Shri Shankar Bidari, Shri Anand Talwai and Shri Vivek Kulkarni for accepting our request to be present on the Convocation Day.

Also it is my great pleasure to place on record the acceptance of Shri Jagadish Raja, Shri Rajesh P.I, Smt Pooja Gandhi who have agreed to grace the annual day 2011 celebrations.

It is a matter of pride for ISBR Business School to have achieved the AICTE approval and having being adjudged as one of the top Management Schools in India, by Dalal Street, Silicon India Survey 2009, and Business Barons 2009!

Our new campus in Electronic City, fully owned by us, has been functional for sometime now and today we also release “ISBR Gems”, a book which introduces the Best ISBR Students who could think at the speed of light, be very positive, who gave shapes to their ideas and set the whole campus with their POSITIVE VIBES. This is one of our dream initiatives and thank all the team members who supported this idea.

During the last one year students, faculty and staff at ISBR have joined hands and made strides in all spheres of activities –curricular, co curricular and extracurricular paving the road to a new work culture and germinating the aspiration to be among the best of the betters.

In realizing our dream to make our globe the only living planet a better habitat for posterity we need to ensure the interconnectedness and interdependence amongst all through out the Earth –the flat world of the 21st century. I wish you all success in achieving excellence in making a green and peaceful world of happiness, tranquility and progress.

With best wishes to all our students and thanks to all our well wishers.

“Everything is material for the seed of happiness,  
if you look into it with inquisitiveness and curiosity.  
The future is completely open,  
and we are writing it moment to moment.”

# Editor Speaks



**Prof. Preeja Sridhar**  
Editor-in-Chief



**Prof. Ganesh Rathinam**  
Editor

Dear Readers,

At the outset, would like to place on records special thanks for all the members who have made this issue possible. It is believed that life is a series of various roles one needs to play at different point of time, in different perspective. We simply perform it and leave it to our stakeholders to evaluate and judge.

To begin with, our appreciations to the entire team of ISBR, for procuring the AICTE approval. There was lot of unprecedented changes that had intervened in the system. However, we coped up with the so called changes and moved forward. Moving to our own Campus was another feather in the cap, the beautiful building with all the amenities to our staff and students indeed boosted the morale.

This edition is very special for the fact because it is been released on the Convocation day of ISBR. Our focus is to sensitize our readers with the importance of CHANGE. It is said that change is a part and parcel of life. However the question is how do we deal with these changes???

John Kotter in his book "The Iceberg Is Melting" refers to the importance of change. Change disturbs the equilibrium; it has some restrictive forces against the situation. But note, the Leaders seize the so called forces which are against them and convert into an opportunity.

In simple words our team has always forged ahead, irrespective of various forces. They have indeed converted the problems into opportunities. We are proud of them. So one again, we have on this platter the series of activities done at our campuses and captured for a life time.

So relish on it and would certainly say KUDOS AND THREE CHEERS for everyone of us associated with the ISBR FAMILY.

To ponder "People are always blaming their circumstances for what they are. I don't believe in circumstances. The people who get on in this world are the people who get up and look." George Bernard Shaw

Adieu!!!!!!

“ But note the Leaders seize the so called forces which are against them and convert into an opportunity. ”





Campus Buzz

# Freshers' Day

A day that gets etched in the memory of every fresher.

The freshers' party scripted the beginning and celebrations for the new faces in the institution. There was an anxious face, an excited face and a face of apprehension that lurked in the corner.

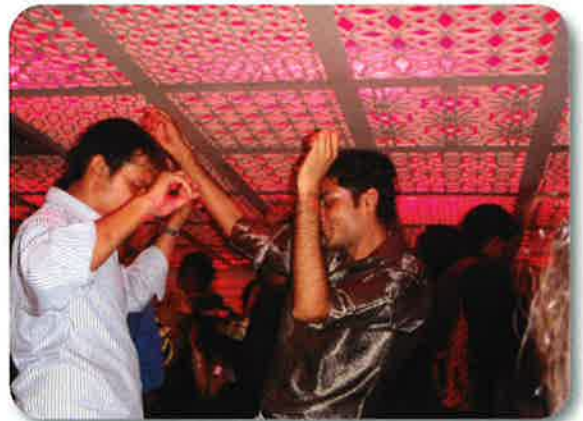
Jovial smiles and high spirits marked the welcome party for the students. The event organized at the ISBR campus, involved enthusiasm and fun at its flow where there was active interaction of the junior batch not only with their seniors but with the faculty of the institution as well.

The highlight of the event was Mr. & Ms. Fresher's competition amongst the juniors for which Thava Prashanth

Rao and Vavna Chakraborty were declared the winners. The senior batch participated with full zeal and performed cultural activities for their juniors.

The party lovers danced to the scintillating tunes, foot tapping music along with excitement and high spirits. The freshers' party also winded up giving all the students time to regain energy and get back to their tasks for the coming days.

**A day worth remembering!!!!!!!**



## Campus Buzz

# Orientation program

The orientation program held from August 17th to 21st, 2010.

Our orientation program was hosted by Deepak Justin, corporate trainer, motivational speaker, short film maker and CEO at Deejay's inner circle. It was a five day orientation program.

The first event conducted by DJ was "ICE BREAKER", where the students were told to give a presentation on themselves.

Then he separated our batch into small groups, in order to teach team work to us. The teamwork topic was advertisement on the theme of "BRANDING OF ISBR". All the teams came up with various creative ideas and presented well. The event ended up as a great learning experience.

The next activity conducted by DJ was "ENACTING ANY INSPIRATIONAL FILM". Students during this event were innovative and impressive.... Doing these activities we all overcame stage fear.

On fourth day of our orientation program, he taught interview skills and various presentation skills. It was really too much to take home. Wonderful experience.

Throughout the orientation program, we got lots of inspirational and motivational speeches on how to tackle the problems in the corporate world.

The orientation program wound off with a valedictory function, during which the students organized the event and called themselves as "SAPLINGS". The students decorated the auditorium as natural scenery, in order to portray the identity of "sapling".

Through this program the students groomed themselves in team work, co-ordination, leadership skills, presentation skills..... And we made ourselves at home of ISBR.

## Campus Buzz

# Inauguration 2010

Orientation Programme

A dream of every student seeking a career in management is to get into a good B-School. After clearing the management entrance assessments, sets of G.D and P.I, a student is keen of making his/her career fruitful. ISBR is the business school that I chose to attain my dream of becoming an entrepreneur. 1st September 2010 was a much awaited day in my life, the inauguration of ISBR 2010-12 batch. The inauguration started off with some motivational speeches from the ISBR management. After the inaugural function followed the orientation program of Mr. Deepak Justin, popularly known as DJ. The orientation began with ice breakers and later a series of motivational talks and exercises added color to the programme. Teachers' Day concluded the orientation programme – an apt ending to a promising beginning.

## Campus Buzz

# Teachers day celebration

"Teacher is the profession that teaches to all other professions."

For honoring those teachers, we Isbrians celebrated our teachers' day on 5th September 2010, with great enthusiasm.

Our Director Mr. Ananthram, the Executive Director, Mr. Mayur and Prof. Preeja lightened the lamp in order to start the function.

With all our professors and our office staff, we celebrated that day with some funny events like anthakshari, logo identifying and bouncing shuttle rocket. We played a skit and sang songs about our school and college life. One of our juniors from BBM read a poem about the values of teachers which was written by him.

At the end of the day we wound off our celebration with a song sung by our fellow students.

Thanks ISBR... For giving us such wonderful faculty



# Celebrations at ISBR - HOLI



Frills of emotions splashed

On the floor colors clashed

ISBR was clad in Rangoli

Came again the awesome fest HOLI

It was yet another day we dipped to drown in colors. Ecstasy level burned the mercury at ISBR. ISBR was swinging in this joy kindled day of HOLI. Tapping our feet all together on the drenched floor, collared our esteem when we shared the space with our beloved MD & faculty members.

Vibrancy of colors erased the lines of borders & students from FRANCE swayed along with us in the waves of colors. Colors brightened & colors faded throughout the day in the colorful ambience of ISBR.



# Win At Business School Affaire 2010

**O**n November 5, 2009 NASSCOM organized Business School Affaire and Dewang Mehta Business School Awards. Nearly 50 Top management institutes had sent students to contest for the award of Best Student in Management for the year 2009-10. The jury at the event comprised some of the eminent people from the top companies including ESSAR, ICICI Prudential, Reliance, HDFC Bank, Bharat Matrimony, HP, AEGIS, YES Bank, Hexaware, Global INNOV, Red Hat and many more. After the review of the resume of the students by the jury, each student was given a time span of 10-15 min to talk about himself/herself and another few min as to why he/she should be selected as the Best Student in Management. The jury then interacted with the participants cross questioning them on various issues.

When the final results were announced, ISBR struck a spot with Prashant Guha winning the award for the Best Management Student. Here's an excerpt from the rendez-vous with Prashant.

## **What all preparations went in preparing for an event like this?**

To be frank, the preparations had started the day I decided to do something in my life. Till now I had never thought that I would get a chance to compete to be the best in my field in my country some day. As per the last moment preparations, I was all geared up to answer just anything. Starting from academics to achievements to current affairs.

## **Who all helped you in getting ready for it?**

The credit list stands long but firstly I would like to thank our Director, Prof. Amit Gupta for confining in me and selected me to represent ISBR. From the staff, Parvathi ma'am played an important role in setting all things right for me from beginning to the last moment. All my gurus from past and present, my employers, my parents, friends and each and every one from ISBR who confined and believed that I could do it.



## **What was the experience like, not just participating but winning in an event like this?**

In real sense this was an experience of a life time where I got a chance to compete with some of the best management students from the best Management Institutes of India. Though it was tough to compete, I was able to deliver my best. I got a chance to see how well other B schools are doing and what kind of management students are they producing.

## **Was there anything that you feel you missed or ignored while preparing?**

Well yes... I felt I missed out on preparations of the introductory speech. I could have introduced myself better .

## **What are you're learning from this win and any suggesting for all of us back home?**

After being a part of this grand event, I realized that it doesn't matter from which institute you come from, if you are confident and give it your best shot, you can surely make a place for yourself.

I would like to suggest this one thing to students at ISBR that don't take learning lightly. Ignorance can lead you to doom but if you truly believe in yourself and apply you're learning in day to day life you will surely be at the top.

## **What are those qualities of yours that you think got you so far and any weakness of yours that you identified during the whole event?**

Well, I feel it's been my continuous effort to prove myself in any field that I have been in so far. One quality of mine is of never giving up no matter what. Before the results were declared I was worried as to how am I going to face my professors, my friends and all those who believed in me. I was scared to the extent that I could not hold my tears when my name was declared. It feels proud to carry the tag of "Best Student in Management" for the year.



## Workshop

# Team work and leadership workshop

“ If its technical challenge, you can always resort to the formulas, but if it`s human, there is no formulation to predict them. Managing people is the toughest ever.”

The quote above illustrates the difficulties in dealing with other human beings. But it is something you cannot avoid.

Effective team work and leadership is a prerequisite for sustainable competitive advantage. Great businesses have effective teams whose members understand team dynamics and resolve conflict – but how do you turn the theory into practice... Only through such Workshops.

We thank our faculty; the members of which are highly diversified, each one of them representing a distinct-cum-unique knowledge, to provide us continuously with great training programs and stand-alone ideas to build us to be better every other time.



## Workshop

# Idea Generation "INNOMANTRA"



Innovation ! innovation is the ability to see changes, as an opportunity, not as threat...

With these words innovation team put their 1st step forward as "INNOMANTRAS – Igniting Minds, Ideating Tomorrow, and Triggering Ideas" on 25th Sep.

As one of audience going with the flow, I was able to make out that slowly and gradually this word 'innomantras' is giving height to every pensive moment.

The seminar started with words of MD of ISBR Mr. Kothari "Every minute is innovation, anything you do differently as an innovation".

Then Director of ISBR Mr. Anand Ram continued by saying "Innovation needs a little resource but comes out as very Big".

Then our chief guest, Mr. Pawan Soni (Wipro Innovation Evangelist) inaugurated the show with his words "Innovation Is A Search Of What Is Next Best Answer".

As a part of demo he called all the members of innomantras and did a small exercise blind folded. All the members were given a piece of paper and were instructed to fold twice by taking corners and then to tear it into big chunks from every corners of the paper. Then, they were asked to reveal what was left in their hands.

And then Pawan asked the audience "who is the best and why?"

The audience was picked one as the best. He said 'all of them are indeed the best, and this is nothing but innovation – search for the next best answer'.

And the seminar ended with his thought – innovation is all about improvisation in management, innovation is not engineering but behavioral engineering.



Faculty write-up

# Our India: Yesterday, Today and Tomorrow

Prof.S.Shanmugam

But the story was different in 1991. From 1985 India was facing a balance of Payment difficulties. At one stage the problem became acute and India was just having Forex reserves that could sustain for three weeks of Imports only, But the scenario changed drastically when then Finance Minister Dr. Manmohan Singh announced major changes (to cite a few) Dismantling import controls, slashing custom duties opening up most industries to private, Foreign Participation, doing away with Industrial Licensing.



Of the all moves, the boldest move was to devalue the Rupee. But now in India we have lot of MNC'S Globalization, Liberalization, Mechanization, Industrialization, Good Education, Hi-tech Communication etc.

Infosys Chairman (Founder) Mr.Narayanamurthy had to wait one year to get a telephone connection, but today, the

scene is that you book your telephone in the morning, and before you return from office in the Evening, the telephone bell welcomes you. The Visions of Great Leaders and Legends are definitely coming true.

Mergers and Acquisitions are the talk of the day. In spite of Recession prevailing to the greater heights in many countries, we can say it with pride that still we are managing the situation in a best way.

## Sensex Statistics

| YEAR     | SENSEX |
|----------|--------|
| JAN 1991 | 982    |
| FEB 2000 | 5447   |
| APR 2006 | 12043  |
| JAN 2011 | 19092  |

Table - Market watch over the three Decades

Electronic Trading and dematerialization of Shares daily, turnover on the bonuses have gone up from Rs. 150 crores in 1990 to Rs. 17000 crores today. To conclude, India can and will grow to greater heights in the years to come, for we have the right resources. Let us join together and contribute our best to achieve the Visions of our Country economists.

“ If hard work is the key to success;  
then donkey would be the king of animals,  
considering the fact that lions sleep 18 hours a day. ”



Faculty write-up

# The Buck Stops Here

R. Sai Prakash

**T**he Price Of Greatness Is Responsibility. What is Responsibility, and why is it so important in our lives? Most dictionaries define Responsibility as “readily assuming obligations or duties”. But right from my youth I was enamored by a former President of America – Harry Truman’s statement “THE BUCK STOPS HERE. And since then I felt that this statement sums up everything about Responsibility. Truman did not want to pass the Buck and blame someone else. He believed that each and every person was Responsible for who they are and what they become. He probably did not want people to take the easy way out and turn their back on shouldering responsibility because it is very easy to pass the buck than to stand up and declare that “the buck stops here” i.e. Tell that I am responsible.

Accepting 100 percent responsibility for everything around you is the only way to learn, grow and move ahead in life. We must understand first of all that every moment and every stage of our life is filled with responsibility. As a child, as a student, as a teacher, as a husband, as a wife, as a father, as a mother, as in-laws, as an employer, as an employee, as a friend; each and every role in our life is full of responsibilities.

A Responsible person accepts total responsibility and is confident, has total control over his/ her activities, and spreads positive vibrations around his /her and as a result is more respected by others and is successful in life.

An irresponsible person on the other hand always blames others. Such persons fall out of control, send negative vibrations, and have a closed mind. As a result their fate is sealed by themselves and consequently they suffer.

Remember friends, there are two types of people on the road life. - Passengers and drivers. People who are in control and assume responsibility are the drivers of the world. People who are passive and just move with the tide are passengers.

The drivers are in control of their lives because they call the shots. They make the decisions on which way to go and how

far to go. The passengers on the other hand are like the also ran’s. They are just spectators watching the world go by, instead of choosing to actively participate. These passengers are like back seat drivers, who keep telling the drivers where they went wrong, instead of getting behind the wheels themselves and reaching the destination.

Of course, we all would definitely like to be drivers and not passengers, because we know that being in the driving seat makes one feel confident, gives a feeling of being a leader, happier and fulfilled.

Here is the bottom line – You and only you; not your parents, spouse, friends, employees are responsible for your life. Accepting responsibility for your life is what separates men from the boys, the winners from the losers.

Think of it this way: If you smoke cigarettes, did anyone hold a gun to your head and force you to start? Can anyone else quit smoking for you? Can anyone else learn or acquire skills or knowledge for you? Of course not! Only YOU CAN. Ultimately, it boils down to saying that You & Only You are responsible for creating your dreams and setting your own goals. You are responsible for believing in yourself, for improving your attitude, for replacing bad habits with good ones, for preparing for success,

for controlling emotions, for managing your time and so on.

Taking responsibility is not something we should seem to avoid, it is something we should embrace, if we want to experience, all the great rewards that life has to offer. We certainly don’t have control on our entry into or exit from this world. But what about the in between life? Take a promise to create the best for yourself. The responsibility for who you are and what you become rests with you.

Congratulations!!!

You just made a promise that has the power to make you more valuable than you ever dreamed. Reap the benefits of being responsible. Remember once again “THE BUCK STOPS HERE”.

“ It is fatal to enter any war without the will to win it. ”

# Selection of students for MBA program:

## Are the right candidates being selected? - Random thoughts

Dr. M. L. Santhanam

The key word at the tip of the tongue of almost every student who is completing degree programme is "MBA". So is the case with the some of the parents who have aspiration that their ward should possess MBA degree and become a Manager in one of the leading corporate sectors with a handsome salary.

Every college or institution who is offering MBA course strives to make their students towards achieving this end result. The students are sent through the mill of tough syllabus, project reports, dissertation work, Operation workouts (by some institutions), case discussions, tests, assignments, visit to industries, project work, etc., in shaping them to occupy coveted positions such as Managers in the departments of Human Resources management or Marketing or financial management in the corporate sector.

The question is how the candidates are selected to the MBA programme? The system prevalent today is a two stage process. The first stage is a mass scale entrance examination. Again in this process also every institution feels that their selection test is the best in the county. However, the question is whether the present system of screening the candidates through entrance examination and selecting the candidates who are above certain cut off points is foolproof? The second stage is interviewing the candidates who are selected based on cut off points fixed by the respective institutions.

The answer to these questions lies in the quality of the entrance test and the objectivity with which the interview is conducted. In this, I venture to suggest a procedure for measuring behavioural characteristics or dimensions required for candidates who are prospective managers through psychological tests, in addition to following the age old procedures mentioned above.

Let us do an exercise of listing the required behavioural characteristics of a Corporate Manager in HR or Marketing or Finance. This could be done by a team of experts in two ways viz., i) requesting the managers who are working in the

field for about three to five years to list out the qualities or characteristics in terms of behavioural dimensions required for these jobs as perceived by them based on their experience; ii) having half or one day brainstorming session comprising of those working managers, some faculty members, experts in tests and measurements and selected professors from the University Department of Psychology and Senior Faculty.

Someone may raise a question "WHY" a new procedure. A counter question would be "are we selecting a right candidate for the right course"? The answer is that a MBA student must prepare himself or herself right from the day one of the programme because he/she must have a vision and mission in doing this programme. My perception of an MBA student is different from that of other postgraduate students in that the former is a job oriented programme and it is absolutely necessary that he/she moulds one's behaviour to be of a Manager of a corporate sector right from the beginning.

The concepts may be measured by a battery of tests consisting of situational tests, personality tests, attitude measurement, aptitude tests, social intelligence, group work, group discussion, tests of honesty, perseverance, and the like. The selection procedure would be as follows:

- i) Selection test in a mass scale (currently followed procedure);
- ii) Personal interview (more focused toward the studentship job); and
- iii) Battery of tests to all those who appear for the interview.

To conclude, I would like to state that it is a self brainstorming of a senior citizen cum faculty with a firm belief that the need of the hour is an effective, efficient, analytical, understanding, capable, with broader vision and mission manager to manage the country's future.





# Management in the Third Millennium

T. A. Achuth Kumar

Major changes have taken place in the manner in which organizations are carrying out their basic activities. These changes are brought about by new developments in technology, products, processes and business models. It is rather significant that compared to these changes, corresponding new ideas have not emanated in the field of management. An elaborate analysis of the reasons for this may not provide much useful results. A wiser approach would be to look forward; is the present approach and model of management likely to serve the needs of the various organizations. Most likely not. Let me explain with specific points why the present model has many limitations:

- The focus in many organizations has shifted from managing people to managing technology, business processes and uncertainty.
- The effectiveness of a manager has shifted from managerial skills to knowledge levels- functional and multi-disciplinary.
- The main challenges in the future would be to manage remote locations with the judicious use of IT and communication technology.
- Management of knowledge workers would be the challenges that managers are bound to face in future.

## NEW MANAGEMENT MODELS

To meet the above requirements a few new management models are needed. The salient features of such a model are highlighted in the subsequent paragraphs. To meet the requirements of such a model we shall examine implications of this in management education.

The role and functions of the new managers are going to be the following.

- The stress would be on proven leadership qualities rather than on traditional managerial skills.
- The credibility and success of managers will be based on sapiential Authority (authority based on one's expertise) rather than on structural authority.
- The pure managerial positions and cadres will cease to exist and those holding managerial positions have to be proven professionals to start with.
- In effect this would mean the end of the generalist manager who presides over a group of experts without himself having expertise in any area of the business.

## THE NEW AGE BUSINESS LEADERS

The future requirements of the business world would basically be of two types:

1. Specialists with in-depth knowledge in their chosen area who are more of professionals than leaders or managers.
2. The second type is those who can provide interdisciplinary co-ordination based on lateral spread of knowledge in relevant areas rather than in-depth expertise in a limited field. These positions would require leadership qualities and decision making. There may not be much relevance for other traditional management skills.

The most important question that arises is whether the second type of personnel needs to be outstanding professionals as well. And if one is an out-standing professional can one afford to use him for the co-ordination role as described. Each organization has to find the answers to these questions themselves.

“Everything depends upon execution;  
having just a vision is no solution.”

# Step towards the - Penrose Stairs

S. Harish Kumar, Student 2009-11 Batch, ISBR Business School

**S**tuck in a paradox!! The first question that pops up in your Broca's area "what makes me talk about Penrose stairs?" and "what is it?" Don't try to runaway this is not me who is going to talk about any motivational or a philosophical speech. Penrose stairs is a paradox and it really has lots to do with human mind, exactly like me asking questions to myself. I am sure when we were kids we used to have lots of questions in mind asking mother "why this moon looks like an idly amma?" There are issues even bolder than these questions "how we arrived and how are we born?"

Just like a Penrose stairs, however, hard I try to think I end up in coming to the same level, the place where I started like an endless time loop. This brings me the concept called Déjà vu, I read in lots of books an evolution of cyclic phenomenon. As in all happened in yesteryears and what is happening now, this is a concept where whatever is going to happen is already happened before probably in a dream state when your sub-conscious is free from the other subjects.

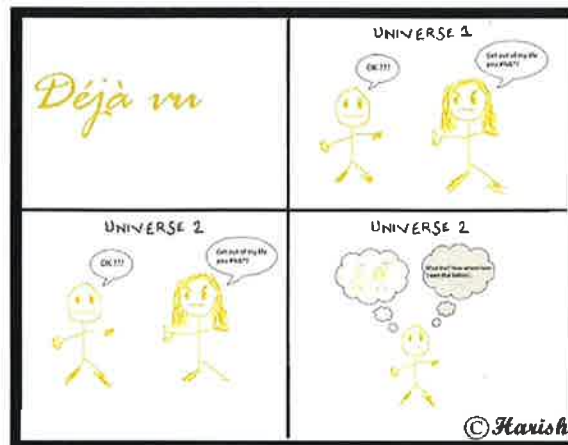
Most of us just try to avoid and we realize later "yeah I have seen this scenario before". This happens because basically we all are living in same cycle of time and we are unable to get out of it, so that you have the same exact life before and you living the same life again these déjà vu are the glimpses of your past life that soul remembers and that surfaces to the conscious mind.

Now we will go much deeper, just take a guess "how this Déjà vu really occurs?" Before that just think why can't I be alive in a parallel universe which was triggered due to my action in this universe? Great isn't it!! I seriously believe in exceptional and infinite parallel universe.

My friend's definition about déjà vu:-

"The past is part of some present and the present is part of some future"

Think about dreams there we create lots of imaginary universes and sometimes they are created by themselves. Dreams create a possible impact on choices may be a hundred possible effects. Probably a matter of butterfly effects you can call it in that way.



**I have a question can déjà vu concept be triggered in decision making skills?**

Like I said this strange phenomenon is an impact of parallel universe which I believe a lot. I searched about déjà vu and decision making and I came across some points from my friend who is doing a course in psychology, she says "this vicious cycle of déjà vu is a part of your routine way of working, you can very much make decisions only if it occurs regularly. A decision in regular work will be very easy to extract from déjà vu just like your dream, you visualize and you act. This is how the process goes on".

I just got amazed how important the voice from sub-conscious is? The problem of not extracting decisions from déjà vu might be new circumstances or an entirely new different world where you don't know ups and downs about. This brings me back to the same level, like I said some things cannot be comprehended and you cannot stop yourself without asking questions. Is it "Penrose Stairs" now?

**“Happiness is not everything;  
you make solutions to problems only when you're hit.”**

# The Importance of Resumes and Interviews

Sohan Raj, Student 2010-12 Batch,  
ISBR Business School

A resume is basically a document which gives information about one's own self to the prospective employer. We tend to give out lot of information in the resume which is not the right approach, if we give away all highlights of our life, it will only convey how great personality we are.

## Tips to answer for frequently asked questions:

### Tell me about yourself?

You need to have a short statement prepared in your mind. Be careful that it does not sound rehearsed. Limit it to work-related items unless instructed otherwise. Talk about things you have done and jobs you have held that relate to the position you are interviewing for. Start with the item farthest back and work up to the present.

### Do you consider yourself successful?

A good explanation is that you have set goals, and you have met some and are on track to achieve the others.

### Are you a team player?

Be sure to have examples ready. Specifics that show you often perform for the good of the team rather than for yourself is good evidence of your team attitude.

Some useful tips are one should not be late to an interview. Next we should dress appropriately for the interview and the best way for an excellent first impression is to greet our interviewers with a pleasant and cheerful smile.

Not asking too many questions about the company's business practices or about salary is also advisable. Lastly we have to be honest with all the information that we give away, because success is never sustained if it starts with a lie! The way we handle ourselves during an interview is all that matters.

# Strategic Management

Anita .M, Student 2009-11 Batch  
ISBR Business School

There is one concept which is the most significant for any company and also the most vital for its survival and success. Yes, it is strategy. This one word can make an organization flourish or even kill the organization when not implemented properly. Strategy, as Alfred Chandler beautifully defines, is the determination of the basic long-term goals and objectives of an enterprise and the adoption of the courses of action and the allocation of resources necessary for carrying out these goals.



## Company Vision & Mission

Vision & Mission are the two key terms that comes to my mind when thought about Strategic Management. A vision is what a company wishes to become and mission is what the company is and why it exists. A strategic management process in an organization starts with building up an effective vision & mission statement.

## Environmental Appraisal

Environmental Appraisal or SWOT is a vital step in the strategy formulation. It translates into a detailed analysis through the collection of information relating to the environment that becomes a foundation for future steps. The concept of what environment, (i.e.) internal or external, to study is also important.

## Conclusion

Thus, in summary, Strategic management is a process that leads to formulation of strategies to manage the organizational systems for achievement of mission, vision, goals and objectives. There is a relation between the organization and the environment and managing this relationship is necessary for success alongside satisfying the stakeholders and learning.





## Student Articles

# Creating Change in Mindset & Behavior

Inderjeet Kaur, Student 2009-11 Batch,  
ISBR Business School

Leaders fail to create change as rapidly as they would like because they fail to focus on two fundamental dimensions, mindset and behaviour, that are at the heart of all change efforts. Leaders can meet this challenge by converting people, or changing the mindset and behaviour of an organization's employees; by transfusing people, or weeding out those who cannot or will not change and hiring new ones; and by modeling, or changing one's own mindset and behaviour in order to lead by example. Changing the behavior of the members of an organization can basically be done in one of the following two ways,

1. You can force behavior change through micro management and pressure, or
2. You can change the mindsets of the members of the organization so that their thinking results in the behavior required sustaining change.



Leaders must attend to the three M's, motivation, model and method, if the task of converting is to be successful. Intrinsic motivation occurs when people are genuinely convinced of the need for change. It creates behaviour change, which may eventually lead to mindset change.

A few powerful people can block change. Those who oppose change, including the powerful non-believers, must be given a chance to speak up, and listened to with open minds. There is a world of difference between "justifiable cynicism" and the resistance encountered because of a perceived threat to personal agendas and power bases. After open and fair discussions have occurred, there comes a time when key people must be asked to either get on the train or get off. Provide an honorable exit for people if they do not support the change.

## Student Articles

# How to handle Conflicts in an Organization

Aishwarya .S, Student 2009-11 Batch  
ISBR Business School

We have people in an organization who dislike each other. They might cause problems to others as well; which is kind of a pain to the organization. The objective should be like realizing the friction, deal with it before it escalates into a major problem. Remember conflicts cannot be ignored. There are conflicts in the workplace which can be identified and some may not be.



Managers, when they start showing favoritism toward one or more employees, that creates problem to others like "non-favored". Conflict may develop when an employee, did not fully understand the job responsibilities, receives an unsatisfactory job evaluation. Anything that disrupts the functioning of the management needs to be addressed. For instance, a situation where one employee threatens another requires immediate action.

Henceforth, there are certain elements that will have to be considered while settling down conflicts.

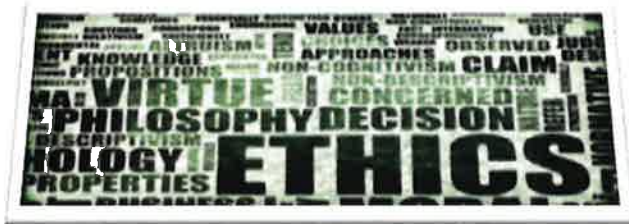
- a. Acknowledge the situation.
- b. Get all the information.
- c. Keep talking; keep listening and keep the communication open.
- d. Act decisively. Once you have taken time to gather information, talked to all the parties involved, and reviewed all the circumstances, make your decision and act. The employees may not all agree with your decision, but at least they will know where matters stand.



# The Importance of Don't in Inducing Ethical Employee Behavior

Mohammed Azeem Pasha, Student 2009-11 Batch, ISBR Business School

Despite hundreds of pages of policies, codes of ethics, codes of conduct, organizational values, and carefully defined work environments, company cultures, lapses in workplace ethics occur every day. In trying to encourage good moral conduct, it's common for a company to come up with a list of don'ts—wording policies such that they focus on unethical behavior, employees should avoid rather than on ethical acts that they should strive to achieve.



A code of ethics must encapsulate the beliefs and values of the organization. Those beliefs and values should become internalized by all employees and used regularly in all business practices, no matter the type of business.

In general, two ways that company can encourage ethical behavior: the promotion of good deeds or the prevention of bad deeds. It turns out that employees tend to act more ethically when focused on what not to do. That can be problematic in firms where success is commonly framed in terms of advancement of positive outcomes rather than prevention of bad ones. "The default tendency is for companies to frame goals in terms of promotion, and what we show here is that this might actually lead to cheating as a side effect."

He or she must be successful in economic terms, but always within an ethical framework. Some failures to practice every day workplace ethics are invisible. No one but we will ever know about the decision that we made, but each lapse in ethics affects our essence as an individual, as an employee, and as a human being. Even the smallest lapse in workplace ethics diminishes the quality of the workplace for all employees.

# Leadership

Rajeswari .S, Student 2009-11 Batch, ISBR Business School

Leadership is the art of motivating the people to work towards achieving the common goal. In Short, it is the activity of influencing people to strive willingly for group objectives. Every successful entrepreneur should have leadership skill in order to achieve their success. Moreover Leadership is the continuous process of influencing behavior. A leader breathes life into the group and motivates it towards goals. It should also be noted that leadership is something a person does, not something he has. Leadership is something that emerges, that grows and that is achieved.



## Leadership is Different from Manager-ship:

Leadership can exist in unorganized groups, but Manager-ship exists in an organized groups. Manager-ship implies exercising functions like planning, organizing, staffing, directing, and controlling to achieve group goals. Leadership is an aspect of one of these functions.

**Autocratic or authoritarian style:** In this style, the leader will take all the decisions himself without consulting the subordinates. He centralizes the power and decision making all by him.

**Participative or democratic style:** The democratic leader encourages his subordinates to participate in the decision making process. He will consult with his subordinates before taking the decisions.

**Laissez-faire or free rein style:** A free-rein leader does not lead, but leaves the group entirely to itself as shown; such a leader allows maximum freedom to subordinates, i.e. they are given a free hand in deciding their own policies & method.

# Management: Organizational Beliefs

Changes in organizations that are taking place across the world reflect a very deep shift in the values and beliefs that are held by these organizations. Let's take a brief look at some of the values and beliefs about organizations and the people who work in them. For each statement, classify it as a "traditional" organizational belief or an "emerging" belief in the new world of work.

- 1) Personal sacrifices are often necessary “for the good of the company”.
- 2) Acceptable career patterns show commitment to personal ideals.
- 3) Responsibility for career development rests with the individual.
- 4) One should not stay in the same setting for very long.
- 5) Climbing the corporate ladder equals success.



A common metaphor for culture is the iceberg. Icebergs float on top of the water and are visible to the eye, but beneath the surface they may extend hundreds of feet and can be significantly larger than what is visible above water. As a metaphor for organizational culture, the part of the iceberg above the surface is the visible culture, including such things as the stated vision, mission and values, organizational charts, policies and procedures, and formal processes. As we look beneath the surface, however, we find clues as to “the way things are really done around here” – norms, unwritten rules, shared assumptions, taken for granted beliefs, process workarounds and so on. What’s above the surface isn’t always consistent with what’s below. It’s what’s beneath the surface that really supports or inhibits organizational culture and the ability to innovate.

# Rural Marketing Management

Management is nothing but getting work done from other in most effective and efficient manner, and the marking is the most important part of the mana



Rural marketing is most important for every organization in this competitive world where all organizations want to increase their market share and profit as well. To achieve these, rural market plays the important role as in India most of the people are living in villages and far rural areas. In the growing economy of India, purchasing power of rural people has increased and they also purchase products and services. The taste and preference of rural people also change so that there is wide scope for all the organization to sell their product and services.

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## Student Articles

# Green Marketing

R. Anil Kumar, Student (2010-12 Batch)  
ISBR Business School

### Introduction

Consumer interest in the health, wellness, and sustainability of our planet continues to gain liveliness.

### Meaning

It refers to the practice of selling products and services based on their environmental benefits. A product or service that is produced and packaged with an intention, not to cause any harm to the environment is the concept, precisely. Green marketing can help businesses grow by highlighting their environmentally-friendly products or services.



“Life expectancy would grow by leaps and bounds if green vegetables smelled as good as bacon”

- Doug Larson.

### Why Green Marketing?

To effectively use resources without wasting as it is limited. There is increase in interest among the consumers all over the world regarding protecting their environment.

### Benefits of Green Marketing

Companies that develop new and improved products and services with environment inputs in mind give themselves access to new markets, increase their profit sustainability, and enjoy a competitive advantage over the companies which are not concerned for the environment.

## Student Articles

# Six Behavior Management Mistakes

Konar Sunitha Balakrishnan,  
Student (2010-12 Batch)  
ISBR Business School



There are classic errors that teachers make when it comes to instilling order in the classroom but happily they can be remedied. Yet there are principles of managing behaviour that, if mastered, can really help teachers perform in the classroom. Attempting to control a class: You cannot control anybody's behaviour but your own. Highly effective teachers seek to influence and manage children's behaviour. If teachers are determined to control a class they often find that classroom interactions become more hostile and they, in turn, become increasingly demanding with a heavy reliance on punishment.

### Criticizing the person rather than the behaviour:

Really effective relationships are built on distinguishing what someone does - their behaviour from the actual person. For example, if a teacher says: 'Don't be so spiteful!' the child will feel personally attacked. Criticising the specific behaviour is a more effective strategy as it gives pupils an opportunity to learn and modify their behaviour

Not giving children a second chance: If a child behaves poorly give them a chance to start afresh. If you don't allow children to make amends it can limit their relationship with you and damage their self-esteem. It's also unlikely that there will be any positive change.

Making threats: If you make threats of any kind or personal, derogatory remarks, this can only lead to a hostile relationship, damaged self-esteem, and worsening behaviour.

Inconsistent approach: Often this presents as giving warnings or sanctions but not carrying them through or applying sanctions and then letting children off. Children of all ages need to know where they stand and that the adult is consistent and cares enough to say no, mean no, and follow through when necessary.

## Student Articles

# Talent Management: Driver for Organizational Success

Meenu Mary, Student (2010-12 Batch)  
ISBR Business School

It is nearly accepted that HR can and should add more value to corporations. The best way to do this is by being a business partner—by directly improving the performance of the business. This can be accomplished by effective talent management, helping with change management, influencing strategy and a host of other value-added activities that impact effectiveness.



In a competitive marketplace, talent management is a primary driver for organizational success. Broadly defined, talent management is the implementation of integrated strategies or systems designed to increase workplace productivity by developing improved processes for attracting, developing, retaining and utilizing people with the required skills and aptitude to meet current and future business needs.

Offering enormous business value, talent management is complex and continually evolving. Influenced by external factors such as the economy, global expansion and mergers and acquisitions, critical success factors for effective talent management include alignment with strategic goals, active CEO participation and HR management. Over time, common themes around talent management are emerging, such as the role of line leaders in the development of talent. Overall, the main recurring themes are CEO involvement, culture, management, processes and accountability. Yet different companies may not define talent the same way. The belief in talent and its impact on the bottom line are at the heart of talent management.

## Student Articles

# Types of Management Systems

Anju Velangadan, Student (2010-12 Batch)  
ISBR Business School

A management system is the set of processes and procedures that helps an organization to perform all tasks required to meet its objectives. Following are some of the Management Systems in use:

Organizational Performance Management is concerned with the optimum level of performance of employees in the organization they are working. Employees are given feedback in the form of appraisal to improve their performance.

Management information system (MIS) is a computer-based system that provides the information necessary to manage an organization effectively. An MIS should be designed to enhance communication among employees, provide an objective system for recording information and support the organization's strategic goals.

Knowledge Management System (KM System) refers to IT based system for managing knowledge in organizations for supporting creation, capture, storage and dissemination of information. A content management system (CMS) is the collection of procedures used to manage work flow in a collaborative environment. These procedures can be manual or computer-based.

A web content management system (WCMS) is a software system which provides website authoring, collaboration and administration tools designed to allow users with little knowledge of web-programming languages or markup languages to create and manage the site's content with relative ease.

A Learning Management System is a software application for the administration, documentation, tracking, and reporting of training programs, classroom and online events, e-learning programs, and training content.

A Database Management System (DBMS) is a set of computer programs that controls the creation, maintenance, and the use of a database.

# Viral Marketing

Supriya, Student (2010-12 Batch)  
ISBR Business School

**I**t is a marketing phenomenon that facilitates and encourages people to pass along a marketing message via networking site and through mobile messages.

## Principles:



### Give away valuable products or services:

"Free" is the most powerful word in a marketer's vocabulary. Free e-mail services, free information, free "cool" buttons, free software programs that perform powerful functions but not as much as you get in the "pro" version. Wilson's Second Law of Web Marketing is "The Law of Giving and Selling" "Cheap" or "inexpensive" may generate a wave of interest, but "free" will usually do it much faster.

### Provide effortless transfer to others:

Public health nurses offer sage advice at flu season: stay away from people who cough, wash your hands often, and don't touch your eyes, nose, or mouth. Viruses only spread when they're easy to transmit.

### Scale easily from small to very large:

To spread like wildfire the transmission method must be rapidly scalable from small to very large. The weakness of the Hotmail model is that a free e-mail service requires its own mail servers to transmit the message.

### Exploit common motivations and behaviors:

Clever viral marketing plans take advantage of common human motivations.

### Utilize existing communication networks:

Most people are social. People on the Internet develop networks of relationships, too. They collect e-mail addresses and favorite website URLs.

# Corporate Image

Madhu .A, Student (2010-12 Batch)  
ISBR Business School

**A** corporate image states that how a corporation is perceived. It is a generally accepted image of what a company stands for. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance, pronouncements, etc. Similar to a firm's reputation or goodwill, it is the public perception of the firm rather than a reflection of its actual state or position.

A corporate image is the sum of the impressions that stakeholders (like customers, employees and the public) hold about your company in other words, our reputation. The ideal corporate image should be managed to become "congruent." When our corporate image is congruent, "what they see is what we are." This is the most authentic position a company can hold. The sum of all impressions we call corporate image is also called a company's "brand equity," created by the process of branding.



To everyone who can make a difference, everyone who matters—our stakeholders like suppliers, customers, employees, etc. These values become the banner our organization flies high. It has been shown that those companies who manage a strong reputation are those whose customers are more loyal, whose employees are more productive and whose profits are higher than average in their industry.

If better performance, worse image: If the company is actually performing better than the image held by stakeholders, the company has an image problem, best dealt with by solutions that come from the "branding side" of our business.



## Student Articles

# Time Management

S. Ilavarasi, Student (2010-12 Batch)  
ISBR Business School



**T**ime management is the act or process of exercising conscious control over the amount of time spent on specific activities, especially to increase efficiency or productivity. Time management may be aided by a range of skills, tools, and techniques used to manage time when accomplishing specific tasks, projects and goals. This set encompasses a wide scope of activities, and these include planning, allocating, setting goals, delegation, analysis of time spent, monitoring, organizing, scheduling, and prioritizing. A time management system is a designed combination of processes, techniques, & methods.

### Some major mistakes and solutions:

**Working from your to do list!** This might surprise you, but it's actually a big time management mistake many people make. Instead of working from your complete to-do list, it's crucial to set a top priority list with a maximum of six to eight items on the list.

**Checking emails constantly throughout the day.** The biggest problem with this is that it interrupts what you are working on. Every time you are interrupted, you lose momentum and focus.

**Becoming distracted by elements on your computer,** for example email notifications that pop up when you get new emails.

**Multi-tasking** - doing too many things at one time and half completing all of them. Every time you change to another task you lose momentum and focus.

**Working in an environment where you are prone to being interrupted** by other people, phone calls etc. If other people come in and interrupt you constantly, this will be a big time waster.

**Time is as precious as money.** We should be wise enough to make the best use of it.

## Entrepreneurship Summit Knowledge Transit

# Bridging Intrapreneurs and Entrepreneurs

**D**ecember 18th, 2010: The day that brought great hopes to all ISBRites as well as students from other institutes and universities. Organized effectively by the joint efforts of faculty and students representing the Entrepreneurship Development Cell (EDC) of ISBR Business School, the event gave everything above everyone's expectations. The day was overwhelming and encouraged students to the extreme levels of their self-potential identification with the help of the guests of the day, Dr. Hariharan Rangnaath, Mr. Ganesh Mohan and Mr. Lakshmi Narayanan from different perspectives, viz. intrapreneurial, entrepreneurial and to everyone's surprise, the hybrid class too.

Students had the opportunity to step-up and enhance their knowledge to the next level and also, to build their entrepreneurship skills.

About our Entrepreneurship Development Cell (EDC): ISBR Business School has its own cell related to not just Entrepreneurship, but also Intrapreneurship (those who possess several skills for organizational benefits). This cell is one of the best in its class compared to other institutes, as the cell's major focus is on the fourth dimension, to enhance all students in multi-functional areas and sectors, and not just entrepreneurship.

### Few Comments from students:

1. "The day was like an ocean"
2. "The way the guests presented made us go deeper and deeper and I don't believe that I actually started analyzing my subjects whereas I am only supposed to read them and pass in exams".
3. "All things that we want as future managers (or) as future entrepreneurs got ended as well as begun just today".

### Glimpses from Guests' addressals:

**Dr. Hariharan Rangnaath, MBA, M.Sc, M.Phil, Ph.D**

An entrepreneur of Dynamic Dimensions, a marketing and strategic consulting group and also the Marketing Director



for Alettha Health Care Pvt. Ltd. He has about 36 years experience in marketing, majority of which includes Pharmaceutical products. He focused on what is the risk involved in starting your own company and what are the essential things that we need to start a company and he also told that without proper plan if you start a company surely he/she will end up in loss. He also quoted by saying that if you have all essential things, you also need 'Dhill' (courage) to start and the passion to take it in a proper way, which most people lack.

To intrapreneurs, he told that it is not easy to work on one's idea and that; you need a proper frame work to make that idea, a successful one. He inculcated many skills. New ideas leading ways to think innovatively & creatively, helping us to gain a lot from his session, it also pulled our level of confidence & made us bold right from taking the right & best decision.

#### **Mr. Ganesh Mohan:**

A young avid speaker (alumni of IIT madras), a project manager from cognizant technologies explained us about the things what an entrepreneur should not do. He gave us his own experience and the five mistakes he made in his venture. He conveyed the message that we must have few things unique from other competitors. He also said that innovation is really necessary in the long term sustainability of any venture. Precisely, this session was a full-fledged 90 to 120 minutes case study which got us stuck to our seats.

#### **Mr. Lakshmi Narayanan** (BSC, PGDPM, MA, MBA, PGDHRM, DIS, MSC)

He is the Manager of Safety, from Sundaram-Clayton Limited (A TVS group), Hosur. Usually, the end of the day will be dragging and tiresome and would want us to often look at our time machines for the last minute to get over. But this one is very unusual and unique. Mr. Lakshmi Narayanan started his presentation by going through briefs on relations between the ideas of previous two guests. Then he came to his subject, "SHE" (Safety Health Environment).

It made us all wonder how the subject SHE would help us. First he told about safety i.e., Why safety is needed? In what way safety would help us improve ourselves as well as our organization? How would safety help us differentiate corrective and preventive measures? And How would safety benefit an individual's health and also an organization's health? He also explained these issues in the form of visual aids which made us get involved more into the subject. Next is about Health and how health would make us live positively and work in an organization for a longer period - A common difference between the elder generation and the current. Finally he spoke of environment and about the ways through which environment gets polluted, and in what way can we save our environment. At the end of his speech, we all understood the importance of safety for individual and for an organization and we also learned how chemistry plays a major role in our routine and for the planet's benefits and also ill effects.

## **Titans Speak** An Interview with

# **Mr. Ghouse a.k.a Salman Khan**

Winner, Dance India Dance (Zee TV) 2009 and participant, Jhalak Dikhlaja (Sony TV) 2011.

**S**alman Khan, a B.E Mechanical Engineer hailing from Bangalore is a born achiever and a down-to earth person. He has participated in the event "Dance India Dance" in 2009 and is the winner out of more than 1,00,000 participants from all over India, telecasted through the media giant Zee TV.

He is also dancer cum choreographer in the dance reality show "Jhalak Dhiklaaja" in 2011 and has performed tremendously with his celebrity co-partner Ms. Yana Gupta.

Salman Khan, who is currently the Assistant Director for Mr. Remo, successfully created and directed the recent blockbuster "F.A.L.T.U", is a to-be-celebrity of the near future.

Team ISBR has great pleasure to have interviewed the one-time great achiever till date and a one-time tough competitor till the final stage that even the judges could not take a firm final call, and on how the star's sensations were during the final moments of both events where he was a winner in the first and a tough-luck individual in the next.

**What made you choose the option of competing against more than 100000 in D.I.D?**

When more than 1 Lakh can, Can't I? I am a good dancer to my belief and I wanted to give it a try and it became a huge success. I never really had in my mind that I should win. I wanted to give my best constantly and in the end, I got paid for all the effort I had put in. There were many other good dancers along with me and some of them are better than me too. I would never deny that fact. I was really satisfied and many appreciated me for the level of performance I gave in the show.

**What made you come back and take it all of again in "Jhalak Dikhlaja"?**

I never knew that I was one of those in the list. While the decision was in the panel, I was at Mauritius with my faithful friend cum guide Mr. Remo working on his project "FALTU" as assistant director. I initially received a call on this and I was little skeptical about it. They first asked me to only choreograph and later they wanted me in, as a dance partner for one of their celebrity participants.

**What was the difference in your emotions at the two major stages here, a winner in "Dance India Dance" and a loser in "Jhalak Dhiklaaja"?**

Both were same except for the results. Like I said, I did what my heart told me to and not what my mind did. Even now, I follow only my heart and fulfill my desires. While it was time for result, I did not panic nor did I sweat out a bit. I was simply standing, smiling and waiting for them to read the results. I did not expect anything in both the finals. Precisely, the first time, it was 'me' and in the second, it was 'not me'. I was happy with my friends bagging the awards as they also contributed equally and even more than me. The same case prevailed in "D.I.D" too.



I very much believe that, "Giving the opportunity is in God's hands and rest all lies in yours".

**Being an engineer, what would you have become if probably you had not chosen this opportunity that God gave you?**

I really do not know. I would not have been in a 9-5 job, always doing the same thing over and again. I would have followed what my heart tells me and would give the best of what I am in it. But if I was eventually destined to best survive like all others in my generation, then I would have probably been one among them, enjoying the work and enjoying every day at work and giving the best of what you have.

Life is not always monotonous or tiresome. You just need to find a way to enjoy it and once you have found, you need to often utilize this one tool that brings you happiness and satisfaction with whatever you do. If you are struck with monotony, there will a time when monotony might also get monotonous. So, the ultimate choice lies in our hands.

**What is the message you would want to give to present generation in the corporate industry as well as others?**

To raise life, multi-tasking is very essential. Managing time, hobbies and responsibilities is not as easy as what it may seem. Unless and until an individual is mentally fit, nothing is achievable. Physical fitness is equally important and most times, it is the top cause for mental fitness too. Most companies give time for recreation and fitness these days. We just have to manage out time efficiently to best utilize. Also, the present and the future generation might have to face a lot of people who follow the principle of "Cut-throat Competition". Such kinds never let you grow. Surviving is very difficult in corporate living. Living through all these difficulties is very interesting, tough and at times, tiring.



**“ Just follow your heart, so you can grow along. ”**





## ISBR FEST - Zenith 2011

Zenith is an yearly fest organized by ISBR students wherein participants from various colleges are invited to participate in management game and showcase their talents. This event helps the students to exhibit their management & leadership skills...

A building that looks like a "go karting centre"... or is it ISBR Business School?!!!

Zenith '11 lived upto its promises - of being bigger, grander, and much more momentous! The theme of "Racing to Your Dreams" was evidenced by great decorations in the form of a racing track with miniature cars all over the campus. The concept of team work is a much discussed topic, but ISBR showed us one on 26th March, 2011! With enormous enthusiasm from the organizers to a super turnout of participants and corporates, Zenith '11 could do nothing wrong.

A total of 11 colleges competed for the coveted Overall Championship with over 120 participants battling it out in the eight events showcased that day. AMET University emerged crowning champions, with SSN School of Management and Preston International College as first and second runners' up respectively.

The event was sponsored by the likes of The Times of India, Simpsons and Company Ltd., Prakash Gas Services, Birla Tyres, Modern Distributors, Hotel Springs, Indian Institute of Professional Excellence, CPP Software Solutions, R.P Colors, Fragrance, and many more.

As Anthony Robbins quoted "What we can or cannot do, what we consider possible or impossible, is rarely a function of our true capability. It is more likely a function of our beliefs about who we are." We believed... therefore we accomplished...



## Learn from the Leader

An Interview with

# Virupakshan Krishnamoorthi

CEO, HomePlan Guru.com, -By the students of ISBR

**W**ikipedia defines a Business Plan as: "A business plan is a formal statement of a set of business goals, the reasons why they are believed attainable, and the plan for reaching those goals. It may also contain background information about the organization or team attempting to reach those goals." I believe in 'planning' since my childhood. That's why I started my venture "HomePLANguru.com" where I do PLAN for my customers who wish to get their dream home.

When I started my venture, I also prepared a Business Plan. But even after 3 years, none of the 'action items & outputs' that I defined in that matched my 'actual action items & outputs'. Even when my action items matched to some extent with the actual, my 'planned output' and 'actual output' didn't match even 5%. Then I had this discussion in Twitter and hence this article.

I wanted to analyze this objectively rather than subjectively. Let's start with the basics of planning. Any plan has three things: INPUT, ACTION and OUTPUT. For a given input if you do some actions you may get some output. During my college days, I used to first take the syllabus book and 'PLAN' how to go about reading. I'll plan to read the 'toughest chapters' first and easiest at the end. In between I'll plan for revision of completed chapters. This plan really worked during my college days because INPUT (i.e. syllabus) was very clear, ACTION (i.e. reading during the available time) was very clear and OUTPUT (i.e. marks in examination) was obvious. I got distinction in my B.Tech. "UNKNOWN" were almost nil during my college days.

During my 'regular job' days, I used to plan my work with a diary. The inputs were almost clear, action items were also to a great extent clear and Outputs were 90% clear to me (the remaining 10% was dependent on many external factors which I didn't have control over). I was successful in my 'regular job' (i.e. got promotions & increments at the right time) as I followed my plan. In a regular job, the 'UNKNOWN' were very very less because almost everything was clearly visible even before planning.

During my entrepreneurial journey now, almost everything (i.e. INPUT, ACTION and OUTPUT) is unclear. One may be surprised and may ask me, "Why the heck did you start

your business when everything is unclear?"

There are two types of business: "Predictable Business" and "Unpredictable Business". Having a grocery shop is "Predictable Business" (to a great extent). The reason is, you know what to buy and keep in the shop, what the customers are

buying, change the inventory based on demand, sell the goods at a predefined price and get a predefined margin. Total success depends on location of the shop, how long you keep the shop open, how nicely you talk to the customers and understanding the inventory items which sells most. For example, a grocery shop guy near my locality is selling water more than grocery items because the demand for water is more now.

Many of my friends from 'regular job' who started their own venture are into "Unpredictable" business because ours are innovative concepts which don't exist in the market. Many of us are changing all the three parameters (i.e. INPUTS, ACTION ITEMS and OUTPUTS) every now and then. There can be no single plan to which we can stick to for 6 months at a stretch. It changes almost every month. The reason for this, I believe is that, even though we can plan for the INPUTS and ACTION ITEMS, the OUTPUTS doesn't match as planned. Because of this, we keep changing the INPUTS and ACTION ITEMS.

Then I realized one thing: Instead of spending time on updating or modifying the Business Plan, if I focus on action items; one day the Inputs, Action Items and Outputs will become more predictable and then Business Plan for such a 'predictable' business will make sense. The model is different during this start-up stage and hence the "Business Plans" are not very helpful during this time (other than showing it to VCs for funds). I believe that during start-up stage and 'very-big' stage, very less effort should be put in preparing the business plan (and NOT zero effort!).







## International Trip

# Trip to the Land of Delights and Land of Big Buildings

Most memorable moments...

**B**LOW THE VUVUZELA. We say the world is here when we see smile in different facets. A trip to Malaysia & Singapore had something which we can't ever forget. The happiness & excitement was all above par. Holding every breathe, waving our eyes through every window of the flight searching for an island of delights, an island of myth and the island to shop till the last penny left in the pocket. At the end of our journey it was the moment of pride that we had 10 amazing days to spend time with our friends.

University of Malaya was the first destination, with the empathic goal to have strong relationship with ISBR & Malaya University. It was a very valuable interaction with teachers of the university. I heard a new term called MBA in 'ISLAMIC FINANCE', it is for people who have done their Islamic studies in graduation.

Next move: High 5 bread factory. We were amazed to see the decoration and above all the love towards the bread.

This company is the brain child of Silverbird group food chain giants. We had Industrial visits in CNI factory and few more in Singapore. Genting Highland was the ultimate fun. We were wondering are we in a place where even clouds can play with us and only way to reach highland it is just "Cable car".

We reached Singapore, the land of big buildings where things can happen with high myths and Chinese mythology. Singapore brought the fun factor when we reached "Santosa Island" it was the time when we had joy and only joy. We had the best of 4D max and lots more. It was enchanting to see the Songs of the Sea. It is an experience which cannot be expressed through words.

I am really thankful to ISBR B-School which gave me an opportunity to see all these places and also made a difference in my life.





International University Meet  
Interactive Session with

# Delegates from Foreign Universities

A Plethora of Opportunities for the right aspirants

ISBR Business School, Bangalore has been passionate about creating an impact in the field of education. At ISBR, we have always created a breeding ground for identifying the right potential and developing them.

Here is another venture by ISBR Business School to create a plethora of opportunities for developing our students into better professionals. We had a team of foreign delegates representing different universities in our campus on December 11, 2010. The objective of their visit was to give opportunities to students to explore better avenues. Of late,

there is an importance of revamping the curricula and the pedagogy to meet the demands of the changing economy. The impact of globalization has been a positive catalyst for the education sector and we have been lucky enough to cater to the demands of our students.

**The following universities were approached to make presentation about their perspective:**

- Student University, Netherlands
- American university of Sharjha, UAE
- North-West University, Vaal Triangle Campus, South Africa







- University of Manitoba, Canada
- Sam Houston State University, USA
- Fayetteville State University, USA
- The Indus Foundation, India

The discussions revolved around the students and Faculty exchange programme, their admission processes, curriculum, pedagogy and other aspects related to their universities and of interest to ISBR.

It was a proactive and interactive session to deliberate topics of interest with Foreign Delegates. The faculty and students

of ISBR actively involved in this. The session concluded with questions from the students and answers from the delegates.

Several MOU's were also signed between ISBR and International Universities.

Certainly this paved a path of glory to all ISBRians.

To conclude with Robert Frost: "The woods are dark and lovely. But there are promises to keep & miles and miles to go, before I sleep"





## Industry Visit

An Industrial visit to

# Simpsons and Co Pvt Ltd

Another bridge between theory and practice – an industrial visit to a company that is more than a hundred years old and is one of the main identity of Chennai, the Simpsons & Co Pvt Ltd – the manufacturers of diesel engines.

The visit gave a real time application of the Productions Management course that we have this semester, what with a fully functional assembly line. The essence of

Interdepartmental dependency was manifest in every function at Simpsons. The different factors and conditions which need to be evaluated to decide on outsourcing -a make or buy decision were taught to us. The engineers and the quality control division gave us a practical application of the 5 S model of the Japanese Management that proved extremely valuable to us. All together a memorable experience. Who said learning was tough?!!!



### Honoring the Leader

## Shri. Premchand Kothari – A Visionary

ISBR Business School proudly honored Shri. Premchand Kothari, a visionary and grand father of our beloved MD, Mr. Manish Kothari. Shri Premchand Kothari is a man of 80+ years of age and is a founder of retail textile unit. Even at this age he actively involves into business and guides his future generation to success.

His advice to all the present young generation is “Never surrender to corruption. Be honest and keep working towards your goal with complete dedication. You will then surely reach success.”

It was a moment to cherish.





# ISBR Scholarship Vidyajyothi

An initiative to reward the meritorious



**“we will either find a way, or make one”**

Vidyajyoti, a nation wide Scholarship drive by ISBR Business School, a premier top ranked Business School opened a way to bigger and better things in life, for young, meritorious and bright students.

This initiative was started in the year 2009 and had seen 3000+ students participating and 600 fortunate.

This year also “Vidyajyothi scholarship” received overwhelming response from various colleges and scholarship worth 80 lakhs would be awarded through this medium. The VIDYAJYOTHI Scholarship rewarding ceremony was held on 23rd of April 2011, 4 pm at the ISBR Business School Campus.

The success of Vidyajyothi can be gauged from the humungous numbers that participated in it. The purpose was to make the prestigious course like MBA accessible to all those who have the talent and desire to achieve success but lack the means to reach there.

The wholehearted participation and the accolades from both the academicians and student communities has made Vidyajyothi the brand to reckon within its very second year. This gives us great motivation and courage to take it farther and further.

ISBR business school wishes a great bright future to these winners who have performed excellent in the various selection processes.



# Case Study League



The case study club of ISBR Business School organized an Intra – College Case study league on 16th November, 2010 at ISBR campus. The league was one of the initiatives of the club to develop structured thinking in the students. This would give them an opportunity to look at the corporate problems practically and solving them in pressure situations.

The League was spread over three days with preliminaries, semi-finals and finals that were scheduled on 16th, 18th and 20th of November, respectively. Around 30 teams had participated in the event. Each team consisted of four members. The top four teams went to the semifinals, with top two teams competing for the honors of Case Study league Championship. The winners were awarded champions trophy by Mr. Manish Kothari, Managing Director, ISBR in an award ceremony on 20th.

The cases given for the event had issues related to areas like Business Environment, Business Strategy, Corporate governance, Communication, Risk management, Information Technology etc. from different industries. The event was judged by case study experts like Prof. Sarit Kumar, Prof. Shanmugham, Prof. Richa Tiwari, and Mr. Sai Venkata. Each round of the event was an elimination round. The participants survived grueling Q&A sessions from both the judges and other teams competing in the event to move to the next round.

All in all, this program taught us practicalities on case solving along with perfect qualities of a leader.

## ISBR Clubs & Cells

# Inauguration of Cells

11th October 2010 was another landmark day for International School of Business and Research when amidst the presence of eminent personalities like Mr. G Raj and Ms. Jessy Fenn; the 10 students clubs were formerly inaugurated.

In Business schools we always hear a lot about wholesome development of the students as they are the ones who would become future leaders but heavy course books, assignments, presentations and a lot more, hardly provides the scope for such growth and that is the reason why even the faculties considered the view of these multifaceted clubs as a refreshing change from the usual classroom style teaching.

The coordinators of the various clubs which ranged from the writers to cultural, e-cell to finance, innovation to case study etc all presented their clubs with enthusiasm and vigor. These coordinators were then given a batch each by our director, Dr. K.S Anandaram.

There were altogether eleven clubs inaugurated. The clubs with the names of the coordinators are listed below:

1. Corporate Social Responsibility Club – Nikita David
2. Cultural Club – Nupur Chandra
3. Entrepreneur Cell – Khushal Chakroborty
4. Sports Club – Manish Singh
5. Writers Club – Nivedita Tagra



6. Case Study Club – Sidharth Prashar
7. Innomatra Club – C. V.ThavaPrashanthRao Naidu
8. Marketing Club –AtanuRakshit
9. Human Resource Club – MiloskhaD`Mello
10. Finance Club – Solail Pereira
11. Students Welfare Association

To sum it all, a well organized event with a brilliant motive in mind. We wish all the clubs all the best for the future and

hope they achieve greater mile-stones in times to come. This was a very pleasing way of breaking the frosty relationship and giving space for a healthy competition amongst the cells.

Today was the day of promises and starts a journey to deliver. Let`s see which club makes it as the best club of the year.



### ISBR Clubs & Cells

## Launch of ISBR Case Study Club & ISBR Case Study Development centre (ICDC)

**A unique initiative by the students of Batch 2009-11 showcasing the qualities like innovation, unity, team spirit and being different.**

Knowing knows and doing does. They are two different things, but ISBR Case study development centre proved it wrong by showing that whatever is known and is there in the mind, can be done and shown efficiently and effectively which was visible on the launch of their first case study.

The inauguration started with the lighting of the auspicious lamp by the honourable guests like Mr. Manish Kothari, Dr. K.S. Anandaram and Prof. Sarit Kumar. The launch

brought with it a lot of surprise elements such as bringing out the official folder of the CSC and club sweat shirts which were inaugurated by the guests. The event continued with the guest`s inspiring speeches. Then the first case study on “CADBURY” was launched through ICDC. All three guests shared their views on the successful outcome of the hard work put in by the students and gave them words of praise.

The event had all the faculty members, staff and the



complete student batch to witness and celebrate with ICDC. To add on to the event, ICDC had the Cadbury mascot as a surprise which kept the audience and the guests amazed at the innovative thinking of the students. The event of the launch ended with a note of high hopes, expectations and promises to the institution to become better day by day and

provide the students with all sorts of cases and journals which would help them in their future.

The initiative taken by the ICDC head Sidharth Prashar was indeed fruitful and of immense help to all of us.



## ISBR Clubs & Cells

# MENSA- the time for quiz

MENSA is the quizzing committee of ISBR Business School which has been organizing quiz events involving participation from management students.

MENSA believes in helping you getting an edge over the rest by inculcating a sense of Inquisitiveness in you ... In your student life, you asked a lot of questions but now its time to answer a few !!

Mission of MENSA is to foster a spirit of quizzing among ISBR students and encourage their participation in quiz events. The quiz event was conducted with great participation and innovation.





## Guest Lecture

# Managed Innovation

Mr. Gokul Murari, Senior Associate,  
Cognizant Innovation Group

“We are boxed into stereotypes and mental models, which drive our actions and reactions”

18/09/2010 : This was the underlying theme of the guest lecture on “Managed Innovation” by Mr. Gokul Murari of the Innovation Team of Cognizant Technology Solutions. The onus was on experiential exercises that aided the theoretical inputs provided by the guest speaker. The session ensured the initiation of the audience to the innovation process with an activity that brought out the creative skills of idea generation, evaluation and implementation. Contemporary concepts such as mind mapping, brain writing, blue sky thinking, scamper, frame framing, and quadrant mapping were novel additions to the students’ repertoire. Thriving in chaos is the order of the day for organizations doing business. Survival of the fittest is possible only through innovation and specifically a continuous one to achieve competitive advantage. These were the key take-aways from the session.

## Guest Lecture

# E-Commerce

Dr. S. Chellaiah, Senior Professor, SRM University

25/09/2010 : Dr. Chellaiah, a senior professor at SRM University and an alumnus of prestigious institutes Michigan and Purdue University, USA is an accomplished professional with breadth of experience of working both in USA and India - in Fortune 10 multinational companies, federal agencies and academia including General Electric Company, SBC Communications Inc., NASA, Paine Webber and Merrill Lynch, to name a few. He has spent more than 15 years in USA. Dr. Chellaiah held the audience in rapt attention with his spontaneous demeanor and was highly appreciated for his topic “E-Commerce”. E-Commerce or Electronic Commerce, the buying and selling of products and services using a network of electronic

devices is a much publicized topic in recent times. At the end of the session, the audience had a good amount of clarity with respect to the manifestations of E-Commerce in real life such as e-reservation, marriage bureaus, and entertainment news regarding movies and theatres, and much more. The various types of E-Commerce Business to Business, Business to Commerce, Commerce to Commerce, Commerce to Business, Business to Employees, Government to Citizens were explained with suitable examples. A peep into one of the most popular concepts in recent times was a blessing in disguise. In the current scenario of emerging global economies, e-commerce has increasingly become a necessary component of business strategy and a strong catalyst for economic development. The integration of information and communications technology has revolutionized relationships within organizations and those between and among organizations and individuals.

## Guest Lecture

# Exploring the World of Human Energy

Ms. Uma Narayan, Senior Associate, Learning and Development, Asia-Pacific Region,  
Ford Motors India Ltd

08/10/2010: The day started with what the doctor perhaps would have prescribed with a guest lecture of Ms. Uma Narayanan, Senior Associate, Learning and Development - Asia Pacific Region, Ford Motors, who took us through a session of Tony Schwartz’s Energy Project.

It was indeed a perfect start for a perfect day, the session began by greeting one another and who would have ever imagined that even greeting one another would give us immense energy. It indeed turned us all into smiling faces, which is actually the foundation for positive energy. We continued the day discussing about the impact of positive and negative energy. Positive energy for instance, through greeting a person with a bright smile, gets transferred to the other person and holds true to the other side of emotions –

the negative force. So, energy does it all. We are surrounded by a subtle energy-filled world that affects our physical health, mind, emotions, creativity and spirituality. All life forms, including humans, are surrounded by bio-energy fields. And it is through these fields that we interact on a subtle level with each other, with all other living things, and with the Earth itself.

We had a chance to learn that energy forms the whole body and that the sources so required consist of four – Physical, Mental, Emotional and Spiritual. It is only by dealing with each part of the whole within the whole, that we can have vital and energetic health. There was a portion of the lecture fully devoted in understanding the relevant terms and how well they are connected to manage energy for effective performances at home, workplace, the society at large.

Energy affects every aspect of our lives. The amount of physical energy we have affects our health, vitality, and our ability to handle stress. Our emotional energy affects our moods and the ability to experience feelings alone and with others. The condition of our mental energy affects our ability to think and communicate clearly, as well as our ability to make decisions. And our spiritual energy affects our ability to love, to find meaning, fulfillment in our lives, to motivate and inspire others.

These facts are very interesting because these are certain things we know but don't often think about. With the help of a video of Tony Schwatz's lecture on "Learning at Google", things held much more clarity. Tony in his words said "You could be a great man and it may or may not have any impact on which you can be a great leader. But you can't be a great leader if you are not a great human being."

A fabulous remark by Tony. It did sound more specific when we use our energy with integrity, it quite naturally leads us to extending our sensitivity and respect to each other; energy is real. Tony made it clear that human beings demand so much with high level of expectation which in turn increases the capacity of one to meet with the demand. For all this, right proportion of energy is required.

Energy is inside every individual which can be renewed via intervention. The mind cannot do multiple tasks, when focused on one subject matter the performance done is much more better than handling too many in one go. Ms. Uma also gave her best views on certain strategies which when well worked upon helps you to balance the energy so required.

### **Energy-Increasing Strategies**

With these points in mind, there were several strategies identified to raise the level of energy:

#### **Increase one's Aspiration**

Energy is a product of one's will. One of the most powerful also accomplished, then that surge of energy will sustain itself for ways to generate will is by having an aspiration for something substantial or important to come about. Therefore, if one lacks energy, it is worthwhile to consider some important goals to be accomplished. If one is serious about it coming about, he/she will be energized to no end.

#### **Make the Full, Persevering Effort**

Normally, it is believed that energy is finite. For example, if we have to do a work, our energies will be reduced commensurate to the effort. And yet there is another perspective. If we make a full, all out effort in that endeavor, we will tap into a wellspring of energy we never thought you had.

#### **Prioritize**

Sometimes we try to do too many things in life. That lack of focus in turn saps our will, which depletes our energies. However, if we focus on several things that are truly important, casting the extraneous or secondary items aside, we not only concentrate our will, producing a surge of energy, but we tend to accomplish so much more. In addition, just by taking that tact, we can attract sudden good fortune. Therefore, it is good to take an inventory of the things we do, and cut back on those that are extraneous and secondary. Not only will we be more productive, but energy will continually surge from within.

#### **Maintain Positive Attitudes; Overcome Negative Ones**

It is always best to have a positive attitude in life. It not only helps us maintain a high energy level, but it invariably attracts positive conditions. On the other hand, a negative attitude will have the opposite effect. Worry, anxiety, fear, anger, depression, restlessness, rebelliousness, impatience, unwillingness, etc. not only deplete energies, but attract negative circumstance from the world around us. Therefore, it is best periodically our psychological state to see what we are thinking and feeling. If it is positive, then better to keep it up! However, if our attitudes are negative, we need to stop it in its tracks. Not only will fresh energies well up inside us, but positive conditions will quickly present themselves from out of nowhere.

#### **Hold Back an Opinion**

What applies to a negative attitude also applies to an opinion. It is also an energy depleter. What is an opinion? It





is a view of things that we tend to assert – whether it is true or not. It is simply a thought and feeling that we are overly attached to, and are therefore more than happy to express in conversation. Though it is emotionally stimulating and satisfying to verbalize such opinions, our energy level tends to quickly fall off as a result.

### **Speak Less, Speak Softly**

Related to opinions, one of the most powerful ways to generate more energy is to simply speak less. Instead of verbalizing everything that is on our mind, we need to hold back those thoughts, and energy will surge within us. Likewise, if instead of speaking loudly and boisterously, we express ourself in a low, soft voice, it will have a similar effect. This is the case because speech originates in our life center. When we speak too much or too loudly, we deplete the vital energies that originate there. Doing the opposite will not only restore or heighten our energy, but will attract positive conditions from life.

### **Shift Your Focus to Others**

One of the most powerful ways to increase our energy is to shift your focus from our own interests and concerns to those of others. Not only will movements of selflessness, self-givingness, goodness, goodwill, and generosity generate a sense of peace within, and balance and amplifying your energies, but positive conditions will suddenly present themselves. There is no faster way to refresh our energies than by shifting from self-absorption in one's own self-interest to self-givingness towards others.

### **To conclude, an important take-away has been:**

"If we want to feel truly alive and open to life's opportunities we need to look carefully at our physical, mental, emotional and spiritual health. We need to identify our shortcomings and make those changes we need so that we are truly vibrating at the highest level and enjoying life to the fullest."

## **Guest Lecture**

# **The key to successfully leadership**

Mr. Paul Morris, Circulation Manager, "MINT", Hindustan Times

**"Leaders are born, they are not made. They are made by hard effort, which is the price which all of us must pay to achieve any goal which is worthwhile"**

- Vince Lombard

15/10/2010: ISBR Business School had an enriching experience from Mr. Paul Morris, Circulation Manager, MINT, Hindustan Times, a man of letters, with copious energy and a highly inspiring personality.

"The Key to successful leadership today is influence and not authority"- Ken Blanchard.

In accordance with the above quote, Mr. Morris made the audience rededicate themselves to their life goals by stressing upon the importance of having an ambition and ways to achieve them.

Certain important concepts related to business and life were presented by him through practical ways and interesting videos such as return on investment, proper planning, conflict management and the like. The expectations of the corporate world with regard to the KSA trilogy (knowledge, skill, and attitude) of their probable employees were stressed.

The vitality of one's personal presentation before the customers cannot be over emphasized because of the projection of the brand image that would be spontaneously occurring.

## Guest Lecture

# "Finance" Unveiled

Mr. Murugesan, Territory Manager, JRG Securities

Insurance and ULIP were the themes for the guest lecture delivered by Mr. Murugesan of JRG Securities. His team comprising Mr. Shahul Hameed, Mr. Mohan Raj, and Mr. Vinod Kumar spoke on FOREX Markets. Different types of commodities and derivative markets were discussed. Concepts such as spot, future, and forward markets, spot trading were explained in detail with apt illustrations. A practical approach of describing critical concepts was the

USP of the guest speakers. The students, not only had gained clarity on the share market front, but were also highly motivated to foray into the share market through investment. The most important learning for a MBA graduate would have to be inculcating entrepreneurial traits and instilling the drive to start a business venture on their own. This was achieved to a great extent with this guest lecture.

## Celebration Time

Salutations to the Goddess of learning:

# The Saraswathi Puja at the campus.

**Saraswathi Namasthubhyam, Varadey Kaamarupinee!  
Vidhyarambham Karishyami, Sidhir bhavathu mey sada !**

"Oh! Goddess, Saraswathi, my humble prostrations unto Thee, who are the fulfiller of all my wishes. I start my studies with the request that thou will bestow Thy blessings on me."

With such thoughts in mind the students of ISBR organized Saraswati Puja a day after Dusshera on the 18th of October 2010. The students were all dressed in ethnic wear and it was a real treat to see all the wonderful colours of joy in their gleaming eyes.

The presence of our managing director and all the faculty members made the event all the more special. A small pooja was conducted by the students followed by dandia and garbha to remember the festivities of Durga Pooja.

As Goddess Saraswathi is bestowed with the power to remove ignorance and bestow intelligence, we bow our heads in front of her to bless and guide us in all our endeavors.



**With all the studies, we are also taught the values of life.**



# Christmas celebrations @ ISBR

*I have always thought of Christmas time, when it has come round, as a good time; a kind, forgiving, charitable time; the only time I know of, in the long calendar of the year, when men and women seem by one consent to open their shut-up hearts freely, and to think of people below them as if they really were fellow passengers to the grave, and not another race of creatures bound on other journeys.*

- Charles Dickens

It was yet another beautiful day, blessed by the God almighty and the festive mood was in the air in Our beautiful campus.

24th Dec 2010, the day which will stay in all our hearts and minds as a joyful, fulfilled, lovely blessed day. We had our Christmas day celebration. Our guest of honour was our CEO Mr. Bharat Jain.

*Christmas waves a magic wand over this world, and behold, everything is softer and more beautiful.*

- Norman Vincent Peale

Very true, the celebration began with a beautiful prayer song praising God for all his wonders and blessings he has showered upon each one of us,

The lines said, "Light of the world, you stepped down into darkness, Open my eyes let me see"

After the prayer song, Ms. Srilakshmi welcomed the entire gathering from the bottom of her heart and delivered the welcome address.

*Gifts of time and love are surely the basic ingredients of a truly merry Christmas. ~Peg Bracken*

Soon after the Welcome address, we invited our beloved CEO Mr. Bharat Jain to cut the Christmas cake and mark the beginning of the celebrations. Truly it was a great time when we could witness smile on everybody's face, a sense of love in the air.

*Sing hey! Sing hey!*

*For Christmas Day;*

*Twine mistletoe and holly.*

*For a friendship glows*

*In winter snows,*

*And so let's all be jolly!*

Christmas Carols are sung all around the world to praise God and let the world know that the Saviour is born, so also our beautiful choir rendered world famous carols in a mild soothing voice which brought peace and happiness in everybody's heart.

We had famous carols as 'Joy to the world', 'hark, the herald', 'Long time ago' and of course Tamil numbers as 'anbendra malayilae'.

After the Carol singing, our beloved Prof. Santhanam sir felicitated and blessed the gathering. It's a true blessing that we have him with us.

*A Christmas candle is a lovely thing;*

*It makes no noise at all,*

*But softly gives itself away.*

~Eva Logue

During Christmas season we see homes adorned with stars, Christmas tree kept, Santa Claus moving all around and spreading love, warmth and happiness.

We had Mr. Sohan, Ms. Sithara, Mr. Animesh to let us know the significance of the Star, tree, Santa Claus respectively.

Mr. Prasanna gave a talk on Christmas and what it really means.

*Christmas is not as much about opening our presents as opening our hearts. ~Janice Maeditere*

The greatest message of Christmas is Love every creation of God, the Christmas message was given by Ms. Indu, she shared it from the Holy Bible, What God really expects from us. It was a blessing to everybody present.

Soon after that we had a hip hop performance by Mr. Anil on remix of Jingle bells, he made everyone of us tap our feet and our loving Santa Claus danced along and was busy distributing gifts and cakes to the gathering.

Our Santa Claus kept spreading smiles and joy in the entire hall and all the hearts all through the programme. The hall was decked so beautifully with all candles, Balloons,



streamers and Christmas tree. It was all the efforts of Mr.Madhu,Mr.Hasan, Mr.Probhakar, Mr.Boopathy, Mr.Eswarmurthy and Mr.Animesh who made the hall look like heaven.

Mr.Karthik did a fantastic job by being Santa claus, Mr.Avinash and Ms.Indu did their best by being MC for the day and kept the celebration lively.Ms.Ilavarasi proposed the vote of thanks.

And finally when we left the college we had peace and joy filled in all our hearts. Jesus Christ came on earth to preach and teach Love and love alone. He said 'Love one another as I have loved you` ,

The Holy Bible also says ' Love is patient love is kind..It does not envy, it does not boast, it is not proud. It is not rude,it is not self-seeking. It is not easily angered;it keeps no

record of wrongs. Love does not delight in evil, but rejoices with the truth. It always protects, always trusts, always hopes, and always perseveres. Love never fails.

~I Corinthians 13:4-8~

We are all waiting for the next Christmas eagerly.

*Christmas - that magic blanket that wraps itself about us, that something so intangible that it is like a fragrance. It may weave a spell of nostalgia. Christmas may be a day of feasting, or of prayer, but always it will be a day of remembrance - a day in which we think of everything we have ever loved. ~Augusta E. Rundel*

The best part of all such celebrations is that it brings students together and live in harmony.

## Experience of one semester abroad

# A trip of a lifetime that just changed my life...

Views from a student exchange student (IPGP Batch)

"Twenty years from now you will be more disappointed by the things you didn't do than by the ones you did do. So throw off the bowlines, sail away from the safe harbor. Catch the trade winds in your sails. Explore, Dream, Discover." Adventure is a path. Real adventure – self-determined, self-motivated, and often risky – forces you to have firsthand encounters with the world. The world the way it is, not the way you imagine it.

My stay in France was definitely worth the experience. It was a great experience for me to be a part of one of the renowned French university which was only possible because of my college ISBR Business School. One different quality I noticed in France was Self Realization and people never break the rules. In France, the weather is different depending on where you live.

I spent only one semester in France at Clermont Ferrand, city on the move surrounded by nature. Clermont-Ferrand's central position in France and Europe together with its good rail, road and air links make it a perfect starting point for visiting major French and European cities (3.5 hours from Paris, 2.5 hours from Lyon, 3 hours from Montpellier).



The city of Clermont-Ferrand remains on a human-scale. Distances are short and most key places are within easy walking distance. As the university is mostly city centre based, you can easily walk to classes and save on the expense of public transport.

This International study tour has been one of the most valuable learning experiences from ISBR Business School and my vision to success.



## Student View

# Freshers & Farewell

Life at ISBR is full of activities, events and lots of fun which include orientation events, corporate week, New Year ball, cultural fest, graduation gala. A few of which is shown in the Freshers` and Farewell party occasions.

Being a two year course definitely has more activity squeezed in, but that does not put off from having fun. In fact, ISBR has taught us to manage schedules in order to

handle and experience the best of both worlds.

College events, festival celebration, Birthday parties all contribute to adding the extra element of zing to the school life. Eat outs – whether right outside the institute or in our cafeteria serve as a pleasurable change to the everyday practice. Does it end there? No, the options are exhaustive and there is always something for everyone.



## Faculty Development Symposium

# Mentoring and Coaching – The Need Of The Hour



Faculty Development Symposium of the International School of Business and Research (ISBR Business School), was conducted successfully on 10th January, 2011 at the ISBR Business School campus. The Symposium`s topic “Mentoring and Coaching – The Need of the Hour” aimed at a holistic approach to the personal and professional development of faculty members of various Arts and Science, Engineering and Technology, and Management education.

“Do not wait for leaders; do it alone, person to person”, quoted the legendary Mother Teresa. This in essence is mentoring and coaching. Research in both educational

settings and in the workplace has proved without a shred of doubt that students and employees alike are more likely to succeed if they have had a mentor and a coach. Mentoring and coaching are forms of providing support in which individuals with more advanced experience and knowledge (mentors) are attached with individuals (students, trainees, or others) for the purpose of advancing their development.

The symposium was attended by faculty from renowned institutes such as Women`s Christian College, JBAS Women`s College (formerly SIET), Asan Memorial College, Guru Nanak College, and many more.



Dr. L. S. Ganesh, Professor, Department of Management Studies, IIT Madras, was the guest of honor and the first speaker for the day. His dynamism as a speaker was manifested in the rapt attention and awe evident in the participants' faces. His passion for mentoring and coaching was obvious from his address. Dr. Ganesh touched upon several aspects such as the differentiating factors in inter-dependent terms like counseling, teaching, coaching, training, and mentoring. His '4 E Model' (Effectiveness, Efficiency, Excellence, and Ethics), '2 C Model' (Competency and Character) were the highlights of the day. Nature of the protégé, importance of mentor-protégé relationship, challenges of the mentoring and coaching system, issues that a mentor should avoid, and finally the outcomes of mentoring and coaching programme, were delivered in his usual style of practical, real-time examples. There was a high degree of interest and enthusiasm as expressed by participants' interaction and experience sharing.

In the post-lunch session, Prof. T.A. Achuth Kumar, Director, ISBR Business School, whose brain-child was this symposium, presented the process of mentoring and coaching in detail. In his customary fashion, Prof. Achuth Kumar started the presentation with definitions of mentoring and coaching, went on to the evolution of mentoring and coaching with classic examples from history, clarified concepts of who a mentor and a protégé is, and shifted to

the benefits of mentoring to the mentor and the protégé. The need for mentoring to supplement the conventional teaching inputs was highlighted by explaining the six ways of thinking that prevails and each individual learner may be pre-dominantly one type. They are Authority driven, Deductive, Sensory, Emotional, Intuitive, and Scientific. The mentor can understand the particular way in which the protégé is comfortable in thinking and processing information and use that to enhance effectiveness and tangible results. He concluded with the methodology and action plan for the successful implementation of the programme in colleges and other educational institutions.

The final lap of the symposium saw Dr. M. L. Santhanam, Academic Coordinator, chairing the panel discussion on the current scenario and possible action plans from each of the participants. This open discussion brought in clarity as to how a mentoring and coaching programme needs to be carried out in educational institutes.

The symposium was a success. There are no two ways about it. The effectiveness of internalizing a much relevant topic in recent times is dependent on the follow-up action by the participants in their respective institutes. The enthusiasm with which the participants received the entire day's content communicates the reality of the implementation phase of the symposium.

## Hostel Celebrations

# Janmashtami Celebrations

Haathi, Ghorha, Palki..... Jai Kanhaiya Lal ki.....

Janmashtami is a festival that is observed not only in India but, all over the world. Janmashtami is also known by many other names like Gokulashtami, Krishnasthmi and Srijayanti. This festival is not only celebrated by Hindus but also by other religion. Our ISBR hostel is a live example for celebrating this festival. The hostel is a mixture of different religions from different parts of the country. The multicultural environment of the hostel has provided an opportunity to learn about different cultures.

The festival is of joy and is celebrated with great zeal and enthusiasm; The decoration in the hostel was done in such a way that we felt as if we were inside the temple.

The hostel was decorated with flowers, Mango leaves and Rangoli (Foot prints of Lord Krishna)

Lord Krishna was laid in the Cradle with flowers and celebrated the festival with enthusiasm. Around 22.30hours Lord Krishna's idol was immersed in Milky water and then rocked in decorated cradle. Then at 12.00pm the pooja was performed by lighting up the Deepam. The songs of Lord Krishna were sung and distributed the Prasadam.

It was a great day for all of us as we have celebrated the festival for the first time in the hostel. We enjoyed a lot and it is an unforgettable day in our college life.

We had a lot of fun, whether in class or at hostel and the whole experience has had an important impact on all our lives.



# Annual Convocation 2010

of ISBR Business School on 18th April 2010

ISBR Business School, Electronic City, Bangalore, celebrated their First Convocation on 18th April 2010, at Satya Sai Samskruta Sadanam, Bangalore.

Padmashri Anil K Gupta, IIM, Ahmadabad chaired the session and Mr. Raghunathan V, CEO, GMR Varalakshmi Foundation, Hyderabad delivered the keynote address. Mr. Madan Padaki, Co-Founder and CEO, Merit Trac, Bangalore was the Guest of Honour.

Welcoming the audience comprising Graduates, Faculty, Parents and the specially invited Vidyajyothi Scholars, Mr. Manish Kothari, Managing Director of ISBR group of Institutions, likened the first convocation to the mother giving birth to her first baby, well illustrated through a video clipping from the movie '3 idiots'!

"The Video clipping highlighted not only Rancho's innovative methods, but also the pain the mother goes through in the delivery process, but also the great pleasure

that she gets when she holds the new born baby in her arms, starting a everlasting relationship between the two," he said.

He impressed on the audience that this first convocation too gives birth to a new set of management graduates being released to the world and their everlasting relationship as Alumni of ISBR!

Mr. Raghunathan V, delivering his keynote address stressed the fact that life is not 'A sprint but a Marathon,' the concept based on his latest book, 'Do not Sprint a Marathon'. Strategy for a marathon is different from that of a 100 metres dash! In a marathon, the mind takes over the body. He highlighted, that every job has a learning potential and advised the graduating students to improve their knowledge and skills, continuously.

"Find the spark in you and blow it to make it a great fire!" he exclaimed. Having been the MD of GMR Industries, one of the top infrastructure companies in India, he informed the







audience, that nearly one trillion dollar investment will be made India in the Infrastructure Industry over the next 5 years. This would provide ample jobs for millions and also facilitate higher growth rate of the Indian Economy. Truly these are exciting times and "India is the most exciting country in the world".

380 students were given PGPM certificates and 148 received gold medals for meritorious performance in various aspects of Academics, International Relations, Best Transformation, Best Team Player, Leadership and Creativity, Outstanding service, Discipline and Special Recognition.

42 Students of the Executive Batch also received their certificates.

44 Students of the Chennai branch of ISBR Business School also received their PGPM certificates.

Delivering the Convocation address, Padmashri Anil K Gupta, Coordinator SRISTI and Honey Bee Network, insisted that one should be humble and be willing to learn from the four sources of knowledge, viz, Nature, Common man, Institution and Parents. He stressed that life will be

marvelous if one lives in the intersection of the three circles, viz, learning, loving and living!

Another highlight of this programme was handing over "gold" medals to all the Vidyajyothi scholars. These were the students from various colleges all over India, who have been selected based on their meritorious performance in Aptitude Test, GD & PI, and awarded scholarships up to 50% of fee waiver for pursuing their higher studies in management at any of the ISBR institutions! Nearly 480 Vidyajyothi students attended the convocation with their parents.

In addition, a coffee table book "GEMS OF ISBR" was released on the occasion, by Mr. Madan Padaki. The model of the new campus was also unveiled.

Shri Prakash Kothari, Chairman, ISBR Group of Institution, Dr T Rangarajan, Executive Director ISBR Group, Dr Chandra Niranjana, Advisory Board Member, ISBR Group, Dr Santhanam, Mr.Kiran Bindu, graced the occasion with their presence Dr Jayashree delivered the vote of thanks.

# HR Summit



19/11/2010: ISBR Business School had organized a one day seminar at the campus. The objective was to get together HR professionals, academicians, researchers and management consultants to a common platform to debate and discuss the various aspects of the "Recent trends in HRM"

The program started with the lighting of lamp by the Managing Director and the Director followed by the inaugural session. The eminent speakers for the first session were Mr. Babu Rangaswamy, Director, HP and Mr.RamaKrishna, VP Wipro. The second session was delivered by Mr.Joshua Rozario from Transevolve. The speakers had bridged the gap between the academia and the industry with their thought provoking speech.

Post lunch session saw an informative panel discussion moderated by Prof. Preeja Sreedhar and chaired by the

panelist Ms.Annapurna, Assistant General Manager, HR, Essilor India Pvt LTD. Mr Raghu HR Manager Samsung and Joseph HR Senior Manager, IBM. The session was very enriching because it touch based on a variety of topic like , changing roles of HR professionals, outsourcing of HR functions, managing knowledge workers, Impact of technology to name a few.

The HR summit was one of its kinds in the campus because it brought about a different level of knowledge from the veterans of the industry. The whole event was co-ordinated by Prof. Sreeleakha and it was a roaring success.

Student View: "We thank ISBR for such a great event. Insights into HR from corporate, networking with industry leaders, practical exposure were takeaway from this program.



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### BANGALORE

ISBR Business School,  
No107, Electronic City Phase I,  
Behind BSNL Telephone Exchange,  
Bangalore - 560100.  
Phone : 080 - 40819500  
Mobile : 93417 33331, 93417 39996  
Email: info@isbr.in

### CHENNAI

ISBR Business School  
Long Beach Road, ECR, VGP Layout,  
Utthandi, Chennai - 600 119  
Phone: 044 - 3255 4744 / 55 / 66  
Mobile: (0) 94443 34755, 93809 44610  
Email: infochennai@isbr.in



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