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S.No.	Date	Name of the event
1.	12-Mar-2021	Career in Sports, by Mr. G Srinivvasan, CEO Sporjo
2.	19-Mar-2021	Six Sigma Workshop
3.	26-Mar-2021	Changing paradigm in the export- import eco space by Dr. Koteswar
4.	March 2021	3 days workshop on GDPI
5.	March 2021	Training Sessions in collaboration with CloudThat Technologies Private Limited
6.	17-Apr-2021	Shark Tank Challenge
7.	08-Apr-2021	Treasure Hunt
8.	25-Mar-2021	Beg, Borrow and Steal
9.	03-Apr-2021	People's Practice and CSR by Mr. Kiran D. M.
10.	24-Apr-2021	When ISBR says - 'Netflix and Chill'
11.	22-May-2021	Know your customer and Strategy to engage them by Sajo Eapen
12.	May 2021	Sessions on Digital Marketing
13.	09-Jul-2021	Innovations in Digital Marketing
14.	13-Jul-2021	Advance Excel Workshop
15.	02-Aug-2021	Digital Analytics Workshop
16.	21-Aug-2021	Latest Technology Practices in Investment Banking by Mr. Manish Bharalawala
17.	16-Sep-2021	Finatic Quiz
18.	23-Sep-2021	Best Portfolio
19.	11-Dec-2021	Indian bankruptcy Code its Objective, analysis, causes and Impact on Economy
20.	19-Dec-2021	SBI & Banking Sector Losses Cause, Changes & Development in Banking Sector in Covid Era, Regulatory Reforms of Indian Capital Market Structure
21.	23-Feb-2022	Panel discussion- Is it feasible to implement budget 2022
22.	25-Feb-2022	Reading the numbers by Mr. Aayush
23.	March 2022	Global Immersion Programme



1. Career in Sports, by Mr. G Srinivasan, CEO Sporjo, 12th March, 2021

He delivered a Ctalk at ISBR Business School, Bangalore about Career in sports, i.e., how you can make a career in sports even if you are not a sportsperson. The session was attended by faculties and students of PGDM batch 2020-22. Mr.Srinivvasan spoke and gave insights on how a potential candidate can make an attractive career in sports by applying academic knowledge and some of the sports knowledge. It's not necessary to be a sports person by profession, but if you have the right skills and knowledge of industry and you are a sportsperson by heart, you can make a career in sports. Whether it be Marketing, Analytics or Finance, one can have a career in sports as their work will be in the back end and they eventually will be handling that one domain of sports which will give them lucrative choices in future. One can make a career in Cricket, just by having knowledge of Cricket and the required domain knowledge. Sports Analytics, or Sports Marketing is one of the most highend industries in today's world and the speaker repeated these many times. The whole session gave a detailed analysis of how a career in sports after PGDM will look like and what one can achieve by pursuing that. It was an interactive session as sports is a thing that joins hearts together and what can be better than a career in sports. March 12, 2021 by G Srinivvasan Chief Executive Officer - Sporjo - (Ex BCCI and Nike)



2. Six Sigma Workshop, 19th March, 2021

Rejection rates not only, increases losses, but also increases the processing time causing internal problems. Today with automated systems and high production rates can sometimes leads to major rejection rates, A Six-sigma certification symbolises 3.4 errors in a million sample. The workshop was needed for both operations and analytical department students specifically to know different levels of Six-sigma and their importance. This workshop was given by Mr. Snehasis Guha from KPMG. A 4 – day workshop was conducted by operations department from 19th March, 2021 for Six –Sigma certification workshop and hands –on experience was provided about different processes and analytical methods using Minitab.

3. Changing paradigm in the export- import eco space by Dr. Koteswar, 26th March, 2021

4. Three days workshop on GDPI

Three days' workshop on GD and PI was organized by Mr. Suresh Raju to equip participants with the essential skills and knowledge needed to excel in Group Discussions (GD) and Personal Interviews (PI). This workshop aimed to provide a comprehensive understanding of the dynamics involved in GDPI and empower participants to navigate these assessments with confidence. It explained techniques for effective communication and articulation, strategies for building logical arguments and expressing viewpoints Crafting compelling answers to commonly asked interview questions, handling behavioral and situational interview scenarios. Mock GDPI sessions helped students understand the real world scenario.

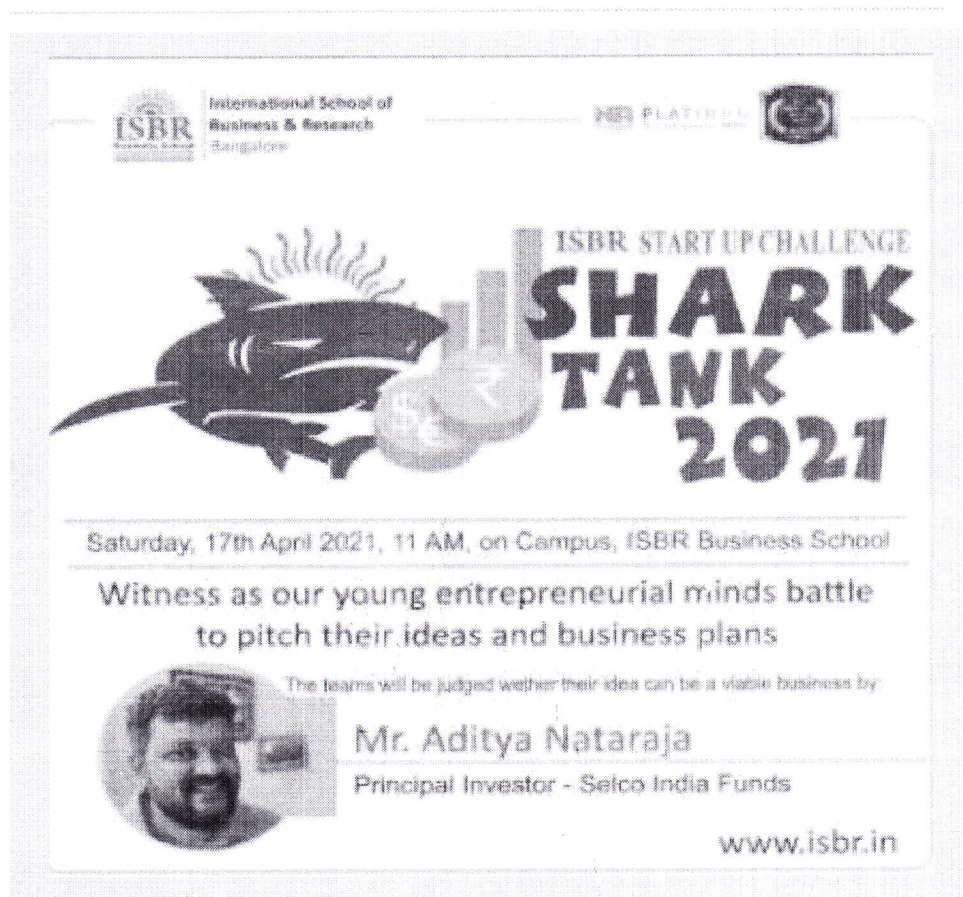
5. Training Sessions in association with CloudThat Technologies Private Limited

ISBR in association with CloudThat Technologies Private Limited organized training programs on predictive analysis and machine learning. Predictive analysis has emerged as a game-changer in the realm of data-driven decision-making. Businesses, organizations, and industries are increasingly turning to predictive analytics to gain insights into future trends, behaviors, and outcomes. The experts delved into the intricacies of this powerful tool, shedding light on its applications, challenges, and the transformative impact it can have on various sectors. The session kicked off with an exploration of the fundamental concept of predictive analysis. It was explained as the process of using historical data, statistical algorithms, and machine learning techniques to identify the likelihood of future outcomes based on patterns and trends. Participants gained insights into the distinction between descriptive, diagnostic, predictive, and prescriptive analytics, with a focus on how predictive analysis goes beyond merely reporting past events. The session on Machine Learning provided a comprehensive overview of various machine learning algorithms commonly employed in predictive analysis, such as linear regression, decision trees, and neural networks. The discussion delved into the strengths and weaknesses of each algorithm, helping participants understand how to choose the most suitable model for a given problem.



6. Shark Tank Challenge, 17th April, 2021

ISBR Business School organized a major event, Shark Tank Challenge, for aspiring entrepreneurs and emerging leaders. The event gave students an opportunity to pitch their idea and strategies and avail the necessary guidance to move forward and make it into a reality. Groups were divided and were given weeks to prepare and come up with a presentation and business plan for the challenge. Mentors from the college guided each group to join the dots wherever needed. One such group came up with the idea to introduce the concept of sustainability into the picture which is the need of the hour in the world of business. The pitch with sustainability related business won the challenge. The college sowed the seed for this challenge by conducting a full day workshop for all students on developing a business plan facilitated by Mr. Praveen H J, founder and CEO of Arcis Business Solutions. The session was conducted on the lines as to how identifying an existing problem in the market is a business opportunity and coming up with a solution to that is how a business can chart a way to success and sustaining. And that is how ISBR Business School worked towards encouraging the aspirants to present their business ideas and get realistic feedback and steps to moving forward with the plan.



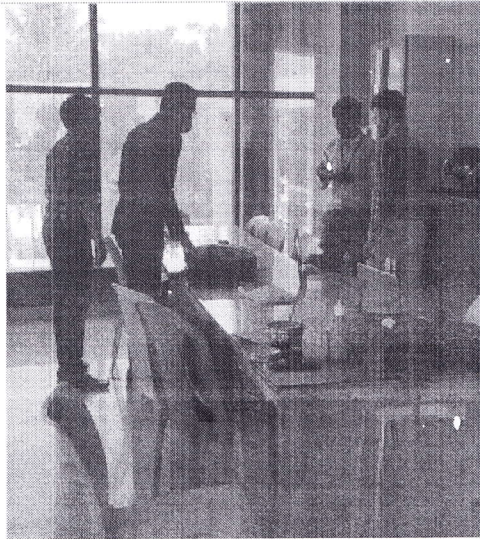
7. Treasure Hunt, 08th April, 2021

On April 8 2021, ISBR Business School's Finance Club (FinEx) conducted a Treasure Hunt competition in the campus and it was a filled day for all the participants and the organizing



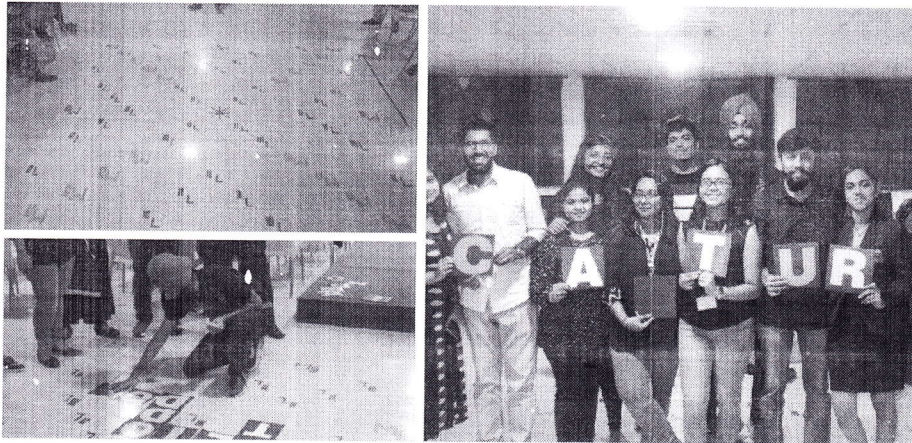
committee. A treasure hunt is a game in which the organizing team will arrange for a list of specific items defining the object and the participants will find those clues and go in search of their treasure. It is an act of searching for treasure and the team which tries to be the first to find the object is hidden will be declared as the winners of the Treasure Hunt competition. The same procedure was followed in the competition which was conducted in the college as well. The Finance Club along with the support of their club mentor Prof Navita organized this event. The organizing team had Kavana A, Vedika N, Giri Krishna Raj, Rajesh N, Satish P and Namratha P who arranged for everything necessary for the event to happen with the help of their mentor Prof Navita. The event happened very smoothly without any interruptions. There were four teams, each team having five members which took part in the competition and each team were given a different set of clues to find their treasure. Clues were hidden in places like Amphitheatre, Library, Auditorium and puzzles were formed based on that. The event also had a unique way of finding treasure by picture identification (find where the picture is there in the college), observation (questions related to college surroundings), riddles etc. Every team took part actively and enjoyed the competition, it was also fun for the organizers to see the teams enjoy as that was what they worked for. Various posters and videos were made to push students for their participation. The winning team was promised to give a prize of Rs 1500 cash prize or anything equivalent to cash. After so much tiring searching out of four teams one team reached to their treasure and won their award. They were given an amazon voucher of Rs 300 each by the Principal of ISBR Business School Prof Dr Lakshmi Aravamudan. It was overall a very enriching and a fun filled day to both the organizing team and the participants. It was a break needed for all the students to keep some time aside for refreshing minds and recharging oneself which was fulfilled.





8. Beg, Borrow and Steal, 25th March, 2021

On 25th of March 2021, Media club and committee conducted an exciting event “Beg, Borrow and Steal”. As we are busy in our life with all the technologies around us, we thought of planning an outdoor event. There were altogether 7 teams, where each team consisted of 5 members. Every team was given a list of 25 items which they had to bring to their respective coordinators. The event went very well and with this we came out with our winning team Pallavi Mahalik, Niladri Das, Harsha Khatri, Srashti Saini and Pratik Sarkar. The 1st Runner up team was Shubham Mukherjee, Bidisha Saha, Ritika Saha, Binita Saha and Agnidipta Sarkar. The 2nd Runner up team was Subhashree Saha Talukdar, B Kushala, Snigdha Ranibal and Prarthana Garg.



9. People's Practice and CSR by Mr. Kiran D. M. Chief Executive Officer - ONGC Foundation 03rd April, 2021

In the session of C-talk, our guest speaker Mr. Kiran D M, CEO of ONGC Foundation shared his experiences about corporate social responsibility, people practices and the recent trends in the industry. Corporate social responsibility (CSR) is a business model that helps a company to be socially accountable—to itself, its stakeholders, and the public. By practicing corporate social responsibility, companies can be conscious of the kind of impact they are having on all aspects of society, including economic, social, and environmental. By engaging in CSR activities, a company is operating in ways that enhance society and the environment, instead of contributing negatively to them. As important as CSR is for the community, it is equally valuable for a company. CSR activities can help forge a stronger bond between employees and corporations, boost morale and help both employees and employers feel more connected with the world around them. April 03, 2021 by Mr. Kiran D. M. Chief Executive Officer - ONGC Foundation.





10. When ISBR says - 'Netflix and Chill' by Ms. Bhargavi Reddy Dokuru, 24th April, 2021

" Connection's drive human growth" and what can be better than building new connections with OTT giants like Netflix. To make us all aware of the importance of analytics Miss Bhargavi Reddy Dokuru from Netflix, which is the world's leading streaming entertainment service in San Jose, California, USA, was invited. The event started at 9 PM IST on Saturday, 24th April 2021 on the Zoom platform. The event was organized by Dr. Sheetal Mahendher, HOD, Quantitative Techniques and Analytics, ISBR. It was moderated by MR. Khazi Owais and Mr. Shantanu Paul. The event was embraced by Mrs. Kala Sridhar, Head – Corporate Relations, ISBR, Mr. Amit Kanchanbaras, HOD Finance, Mr. Suresh Raju, HOD – Training and Transformation, Mrs. Veena Shenoy, Program Manager (MBA), and a total of 134 students of both MBA and PGDM Batch 2020-2022. The speaker started the session by introducing herself and her journey to Netflix. She started right from her graduation till today, which was very inspiring in terms of her experience and her subject knowledge. She started by explaining how she built an interest in data and gave her own life story. She went on to explain what her work is and how data affects companies and their strategies. She explained the importance of logistics and analytics. She emphasized on the fact that companies have huge data, but before that data is processed by using analytical tools and information is interpreted, the data equals a huge chunk of useless names and other details. She gave a simple mantra to success in the field of data is to “ Master the Art of Reading Numbers”. She said the success of a person in this field depends directly on how he/she is able to interpret sense out of that given data. The speaker also gave insights on different job roles and where the future of big data lies. She rightly explained how these job roles are different from each other and what are the different skill sets required for the same. Also, she explained what kind of work each role demands. The speaker then introduced us to a very different and interesting concept called” The Four V's of Big Data”. IBM data scientists break big data into 4 main dimensions i.e., Volume, Velocity, Variety, and Veracity. She explained that depending on the industry and organization, big data encompasses information from multiple internal and external sources such as transactions, social media, sensors, and mobile devices. She explained how companies leverage this data to adapt their products and services to better meet the needs and demands of the customers. And also to find new sources of revenue generation. At last, the speaker shared her valuable thoughts

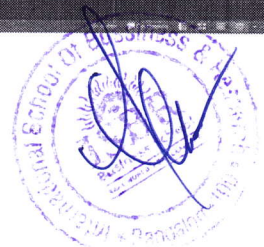
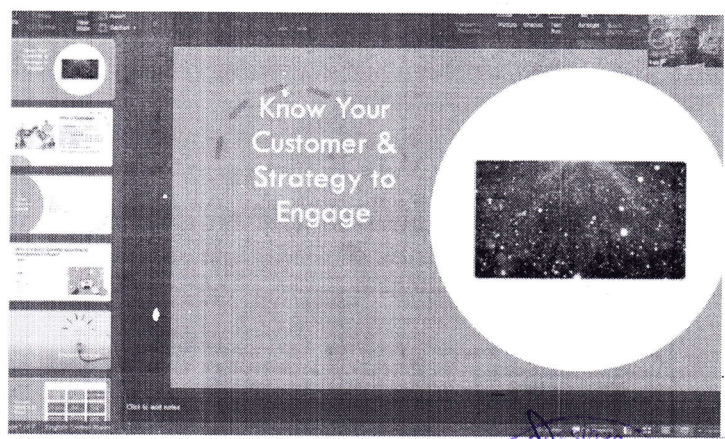


about what she thinks is the future of big data and what are the untapped areas where more jobs need to be created. She emphasized on the security of the data and she expressed her concern about the current prevailing issues of data theft. She explained how Netflix takes utmost care of the data of its valuable customers and how it protects the same. She also explained that this is one very important domain where more job creation is required and more skilled minds are needed. With instilling lots of positivity she opened the ground for questions. Many students asked their questions in the domain of data science, analytics, the work she is doing, how is Netflix different from others in the market, the impact of covid, how are they much more efficient than any other brand in the market in terms of data governance and data protection and many others. The session came to an end with Dr. Sheetal's address to thank her for giving her valuable time for this session. She applauded the speaker, Ms. Bhargavi for such an insightful session, followed by a thank-giving message from Mr. Suresh and Mrs. Kala. They both were grateful to the speaker for this interactive session and appreciated her for all her time and efforts. The session formally ended with a vote of thanks by Mr. Shantanu Paul.

11. Know your customer and Strategy to engage them by Sajo Eapen Senior Talent Advisor – Google, 22nd May, 2021

On 22nd May 2021, Sajo Eapen, Senior Talent Advisor at Google, delivered a talk in International Business School of Research on Knowing one's customer and the strategies to engage them. He is responsible for hiring tech talent to build a cloud team in Google. As a talent advisor, for about 8 years, he has built strong technology teams across various domains such as e-commerce, cloud operations, ERP, retail, digital and operations. He is a talent acquisition professional with an understanding of varied technologies, diversity inclusion programs, employer branding and candidate engagement, including project management, vendor management and process setting.

He included conversations where he pointed out the importance of engaging the right customers for successful business, while mentioning how it is important to retain them as well. A sustaining and on-going effort has to be put forth to continuously engage and build lasting relationships with them. Customer engagement is not a one-time process, it is a continuous, aptly planned, and different for every business and their respective customer target. All in all, it was a truly engaging experience and one that provided a wider perspective on how to know one's customer to better engage with them.



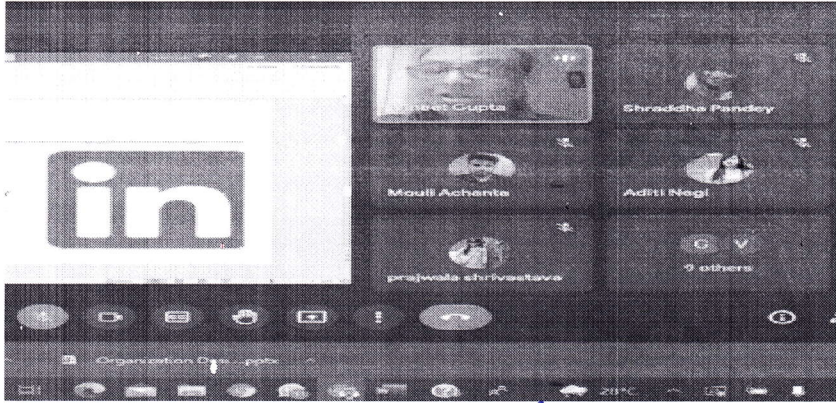
12. Session on Digital Marketing

In the fast-paced realm of digital marketing, staying abreast of trends and evolving strategies is paramount. A recent session brought together industry experts, marketers, and enthusiasts to delve into the intricacies of digital marketing. This dynamic gathering provided a comprehensive exploration of emerging trends, best practices, and innovative approaches that define the contemporary digital marketing landscape. Experts elucidated how businesses are leveraging a combination of social media, email, content marketing, and search engine optimization (SEO) to create a cohesive and impactful online presence. Attendees gained insights into crafting integrated campaigns that resonate across diverse digital platforms. The session provided practical insights into the implementation of personalization strategies, including dynamic content, tailored recommendations, and personalized email campaigns. Experts highlighted how enhancing customer experience through personalization can foster brand loyalty and drive conversions.

13. Innovations in Digital Marketing, 09th July, 2021

Vineet Gupta is an entrepreneur, management consultant, and accomplished author. He has over 25 years of experience in the corporate world in India and abroad, spanning across hospitality, banking & finance, and real-estate sectors. For the last 12 years, he has been actively engaged in consulting and management education assignments. He has mentored many startups and co-founded Pearl Quest Associates Private Limited – An Intermediation Venture in Real-Estate. Currently, he's working on an online venture called Brainmail Diaries. Starting from the basics of what digital marketing is, Mr. Vineet touched a lot of aspects related to Digital Marketing and did a deep dive in digital marketing. It was a two-way communication session where students kept asking questions as Mr. Vineet opened the question forum for the entire two days session. Introduction to Digital Marketing It was the foremost part of this session where Mr. Vineet Gupta came up with the most understandable definition of it. He explained digital marketing in a very simple language i.e; digital marketing is nothing but selling the products digitally with some of the great examples to make everyone understand. Content feeding: It is a conveniently structured self-updating file with fresh targeted information from a particular content provider. Content feeds are used to distribute content across the Internet. Besides, he also discussed how to search keywords on Google, and what are some of the tools that we can use for free. What is Google Search Console and how can we utilize it in content? He also talked about market share for search engines where we found that Google has the highest market share i.e; 85%+ Students learned about meta tags, alt tags, description, plagiarism, and sources to get good images for free (Unsplash). SEO- He discussed that SEO stands for search engine optimization that is an organic way to bring the audience to your product or content. It is also known as pull strategy where the audience comes by themselves to the content and no one is forcing them. SEM- While SEM is just opposite to SEO and is thus known as push strategy. Inbox marketing- Inbox marketing is also known as email marketing where marketers prepare a message template in the form of mail and that they use to share with their relevant audience. And finally, we wrapped up this two days session on 9th July at 1:15 Pm with a special vote of thanks. Feedback from students: It was such a wonderful workshop with a lot of learning. We are looking forward to having more sessions with him.





14. Advance Excel Workshop on 13th July, 2021

To make students understand about Advanced Excel, Rishiraj Dasgupta was invited for the workshop. The session started at 11:00 AM IST on Tuesday, 13th July, 2021 on Google Meet and it was a 4-day workshop. The event was organized by Dr. Sheetal Mahendher, HOD, Quantitative Techniques and Analytics, ISBR. The event was embraced by a total of 62 students of PGDM Batch 2020-2022. The session started with a small case study regarding the cards sold where we have learnt construction of probability distributions finding or measuring SD and building a predictive model using Stochastic simulation. The simulation includes constructing PD, generating random number series and performing the simulation followed by interpretation, where we predicted the number of cars sold in the next few days. We tried to understand and visualize the frequency distribution, to perform goodness of fit test. We have built a hypothesis where the outcome is we have rejected the null hypothesis. The trainer has also given us an overview about the Bi- variate data analysis including linear bi variate (simple linear regression), Nonlinear Bi- variate (Curve Fitting). Bi-variate analysis is generally used to understand the cause effect relationship of two variables. We also learnt non- linear regression, correlation between two variables. Under Non- linear Bi- variate analysis we predicted the traffic in the next given time frame and under multi variate data analysis we developed happiness prediction model. In the last session the trainer discussed few case studies.

15. Digital Analytics Workshop 2nd of August, 2021

To make us understand about the Digital Analytics, Mr. Yogesh Chandraiah, currently working in an Ecommerce company as a digital marketing manager, Handling marketing & social media for an E-commerce industry was invited. The session started at 6:30 PM IST on Monday, 2nd August, 2021 on Google Meet and it was a 4-day workshop. The event was organized by Dr. Sheetal Mahendher, HOD, Quantitative Techniques and Analytics, ISBR. The event was embraced by a total of 75 students of Business Analytics and Marketing from PGDM Batch 2020-2022. The session started with the techniques for creating and showcasing blogs, and later the trainer discussed the features that are necessary to boost the ranking of a blog in the top few search results. He has illustrated tools and features in Google Analytics step by step. The trainer demonstrated on the campaigns of Facebook, Twitter, LinkedIn, YouTube, email etc. An overview of how to maintain a sitemap can be generated via Google Search Console, followed by indexing it and applying it to the websites and further we moved towards tracking social media promotions and optimizing them to drive traffic to the site.



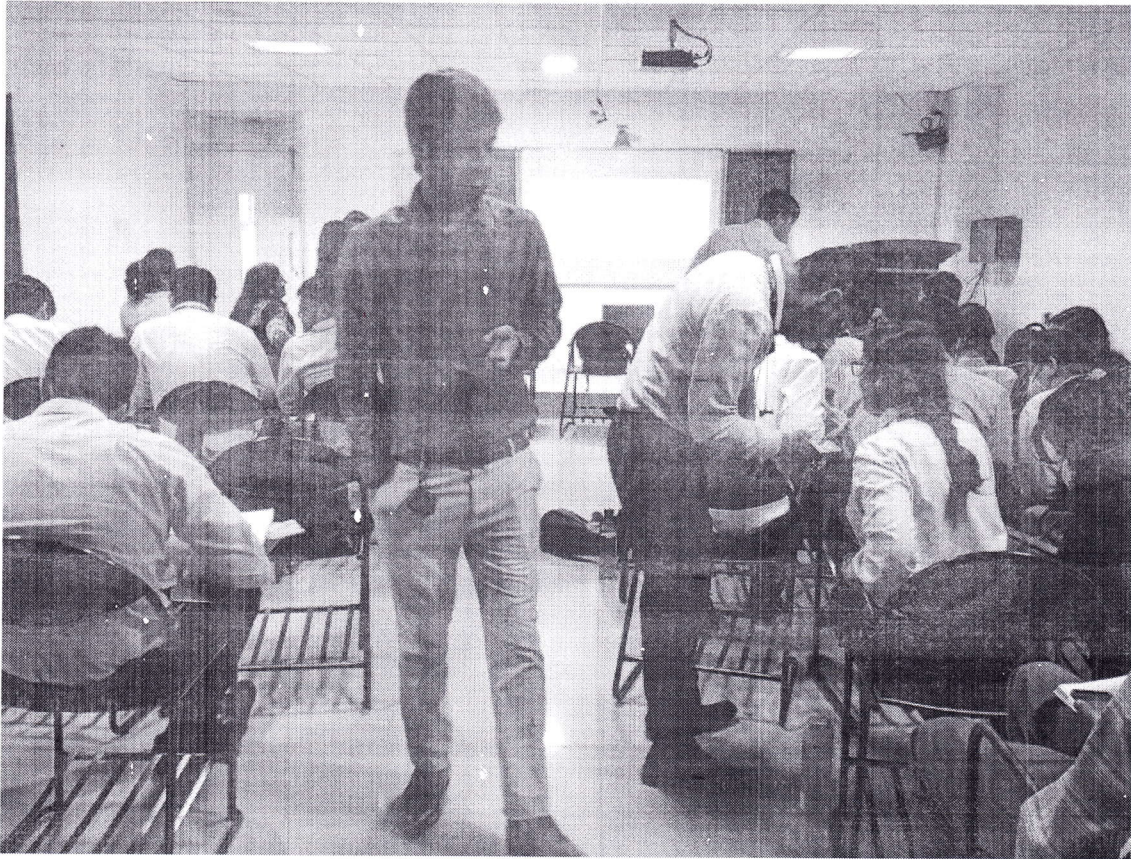
16. Latest Technology Practices in Investment Banking by Mr. Manish Bharalawala , 21st August
, 2021



17. Finatic Quiz, 16th September, 2021

The event was conducted to gain the basic knowledge about finance and the daily news related to finance so that people from other backgrounds can also know about the finance terms and also they can get to know what's going on in the corporate world regarding finance. The event was started sharply at 2:15 PM. The event was hosted by Chaitra R, Akshara P in presence of our club faculty members and our classmates. The event started with 1st round "Let's be aware" and then followed by 2nd round – Deep Financial Dive and then followed by 3rd round – Case Study, the time limit for Case Study was 30mins to answer the questions. Everybody was involved in the events and had fun by participating in the quiz and the case study. Learnings from the event: Our students learned a lot of new terms in Finance and also gained some general knowledge of the corporate companies. We also learned about the quarterly finance earnings of the companies, the merger of the companies, GDP growth rate, FPI's, Percentage of stakes, types of funds. Feedback from students: Students loved participating in this event, as we could learn a lot from the questions asked as well as from our opponent team members. We had a jam-packed, adrenaline rush in the entire two hours. As it was our first event in the Fanatics club, we enjoyed it a lot.





18. Best Portfolio 23rd September, 2021

The event was conducted to gain the knowledge about the stock market in which it is based on how an executive handles shares acquired on option exercise. Optimistic executives retain some of the stock received, while pessimistic executives sell all shares. The resulting indicator variable can be easily inferred using standard data sets. Theory suggests this indicator is superior to alternatives based on exercise behavior explains investment intensity and leverage better than those used previously. The first and foremost learning was: time is not sufficient for anything until we take any initiative and assign some of it for doing more research about a company. Going through the financial statements of the companies, what are their recent trends and some other information regarding the company before investing are musts.

Bankernal Series by Dr. S.K Gupta FCS, FCMA, Ph.D

Dr. S K Gupta is a Post Graduate in Commerce (Gold Medallist), FCS, FCMA, Ph.D. (Corporate Governance) with over 40 years of corporate experience in leadership positions with various public and private sector organizations in the domains of Finance, Costing, Internal Audit, Legal and Company Secretarial functions



19. Indian bankruptcy Code its Objective, analysis, causes and Impact on Economy, 11th December, 2021

This first lecture was about the Indian Bankruptcy code, its features and how it's going to impact our economy. With all the information shared by sir through PPT was quite insightful and the potential learner students really had good information from this session from small topics to high technical terms as well as its operation. The Event was started by a formal introduction/ Welcome of the speaker as well as the director of ISBR and other faculty members. Sir had an insightful lecture on the topic of Indian Bankruptcy code, its features and how its goanna impacts our economy. At last the session was concluded by Q&A from the students, based on their understanding and learning. As the topic was about the Bankruptcy code, learning from the event was very insightful about the Indian banking industry and how this law will seek to consolidate, by creating a single law for insolvency and bankruptcy.

20. SBI & Banking Sector Losses Cause, Changes & Development in Banking Sector in Covid Era, Regulatory Reforms of Indian Capital Market Structure, 19th December, 2021

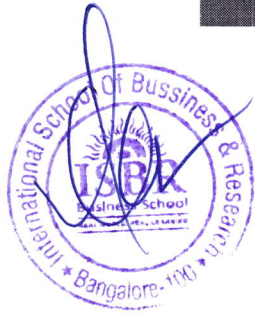
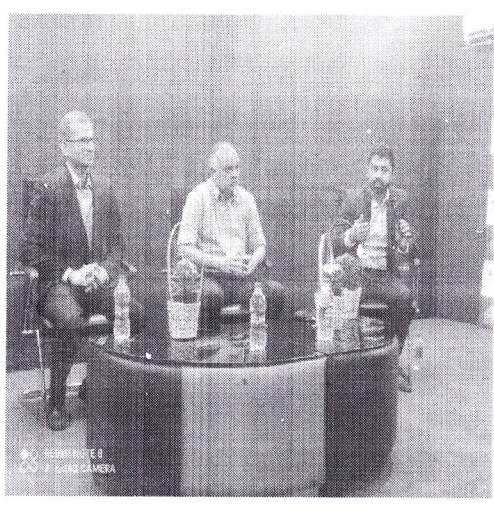
The session was about how the SEBI and banking sector tackled the losses that happened in covid era. The major learning was about how the covid forced some immediate changes in the banking sector. And some basic insights about the Indian capital market structure and bankruptcy code its working procedure. The Event was started by a formal introduction/ Welcome of the speaker and other faculty members. Sir had a quite knowledgeable lecture on the topic of changes and development in the banking sector in Covid-19 era. At last the session was concluded by Q&A from the students, based on their understanding and learning. And the session was concluded by Vote of thanks and formal see off to the speaker. The topic was about SEBI and banking sector losses, changes and regulatory reforms of Indian capital market structure. So we got information about the changes in banking sector in covid era and some ideas about the losses in the organisation and how the RBI is tackling or about to make decisions on the same, by an expert in this field.

21. Panel discussion- Is it feasible to implement budget 2022, 23rd February, 2022

The event started with a brief explanation on the topics like budget, revenue expenditure and capital expenditure by Amit sir. Then slowly we went into the main topic of our panel

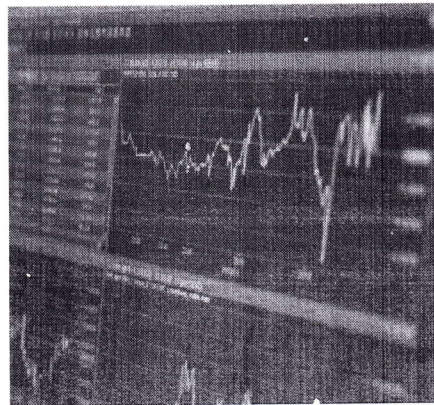


discussion. As every year budget has different agendas. So, the main agenda of this year's budget How to fight back after the pandemic. The main focus of the budget was particularly on those industries which are affected very badly during this pandemic situation. And also, to help those sectors which were facing major issues during this pandemic situation. The main vision of the budget was Infrastructure, Logistics & Digital Economy. And also, to build Self Sustainable Management. The focus of this budget was that it will go till 15-20 years. It was also discussed that the capital expenditure contributes almost 3%. It was also discussed that in the budget demand side was highly missing but on the other hand supply side was positive. From the budget a serious question was that from where the 7.5 lakhs crore will come from. No printing of new money will take place then the main source will be that the government will give money top the people then the demand will go up and the consumption will also rise. But we should also keep I n mind that only 5-7% of the Indian population pays tax. From the discussion we also came to know that the primary objective to spend money was mainly to build efficient logistics supply chain. But the bigger challenge was that people were not spending during this pandemic situation and after the pandemic. During this pandemic 20 lakhs people were push below the poverty line. Then we also discussed about MSME that how it is important to the Indian Economy as it contributes about 30% of its GDP and 40% of its exports. Then after all these discussion on the important topics we ended the panel discussion with some questions from the audience.



22. Reading the Numbers by Mr. Aayush 25th February, 2022

What do you look for when opting for a certification? It's most definitely how it will help you in real life. The "Reading The Numbers" does exactly that. Search for a company, open up its balance sheet and learn to read. Looking at huge numbers categorized under various years and having complex terminologies is what a fresh student apprehends when he/she looks at the data. As we progressed through the course, we learned to question every number we see, to analyze what has happened, to browse through various sections in the balance sheet and understand the position of the company from its past. Mr. Aayush, who was the resource person for this certification, made us browse through data of various companies through the company websites. We learned how companies generate revenue and their various streams to generate it, the organic sales and why it is important, the expenses of the company and why different industries have different major expenses, the different types of cash flows and much more! Beginning from learning to read "The Financial Times", there was maximum participation from the students and the most liked part about the session was the methodology of teaching and the enthusiasm with which Mr. Aayush teaches. Apart from this there were a few requests to increase the duration of the course and to include case studies and live projects too.



23. Global Immersion Programme

The faculties and students of ISBR were provided an opportunity to be a part of Ureka Education Offline event held in Dubai. Ureka Education is a multinational education group established in London in 2014 by a group of Sloan Fellows from London Business School. With the motto – 'Enhancing Employability', Ureka specialises in experiential learning whereby it helps students apply their classroom learnings in the real world. Participants worked in teams to conduct an in-depth analysis of a company as business goals and objectives. The goal of this analysis was to understand if their current practices are in alignment with what they want to achieve. Based on their analysis, they provided strategic recommendations the company can implement to drive better results. The consultants also provided inputs on market research and the competitive landscape so that the company can make well-informed decisions in their business. The project required participants to go out, meet people and businesses, study



the market, conduct field observations, establish local contacts, analyse and submit their recommendations. All of this was done under the expert mentorship of a London Business School or University of Oxford alumni with many years of international corporate experience.

