

Criteria No. 1	Vision, Mission & Program Educational Objectives	50
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## 1.1 Vision and Mission Statements (5) (5)

### VISION

“To inculcate ethical values and provide innovative, holistic learning experiences that nurture individuals into well-rounded human beings, thereby equipping them to become influential global leaders.”

#### Core Values

Ethical Integrity

Innovation

Holistic Learning

Nurturing Individual Growth

Well-Roundedness

Global Leadership

**1. Inculcate Ethical Values:** This emphasizes the importance of instilling ethical principles and moral values in individuals. The IIBS aims to go beyond academic achievements and focuses on developing a strong sense of ethics, integrity, and social responsibility among our students.

**2. Provide Innovative, Holistic Learning Experiences:** Our institution is committed to deliver education that goes beyond traditional methods. "Innovation" suggests a commitment to staying current with educational trends and employing creative teaching and learning methods. "Holistic" implies a well-rounded approach that considers not only academic knowledge but also personal development, emotional intelligence, and practical skills.

**3. Nurture Individuals into Well-Rounded Human Beings:** The goal of IIBS is to foster the overall development of our students. This includes intellectual growth, emotional well-being, physical health, and social skills. IIBS aims to produce graduates who are not only academically proficient but also capable, adaptable, and balanced individuals.

**4. Equipping them to become Influential Global Leaders:** The ultimate objective is to prepare our students for leadership roles on a global scale. This involves providing the skills, knowledge, and mindset necessary for our graduates to make a positive impact on a broader stage.

"Influential global leaders" suggests that the IIBS institution envisions its alumni contribution significantly to various fields on an international level.

It reflects our commitment to education that goes beyond traditional academic pursuits. It emphasizes the importance of ethics, innovation, and holistic development, with the ultimate aim of producing individuals who can positively influence and lead on a global scale. The educational philosophy of IIBS is to prioritize not only academic excellence but also the development of character and leadership skills in students.

### MISSION

- **To encourage the students with modern education to bring economic emancipation and social transformation.**
- **To provide the resources and opportunities to create global leaders.**
- **To provide holistic approach to prepare the students to grow personally, professionally, socially and emotionally and to make them a complete human being.**
- **To redefine the student's talents to make them successful entrepreneurs and responsible citizens.**
- **To develop great human beings with values and ethics.**

**1. To encourage the students with modern education to bring economic emancipation and social transformation:**

IIBS is committed to providing a contemporary and relevant education. The term "modern education" implies an emphasis on up-to-date knowledge and skills that are applicable in the current economic and social context. The goal of IIBS is not just academic achievement but also to empower students to play a role in bringing about positive changes in both the economic and social spheres. Economic emancipation refers to freeing individuals from economic constraints, possibly by imparting skills that enhance employability or promote entrepreneurship. Social transformation indicates a desire to contribute to positive changes in society.

**2. To provide the resources and opportunities to create global leaders.**

IIBS offers more than just academic instruction to the students. It indicates a focus on providing resources and opportunities beyond the classroom that contribute to the development of leadership skills. The term "global leaders" suggests an intention to prepare students for leadership roles on an international scale. This may involve exposure to global perspectives, international experiences, and leadership development programs, aiming to produce the graduates of IIBS capable of navigating the complexities of a globalized world.

**3. To provide a holistic approach to prepare the students to grow personally, professionally, socially, and emotionally and to make them a complete human being:**

IIBS emphasizes a comprehensive and well-rounded education. The term "holistic approach" indicates a commitment to addressing various dimensions of our student's development. Beyond academic and professional growth, our institution aims to foster personal, social, and emotional development. The goal of IIBS is to produce individuals who are not only successful in their careers but also well-adjusted and emotionally intelligent, contributing to their overall well-being.

**4.To redefine the student's talents to make them successful entrepreneurs and responsible citizens:**

IIBS is committed to identifying and developing each student's unique talents. We focus on entrepreneurship indicates a desire to instill an entrepreneurial mindset, potentially fostering innovation and the ability to create and manage businesses. Simultaneously, our Institute emphasis on responsible citizenship highlights the institution's aim to produce graduates who are not only successful in their individual pursuits but also contribute positively to their communities and society at large.

**5.To develop great human beings with values and ethics:**

Our institution aims to go beyond academic achievements and skill acquisition to cultivate values and ethics in our students. The term "great human beings" suggests an aspiration to develop individuals who contribute positively to humanity, embodying ethical principles and social responsibility.

Our mission statements collectively portray a commitment by the International Institute of Business Study to provide a contemporary and comprehensive education that goes beyond traditional academic boundaries. The IIBS institution aims to shape students into not only successful professionals but also socially responsible, ethically grounded, and well-rounded individuals capable of contributing to the broader economic and social contexts.



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**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
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Bengaluru North - 562157

## 1.2 Program Educational Objectives Statements (PEO) (5) (5)

### From Academic Year 2020- 2024

The purpose of Program Education Objective's (PEOs) to groom students into proficient professional Managers & Entrepreneurs with an ability to learn and acclimatized to national and global corporate environment, A direction towards achieving maintaining high ethical standards. Competence to work effectively and efficiently both individually and in a team. We at IIBS align the curriculum implementation and Teaching-Learning Pedagogy as per the PEOs mentioned in IIBS syllabus using Bloom's taxonomy, Rubrics, CO-PO mapping and measuring etc.

After few years of graduation, the graduates will:

PEO 1	Work effectively in diverse teams, demonstrating strong interpersonal skills and the ability to collaborate to achieve common goals as a member or to lead a team.
PEO 2	Achieve career advancement in the chosen field, taking different roles as a professional in multidisciplinary environment and provide sustainable solutions for the upliftment of society.
PEO 3	Engage in lifelong learning and pursue higher studies and carryout research to understand the development in management and allied areas.

### 1.3 Dissemination among Stakeholders (10) (8)

The Vision, Mission and PEOs of the Institution has a critical importance and its dissemination among all the stakeholders serves multiple vital purposes contributing to the overall communication, transparency, and credibility of our International Institute of Business Study.

This proactive communication serves as a cornerstone for fostering a shared understanding, building a sense of community, and aligning the stakeholders to be involved towards common goals.

**Management:** The dissemination of Vision, Mission and PEO's have been helped in ensuring that management decisions are in line with the institute's Mission, PEO's and long-term Vision.

**Governing Board Members:** It enabled the board members to provide strategic oversight and guidance in accordance with the long-term vision of the IIBS and helped them to hold the institution accountable for achieving its stated objectives and mission.

**Faculty:** It guides the faculty in curriculum development, ensuring that courses align with the educational objectives and mission of the IIBS also enhanced the faculty's understanding of the institute's teaching philosophy, fostering a cohesive and purpose-driven approach in education.

**Support Staff:** It created a sense of unity among support staff by helping them understand how their roles contribute to the broader mission and objectives of the IIBS. It gave the motivation and job satisfaction as support staff could see the bigger picture of their contributions to the success of IIBS.

**Students:** It stated the clear expectations for students regarding the educational experience, values, and skills they are expected to acquire during their academic journey.

**Employers:** It demonstrates how the IIBS aligns with industry needs, making it easier for employers to identify potential talent also offered them insights into the educational objectives, allowing them to assess the quality and relevance of the education provided by IIBS.

**Industry:** This helped to create the collaboration opportunities between the IIBS and industry by showcasing shared values, goals, and the production of PGDM graduates with industry-relevant skills. Encouraged the industry to actively participate in achieving the educational objectives by providing input, support, and potential collaborations.

**Alumni:** It fostered alumni loyalty and support by showcasing the continued success and impact of the IIBS which created a sense of pride as an alumnus.

**Funding Agencies:** It demonstrated to funding agencies how the IIBS goals align with the priorities, increasing the likelihood of securing fundings and helped establishing the accountability for the use of resources by showcasing how funding contributed to achieving the educational Objectives.

The efforts to disseminate the Vision and Mission and PEOs of the Institution have been and are carried out in the following ways.

Print Media	Electronic Media	Display Board	
Institute Prospectus	Institution Website	Chairman's Boardroom	Faculty Rooms
Student Handbook	Display Monitors at Campus	Directors Cabin	Entry at Ground Floor
Alumni Newsletter		Library & Computer Lab	Principal Cabin
College Magazine		First & Second Floor	Classrooms

Institute Prospectus	• All Applicants of PGDM, Parents, Alumni.
Student Handbook	• All PGDM Students and parents.
Alumni Newsletter	• For all The stakeholders.
College Magazine	• Students and all Employees of the Institute.
Placement Brochure	• Employers.
Institution website	• For all Stakeholders.
Display Monitors at Campus	• Students, Faculties, Non Teaching Staff and all Visitors.
Recruitment Flyers	• All Employers.
Display Boards on Prime Locations	• Students, Parents, Employees, Management, Governing board members and all visitors.

- **Institute Prospectus** are given to all applicants of PGDM, parents, alumni to convey the Vision & Mission, Aims & Objectives of the Institution.
- **Student Handbook** are given to all students at the beginning in the orientation program and we IIBS are orienting the students and parents about the Vision and Mission and PEO's of the academic year so that they are clearly informed about the Vision, Mission Statements and PEO's of the Institution.
- **Alumni Newsletter** are published on the official website of IIBS for all stakeholders.
- **College Magazine** helps to convey the Vision, Mission and PEO's and all activities, programs of Institution to **students and employees (Teaching, Non-Teaching) of the Institution.**
- **Placement Brochure** is circulated among the companies to highlight the essence of Vision and Mission for corporates, parents and students.
- Publication of Vision and Mission on **Institution Website** helps all our stakeholders to know about the Institution and its aims and activities.
- **Display Monitors at Campus** used for conveying the Vision Mission and PEO's for students, Teaching, Non-teaching Staff and visitors.
- **Recruitment Flyers** are sent to the recruiters for official invitation emails by placement team which helps them to know the Vision and Mission of the Institute.
- **Vision, Mission and PEO's are Displayed on Boards on Prime Locations and classrooms.**

  
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**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
 #75 Muthugadahalli, Jala Hebbi,  
 Bengaluru North - 562157



## **1.4 Formulation Process of Vision Mission and PEO (15)\_12**

IIBS established the vision and mission through a consultative process involving the stakeholders (students, alumni, parents, professional bodies, faculty, industry, and management) considering the scope for growth of the Institute and future societal requirements.

Formulating vision and mission statements was a pivotal process that shaped the identity, direction, and purpose of our Institute. Vision, Mission statements serve as beacons, guiding the collective efforts of stakeholders toward a common vision of success. In the context of IIBS Institute, the crafting of these statements involves a dynamic and inclusive approach, bringing together faculty, administrators, students, alumni, and industry partners to co-create a Vision and Mission statements that defines the institution's essence.

For IIBS Institute, the significance of these statements lies in their ability to guide strategic decision-making, foster a shared sense of purpose among faculty and students, attract like-minded collaborators, and distinguish the institute in a competitive educational landscape. Well-crafted vision and mission statements align individuals and resources toward common goals, creating a cohesive and impactful organizational culture.

### **The Collaborative Approach of Formulation**

The process of formulating vision and mission statements at IIBS Institute was inherently collaborative. Recognizing that a diverse range of perspectives enriches the outcome, the institute engaged in workshops, brainstorming sessions, and design thinking exercises. Students, alumni, parents, professional bodies, faculty, industry, and management all the stakeholders were actively participate in shaping these statements, ensuring that their expertise contributes to the academic and institutional identity.

This collaborative approach not only captures the collective wisdom of the community but also fosters a sense of ownership among stakeholders. Faculty members, with their deep understanding of educational dynamics, play a crucial role in articulating values, refining language, and ensuring that the statements authentically represent the essence of IIBS Institute.

### **The Formulation Process**

The journey to articulate the vision and mission of IIBS Institute began with forming a Vision, Mission and PEO's Formulation Committee

VISION, MISSION and PEO's Formulation Committee	
Name of the Faculty	Designation
Dr. Tripuraneni Jaggaiah	Director of IIBS
Mr. N.S.R.Murthy	Member Registrar of IIBS
Dr. Samiya Mubeen	Co-Ordinator
Mr. Kuldeep Sharma	Member

#### **Step 1: Identifying Core Values:**

This formulating committee delved into a comprehensive discussion to identify the core values that will serve as the foundation for IIBS Institute. These values included Ethical Integrity, Innovation, Holistic Learning, Nurturing Individual growth, Well-Roundedness and a global leadership. Through consensus-building exercises, the committee refined these values, creating a shared understanding of the principles that will guide the institute.

#### **Step 2: Determining the Vision, Mission and PEO's Statements:**

After identifying the core values of the IIBS. Formulating committee determined the tentative Vision Mission and PEO's Statements.

#### **BOS Meeting 2020(9/3/2020)**

#### **Following are the members of BOS**

SL.NO	NAME	DESIGNATION IN THE COMMITTEE
1	Dr. Tripuraneni Jaggaiah	Chairperson
2	Dr. Samiya Mubeen	Principal (Member)
3	Prof. Padmini	External expert
4	Dr. Chakrapani Gopal	External expert
5	Dr. Mahesh Pavan	External expert

6	Dr. Chetan Bajaj	Industry expert
7	S.V. Jatti	Industry expert
8	Mr. Ravi Kumar VR	Industry expert
9	Mr. Raghvendra	Industry expert
10	Ashwini Gautam	Industry expert
11	Dandu Vamsi Krishna	Alumni
12	Kusum Kumari	Alumni
13	Anurag Sharma	Student
14.	Anshuman Gohain	Student
15.	Dr. Suganaya	Internal expert
16.	Dr. Chaitra	Internal expert
17.	Dr. Krishna Kumari	Internal expert
18.	Dr. Anil Kumar	Internal expert

### **Step 3: Presentation and Discussion of the Vision and mission statements and PEO's**

Following Vision and Mission and program Educational Objectives were Presented in BOS Meeting.

#### **VISION:**

*Vision 1: To develop global leaders by Innovative Management Education to perform globally.*

*Vision 2: To be innovative and acquire holistic learning experiences empowers individuals to embrace a dynamic and ever-evolving business world, fostering creativity and adaptability.*

*Vision 3: To attain global leadership qualities, preparing students to navigate diverse cultures and complexities with a broader perspective.*

*Vision 4: To develop the students as Global citizens, Entrepreneurial mindset & Leadership excellence by providing Innovation, research & high-quality management Education.*

*Vision 5: To nurture skills, a well-rounded human being, emphasizing the development of character, emotional intelligence, and a sense of social responsibility.*

#### **MISSION:**

- 1.To provide learning opportunities to uplift under privileged students.*
- 2.To encourage the students with modern education to bring economic emancipation and social transformation.*
- 3.To provide the resources and opportunities to create global leaders.*
- 4.To provide holistic approach to prepare the students to grow personally, professionally, socially and emotionally to make complete human being.*
- 5.To redefine the student's talents to make them successful entrepreneurs and responsible citizens.*
- 6.To create great human beings with values and ethics.*

**PROGRAM EDUCATIONAL OBJECTIVES:**

- 1. Provides excellent academic environment that ensure students can exhibit high levels of critical thinking, creativity, accountability, teamwork, and leadership in careers*
- 2. Employ entrepreneurial and long-term learning traits to achieve professional success.*
- 3. Exhibit the high degree of skills required to comprehend the global business environment and to assimilate updated information.*
- 4. To uphold moral, ethical, and social norms in both personal and professional lives.*

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Bengaluru North - 562157**

## 1.5. Consistency of PEOs with the Mission (15) 13

### Program Educational Objectives Statements (PEOs)

After few years of graduation, the graduates will:

Academic Year 2020-2023	
PEO 1	Work effectively in diverse teams, demonstrating strong interpersonal skills and the ability to collaborate to achieve common goals as a member or to lead a team.
PEO 2	Achieve career advancement in the chosen field, taking different roles as a professional in multidisciplinary environment and provide sustainable solutions for the upliftment of society.
PEO 3	Engage in lifelong learning and pursue higher studies and carryout research to understand the development in management and allied areas.

### Mission

Mission Statements	
M1	To encourage the students with modern education to bring economic emancipation and social transformation.
M2	To provide the resources and opportunities to create global leaders.
M3	To provide holistic approach to prepare the students to grow personally, professionally, socially and emotionally and to make them a complete human being.
M4	To redefine the student's talents to make them successful entrepreneurs and responsible citizens.
M5	To develop great human beings with values and ethics.

### Consistency of PEO's with Mission Elements

	M1	M2	M3	M4	M5
PEO 1	High	High	High	High	Moderate
PEO 2	High	High	High	High	Moderate
PEO 3	High	High	High	High	Moderate

#### Justification:

1. PEO1 has a **high** correlation with the first Mission element (M1) i.e. demonstrating strong interpersonal skills & ability to achieve common goals as a member or a leader of a drivers team. PEO1 states that IIBS prepares students to work effectively to bring economic emancipation and social transformation by encouraging the students with modern education.
2. PEO1 also has a **high** correlation with the second Mission element (M2) i.e. IIBS providing the resources and opportunities to create a global leader by

demonstrating strong interpersonal skills & developing the ability to achieve common goals and work effectively in a diverse team as a global leaders.

3. PEO1 has a **high** correlation with the third Mission element (M3), since IIBS is demonstrating strong interpersonal skills of students to work them effectively in a diverse team; students are prepared to grow personally, professionally, socially and emotionally to make complete human being
4. PEO1 has a **high** correlation with the fourth Mission element (M4) i.e. IIBS is shaping the talent of the students by demonstrating strong interpersonal skills & developing the ability to achieve common goals and work effectively in a diverse team to make them a successful entrepreneurs and responsible citizens.
5. PEO1 has a **moderate** correlation with the fifth Mission element (M5) i.e. to create great human beings with values and ethics since the values and ethics proposition is not explicitly stated in PEO1 the correlation is referred to as moderate.
6. PEO2 has a **high** correlation with the first Mission element (M1) i.e. achieving career advancement, working as a professional with different roles in a multidisciplinary environment is an encouraging student with modern education. PEO 2 also states that IIBS provides sustainable solutions for the upliftment of society to bring economic emancipation and social transformation by encouraging the students with modern education.
7. PEO2 also has a **high** correlation with the second Mission element (M2) i.e. IIBS is providing the students the opportunities of achieving career advancement to create a global leaders.
8. PEO2 also has a **high** correlation with the second Mission element (M3) i.e. Achieving career advancement, working in multidisciplinary environment and providing sustainable solutions for the upliftment of society is the holistic

approach of IIBS to grow personally, professionally socially and emotionally to the students

9. PEO2 has a **high** correlation with the fourth Mission element (M4) i.e. IIBS is shaping the talent of the students by giving them opportunity for career advancement and different roles in multidisciplinary environment
10. PEO2 has a **moderate** correlation with the fifth Mission element (M5) i.e to create great human beings with values and ethics since the values and ethics proposition is not explicitly stated in PEO2 the correlation is referred to as moderate.
11. PEO3 has a **high** correlation with the first Mission element (M1) i.e lifelong learnings, pursuing higher studies and carryout research these are the key elements of modern education to understand the development in management and allied areas which will bring social transformation.
12. PEO3 also has a **high** correlation with the second Mission element (M2) i.e. IIBS is engaging the students in learnings & research to understand the development in management through Internship and Industrial visits to provide the resources and the opportunities to create the global leaders.
13. PEO3 has a **high** correlation with the third Mission element (M3), i.e. lifelong learnings, pursuing higher studies and providing a research opportunity to students; so that they are prepared to grow personally, professionally, socially and emotionally to make complete human being
14. PEO3 has a **high** correlation with the fourth Mission element (M4) i.e. to become successful entrepreneurs and responsible citizens lifelong learnings, higher studies and research are the important key elements.
15. PEO3 has a **moderate** correlation with the fifth Mission element (M5) i.e to create great human beings with values and ethics since the values and ethics proposition is not explicitly stated in PEO2 the correlation is referred to as moderate.

s







### Vision

To identify, attract, nurture and provide innovative, holistic training experiences that's a true individual into well rounded human beings thereby equipping them to become influential global leaders.



### Mission

To encourage the students with modern education to bring economic transformation (the social transformation), to provide the resources and opportunities to create global leaders. To provide holistic approach to prepare the students to grow personally, professionally, socially and emotionally and to make them a complete human being. To realize the student's talents to make them successful entrepreneurs and responsible citizens. To develop great human beings with honesty and ethics.

Apply Now

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**Where the Best Talents Are Nurtured & Groomed for life status!**



## Invitation to Conduct Campus Recruitment for Graduating Students (2021-22)

### VISION

"To inculcate ethical values and provide innovative, holistic learning experiences that nurture individuals into well-rounded human beings, thereby equipping them to become influential global leaders."

### MISSION

1. To encourage the students with modern education to bring economic emancipation and social transformation.
2. To provide the resources and opportunities to create global leaders.
3. To provide holistic approach to prepare the students to grow personally, professionally, socially and emotionally and to make them a complete human being.
4. To redefine the student's talents to make them successful entrepreneurs and responsible citizens.
5. To develop great human beings with values and ethics.

### About IIBS

International Institute of Business Study, Bengaluru in India where modern thoughts are supported and more up to date disclosures made. Built up in 2008, IIBS cultivates learning and inventiveness with the proverb of "Be a light to the world"

To guide advancement, and subsequently form youthful minds, IIBS has courses PGDM - driven by master academicians. IIBS offers a Post-Graduate programs.

Over the years, our students have succeeded in consolidating the placement of the leading organization, including:



Therefore, we welcome you to work with us as a RECRUITING PARTNER to drive positive change worldwide for the next generation.

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 #75 Muthugadahalli  
 Bangalore North - 562157

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Best Talents  
Are Nurtured  
& Groomed  
for life status!

## Invitation to Conduct Campus Recruitment for Graduating Students (2022-23)

### VISION

"To inculcate ethical values and provide innovative, holistic learning experiences that nurture individuals into well-rounded human beings, thereby equipping them to become influential global leaders."

### MISSION

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so on .....

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## Where the Best Talents Are Nurtured & Groomed for life status!



### Invitation to Conduct Campus Recruitment for Graduating Students (2023 - 24)

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Over the years, our students have succeeded in consolidating the placement of the leading organization, including:



so on .....

Therefore, we welcome you to work with us as a RECRUITING PARTNER to drive positive change worldwide for the next generation.

# Vision Mission Formation Form

Dear Stakeholders,

Your feedback and inputs are valuable in the process of framing Vision and Mission statements of IIBS. Kindly support by providing your response.

Email \*

namrathanimmi77@gmail.com

Name of the Respondent \*

Namratha

Stakeholder \*

- Parents
- Students
- Alumni
- Faculty
- Industry Person

Email ID of the Respondent \*

namrathanimmi77@gmail.com

Choose some values for formation of Vision & Mission Statements for IIBS \*

- Global Leadership
- Innovation
- Nurturing Individual Growth
- Well Roundedness
- Holistic Learning
- Ethical Integrity
- Excellence
- Great Human Beings

State your suggestions in framing Vision and Mission Statement for IIBS

Develop plans that help them to achieve those goals

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# Vision Mission Formation Form

Dear Stakeholders,

Your feedback and inputs are valuable in the process of framing Vision and Mission statements of IIBS. Kindly support by providing your response.

Email \*

chandanasgowda116@gmail.com

Name of the Respondent \*

Chandan A S

Stakeholder \*

- Parents
- Students
- Alumni
- Faculty
- Industry Person

Email ID of the Respondent \*

chandanasgowda116@gmail.com

Choose some values for formation of Vision & Mission Statements for IIBS \*

- Global Leadership
- Innovation
- Nurturing Individual Growth
- Well Roundedness
- Holistic Learning
- Ethical Integrity
- Excellence
- Great Human Beings

State your suggestions in framing Vision and Mission Statement for IIBS

The college should concentrate on the skillful development of students and Placements.

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# Vision Mission Formation Form

Dear Stakeholders,

Your feedback and inputs are valuable in the process of framing Vision and Mission statements of IIBS. Kindly support by providing your response.

Email \*

kvarunk335@gmail.com

Name of the Respondent \*

Varun Kumar K

Stakeholder \*

- Parents
- Students
- Alumni
- Faculty
- Industry Person

Email ID of the Respondent \*

kvarunk335@gmail.com

Choose some values for formation of Vision & Mission Statements for IIBS \*

- Global Leadership
- Innovation
- Nurturing Individual Growth
- Well Roundedness
- Holistic Learning
- Ethical Integrity
- Excellence
- Great Human Beings

State your suggestions in framing Vision and Mission Statement for IIBS

NA

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Email \*

ammulavanya087@gmail.com

Name of the Respondent \*

Lavanya N

Stakeholder \*

- Parents
- Students
- Alumni
- Faculty
- Industry Person

Email ID of the Respondent \*

ammulavanya087@gmail.com

Choose some values for formation of Vision & Mission Statements for IIBS \*

- Global Leadership
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State your suggestions in framing Vision and Mission Statement for IIBS

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Email \*

venugowda13.8.2@gmail.com

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Venu C A

Stakeholder \*

- Parents
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- Alumni
- Faculty
- Industry Person

Email ID of the Respondent \*

venugowda13.8.2@gmail.com

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- Nurturing Individual Growth
- Well Roundedness
- Holistic Learning
- Ethical Integrity
- Excellence
- Great Human Beings

State your suggestions in framing Vision and Mission Statement for IIBS

No

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- Students
- Alumni
- Faculty
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Email ID of the Respondent \*

manitejaprasad@gmail.com

Choose some values for formation of Vision & Mission Statements for IIBS \*

- Global Leadership
- Innovation
- Nurturing Individual Growth
- Well Roundedness
- Holistic Learning
- Ethical Integrity
- Excellence
- Great Human Beings

State your suggestions in framing Vision and Mission Statement for IIBS

This form was created inside of IIBS-International Institute of Business.

Google Forms

*V. Jany*

**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
#75 Muthugadahalli, Jala Hobli,  
Bengaluru North - 562157



# Vision & Mission Feedback form

Dear Stakeholders,

Your feedback for Vision, Mission statements and Program Educational Objectives are valuable for us. Kindly respond.

Email \*

ghodkeshrusti@gmail.com

Name of the Respondent \*

SHRUSTI GHODKE

Email Id \*

ghodkeshrusti@gmail.com

Select the Stakeholder \*

- Parent
- Student
- Faculty
- Industry Person
- Alumni

Choose the appropriate Vision Statement for IIBS \*

- "To cultivate ethical values and provide innovative, holistic learning experiences that nurture individuals into well-rounded human beings, thereby equipping them to become influential global leaders."
- "To cultivate ethical values entrepreneurial mindset that nurture individuals into well-rounded human beings, thereby equipping them to become influential global leaders."

Choose the appropriate Mission Statement for IIBS \*


- 1.To provide learning opportunities to uplift under privileged students.
- 2.To encourage the students with modern education to bring economic emancipation and social transformation.
- 3.To provide the resources and opportunities to create global leaders.
- 4.To provide holistic approach to prepare the students to grow personally, professionally, socially and emotionally to make complete human being.
- 5.To redefine the student's talents to make them successful entrepreneurs and responsible citizens.
- 6.To create great human beings with values and ethics.

*Following are the Program Educational Objectives*

- 1. Provides excellent academic environment that ensure students can exhibit high levels of critical thinking, creativity, accountability, teamwork, and leadership in careers*
- 2. Employ entrepreneurial and long-term learning traits to achieve professional success.*
- 3. Exhibit the high degree of skills required to comprehend the global business environment and to assimilate updated information.*
- 4. To uphold moral, ethical, and social norms in both personal and professional lives.*

**Comment on the above Program Educational Objectives**

Education quality should be improved.

  
**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
#75 Muthugadahalli, Jala Hobli,  
Bengaluru North - 562157

# Vision & Mission Feedback form

Dear Stakeholders,

Your feedback for Vision, Mission statements and Program Educational Objectives are valuable for us. Kindly respond.

Email \*

chandanasgowda116@gmail.com

Name of the Respondent \*

Chandan A S

Email Id \*

chandanasgowda116@gmail.com

Select the Stakeholder \*

- Parent
- Student
- Faculty
- Industry Person
- Alumni

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- 3. Exhibit the high degree of skills required to comprehend the global business environment and to assimilate updated information.*
- 4. To uphold moral, ethical, and social norms in both personal and professional lives.*

**Comment on the above Program Educational Objectives**

The college should provide more entrepreneurial skill development program to students.

# Vision & Mission Feedback form

Dear Stakeholders,

Your feedback for Vision, Mission statements and Program Educational Objectives are valuable for us. Kindly respond.

Email \*

lc5035331@gmail.com

Name of the Respondent \*

Lalitha.C

Email Id \*

lc5035331@gmail.com

Select the Stakeholder \*

- Parent
  - Student
  - Faculty
  - Industry Person
  - Alumni
-

Choose the appropriate Vision Statement for IIBS \*

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- 4. To uphold moral, ethical, and social norms in both personal and professional lives.*

**Comment on the above Program Educational Objectives**

It's should be change proper education

  
**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
#75 Muthuram Road, Jata Hobli,  
Benaru, Jember - 562157

**DIRECTOR  
OF BUSINESS STUDY  
INTERNATIONAL INSTITUTE**  
#75 Muhiungpadahalli, Jang Haha,  
Bengaluru North - 562157

*Vijay*

**VISION**  
- 1111 -  
**MISSION**  
- 1111 -



DIRECTOR  
OF BUSINESS STUDY  
INTERNATIONAL INSTITUTE  
Bengaluru North - 562157  
#75 Munnabagahalli  
Kata Hobi.

*A Jan*

**MISSION**

**at IIBS**

- 1. To leverage the students with various resources in being successful in their careers.
- 2. To provide the students with the necessary skills and knowledge to be successful in their careers.
- 3. To provide the students with the necessary skills and knowledge to be successful in their careers.
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**VISION**

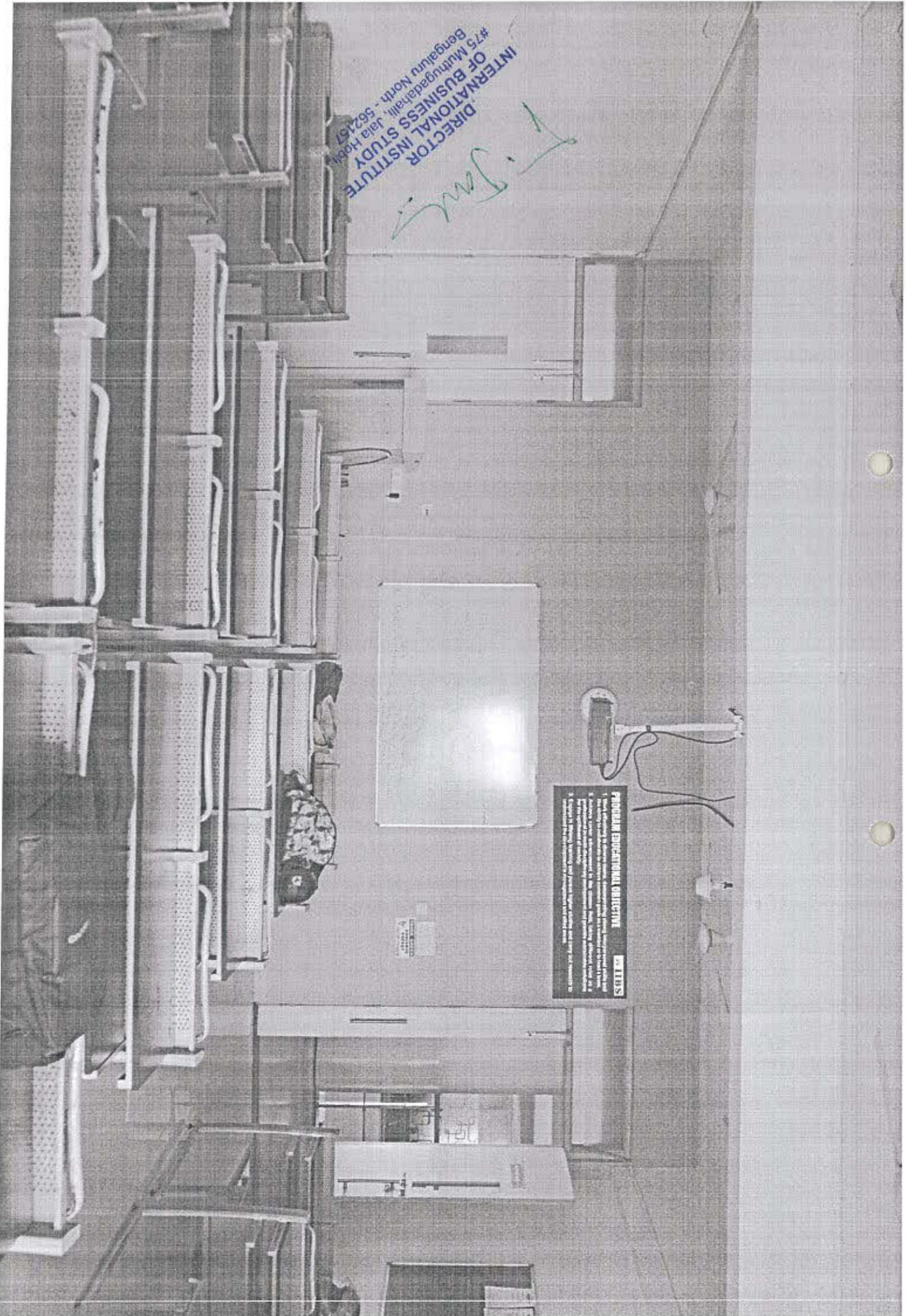
**at IIBS**

To provide the students with the necessary skills and knowledge to be successful in their careers.





*T. J. Jones*  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muhiyugadaihalli,  
Jala Hobli,  
Bengaluru North - 562167



**PROGRAM EDUCATIONAL OBJECTIVE** **PEOs**  
1. Graduates will demonstrate the ability to apply their knowledge in the field of business to solve real-world problems.  
2. Graduates will demonstrate the ability to communicate effectively in written, oral, and visual forms.  
3. Graduates will demonstrate the ability to work in a team and to take initiative in the workplace.  
4. Graduates will demonstrate the ability to learn from experience and to apply this learning to new situations.  
5. Graduates will demonstrate the ability to use information technology to enhance their learning and professional development.

DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugadahall, Jala Hoah  
Bengaluru North - 562157

*T. J. S.*

**PROGRAM EDUCATIONAL OBJECTIVE (PEOs)**

1. Graduates will have the ability to identify, analyze and solve problems in a variety of contexts.
2. Graduates will have the ability to communicate effectively in written, oral and digital forms.
3. Graduates will have the ability to work in teams and to exhibit leadership skills.
4. Graduates will have the ability to apply their knowledge to solve real-world problems.
5. Graduates will have the ability to learn independently and to engage in lifelong learning.

IIBS

Whiteboard with text:

1. Identify the problem  
2. Analyze the problem  
3. Develop a solution  
4. Implement the solution  
5. Evaluate the solution

Notice board with various papers and notices.



**DIRECTOR**  
**OF BUSINESS STUDY**  
**INTERNATIONAL INSTITUTE**  
#75 Multitugadattail, Jaja Hobli,  
Bengaluru North - 562157

*Manjushri*



**MISSION**

**IIBS**

Our objective is to achieve high quality education to our students. We are committed to providing a world class education to our students. We are committed to providing a world class education to our students. We are committed to providing a world class education to our students.

**VISION**

**IIBS**

To provide quality education and provide knowledge, skills and leadership to our students. We are committed to providing a world class education to our students. We are committed to providing a world class education to our students.

**IIBS**

**Dr. MANJUSHRI JANARDAN YADAV**  
MBA, Ph.D.  
**ASSISTANT PROFESSOR**



1113  
Lamp - First Floor

DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muhiyuddinahalli, Jala Hobil,  
Bengaluru North - 562157

*V. J. Sankar*



1. To encourage the students with modern education to bring economic emancipation and social transformation.
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3. To provide holistic approach to prepare the students to grow personally, professionally, socially and emotionally and to make them a complete human being.
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5. To develop great human beings with values and ethics.

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IIBS

# VISION

"To inculcate ethical values and provide innovative, holistic learning experiences that nurture individuals into well-rounded human beings, thereby equipping them to become influential global leaders."

IIBS

DATE	TIME	PLACE	PERSON
10/10/2018	10:00 AM	101	DR. S. S. SURESH
10/10/2018	11:00 AM	101	DR. S. S. SURESH
10/10/2018	12:00 PM	101	DR. S. S. SURESH
10/10/2018	1:00 PM	101	DR. S. S. SURESH
10/10/2018	2:00 PM	101	DR. S. S. SURESH
10/10/2018	3:00 PM	101	DR. S. S. SURESH
10/10/2018	4:00 PM	101	DR. S. S. SURESH
10/10/2018	5:00 PM	101	DR. S. S. SURESH

EMERGENCY  
CONSERVE  
ENERGY



DIRECTOR  
OF BUSINESS STUDY  
INTERNATIONAL INSTITUTE  
#75, Muthugadaha Halli, Jala Hobli,  
Bengaluru North - 562157

*Prasanna*

IIBS  
REPROGRAPHIC  
SERVICE



DIRECTOR  
OF BUSINESS STUDY  
INTERNATIONAL INSTITUTE  
#75 Muthugadahaalli, Jala Hobli,  
Bengaluru North - 562157

*V. Janak*



"To inculcate ethical values and provide innovative, holistic learning experiences that nurture individuals into well-rounded human beings, thereby equipping them to become influential global leaders."



TIBS  
SECOND FLOOR

DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Mutiara North - 552157  
Bengaluru North - 552157

*T. J. J. J.*



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DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muhrugadahaill, Jala Hobli,  
Bengaluru North - 562157

*V. Jagan*



**VISION**

**IIBS**

"To inculcate ethical values and provide innovative, holistic learning experiences that nurture individuals into well-rounded human beings, thereby equipping them to become influential global leaders."

THINK GREEN  
CONSERVE  
ENERGY  
Save our Planet



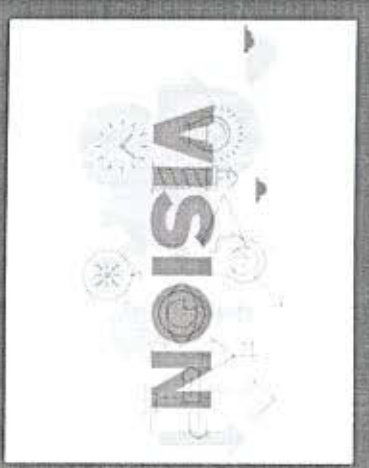


**INTERNATIONAL INSTITUTE  
OF BUSINESS STUDIES**  
#75, Muthugadahaalli, Bangalore,  
North Jala Hobli, Bangalore - 562157  
EXISTING APPROVAL COURSE OF MBA

Year	Sanctioned Intake	No. of Admissions
2016	60	38
2017	60	41
2018	60	58
2019	180	90
2020	180	104
2021	180	164
2022	180	180

**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
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Bengaluru North - 562157

*T. Sankar*



"To inculcate ethical values and provide innovative, holistic learning experiences that nurture individuals into well-rounded human beings, thereby equipping them to become influential global leaders."



**THINK GREEN**  
CONSERVE  
ENERGY  
Save Off The Grid

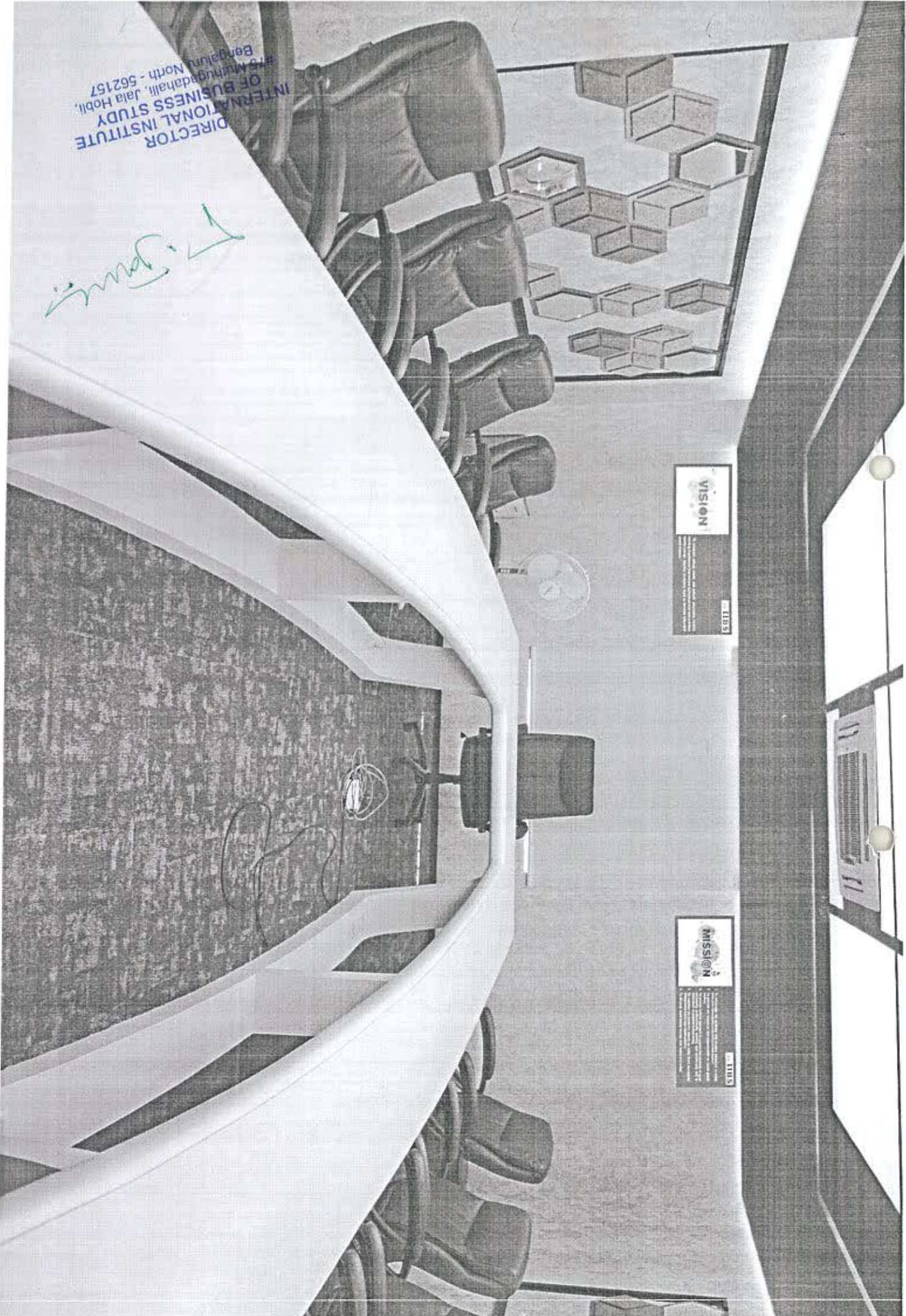


DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muhiyudhahalli, Jaja Hobli,  
Bengaluru North - 562157

*T. Jagan*

**VISION**  
The Institute's vision is to provide quality education and research in business studies to the students of the world.  
1183

**MISSION**  
The Institute's mission is to provide quality education and research in business studies to the students of the world.  
1183

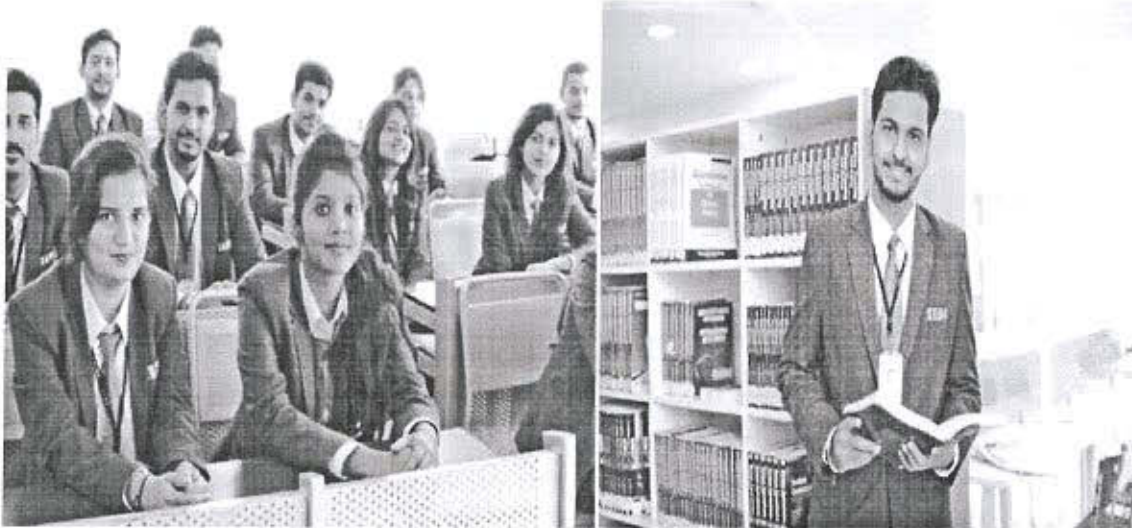




# IIBS



## APPROVED BY AICTE



Student Hand Book – 2022-24 Batch

# PROFESSIONAL KIT - PGDM

**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
#75 Muthugadahalli, Jala Hobli,  
Bengaluru North - 562157

### About International Institute of Business Study (IIBS)

**International Institute of Business Study (IIBS)** has established itself as one of the premium management institutes. It employs supreme education methodologies raising the standards of management education on par with excellence. **Srimati B. Devi Educational & Charitable Trust**  
In the year 2001, The Srimati B. Devi Educational & Charitable Trust was founded by a well-acclaimed educationist, **Dr. Jay Prakash**. The foundation of one of the most prestigious B-School in India, the International Institute of Business Study (IIBS), was laid by this trust. Bangalore is a highly competitive city with a huge plethora of top B-schools in the country. Dr. Jay Prakash was highly enthusiastic and committed to excellence, he believed that IIBS will reach its zenith resulting from global work culture practiced in Bangalore.

At this juncture, it becomes important to provide competent and dynamic education structure and stay one step ahead of rest of the B-Schools. We, at IIBS make sure to inculcate the global work culture and its principles in our courses in order to better equip our students with adaptive skills, adequately competent to tackle both, intellectual and practical challenges during their career.

### *Our Vision*

"To inculcate ethical values and provide innovative, holistic learning experiences that nurture individuals into well-rounded human beings, thereby equipping them to become influential global leaders."

### **Our Mission**

- TO ENCOURAGE THE STUDENTS WITH MODERN EDUCATION TO BRING ECONOMIC EMANCIPATION AND SOCIAL TRANSFORMATION.
- TO PROVIDE THE RESOURCES AND OPPORTUNITIES TO CREATE GLOBAL LEADERS.
- TO PROVIDE HOLISTIC APPROACH TO PREPARE THE STUDENTS TO GROW PERSONALLY, PROFESSIONALLY, SOCIALLY AND EMOTIONALLY AND TO MAKE THEM A COMPLETE HUMAN BEING.
- TO REDEFINE THE STUDENTS' TALENTS TO MAKE THEM SUCCESSFUL ENTREPRENEURS AND RESPONSIBLE CITIZENS.
- TO DEVELOP GREAT HUMAN BEINGS WITH VALUES AND ETHICS.

After few years of graduation, the graduates will:

<b>PEO 1</b>	Work effectively in diverse teams, demonstrating strong interpersonal skills and the ability to collaborate to achieve common goals as a member or to lead a team.
<b>PEO 2</b>	Achieve career advancement in the chosen field, taking different roles as a professional in multidisciplinary environment and provide sustainable solutions for the upliftment of society.
<b>PEO 3</b>	Engage in lifelong learning and pursue higher studies and carryout research to understand the development in management and allied areas.



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Bengaluru North - 562157

### Contents

<b>SL. No</b>	<b>Particulars</b>	<b>Page No</b>
1	Highlights Of the Course	
2	MOM Program	
3	Curriculum	
4	Anti-Ragging and Discipline Committee	
5	Dress Code	
6	Do's And Don'ts	
7	Equal Opportunity Cell	
8	Scheme of Examination	
9	Calendar of Events	
10	Professional Developmental Activities	
11	Placement Process	
12	Internship Guideline	
13	Project Guideline	
14	Placement Guideline	
15	IIBS Ensuring Success Methodologies	

# Highlights of the Course

## The Post Graduate Diploma in management (PGDM)

PGDM is two-year, full-time program. During the two years of PGDM, the student will receive academic inputs in two parts, namely, the *Compulsory* package and the *Elective* package. Distinct objectives will be served by each package. Largely, the compulsory package will be in the first year and the elective packages would be in the second year. The input of the compulsory package is essential for all managers. The overlap between the compulsory package and the elective package will be minimal. The main objective of the PGDM is to groom students into competent professional managers with:

1. A capacity to learn and adapt to national and international environment.
2. An orientation towards achieving excellence, maintaining high ethical standards
3. A capacity to work effectively and efficiently, both individually and in-groups.

The Compulsory package occupies approximately 60-65% of the total curriculum, which includes several organization-based projects. The aim of the

compulsory package is to provide students with the fundamental knowledge, skills and techniques, contextual understanding, and overall perspective, necessary for general management. Compulsory coursework will provide broad training to students that will help them in career flexibility and mobility. It will also help them move towards general management positions where the challenges and the contributions may be the greatest.

The mixture of compulsory and elective courses will help the students to develop an in-depth understanding of the interrelationships crucial to successful business management.

This will enable them to be more effective in their jobs while being sensitive to the issues and challenges confronting people in the other parts of the organization.

In the second year, students will get a deeper understanding of areas of their interest through a package of elective courses. Second year students may choose to concentrate on particular topics or areas of their interest. Since most of the students

are likely to start their careers in one of the functional areas, the specialization in the second year helps build the special skills required for those areas. Typical concentrations will be; finance, human resources management, information technology, international business, marketing, operations management, and strategy. There may be a few compulsory courses in the second year. The second-year courses will have high project components so that students get more practical exposure. The aim of the first year curriculum and the core courses in the second year is to provide students with the

fundamental skills and techniques necessary for any manager.

### **Pedagogy**

Institute uses a combination of various teaching methods such as cases, projects, independent studies, computer aided instructions, group discussions, lectures, seminars, presentations by students, and lectures by guest speakers from industry and government. The *case method* is generally seen as a most effective tool, and it should be included as part of the curriculum design as far as possible. This sharpens analytical skills of students and helps analyze problems from multi-functional perspectives.

## **KEY FEATURES:**

### **➤ Experiential Learning**

Experiential Learning (EL) is one of the concepts of the Post-Graduate Program. It is similar to "learning from the field". In the process, students get a feel of organizational reality: what it is, how it works, and the relationship between diverse functions. students are able to relate classroom teaching to organisational life. To that extent, the so-called gap between theory and reality is bridged. EL has two components: Industrial Exposure in the first year, and Summer Training at the completion of the first year.

### **➤ Industrial Exposure:**

The objective is to provide students early real-life exposure of organisations and to enrich the learning experience through simultaneous inputs from theory and practice. During the first year, the students are taken on guided tours to organisations of different types in the locality. These visits give them an exposure to the complexity of management. It also highlights the relevance of some of the management concepts in different organisational settings.



➤ **Summer Internship Training:**

Each student would work with an organization, on a project for a period of a minimum of 8 weeks at the end of first year. The objective is to allow students, intense day-to-day interaction with organizations. Internships Training would provide exposure to the student to working of an organization in the real life setting. It would also help students to develop managerial skills and competencies, and facilitates an informed career choice by the students.

➤ **Information Technology Orientation**

In the era of digital space, the intensive use of information technology for the curriculum is one of the salient features of the program. Information Technology is playing an ever-increasing important role in business and education. Therefore, acquisition and processing of a large volume of diverse information for managerial decision-making, through extensive use of computers, has become the order of the day. IIBS prepares the students to take up the above challenge. They are required to make intensive use of IT applications during program. Efforts will be on towards progressive use of multimedia in the classroom and integrating IT in the day-to-day

functioning of the program through Intranet internet.

➤ **Dissertation**

Dissertation is an important value addition to the PGDM course. The writing of the dissertation simultaneously checks the ability of students to prepare a comprehensive and in-depth report. The dissertation is a research-based capstone subject, which is intended to further stimulate intellectual curiosity and hone the analytical skills of students as well as inculcate in them the rigor and discipline required to tackle and solve complex problems in industry. It is deliberately timed towards the end of the course as the student is meant to draw on input received in all disciplines while writing the dissertation

➤ **Market Vibes: Market Research**

Market Vibes is a group activity conducted by the students to check, how to ascertain the demand for any product/service in the existing market. Keeping this key issue and its awareness before entering corporate students will be made to take up systematic approaches to find the demand and supply for any product/service.

➤ **Success Winds: Financial Acumen Skills**

Success Winds is a real-time activity ensuring future corporate executives to build financial acumen. This will enhance their ability to take quick decision through apt judgment in relation with financial aspects of a business. Financial skills imparted include core financial concepts and streamlining processes such as budgeting, forecasting and reporting.

➤ **Avishkar: New Product Launch**

New Product Launch is the part of Current Events programme in which students present the launch of a new product with the help of a power point presentation. Product knowledge in this ever changing world is a must for all the management students who are venturing into corporate field.

➤ **Emerge: Mergers & Acquisitions**

Mergers and Acquisitions are the strategic decisions made by the top level management. Students are given an insight into those decisions in present day scenario. Corporate case studies in mergers and acquisitions are discussed in depth and the decisions taken by the top-brass managers are

analysed for a thorough knowledge of the strategy.

➤ **Synergofocus: Collective Bargaining**

Synergofocus is a means to achieve win-win situation in any kind of business transaction for the benefit of both the parties. Role-plays depicting the collective bargaining are enacted to bring home the real impact of the concept. This helps the student to face the real time corporate situation and find a suitable solution.

➤ **Investoprogress: Investment Planning**

Investment Planning aims at investing the surplus funds of an organization in those ventures where optimum gains are expected. Investoprogress prepares the students to take up corporate challenges in investing the funds in lucrative and high yielding areas thereby maximizing the wealth of the investors.

➤ **Talent Exhibition: Management Fests**

Management Fests are held in all Business Schools to hone the skills of the students in their respective specialization by arranging

competitions like Best Managers etc., These fests give ample of opportunities to exhibit their curricular and extra-curricular talents and get prizes in different areas like singing, dancing, skits etc.,

➤ **NP Conversions: Non-Performer to Performer Conversion**

NP Conversion process identifies non-performing and under-performing students and gives them adequate drills to equate them with the performers over a period of time. For getting 5 lakhs package, it is necessary for them to be the best performers in all the areas of knowledge and skills. For management students it is necessary to perform at their optimum.

➤ **Faculty Mentoring**

The core strength of IIBS is its care and concern for every individual student, which in turn is reflected through the mentoring that the faculty takes up right from the day of admission. Every student has the freedom, liberty, and the parental touch for their professional growth. This facility is flexible, and the faculties are available for every student at the point of need. The IIBS faculty team has a systematic, professional program designed to get the student

community together for a harmonious understanding.

IIBS is truly an international community as represented by its Indian and foreign students who are encouraged to exchange, and learn about the Global village into which they are groomed by the faculty. IIBS understands the demands of the Corporate, and the dreams of a student. The challenge that the faculty team takes up is to keep itself updated with the latest happenings, and ensure that every student matches to their dream, and meets the corporate demand.

➤ **Alumni Mentoring**

A family is a family provided the roots are not forgotten. The value of togetherness and belongingness is preached by practice at IIBS. The pulse of the generation is best known only to the same generation. The IIBS family can be found together always, with the Alumni interacting with the current batch of students as per the disciplined schedule.

The experience, tips & tricks, culture, communication, success stories of the corporate is shared by the Alumni to inspire, guide, and counsel the students with practicality as the base of thought.

To begin with there are groups formed under each Alumni member, schedules are drawn to interact, and involve for the future. IIBS ensures the sanctity of mentoring where the interaction is comfortable, has enough freedom of expression, has the professional environment with a personal touch.

➤ **Placement Mentoring**

Mentoring is a smart use of resources, connecting students for support, learning and networking as they move through their university experience and enter working life. Also it prepares students for successful entry into the corporate world. We provide guidance and directions so that students can carry out assigned tasks as well observe and participate in the work of an organization. Assisting the student in creating and articulating concrete objectives and activities related to the placements, providing constructive feedback to students on topics related to the student development.

These development programs connect and enhance a student's networks to provide them with better tools for their job search. By matching students to a mentor in their field of study, students can get a better understanding of the

career paths and resources available to them, as well as receive resume and job advice from professionals within their desired professions.

➤ **Incubation Cell**

Incubation cells are designed to accelerate the growth and success of entrepreneurial acumen in students through an array of business support resources and services that include physical space, knowledge base, capital, training, common services, and networking connections. The goals to help create and grow young brains by providing them with necessary support and financial and technical services. Incubators provide numerous benefits to students to startup their own businesses. In the business incubation cell the business plan submitted by the student will be reviewed by a screening committee to determine whether or not it meets the criteria for acceptance.

IIBS Incubation Cell (IIC) coordinates and leverages the synergies in various fields of excellence driving innovation and entrepreneurship at IIBS, Bangalore. It consists of cutting edge research and industrial interactions needed for start-ups. IIC aim to be the hub of interesting and high impact ventures in the social, educational, commercial and other domains and hopes to bring forth a revolution in how hat students

learn and achieve while in college. IIC supports Students, Faculty, Staff & Alumni of IIBS and External entrepreneurs in creating successful Technology ventures and translates benefits to the society at large.

#### ➤ **Research Culture**

The Research Culture is the Structure that allows us to understand and evaluate the research activity. In IIBS, the culture is that structure, the cultural structure based around the behaviour of the staff and students that allows us to transfer the knowledge gained through this systematic process to our students. We pass on this knowledge to our students in the context of today, not yesterday, but today, along with the ability to analyse the evidence in the context of tomorrow.

We have long fostered the culture 'Thinking Big'. Our academia and students have been encouraged to move beyond traditional boundaries and exceed expectations. This makes IIBS to make world-changing research and discoveries by imparting Research Culture to the students. We have a clear vision of what we want our research to achieve and how we will help our researchers make it happen. The students from day one are encouraged

with mini live projects which culminate at the incubation cell into full-blown start-ups.

#### ➤ **Stock Market Programme**

IIBS provides stock market programme which enables the students to grab lucrative careers in the financial industry like Capital Market- broking Firms, Mutual Funds, Forex, Commodity, Investment Banking and Commercial Banking. IIBS has trading simulation, training provided to obtain NSE certification in capital market, Derivatives module, Depository Module, Option trading, Equity research, Financial Modelling, commodity, currency, technical analysis, fundamental analysis and Mutual Fund. We also provide platform to take up the certifications from NSE National Stock Exchange. We have real time personal financial planning session which enables the students to prepare financial plan for individuals. In IIBS students not just study finance they implement and use it.

#### ➤ **Industrial Visit**

The faculty members and staff of IIBS (Bangalore) are known for their out-of-the-box teaching and pedagogy methods. You will visit many industries as an integral part of management studies. One such programme, the industrial visit focuses on preparing the participants to learn about the day-to-day workings of a particular

industry and understand its operational issue. The glimpse of the industry gives practical exposure in real time, and helps to understand management operations to great extent. The programme also helps to keep students abreast with the current management practices followed by such organizations and acquire trades that the industry demands of them. You also get an opportunity to interact with the executives of the companies and receive practical inputs.

#### ➤ **Industry Interface**

Management education and industry plays a very important role in the economic growth of the country. One thing to listen to lectures about building and managing business, it is quite another learning experience to listen to senior executives speak of their experience of business building. A lecture cum interaction of an executive with students at IIBS is like bring the industry to the classroom. It helps to cultivate mutually beneficial and lasting relationships with one another. This creates a platform for the students to interact with the corporate as well gives the Institute an opportunity to showcase the students to them.

#### ➤ **National Service Scheme: NSS**

National Service Scheme, under the Ministry of Youth Affairs & Sports Govt. of India, popularly known as NSS was launched in Gandhiji's Birth Centenary Year 1969, in 37 Universities involving 40,000 students with primary focus on the development of personality of students through community service.

#### ➤ **Corporate night**

Corporate Night is an incredible evening of learning activity based upon management event where student will develop management skills, networking, singing throughout the evening. Student experience first-hand the transformation of student life into an exponential corporate person.

#### ➤ **Sports**

Sports play a crucial role in the all-round development of a student. When effective pedagogic practices from one part of good education, sports enable students to lead a life of fitness and sharpen their competitive spirit. In the contemporary world of teamwork, quick decision making, and effective maneuvering, sporting activities provide multi-layered skills to succeed in the world.

### **Intercollegiate fest**

The intercollegiate Fest is a management-oriented event that gave a platform for the students to share knowledge and also help them showcase their managerial, leadership and entrepreneurial skills through interaction and innovation. The event targeted both PGDM students from various specializations and streams across the colleges. The theme for the Fest this year was “Interact, Innovate & Inspire”

### ➤ **Professional Certification Program**

The Professional Certification Program offers you the ability to earn credentials to demonstrate your expertise. It is designed to validate your skills and capability to perform role-related tasks and activities at a specified level of competence. The achievement of a Professional Certification demonstrates to your colleagues and employers your expertise. Provide a reliable, valid and fair method of assessing skills and knowledge. Develop a worldwide community of highly skilled certified professionals who recommend, sell,

service, support. Professional Certification program has a complete range of certifications, from entry-level to advanced, that include many different job roles to suit your professional needs.

### ➤ **Business simulation**

Business simulations provide an interactive learning experience that requires participants to apply what they have learned in a business training event in a robust, risk-free environment. Participants build relevant skills, improve conceptual knowledge, and gain a better appreciation of business strategy and the systems of business management in order to build skills and improve performance.

### ➤ **Digital marketing**

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and their websites to connect with current and prospective customers.

# Students Clubs

## Finance Club:

*IIBS – FINWIZ*

*-A financial hub*

*"Someone's sitting in the shade today because someone planted a tree a long time ago."*

**-Warren Buffet**

The Finance club will help IIBS students who are interested in pursuing a career in the finance industry. Throughout the academic year, the club organizes lectures conducted by professionals from the finance sector who are willing to share their experience and provide beneficial career advice to the participants.

## Vision of Finance Club

Evolving each student through practical experience to understand the application of theory to practice and providing an awareness of real corporate world.

## Objective of Finance Club

- To experience both theory and practical corporate culture in finance department
- To provide the platform that will bridge gap between the corporate and academic with respect to finance

## Finance Club Activities & Events

- Budget analysis
- Railway budget analysis
- Mergers and Acquisition
- Angel investment and Venture Capital
- Corporate Finance (CF)
- Investments Portfolios (IP)
- Derivatives (DRV)
- Mutual Funds
- Dummy Trading and IPOs
- Awareness on Financial Products
- Students Presentations on Financial Concepts
- Case Analysis



#### **Value Add course:**

- **NSE (National Stock Exchange) course for specializing in Stock & trading, a certificate course being conducted by NSE.**
- ***MCX Certified Commodity Professional (MCCP)*** The Training and Education Department of MCX focuses on in Commodity market, Risk management in the derivatives market, futures and options in derivative exchange.

#### **The Marketing and Research Club:**

The Marketing and Research Club is dedicated to providing students with practical experiences and opportunities in the field of marketing & Sales, market research and big data, allowing members to further their market research skills and better prepare for a professional career in the field. To understand a feel of what happens in the market and what they learn is relevant from the real-world perspective The Marketing and Research Club would provide insights on business, something that needs the aid of practical examples, showcasing real-world applications of concepts goes a long way in facilitating learning. The Marketing & Research Club would bridge the gap by inviting people from the industry and academia to share insights on an emerging area of marketing. The club would organise discussions on topics like Neural marketing and Digital marketing by inviting practicing manager/experts explore the career possibilities in marketing and sales.

Together, these activities would the members an opportunity to network, build leadership and teamwork skills, and experience a learn-by-doing practical approach to market research. Involvement in the Marketing and Research Club activities helps prepare students for a future in market research and improves their ability to generate customer insight, shape marketing decisions, and move forward in companies.

#### **Few of the activities planned are:**

- Inviting guest speakers from the industry
- Discussions from industry leader to get Sales and Distribution Insights
- Competing in national and local market research competitions
- Organizing market research workshop
- Providing professional service to small & medium businesses

- To do research to explore alternate uses of product to reach out to new consumers.
- To develop creative media advertising using electronic media, internet, videos.

### **H R Club**

HR club in IIBS has been a dream comes true for the HR domain people. This HR club has been evolved out of numerous ideas and hard work of many people. A club can be created easily but sustaining and growing with time is a difficult task. A club would be proving to be an effective one only when it serves the purpose of its creation and existence and also brings about sustainable development of all its stakeholders i.e. provides benefits to all. The Human Resources Club at IIBS revolves around imparting knowledge on current HR trends, news and practices, and equipping students with skills that compliment concepts taught in classrooms. This is done through various activities such as debates, quizzes, role plays, guest lectures and the like.

The HR Club also gives members the opportunity to suggest and organize events and display their genius in handling difficult scenarios through various initiatives.

Among the Club's initial set of events, was an HR-round table conference, a first of its kind, where esteemed delegates from various industries were invited to display their opinions on talent retention in organizations in a world of high attrition.

The club is backed by the support of accomplished faculty members at IIBS, who provide necessary direction and guidance.

### **Objectives of HR Club**

- To provide knowledge about the current trends in HR.
- To produce more employable and efficient HR students of MBA.
- To bring out and develop innovation and creativity among the students of HR.

(New Logo for HR club will be created by new batch students of PGDM 2021-22)

### **Rotaract Club**



"People may come and People may go, but some things go on forever."

Corporate Social Responsibility is a responsibility that industries owe towards society at large. The initiatives that make

our society more liveable & sustainable come under CSR. The other activities IBS Rotaract Club comprise of events, tasks focused on the various Community Services initiatives being taken by industries. Collaborate with other educational institutions for organising and participating the inter collegiate competitions.

Organize a RYLA (Rotary Youth Leadership Awards) Events: Energize the next generation of community leaders with a Rotary Youth Leadership Awards event. RYLA gives the club members the opportunity to develop young leaders while inspiring them to connect, exchange ideas, and take action in their educational institutions and communities.

**IBS Rotaract members would coordinate, plan and implement in organising “IBS inter collegiate” management events by collaborating with other educational institutions’ Rotaract clubs to get other colleges participation and also to compete in management fests.**

In accordance with Rotary International, and Rotaract, the focus of IBS Rotaract club is the following areas:

- Community Services
- Vocational Services
- Professional Services
- International Services
- Finance Committee Services

**IBS Rotaract year 2021-22 plans & perspective has been prepared on IBS Holidays list for the Academic year 2021-22.**

Date (2021 -22)	Events	Brief Description
6th June	Installation Program	Inaguration, Installation of Office Bearers and Presentation of Annual Plan
5th-6th June	Tree Plantation	Collecting plants by contacting Forest Department through Yelhanka President
21st June	Yoga Day	Organizing Yoga classes i.e., weekly or Monthly in Ozone Urbana
30th June	Education Awareness	Going to schools and spending 3-4 hours with students and conducting some activities.

6th July	RYLA	Rotary Youth Leadership Award
18th July	Industrial Visit	Industrial Visit to Devanahalli
21st July	Medical Camp	Blood Donation Camp and other check up camp in College
15th August	Independence Day	Flag Hosting and Cultural Activities
26th August	Women's Equality Day	Any activity that portrays women as equal as men.
14th September	Hindi Divas	Going to school and teaching hindi to students
2nd October	Village Literacy Program	Inviting students from near by villages and organizing Guest Lecture for them
31st October	Marathon Race	Run For Unity ( Rashtriya Ekta Diwas )
17th November	Inter-College Research Paper Presentation	Presentation of Research Paper
2nd December	The National Pollution Control Day	Cycle Rally to create awareness about pollution
11th -17th January	Road Safety Week Campaign	Promoting and Encouraging Road Safety Awareness Program
26th January	Republic Day	Flag Hosting in near by village school
16th February	Helping Orphanage	Collecting Cloths and other accessories for Donating
8th March	International Women's Day	Express love and gratitude towards women's' contribution to our lives and society.
12th April	Inter-College Fest	Inviting Other College Students for Management Fest
4th May	Polio Eradication Camp	Organizing camp in villages and giving polio
31st May	Anti -Tobacco Day	Creating Awareness about causes of tobacco

**Community Village Children Education Program Project launch:**

The focus of IIBS Rotaractors would be to impart knowledge to community village children by visiting nearby village school

children, during weekend, the Rotaractors would visit the village school to share knowledge and teach English, Hindi, Computer usage skills, and such other livelihood skills.

During Rotaract year 2021-22, as the project initiation, launch of “Community Village Children Education Program” IIBS Rotaract will donating “Note Books” to Karahalli Government High School, Devanahalli.

Interact and collaborate with other Rotaract Clubs in India and Roratact clubs in USA and other international Rotaract clubs.

#### **Incubation Centre:**

“Whatever you do, do your Best”. Defining Management as identifying and understanding where opportunity lies. innovation in business management is required due to increase in competition. The innovation is a combination of discovery, alteration, creativity, inspiration, technology, idea, change, research, improvement, analysis & invention and Transform Business has been all inclusive perceived as a vital instrument for work creation and financial improvement. Innovation Business Incubators are essential in organizations with solid R&D center to tap advancements and advances for creation by using skill and foundation effectively accessible with the host establishment.

The goal is to energize trend-setters who may require beginning period of Proo-of-

Concept to commercialization of their developments and to help in sustenance of business.

- Understanding the Resources requirement for the companies
- Motivating forces for different resource capacities
- Carry out industry / business specific required research
- Provide in-sights based on the research analysis
- Collaborating with IIBS Incubation centres, policy, Procedure and benefits.
- Window of opportunity to step into corporate world

#### **Learn real business world's:**

- Information on Regulatory Environment, Incentives, Events, Seminars
- Network with Industry Bodies, Academic Institutions, etc., from the Business Ecosystem.
- Go Global, with Your Idea by Participating Domestic and International Conferences.
- “Idea to POC” (“Idea to Proof of Concept”) The goal is to energize trend-setters who may require beginning period to commercialization of their






developments and to assist/ help in approvals on Proof of Concept






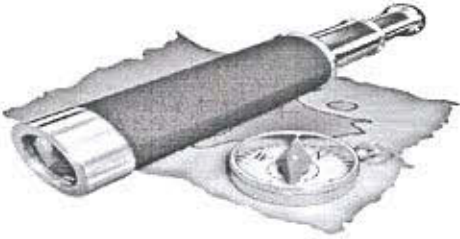

- Assist in Patent, Trade mark registration

Towards gaining international exposure, the students of IIBS are provided with an opportunity to go on an international visit during their period of study for eligible student.

**International Visits**

**MOM Program**

Sl No	Event Particulars	Images
1	Shred-Inhibio(Ice-breaking)	
2	Success wind	
3	Campus to corporate	
4	Make it or break it	
5	Self branding and positive thinking	

6	ALP (Adventure Learning Programme)	
7	Corp Ex	
8	Smart or half baked	
9	Internship orientation	
10	Goal setting / creating a road map	
11	Treasure Hunt	
12	Self discover (who am I)	

## Curriculum

### Course Content

The Post Graduate Diploma in Management is spread over six terms. The first-year academic work is spread over three terms including Summer Training in industrial and business organization. Only after the successful completion of first year PGDM, the students will be allowed to register for the second year of the PGDM.

The first year would involve 18 core or compulsory subjects, which would help cover all the functional areas and provide a strong foundation in the managerial disciplines. The second year would offer 2 compulsory capstone and general management subjects, but essentially comprise 15 elective subjects that allow students to specialize in their own area of functional/sectoral interest. This would be under a condition where the total hours of the PGDM would not be reduced from 1050 hours, out of which a maximum of two course equivalent (six credit equivalents) may be obtained by a student through CIS.

A minimum of eight week of training/internship in between the two years, after completing the core courses, is mandatory to complete the requirements of the PGDM. The internship will be guided, graded and involve a report on any appropriate assignment during/based upon the internship. Internship should be in any external organization. Grading will have a weightage equivalent to three credits. Given this structure, completing the PGDM requires successfully completing courses with a total of 600 hours of compulsory course classroom contact hours, and 450 hours of elective course classroom contact hours.

### Term wise list of Subjects

The course contents for each of the compulsory subjects and for various electives will be as given below.



## PGDM First Year (All Subjects Compulsory)

### Term I

1. Organizational Behavior-I
2. Managerial Accounting and Control - I
3. Business Communication
4. Managerial Economics  
(Microeconomics)
5. Quantitative Techniques – I
6. Operations Management –I

### Term II

1. Financial Management I
2. Macroeconomics
3. Managerial Accounting and Control –  
II

4. Marketing Management – I
5. Quantitative Techniques – II
6. Organizational Behavior-II

### Term III

1. Financial Management – II
2. Human Resource Management
3. Management Information System
4. Marketing Management– II
5. Research Method
6. Operations Management-II

## PGDM Second Year

### Term IV

1. Strategic Management - Compulsory  
Subject
2. Business Environment (Indian and  
World Economy) - Compulsory Subject
3. Elective 1
4. Elective 2
5. Elective 3
6. Elective 4

### Term V

1. Elective 5

2. Elective 6
3. Elective 7
4. Elective 8
5. Elective 9
6. Elective 10

### Term VI

1. Elective 11
2. Elective 12
3. Elective 13
4. Elective 14
5. Project and Dissertation

### **Electives/Specializations Areas**

- Marketing
- Human Resources
- Finance
- Banking and Insurance
- International Business
- Information Technology
- Business Analytics

### **Marketing Area Elective Subjects**

- Consumer Behavior
- Product and Brand Management
- Services Marketing
- Sales and Distribution Management
- Advertising and Sales Promotions
- B2B Marketing
- Retail Management
- Customer Relationship Management
- Rural Marketing
- Internet Marketing
- New Product Development
- International Marketing
- Managing Marketing Communication
- Advance Marketing Research

### **Human Resources Area Elective Subjects**

- Organization Development and Change
- Building and Leading Effective Teams
- Strategic HRM and International Perspective
- Managerial Excellence

- Negotiations Management
- Leadership Development
- Workforce Planning, Hiring and Psychometric Application
- Training and Development
- Business Ethics and Corporate Social Responsibility
- Professional Development
- Performance Measurement and Competency Management
- Industrial Relations
- Compensation and Benefits Management
- Business Law
- International Human Resource and Cross-Cultural Management
- Organizational Leadership Development and Change Management
- Employee Engagement

### **Finance Area Elective Subjects**

- Security Analysis and Portfolio Management
- International Finance
- Risk & Insurance Management
- Merchant Banking & Financial Services
- Corporate Valuation, Merger & Acquisition
- Micro-Finance
- Taxation & Tax Planning
- Advance Equity Research

- Derivatives & Equity Research
- Retail Banking
- Bank Performance Analysis
- Project Appraisal and Financing
- Financial Engineering
- Treasury Management
- Fixed Income Markets
- Business Analysis and Valuation
- Management Control Systems
- Strategic Financial Management

**Banking and Insurance Area  
Elective Subjects**

- Accounting and Financial Statement Analysis
- Bank Marketing
- Financial Markets, Institutions and Services
- Forex, Treasury and Risk Management
- Legal Aspects of Banking
- Principles and Practices of Banking
- Project Appraisal and Financing
- Business Law
- Strategic Management
- Risk Management in Banks
- Rural Banking and Micro Financing

**International Business Area  
Elective Subjects**

- Globalization and International Business in Emerging Markets

- International Trade Patterns and Balance of Payments
- Fundamentals of International Law
- International Business Operations and Multinational Enterprise
- International Business Research
- Entrepreneurship and New Venture Creation
- Business Ethics and Corporate Social Responsibility
- Professional Development
- Fundamentals of International Political Economy
- WTO and International Trade Regime
- Regional Economic Integration
- Intellectual Property Rights and International Business
- International Human Resource Management
- Modes of International Business Expansion
- Export-Import Management
- International Marketing
- International Commercial Law and Treaties
- Business Law
- Strategic Management
- International Business and Human Rights
- Global Logistics and Supply Chain Management
- International Disputes Settlement

### **Information Technology Area**

#### **Elective Subjects**

- Business Process Re-engineering
- Enterprise Resource Planning
- Business Module for e-commerce
- Management Software Development
- Data Warehousing & Data Mining
- Knowledge Management
- Decision Support System

### **Business Analytics Area Elective Subjects**

- Financial Analytics
- Optimization Analytics
- Stochastic Modeling

- Business Intelligence
- Research Methods
- Computational Methods
- Managerial Communication
- Predictive Analytics
- Risk Management
- Marketing Analytics
- Data Mining
- Simulation Modeling
- Analytics Systems Analysis & Design
- Operations and Supply Chain Analytics
- HR Analytics
- Big Data Analytics
- Ethical and Legal Aspects of Analytics
- Project Management
- Professional Development

## **Anti-Ragging and Discipline Committee**

### **RAGGING IS A COGNIZABLE OFFENSE AND IIBS WILL TAKE STRICT ACTION AGAINST OFFENDERS**

#### **Definition of Ragging**

“Any conduct by any student or students, whether by word spoken or written or by an act, which has the effect of teasing, treating or handling with rudeness a fresher or any other student. Exploiting the students from completing academic tasks and financial extortion. Any act of physical abuse, including all its variants – sexual abuse, homosexual assaults, and stripping, forcing

obscene and lewd acts, gestures, causing bodily harm or any other danger to health of a person. Any act that prevents disrupts or disturbs the regular academic activity of other students”.

#### **Anti-Ragging Measures**

Pursuant to the directives of the Honourable Supreme Court of India and in accordance with the UGC and AICTE Regulations, on

curbing the Menace of Ragging in Higher Educational Institutions, 2009, the College has constituted the Anti-Ragging Committee and Anti-Ragging Squads for overseeing the strict and meticulous implementation of all the directives.

1. The members of the anti-ragging committee and anti-ragging squads along with their mobile numbers are being displayed for the benefit of the students especially the newly admitted students.
2. The College educates the students enrolled in various programs at the beginning of each academic year about the Anti-Ragging Policy and zero tolerance for ragging at the University.
3. Each student, as well as his/her parents/guardian, are mandatorily required to submit separate undertakings in the form of an affidavit at the time of admission to the effect that they are aware of the prohibition of ragging and the punishment prescribed both under penal laws as well as under these regulations.
4. Anti-ragging banners are displayed at prominent places in the IIBS campus, including hostels, cafeteria, and labs etc.
5. All the Students should keep their Id Cards always with them.
6. Surprise checks of hostels/ cafeteria/bus stop will be carried out regularly.
7. A close and regular liaison is maintained with the local police to guard against the incident of ragging. FIR will be lodged in a police station on all reported ragging cases.
8. In case any student encounters ragging by any of the senior students, he/she is immediately required to contact the members of the anti-ragging committee, who will take an immediate corrective action and necessary proceedings will be initiated against the culprits engaged in ragging activities.
9. Anti-Ragging Squads will keep vigilance in Boys Hostels, Girls Hostels and other vulnerable areas of the College. Anti-Ragging Squads, constituted for Hostels will also raid the Hostel in the night. On finding any case of ragging, the squad will report the matter to the Anti Ragging Committee.
10. Anti-Ragging Committee will periodically review the situation and the information supplied by the Anti Ragging Squads and recommend actions as per UGC regulations. Minutes of the meetings of the Anti Ragging Committee will be placed before the Monitoring Cell.
11. UGC Toll-free Anti –Ragging Helpline Number 1800-180-5522 and E-mail – [helpline@antiragging.net](mailto:helpline@antiragging.net), and the Telephone numbers of College Anti-

Ragging Committee, Anti-Ragging Squads, Monitoring Cell, Nodal

Officers, and Counselors will be displayed on the Institute Website.

### *Anti Ragging Committee*

SN	Name	Designation	Committee Designation
1	Prof. N.S.R.Murthy	Registrar	Chairman
4	Prof. Kuldeep Sharma	Dean	Member
5	Dr. H. Prabhakar	Professor	Member
6	Dr.Rajasulochana A.L	Professor	Member
7	Dr. Ameer Hussain	Professor	Member
8	Mr. Chayapathi	Admin Head	Member
9	Zarin	Warden	Member
10	Robertson	Warden	Member

### **Anti – Ragging Squad**

SN	Name	Designation
1	Dr. Rajasulochana A.L	Committee member
2	Dr. Ameer Hussain	Committee Member
3	Prof Manoranjan	Committee Member
4	Mr. Chayapathi	Committee Member
5	Zarin	Warden
6	Robertson	Warden
7	Meenakshi devi	Student Representative
8	Amit Kumar	Student Representative
9	Sameena	Student Representative
10	Yugendra	Student Representative

### **PUNISHMENT FOR RAGGING**

1. Lodging FIR against the offender.
2. Rigorous Imprisonment for up to 3 years (under the court of law).
3. Fine up to Rs. 2,50,000.
4. Expulsion from the College and consequent debarring from admission to any other

### **Discipline**

**Self-discipline is the best discipline.**

All students are expected to observe rules and regulations currently in force to enable the smooth working of the college. Students should be disciplined and well behaved at all times. Students are prohibited from doing anything inside or outside the institute that will interfere with its orderly administration or affect its public image. No outside influence, political or any other



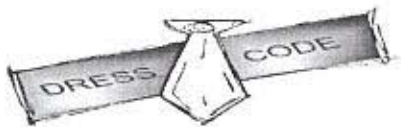
should be brought into the institute directly or indirectly. Students resorting to unfair means at the examination will be dealt in accordance with the provisions of the Government.

We value self discipline and do not believe in policing. We repose a lot of trust and faith in students. A detailed code of conduct which needs to be adhered to by every student gives the students advance notice to abstain from misconducts.



## Dress code

In keeping with Indian culture, students are expected to adhere to a dress code while attending the college and in the library, labs, during examinations and formal functions of the college.



They should be well dressed at all times.

### Recommended for Boys

Trousers and collared shirt; shoes and socks.

### Recommended for Girls

Formal wear dress like salwar kameez or churidhar; formal foot wear; hair (beyond shoulder length) to be tied.



### Prohibited for Boys

T-Shirts/shorts, tight-fitting dirty jeans, caps, chappals, sports shoes, ear-rings, torn trousers touching the floor, pony tails, trousers with 6 or more pockets.

### Prohibited for Girls

Tight-fitting dirty jeans, torn trousers touching the floor, skirts, shorts, revealing deep tops, spaghetti top, sleeveless tops, shirts, T-shirts.

## Do's and Don'ts

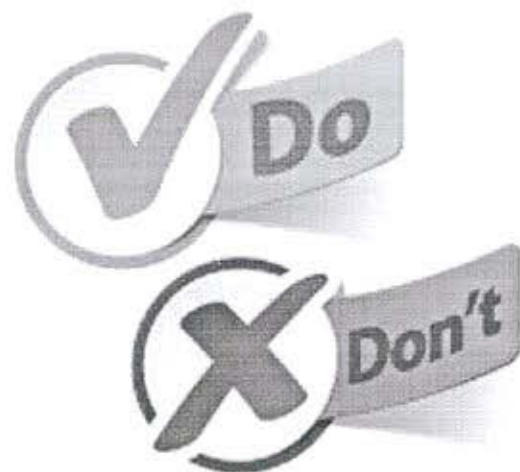
### Do's

- ✓ Come to college well groomed, in proper uniform with well polished shoes.
- ✓ Be regular in attendance and never be late to College.
- ✓ Look after the property of your college; help keep it clean and tidy.
- ✓ Keep your classroom clean and tidy, and avoid littering.
- ✓ Turn off the tap after use. Switch off fans and lights when not in use.
- ✓ Be fair and honest; always be considerate of the rights of others.
- ✓ Be courteous and respectful to parents, teachers and visitors.
- ✓ Be excited, pleasant, and cheerful to everyone in the building.
- ✓ Turn off your cell phone and put it away when you are in the college premises.

- ✓ Show initiative, volunteer to work on projects outside of your classroom.

### Don'ts

- ✗ Do not involve yourself in feuds.
- ✗ Do not bunk classes.
- ✗ Do not use abusive language.
- ✗ Do not damage the college property.
- ✗ Do not absent yourself from college. 75% attendance is the minimum requirement. Presence in the college is mandatory except in cases of emergency.





## Equal Opportunity Cell

The Equal Opportunities Cell has been constituted to oversee the effective implementation of policies and programs for disadvantaged groups. The Cell provides guidance and counselling with respect to academic, financial, social and other matters. The aim of this is to enhance diversity among students, teaching and non-teaching staff. The effective implementation also eliminates any chance of discrimination against individuals or groups. Students from various social backgrounds are encouraged to maintain healthy interpersonal relationships. All efforts are made to sensitize the academic community regarding the problems

associated with social exclusion and to see to the fulfilment of the aspirations of the marginalized communities. Grievances if any, related to students from the weaker section of the society, are looked into and addressed.

The Cell also works towards coordination with the Government and other agencies/organizations to mobilize academic and financial resources to provide assistance to students of the disadvantaged groups and adopt measures to ensure due share of utilization by SC/ST in admissions, recruitments (teaching and non-teaching posts).

## Scheme of Examination

Performance in each course is evaluated separately. It is based on a continuous and versatile system of periodic quizzes, class tests, mid-term test, home assignments, live projects, class participation and end-term written examination. As a general rule, the end-term examination is not given more than 50% weightage in deciding the grade of a course

### **During Term Assessment (DTA):**

The following evaluation scheme is used in assessing student's performance:

- The DTA marks are to be awarded prior to the semester end examinations.
- Students are required to score a minimum of 50% in the DTA to be eligible to appear for Term End Examination of the subject concerned
- There is no During Term Examination for a one-credit subject.
- There is no During Term Examination for absentees.

### Examination rules for During Term Examinations:

During term examination (DTE)			
Subject Credits	Duration	Marks	Remarks
1	-	-	-
2	2 Hours	50 Marks	Converted to 20 Marks
3	2 Hours	50 Marks	Converted to 20 Marks
4	3 Hours	100 Marks	Converted to 20 Marks

### During Term Assessment (DTA) - Evaluation Scheme

Subject Credits	Attendance Marks (Maximum marks)	During Term Examination Marks (Maximum marks)	During Term Assessments Case Study Presentations / Assignments / Surprise Quizzes, etc., (Maximum marks)	Total Marks
1	5	-	45	50
2	5	20	25	50
3	5	20	25	50
4	5	20	25	50

### Term End Examination

The Term End Examination will be conducted only for the eligible students who qualify based on the minimum attendance requirements and DSA criteria given above.

### Examination rules for Term End Examinations:

Term End Examination (TEE)			
Subject Credits	Duration	Marks	Remarks
1	2 Hours	50 Marks	-
2	3 Hours	100 Marks	Converted to 50 Marks
3	3 Hours	100 Marks	Converted to 50 Marks
4	3 Hours	100 Marks	Converted to 50 Marks

Students must secure a minimum of 50% in the Term End Examination and 50% in Total (DTE+STE) in order to secure a Pass grade.

### TGPA and CGPA Calculation

#### Calculation of Grade Point Average

There are two types of Grade Point Averages - Trimester Grade Point Average (TGPA) and Cumulative Grade Point Average (CGPA).

TGPA is calculated in the following manner. The total marks for a given subject, i.e. the combined DTA and TEE

performance, are given as a percentage. For instance, suppose that a student receives 73% in a subject, this percentage is converted into a letter grade using the scale shown above. Continuing the example above, 73% would be assigned the letter grade C. This letter grade is then converted into honor points. E.g. letter grade C is equivalent to 2.0 honor points.

TGPA is then calculated as :

$$\frac{\sum(\text{Subject honor points earned} \times \text{subject credits})}{\text{Total semester credits}}$$

CGPA is calculated as:

$$\frac{\sum(\text{subject honor points earned} \times \text{subject credits})}{\text{Total credits completed}}$$

For example, if a student has gained 89.0 honor points and completed 31 subject credits in Trimester I, and has gained 53.7 honor points and completed 24 subject credits in Trimester II, then the CGPA will

be 142.7 (total honor points = 89.0 + 53.7) divided by 55 (total subject credits = 31+24) = 2.6 (rounded up to the nearest decimal).

## Calendar of Events

Month	Events for First Term	
	Academic	Non-Academic
July	Subjects for the trimester	MOM 2021
	Case Analysis	Peer Facilitation
	Industrial Visit	Grow with Present
	Evaluation/Assessment	Group discussion
	Guest Lecture	Business Plan
	Market Research	Debate
	Seminar	IIBS Finishing School Activities(IFS)
Aug	Evaluation/Assessment	Students Workshop
	Guest Lecture	Grow with Present (CE)
	Industrial Visit	Waste Management
	Individual Presentation	Corporate Social Responsibility
	Review of Journals	Investoprogess
		IIBS Finishing School Activities(IFS)
Sep	Industrial Visit	Corporate Social Responsibility
	Guest Lecture	Business Simulation
	Seminar	Grow with Present (CE)
	Review of Journals	Mentoring & Counselling
		IIBS Finishing School Activities(IFS)
Oct	Review of Journals	Mentoring & Counseling
	Book Review	NP Conversion
	Case Analysis	IIBS Finishing School Activities(IFS)
	Final Exam	Business Quiz
		Surface 2021

## Professional Developmental Activities



In the current scenario the world has become a competitive workplace. Keeping yourself at the top of the job market means you will be required to commit yourself to professional development. Whether you are wondering how to give yourself that edge to earn your first dream job or you are considering ways to earn a promotion in your current workplace. Professional development means capitalizing on an array of learning opportunities to further your personal and professional skills and job possibilities.

How a person manages his or her professional development is frequently dictated by the company for which he or she works. If your aspirations extend beyond your current situation, however, you may need to consider enrolling in a B-School to earn an advanced degree. By choosing IIBS, you've already done it. The business place is changing. Follow any steps you feel necessary to keep your core abilities, like

communication, problem solving, and team building, up-to-date. Be inquisitive about whether there is new information you should be learning. Your abilities might be relevant now, but if there is a chance they could become outdated, you'll need to start making future professional development plans.

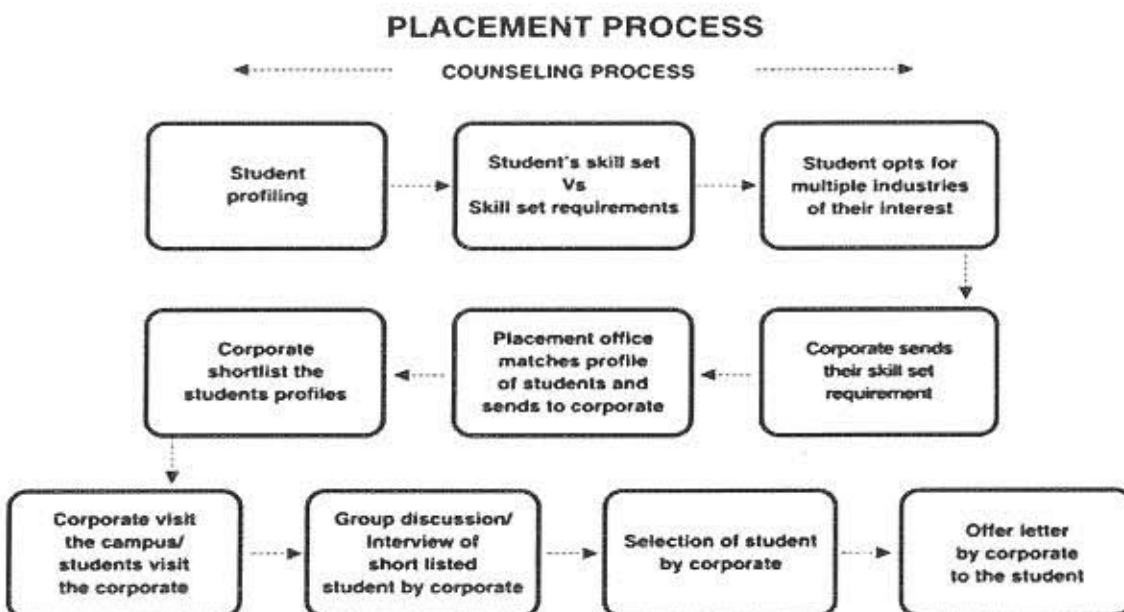
Keep an eye on your field for any other required training you must fulfill. Through proper research and working to continually stay abreast of changes in your field, you can ensure you fulfill any professional development. To take you on the path of professional development, IIBS has designed an array of developmental activities in all the 4 semesters of your professional programme. These activities are included in your time-table and will be administered at appropriate time and place. Your prime responsibility is to take part in all the activities and show the proactive attitude at every step.

## Placement Process

IIBS has an escalating new height of excellence and our prolific growth in short span of time itself speaks volumes of our dedicated efforts to provide efficient and quality management solutions to the clients. IIBS has successfully placed 100% of its students from the professional programme and the placement process is constantly tuned based on Industry need and feedback. All through the years, it has succeeded in maintaining an excellent record Placement is committed to assist organizations, add to their productivity through timely and relevant recruitments. We enable organizations to build high performance

teams and leaders. Placements set the pace and create the operational horsepower for growth. For individuals, it defines the quality of life.

Our Placement Cell monitors the employment opportunities and arranges campus recruitment process interviews for the final year students and provides internship opportunities for pre-final year students. We start placement process for pre-final semester in the month of April/May. Students are prepared for all kind of interviews well in advance.



# Internship (BFR)

## Guidelines for Business Familiarization

### Report (BFR) of Internship

#### Objective

The objective of the Business Familiarization Report (BFR) of internship is to go into an organization and study the organization structure, department functions, cross functional relationships, markets served, products and services offered. Secondary sources of information may also be utilized for the preparation of the report.

#### Outcomes of the internship

At the end of the internship, the students are expected to have performed an in depth study of the organization in which they worked and submit a detailed report in the following format:

1. Industry Profile
2. Company Profile
3. Organizational Hierarchy
  - Organizational Chart
  - Product Profile
4. Study of Functional Departments
  - Production Department
  - Finance department
  - Marketing Department
  - Human Resource Department
  - IT Department
5. SWOT Analysis
6. Summary of the findings along with recommendations and suggestions.

***Note:** Some chapters may change depending on the type and size of the company. You are to work closely with your FACULTY GUIDE to come up with alternate chapters.*

## Contents of the BFR of internship

### *PART- I*

#### Industry profile:

- What is the industry in which the organization operates?
- What is the size of the industry, products related to the industry and geographic concentration of firms operating in the industry?
- What is the market share of the organization in which you worked?
- Who are the major competitors in the industry?
- Indicate the expected growth in the industry, trends in the products and technology and factors affecting competition in the industry.
- Given the above trend, suggest competitive strategies for your organization to improve its position in the industry.

### *PART-II*

#### Company Profile:

- Introduce the company you worked with. Explain the vision and mission of the company.
- What are the key products and services of the company?
- How many functional units does the company have?
- What are the different geographical locations of the company?
- What is the annual turnover of the company?
- What is the competitive advantage of the company?

- Discuss the company's management practices and key drivers of growth.

### **PART-III**

#### **Organizational Hierarchy:**

- Explain the structure of the organization and draw a chart indicating organizational hierarchy.
- What according to you are the advantages and disadvantages of this structure?
- What is the impact of this structure on the employees working in the organization? Are they contented?
- How easily accessible are the senior managers in the organization?
- Do the employees enjoy work autonomy? Does this seem to have an impact on their work performance?
- Does the organizational structure promote accountability and responsibility on the part of the employees?
- Discuss the product profile of the company.

### **PART-IV**

#### **Study of Functional Departments:**

##### **Production Department**

- Explain the role and importance of Production Department in the organization that you studied.
- Evaluate the production department with respect to the five production sub functions, i.e.
  - Production and Planning, Purchasing, Stores, Design and Technical support and Works department. Discuss the standards and targets set for production,

Who is responsible for the purchase of materials?

- What is the mechanism for ensuring that stocks arrive on time and are of acceptable quality?
- How is inventory recorded? Does the organization practice JIT or TQM?
- Where is the technical support wing located? How is the testing and design of new product types done?
- What is the role of works department? How effective is it in maintenance of product line and assurance of quality of the products?

##### **Finance and Accounts department**

- Explain the mechanism of recording inventory and costs in the organization.
- How does the finance department help in management decision making?
- How are transactions recorded on a day to day basis?
- What kind of costing system does the organization follow?
- Explain the budgeting system of the organization.

##### **Marketing Department**

- How do employees in the marketing department build positive relationships with the customers?
- What are the different tasks carried out by the sales force?
- Which wing is responsible for conducting marketing research to identify the exact needs and preferences of the customers? How is this done?
- How are potential customers identified for a product?



- How are the potential customers informed about the forthcoming products and offers?
- How are the customers' orders processed and monitored?

### **Human Resource Department**

- How are the grievances and complaints of employees taken care of?
- Discuss the performance appraisal system in the organization. How often are appraisals conducted?
- What are your views on the working pattern of the employees? Do they enjoy sufficient autonomy in their work?
- Explain the recruitment process in the organization.
- Does the organization conduct regular training sessions for the employees to update current techniques and trends?
- Discuss any employee welfare schemes that you would have witnessed at the organization.
- Discuss the motivational levels of the employees working in the organization.
- How does change management happen in the organization?

### **IT Department**

- What is the importance of this department in the organization?

- How does it support the Marketing, Finance, Production and Human Resource departments?
- Have you witnessed any new technology being introduced during your stay at the organization? Explain.
- What is the turnaround time for fixing technology related problems at the organization?
- How are IT related issues communicated to the IT department?

### **PART-V**

#### **SWOT Analysis:**

- Identify the strengths, weaknesses, opportunities and threats to the organization.

### **PART-VI**

#### **Findings and Conclusions**

- Conclude your observations and findings.

Based on your analysis and observations, give possible suggestions in any of the functional areas which you may consider helpful for the organization to cope up with the increasing competition.

# Project Guidelines:

## GUIDELINES FOR PREPARATION OF PGDM PROJECT REPORTS

### ARRANGEMENT OF CHAPTERS\*

- Cover Title Page (Format enclosed - Page No. 4)
- Inner title page (Same as cover title page)
- Certificate from guide and chairman and declaration by the student.
- Certificate from company/firm, where the project work is carried out. (Not required if project work is not based on a company/firm).
- Acknowledgement
- List of tables and figures.
- Abbreviations/operational definitions used.

**Introduction should include the following:**

- I. Problem definition / statement. This will cover company profile too if the topic chosen pertains to a company. - 5 pages
- II. Research Objectives – not more than 5 objectives, Use KSA model. - 1 Page
- III. Research Methodology – State the basic and secondary research design. If it is a sample survey explain, sampling design and questionnaire design. Sources of data– and techniques of data analysis. – 3 -4 pages
- IV. Limitations of the project study – 1 page

### **Chapter I Literature review**

Discuss theories, concepts, hypotheses, models etc., underpinning the project work (project report is an application of theoretical knowledge in analyzing a real life problem/issue faced by an organization - 15 pages

### *Chapter II, III & IV*

#### **Findings**

This is *the longest section of the project report*. In these chapters data collected will be presented and analysed without drawing any inference. Depending on the volume of data presented, there could be 3 or 4 chapters in this section. – at least 40 pages

### **Chapter V**

#### **Summary of Findings**

This chapter will be a brief statement of analysis already stated in the findings section. - 3 pages

### *Chapter VI*

#### **Conclusions and suggestions – 3 pages**

(Total no. of pages must be *atleast 80 but not more than 150*)

Bibliography: References like articles, books, websites etc., used in the project work must be included in this section strictly following the citation style

## Appendix

This will include printed secondary data (only if it is very critical) and any questionnaires used for the study.

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## FORMATTING YOUR PROJECT REPORT

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1. Reports should be typed neatly only on one side of the paper with 1.5 spacing on a A4 size bond paper (210 x 297 mm). Use dry tone Xerox for printing. The margins should be: Left – 1.25”, Right – 1”, Top and Bottom – 0.75”.
2. The total number of reports to be prepared is *TWO copies are to be submitted to the office.*
3. Before taking the final printout the approval of the concerned guide(s) is necessary and corrections suggested, if any must be incorporated. If the draft is not approved by the guide, the guide is not obliged to sign the report.
4. The project report must be paper back bound (sample available in the library) Do not insert transparency sheets in the report. Do not use spiral binding.
5. The project report must contain 80-120 pages. But not more than 150 pages.

### Outlay of the Report:

- The chapters, sections and subsections may be numbered in the decimal form for e.g. Chapter 2, sections as 2.1, 2.2 etc., and subsections as 2.2.3, 2.5.1 etc.
- Each chapter must be left justified (font size 16). Followed by the title of chapter centered (font size 18), sections/subsection numbers along with their headings must be left justified with section number and its heading in font size 16 and subsection and its heading in font size 14. The body or the text of the report should have font size 12. (Times New Roman)
- The figures and tables must be numbered chapter wise for e.g.: Fig.2.1 Block diagram of a serial binary adder, Table 3.1 Primitive flow table, etc. All figures and tables should appear either in the same page or the next page in which they are referred first. Preferably, all figures and tables are to be placed either at the top or the bottom of a given page.
- References: The references should be numbered serially in the order of their occurrence in the text and their numbers should be indicated within square brackets for e.g. (3). The section on references should list them in serial order in the following format.
- For textbooks – A.V.Oppenheira and R.W.Schafer, Digital Signal Processing, Englewood, N.J.,Prentice Hall, 3 Edition, 1975.
- For papers – David Insulation design to combat pollution problem, Proc of IEEE, PAS, Vol 71, Aug 1981, pp 1901-1907.
- The report should be extensive and include descriptions of work carried out by others only to the best extent necessary. Verbatim reproduction of material available elsewhere should be strictly avoided. Where short excerpts

from published work are desired to be included, they should be within quotation marks appropriately referenced. Endnote, Footnote should be printed as per style manual.

- Proper attention is to be paid not only to the technical contents but also to the

organization of the report and clarity of the expression. Due care should be taken to avoid spelling and typing errors. Spell check, Grammar check, must be applied. It should be noted that report-write-up forms the important component in the overall evaluation of the project.

## Placements Guidelines:

- Every student must provide a list of 3 companies of his/her choice to the placement department through the Dean.
- Placement department will work on the listed companies and categorize them as A list, B list and C list. (A list - Confirmed companies, B List -In Progress and C List- Not Confirmed).
- Placement team should update the above lists and send the updated list to the Registrar every week (along with EOD reports).
- Pre-Placement training will be given to all the students.
- One on One interaction with every student to be completed at least 3 Weeks before the Trimester-V Exams.
- A consolidated report of Interaction with students to be prepared by the placement team and submit it to the Registrar.
- Placement drive will be held during Trimester - V and Trimester-IV. However, placements for Finance specialization students will usually happen at the end of the course. Hence the finance students are advised to wait till such time.
- Preference to be given for list of companies opted by the student and standard companies which are at least 5-year-old in the business and have a good turn over.
- Those students who get an offer letter from a particular company will be allowed to sit for the next company only if the package of the next company is better than the previous one.
- Students who have been placed during the placement drives, must complete all academic requirements as per the requirements of PGDM program before reporting to the company.

## IIBS Ensuring Success Methodology

Results of all efforts will be perceived only & only in Success. It is Success only begets success. Everyone enters IIBS with whole intention of making their future successful by fulfilling their career goals. At IIBS, everyone work to ensure students' will encounter success at every step. We strongly, feel these small successes will keep them to achieve more & more in a systematic manner to fulfill their career goals.

Interest of students need to be channelized properly with timely participation, practices & progress with regular better performances. IIBS implements successful tested & proved methodologies, which ensures students get want they wanted at the end of their tenure at IIBS. These Ensuring Success Methodologies involves steps in phased manner as below: -

Corporate required knowledge transfers with specific realistic practical approaches.

- Acquired knowledge will be tested at different intervals through real-time small tasks.
- Accomplishments during these tasks will be made to enhance awareness amongst other through regular presentations.

- Modulations in presentations will build confidence & fluency in deliberations.
- Repeated deliberations will develop their successful interactions with professionals.
- Right time connectivity with corporate mentors through proper & timely guidance from faculty coordinators will ensure networking.
- Effective networking with result focused steps will take individuals to reach career destinations.
- Reworking regularly over a period with full confidence & guidance intermittently supported by peers, alumni, faculties & corporate facilitators will mould as needed.
- Right opportunities from the corporate world, searched & identified by respective placement coordinators will provide avenues to work with potentials
- Performances at different opportunities ensued in placement processes with full confidence & perfections enable everyone succeed in all their ventures.



**IIBS**  
BENGALURU

EVOLVING  
BRILLIANCE AND  
RAISING TO GLORY

PLACEMENT BROCHURE 2021-22

[www.iibs.edu.in](http://www.iibs.edu.in)

*T. Jagan*

DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDIES  
#75, Muthugachahalli, Jalahalli  
Bengaluru North - 562157



## VISION

"To inculcate ethical values and provide innovative, holistic learning experiences that nurture individuals into well-rounded human beings, thereby equipping them to become influential global leaders."

## MISSION

1. To encourage the students with modern education to bring economic emancipation and social transformation.
2. To provide the resources and opportunities to create global leaders.
3. To provide holistic approach to prepare the students to grow personally, professionally, socially and emotionally and to make them a complete human being.
4. To redefine the student's talents to make them successful entrepreneurs and responsible citizens.
5. To develop great human beings with values and ethics.

*A. S. Kumar*

DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
OF BUJANGABAHALI, Jaja Hobit,  
#75 Muthugachahalli - 562157  
Bengaluru North - 562157



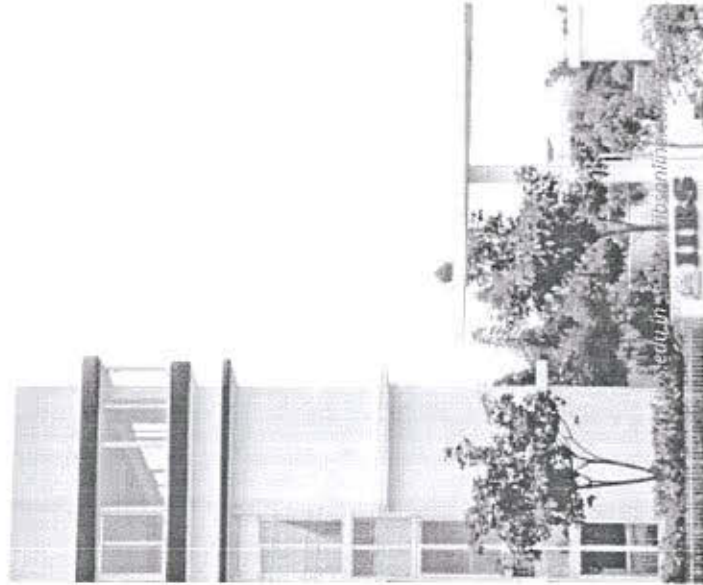
## ABOUT US

In the year 2001, Smt. B.Devi Educational & Charitable trust was established by a well acclaimed educationist, Dr. Jay Prakash. The trust holds the credit to have started one of the most prestigious B-School in India "International Institute of Business Studies (IIBS)" which is headquartered in Bangalore.

In believing with the Motto of "Education being an investment for acquiring the passport for future", International Institute of Business Studies (IIBS) offers various management programs at undergraduate and post graduate levels. The institution is affiliated to Bangalore University and approved by the AICTE, New Delhi.

IIBS is significantly considered as one of the Top B-Schools in Bangalore and a gateway of acquiring world class commerce and management education with proven methodologies and innovative methods at a world class campus. It provides best higher education programs in the most ambient and conducive environment.

IIBS is leading in right direction in nurturing and creating self-motivated professionals by providing the best resources and core values for a bright and successful future. Over the years, IIBS growth success rate stood out in the competitive market of higher education.





## FROM CHAIRMAN'S DESK

In the changing and environment of 21st century, organizations need performance enhancing competencies that is knowledgeable, dynamic, self-driven and result oriented professionals.

To meet professional demands, we in IBS constantly design and redesign the programs and curriculum as suited to

our corporate partners in order to develop the student's capabilities in such a way which would be relevant and compatible for the ever changing needs of the corporate world. Here in IBS through our innovative and flexible learning modules we metamorphose ordinary students into professional managers.



**Dr Jay Prakash**  
Chairman, IBS  
Promoter of Group of Companies  
and an eminent educationists

*"We welcome you to experience  
a superior professionalism as  
you pass through IBS and let  
the change begin within you  
Through IBS"*

# INDUSTRY-LED BOARD OF STUDIES

IIBS is proud to have a Board of advisor comprising renowned academicians, successful entrepreneurs and corporate professionals. This gives the institute a thorough practical base in addition to a strong academic position.

## **Dr Jay Prakash**

Chairman, IIBS

Promoter of Group of Companies and an eminent educationists

## **Mr. Nandu More**

Director – Delivery & Operation

TATA Consultancy Service

## **Mr Ranjay Kumar Vishen**

CEO Search ur College

## **Mr Ritesh Manwatkar**

Consultancy and Management, Accenture India

## **Dr Vinoy Mathew**

MSW, PhD (Management Accounting)

## **Dr Perishastri**

Ex-Director XIME (System)

## **Joseph Bertelin**

HCL Technologies (Human Resources Management)

## **Dr Satish**

DGM – Firepro (Organization Development and Marketing)

## **Dr M Nagaraj**

MSW, PhD Ex DGM HR HMT (Human Resource Management)

## **Mr Amandeep Midha**

Huawei Technologies (System)

## **Mrs Savitha**

B.Sc., M.A, LLB Practicing advocate (Business Law)

## **Mr. Amit Kumar Gupta**

B.Tech & M.Tech – IIT Kharagpur, MIEM - Italy, Head Material Management Havells India Limited

# CORPORATE GUEST LECTURE



**Aditi Syal**  
Founder, Vocaberry



**Antti Isoviita**  
Manager, HAMK  
University



**Dr. B.C. Rao**  
CEO & Managing Director,  
ennametal India Pvt Ltd



**Grace Mimbs**  
Artisan & Designer,  
Behance, USA



**Dr. Kanchi N. Gandhi**  
Senior Nomenclatural  
Registrar, Harvard  
University, USA



**Paniraj Murthy**  
CEO & Director, Logistics  
Consultancy



**Sarita Chauhan**  
Founder and Owner,  
Evoke Inspiring Lives



**Sunil Kumar**  
Founder and CEO,  
Greenstep

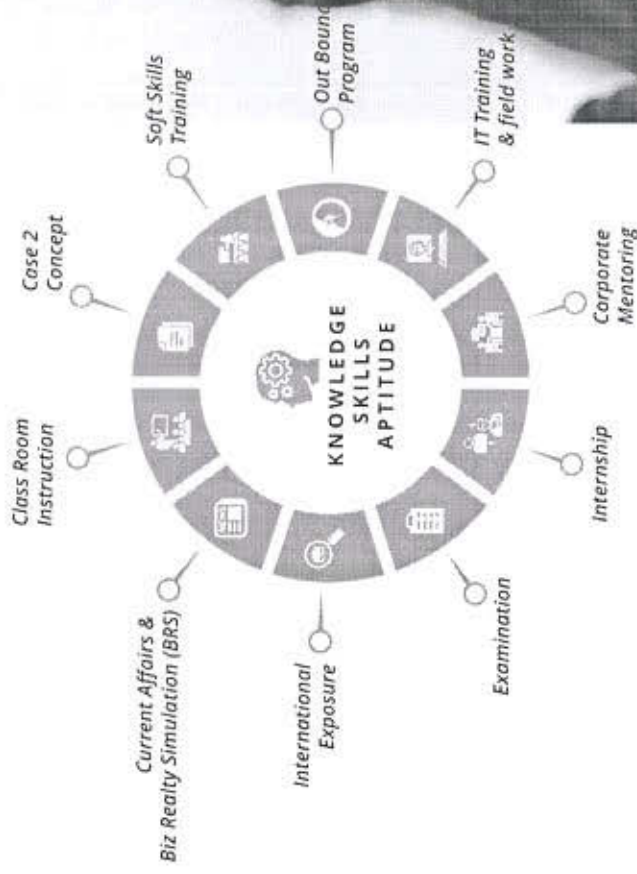


# TEACHING METHODOLOGY

Unique & Rigorous Teaching Methodology with 40% Theory + 60% Training (Practical Exposure) = Global Engine.

## Why Enroll at IIBS

- Excellence Industry Interaction for Campus Placements and Internships
- Imparting Management Education with 6000+ Alumni Network spread across the globe
- Highly competent and experienced full time faculty team having PhD or Industry experience especially from IIMs
- 350+ companies from all verticals visit the campus from over 3000 companies.
- Most innovative and updated curriculum
- Free Laptop and International Tour
- Corporate Mentoring
- Alumni Mentoring
- 50% seat reserve for Girls





# TALENTS MINED!

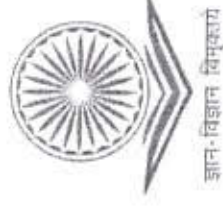
At IIBS, an industry oriented approach equips the students with a global outlook, making them masters in the profession they choose to pursue. This has enticed over 350+ multi-nationals to frequent our campus and set the base for a never ending talent hunt.

**310+**  
Students Placed  
Currently

**24 LAC**  
Highest Placement  
Package per annum

**3000+**  
Placement  
Partners

## ACADEMIC COLLABORATION







# PROGRAM OFFERED AT IIBS

<b>Programs</b>	<b>PGDM</b> Premium, Limited Seats Approved by AICTE
<b>Specialization</b>	HR, Marketing, Finance, Banking & Insurance, Business Analytics, IT, International Business

**Note:** IIBS is providing free laptop for PGDM AICTE Approved, And only top 100 students are eligible for international tour having more than 80% attendance and academic merit in pursuing course.



Value Added Courses	Duration	Institute
Introduction to Investments	6 months	IIM Bangalore
Management Accounting for Decision-making	4 months	IIM Bangalore
Introduction to Marketing Essentials	3 months	IIM Bangalore
Customer Relationship Management	3 months	IIM Bangalore
Introduction to Corporate Finance	4 months	IIM Bangalore
Predictive Analytics	5 months	IIM Bangalore
Introduction to Strategic Management	4 months	IIM Bangalore
Strategy and Sustainability	5 months	IIM Bangalore
Organization Design for Competitive Advantage	5 months	IIM Bangalore
Managerial Economics	5 months	IIM Bangalore
International Financial Management	5 months	Delhi University
Communication Technologies in Education	5 months	University of Mumbai
Six-Sigma Green Belt	Certification	KPMG
Digital Marketing	Certification	Google
Business Analytics	Certification	IBM

**Note:** Student can choose any courses among the above Value Added Courses, only need to pay the examination fee for respective courses.

IIBS Bangalore Campus offered international internship at affordable cost



# IIBS FINISHING SCHOOL

The true measure of a lady or a gentleman is not based on what they have, but rather on who they are

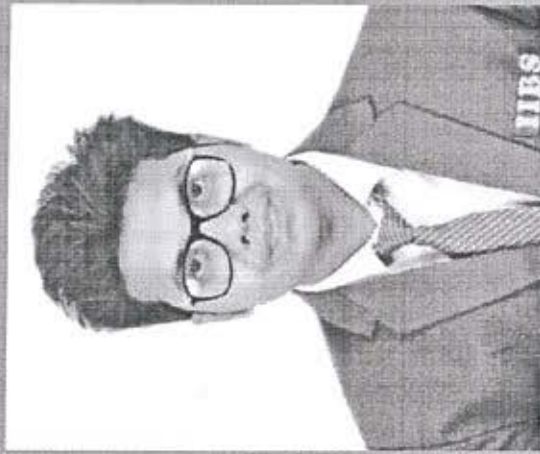
The first business school in India to adopt the concept of finishing school. The mission of the IIBS finishing school [IFS] is to mould the future of the nation, by moulding the people who will determine the future of the nation. This service will provide our students with a balanced and wholesome education, develop them to their full potential, and nurture them into good citizens, conscious of their responsibilities to family, society and country.

The brief details of the activities that are conducted in the IFS are as follows

- ▣ Business communication
- ▣ Personality development
- ▣ Grooming
- ▣ Creativity and innovation
- ▣ Adventure Learning Program
- ▣ Etiquette & Mannerism
- ▣ Accent Neutralization
- ▣ Leadership & Team building exercises
- ▣ Negotiation Skills
- ▣ Biz Realty Simulations
- ▣ Conflict Management
- ▣ Stress Management
- ▣ Lateral Thinking
- ▣ Capability Management
- ▣ Simulation & Presentation Skills
- ▣ Listening skill development
- ▣ Current Affairs
- ▣ Mock Interviews
- ▣ Corporate Social Responsibility
- ▣ Case Analytics
- ▣ Entrepreneurship development program
- ▣ Business Incubation
- ▣ Business analytics certification program
- ▣ Six sigma green belt certification program
- ▣ Digital marketing certification
- ▣ Live project management



# HIGHEST PLACEMENT PACKAGE



**Anand Kumar**

Marketing Manager - South Head  
Franchise Connect India Pvt. Ltd

**Rs. 24 Lakhs Per Annum.**

## CURRENT PLACEMENT 2017-19 BATCH



**Abhishek Sharma**

Inside Sales Executive  
Vedantu



**Adithya Chowdhary**

Management Trainee  
Shobha Ltd



**Aishwarya Satish**

Sales Manager  
Property Pistol



**K Sudha**

HR Executive  
Sunooava Technology



**Swathi R**

HR Executive  
Ninjakart



**Surendar Marimuthu**

Relationship Manager  
HFFC



**Tanu Karmakar**

Relationship Manager  
Colives



**Alok Tiwari**

Sales Manager  
Swiggy



**Alka Kumari**

Executive Recruiter  
Sunooava Technologies



**Anjali Minz**  
BDE  
Extramarks



**Ankita Giya**  
Management Trainee  
Square yards



**Anwesha Paul**  
Sales Manager  
PropertyPistol.com



**Ashika Menon**  
HR Recruiter  
Manpower Group Pvt. Ltd.



**Boobesh P**  
Sales Manager  
Property pistol



**Chandra Prakash**  
BDE  
Extramarks Pvt.ltd.



**Chelle S Kumar**  
Marketing Manager  
Zolostays Property  
Solutions Pvt. Ltd.



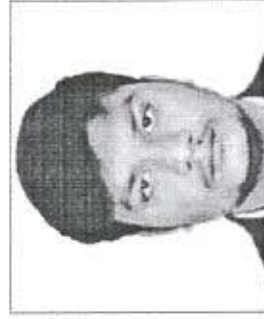
**Chevula Harika**  
Relationship Manager  
Colives



**Chiranjeev**  
Territory Sales Manager  
Ninjakart



**Darshitha Prajapat**  
Fundamental Researcher  
S & P Global



**Dasari V S Rayalu**  
Management Associate  
HFFC



**Debasmitha**  
Sales Manager  
Property Pistol



**G Jagadeesh**  
Tax Associate  
PWC



**G Karthik**  
Sales Manager  
Property Pistol



**Gokul S Nair**  
Trainee content analyst  
Thomson Reuters



**Gowri Bichali**  
BDE  
Extramarks



**Imtimeren Pongner**  
Relationship Manager  
Colives



**Janmoni Moran**  
Customer Life Cycle Manager  
Nxtgen Datacenter



**Jithin Kurian Cherian**  
Sales Manager  
Property pistol



**Kesha**  
Analyst  
Northern Trust



**K Purendra Pratap**  
Sales Manager  
Property pistol



**Madhuparna Das**  
HR Recruiter  
Delphicjobs.com



**Maryam L**  
Sales Manager  
Property Pistol



**N Gladys G I**  
Fundamental Researcher  
S & P Global



**Navyashree**  
BDE  
Extramarks/Property Pistol



**MOTHE NIKHIL**  
Sales Manager  
Property Pistol



**Pankoj Sutar**  
BDE  
Extramarks



**Rahul Parashar**  
Analyst  
Northern Trust



**Ranita Kundu**  
Relationship Manager  
Colives



**Riya Sharma**  
HR Manager  
Edument Findin1  
Solutions Pvt Ltd



**Rizwan Ahmed**  
Assistant Center Manager  
Extramarks Pvt. Ltd/  
Cult.fit Pvt. Ltd



**Sajan Pandya**  
Sales Manager  
Zomato



**Sajomn**  
BDE  
Extramarks



**Samvith Bhatt**  
Demand Manager  
Oyo rooms



**Sathiya Keerthi M**  
BDE  
Extramarks Pvt. Ltd.



**Seemona**  
Territory Sales Manager  
Ninjakart



**Shiak Ibrahim**  
Territory Sales Manager  
Red Carpet



**Shubham Tripathi**  
BDE  
Berger Paints India Ltd



**Siddarth Kabi**  
HR  
Taj



**Sonali Dey**  
HR Recruiter  
Manpower group



**Srijoyee Biswas**  
Assistant Center Manager  
Cult.fit Pvt. Ltd.



**Srinath**  
Accounts Manager  
Colive



**Sucheta Bhat**  
Trainee content analyst  
Thomson Reuters



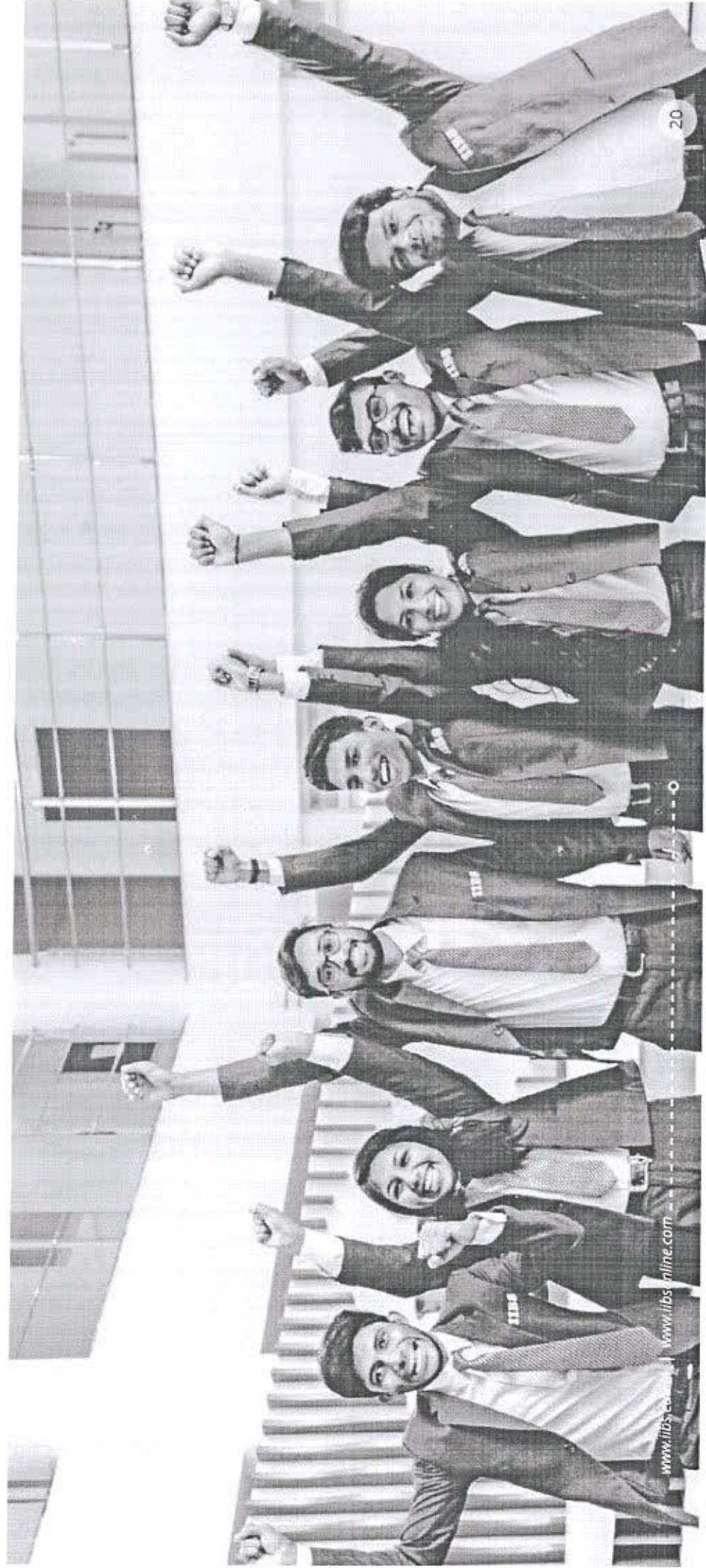
**Sukhjeet Kaur**  
Relationship Manager  
Colives



**Surabhi Sinha**  
Sales/Marketing Manager  
Vivero International



“A big congratulations to all the PGDM students for getting placed during the campus recruitment process. We give our best wishes to all of you for a brighter future ahead!”





*Trusted by 6000+ IBS Alumni and acknowledged by more than  
500 top MNC's - Quality, Culture & Innovative pedagogy.*



# OUR STAR ALUMNI

Alumni Earning Salaries between Rs. 25-50 lakhs p.a.



**Amit Kumar Giri**  
Managing Director  
BrainGateway



**Arun Kumar Singh**  
Assistant Team Leader  
ADIB Bank



**Ashish Otwani**  
DGM  
Reliance Jio



**H Shahul Hameed**  
SAP SCM Analyst  
Baladna



**MD Kamaal Siddiqui**  
Sr. BDM  
Squareyards LLC



**Md Aslam**  
Assistant Team Leader  
Abudhabi Islamic bank



**Md Shahbaz**  
Client Relationship Officer  
Sharaf Exchange LLC



**Md Akmal Hoque**  
Payday finance Officer  
Finance House (PJSC)



**Nammi Bhanu Prakash**  
Collections Officer  
MASHREQ



**Neeraj Kumar Singh**  
Managing Director  
Hilal al Saif  
Technical services LLC



**Noel Johnny**  
Ware House  
Administrator & Procurement  
Bugatti Fashion (Maison Bmore)



**Quazi Nazmul Haque**  
BDM  
Drawlines Trading & Con-  
tracting



**Reetesh Rai**  
Senior Relationship  
Officer  
Citi Bank



**Sachin Kumar Mandal**  
Team leader  
Mashreq Bank



**Siddharth Bajaj**  
Team Manager, Premi-  
um Banking  
First Gulf Bank



**Suchandni Verma**  
HR Manager  
Mofosys

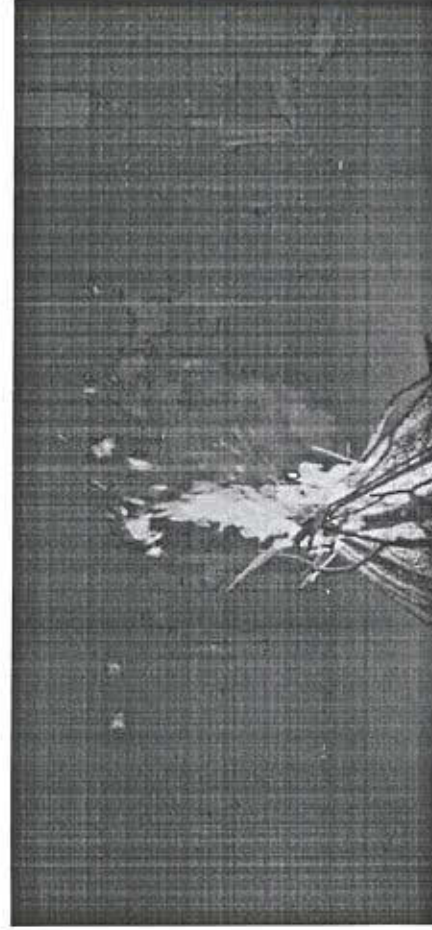
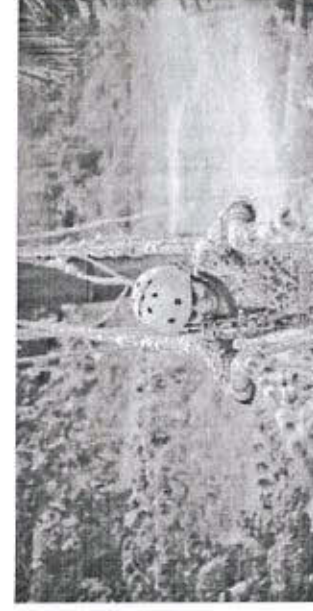


**Kumar Abhishek**  
Senior Claims Officer  
(Technical)  
Al Futtaim Willis



**Avinash Kumar Rai**  
Senior Account  
Executive  
Al Futtaim Willis

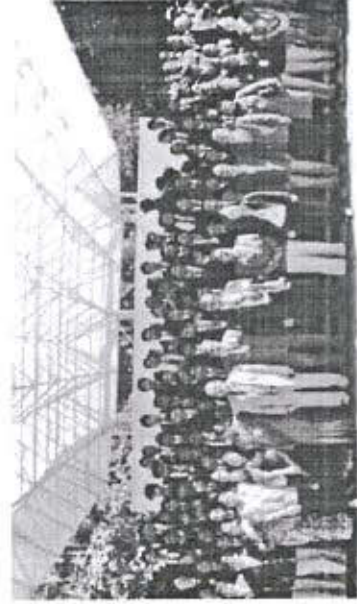
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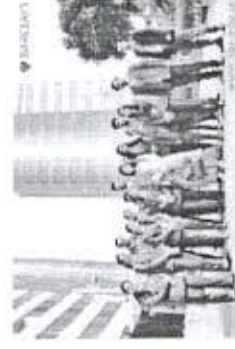
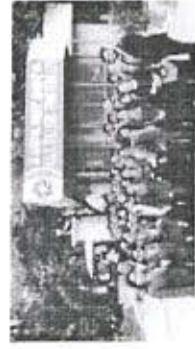
# IIBS SURFACE



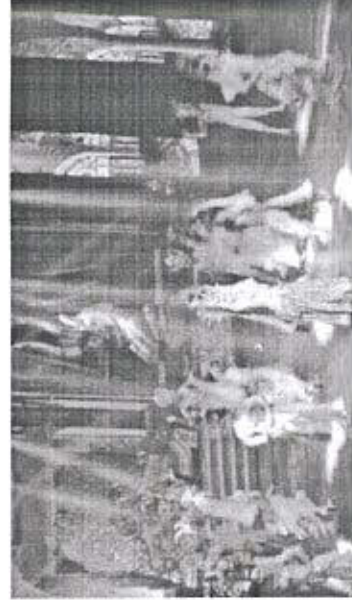
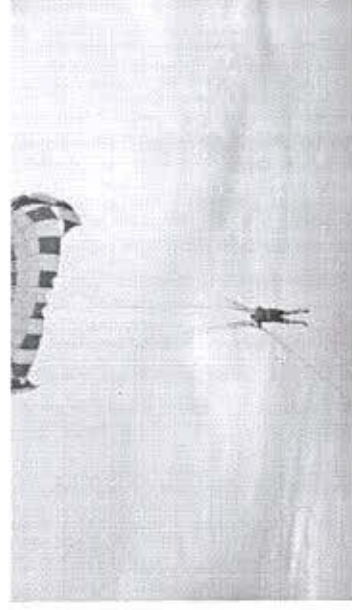
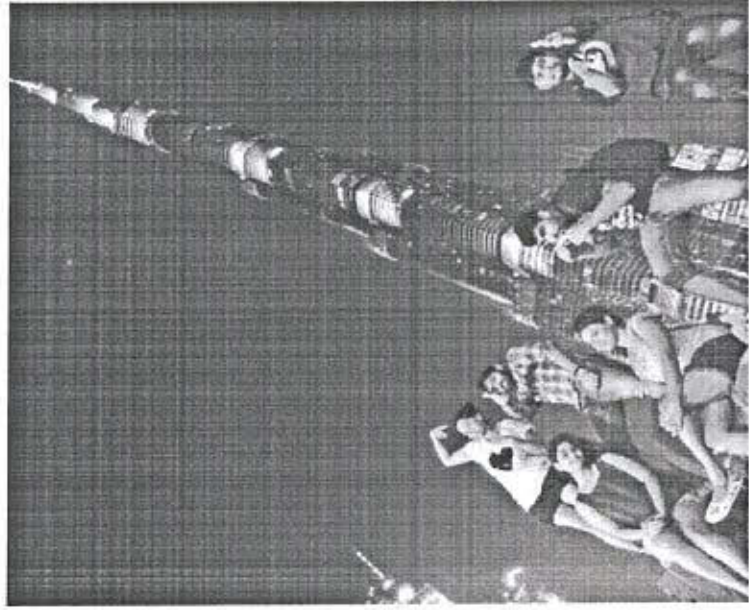
# IIBS INDUSTRIAL VISITS



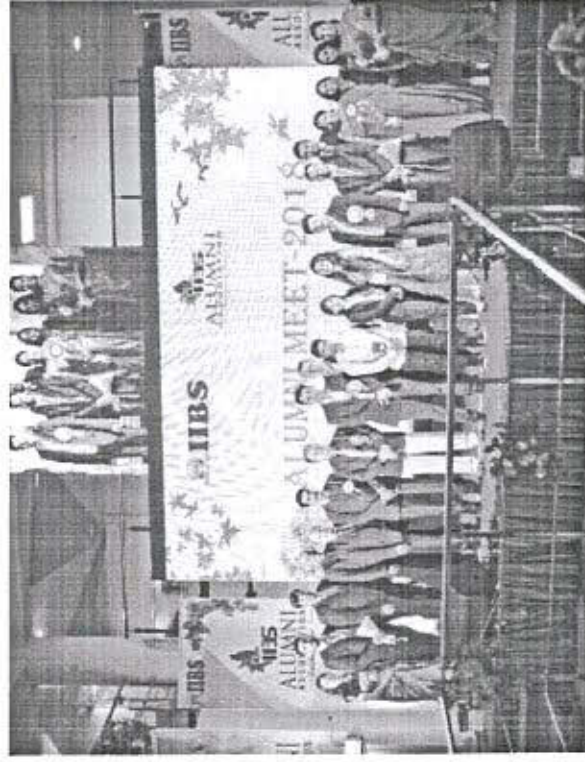
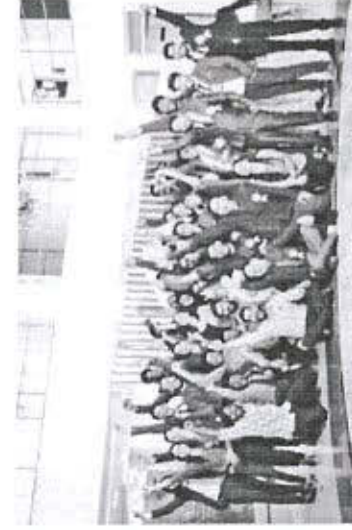
Infosys



# IIBS INTERNATIONAL TOUR



# IIBS ALUMNI ANNUAL MEET





# PROMINENT RECRUITERS

**accenture**



**AXIS BANK**



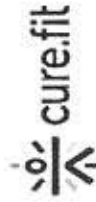
**Deutsche Bank**



**BAJAJ  
FINSERV**



**Cognizant**



**ninjacart**



**genpact**



**amazon.in**



# CORPORATE SPEAK

The students being groomed at IBS are extraordinary, as suited corporate World. And interaction with the student has revealed that they are highly motivated and enthusiastic in learning the tricks of the trades.

**Mr. R. Sugant**  
*Head - Business Development*

HCL Technologies

"I found that the students of IBS are very energetic, proactive and enthusiastic in their approach. I am sure that under the able guidance in IBS, the students will reach their respective career goals. I wish IBS and all its students all the best in their future endeavors"

**Arijit Ganguly**  
*Director - Sales*

Oracle Corporation

During my interaction with the student off IBS. I found them to be very energetic and willing to learn new cars concept and implement them. This according to me is the first step which an Aspiring management graduate needs to inculcate before leaping into the corporate world. I wish management student off IBS success in this MBA program.

**Mr. Chandra Shekhar**  
*Regional Sales Manager*

Birla Sunlife Insurance Co. Ltd.

"It is really enchanting to see that there is a high level of creativity built in the individuals at IBS. This inherent character will place them in the ever changing & customer-driven market."

**Pavan Soni**  
*Creativity & Innovation Division*

Wipro Technologies Ltd

True colours of the professional are perceptive with IBS students with inquisitiveness at all levels, this prepares them to show that they are different in their approach. These qualities placed with high standards, as they have the ability to make a difference as compared to normal ones.

**Mr. Abhishek V Kumar**  
*Global Talent Acquisition*

Wipro Technologies

"The students of IBS are extremely dedicated and diligent which only inspires a faculty to delve into better recesses of coaching and mentoring. I found their zeal and discipline encouraging which will surely take them a long way. I wish them all good luck"

**Mrs. Shrabani Basu**  
*HR Consultant*

Narayana Hrudayalaya

## ELIGIBILITY CRITERIA (Admissions PGDM)

- All applicants should possess a Bachelor's degree or equivalent, with a minimum of 50% aggregate marks or equivalent in any discipline, recognized by the Association of Indian Universities (AIU)
- For admission in PGDM program, an applicant must have a valid IIBSAT/CAT/MAT/XAT/GMAT/CMAT/Other Entrance Exams score.
- Applicant also needs to clear the essay writing, aptitude test, Group Discussions (GD) and Personal Interview (PI) rounds conducted by IIBS
- The eventual application process is online for all candidates.

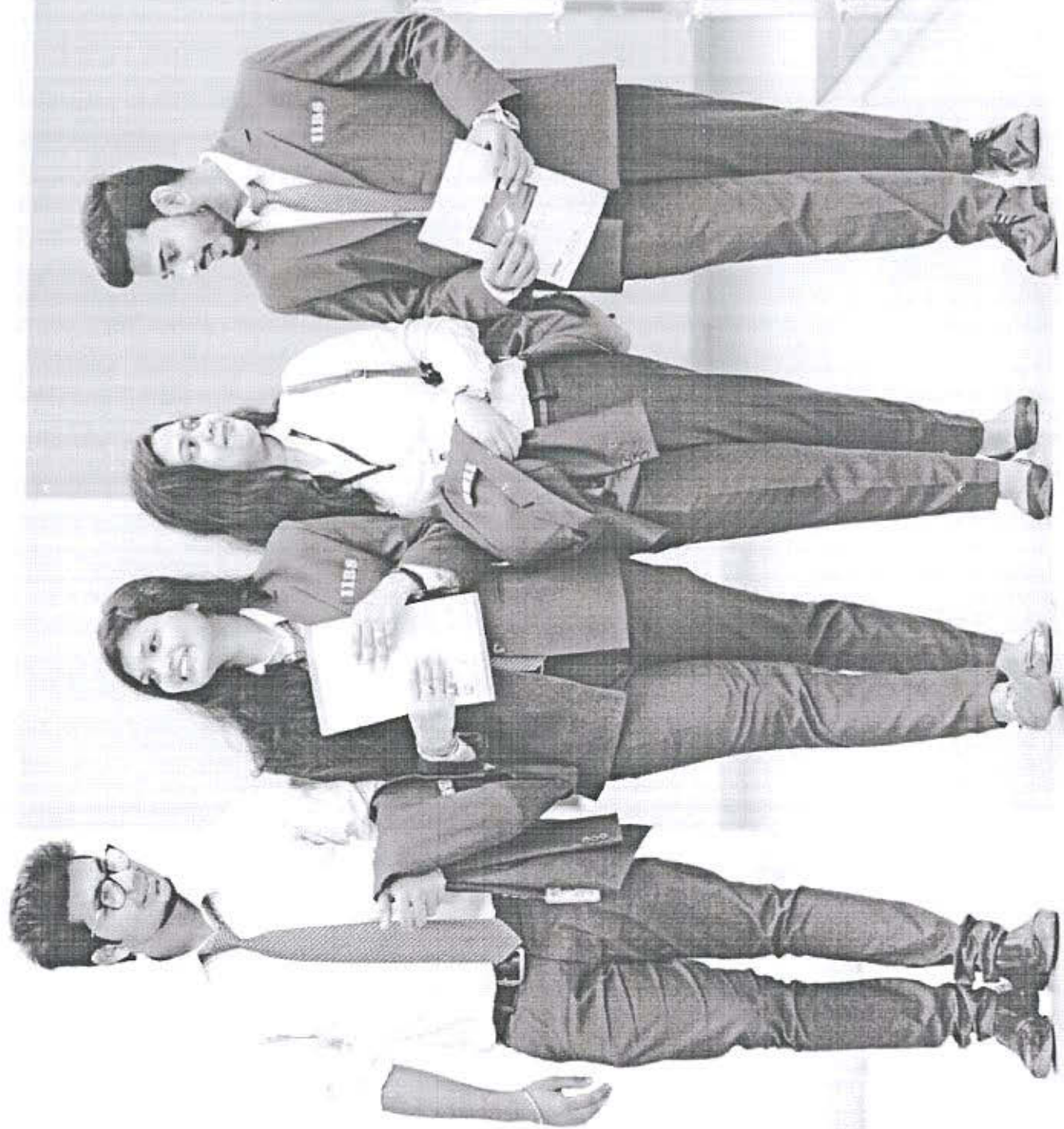
## ADMISSION PROCESS

- Candidates meeting the eligibility criteria can apply to IIBS by completing an online form.
- Visit the website [www.iibs.edu.in](http://www.iibs.edu.in) or [www.iibsonline.com](http://www.iibsonline.com) and fill in the online application form and make a payment of INR 1,000. Or purchase the application

**Note:** Applicants are evaluated based on IIBSAT/GMAT/CAT/XAT/CMAT/Other Entrance Exams scores, past academic performance, and performance in the group discussion and personal interview.

**Important Date:** Please visit the website or contact to admission department.







*Religiosity Learning Habits*

# IIBS

International Institute of Business Study

## **IIBS Bangalore Campus (R.T.Nagar) & National Head Office**

#119, KHB Main Road, Kanaka Nagar, R.T.Nagar Post, Bangalore- 560032

Phone: +91-80884 22544

## **IIBS Bangalore Campus (International Airport)**

#75, Muthugadahalli, Bangalore North Jala Hobli, Near International Airport, Bangalore-562157

Phone: +91-90004 53555

E-mail: [admission@iibsonline.com](mailto:admission@iibsonline.com) | [www.iibs.edu.in](http://www.iibs.edu.in) | [www.iibsonline.com](http://www.iibsonline.com)



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# IIBS



APPROVED BY AICTE



Student Hand Book – 2021-23

## PROFESSIONAL KIT - PGDM

**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
#75 Muthugadahalli, Jala Hobli,  
Bengaluru North - 562157

## **About International Institute of Business Study (IIBS)**

**International Institute of Business Study (IIBS)** has established itself as one of the premium management institutes. It employs supreme education methodologies raising the standards of management education on par with excellence. **Srimati B. Devi Educational & Charitable Trust** In the year 2001, The Srimati B. Devi Educational & Charitable Trust was founded by a well-acclaimed educationist, **Dr. Jay Prakash**. The foundation of one of the most prestigious B-School in India, the International Institute of Business Study (IIBS), was laid by this trust. Bangalore is a highly competitive city with a huge plethora of top B-schools in the country. Dr. Jay Prakash was highly enthusiastic and committed to excellence, he believed that IIBS will reach its zenith resulting from global work culture practiced in Bangalore.

At this juncture, it becomes important to provide competent and dynamic education structure and stay one step ahead of rest of the B-Schools. We, at IIBS make sure to inculcate the global work culture and its principles in our courses in order to better equip our students with adaptive skills, adequately competent to tackle both, intellectual and practical challenges during their career.

### **Our Vision**

"To inculcate ethical values and provide innovative, holistic learning experiences that nurture individuals into well-rounded human beings, thereby equipping them to become influential global leaders."

### **Our Mission**

- TO ENCOURAGE THE STUDENTS WITH MODERN EDUCATION TO BRING ECONOMIC EMANCIPATION AND SOCIAL TRANSFORMATION.
- TO PROVIDE THE RESOURCES AND OPPORTUNITIES TO CREATE GLOBAL LEADERS.
- TO PROVIDE HOLISTIC APPROACH TO PREPARE THE STUDENTS TO GROW PERSONALLY, PROFESSIONALLY, SOCIALLY AND EMOTIONALLY AND TO MAKE THEM A COMPLETE HUMAN BEING.
- TO REDEFINE THE STUDENTS' TALENTS TO MAKE THEM SUCCESSFUL ENTREPRENEURS AND RESPONSIBLE CITIZENS.
- TO DEVELOP GREAT HUMAN BEINGS WITH VALUES AND ETHICS.

After few years of graduation, the graduates will:

<b>PEO 1</b>	Work effectively in diverse teams, demonstrating strong interpersonal skills and the ability to collaborate to achieve common goals as a member or to lead a team.
<b>PEO 2</b>	Achieve career advancement in the chosen field, taking different roles as a professional in multidisciplinary environment and provide sustainable solutions for the upliftment of society.
<b>PEO 3</b>	Engage in lifelong learning and pursue higher studies and carryout research to understand the development in management and allied areas.



**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
#75 Muthugadahalli, Jala Hobli,  
Bengaluru North - 562157



### Contents

<b>SL. No</b>	<b>Particulars</b>	<b>Page No</b>
1	Highlights Of the Course	1
2	MOM Program	20
3	Curriculum	22
4	Anti-Ragging and Discipline Committee	29
5	Dress Code	33
6	Do's And Don'ts	34
7	Equal Opportunity Cell	35
8	Scheme of Examination	35
9	Calendar of Events	38
10	Professional Developmental Activities	39
11	Placement Process	40
12	Internship Guideline	41
13	Project Guideline	45
14	Placement Guideline	48
15	IIBS Ensuring Success Methodologies	49

## **1. Highlights of the Course**

### **The Post Graduate Diploma in management (PGDM)**

PGDM is two-year, full-time program. During the two years of PGDM, the student will receive academic inputs in two parts, namely, the *Compulsory* package and the *Elective* package. Distinct objectives will be served by each package. Largely, the compulsory package will be in the first year and the elective packages would be in the second year. The input of the compulsory package is essential for all managers. The overlap between the compulsory package and the elective package will be minimal. The main objective of the PGDM is to groom students into competent professional managers with:

1. A capacity to learn and adapt to national and international environment.
2. An orientation towards achieving excellence, maintaining high ethical standards
3. A capacity to work effectively and efficiently, both individually and in-groups.

The Compulsory package occupies approximately 60-65% of the total curriculum, which includes several organization-based projects. The aim of the compulsory package is to provide students with the fundamental knowledge, skills and techniques, contextual understanding, and overall perspective, necessary for general management. Compulsory coursework will provide broad training to students that will help them in career flexibility and mobility. It will also help them move towards general management positions where the challenges and the contributions may be the greatest.

The mixture of compulsory and elective courses will help the students to develop an in-depth understanding of the interrelationships crucial to successful business management.

This will enable them to be more effective in their jobs while being sensitive to the issues and challenges confronting people in the other parts of the organization.

In the second year, students will get a deeper understanding of areas of their interest through a package of elective courses. Second year students may choose to concentrate on particular topics or areas of their interest. Since most of the students are likely to start their careers in one of the functional areas, the specialization in the second year helps build the special skills required for those areas. Typical concentrations will be; finance, human resources management, information technology, international business, marketing, operations management, and strategy. There may be a few compulsory courses in the second year. The second year courses will have high project components so that students get more practical exposure.

The aim of the first year curriculum and the core courses in the second year is to provide students with the fundamental skills and techniques necessary for any manager.

### **Pedagogy**

Institute uses a combination of various teaching methods such as cases, projects, independent studies, computer aided instructions, group discussions, lectures, seminars, presentations by students, and lectures by guest speakers from industry and government. The *case method* is generally seen as a most effective tool, and it should be included as part of the curriculum design as far as possible. This sharpens analytical skills of students and helps analyze problems from multi-functional perspectives.

## **Key Features:**

### **➤ Experiential Learning**

Experiential Learning (EL) is one of the concepts of the Post-Graduate Program. It is similar to "learning from the field". In the process, students get a feel of organizational reality: what it is, how it works, and the relationship between diverse functions. students are able to relate classroom teaching to organisational life. To that extent, the so-called gap between theory and reality is bridged. EL has two components: Industrial Exposure in the first year, and Summer Training at the completion of the first year.

### **➤ Industrial Exposure:**

The objective is to provide students early real-life exposure of organisations and to enrich the learning experience through simultaneous inputs from theory and practice. During the first year, the students are taken on guided tours to organisations of different types in the locality. These visits give them an exposure to the complexity of management. It also highlights the relevance of some of the management concepts in different organisational settings.

### **➤ Summer Internship Training:**

Each student would work with an organization, on a project for a period of a minimum of 8 weeks at the end of first year. The objective is to allow students, intense day-to-day interaction with organizations. Internships Training would provide exposure to the student to working of an organization in the real life setting. It would also help students to develop managerial skills and competencies, and facilitates an informed career choice by the students.

➤ **Information Technology Orientation**

In the era of digital space, the intensive use of information technology for the curriculum is one of the salient features of the program. Information Technology is playing an ever-increasing important role in business and education. Therefore, acquisition and processing of a large volume of diverse information for managerial decision-making, through extensive use of computers, has become the order of the day. IIBS prepares the students to take up the above challenge. They are required to make intensive use of IT applications during program. Efforts will be on towards progressive use of multimedia in the classroom and integrating IT in the day-to-day functioning of the program through Intranet internet.

➤ **Dissertation**

Dissertation is an important value addition to the PGDM course. The writing of the dissertation simultaneously checks the ability of students to prepare a comprehensive and in-depth report. The dissertation is a research-based capstone subject, which is intended to further stimulate intellectual curiosity and hone the analytical skills of students as well as inculcate in them the rigor and discipline required to tackle and solve complex problems in industry. It is deliberately timed towards the end of the course as the student is meant to draw on input received in all disciplines while writing the dissertation

➤ **Market Vibes: Market Research**

Market Vibes is a group activity conducted by the students to check, how to ascertain the demand for any product/service in the existing market. Keeping this key issue and its awareness before entering corporate students will be made to take up systematic approaches to find the demand and supply for any product/service.

➤ **Success Winds: Financial Acumen Skills**

Success Winds is a real-time activity ensuring future corporate executives to build financial acumen. This will enhance their ability to take quick decision through apt judgment in relation with financial aspects of a business. Financial skills imparted include core financial concepts and streamlining processes such as budgeting, forecasting and reporting.

➤ **Avishkar: New Product Launch**

New Product Launch is the part of Current Events programme in which students present the launch of a new product with the help of a power point presentation. Product knowledge in this ever changing world is a must for all the management students who are venturing into corporate field.

➤ **Emerge: Mergers and Acquisitions**

Mergers and Acquisitions are the strategic decisions made by the top level management. Students are given an insight into those decisions in present day scenario. Corporate case studies in mergers and acquisitions are discussed in depth and the decisions taken by the top-brass managers are analysed for a thorough knowledge of the strategy.

➤ **Synergofocus: Collective Bargaining**

Synergofocus is a means to achieve win-win situation in any kind of business transaction for the benefit of both the parties. Role-plays depicting the collective bargaining are enacted to bring home the real impact of the concept. This helps the student to face the real time corporate situation and find a suitable solution.

➤ **Investoprogress: Investment Planning**

Investment Planning aims at investing the surplus funds of an organization in those ventures where optimum gains are expected. Investoprogress prepares the students to take up corporate challenges in investing the funds in lucrative and high yielding areas thereby maximizing the wealth of the investors.

➤ **Talent Exhibition: Management Fests**

Management Fests are held in all Business Schools to hone the skills of the students in their respective specialization by arranging competitions like Best Managers etc., These fests give ample of opportunities to exhibit their curricular and extra-curricular talents and get prizes in different areas like singing, dancing, skits etc.,

➤ **NP Conversions: Non Performer to Performer Conversion**

NP Conversion process identifies non-performing and under-performing students and gives them adequate drills to equate them with the performers over a period of time. For getting 5 lakhs package, it is necessary for them to be the best performers in all the areas of knowledge and skills. For management students it is necessary to perform at their optimum.

➤ **Faculty Mentoring**

The core strength of IIBS is its care and concern for every individual student, which in turn is reflected through the mentoring that the faculty takes up right from the day of admission. Every student has the freedom, liberty, and the parental touch for their professional growth. This facility is flexible, and the faculties are available for every student at the point of need. The IIBS faculty team has a systematic, professional program designed to get the student community together for a harmonious understanding.

IIBS is truly an international community as represented by its Indian and foreign students who are encouraged to exchange, and learn about the Global village into which they are groomed by the faculty. IIBS understands the demands of the Corporate, and the dreams of a student. The challenge that the faculty team takes up is to keep itself updated with the latest happenings, and ensure that every student matches to their dream, and meets the corporate demand.

➤ **Alumni Mentoring**

A family is a family provided the roots are not forgotten. The value of togetherness and belongingness is preached by practice at IIBS. The pulse of the generation is best known only to the same generation. The IIBS family can be found together always, with the Alumni interacting with the current batch of students as per the disciplined schedule.

The experience, tips & tricks, culture, communication, success stories of the corporate is shared by the Alumni to inspire, guide, and counsel the students with practicality as the base of thought. To begin with there are groups formed under each Alumni member, schedules are drawn to interact, and involve for the future. IIBS ensures the sanctity of mentoring where the interaction is comfortable, has enough freedom of expression, has the professional environment with a personal touch.

➤ **Placement Mentoring**

Mentoring is a smart use of resources, connecting students for support, learning and networking as they move through their university experience and enter working life. Also it prepares students for successful entry into the corporate world. We provide guidance and directions so that students can carry out assigned tasks as well observe and participate in the work of an organization. Assisting the student in creating and articulating concrete objectives and activities related to the placements, providing constructive feedback to students on topics related to the student development.

These development programs connect and enhance a student's networks to provide them with better tools for their job search. By matching students to a mentor in their field of study, students can get a better understanding of the career paths and resources available to them, as well as receive resume and job advice from professionals within their desired professions.



### ➤ **Incubation Cell**

Incubation cells are designed to accelerate the growth and success of entrepreneurial acumen in students through an array of business support resources and services that include physical space, knowledge base, capital, training, common services, and networking connections. The goals to help create and grow young brains by providing them with necessary support and financial and technical services. Incubators provide numerous benefits to students to startup their own businesses. In the business incubation cell the business plan submitted by the student will be reviewed by a screening committee to determine whether or not it meets the criteria for acceptance.

IIBS Incubation Cell (IIC) coordinates and leverages the synergies in various fields of excellence driving innovation and entrepreneurship at IIBS, Bangalore. It consists of cutting edge research and industrial interactions needed for start-ups. IIC aim to be the hub of interesting and high impact ventures in the social, educational, commercial and other domains and hopes to bring forth a revolution in how hat students learn and achieve while in college. IIC supports Students, Faculty, Staff & Alumni of IIBS and External entrepreneurs in creating successful Technology ventures and translates benefits to the society at large.

### ➤ **Research Culture**

The Research Culture is the Structure that allows us to understand and evaluate the research activity. In IIBS, the culture is that structure, the cultural structure based around the behaviour of the staff and students that allows us to transfer the knowledge gained through this systematic process to our students. We pass on this knowledge to our students in the context of today, not yesterday, but today, along with the ability to analyse the evidence in the context of tomorrow.

We have long fostered the culture 'Thinking Big'. Our academia and students have been encouraged to move beyond traditional boundaries and exceed expectations. This makes IIBS to make world-changing research and discoveries by imparting Research Culture to the students. We have a clear vision of what we want our research to achieve and how we will help our researchers make it happen. The students from day one are encouraged with mini live projects which culminate at the incubation cell into full-blown start-ups.

#### ➤ **Stock Market Programme**

IIBS provides stock market programme which enables the students to grab lucrative careers in the financial industry like Capital Market- broking Firms, Mutual Funds, Forex, Commodity, Investment Banking and Commercial Banking. IIBS has trading simulation, training provided to obtain NSE certification in capital market, Derivatives module, Depository Module, Option trading, Equity research, Financial Modelling, commodity, currency, technical analysis, fundamental analysis and Mutual Fund. We also provide platform to take up the certifications from NSE National Stock Exchange. We have real time personal financial planning session which enables the students to prepare financial plan for individuals. In IIBS students not just study finance they implement and use it.

#### ➤ **Industrial Visit**

The faculty members and staff of IIBS (Bangalore) are known for their out-of-the-box teaching and pedagogy methods. You will visit many industries as an integral part of management studies. One such programme, the industrial visit focuses on preparing the participants to learn about the day-to-day workings of a particular industry and understand its operational issue. The glimpse of the industry gives practical exposure in real time, and helps to understand management operations to great extent. The programme also helps to keep students abreast with the current

management practices followed by such organizations and acquire trades that the industry demands of them. You also get an opportunity to interact with the executives of the companies and receive practical inputs.

➤ **Industry Interface**

Management education and industry plays a very important role in the economic growth of the country. One thing to listen to lectures about building and managing business, it is quite another learning experience to listen to senior executives speak of their experience of business building. A lecture cum interaction of an executive with students at IIBS is like bring the industry to the classroom. It helps to cultivate mutually beneficial and lasting relationships with one another. This creates a platform for the students to interact with the corporate as well gives the Institute an opportunity to showcase the students to them.

➤ **National Service Scheme: NSS**

National Service Scheme, under the Ministry of Youth Affairs & Sports Govt. of India, popularly known as NSS was launched in Gandhiji's Birth Centenary Year 1969, in 37 Universities involving 40,000 students with primary focus on the development of personality of students through community service.

➤ **Corporate night**

Corporate Night is an incredible evening of learning activity based upon management event where student will develop management skills, networking, singing throughout the evening. Student experience first-hand the transformation of student life into an exponential corporate person.

➤ **Sports**

Sports play a crucial role in the all-round development of a student. When effective pedagogic practices from one part of good education, sports enable students to lead a life of fitness and sharpen their competitive spirit. In the contemporary world of teamwork, quick

decision making, and effective maneuvering, sporting activities provide multi-layered skills to succeed in the world.

### **Intercollegiate fest**

The intercollegiate Fest is a management-oriented event that gave a platform for the students to share knowledge and also help them showcase their managerial, leadership and entrepreneurial skills through interaction and innovation. The event targeted both PGDM students from various specializations and streams across the colleges. The theme for the Fest this year was "Interact, Innovate & Inspire"

### ➤ **Professional Certification Program**

The Professional Certification Program offers you the ability to earn credentials to demonstrate your expertise. It is designed to validate your skills and capability to perform role-related tasks and activities at a specified level of competence. The achievement of a Professional Certification demonstrates to your colleagues and employers your expertise. Provide a reliable, valid and fair method of assessing skills and knowledge. Develop a worldwide community of highly skilled certified professionals who recommend, sell, service, support. Professional Certification program has a complete range of certifications, from entry-level to advanced, that include many different job roles to suit your professional needs.

### ➤ **Business simulation**

Business simulations provide an interactive learning experience that requires participants to apply what they have learned in a business training event in a robust, risk-free environment. Participants build relevant skills, improve conceptual knowledge, and gain a better appreciation of business strategy and the systems of business management in order to build skills and improve performance.

➤ **Digital marketing**

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and their websites to connect with current and prospective customers.

***Students Clubs***

**Finance Club:**

***IIBS – FINWIZ***

***-A financial hub***

"Someone's sitting in the shade today because someone planted a tree a long time ago."

**-Warren Buffet**

The Finance club will help IIBS students who are interested in pursuing a career in the finance industry. Throughout the academic year, the club organizes lectures conducted by professionals from the finance sector who are willing to share their experience and provide beneficial career advice to the participants.

**Vision of Finance Club**

Evolving each student through practical experience to understand the application of theory to practice and providing an awareness of real corporate world.

**Objective of Finance Club**

- To experience both theory and practical corporate culture in finance department
- To provide the platform that will bridge gap between the corporate and academic with respect to finance

### **Finance Club Activities & Events**

- Budget analysis
- Railway budget analysis
- Mergers and Acquisition
- Angel investment and Venture Capital
- Corporate Finance (CF)
- Investments Portfolios (IP)
- Derivatives (DRV)
- Mutual Funds
- Dummy Trading and IPOs
- Awareness on Financial Products
- Students Presentations on Financial Concepts
- Case Analysis

### **Value Add course:**

- **NSE (National Stock Exchange) course for specializing in Stock & trading, a certificate course being conducted by NSE.**
- **MCX Certified Commodity Professional (MCCP)** The Training and Education Department of MCX focuses on in Commodity market, Risk management in the derivatives market, futures and options in derivative exchange.

### **The Marketing and Research Club:**

The Marketing and Research Club is dedicated to providing students with practical experiences and opportunities in the field of marketing & Sales, market research and big data, allowing members to further their market research skills and better prepare for a professional career in the field. To understand a feel of what happens in the market and what they learn is relevant from the real-world perspective The Marketing and Research Club would provide insights on business, something that needs the aid of

practical examples, showcasing real-world applications of concepts goes a long way in facilitating learning. The Marketing & Research Club would bridge the gap by inviting people from the industry and academia to share insights on an emerging area of marketing. The club would organise discussions on topics like Neural marketing and Digital marketing by inviting practicing manager/ experts explore the career possibilities in marketing and sales.

Together, these activities would the members an opportunity to network, build leadership and teamwork skills, and experience a learn-by-doing practical approach to market research. Involvement in the Marketing and Research Club activities helps prepare students for a future in market research and improves their ability to generate customer insight, shape marketing decisions, and move forward in companies.

**Few of the activities planned are :**

- Inviting guest speakers from the industry
- Discussions from industry leader to get Sales and Distribution Insights
- Competing in national and local market research competitions
- Organizing market research workshop
- Providing professional service to small & medium businesses
- To do research to explore alternate uses of product to reach out to new consumers.
- To develop creative media adverting using electronic media, internet, videos.

## **H R Club**

HR club in IIBS has been a dream comes true for the HR domain people. This HR club has been evolved out of numerous ideas and hard work of many people. A club can be created easily but sustaining and growing with time is a difficult task. A club would be proving to be an effective one only when it serves the purpose of its creation and existence and also brings about sustainable development of all its stakeholders i.e. provides benefits to all.

The Human Resources Club at IIBS revolves around imparting knowledge on current HR trends, news and practices, and equipping students with skills that compliment concepts taught in classrooms. This is done through various activities such as debates, quizzes, role plays, guest lectures and the like.

The HR Club also gives members the opportunity to suggest and organize events and display their genius in handling difficult scenarios through various initiatives.

Among the Club's initial set of events, was an HR-round table conference, a first of its kind, where esteemed delegates from varies industries were invited to display their opinions on talent retention in organizations in a world of high attrition.

The club is backed by the support of accomplished faculty members at IIBS, who provide necessary direction and guidance.

### **Objectives of HR Club**

- To provide knowledge about the current trends in HR.
- To produce more employable and efficient HR students of MBA.
- To bring out and develop innovation and creativity among the students of HR.

(New Logo for HR club will be created by new batch students of PGDBM 2018-20)



## **Rotaract Club**



"People may come and People may go, but some things go on forever."

Corporate Social Responsibility is a responsibility that industries owe towards society at large. The initiatives that make our society more liveable & sustainable come under CSR. The other activities IBS Rotaract Club comprise of events, tasks focused on the various Community Services initiatives being taken by industries. Collaborate with other educational institutions for organising and participating the inter collegiate competitions.

Organize a RYLA (Rotary Youth Leadership Awards) Events: Energize the next generation of community leaders with a Rotary Youth Leadership Awards event. RYLA gives the club members the opportunity to develop young leaders while inspiring them to connect, exchange ideas, and take action in their educational institutions and communities.

**IIBS Rotaract members would coordinate, plan and implement in organising "IIBS inter collegiate" management events by collaborating with other educational institutions' Rotaract clubs to get other colleges participation and also to compete in management fests.**

In accordance with Rotary International, and Rotaract, the focus of IIBS Rotaract club is the following areas:

- Community Services
- Vocational Services
- Professional Services
- International Services
- Finance Committee Services

**IIBS Rotaract year 2018-19 plans & perspective has been prepared on IIBS Holidays list for the Academic year 2018.**

<b>Date(2019 - 20)</b>	<b>Events</b>	<b>Brief Description</b>
6th June	Installation Program	Inaguration, Installation of Office Bearers and Presentation of Annual Plan
5th-6th June	Tree Plantation	Collecting plants by contacting Forest Department through Yelhanka President
21st June	Yoga Day	Organizing Yoga classes i.e., weekly or Monthly in Ozone Urbana
30th June	Education Awareness	Going to schools and spending 3-4 hours with students and conducting some activities.
6th July	RYLA	Rotary Youth Leadership Award
18th July	Industrial Visit	Industrial Visit to Devanahalli
21st July	Medical Camp	Blood Donation Camp and other check up camp in College
15th August	Independence Day	Flag Hosting and Cultutal Activities
26th August	Women's Equality Day	Any activity that potraits women as equal as men.
14th September	Hindi Divas	Going to school and teaching hindi to students
2nd October	Village Literacy Program	Inviting students from near by villages and organizing Guest Lecture for them
31st October	Marathon Race	Run For Unity ( Rashtriya Ekta Diwas )
17th November	Inter-College Research Paper Presentation	Presentation of Research Paper

2nd December	The National Pollution Control Day	Cycle Rally to create awareness about pollution
11th -17th January	Road Safety Week Campaign	Promoting and Encouraging Road Safety Awareness Program
26th January	Republic Day	Flag Hosting in near by village school
16th February	Helping Orphanage	Collecting Cloths and other accessories for Donating
8th March	International Women's Day	Express love and gratitude towards women's' contribution to our lives and society.
12th April	Inter-College Fest	Inviting Other College Students for Management Fest
4th May	Polio Eradication Camp	Organizing camp in villages and giving polio
31st May	Anti -Tobacco Day	Creating Awareness about causes of tobacco

### **Community Village Children Education Program Project launch :**

The focus of IIBS Rotaractors would be to impart knowledge to community village children by visiting nearby village school children, During weekend, the Rotaractors would visit the village school to share knowledge and teach English, Hindi, Computer usage skills, and such other livelihood skills.

During Rotaract year 2018-19, as the project initiation, launch of "Community Village Children Education Program" IIBS Rotaract is donating "Note Books" to Karahalli Government High School, Devanahalli. Interact and collaborate with other Rotaract Clubs in India and Roratact clubs in USA and other international Rotaract clubs.

**Incubation Centre :**

"Whatever you do, do your Best". Defining Management as identifying and understanding where opportunity lies. Innovation in business management is required due to increase in competition. The innovation is a combination of discovery, alteration, creativity, inspiration, technology, idea, change, research, improvement, analysis & invention and Transform Business has been all inclusive perceived as a vital instrument for work creation and financial improvement. Innovation Business Incubators are essential in organizations with solid R&D center to tap advancements and advances for creation by using skill and foundation effectively accessible with the host establishment.

The goal is to energize trend-setters who may require beginning period of Proo-of-Concept to commercialization of their developments and to help in sustenance of business.

- Understanding the Resources requirement for the companies
- Motivating forces for different resource capacities
- Carry out industry / business specific required research
- Provide in-sights based on the research analysis
- Collaborating with IIBS Incubation centres, policy, Procedure and benefits.
- Window of opportunity to step into corporate world

**Learn real business world's :**



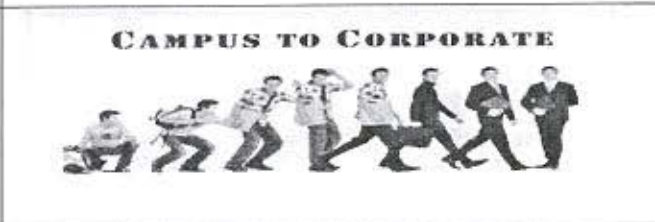


- Information on Regulatory Environment, Incentives, Events, Seminars
- Network with Industry Bodies, Academic Institutions, etc., from the Business Ecosystem.
- Go Global, with Your Idea by Participating Domestic and International Conferences.

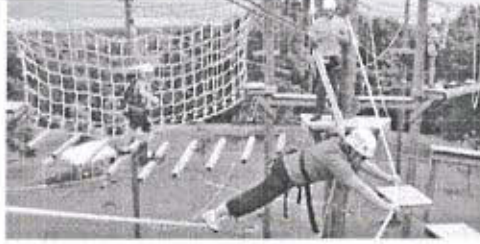




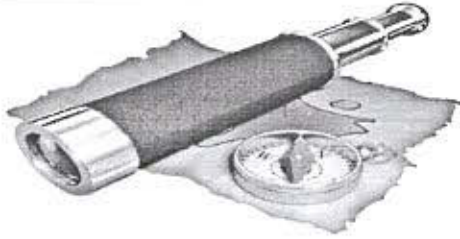

- “Idea to POC” (“Idea to Proof of Concept”) The goal is to energize trend-setters who may require beginning period to commercialization of their developments and to assist/ help in approvals on Proof of Concept
- Assist in Patent, Trade mark registration

### International Visits

Towards gaining international exposure, the students of IIBS are provided with an opportunity to go on an international visit during their period of study for eligible student.

### 2. MOM Program

SI No	Event Particulars	Images
1	Shred-Inhibio(Ice-breaking)	
2	Success wind	
3	Campus to corporate	
4	Make it or break it	
5	Self branding and positive thinking	

6	ALP (Adventure Learning Programme)	
7	Corp Ex	
8	Smart or half baked	
9	Internship orientation	
10	Goal setting / creating a road map	
11	Treasure Hunt	
12	Self discover (who am I)	

### **3. Curriculum**

#### **Course Content**

The Post Graduate Diploma in Management is spread over six terms. The first year academic work is spread over three terms including Summer Training in industrial and business organization. Only after the successful completion of first year PGDM, the students will be allowed to register for the second year of the PGDM.

The first year would involve 18 core or compulsory subjects, which would help cover all the functional areas and provide a strong foundation in the managerial disciplines. The second year would offer 2 compulsory capstone and general management subjects, but essentially comprise 15 elective subjects that allow students to specialize in their own area of functional/sectoral interest. This would be under a condition where the total hours of the PGDM would not be reduced from 1050 hours, out of which a maximum of two course equivalent (six credit equivalents) may be obtained by a student through CIS.

A minimum of eight week of training/internship in between the two years, after completing the core courses, is mandatory to complete the requirements of the PGDM. The internship will be guided, graded and involve a report on any appropriate assignment during/based upon the internship. Internship should be in any external organization. Grading will have a weightage equivalent to three credits. Given this structure, completing the PGDM requires successfully completing courses with a total of 600 hours of compulsory course classroom contact hours, and 450 hours of elective course classroom contact hours.

## **Term wise list of Subjects**

The course contents for each of the compulsory subjects and for various electives will be as given below.

### **PGDM First Year (All Subjects Compulsory)**

#### **Term I**

1. Organizational Behavior-I
2. Managerial Accounting and Control - I
3. Business Communication
4. Managerial Economics (Microeconomics)
5. Quantitative Techniques – I
6. Operations Management –I

#### **Term II**

1. Financial Management I
2. Macroeconomics
3. Managerial Accounting and Control –II
4. Marketing Management – I
5. Quantitative Techniques – II
6. Organizational Behavior-II

#### **Term III**

1. Financial Management – II
2. Human Resource Management
3. Management Information System
4. Marketing Management– II
5. Research Method
6. Operations Management-II



## **PGDM Second Year**

### **Term IV**

1. Strategic Management - Compulsory Subject
2. Business Environment (Indian and World Economy) - Compulsory Subject
3. Elective 1
4. Elective 2
5. Elective 3
6. Elective 4

### **Term V**

1. Elective 5
2. Elective 6
3. Elective 7
4. Elective 8
5. Elective 9
6. Elective 10

### **Term VI**

1. Elective 11
2. Elective 12
3. Elective 13
4. Elective 14
5. Project and Dissertation

### **Electives/Specializations Areas**

- Marketing
- Human Resources
- Finance
- Banking and Insurance
- International Business

- Information Technology
- Business Analytics

### **Marketing Area Elective Subjects**

- Consumer Behavior
- Product and Brand Management
- Services Marketing
- Sales and Distribution Management
- Advertising and Sales Promotions
- B2B Marketing
- Retail Management
- Customer Relationship Management
- Rural Marketing
- Internet Marketing
- New Product Development
- International Marketing
- Managing Marketing Communication
- Advance Marketing Research

### **Human Resources Area Elective Subjects**

- Organization Development and Change
- Building and Leading Effective Teams
- Strategic HRM and International Perspective
- Managerial Excellence
- Negotiations Management
- Leadership Development
- Workforce Planning, Hiring and Psychometric Application
- Training and Development
- Business Ethics and Corporate Social Responsibility
- Professional Development
- Performance Measurement and Competency Management
- Industrial Relations

- Compensation and Benefits Management
- Business Law
- International Human Resource and Cross-Cultural Management
- Organizational Leadership Development and Change Management
- Employee Engagement

### **Finance Area Elective Subjects**

- Security Analysis and Portfolio Management
- International Finance
- Risk & Insurance Management
- Merchant Banking & Financial Services
- Corporate Valuation, Merger & Acquisition
- Micro-Finance
- Taxation & Tax Planning
- Advance Equity Research
- Derivatives & Equity Research
- Retail Banking
- Bank Performance Analysis
- Project Appraisal and Financing
- Financial Engineering
- Treasury Management
- Fixed Income Markets
- Business Analysis and Valuation
- Management Control Systems
- Strategic Financial Management

### **Banking and Insurance Area Elective Subjects**

- Accounting and Financial Statement Analysis
- Bank Marketing
- Financial Markets, Institutions and Services
- Forex, Treasury and Risk Management

- Legal Aspects of Banking
- Principles and Practices of Banking
- Project Appraisal and Financing
- Business Law
- Strategic Management
- Risk Management in Banks
- Rural Banking and Micro Financing

### **International Business Area Elective Subjects**

- Globalization and International Business in Emerging Markets
- International Trade Patterns and Balance of Payments
- Fundamentals of International Law
- International Business Operations and Multinational Enterprise
- International Business Research
- Entrepreneurship and New Venture Creation
- Business Ethics and Corporate Social Responsibility
- Professional Development
- Fundamentals of International Political Economy
- WTO and International Trade Regime
- Regional Economic Integration
- Intellectual Property Rights and International Business
- International Human Resource Management
- Modes of International Business Expansion
- Export-Import Management
- International Marketing
- International Commercial Law and Treaties
- Business Law
- Strategic Management
- International Business and Human Rights
- Global Logistics and Supply Chain Management
- International Disputes Settlement

### **Information Technology Area Elective Subjects**

- Business Process Re-engineering
- Enterprise Resource Planning
- Business Module for e-commerce
- Management Software Development
- Data Warehousing & Data Mining
- Knowledge Management
- Decision Support System

### **Business Analytics Area Elective Subjects**

- Financial Analytics
- Optimization Analytics
- Stochastic Modeling
- Business Intelligence
- Research Methods
- Computational Methods
- Managerial Communication
- Predictive Analytics
- Risk Management
- Marketing Analytics
- Data Mining
- Simulation Modeling
- Analytics Systems Analysis & Design
- Operations and Supply Chain Analytics
- HR Analytics
- Big Data Analytics
- Ethical and Legal Aspects of Analytics
- Project Management
- Professional Development

#### **4. Anti-Ragging And Discipline Committee**

### **RAGGING IS A COGNIZABLE OFFENSE AND IIBS WILL TAKE STRICT ACTION AGAINST OFFENDERS**

#### **Definition of Ragging**

“Any conduct by any student or students, whether by word spoken or written or by an act, which has the effect of teasing, treating or handling with rudeness a fresher or any other student. Exploiting the students from completing academic tasks and financial extortion. Any act of physical abuse, including all its variants – sexual abuse, homosexual assaults, and stripping, forcing obscene and lewd acts, gestures, causing bodily harm or any other danger to health of a person. Any act that prevents disrupts or disturbs the regular academic activity of other students”.

#### **Anti Ragging Measures**

Pursuant to the directives of the Honourable Supreme Court of India and in accordance with the UGC and AICTE Regulations, on curbing the Menace of Ragging in Higher Educational Institutions, 2009, the College has constituted the Anti-Ragging Committee and Anti-Ragging Squads for overseeing the strict and meticulous implementation of all the directives.

1. The members of the anti-ragging committee and anti-ragging squads along with their mobile numbers are being displayed for the benefit of the students especially the newly admitted students.
2. The College educates the students enrolled in various programs at the beginning of each academic year about the Anti-Ragging Policy and zero tolerance for ragging at the University.
3. Each student, as well as his/her parents/ guardian, are mandatorily required to submit separate undertakings in the form of an affidavit at the time of admission to the effect that they are aware of the prohibition of ragging and the punishment prescribed both under penal laws as well as under these regulations.

4. Anti-ragging banners are displayed at prominent places in the IIBS campus, including hostels, cafeteria, and labs etc.
5. All the Students should keep their Id Cards always with them.
6. Surprise checks of hostels/ cafeteria/bus stop will be carried out regularly.
7. A close and regular liaison is maintained with the local police to guard against the incident of ragging. FIR will be lodged in a police station on all reported ragging cases.
8. In case any student encounters ragging by any of the senior students, he/she is immediately required to contact the members of the anti-ragging committee, who will take an immediate corrective action and necessary proceedings will be initiated against the culprits engaged in ragging activities.
9. Anti Ragging Squads will keep vigilance in Boys Hostels, Girls Hostels and other vulnerable areas of the College. Anti Ragging Squads, constituted for Hostels will also raid the Hostel in the night. On finding any case of ragging, the squad will report the matter to the Anti Ragging Committee.
10. Anti Ragging Committee will periodically review the situation and the information supplied by the Anti Ragging Squads and recommend actions as per UGC regulations. Minutes of the meetings of the Anti Ragging Committee will be placed before the Monitoring Cell.
11. UGC Toll-free Anti -Ragging Helpline Number 1800-180-5522 and E-mail - helpline@antiragging.net, and the Telephone numbers of College Anti-Ragging Committee, Anti-Ragging Squads, Monitoring Cell, Nodal Officers, and Counselors will be displayed on the Institute Website.

### **Anti Ragging Committee**

<b>SN</b>	<b>Name</b>	<b>Designation</b>	<b>Committee Designation</b>
1	Prof. N.S.R.Murthy	Registrar	Chairman
4	Prof. Kuldeep Sharma	Dean	Member
5	Dr. H. Prabhakar	Professor	Member
6	Dr.Rajasulochana A.L	Professor	Member
7	Dr. Ameer Hussain	Professor	Member
8	Mr. Chayapathi	Admin Head	Member
9	Zarin	Warden	Member
10	Robertson	Warden	Member

### **Anti – Ragging Squad**

<b>SN</b>	<b>Name</b>	<b>Designation</b>
1	Dr. Rajasulochana A.L	Committee member
2	Dr. Ameer Hussain	Committee Member
3	Prof Manoranjan	Committee Member
4	Mr. Chayapathi	Committee Member
5	Zarin	Warden
6	Robertson	Warden
7	Meenakshi devi	Student Representative
8	Amit Kumar	Student Representative
9	Sameena	Student Representative
10	Yugendra	Student Representative

### **PUNISHMENT FOR RAGGING**

1. Lodging FIR against the offender.
2. Rigorous Imprisonment for up to 3 years (under the court of law).
3. Fine up to Rs. 2, 50,000.
4. Expulsion from the College and consequent debarring from admission to any other



## Discipline

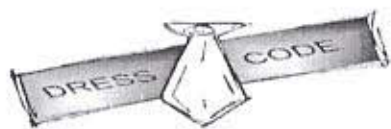
### **Self-discipline is the best discipline.**

All students are expected to observe rules and regulations currently in force to enable the smooth working of the college. Students should be disciplined and well behaved at all times. Students are prohibited from doing anything inside or outside the institute that will interfere with its orderly administration or affect its public image. No outside influence, political or any other should be brought into the institute directly or indirectly. Students resorting to unfair means at the examination will be dealt in accordance with the provisions of the Government.

We value self discipline and do not believe in policing. We repose a lot of trust and faith in students. A detailed code of conduct which needs to be adhered to by every student gives the students advance notice to abstain from misconducts.



## 5. Dress code



In keeping with Indian culture, students are expected to adhere to a dress code while attending the college and in the library, labs, during examinations and formal functions of the college.

They should be well dressed at all times.

### **Recommended for Boys**

Trousers and collared shirt; shoes and socks.

### **Recommended for Girls**

Formal wear dress like salwar kameez or churidhar; formal foot wear; hair (beyond shoulder length) to be tied.

### **Prohibited for Boys**

T-Shirts/shorts, tight-fitting dirty jeans, caps, chappals, sports shoes, earrings, torn trousers touching the floor, pony tails, trousers with 6 or more pockets.

### **Prohibited for Girls**

Tight-fitting dirty jeans, torn trousers touching the floor, skirts, shorts, revealing deep tops, spaghetti top, sleeveless tops, shirts, T-shirts.



## **6. Do's and Don'ts**

### **Do's**

- ✓ Come to college well groomed, in proper uniform with well polished shoes.
- ✓ Be regular in attendance and never be late to College.
- ✓ Look after the property of your college; help keep it clean and tidy.
- ✓ Keep your classroom clean and tidy, and avoid littering.
- ✓ Turn off the tap after use. Switch off fans and lights when not in use.
- ✓ Be fair and honest; always be considerate of the rights of others.
- ✓ Be courteous and respectful to parents, teachers and visitors.
- ✓ Be excited, pleasant, and cheerful to everyone in the building.
- ✓ Turn off your cell phone and put it away when you are in the college premises.
- ✓ Show initiative, volunteer to work on projects outside of your classroom.

### **Don'ts**

- ✓ Do not involve yourself in feuds.
- ✓ Do not bunk classes.
- ✓ Do not use abusive language.
- ✓ Do not damage the college property.
- ✓ Do not absent yourself from college. 75% attendance is the minimum requirement. Presence in the college is mandatory except in cases of emergency.

## **7. Equal Opportunity Cell**

The Equal Opportunities Cell has been constituted to oversee the effective implementation of policies and programs for disadvantaged groups. The Cell provides guidance and counselling with respect to academic, financial, social and other matters. The aim of this is to enhance diversity among students, teaching and non-teaching staff. The effective implementation also eliminates any chance of discrimination against individuals or groups. Students from various social backgrounds are encouraged to maintain healthy interpersonal relationships. All efforts are made to sensitize the academic community regarding the problems associated with social exclusion and to see to the fulfilment of the aspirations of the marginalized communities. Grievances if any, related to students from the weaker section of the society, are looked into and addressed.

The Cell also works towards coordination with the Government and other agencies/organizations to mobilize academic and financial resources to provide assistance to students of the disadvantaged groups and adopt measures to ensure due share of utilization by SC/ST in admissions, recruitments (teaching and non-teaching posts).

## **8 Scheme of Examination**

Performance in each course is evaluated separately. It is based on a continuous and versatile system of periodic quizzes, class tests, mid-term test, home assignments, live projects, class participation and end-term written examination. As a general rule, the end-term examination is not given more than 50% weightage in deciding the grade of a course

### **During Term Assessment (DTA):**

The following evaluation scheme is used in assessing student's performance:

- The DTA marks are to be awarded prior to the semester end examinations.

- Students are required to score a minimum of 50% in the DTA to be eligible to appear for Term End Examination of the subject concerned
- There is no During Term Examination for a one-credit subject.
- There is no During Term Examination for absentees.
- 

#### Examination rules for During Term Examinations:

During term examination (DTE)			
Subject Credits	Duration	Marks	Remarks
1	-	-	-
2	2 Hours	50 Marks	Converted to 20 Marks
3	2 Hours	50 Marks	Converted to 20 Marks
4	3 Hours	100 Marks	Converted to 20 Marks

#### During Term Assessment (DTA) - Evaluation Scheme

Subject Credits	Attendance Marks (Maximum marks)	During Term Examination Marks (Maximum marks)	During Term Assessments Case Presentations/ Assignments/ Surprise Quizzes, etc., (Maximum marks)	Term Study Surprise	Total Marks
1	5	-	45		50
2	5	20	25		50
3	5	20	25		50
4	5	20	25		50

#### Term End Examination

The Term End Examination will be conducted only for the eligible students who qualify based on the minimum attendance requirements and DSA criteria given above.

### Examination rules for Term End Examinations:

Term End Examination (TEE)			
Subject Credits	Duration	Marks	Remarks
1	2 Hours	50 Marks	-
2	3 Hours	100 Marks	Converted to 50 Marks
3	3 Hours	100 Marks	Converted to 50 Marks
4	3 Hours	100 Marks	Converted to 50 Marks

Students must secure a minimum of 50% in the Term End Examination and 50% in Total (DTE+STE) in order to secure a Pass grade.

### TGPA and CGPA Calculation

#### Calculation of Grade Point Average

There are two types of Grade Point Averages - Trimester Grade Point Average (TGPA) and Cumulative Grade Point Average (CGPA).

TGPA is calculated in the following manner. The total marks for a given subject, i.e. the combined DTA and TEE performance, are given as a percentage. For instance, suppose that a student receives 73% in a subject, this percentage is converted into a letter grade using the scale shown above. Continuing the example above, 73% would be assigned the letter grade C. This letter grade is then converted into honor points. E.g. letter grade C is equivalent to 2.0 honor points.

TGPA is then calculated as :

$$\frac{\sum(\text{Subject honor points earned} \times \text{subject credits})}{\text{Total semester credits}}$$

**CGPA is calculated as:**

$$\frac{\sum(\text{subject honor points earned} \times \text{subject credits})}{\text{Total credits completed}}$$

For example, if a student has gained 89.0 honor points and completed 31 subject credits in Trimester I, and has gained 53.7 honor points and completed 24 subject credits in Trimester II, then the CGPA will be 142.7 (total honor points = 89.0 + 53.7) divided by 55 (total subject credits = 31+24) = 2.6 (rounded up to the nearest decimal).

## 9. Calendar of Events

Month	Events for First Term	
	Academic	Non-Academic
July	Subjects for the trimester	MOM 2018
	Case Analysis	Peer Facilitation
	Industrial Visit	Grow with Present
	Evaluation/Assessment	Group discussion
	Guest Lecture	Business Plan
	Market Research	Debate
	Seminar	IIBS Finishing School Activities(IFS)
Aug	Evaluation/Assessment	Students Workshop
	Guest Lecture	Grow with Present (CE)
	Industrial Visit	Waste Management
	Individual Presentation	Corporate Social Responsibility
	Review of Journals	Investoprogess
		IIBS Finishing School Activities(IFS)
Sep	Industrial Visit	Corporate Social Responsibility
	Guest Lecture	Business Simulation
	Seminar	Grow with Present (CE)
	Review of Journals	Mentoring & Counselling
		IIBS Finishing School Activities(IFS)

<b>Oct</b>	Review of Journals	Mentoring & Counseling
	Book Review	NP Conversion
	Case Analysis	IIBS Finishing School Activities(IFS)
	Final Exam	Business Quiz
		Surface 2018

## 10. Professional Developmental Activities



In the current scenario the world has become a competitive workplace. Keeping yourself at the top of the job market means you will be required to commit yourself to professional development. Whether you are wondering how to give yourself that edge to earn your first dream job or you are considering ways to earn a promotion in your current workplace. Professional development means capitalizing on an array of learning opportunities to further your personal and professional skills and job possibilities.

How a person manages his or her professional development is frequently dictated by the company for which he or she works. If your aspirations extend beyond your current situation, however, you may need to consider enrolling in a B-School to earn an advanced degree. By choosing IIBS, you've already done it. The business place is changing. Follow any steps you feel necessary to keep your core abilities, like communication, problem solving, and team building, up-to-date. Be inquisitive about whether there is new information you should be learning. Your abilities might be relevant now, but if there is a chance they could become outdated, you'll need to start making future professional development plans.

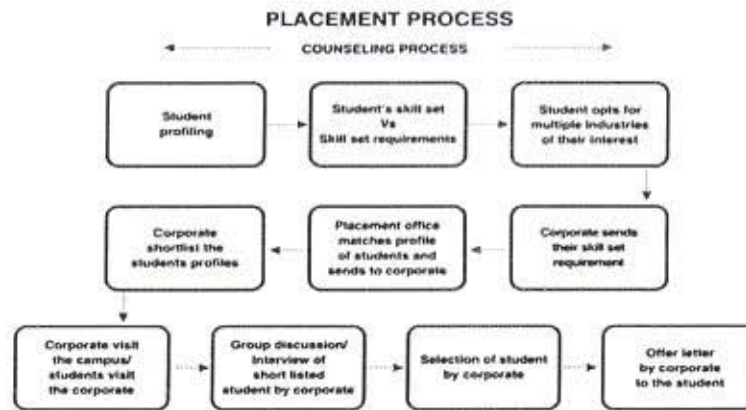


Keep an eye on your field for any other required training you must fulfill. Through proper research and working to continually stay abreast of changes in your field, you can ensure you fulfill any professional development. To take you on the path of professional development, IIBS has designed an array of developmental activities in all the 4 semesters of your professional programme. These activities are included in your timetable and will be administered at appropriate time and place. Your prime responsibility is to take part in all the activities and show the proactive attitude at every step.

## **11. Placement Process**

IIBS has an escalating new height of excellence and our prolific growth in short span of time itself speaks volumes of our dedicated efforts to provide efficient and quality management solutions to the clients. IIBS has successfully placed 100% of its students from the professional programme and the placement process is constantly tuned based on Industry need and feedback. All through the years, it has succeeded in maintaining an excellent record Placement is committed to assist organizations, add to their productivity through timely and relevant recruitments. We enable organizations to build high performance teams and leaders. Placements set the pace and create the operational horsepower for growth. For individuals, it defines the quality of life.

Our Placement Cell monitors the employment opportunities and arranges campus recruitment process interviews for the final year students and provides internship opportunities for pre-final year students. We start placement process for pre-final semester in the month of April/May. Students are prepared for all kind of interviews well in advance.



## **12. Internship (BFR)**

### **Guidelines for Business Familiarization Report (BFR) of Internship**

#### **Objective**

The objective of the Business Familiarization Report (BFR) of internship is to go into an organization and study the organization structure, department functions, cross functional relationships, markets served, products and services offered. Secondary sources of information may also be utilized for the preparation of the report.

#### **Outcomes of the internship**

At the end of the internship, the students are expected to have performed an in depth study of the organization in which they worked and submit a detailed report in the following format:

1. Industry Profile
2. Company Profile
3. Organizational Hierarchy
  - Organizational Chart
  - Product Profile
4. Study of Functional Departments
  - Production Department
  - Finance department
  - Marketing Department
  - Human Resource Department
  - IT Department
5. SWOT Analysis
6. Summary of the findings along with recommendations and suggestions.

**Note:** Some chapters may change depending on the type and size of the company. You are to work closely with your FACULTY GUIDE to come up with alternate chapters.

## **Contents of the BFR of internship**

### ***PART- I***

#### **Industry profile:**

- What is the industry in which the organization operates?
- What is the size of the industry, products related to the industry and geographic concentration of firms operating in the industry?
- What is the market share of the organization in which you worked?
- Who are the major competitors in the industry?
- Indicate the expected growth in the industry, trends in the products and technology and factors affecting competition in the industry.
- Given the above trend, suggest competitive strategies for your organization to improve its position in the industry.

### ***PART-II***

#### ***Company Profile:***

- Introduce the company you worked with. Explain the vision and mission of the company.
- What are the key products and services of the company?
- How many functional units does the company have?
- What are the different geographical locations of the company?
- What is the annual turnover of the company?
- What is the competitive advantage of the company?
- Discuss the company's management practices and key drivers of growth.

### ***PART-III***

#### **Organizational Hierarchy:**

- Explain the structure of the organization and draw a chart indicating organizational hierarchy.
- What according to you are the advantages and disadvantages of this structure?
- What is the impact of this structure on the employees working in the organization? Are they contented?
- How easily accessible are the senior managers in the organization?

- Do the employees enjoy work autonomy? Does this seem to have an impact on their work performance?
- Does the organizational structure promote accountability and responsibility on the part of the employees?
- Discuss the product profile of the company.

#### **PART-IV**

#### **Study of Functional Departments:**

##### **Production Department**

- Explain the role and importance of Production Department in the organization that you studied.
- Evaluate the production department with respect to the five production sub functions, i.e.
  - Production and Planning, Purchasing, Stores, Design and Technical support and Works department. Discuss the standards and targets set for production,
    - Who is responsible for the purchase of materials?
  - What is the mechanism for ensuring that stocks arrive on time and are of acceptable quality?
  - How is inventory recorded?
    - Does the organization practice JIT or TQM?
  - Where is the technical support wing located? How is the testing and design of new product types done?
  - What is the role of works department? How effective is it in maintenance of product line and assurance of quality of the products?

##### **Finance and Accounts department**

- Explain the mechanism of recording inventory and costs in the organization.
- How does the finance department help in management decision making?
- How are transactions recorded on a day to day basis?
- What kind of costing system does the organization follow?
- Explain the budgeting system of the organization.

##### **Marketing Department**

- How do employees in the marketing department build positive relationships with the customers?

- What are the different tasks carried out by the sales force?
- Which wing is responsible for conducting marketing research to identify the exact needs and preferences of the customers? How is this done?
- How are potential customers identified for a product?
- How are the potential customers informed about the forthcoming products and offers?
- How are the customers' orders processed and monitored?

### **Human Resource Department**

- How are the grievances and complaints of employees taken care of?
- Discuss the performance appraisal system in the organization. How often are appraisals conducted?
- What are your views on the working pattern of the employees? Do they enjoy sufficient autonomy in their work?
- Explain the recruitment process in the organization.
- Does the organization conduct regular training sessions for the employees to update current techniques and trends?
- Discuss any employee welfare schemes that you would have witnessed at the organization.
- Discuss the motivational levels of the employees working in the organization.
- How does change management happen in the organization?

### **IT Department**

- What is the importance of this department in the organization?
- How does it support the Marketing, Finance, Production and Human Resource departments?
- Have you witnessed any new technology being introduced during your stay at the organization? Explain.
- What is the turnaround time for fixing technology related problems at the organization?
- How are IT related issues communicated to the IT department?

## **PART-V**

### **SWOT Analysis:**

- Identify the strengths, weaknesses, opportunities and threats to the organization.

## **PART-VI**

### **Findings and Conclusions**

- Conclude your observations and findings.  
Based on your analysis and observations, give possible suggestions in any of the functional areas which you may consider helpful for the organization to cope up with the increasing competition.

### **13. Project Guidelines:**

#### **GUIDELINES FOR PREPARATION OF PGDM PROJECT REPORTS**

#### **ARRANGEMENT OF CHAPTERS\***

- Cover Title Page (Format enclosed - Page No. 4)
- Inner title page (Same as cover title page)
- Certificate from guide and chairman and declaration by the student.
- Certificate from company/firm, where the project work is carried out. (Not required if project work is not based on a company/firm).
- Acknowledgement
- List of tables and figures.
- Abbreviations/operational definitions used.

#### **Introduction should include the following:**

- I. Problem definition / statement. This will cover company profile too if the topic chosen pertains to a company. - 5 pages
- II. Research Objectives – not more than 5 objectives, Use KSA model. - 1 Page
- III. Research Methodology – State the basic and secondary research design. If it is a sample survey explain, sampling design and

- questionnaire design. Sources of data – and techniques of data analysis. – 3 -4 pages
- IV. Limitations of the project study – 1 page

### ***Chapter I***

#### **Literature review**

Discuss theories, concepts, hypotheses, models etc., underpinning the project work (project report is an application of theoretical knowledge in analyzing a real life problem/issue faced by an organization - 15 pages

### ***Chapter II, III & IV***

#### **Findings**

This is *the longest section of the project report*. In these chapters data collected will be presented and analysed without drawing any inference. Depending on the volume of data presented, there could be 3 or 4 chapters in this section. – at least 40 pages

### **Chapter V**

#### **Summary of Findings**

This chapter will be a brief statement of analysis already stated in the findings section. – 3 pages

### ***Chapter VI***

#### **Conclusions and suggestions – 3 pages**

(Total no. of pages must be *atleast 80 but not more than 150*)

Bibliography: References like articles, books, websites etc., used in the project work must be included in this section strictly following the citation style

#### **Appendix**

This will include printed secondary data (only if it is very critical) and any questionnaires used for the study.

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## FORMATTING YOUR PROJECT REPORT

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1. Reports should be typed neatly only on one side of the paper with 1.5 spacing on a A4 size bond paper (210 x 297 mm). Use dry tone Xerox for printing. The margins should be: Left – 1.25", Right – 1", Top and Bottom – 0.75".
2. The total number of reports to be prepared is *TWO copies are to be submitted to the office.*
3. Before taking the final printout the approval of the concerned guide(s) is necessary and corrections suggested, if any must be incorporated. If the draft is not approved by the guide, the guide is not obliged to sign the report.
4. The project report must be paper back bound (sample available in the library) Do not insert transparency sheets in the report. Do not use spiral binding.
5. The project report must contain 80-120 pages. But not more than 150 pages.

### **Outlay of the Report:**

- The chapters, sections and subsections may be numbered in the decimal form for e.g. Chapter 2, sections as 2.1, 2.2 etc., and subsections as 2.2.3, 2.5.1 etc.
- Each chapter must be left justified (font size 16). Followed by the title of chapter centered (font size 18), sections/subsection numbers along with their headings must be left justified with section number and its heading in font size 16 and subsection and its heading in font size 14. The body or the text of the report should have font size 12. (Times New Roman)
- The figures and tables must be numbered chapter wise for e.g.: Fig.2.1 Block diagram of a serial binary adder, Table 3.1 Primitive flow table, etc. All figures and tables should appear either in the same page or the next page in which they are referred first. Preferably, all figures and tables are to be placed either at the top or the bottom of a given page.
- References: The references should be numbered serially in the order of their occurrence in the text and their numbers should be indicated within square brackets for e.g. (3). The section on references should list them in serial order in the following format.
- For textbooks – A.V.Oppenheira and R.W.Schafer, Digital Signal Processing, Englewood, N.J.,Prentice Hall, 3 Edition, 1975.



- For papers – David Insulation design to combat pollution problem, Proc of IEEE, PAS, Vol 71, Aug 1981, pp 1901-1907.
- The report should be extensive and include descriptions of work carried out by others only to the best extent necessary. Verbatim reproduction of material available elsewhere should be strictly avoided. Where short excerpts from published work are desired to be included, they should be within quotation marks appropriately referenced. Endnote, Footnote should be printed as per style manual.
- Proper attention is to be paid not only to the technical contents but also to the organization of the report and clarity of the expression. Due care should be taken to avoid spelling and typing errors. Spell check, Grammar check, must be applied. It should be noted that report-write-up forms the important component in the overall evaluation of the project.

#### **14 Placements Guidelines:**

- Every student must provide a list of 3 companies of his/her choice to the placement department through the Dean.
- Placement department will work on the listed companies and categorize them as A list, B list and C list. (A list - Confirmed companies, B List -In Progress and C List- Not Confirmed).
- Placement team should update the above lists and send the updated list to the Registrar every week (along with EOD reports).
- Pre-Placement training will be given to all the students.
- One on One interaction with every student to be completed at least 3 Weeks before the Trimester-V Exams.
- A consolidated report of Interaction with students to be prepared by the placement team and submit it to the Registrar.
- Placement drive will be held during Trimester - V and Trimester-IV. However, placements for Finance specialization students will usually happen at the end of the course. Hence the finance students are advised to wait till such time.
- Preference to be given for list of companies opted by the student and standard companies which are at least 5-year-old in the business and have a good turn over.

- Those students who get an offer letter from a particular company will be allowed to sit for the next company only if the package of the next company is better than the previous one.
- Students who have been placed during the placement drives, must complete all academic requirements as per the requirements of PGDM program before reporting to the company.

### **15. IIBS Ensuring Success Methodology**

Results of all efforts will be perceived only & only in Success. It is Success only begets success. Everyone enters IIBS with whole intention of making their future successful by fulfilling their career goals. At IIBS, everyone work to ensure students' will encounter success at every step. We strongly, feel these small successes will keep them to achieve more & more in a systematic manner to fulfill their career goals.

Interest of students need to be channelized properly with timely participation, practices & progress with regular better performances. IIBS implements successful tested & proved methodologies, which ensures students get want they wanted at the end of their tenure at IIBS. These Ensuring Success Methodologies involves steps in phased manner as below:

-

Corporate required knowledge transfers with specific realistic practical approaches.

- Acquired knowledge will be tested at different intervals through real-time small tasks.
- Accomplishments during these tasks will be made to enhance awareness amongst other through regular presentations.
- Modulations in presentations will build confidence & fluency in deliberations.
- Repeated deliberations will develop their successful interactions with professionals.

- Right time connectivity with corporate mentors through proper & timely guidance from faculty coordinators will ensure networking.
- Effective networking with result focused steps will take individuals to reach career destinations.
- Reworking regularly over a period with full confidence & guidance intermittently supported by peers, alumni, faculties & corporate facilitators will mould as needed.
- Right opportunities from the corporate world, searched & identified by respective placement coordinators will provide avenues to work with potentials
- Performances at different opportunities ensued in placement processes with full confidence & perfections enable everyone succeed in all their ventures.



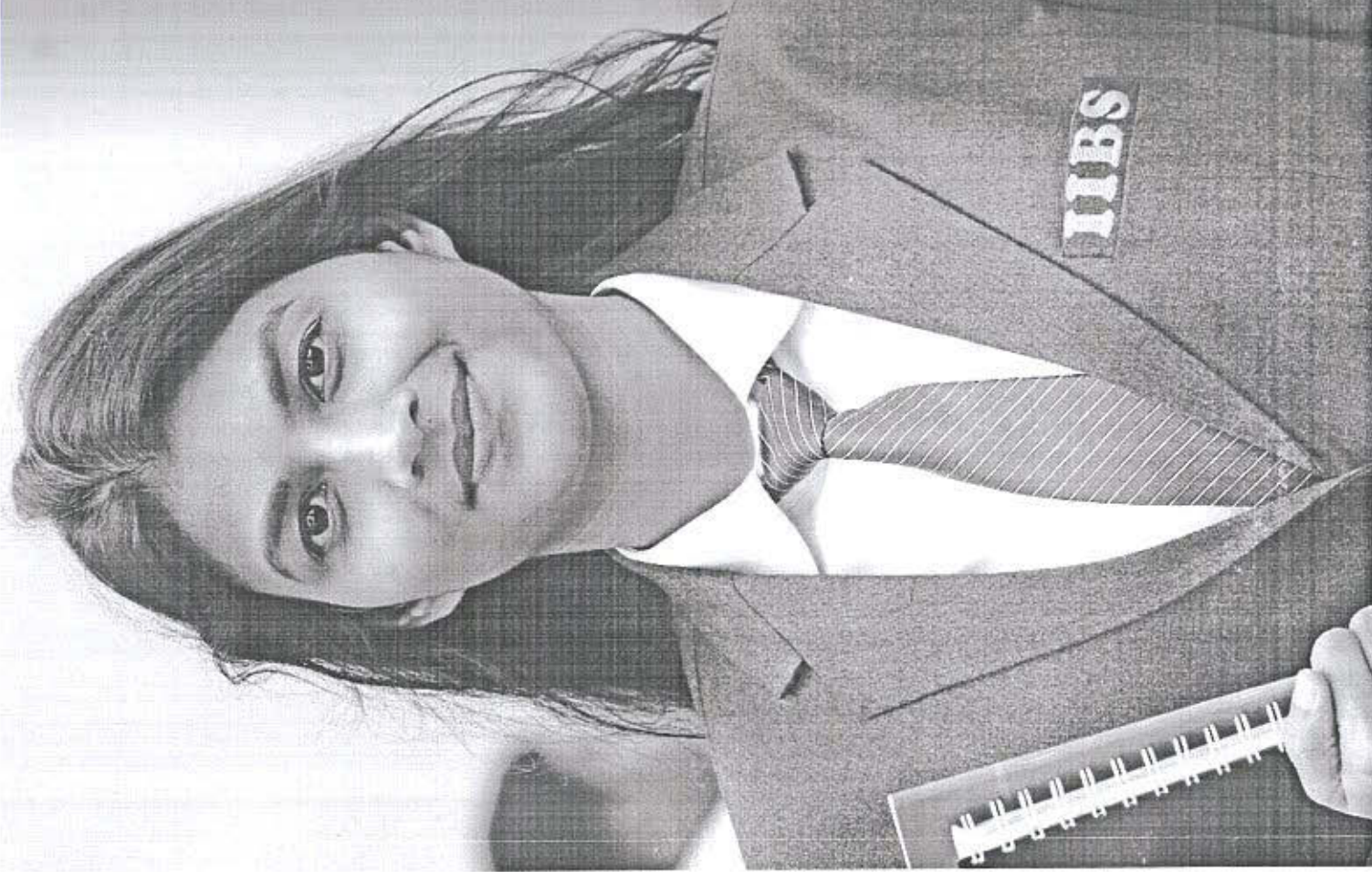
**IIBS**  
BENGALURU

EVOLVING  
BRILLIANCE AND  
RAISING TO GLORY

PLACEMENT BROCHURE 2023-24

[www.iibs.edu.in](http://www.iibs.edu.in)

DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugadahalli, Jaya Hobi  
Bengaluru-North - 562157



## VISION

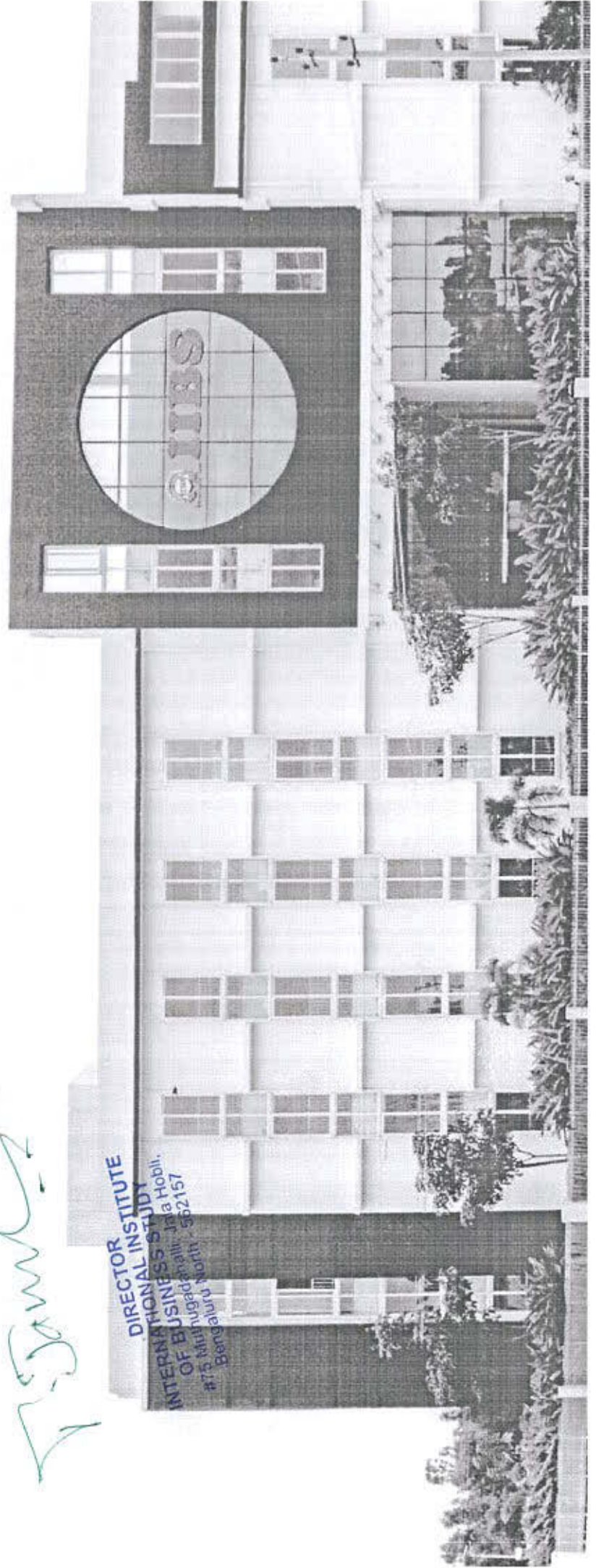
"To inculcate ethical values and provide innovative, holistic learning experiences that nurture individuals into well-rounded human beings, thereby equipping them to become influential global leaders."

## MISSION

1. To encourage the students with modern education to bring economic emancipation and social transformation.
2. To provide the resources and opportunities to create global leaders.
3. To provide holistic approach to prepare the students to grow personally, professionally, socially and emotionally and to make them a complete human being.
4. To redefine the student's talents to make them successful entrepreneurs and responsible citizens.
5. To develop great human beings with values and ethics.

*T. S. J. S.*

DIRECTOR  
INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugandanalli, Jata Hobli,  
Bengaluru North - 562157



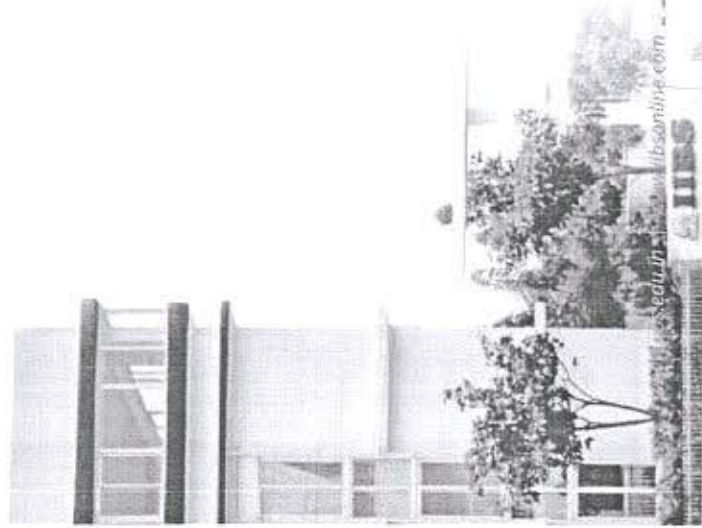
## ABOUT US

In the year 2001, Smt. B.Devi Educational & Charitable trust was established by a well acclaimed educationist, Dr. Jay Prakash. The trust holds the credit to have started one of the most prestigious B-School in India "International Institute of Business Studies (IIBS)" which is headquartered in Bangalore.

In believing with the Motto of "Education being an investment for acquiring the passport for future", International Institute of Business Studies (IIBS) offers various management programs at undergraduate and post graduate levels. The institution is affiliated to Bangalore University and approved by the AICTE, New Delhi.

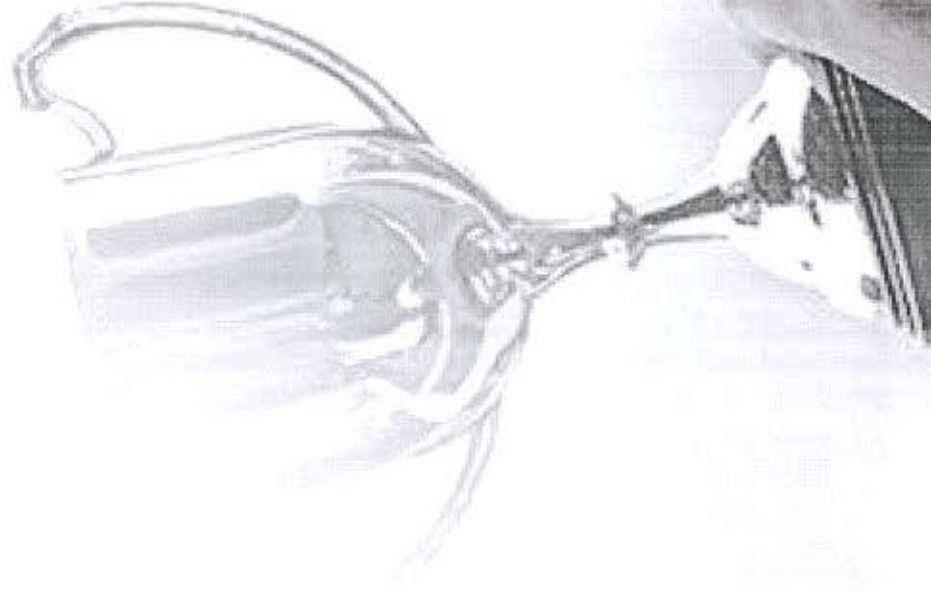
IIBS is significantly considered as one of the Top B-Schools in Bangalore and a gate way of acquiring world class commerce and management education with proven methodologies and innovative methods at a world class campus. It provides best higher education programs in the most ambient and conducive environment.

IIBS is leading in right direction in nurturing and creating self-motivated professionals by providing the best resources and core values for a bright and successful future. Over the years, IIBS growth success rate stood out in the competitive market of higher education.



## AWARDS & RANKINGS

- 🏆 COLLEGE OF THE YEAR 2022 Review-  
Dec2022 (Source: The Higher Education Review)
- 🏆 Top Prominent B School of India- Survey  
CSR -2022 (Source: Competition success review)
- 🏆 Ranked 4th in Placement among the Best B  
School in India Silicon India 2019
- 🏆 Ranked 2nd B-Schools in Bangalore By CSR  
Annual
- 🏆 Ranked 8th All India by Parivartan Times  
Annual B-Schools Survey
- 🏆 Ranked 5th TOP B-School in South Zone by  
THE WEEK
- 🏆 TOP 11th B-School in India by B-School of  
Excellence in India
- 🏆 Top 25 B-School in India by BUSINESS  
WORLD & Many more!



# CORPORATE GUEST LECTURE



**Aditi Syal**  
Founder, Vocabulary



**Antti Isoviita**  
Manager, HAMK  
University



**Dr. B.C. Rao**  
CEO & Managing Director,  
ennametal India Pvt Ltd



**Grace Mimbs**  
Artisan & Designer,  
Behance, USA



**Dr. Kanchi N.  
Gandhi**  
Senior Nomenclatural  
Registrar, Harvard  
University, USA



**Paniraj Murthy**  
CEO & Director, Logistics  
Consultancy



**Sarita Chauhan**  
Founder and Owner,  
Evoke Inspiring Lives



**Sunil Kumar**  
Founder and CEO,  
Greenstep

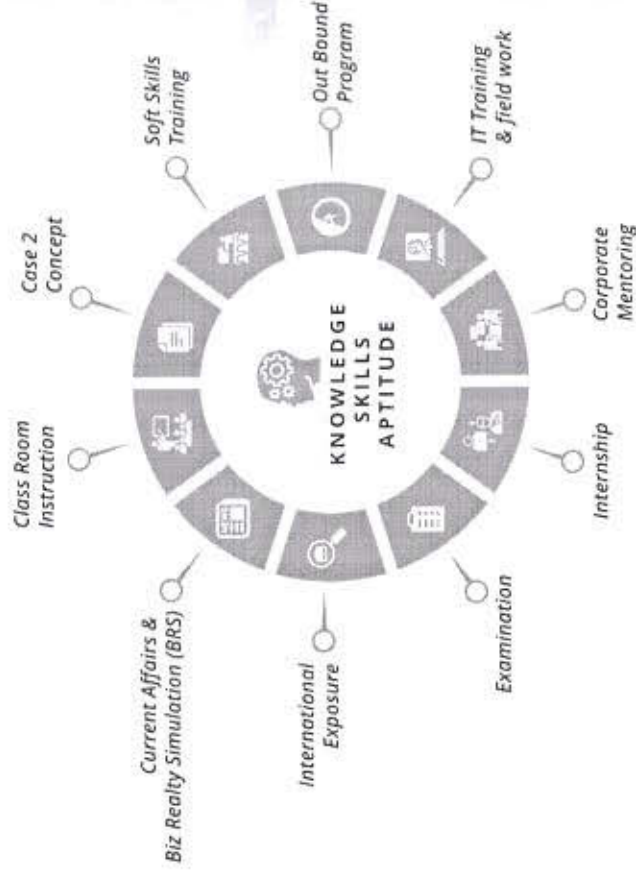


# TEACHING METHODOLOGY

Unique & Rigorous Teaching Methodology with 40% Theory + 60% Training (Practical Exposure) = Global Engine.

## Why Enroll at IIBS

1. Validated by 30 CEOs, Recommended by 20 Mds & Appreciated by 10 bureaucrats
2. Top 5 B-school in India with the highest ROI i.e. 652% & average ROI i.e. 189%
3. 3% of the student become the CEO of their own company
4. 10+ Certification from IIM - Bengaluru
5. Seven star Green Infrastructure
6. World-class 30 international visiting faculty
7. 85% experiential learning
8. Industry network & Global Immersion
9. 3000+ companies for placement
10. Out of 7000+ alumni, 20% across the World
11. IIBS Finishing School
12. Mentorship
13. Entrepreneurship & Start-up
14. Design Thinking
15. ALP
16. Scholarship for Meritorious students
17. Minimum 30 interview for placement
18. 5+ Certification from leading companies
19. IIBS Hostel - all Luxury collection
20. A+++ Rated B-School in India



# TALENTS MINED!

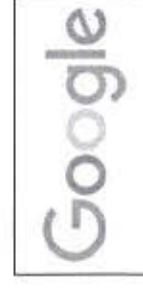
At IIBS, an industry oriented approach equips the students with a global out look, making them masters in the profession they choose to pursue. This has enticed over 350+ multi-nationals to frequent our campus and set the base for a never ending talent hunt.

**310+**  
Students Placed  
Currently

**48.6 LAC**  
Highest Placement  
Package per annum

**3000+**  
Placement  
Partners

## ACADEMIC COLLABORATION





# PROGRAM OFFERED AT IIBS

## PROGRAMS

### PGDM

AICTE Approved, Ministry of HRD & Govt. of India

## SPECIALISATION

Marketing, Finance, HR, Business Analytics, Prod. & Op. Management, Supply Chain Management, Entrepreneurship & Startups, International Bus., Healthcare Management, Data Sc., Agri Business Management

**Note:** IIBS is providing FREE LAPTOP only top 100 students are eligible for international tour having more than 80% attendance and academic merit in pursuing course.





S.N.	VALUE ADDED COURSES & CERTIFICATIONS	DURATION	INSTITUTE
1	Introduction to Investments	6 Months	IIM Bangalore
2	Management Accounting for Decision Making	5 Months	IIM Bangalore
3	Introduction to Marketing Essentials	4 Months	IIM Bangalore
4	Customer Relationship Management	3 Months	IIM Bangalore
5	Introduction to corporate finance	6 Months	IIM Bangalore
6	Predictive Analytics	6 Months	IIM Bangalore
7	Introduction to Strategic Management	4 Months	IIM Bangalore
8	Strategy and sustainability	3 Months	IIM Bangalore
9	Organisation Design for Competitive Advantage	6 Months	IIM Bangalore
10	Managerial Economics	6 Months	IIM Bangalore
11	Six-Sigma Green Belt	Certification	KPMG
12	Digital Marketing	Certification	Google / IIBS
13	Business Analytics	Certification	IBM
14	Advanced Excel	Certification	IIBS
15	Artificial Intelligence Course	Certification	The Scholar
16	SAP - FICO	Certification	Capitor Solutions

**Note:** Student can choose any courses among the above Value Added Courses, only need to pay the examination fee for respective courses.

# IIBS FINISHING SCHOOL

The true measure of a lady or a gentleman is not based on what they have, but rather on who they are

The first business school in India to adopt the concept of finishing school. The mission of the IIBS finishing school [IFS] is to mould the future of the nation, by moulding the people who will determine the future of the nation. This service will provide our students with a balanced and wholesome education, develop them to their full potential, and nurture them into good citizens, conscious of their responsibilities to family, society and country.

The brief details of the activities that are conducted in the IFS are as follows

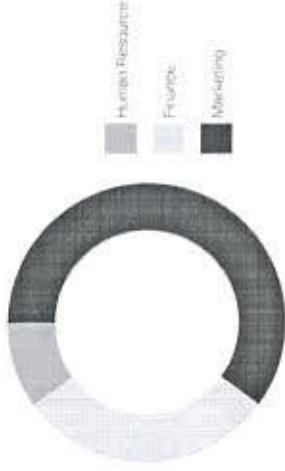
- Business communication
- Personality development
- Grooming
- Creativity and innovation
- Adventure Learning Program
- Etiquette & Mannerism
- Accent Neutralization
- Leadership & Team building exercises
- Negotiation Skills
- Biz Realty Simulations
- Conflict Management
- Stress Management
- Lateral Thinking
- Capability Management
- Simulation & Presentation Skills
- Listening skill development
- Current Affairs
- Mock Interviews
- Corporate Social Responsibility
- Case Analytics
- Entrepreneurship development program
- Business Incubation
- Business analytics certification program
- Six sigma green belt certification program
- Digital marketing certification
- Live project management

# PLACEMENT CELL

## PGDM - PLACEMENT & INTERNSHIP HIGHLIGHTS

**48.6 LACS**  
Highest salary 2021

**14.1 LACS**  
Average Salary top 20%

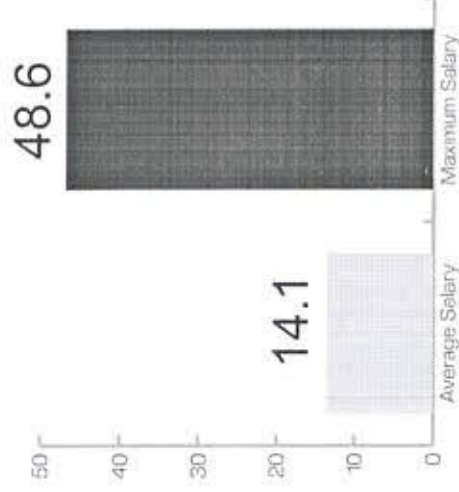


## SALARY STATUS OF THE CURRENT BATCH PGDM

**470+**  
Companies visited

**335+**  
Final placement offers

**14.2**  
Average Number of interviews



**34**  
IIBS gives minimum interview

**5+**  
International offer

**7**  
Minimum number of interviews

Maximum Salary	INR 48.6 Lakhs P.A
Average Salary	INR 14.1 Lakhs P.A

# HIGHEST PLACEMENT PACKAGE



**M Bagavathy Subramanian**  
Business Analyst

**Rs. 48.6 Lakhs Per Annum.**



**Thilbertta Dornine**  
Business Analyst

**Rs. 48.6 Lakhs Per Annum.**



**P Sai Vineeth**  
Business Analyst

**Rs. 48.6 Lakhs Per Annum.**

# CURRENT PLACEMENT

2020-22 BATCH



**Anjali Singh**

Assistant Sales Manager  
Property Pistol  
21 Lakhs



**Loknath Vijay R**

Relationship Manager  
Intellipat  
9 Lakhs



**Balaji Krishna KR**

Assistant Sales Manager  
Property Pistol  
8.4 Lakhs



**K Vinay Kumar**

The Tech Destiny  
BDA  
8 Lakhs



**Arun**

The Tech Destiny  
BDA  
8 Lakhs





**Sai Teja Addala**

The Tech Destiny  
BDA  
8 Lakhs



**Edake Mayuri Ramesh**

Assistant Sales Manager  
Property Pistol  
7.8 Lakhs



**Singh Nisha Prabhat**

Assistant Sales Manager  
Property Pistol  
7.8 Lakhs



**Priya**

Assistant Sales Manager  
Property Pistol  
7.8 Lakhs



**Rishav Kumar Ghosh**

Assistant Sales Manager  
Property Pistol  
7.8 Lakhs



**N. Bhanu Vishal**

The Tech Destiny  
BDA  
7.8 Lakhs



**Lokesh Sharma**

Assistant Sales Manager  
Property Pistol  
7.8 Lakhs



**S K Manjaya**

Assistant Sales Manager  
Property Pistol  
7.8 Lakhs



**Sagar Singh**

Assistant Sales Manager  
Property Pistol  
7.8 Lakhs



**Neha Bharti**

Assistant Sales Manager  
Property Pistol  
7.8 Lakhs



**Ritica Kumari**

HR Executive  
Secure Know Pvt Ltd  
7.8 Lakhs



**Mounika Nalgonda**

Assistant Sales Manager  
Property Pistol  
7.8 Lakhs



**Adarsh Tiwari**

Relationship Manager  
NJ India  
6 Lakhs



**Aman Agrawal**

Relationship Manager  
NJ India  
6 Lakhs



**K. R. Naga Jyothi**

BDE  
Extra Marks  
6 Lakhs



**Saswata Sanyal**  
Research Executive  
Kocing Solutions  
6 Lakhs



**Shaik Isral Ali**  
Relationship Manager  
No Broker.com  
6 Lakhs



**Akankhya Ananya Panigrahi**  
Business Analyst  
Prime Minds  
6 Lakhs



**Sakshi Bhadani**  
Business Development Manager  
Extra marks  
6 Lakhs



**Kabir Cosme Gonsalves**  
Management Trainee  
OPPO  
6 Lakhs

# 450+ Companies Visited in our Campus 4 No. of Companies offer per students



“A big congratulations to all the students for getting placed during the campus recruitment process. We give our best wishes to all of you for a brighter future ahead!”





Trusted by 6000+ IIBS Alumni and acknowledged by more than  
500 top MNC's - Quality, Culture & Innovative pedagogy.



# OUR STAR ALUMNI

Alumni Earning Salaries between Rs. 25-50 lakhs p.a.



**Amit Kumar Giri**  
Managing Director  
BrainGateway



**Arun Kumar Singh**  
Assistant Team Leader  
ADIB bank



**Ashish Otwani**  
DGM  
Reliance Jio



**H Shahul Hameed**  
SAP SCM Analyst  
Baladna



**Alka Kumari**  
Executive Recruiter  
Sunovaa Technologies



**Ankita Giya**  
Management Trainee  
Square yards



**Md Shahbaz**  
Client Relationship Officer  
Sharaf Exchange LLC



**Ashika Menon**  
HR Recruiter  
Manpower Group Pvt. Ltd.



**Nammi Bhanu Prakash**  
Collections Officer  
MASHREQ



**Neeraj Kumar Singh**  
Managing Director  
Hilal al Saif  
Technical services LLC



**Surabhi Sinha**  
Sales/Marketing Manager  
Vivero International



**Quazi Nazmul Haque**  
BDM  
Drawlines Trading & Con-  
tracting



**Reetesh Rai**  
Senior Relationship  
Officer  
Citi Bank



**Sachin Kumar Mandal**  
Team leader  
Mashreq Bank



**Siddharth Bajaj**  
Team Manager Premi-  
um Banking  
First Gulf Bank



**Janmoni Moran**  
Customer Life Cycle Manager  
Nxtgen Datacenter

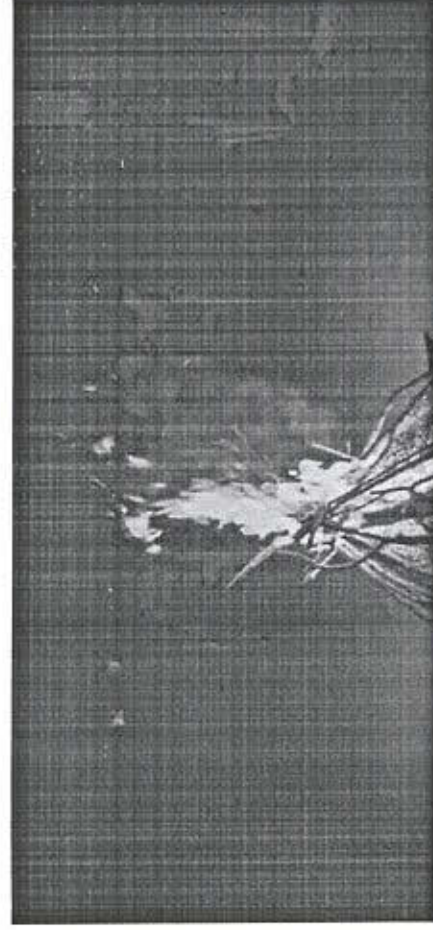


**Kumar Abhishek**  
Senior Claims Officer  
(Technical)  
Al Futtaim Willis

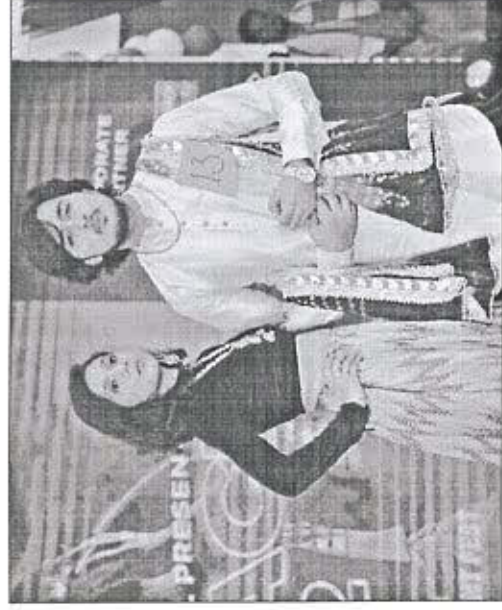
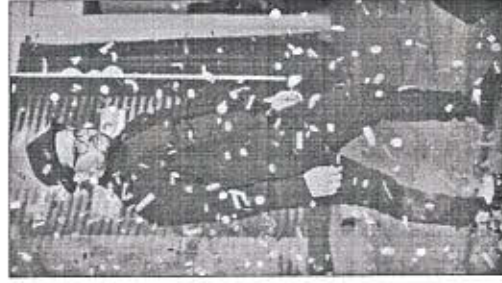
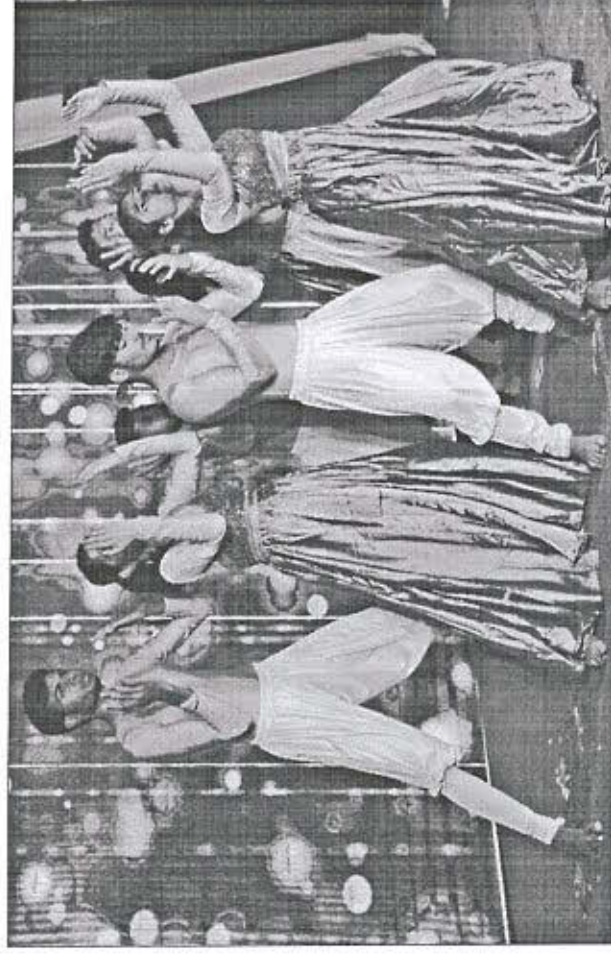


**Avinash Kumar Rai**  
Senior Account  
Executive  
Al Futtaim Willis

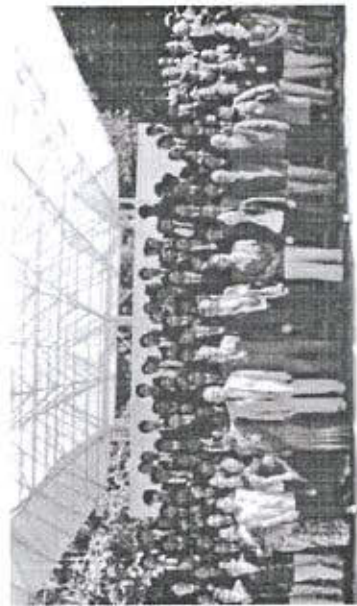
# IIBS ADVENTURE LEARNING PROGRAM (ALP)



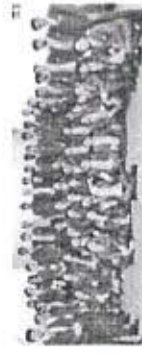
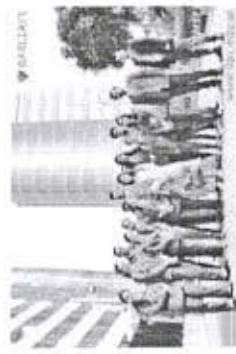
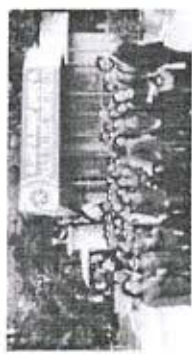
# IIBS SURFACE



# IIBS INDUSTRIAL VISITS

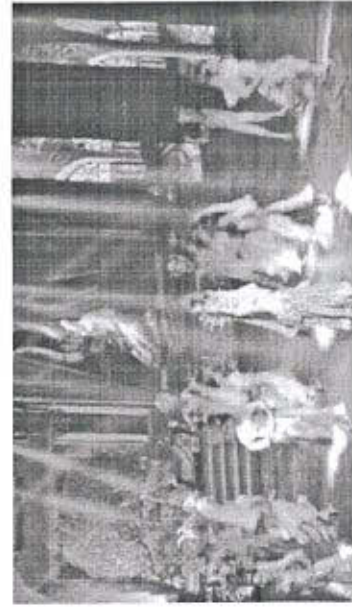
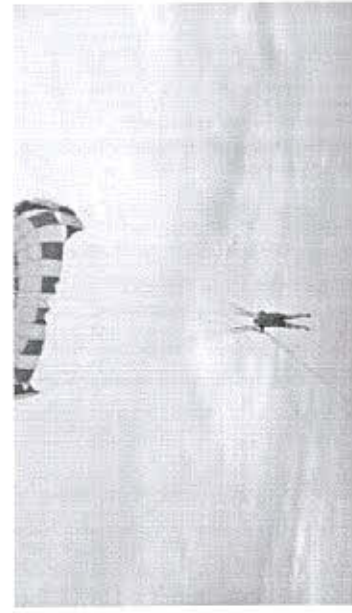
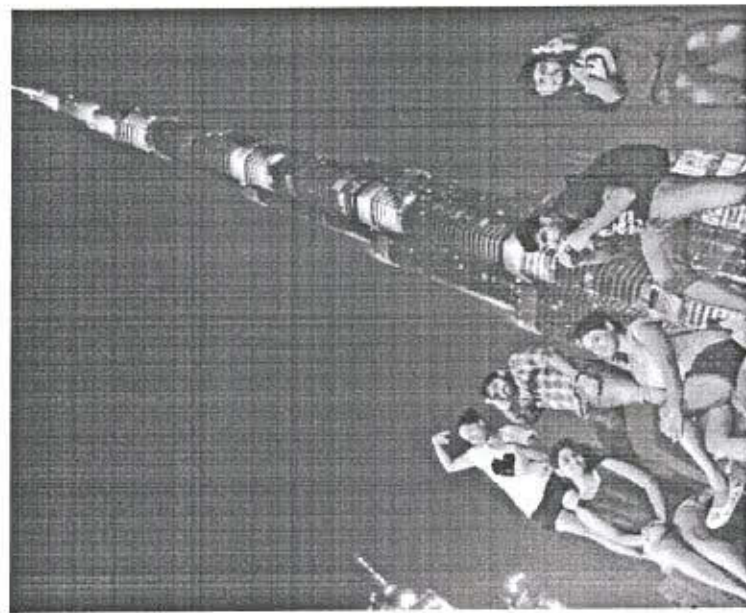


Infosys

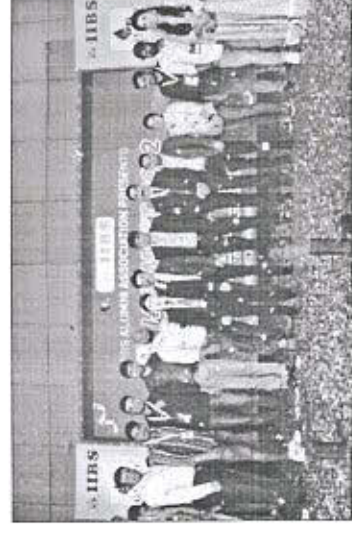
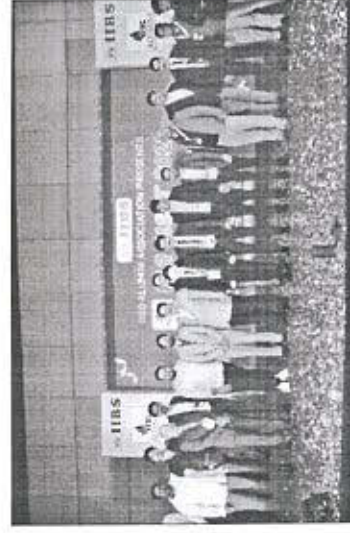




# IIBS INTERNATIONAL TOUR



# IIBS ALUMNI ANNUAL MEET




# PROMINENT RECRUITERS

 **accenture**

 **Hindustan Unilever Limited**

 **AXIS BANK**

 **Nestle**  
Good Food. Good Life

 **OYO**

 **Deutsche Bank**

 **Reliance**

 **BAJAJ  
FINSERV**

 **Flipkart**

 **AMERICAN  
EXPRESS**

 **HDFC  
Life**

 **zomato**

 **Extramarks**

 **PROPERTY  
PISTOL**

 **Cognizant**

 **cure.fit**

 **COLIVE**  
POWER OF CO

 **THOMSON REUTERS**

 **TAJ**  
HOTELS, RESTAURANTS & RESORTS

 **ninjacart**

 **NORTHERN  
TRUST**

 **genpact**

 **Bergers**

 **SQUARE YARDS**

 **Reliance  
jio**

 **jaro  
education™**  
EDU-TECH 2018 COMPANY

 **HCL  
TECHNOLOGIES**

 **Birla Sun Life  
Insurance**

 **wipro**

 **amazon.in**

 **DECATHLON**

 **DELL**

 **Galaxy** (SAMSUNG & SERVICE)

 **TATA  
CONSULTANCY SERVICES**

 **ATE  
LTD. Limited**

# CORPORATE SPEAK

The students being groomed at IIBS are extraordinary, as suited corporate World. And interaction with the student has revealed that they are highly motivated and enthusiastic in learning the tricks of the trades.

**Mr. R. Sugant**  
*Head - Business Development*

HCL Technologies

"I found that the students of IIBS are very energetic, proactive and enthusiastic in their approach. I am sure that under the able guidance in IIBS, the students will reach their respective career goals. I wish IIBS and all its students all the best in their future endeavors"

**Arijit Ganguly**  
*Director - Sales*

Oracle Corporation

During my interaction with the student off IIBS. I found them to be very energetic and willing to learn new cars concept and implement them. This according to me is the first step which an Aspiring management graduate needs to inculcate before leaping into the corporate world. I wish management student off IIBS success in this MBA program.

**Mr. Chandra Shekhar**  
*Regional Sales Manager*

Birla Sunlife Insurance Co. Ltd.

"It is really enchanting to see that there is a high level of creativity built in the individuals at IIBS. This inherent character will place them in the ever changing & customer-driven market."

**Pavan Soni**  
*Creativity & Innovation Division*

Wipro Technologies Ltd

True colours of the professional are perceptible with IIBS students with inquisitiveness at all levels, this prepares them to show that they are different in their approach. These qualities placed with high standards, as they have the ability to make a difference as compared to normal ones.

**Mr. Abhishek V Kumar**  
*Global Talent Acquisition*

Wipro Technologies

"The students of IIBS are extremely dedicated and diligent which only inspires a faculty to delve into better recesses of coaching and mentoring. I found their zeal and discipline encouraging which will surely take them a long way. I wish them all good luck"

**Mrs. Shrabani Basu**  
*HR Consultant*

Narayana Hrudayalaya

## ELIGIBILITY CRITERIA

- All applicants should possess a Bachelor's degree or equivalent, with a minimum of 50% aggregate marks or equivalent in any discipline, recognized by the Association of Indian Universities (AIU)
- For admission in PGDM program, an applicant must have a valid IBSAT/CAT/MAT/XAT/GMAT/CMAT/Other Entrance Exams score.
- Applicant also needs to clear the essay writing, aptitude test, Group Discussions (GD) and Personal Interview (PI) rounds conducted by IBS
- Form from the IBS Campuses Bangalore

## ADMISSION PROCESS

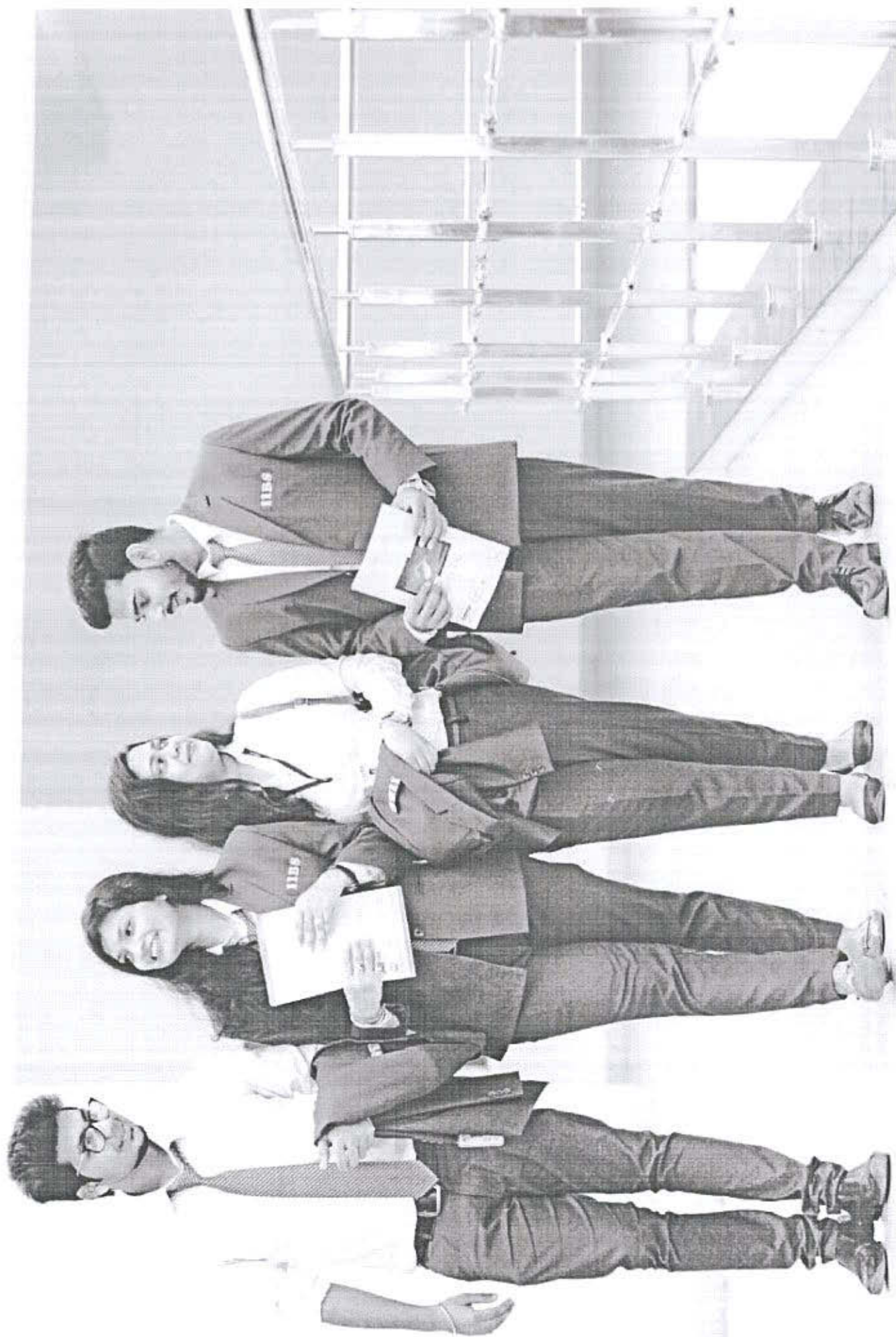
- Candidates meeting the eligibility criteria can apply to IBS by completing an online form.
- Visit the website [www.iibs.edu.in](http://www.iibs.edu.in) or [www.iibsonline.com](http://www.iibsonline.com) and fill in the online application form and make a payment of INR 1,000. Or purchase the application

- The eventual application process is online for all candidates.

**Note:** Applicants are evaluated based on IBSAT/GMAT/CAT/XAT/CMAT/Other Entrance Exams scores, past academic performance, and performance in the group discussion and personal interview.

**Important Date:** Please visit the website or contact to admission department.







# IIBS INTERNATIONAL INSTITUTE OF BUSINESS STUDIES

BENGALURU

(Managed by Smt. B. Devi Educational & Charitable Trust)

## IIBS Corporate Office (R.T. Nagar)

#119, KHB Main Road,  
Kanaka Nagar, R.T. Nagar Post,  
Bangalore - 560032.

Mobile: +91 99864 15333  
96202 48214

## IIBS Bangalore (Airport Campus)

Address: #75, Muthugadahalli,  
Bangalore North Jala Hobli,  
Near International Airport,  
Bangalore - 562157.

Mob.: +91 99864 15333, 96202 48214



E-mail: [admission@iibsonline.com](mailto:admission@iibsonline.com)

Website: [www.iibs.edu.in](http://www.iibs.edu.in) / [www.iibsonline.com](http://www.iibsonline.com)

E-mail: [admission@iibsonline.com](mailto:admission@iibsonline.com) | [www.iibs.edu.in](http://www.iibs.edu.in) | [www.iibsonline.com](http://www.iibsonline.com)

 [facebook.com/iibsonline](https://facebook.com/iibsonline)

 [linkedin.com/in/iibsonline](https://linkedin.com/in/iibsonline)

 [twitter.com/iibsonline](https://twitter.com/iibsonline)

 [youtube.com/user/iibsonline](https://youtube.com/user/iibsonline)



# IIBS

BENGALURU

## CAMPUS

- VALIDATED BY 30+ CEOs,
- RECOMMENDED BY 20+ MD &
- APPRECIATED BY 10 BUREAUCRATS

**ADMISSION NOTIFICATION  
FOR PGDM 2022-23**

[www.iibs.edu.in](http://www.iibs.edu.in) / [www.iibsonline.com](http://www.iibsonline.com)

*T. James*  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugadahalli, Jaita Hobli,  
Bengaluru North - 562157



## About Us

In the year 2001, Smt. B.Devi Educational & Charitable trust was established by a well acclaimed educationist, Dr. Jay Prakash. The trust holds the credit to have started one of the most prestigious B-School in India "International Institute of Business Studies (IIBS)" which is headquartered in Bangalore.

IIBS is significantly considered as one of the Top B-Schools in Bangalore and a gateway of acquiring world class commerce and management education with proven methodologies and innovative methods at a world class campus. It provides best higher education programs in the most ambient and conducive environment.

IIBS is leading in right direction in nurturing and creating self-motivated professionals by providing the best resources and core values for a bright and successful future. Over the years, IIBS growth success rate stood out in the competitive market of higher education.

## Vision

"To inculcate ethical values and provide innovative, holistic learning experiences that nurture individuals into well-rounded human beings, thereby equipping them to become influential global leaders."

## Mission

1. To encourage the students with modern education to bring economic emancipation & social transformation.
2. To provide the resources and opportunities to create global leaders.
3. To provide holistic approach to prepare the students to grow personally, professionally, socially and emotionally and to make them a complete human being.
4. To redefine the student's talents to make them successful entrepreneurs and responsible citizens.
5. To develop great human beings with values and ethics.



# Awards & Rankings



INDIA'S MOST  
PREFERRED MBA  
COLLEGE

- Source Best Choice Survey Jan 2019



RANKED 14<sup>TH</sup> ALL  
INDIA

- by Campus Option Annual  
B-School Survey



RANKED 4<sup>TH</sup> IN  
PLACEMENT  
AMONG THE BEST B  
SCHOOL IN INDIA

- Silicon India 2019



RANKED 5<sup>TH</sup> TOP  
B-SCHOOL IN SOUTH  
ZONE

- by THE WEEK



RANKED 2<sup>ND</sup>  
B-SCHOOLS IN  
BANGALORE

- By CSR Annual



TOP 11<sup>TH</sup> B-SCHOOL  
IN INDIA

- by B-School of Excellence in India



RANKED 8<sup>TH</sup> ALL  
INDIA

- by Parivartan Times  
Annual B-Schools Survey



TOP 25 B-SCHOOL  
IN INDIA

- by BUSINESS WORLD



# From Chairman's Desk

**“ We welcome you to experience a superior professionalism as you pass through IIBS and let the change begin within you Through IIBS ”**

In the changing and environment of 21st century, organizations need performance enhancing competencies that is knowledgeable, dynamic, self-driven and result oriented professionals.

To meet professional demands, we in IIBS constantly design and redesign the programs and curriculum as suited to our corporate partners in order to develop the student's capabilities in such a way which would be relevant and compatible for the ever changing needs of the corporate world. Here in IIBS through our innovative and flexible learning modules we metamorphose ordinary students into professional managers.

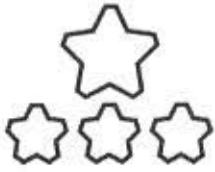
**DR JAY PRAKASH**

*Chairman, IIBS*

*Promoter of Group of Companies and an eminent educationists*



# Why IIBS?



A+++ RATED  
B-SCHOOL IN INDIA



TOP 5 B-SCHOOL  
IN INDIA WITH THE  
HIGHEST ROI IE. 253%



10+ IIM-B  
CERTIFICATION



VALIDATED BY 30+ CEOS,  
RECOMMENDED BY 20+  
MDS & APPRECIATED BY  
10+ BUREAUCRATS



3% OF THE STUDENT  
BECOME THE CEO OF  
THEIR OWN COMPANY

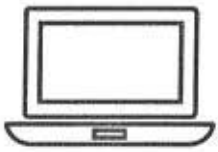


SEVEN STAR GREEN  
INFRASTRUCTURE



INTERNATIONAL  
TOUR





FREE  
LAPTOP

---



WORLD-CLASS 30+  
INTERNATIONAL  
VISITING FACULTY

---



INDUSTRY  
NETWORK

---



3000+  
COMPANIES FOR  
PLACEMENT

---



85% EXPERIENTIAL  
LEARNING

---



GLOBAL  
IMMERSION

---



OUT OF 6000+  
ALUMNI, 20%  
ACROSS THE WORLD



# Industry - Led Board of Studies

IIBS is gifted with a pantheon of think tanks, comprising of eminent educationists, academicians and Corporate Leaders. They have inspired us to think beyond and we have been able to instil the same spark in our aspirants as well.

**DR. JAY PRAKASH**

**Chairman, IIBS**

**Promoter of Group of Companies and an eminent educationist**

**MR. NANDUMORE**

**Director - Delivery & Operation TATA Consultancy Service**

**MR. RITESH MANWATKAR**

**Consultancy and Management Accenture India**

**DR. VINOY MATHEW**

**MSW, Ph.D (Management Accounting)**

**DR. PERISHASTRI**

**Ex-Director XIME (System)**

**JOSEPH BERTELIN**

**HCL Technologies (Human Resources Management)**

**MR. MANISH KUMAR**

**CEO, Enaviya Information Technologies**

**DR. SATISH**

**DGM – Firepro (Organisation Development and Marketing)**

**DR. M. NAGARAJ**

**MSW, Ph.D Ex DGM HR HMT (Human Resource Management)**

**MR. AMANDEEP MIDHA**

**Huawei Technologies (System)**

Potential is in bringing out results. Excellence is about maintaining them consistently. This wonderful combination has led IIBS to carve an ever growing annual output of future leaders.

**MRS. SAVITHA**

**B. Sc., M.A., LLB Practicing advocate (Business Law)**

**MONICA**

**Retail Management, TESCO**

**MS. JANE COXTON**

**Consultant Trainer, Denmark (Training & Development)**

**MR. LINGESH HS**

**CEO, Sidnag Cables**

**DR. PRAKASH**

**MBA, PhD Former HR Manager TATA Group (Human Resource Management)**

**DR. VENKATACHALAM**

**MBA, ICWA, PhD Managing Director Hexagon Capital Market Former Director Bangalore Stock Exchange (Finance)**

**DR. JANAK KUMAR SHELATH**

**B.E., MBA, Ph D Kirloskar Consultant (Production & Operations Management and International Business)**

**MR. SUBBA RAO**

**B.Sc., PGDBM, PGDPM Formal HR Manager HAL (Organisational Behavior & HRM)**

**MR. BHARAT KUMAR BHARDWAJ**

**MBA Former Marketing Manager, Kirloskar (Strategic Management)**

**DR. JANARDHANAM**

**MBA, PhD Managing Director Power Skill Soft (Communication)**

MR. THYAGARAJ

BE, MBA Former HR Manager NGEF  
(Organisational Behavior)

MR. Y.S. HEGDE

Former MD Canfin Homes, Consultant TCS  
(Banking & Finance, General Management)

DR. M.V. KRISHNA MURTHY

MBA Former Marketing Manager, Kirloskar  
(Strategic Management)

DR. SUBRAMANYA

M. Com, PhD (Finance)

DR. A.M. PARTHOSARATHI

M.Com, MBA, M. Phil, PhD Global  
Management Consultant (Marketing,  
Business Ethics)

DR. NAGANNA

M.A., PhD Former Professor IIM, Bangalore  
(Research Method)

DR. R.V. JAYATHIRTA

B.E., MBA, PhD M.D. Bulls Eye Consulting  
(Marketing)

MR. RAMUIYER

Former Professor IIM, Bangalore (Strategic  
Management and Insurance)

DR. LEENS LOBO

M.A., PGDM, PhD HOD of Economics MCC  
(Economics)

DR. MURALIDHARAN

MBA, PhD (Finance)

MR. JAYACHANDRAN

MBA Former Regional Chief TATA Finance  
(Finance)

DR. MALLIKARJUNA

M. Com, Ph.D (Marketing)

MR. AMIN

M. Tech, MBA, PhD Professor Glendale  
Community College, Los Angeles, USA  
(Information System)

MR. MOHAN KURUVILLA

B. Sc., MBA Visiting Professor Manilla  
Institute of Management, IIM, XLRI  
(Retailing and Marketing)

MR. ANIL GOWDA

M. Tech, MBA (Mathematics and Computer  
Science)

MR. PROBHA DEVA

M. Com, FCA (Finance and Accounting)

MR. DORAI

M. Sc. Former Consultant of LIC (Insurance)

MR. RAMACHANDRA

M. Sc. (Statistics)

MR. V.K. CALLA

M.S. Consultant ITC (Business Ethics and  
Industrial Relations)

DR. MUKESH TANEJA

Free scale semiconductor (Operation  
Research)

MR. S.V. JATTI

36 years of experience in field of projects,  
planning O&M in Retail/Telecom,  
Infrastructure and Retail Industry

MR. ANIL.H.WAGDE

MBA IIM Calcutta, Vice President, CSS Corp,  
Earlier with Capgemini and Infosys,

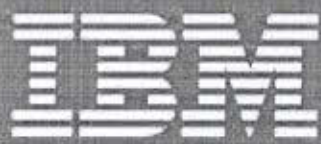
MR. PRASANTH NIMGADE

BE electronics, PGDM IIMA Founder and  
CEO SIPfund.com

MR. ANAND MESHAM

BE Electronics, University of Mumbai,  
Ericsson R&D

# Knowledge Partner



Visual Basic



POWER OF SIMPLICITY



ANOKHI



JAVA

J2EE



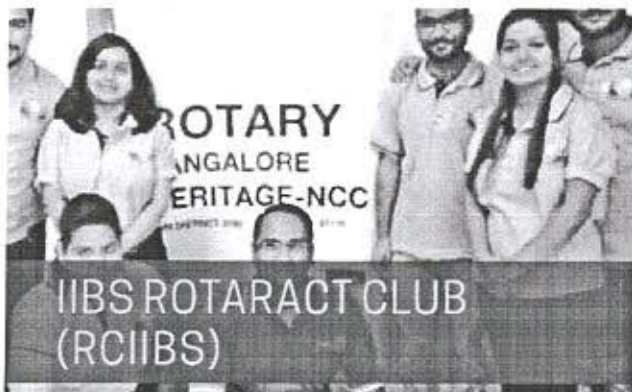
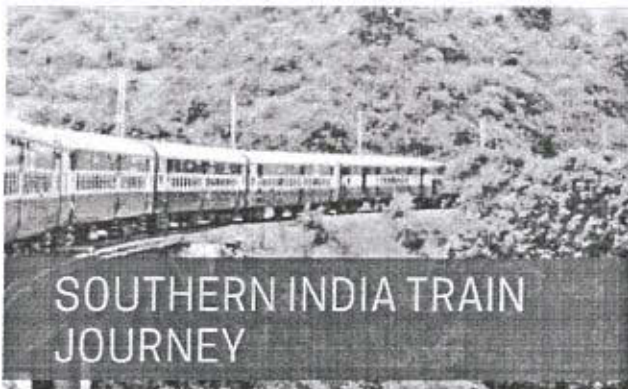
English Across the Globe

healthpod



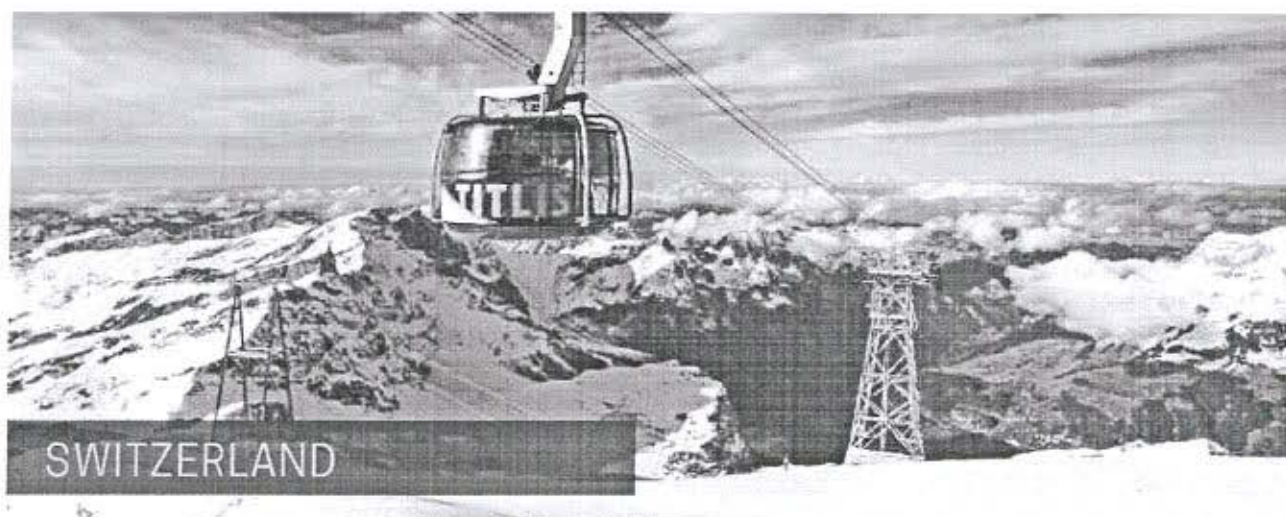


# Experiential Learning & Immersion



# International Tour

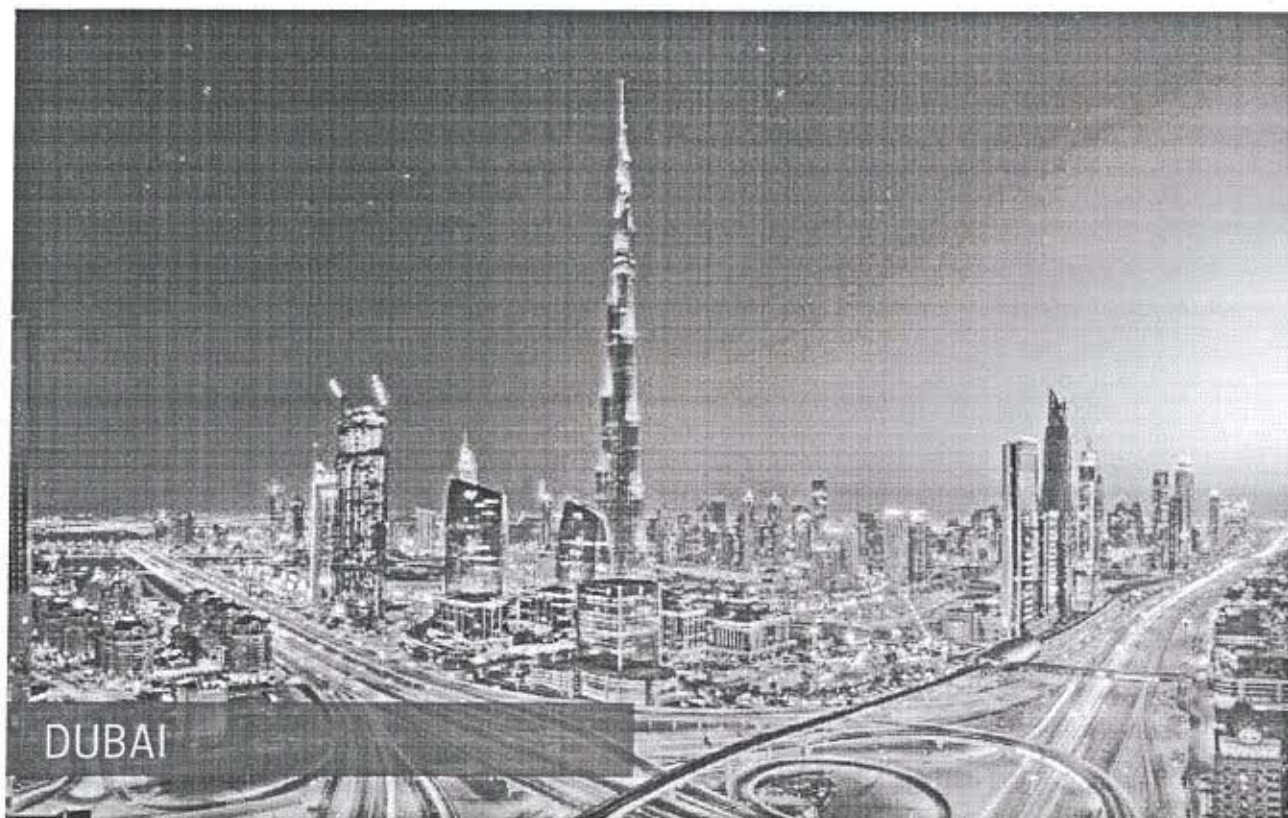
IIBS AIRPORT CAMPUS STUDENTS



*Note: students can choose only 1 option for an International tour*

# International Tour

IIBS AIRPORT CAMPUS STUDENTS



*Note: students can choose only 1 option for an International tour*

The experiential learning and immersion at IBS have been designed for the students to get a deep understanding and a real-time exposure to people business and environment.

The objective off immersive learning is to create a non-linear environment, always game

based requires 100 percent of the learner's thinking capacity

In experiential learning is to create a linear environmental activities and multiple activities performed. Rather than technology it is based on skills of an individuals.



# Detailed Curriculum of Experiential Learning & Immersion

## BEGINNING

- ⑩ Shred Inhibio
- ⑩ Grow with Present
- ⑩ B2C
- ⑩ Surface
- ⑩ MoM
- ⑩ Sensologic
- ⑩ Confident speak
- ⑩ Mind Spa
- ⑩ Task Accomplishment
- ⑩ See2Believe
- ⑩ ALP

## PROGRESSING

- ⑩ Market Vibes
- ⑩ Success Winds
- ⑩ Avishkar
- ⑩ Emerge
- ⑩ Synergofocus
- ⑩ Investoprogress
- ⑩ PoP
- ⑩ Real Time Performance
- ⑩ Talent Exhibition
- ⑩ NP Conversions

## DEVELOPING

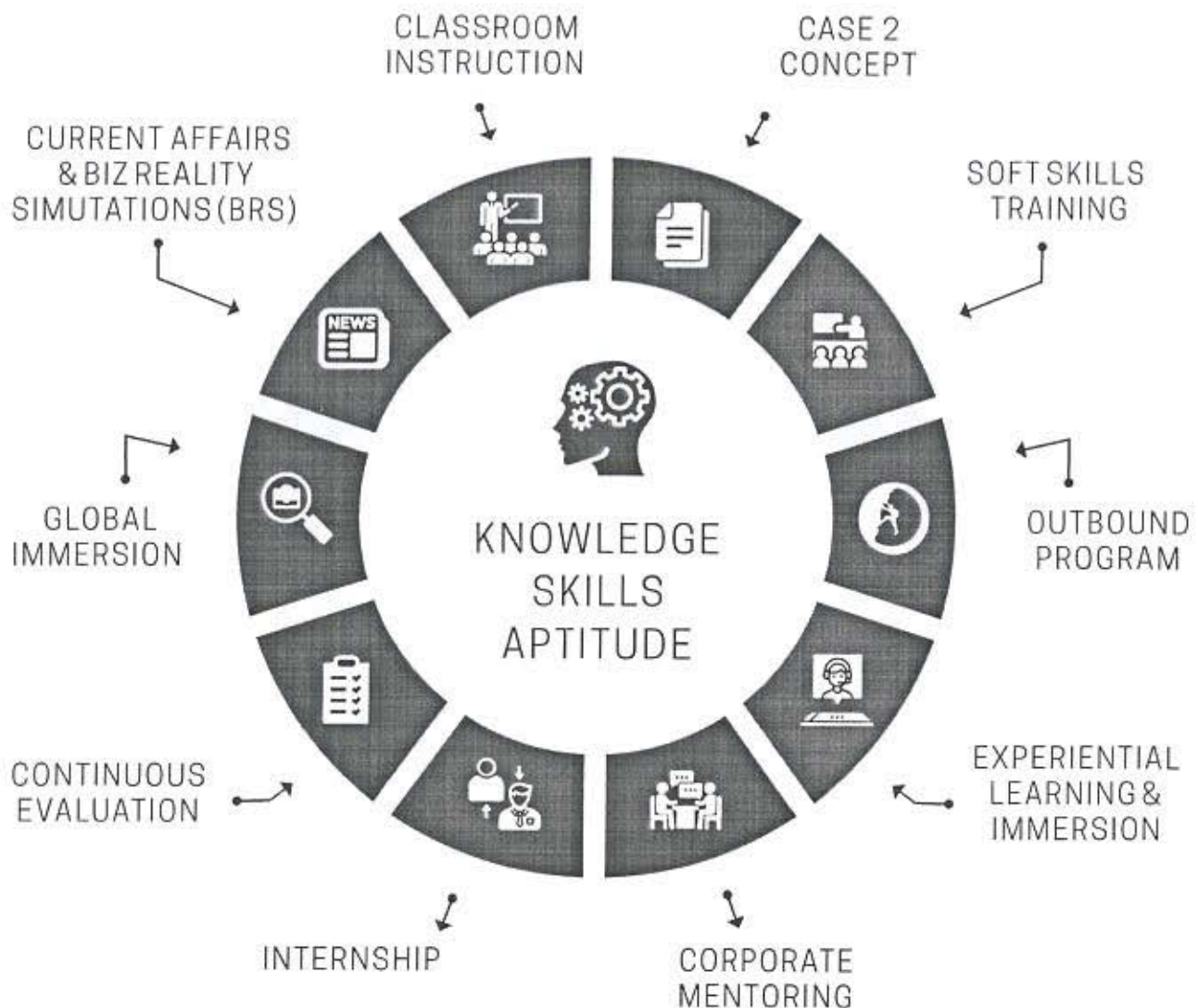
- ⑩ Pixel Perfect
- ⑩ Mind Benders
- ⑩ Excelloprudent
- ⑩ Lagaan
- ⑩ Mind Share
- ⑩ Socio Connect
- ⑩ Mission Critical
- ⑩ Working Together Works
- ⑩ Peer Facilitation
- ⑩ Path to Glory

## EXPLORING

- ⑩ Solutionskraft
- ⑩ Thinktank Prosper
- ⑩ Drag-To-Point
- ⑩ Corp Ex Share
- ⑩ Steer The Wheel
- ⑩ Fruitification
- ⑩ Supports Aware
- ⑩ Business Simulations
- ⑩ Expert Directions



# Pedagogy / Teaching Methodology



The teaching methodology is primarily the description of learning objective-oriented activities and flow of information between teachers and students. Often times, a particular teaching method will naturally flow into another, all within the same lesson, and excellent teachers have developed the skills to make the process seamless to the students. Pedagogy for

the adolescents has given way to Andragogy "The art and science of helping adults learn" developed by Malcolm Knowles, an American practitioner and theorist of post-adolescent education, with more of practical, goal oriented and relevant with facts and figures which is now widely practiced in IIBS. This has led to the better absorption of skills by our students.

# Entrepreneurship & Incubation Centre

IIBS will also give them the seed money and arrange venture capitalists which are needed to start a company. The Times are changing and so should our thinking!!!!

Come be a part of the change!!!!

*IIBS CSR initiative,*



100+ BEST IDEAS & INNOVATIONS



6 MONTHS ENTREPRENEURSHIP TRAINING PROGRAMME



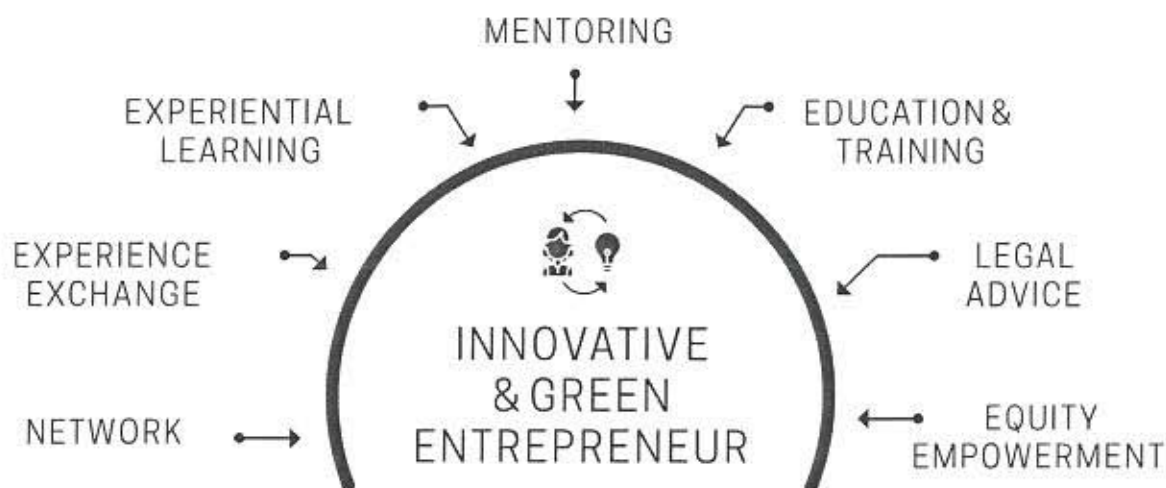
18 MONTHS FREE SPACE TO RUN YOUR BUSINESS



IIBS WILL ARRANGE VC FUNDS FOR 100 NEW IDEAS AS SEED FUNDING

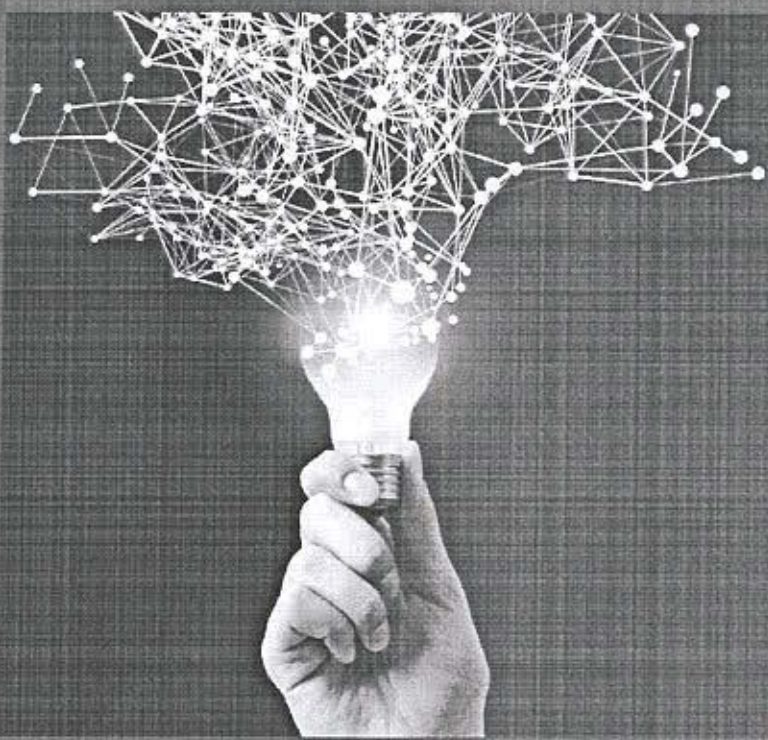
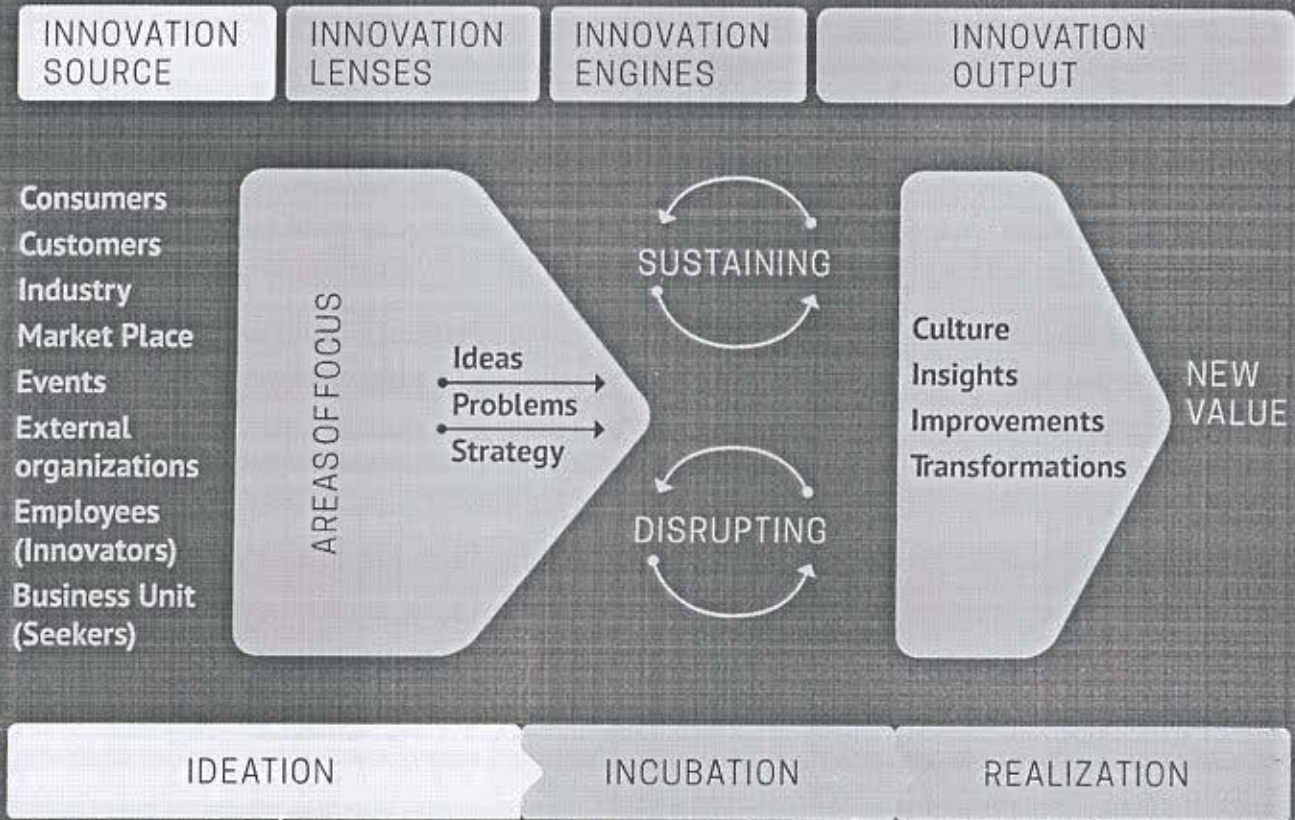


100 CASE STUDIES ON THOSE IDEAS WHICH CONVERTED MULTICRORE COMPANY WITH HELP OF SEED MONEY



# Innovation Ecosystem

METHODS USED FOR CREATING INNOVATION ECOSYSTEM





# Design Thinking

Design thinking is all about innovation and transformation of businesses to develop their products, services, operations and corporate strategies.

**228%**

S&P INDEX (USA) HAS BEEN  
OUTPERFORMED OVER 10  
YEARS BY DESIGN DRIVEN  
COMPANIES (SOURCE: BMI)

**89%**

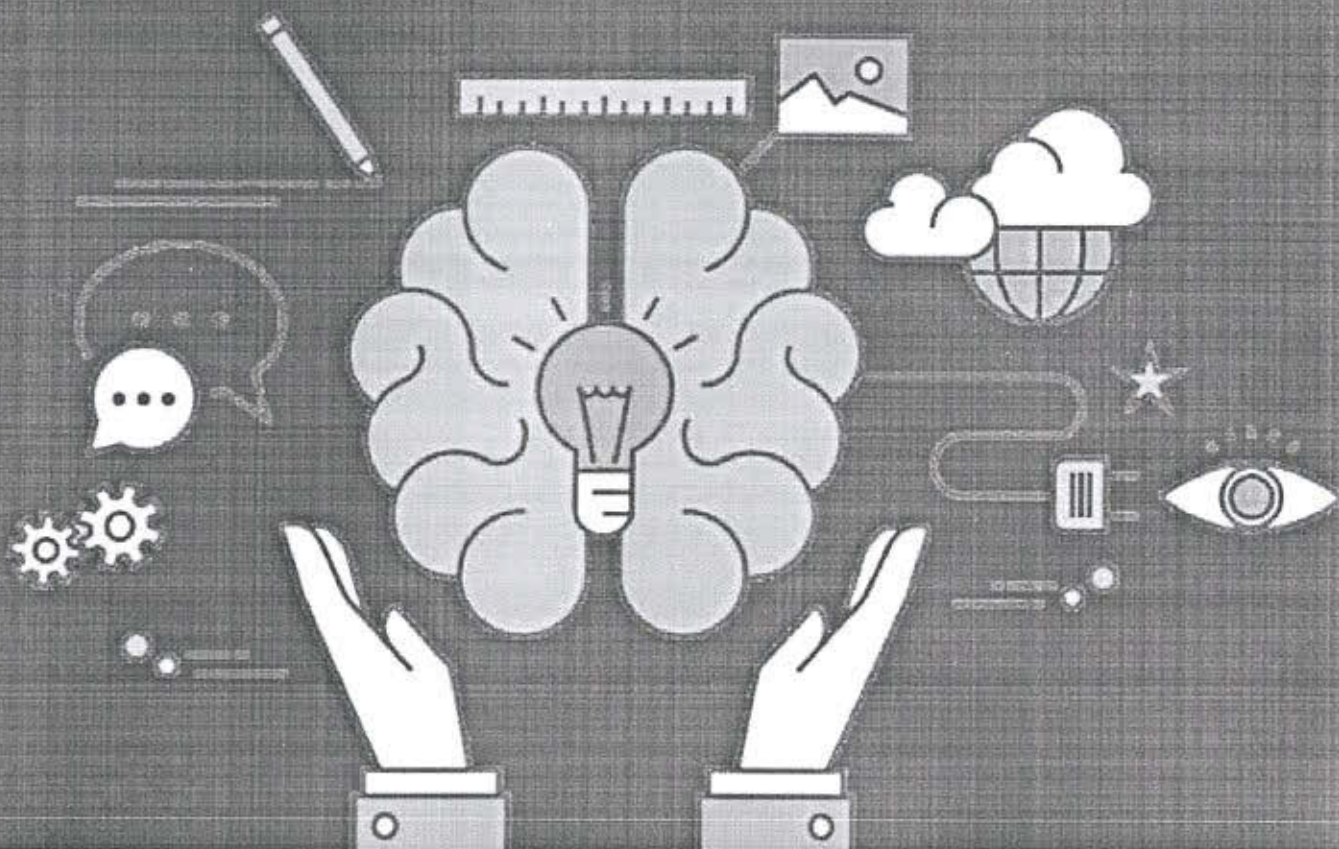
OF THE COMPANIES  
COMPETE ON CUSTOMER  
EXPERIENCE (SOURCE:  
GARTNER)

**50%**

OF DESIGN LEAD COMPANIES  
REPORT MORE LOYAL &  
SUPPORTIVE CUSTOMERS  
(SOURCE: ADOBE)

**1.5**

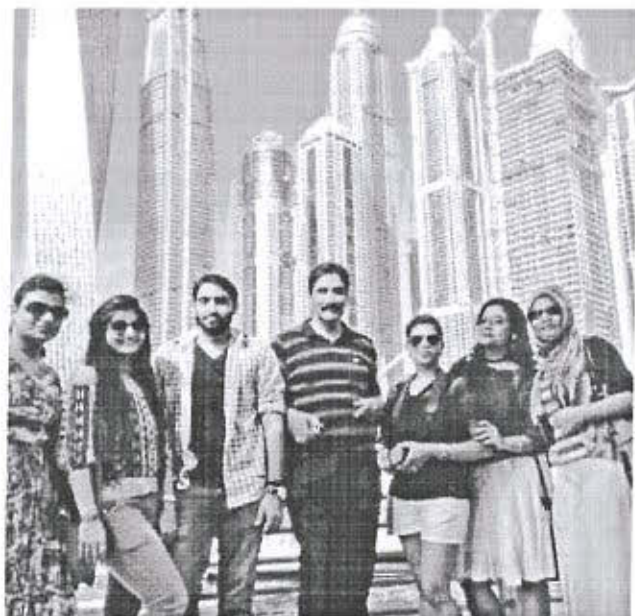
TIMES OF GREATER MARKET  
SHARE FOR COMPANIES  
FOLLOWING DESIGN  
THINKING (SOURCE: ADOBE)



# Global Experiential

## GLOBAL IMMERSION

Technology, cultures, trade and business, economic and political affairs, have been taking up a global shape to fit in the bigger picture which can be conveniently called Globalization.



# IIBS Finishing School (IFS)

BUSINESS  
COMMUNICATION

ACCENT  
NEUTRALIZATION

INTRA & INTER -  
PERSONAL SKILLS

LEADERSHIP &  
TEAM BUILDING  
EXERCISES

PERSONALITY  
DEVELOPMENT

NEGOTIATION  
SKILLS

GROOMING

BIZ REALITY  
SHOW

CREATIVITY &  
INNOVATION

CONFLICT  
MANAGEMENT

ADVENTURE  
LEARNING  
PROGRAMME

STRESS  
MANAGEMENT

ETIQUETTE  
& MANNERS


LATERAL  
THINKING



CAPABILITY  
MANAGEMENT



ENTREPRENEURSHIP  
DEVELOPMENT



SIMULATION &  
PRESENTATION  
SKILLS



PROGRAMME  
CERTIFICATION




LISTENING SKILL  
DEVELOPMENT



BUSINESS  
INCUBATION




CURRENT  
AFFAIRS



BUSINESS ANALYTICS  
CERTIFICATION  
PROGRAM



MOCK  
INTERVIEWS



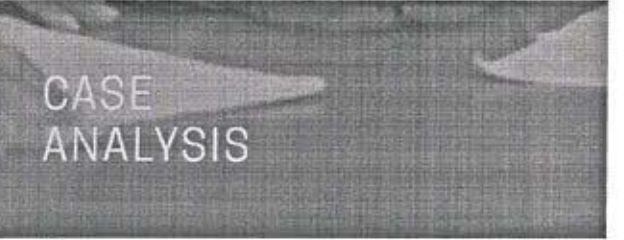
SIX SIGMA GREEN  
BELT CERTIFICATION  
PROGRAM



CORPORATE SOCIAL  
RESPONSIBILITY  
(CSR)



DIGITAL  
MARKETING  
CERTIFICATION



CASE  
ANALYSIS



LIVE PROJECT  
MANAGEMENT

IIBS is the first Business School in India to adopt the concept of Finishing School. The mission of the IIBS Finishing School (IFS) is to mould the future of the nation, by moulding the people who will determine the future of the nation. This service will provide our students with a balanced and well-rounded education, develop them to their full potential, and nurture them into good citizens, making them conscious of their social responsibilities to family, society and country.

Our certified trainers and coaches are dedicatedly transforming IIBS Students into highly skilled and groomed personalities with both technically and soft skills of the most applaud able level of international standard

## CURRICULUM OF FINISHING SCHOOL

The brief details of the activities that are conducted in the IFS are as following

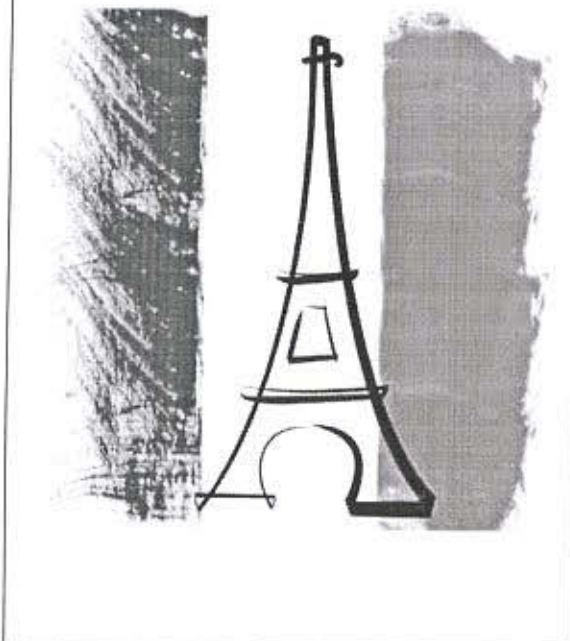
- Business Communication
  - Intra & Inter -personal skills
  - Personality Development
  - Grooming
  - Creativity & Innovation
  - Adventure Learning Programme
- Etiquette & Manners
  - Accent Neutralization
  - Leadership & Team Building Exercises
  - Negotiation Skills
  - Biz Reality Show
  - Conflict Management
  - Stress Management
  - Lateral Thinking
  - Capability Management
  - Simulation & Presentation Skills
  - Listening Skill Development
  - Current Affairs
  - Mock Interviews
  - Corporate Social Responsibility (CSR)
  - Case Analysis
  - Entrepreneurship Development Programme Certification
  - Business Incubation
  - Business Analytics Certification Program
  - Six Sigma Green Belt Certification Program
  - Digital Marketing Certification
  - Live Project Management



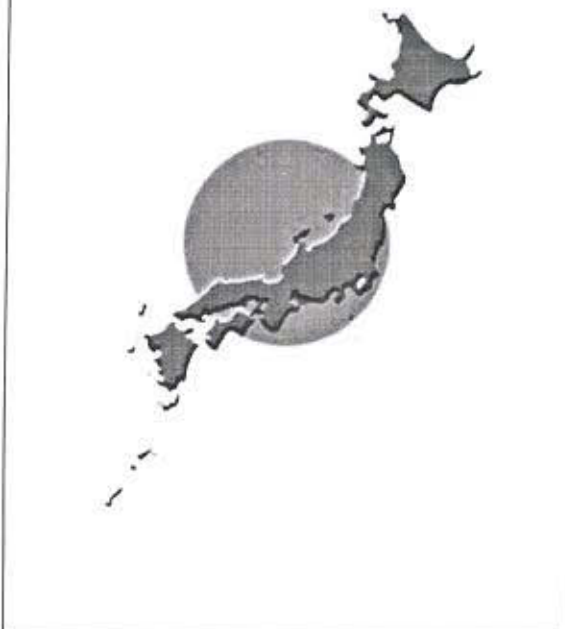
# International Boot Camp

French & Japanese Boot camps students get to learn from International Experts about life and culture and the different aspects of International Business.

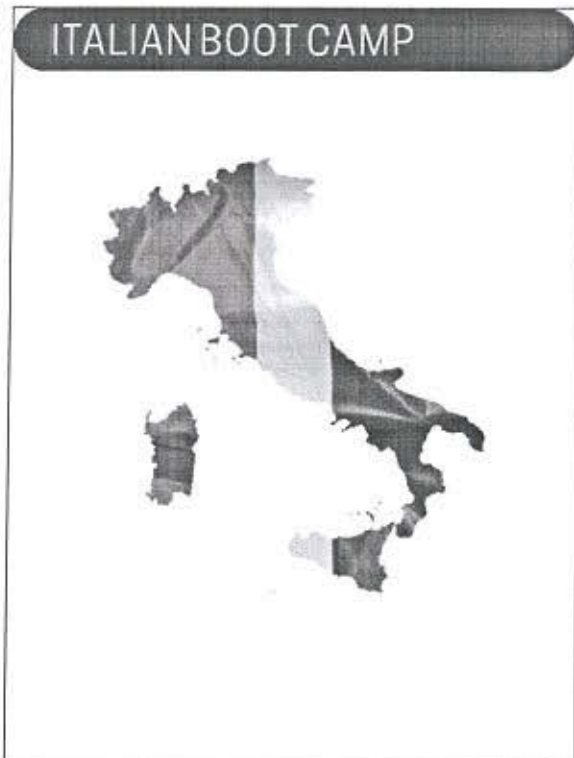
FRENCH BOOT CAMP



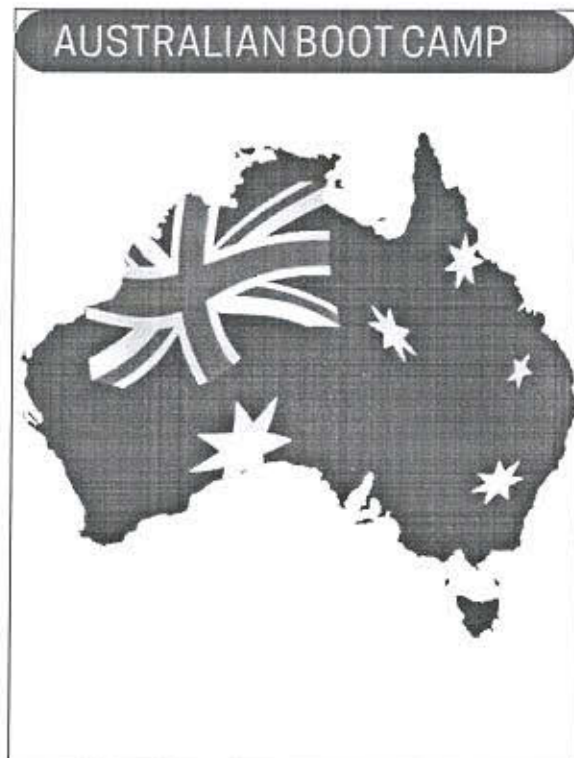
JAPANESE BOOT CAMP



ITALIAN BOOT CAMP



AUSTRALIAN BOOT CAMP



# Value Added courses & certifications

(ALONG PGDM)

Sl No	Value Added Course	Duration	Institute
1.	Introduction to Investments	6 Months	IIM Bangalore
2.	Management Accounting for Decision Making	5 Months	IIM Bangalore
3.	Introduction to Marketing Essentials	4 Months	IIM Bangalore
4.	Customer Relationship Management	3 Months	IIM Bangalore
5.	Introduction to corporate finance	6 Months	IIM Bangalore
6.	Predictive Analytics	6 Months	IIM Bangalore
7.	Introduction to strategic management	4 Months	IIM Bangalore
8.	Strategy and sustainability	3 Months	IIM Bangalore
9.	Organisation design for competitive Advantage	6 Months	IIM Bangalore
10.	Managerial Economics	6 Months	IIM Bangalore
11.	Six-Sigma Green Belt	Certification	KPMG
12.	Digital Marketing	Certification	Google / IIBS
13.	Business Analytics	Certification	IBM

# Student Clubs & Activities

## VALUES INCULCATED:

- Educational value
- Psychological Values
- Development of Social Values
- Development of Civic Values
- Physical Development Values
- Recreational Values
- Cultural Values

## STUDENT CLUB

- Professional Development Club
- Yoga Club
- Toastmasters Club
- Corporate Relation Club
- Science & Tech. Club
- Investor Club
- CSR Club
- Event Management Club
- Retired Bureaucrats club
- Nature and Trekking club
- Sport and Adventures club
- Quiz Club
- Health Club Placement Club
- News Analysis Club
- Rural Connect Club
- Music & Cultural Club
- Rotaract Club

## ANNUAL EVENTS

- IIBS premier League
- Diwali – Deepotsav
- Surface
- New Year event & DJ party
- Corporate Night
- Kannada Rajyotsava
- Food Festival
- Dandiya night
- Holi – Rangbarse
- Ethnic Day





# Surface



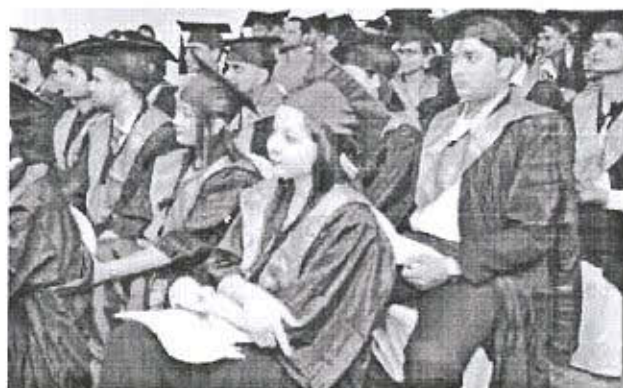
# Industrial Visit



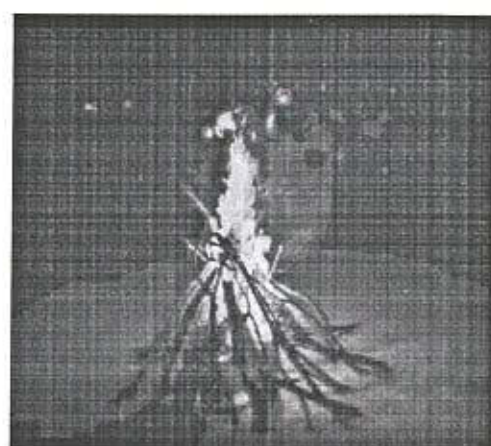
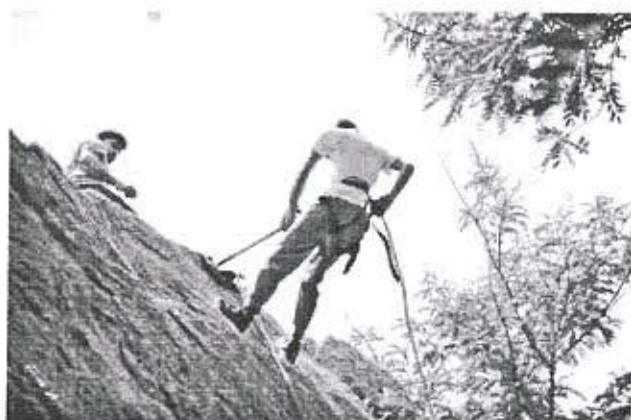
Infosys



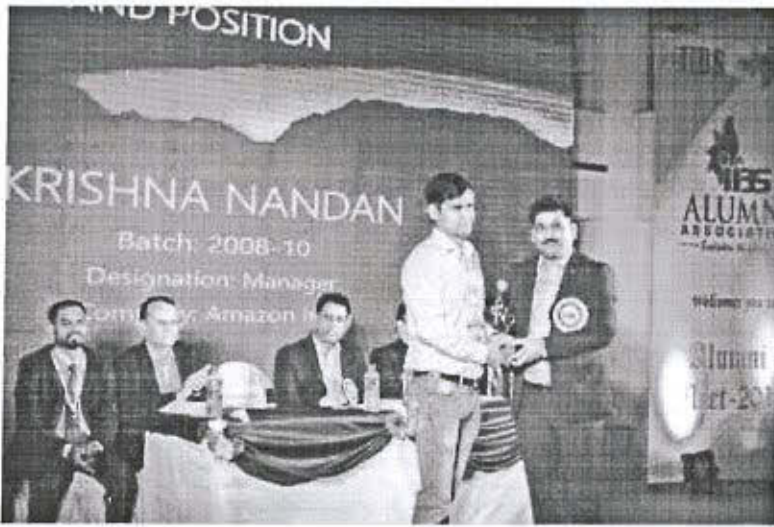
# Graduation Day



# Adventure Learning Program (ALP)



# Alumni Meet



# International Tour



# Hostel

- The institution provides separate hostel accommodation for boys & girls.
- The Boys Hostel is managed by a male warden and Girls' Hostel is managed by a female warden.
- To ensure safety, both the hostels are provided with 24-hour security.
- Extra emphasis is given on discipline
- Homely atmosphere and nutritious food is provided in the hostel
- IIBS hostels are "A home away from home"
- Gym
- Lawn Tennis
- Basketball court
- Swimming pool
- Indoor Games
- Squash
- Tennis court
- Carom board
- Open Air Theatre
- ATM
- Cricket Field
- Big Basket (Department Store)
- Club House
- Walking Park
- Night Library

*Note: Boys and Girls need to apply for hostel facilities separately once admitted to IIBS programme. The hostel seats are limited.*



# Alumni Speak



I had a great experience during the past two years of my stay at IIBS. The faculty, infrastructure, and placement are all too good. Management students can get a great education at IIBS, and college

puts in a lot of effort to make every student corporate ready. Faculties encourage students to plan and organize extra-curricular activities from time to time, whose objective is to develop managerial skills in students and to provide a platform for students to showcase their skills. Overall, had a great experience and feel proud that I was part of IIBS.

DINESH KUMAR R



I have had the absolute time of my life so far, the years have gone by so quickly and I have met so many amazing people here. Excellent infrastructure and faculty who teach very well. A lot

of attention has been given to the individual development of students.

R P P LAWANYA

Its feeling great that I am a student of IIBS. It is an institution which made me find my weakness and make me work on my weaknesses. The faculty of this Institution never treated me as a student but they did showcase their love and affection as their child. This institution made me understand that before going to a corporate we must work on our base that is the theory part which the faculty gives the utmost important. The

MOM program boosted up and made us more strong. It is the right platform to shed the inhibitions and shyness to become a complete



manager. An introvert converts into an extrovert and the magic wand is 'Surface'. Faculty members give us enough encouragement and guidance to participate in the managerial fests of other

colleges, which enhances our overall outlook towards management.

MANAS PRATIM DEKA



I joined IIBS on August 2016. It has been a great opportunity and learning experience in IIBS. Met new friends from different regions of different attitudes, lifestyles and behaviour. It was

a wonderful journey. As far as the college is concerned it's good but the faculty is awesome. The main turning point would be the faculties in here.

I learned a lot in this journey. The wild and raw energy guy became a silent and gentle guy and professional channelling the energies into the right direction. The faculties have been very supporting. Nonetheless, a last note although the college plays an important role much more important is knowledge. You can try to extract that and seek in here.

RAHUL VISWAKARMA





# Student's Speak

I am from Chennai, Tamil Nadu. Currently am my Perusing PGDM in IIBS Bangalore. The advantages over here are: Over all experience is really good as teachers are



R. VARSHA,

very friendly and are always ready to help. Faculty are so knowledge they are so interactive. We can gain as much as we can from them. Placements is good.

It's really a great privilege to join IIBS and is one of the best choice I have ever made. IIBS helped me to explore my knowledge and experience to get into a corporate world. I want to thank the management for giving me this opportunity of being a part of this great institute. It really has helped me in my carrier growth.

The journey started with learning programs, games, competition, and many business plans that how corporate world actually works. We worked upon different aspects of marketing, finance, and human resource in our very beginning of the PGDM



really nice.

JAWERIA AFROZ,

program which gave us the overview of the business environment. And all these activities were possible only because of our great faculties and management team.

My overall experience in IIBS is

Being a student of IIBS is an absolute pleasure, academically and humanely. The institute provides a proper infrastructure and a great learning atmosphere that motivates us quite much for working hard and also enables us to rejuvenate amidst the study pressure.



AKSHAY KUMAR,

Faculty members of IIBS are really friendly and provide necessary support from time to time. I really loved and enjoyed the teaching system in IIBS and had wonderful Practical knowledge apart from theory.



institution and I thank the management to giving me this experience.

TELAGATHOTI RUSHIKESH,

IIBS is one of the best Choice that I've ever made. It helped me to explore, learn and execute the best in my life. I always seek for excellence and I found it here. It's always

feels great to be part of this



# Corporate Speak

The students being groomed at IIBS are extraordinary, as suited corporate World. And interaction with the student has revealed that they are highly motivated and enthusiastic in learning the tricks of the trades.

MR. R. SUGANT

Head - Business Development  
HCL Technologies

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During my interaction with the student off IIBS, I found them to be very energetic and willing to learn new cars concept and implement them. This according to me is the first step which an Aspiring management graduate needs to inculcate before leaping into the corporate world. I wish management student off IIBS success in this MBA program.

MR. CHANDRA SHEKHAR

Regional Sales Manager  
Birla Sunlife Insurance Co. Ltd.

---

True colours of the professional are perceptive with IIBS students with inquisitiveness at all levels, this prepares them to show that they are different in their approach. These qualities placed with high standards, as they have the ability to make a difference as compared to normal ones.

MR. ABHISHEK V KUMAR

Global Talent Acquisition  
Wipro Technologies

"I found that the students of IIBS are very energetic, proactive and enthusiastic in their approach. I am sure that under the able guidance in IIBS, the students will reach their respective career goals. I wish IIBS and all its students all the best in their future endeavors"

ARIJIT GANGULY

Director - Sales  
Oracle Corporation

---

"It is really enchanting to see that there is a high level of creativity built in the individuals at IIBS. This inherent character will place them in the ever changing & customer-driven market."

PAVAN SONI

Creativity & Innovation Division  
Wipro Technologies Ltd

---

"The students of IIBS are extremely dedicated and diligent which only inspires a faculty to delve into better recesses of coaching and mentoring. I found their zeal and discipline encouraging which will surely take them a long way. I wish them all good luck"

MRS. SHRABANI BASU

HR Consultant  
Narayana Hrudayalaya



# Mentorship

(4 LEVELS OF MENTORING)

Every student of IIBS will be assigned a guide and mentor who will assist and guide the student in career planning, process monitoring and problem solving related to the programme.

The school attaches great importance to the need for mentoring and suitable guidelines will be published separately.





# Placement Cell

## PLACEMENT & INTERNSHIP HIGHLIGHTS

**20**

LACS  
Highest  
salaries  
2020

**12.2**

LACS  
Average  
Salary  
top 20%

**10.1**

LACS  
Average  
Salary  
top 30%

**9.4**

LACS  
Average Salary  
top 40%

**8.2**

LACS  
Average  
Salary

**300+**

COMPANIES  
VISITED

**273+**

FINAL PLACEMENT  
OFFERS

**11.2**

AVERAGE NUMBER  
OF INTERVIEWS

**20**

IIBS GIVES  
MINIMUM  
INTERVIEW

**5+**

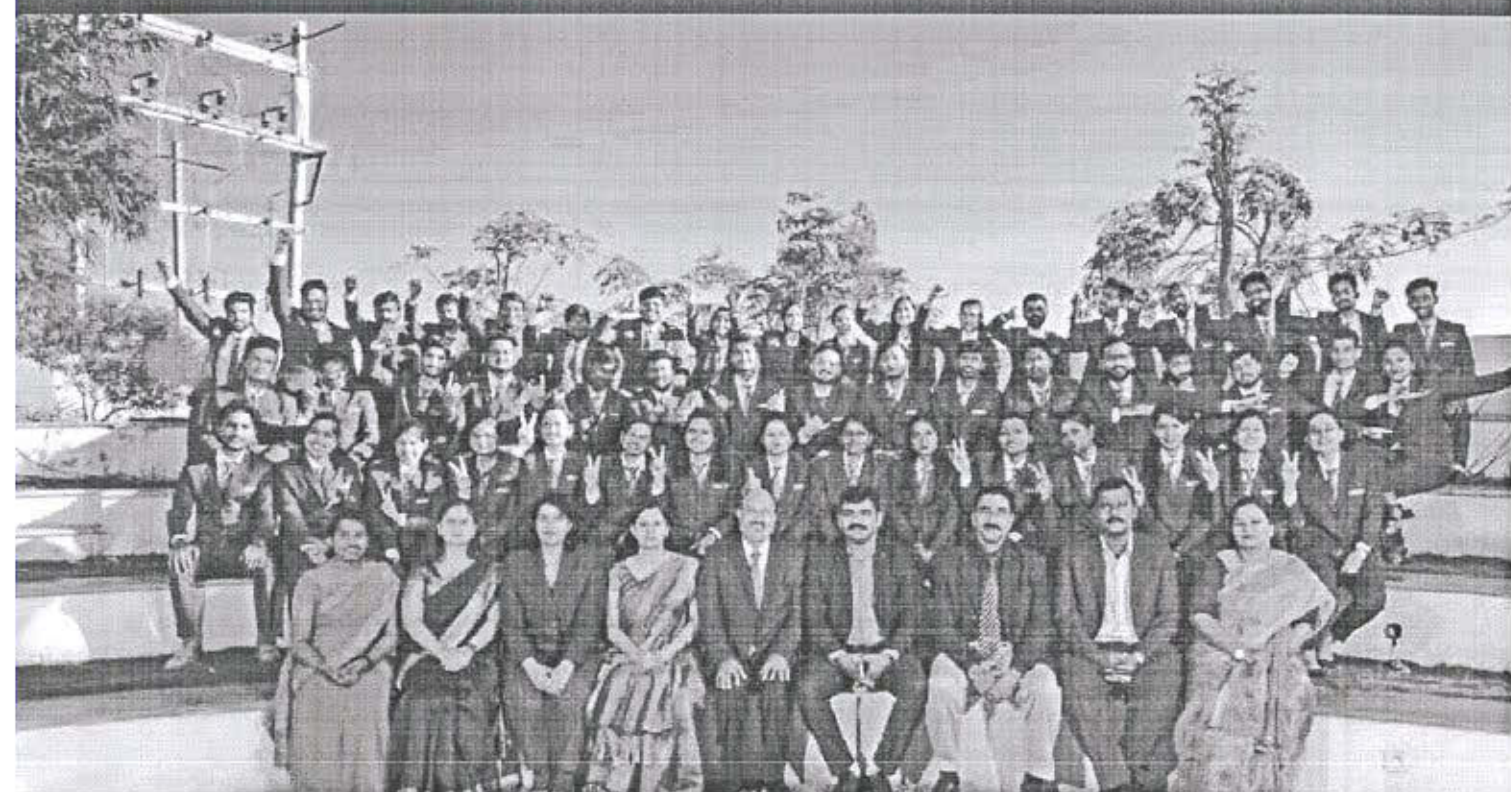
INTERNATIONAL  
OFFER

**3**

MINIMUM  
NUMBER OF  
INTERVIEWS

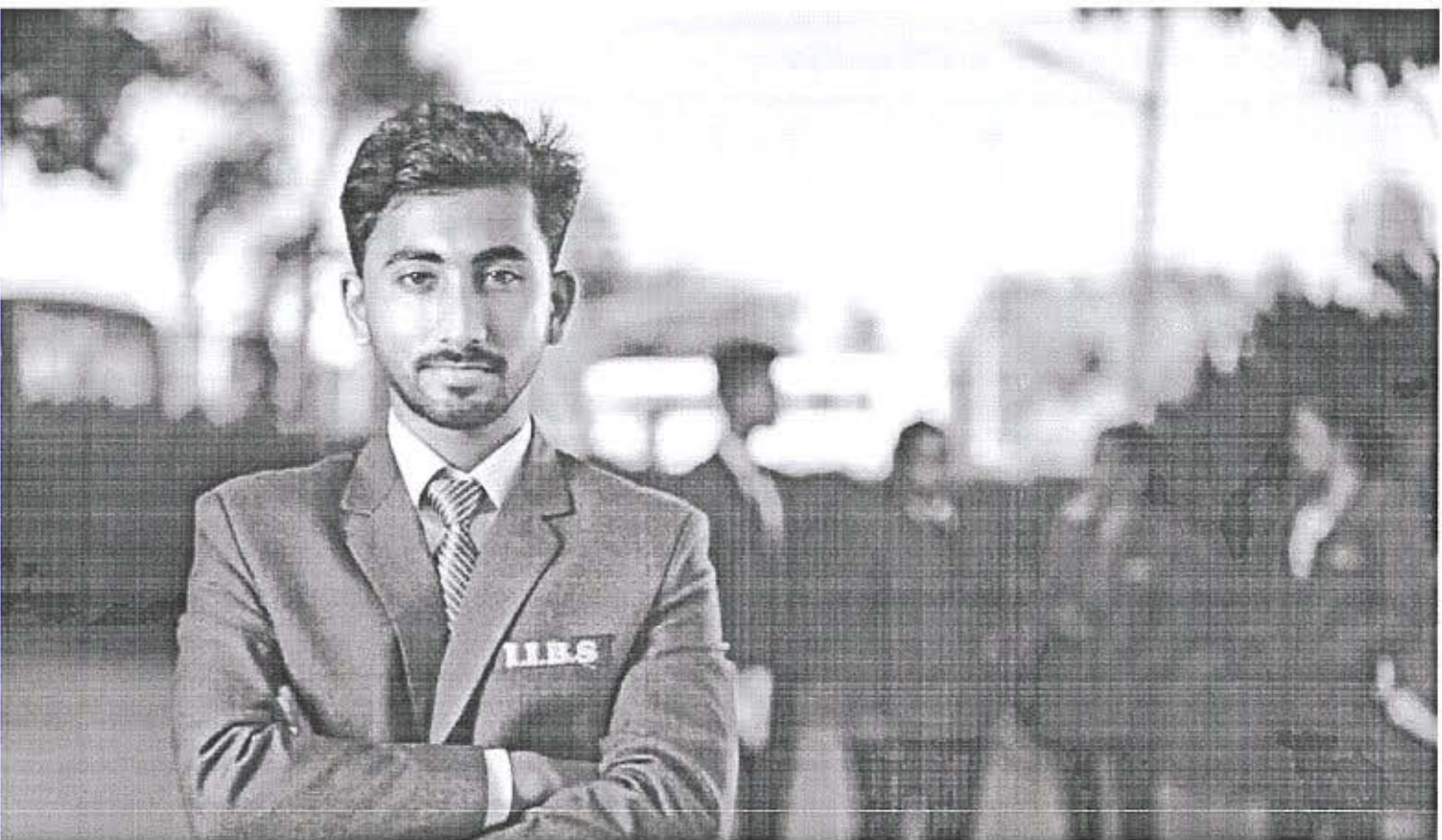
**3**

LEVELS OF  
PLACEMENT  
1) REGIONAL  
2) NATIONAL  
3) INTERNATIONAL



# LIST OF PLACEMENT PARTNERS





Candidates who have appeared in CAT, CMAT, MAT, XAT or ATMA are eligible for directly attending the group discussion and personal interviews (GD & PI).

## IMPORTANT DATES

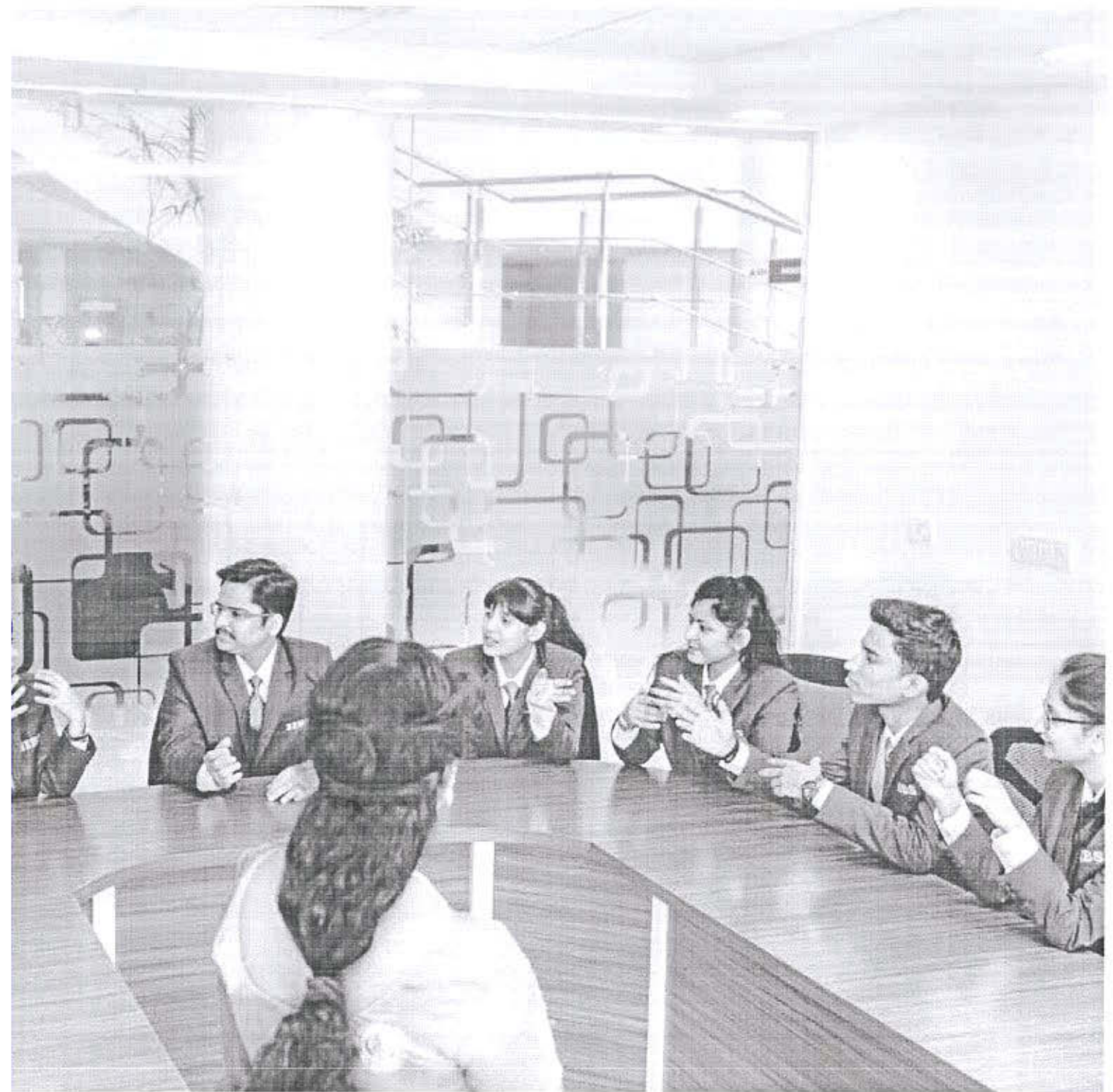
Last date for online application for IIBSAT, visit our website.

Filled application should reach our National Head Office. For last date information please visit our website.

Note: IIBS will not be responsible for delay in receipt letter sent by Courier / Post

## GROUP DISCUSSION

Group discussion and personal interviews will be conducted in Bangalore, Kolkata, Delhi, Allahabad, Patna, Ranchi, Jaipur, Hyderabad, Guwahati, Bhubaneswar, Bhopal, Indore, Raipur, Srinagar, Ahmedabad, Agartala, Chennai, Hyderabad Cochin, Pune, Vizag and Vijayawada.





# Admission Process

- Candidates meeting the eligibility criteria can apply to IIBS by completing an online form.
- Visit the website [www.iibs.edu.in](http://www.iibs.edu.in) and fill in the online application form and make a payment of INR 1,000. Or purchase the application form from the IIBS Campus
- The eventual application process is online for all candidates.

*Note: Applicants are evaluated based on IIBSAT/GMAT/CAT/XAT/CMAT/Other Entrance Exams scores, past academic performance, and performance in the group discussion and personal interview.*

*Important Date: Please visit the website or contact to admission department.*

All legal disputes are subject to Bangalore jurisdiction only.

Fees once paid are not refundable or transferable under any circumstances.

Any complaints, grievance and the cancellation of admission by the parents of students should be brought to the notice of the Chairman or Director.

Note: Registration fee 1 Lakh include 50,000/- processing fees

## IIBS Account Details

INTERNATIONAL INSTITUTE OF BUSINESS STUDIES

**A/c No: 30609581694**

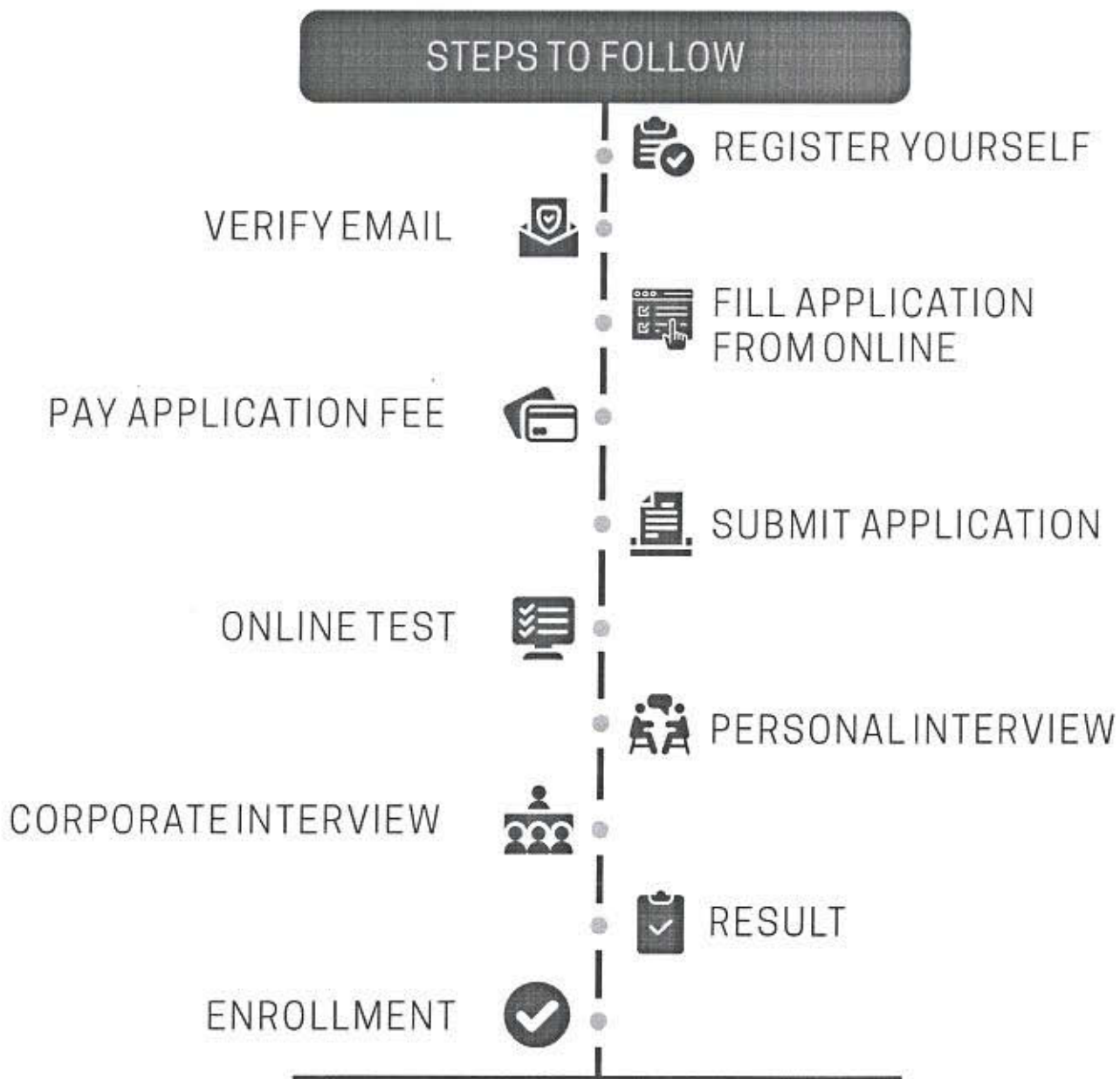
**Bank: State Bank of India**

**Branch: Chikkajala, Bangalore.**

**IFSC Code: SBIN0041073**

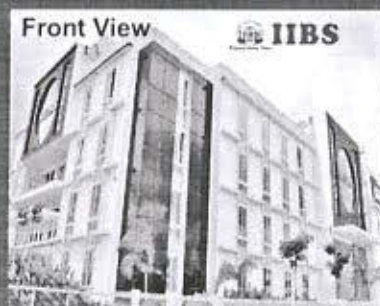
# How to Apply

- The online application is for admission to programs offered at International Institute of Business Studies.
- Email ID submitted at the time of registration will be used for all correspondences until enrolment is completed. Change in Email ID will NOT be permitted under any circumstances.
- International Institute of Business Studies Query Management System:
  - Applicants are strongly advised to use the International Institute of Business Studies (IIBS-QMS), rather than an email, to get a quick response.
    - Register and verify your email ID
    - Click on [Any Queries? Ask US] in your dashboard
    - Select the query category and submit your query





**Airport Campus  
Bengaluru**



**R.T. Nagar Campus  
Bengaluru**

"Be sure to check out our social networking sites and like or follow us and join the conversation!  
You'll be among the first to see photos and updates of our activities."



Facebook  
[fb.com/iibsonline](http://fb.com/iibsonline)



Linked In  
[linkedin.com/in/iibsonline](http://linkedin.com/in/iibsonline)



Twitter  
[twitter.com/iibsonline](http://twitter.com/iibsonline)



Youtube  
[youtube.com/user/iibsonline](http://youtube.com/user/iibsonline)



*Redefining Leading Talents*

**IIBS**  
**BENGALURU**

**IIBS Bangalore Airport Campus (AICTE Campus)**  
Address: #75, Muthugadahalli, Bangalore North Jala Hobli  
Near International Airport, Bangalore-562157  
Mobile: 9988415333, 9620248214,  
Email: [admission@iibsonline.com](mailto:admission@iibsonline.com)



# IIBS



## PGDM 2023-25 Batch

# Students' Hand Book

## Post Graduate Diploma in Management

DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugadahalli, Jala Hobli,  
Bengaluru North - 562157



- Approved by the AICTE, the Government of Karnataka, and the ministry of higher education.
- Top-rated business school in placement.
- IBS Finishing School on skill development programs.
- Infrastructure on par with top-tier campuses in India.

## CONTENTS

<b>Welcome to the IIBS PGDM Programme.....</b>	<b>2</b>
<b>From the Chairman’s Desk .....</b>	<b>3</b>
<b>From the Principal’s Desk.....</b>	<b>4</b>
<b>ABOUT IIBS .....</b>	<b>5</b>
IIBS Internal Quality Assurance Cell (IQAC) .....	7
Faculty Members .....	8
Board of Studies .....	9
<b>About PGDM</b>	
Post Graduate Diploma in Management .....	10
Program Educational Objectives (PEO) .....	10
Program Specific Outcomes (PSO).....	11
Program Outcomes (PO) .....	11
Course Instructions .....	12
Evaluation / Assessment Process .....	19
Eligibility Criteria .....	20
PGDM 2023-25 Batch Academic Calendar.....	22
<b>About IFS</b>	
IIBS Finishing School (IFS).....	27
IFS – Plan for Academic Year 2023 - 25 .....	28
IIBS Finishing School Certification Programs .....	31
Experiential Learning & Immersion .....	34
Steer the Wheel.....	36
Talent Exhibition .....	36
Distinctiveness Vs Uniqueness .....	37
<b>About Placement</b>	
Career Management Centre (CMC) .....	38
Placement Statistics .....	38
<b>Rules and Regulations.....</b>	<b>39</b>

## ABOUT IIBS



Over the years, with dedicated commitment and perseverance International Institute of Business Study (IIBS) has established itself as one of the premium business School. It has grown in stature in Bengaluru. It employs supreme education methodologies raising the standards of management education on par with excellence.

In the year 2008, The Srimati B. Devi Educational & Charitable Trust was founded by a well-acclaimed educationist, Dr. Jay Prakash. The foundation of one of the most prestigious B-Schools in India, the International Institute of Business Study (IIBS), was laid by this trust.

Bengaluru is a highly competitive city with a huge plethora of top B-schools in the country. Dr. Jay Prakash is highly enthusiastic and committed to excellence and he believes that IIBS will reach its zenith resulting from global work culture practiced in Bangalore.

Bengaluru is also known as the 'Silicon Valley' of India. It is one of the very few cities that has fast-paced development in technology and management sectors in the country. The growing number of MNCs has leveraged the city's potential resources and manpower to its fullest advantage which has witnesses a tremendous growth in infrastructural and educational domains in the recent past. IIBS is strategically positioned in Bengaluru to boost the career opportunities and promise a better future to its students.

At this juncture, it becomes important to provide competent and dynamic education structure and stay one step ahead of rest of the B-Schools. We at IIBS make sure to inculcate the global work culture and its principles in our courses to better equip our students with adaptive skills, adequately competent to tackle both, intellectual and practical challenges during their career.

IIBS promotes a professional learning environment for the students. We are equipped with modern state of the art infrastructure and have experienced management professionals. Supported by strong intellectual resources and industry experiences, we envision becoming the "nucleus of global management education". We enable our student to pursue their career anywhere across the globe by developing a multicultural aptitude too.

**Our Vision:**

"To inculcate ethical values and provide innovative, holistic learning experiences that nurture individuals into well-rounded human beings, thereby equipping them to become influential global leaders."

**Our Mission:**

- ★ TO ENCOURAGE THE STUDENTS WITH MODERN EDUCATION TO BRING ECONOMIC EMANCIPATION AND SOCIAL TRANSFORMATION.
- ★ TO PROVIDE THE RESOURCES AND OPPORTUNITIES TO CREATE GLOBAL LEADERS.
- ★ TO PROVIDE HOLISTIC APPROACH TO PREPARE THE STUDENTS TO GROW PERSONALLY, PROFESSIONALLY, SOCIALLY AND EMOTIONALLY AND TO MAKE THEM A COMPLETE HUMAN BEING.
- ★ TO REDEFINE THE STUDENTS' TALENTS TO MAKE THEM SUCCESSFUL ENTREPRENEURS AND RESPONSIBLE CITIZENS.
- ★ TO DEVELOP GREAT HUMAN BEINGS WITH VALUES AND ETHICS.



**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
#75 Muthugadahalli, Jaia Hobli,  
Bengaluru North - 562157



## IIBS INTERNAL QUALITY ASSURANCE CELL (IQAC)

IIBS IQAC ensures quality education and continuous improvement. It acts as a proactive body that works towards enhancing the overall quality of education provided at the Institute.

### Key Objectives:

- ★ Continuously monitors and evaluates the academic and administrative processes of IIBS.
- ★ Devises strategies and action plans for quality enhancement in teaching-learning methodologies.
- ★ Develops a quality culture and ensure the implementation of best practices in all areas of the institute's functioning.
- ★ Facilitates feedback mechanisms and student support services for the smooth conduct of educational programmes.
- ★ Encourages research, innovation, and professional development activities among faculties and students.

Through its proactive approach, IIBS IQAC aims to ensure that the academic and administrative support systems at IIBS meet the highest standards of quality in education. It strives to facilitate the holistic development of students and prepare them to excel in their professional lives.

  
(Dr.M.Kethan)  
IIBS IQAC Co-ordinator

## LIST OF FACULTY MEMBERS

Name of the Faculty
Dr.G.N.Nagaraja
Dr.Rajasulochana AL
Dr. M.Kethan
Dr.Samiya Mubeen
Dr. Uma Devi
Dr. Balaji Naik
Dr. Dinesh Mahajan
Dr.Arun Kumar
Dr.Nityanand B. Patil
Dr.Gurunatha Naidu
Dr.K. Venkateshwaralu
Prof. Saketh Reddy
Prof. Rajesh A V
Prof. Archana YC
Prof. Mangala V Reddy

Name of the Faculty
Prof. NSR Murthy
Prof.Kuldeep Sharma
Prof. Narayan Prasad
Prof. Susmitha TP
Prof. Supriya Srivastava
Prof. Alka Gupta
Prof. K.R.Chandrakala
Prof. Soumya
Prof. Manikrishna
Prof. Mahabub Basha
Prof. Arun Kumar
Prof. Manjunath V.
Prof. Vishal Rai
Prof. Trupti Suryawanshi

## BOARD OF STUDIES

### BOS Chairman

Dr Nagaraja GN, Professor, PGDM, IIBS

### BOS Members

- ★ Dr. Jay Prakash, Chairman, International Institute of Business Study.
- ★ Dr. Tripuraneni Jaggaiah, Principal, IIBS.
- ★ Dr. D.N. Murthy, Principal, Wilingkar Institute of Mgt. Development & Research
- ★ Dr.Nirmala M. Director, CBSMS, Bengaluru City University.
- ★ Mr. S.V Jatti, CEO Industowers , Andhra Pradesh.
- ★ Dr. Chetan Bajaj, DEAN at Firebird Institute of Research in Management.
- ★ Mr. Sourirajan Ranganathan, Director – Strategy, Sharda University. Senior Director, Covergys.
- ★ Dr. Gunjan Mohan Sharma, Associate Professor and Associate Dean, Chair -AACSB Accreditation Committee, at O.P. Jindal Global University (JGU).
- ★ Mr. Pradeep AM, Manager HR @ NJ India Invest Pvt Ltd.
- ★ Pavan Kumar A G, Engineering Manager, Quality@NetSkope, Ex-(Navi, Nutanix: CalmAcq, Akamai, IBM Labs.
- ★ Mr. Jawahar Kumar, Research Scholar and faculty, IIT Kharagpur.
- ★ Mr. Durga Prasad, HR Manager, TCS.
- ★ Mr NSR Murthy, Registrar, IIBS.
- ★ Mr Kuldeep Sharma, Placement Director, IIBS.
- ★ Dr. Rajasulochana, Professor, IIBS.
- ★ Dr. Samiya Mubeen, Associate Professor, PGDM, IIBS.
- ★ Dr M Kethan, IQAC Coordinator IIBS.
- ★ Mr Raghavendra, Former MD of Toyota in Saudi Arabia (ALJ).
- ★ Mr.Narayan Prasad, Faculty & Industry Expert, IIBS.
- ★ Dr. M. S. Nataraju, Former Vice Chancellor and Emeritus Professor (ICAR), University of Agricultural Sciences, GKVK.
- ★ Dr. C. P. Gracy, Professor and University Head (Retd), Institute of Agri-Business Management, University of Agricultural Sciences, GKVK.
- ★ Mr.V.R. Ravi Kumar, Chief Editor, Agro India, Benagluru.

## PGDM (POST GRADUATE DIPLOMA IN MANAGEMENT)

The Post Graduate Diploma in management (PGDM) is a two-year, fulltime program. In these two years academic input is divided into two different parts: Compulsory package and Elective Package. Both the packages fulfil different purpose. Compulsory package is mainly in the first year while elective package is completed in second year. The input of the compulsory package is essential for all managers. There is almost no overlap between the compulsory package and the elective package.

The main objective of the program is to groom students into proficient professional managers with:

- ★ An ability to learn and acclimatize to national and global corporate environment.
- ★ A direction towards achieving brilliance, maintaining high ethical standards.
- ★ Competence to work effectively and efficiently, both individually and in a team.

### Program Educational Objectives (PEO)

After few years of graduation, the graduates will:

- PEO 1 : Work effectively in diverse teams, demonstrating strong interpersonal skills and the ability to collaborate to achieve common goals as a member or to lead a team.
- PEO 2 : Achieve career advancement in the chosen field, taking different roles as a professional in multidisciplinary environment and provide sustainable solutions for the upliftment of society.
- PEO 3 : Engage in lifelong learning and pursue higher studies and carryout research to understand the development in management and allied areas.

## PROGRAM SPECIFIC OUTCOMES (PSO)

PSO	Description
PSO1	Apply the fundamental understanding of management sciences in order to tackle the challenging business issues.
PSO2	Instill the capacity for acquiring multidimensional knowledge via experiential learning, research, analysis, problem solving abilities through case studies, projects, industrial training and apply necessary tools to solve the problems
PSO3	Demonstrate the practice of professional ethics and standards for societal and environmental well-being.

## PROGRAM OUTCOMES (PO)

Perhaps Programme Outcomes have been prepared based on the suggestions and ideas of the BOS, keeping in mind the Vision, Mission, and Programme Educational Objectives.

PO	Description
PO1	Apply knowledge of management theories and practices to solve business problems.
PO2	Foster Analytical and critical thinking abilities for data-based decision making.
PO3	Ability to develop value-based leadership ability.
PO4	Ability to understand, analyze and communicate global ,economic, legal and ethical aspects of business
PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
PO6	Exhibit proficiency in applying advanced quantitative and qualitative research methodologies, allowing them to critically evaluate data, make evidence-based decisions, and contribute to the continuous improvement of organizational processes.
PO 7	Demonstrate expertise in resolving business problems that may arise due to the advancement of the management concepts and engage in lifelong learning.
PO 8	Build proficiency in utilizing modern business technologies and tools, understanding their impact on business operations, and leveraging them for strategic advantage

Course Content for the batch 2023-25 (Effective from Academic Year 2023-24)

## COURSE INSTRUCTIONS

### Trimester - I

Paper Code	Subject	Credits	Contact Hours L-P*	DTA	TEE	Total Marks
PGDC101	Managerial Economics (Micro)	3	35	40	60	100
PGDC102	Organizational Behavior	3	35	40	60	100
PGDC103	Financial Statements, Analysis & Reporting	3	35	40	60	100
PGDC104	Business Statistics & Analytics for Decision	3	35	40	60	100
PGDC105	Operations Management	3	35	40	60	100
PGDC106	Business Communication	3	35	40	60	100
<b>Total</b>		<b>18</b>	<b>210</b>	<b>240</b>	<b>360</b>	<b>600</b>

### Trimester - II

Paper Code	Subject	Credits	Contact Hours L-P*	DTA	TEE	Total Marks
PGDC201	Human Resources Management	3	35	40	60	100
PGDC202	Marketing Management	3	35	40	60	100
PGDC203	Corporate Finance	3	35	40	60	100
PGDC204	Managerial Economics (Macro), Indian Economy & Policy	3	35	40	60	100
PGDC205	Quantitative Techniques	3	35	40	60	100
PGDC206	Computer Applications for Business	3	35	40	60	100
<b>Total</b>		<b>18</b>	<b>210</b>	<b>240</b>	<b>360</b>	<b>600</b>

## Trimester - III

Paper Code	Subject	Credits	Contact Hours L-P*	DTA	TEE	Total Marks
PGDC 301	Business Research Methods	3	35	40	60	100
PGDC 302	Indian Financial System & Financial Markets	3	35	40	60	100
PGDC 303	Organisational Change & Development	3	35	40	60	100
PGDC 304	Entrepreneurship	3	35	40	60	100
PGDC 305	Legal & Business Environment	3	35	40	60	100
PGDC 306	Corporate Strategy & Social Responsibility	3	35	40	60	100
<b>Total</b>		<b>18</b>	<b>210</b>	<b>240</b>	<b>360</b>	<b>600</b>

## Trimester - IV (Elective Subjects)

PAPER CODE	SUBJECTS	CREDITS
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FINANCE		
PGDFN 401	Managing Banks & Financial Institutions	3
PGDFN 402	Investment Analysis & Portfolio Management	3
PGDFN 403	Corporate Analysis & Valuation	3
PGDFN 404	*Project Appraisal & Finance	3

**MARKETING**

PGDMK 411	Digital & Social Media Marketing	3
PGDMK 412	Consumer Behaviour	3
PGDMK 413	Sales & Distribution Management	3
PGDMK 414	*Services Marketing	3

**HUMAN RESOURCES**

PGDHR 421	Performance Management Systems	3
PGDHR 422	Employee Relations	3
PGDHR 423	Manpower Planning, Recruitment & Selection	3
PGDHR 424	*Compensation Management	3

**BUSINESS ANALYTICS**

PGDBA 431	Business Analytics & Business Intelligence	3
PGDBA 432	Data Analytics using R	3
PGDBA 433	Business Data Mining	3
PGDBA 434	*Design Thinking	3

**AGRI BUSINESS MANAGEMENT**

PGDABM 441	Agri Business Environment & Policy	3
PGDABM 442	Agri Supply Chain & Retail Management	3
PGDABM 443	Food Technology & Processing Management	3
PGDABM 444	*Agricultural Finance & Banking Management	3



**SUPPLY CHAIN & LOGISTICS**

PGDOM 451	Supply Chain & Logistics Management	3
PGDOM 452	Quality Management System	3
PGDOM 453	Advanced Production Systems	3
PGDOM 454	Operations Management	3

**HEALTH CARE MANAGEMENT**

PGDABM 461	Introduction to Healthcare Management	3
PGDABM 462	Marketing Strategy in Healthcare	3
PGDABM 463	Strategic Management in Healthcare	3
PGDABM 464	Accounting in Healthcare	3

**DATA SCIENCE**

PGDABM 471	Introduction to Data Science	3
PGDABM 472	Data Structures and Algorithms	3
PGDABM 473	Big Data with Data Warehousing and Data Mining	3
PGDABM 474	Introduction to R Programming	3

**Trimester - V (Elective Subjects)**

<b>PAPER CODE</b>	<b>SUBJECTS</b>	<b>CREDITS</b>
PGDC 502	International Business	3

**FINANCE**

PGDFN 501	International Financial Management	3
PGDFN 502	Derivatives Management	3
PGDFN 503	*Behavioural Finance	3
PGDFN 504	Corporate Taxation for Managers	3

**MARKETING**

PGDMK 511	B2B Marketing	3
PGDMK 512	Retail Marketing	3
PGDMK 513	International Marketing	3
PGDMK 514	*Product & Brand Management	3

**HUMAN RESOURCES**

PGDHR 521	Team Dynamics at Work	3
PGDHR 522	HR Metrics & Analytics	3
PGDHR 523	International HR Management	3
PGDHR 524	Strategic HRM	3

**BUSINESS ANALYTICS**

PGDBA 531	Big Data Analytics	3
PGDBA 532	Data Visualization for Managers	3
PGDBA 533	*Future Trends in Business Analytics	3
PGDBA 534	Machine Learning using R & Python	3

**AGRI BUSINESS MANAGEMENT**

PGDABM 541	Agri business Informatics & Analytics	3
PGDABM 542	Commodity Mktg. & Futures Trading	3
PGDABM 543	Management of Agricultural Input Marketing	3
PGDABM 544	*Agricultural Export Management & International Trade	3

**SUPPLY CHAIN & LOGISTICS**

PGDOM 551	Operations Research Applications	3
PGDOM 552	Behavioral Operations Management	3
PGDOM 553	Supply Chain Analytics	3
PGDOM 554	Logistics and Distribution Management	3

**HEALTH CARE MANAGEMENT**

PGDABM 561	Legal & Policy Aspects of Healthcare Industry	3
PGDABM 562	Healthcare Supply chain Management	3
PGDABM 563	Healthcare Analytics	3
PGDABM 564	Innovation in Healthcare Management	3

**DATA SCIENCE**

PGDABM 571	Emerging Trends in Data Science	3
PGDABM 572	Data Visualization	3
PGDABM 573	Machine Learning with R and Python	3
PGDABM 574	Natural Language Processing	3

**Trimester - VI**

<b>PAPER CODE</b>	<b>SUBJECTS</b>	<b>CREDITS</b>
PGDD 601	Dissertation and Viva Voce Examination	12

**Trimester- wise Summary of Credit Distribution**

Sl.No.	Trimester	Total
1	I	18
2	II	18
3	III	18
4	IV	21
5	V	24
6	VI	12
	<b>Total</b>	<b>111</b>

**CONTINUOUS FORMATIVE EVALUATION/ ASSESSMENT - SCHEME**

The final grade for each course will be based on the combined results of the Term End Examination (TEE) and During Term Assessment (DTA). According to the NEP's resolution, the DTA and TEE tests must follow the same uniform pattern of 40:60.

<b>TOTAL MARKS FOR EACH COURSE</b>	<b>100Makrs</b>
Continuous assessment (C1)	20% marks
Continuous assessment (C2)	20% marks
Term End Examination (C3)	60% marks

## EVALUATION /ASSESSMENT PROCESS

- a) The first component of the evaluation (C1) carries a 20% weight. Based on the components like tests/assignments/seminars/case studies/fieldworks/project work, this is to be done. This procedure of evaluation and scoring shall be done once 50% of the course/s' syllabus is completed.
- b) The second assessment component (C2) carries a 20% weight. Based on the components like tests/assignments/seminars/case studies/fieldwork/internships/ industrial practice/project work, this is to be done. This evaluation and scoring procedure shall be based on finishing the remaining 50% of the course/s' syllabus is completed.
- c) A Term End Examination shall be conducted by the Institute for each course. This forms the third and final component of assessment (C3) and this carries 60% weight.
- d) A student is considered to have dropped the test if they fail to appear up for the C1 or C2 on the scheduled date. The Principal may hear an appeal from a student who was unable to take the test on the scheduled day for genuine reasons.
- e) In consultation with the concerned faculty, the principal will determine whether the claim is true and whether to hold a special exam for the candidate in question on the day set by the instructor but prior to the start of the TEE.
- f) When writing the components of C1 and C2, students should bring the required supplies, which should be stamped by the appropriate department using their department seal.
- g) The results of the internal assessment must be published on the departmental or college notice board.
- h) There shall be no minimum standard for internal evaluation scores. Individual internal assessment scores may be kept. Candidates who are unsuccessful or rejected the outcome can retain their internal evaluation scores.

## ELIGIBILITY CRITERIA

1. No candidate shall be deemed to have passed the Term End Examination for any course or paper unless he or she receives at least 40% in the written or practical examination.
2. 40% marks in the aggregate of written / practical examination and internal assessment put together in each of the courses and 40% marks (including DTA) in Project work and viva-voce wherever prescribed.
3. A candidate shall be declared to have passed the program if he/she secures at least 40% of marks or a CGPA of 4.0 (Course Alpha-Sign Grade P) in the aggregate of both During Term Assessment and Term End Examination marks put together in each unit such as theory papers / practical / field work / internship / project work / dissertation / viva-voce, provided the candidate has secured at least 40% of marks in the Term End Examinations in each unit.

### FINAL RESULT / GRADES DESCRIPTION

Trimester GPA	Alpha-Sign	Trimester %of marks	Result/Class Description
9.00-10.00	O (Outstanding)	90.0-100	Outstanding
8.00-<9.00	A+ (Excellent)	80.0-<90.0	First Class Exemplary
7.00-<8.00	A (Very Good)	70.0-<80.0	First Class Distinction
6.00-<7.00	B+ (Good)	60.0-<70.0	First Class
5.50-<6.00	B (Above Average)	55.0-<60.0	High Second Class
5.00-<5.50	C (Average)	50.0-<55.0	Second Class
4.00-<5.00	P (Pass)	40.0-<50.0	Pass Class
Below 4.00	F (Fail)	Below 40	Fail/Reappear
Ab (Absent)	-	Absent	-

4. The candidates who pass all the Term End Examinations in the first attempts are eligible for ranks provided they secure at least CGPA of 6.00 (Alpha-Sign Grade B+).
5. A candidate who passes the Term End Examination in parts is eligible for only Class, CGPA and Alpha-Sign Grade but not for ranking.

6. The results of the candidates who have passed the 6<sup>th</sup> trimester Term End Examination but not passed any of the lower trimester Term End Examination shall be declared as NCL(Not Completed the Lower Trimester Term End Examinations). Such candidates shall be eligible for the degree only after completion of all such pending Examinations.
7. If a candidate fails in a subject, either in theory or in practical's, he/she shall appear for that subject only at any subsequent regular examination, as prescribed for completing the programme . He/she must obtain the minimum marks for a pass in that subject (theory and practical separately) as stated above.
8. CARRYOVER- Candidates who fail the Term End Examination in any of lower trimesters will be moved to the higher trimesters and will retake the Examination in the lower trimester.
9. If a candidate fails in any of the lower trimester, She/He can take the examination in the higher trimester. But no applicant will be allowed to sit for the sixth trimester Term End Examination unless they have passed every course in the first and second trimester Term End Examinations

### **TEACHING METHODOLOGY / PEDAGOGY**

- Classroom Lectures/ Presentations
- Case Study Approach
- Seminars and Workshops
- Live Assignments/ Projects
- Group Discussion
- Simulation & Experiential Learning
- Field Visit & Industrial Visit
- Internship Program
- Guest Lectures

# PGDM 2023-25 BATCH-ACADEMIC CALENDAR

## ACADEMIC YEAR 2023-24

Management Orientation Module (MOM) JULY 2023	Commencement of MOM	Thursday, 20 July 2023
	End of MOM	12 Aug 2023
	Review & Valedictory of MOM	14 Aug 2023
	Independence Day Celebration	15 Aug 2023

### TRIMESTER - I

	Commencement of classes	16 Aug 2023
Schedule of Continuous Assessment & Evaluation	Continuous Assessment - DTE (C1)	11 Sept : 14 Sept 2023
	C1 Results	21 Sept 2023
	Continuous Assessment - DTE (C2)	9 Oct : 16 Oct 2023
	C2 Results	8 Oct 2023
	During Term Assessment (DTA)	10 Oct 2023
	Last Working Day of Trimester 1	7 Oct 2023
	Trimester Review	15 Oct 2023
	Extra-Curricular Activities	Industrial Visit
Industrial Visit		1 Sept 2023
Cocurricular Activities	Teacher's Day Celebration	5 Sept 2023
	Onam Celebration	26 Aug 2023
	IIBS - Ethnos (Ethnic Day)	18 Sept 2023
Schedule of Term End Examination	Term End Examination (C3)	9 Oct : 14 Oct 2023
	C3 Results	2 Nov 2023
	Marks Card Issue	11 Nov 2023



### TRIMESTER - II

Orientation	Industry Immersion Module (IIM)	19 Oct 2023
	Commencement of classes	10 Oct 2023
	End of classes (for IIM)	31 Oct 2023
	Industry Immersion Module (IIM)	02 Nov : 29 Dec 2023
	Reopening of classes	01 Jan 2024
Schedule of Continuous Assessment & Evaluation	Continuous Assessment - DTE (C1)	10 Jan :12 Jan 2024
	C1 Results	22 Jan 2024
	Continuous Assessment - DTE (C2)	12 Feb 2024:14 Feb 2024
	C2 Results	20 Feb 2024
	During Term Assessment (DTA)	21 Feb 2024
	Last Working Day of Trimester 2	16 March 2024
	Trimester 2 Review	25 March 2024
Extra-Curricular Activities	Industrial Visit	04 Jan 2024
	<i>National Conference</i>	27 Jan 2024
	Industrial Visit	01 Feb 2024
	Industrial Visit	07 March 2024
Cocurricular Activities	Surface 2023	28 Oct 2023
	DJ Night & New Year Celebration	30 Dec 2023
	Yuva Annual Sports Meet	13 Jan 2024
	Adsophos (Intercollegiate Fest)	23 Feb 2024
Schedule of Term End Examination	Term End Examination (C3)	18 March :23 March 2024
	C3 Results	02 April 2024
	Marks Card Issue	19 April 2024

**TRIMESTER - III**

Orientation	Specialisation & Career Orientation Program (SCOP)	26 March 2024
	Commencement of classes	27 March 2024
Schedule of Continuous Assessment & Evaluation	Continuous Assessment - DTE (C1)	07 May : 09 May 2024
	C1 Results	15 May 2024
	Continuous Assessment - DTE (C2)	18 June : 20 June 2024
	C2 Results	24 June 2024
	During Term Assessment (DTA)	25 June 2024
	Last Working Day of Trimester 3	21 June 2024
	Trimester 3 Review	22 June 2024
Extra-Curricular Activities	Industrial Visit	05 April 2024
	Industrial Visit	03 May 2024
	International Conference	25 May 2024
	Industrial Visit	08 June 2024
Cocurricular Activities	Inter-Collegiate Sports Meet	18 May 2023
Schedule of Term End Examination	Term End Examination (C3)	24 June :29 June 2024
	C3 Results	15 July 2024
	Marks Card Issue	18 July 2024
	Internship Program	01 July : 30 Sept 2024

**ACADEMIC YEAR 2024-25****TRIMESTER - IV**

Orientation Program	Placement Orientation Program & Placement Process (POP&PP)	01 Oct :5 Oct 2024
	Commencement of classes	07 Oct 2024
Schedule of Continuous Assessment & Evaluation	Submission of Internship Project Report	14 Oct 2024
	Viva Examination	19 Oct 2024
	Continuous Assessment - DTE (C1)	04 Nov :13 Nov 2024
	C1 Results	16 Nov 2024
	Continuous Assessment - DTE (C2)	02 Dec :11 Dec 2024
	C2 Results	16 Dec 2024
	During Term Assessment (DTA)	17 Dec 2024
	Last Working Day of Trimester 4	20 Dec 2024
	Trimester Review	21 Dec 2024
Schedule of Term End Examination	Term End Examination (C3)	23 Dec :10 Jan 2025
	C3 Results	27 Jan 2025
	Marks Card Issue	31 Jan 2025

**TRIMESTER - V**

	Commencement of classes	13 Jan 2025
Schedule of Continuous Assessment & Evaluation	Continuous Assessment - DTE (C1)	10-Feb: 19 Feb 2025
	C1 Results	25 Feb 2025
	Continuous Assessment - DTE (C2)	10 March:19 March 2025
	C2 Results	25 March 2025
	During Term Assessment (DTA)	27 March 2025
	Last Working Day of Trimester 5	29 March 2025
	Trimester 5 Review	21 April 2025
Schedule of Term End Examination	Term End Examination (C3)	31 March:19 April 2025
	C3 Results	03 May 2025
	Marks Card Issue	06 May 2025

**TRIMESTER - VI**

Schedule of Continuous Assessment & Evaluation	Dissertation	22 April : 21 June 2025
	Project Report Submission	23 June 2025
	Viva Examination	01 July 2025
	Placement Reporting & Review (PR)	21 June :11 July 2025
	Convocation	12 July 2025

## IIBS FINISHING SCHOOL (IFS)



Creates value-driven leadership for global business. Sharp minds and talents of the highest calibre are nurtured and developed in our facilities, instructional resources, and activities. With our PGDM, students are given a comprehensive set of information, abilities, and attitudes to help them navigate a competitive and rapidly changing world...

## IFS – PLAN FOR ACADEMIC YEAR 2023-25

<b>TRIMESTER - I</b>		
Value Added Certification courses	Corporate Etiquette for Business Leaders (IFSCP 1)	20 July : 13 Aug 2023
	Corporate Communication Skills (IFSCP 2)	16Aug: 9 Sept 2023
	Advanced Excel (IFSCP 3)	4 Sept: 28 Sept 2023
	French Boot Camp	29th September
Learning & Progression	Sensologic (Current Events)	Every Monday
	See to Believe (Industrial Visit)	Once a Month
	Mind Benders (Business Quiz)	Every Tuesday
	ExcelloPrudent (Aptitude)	Every Wednesday
Transform	Club Activities	Every Thursday
	Mentoring	Every Friday
	Alumni Connect	Every Saturday

<b>TRIMESTER - II</b>		
Value Added Certification courses	Entrepreneurship Development and facilities in India (IFSCP 5)	02 Jan : 20 Jan 2024
	Six Sigma (IFSCP 6)	16 Jan:7 Feb 2024
	Utpad Prakshepan (IFSCP 7)	15 Feb : 5 March 2024
Learning & progression	Italian Boot Camp	8 Feb 2024
	Market Vibes	6 March 2024
	Expert Directions (Guest )	Twice a Month
	Rural Immersion Program	17 Jan 2024

Transform	Club Activities	Every Thursday
	Mentoring	Every Friday
	Alumni Connect	Every Saturday

### TRIMESTER - III

Value Added Certification courses	Mind Control & Leadership Development (IFSCP 4)	27 March:16 April 2024
	IFS Certification Program (IFSCP 8)	15 April: 4 May 2024
	IFS Certification Program (IFSCP 9)	13 May: 5 June 2024
Learning & progression	Japanese Boot Camp	14 May 2024
	Think - Thank - Prosper (Career Counselling)	Once a Month
	Corp - Ex (CEO Talk)	Once a Month
	Fruitification (Business Idea)	Every Monday
Transform	Club Activities	Every Thursday
	Mentoring	Every Friday
	Alumni Connect	Every Saturday

**TRIMESTER - IV**

Value Added Certification courses	IFS Certification Program (IFSCP 10)	07 Oct : 30 Oct 2024
	IFS Certification Program (IFSCP 11)	14 Nov : 30 Nov 2024
Experiential Learning	Australian Boot Camp	02 Nov 2024
	POPPP (Placement Orientation Program & Placement Process)	01 Oct 2024 onwards
Transform	Club Activities	Every Thursday
	Mentoring	Every Friday
	Alumni Connect	Every Saturday

**TRIMESTER - V**

Value Added Certification courses	IFS Certification Program (IFSCP 12)	13 Jan : 6 Feb 2025
	IFS Certification Program (IFSCP 13)	20 Feb : 27 March 2025
Explore	International Tour	Jan 2025
	Western Ghats Trekking	April 2025
Transform	Club Activities	Every Thursday
	Mentoring	Every Friday
	Alumni Connect	Every Saturday



## IFS CERTIFICATION PROGRAMMES

### Trimester - I and II

- Corporate Communication Skills (IFSCP 1)
- Corporate Etiquette for Business Leaders (IFSCP 2)
- Advanced Excel (IFSCP 3)
- Mind Control & Leadership Development (IFSCP 4)
- Entrepreneurship Development and facilities in India (IFSCP 5)
- Utpad Prakshepan (IFSCP 6)
- Six Sigma (IFSCP 7)

### Trimester - III and IV

#### IFS Certification Program in Finance:

- IFSCP 8 SAP – FICO
- IFSCP 9 Power BI
- IFSCP 10 Tableau
- IFSCP 11 Tally
- IFSCP 12 Asset management
- IFSCP 13 Indian Databases CMIE

#### IFS Certification Program in Marketing:

- IFSCP 8 Graphics Design, Visual Content Creation and Editing Certification
- IFSCP 9 Social Media Marketing Certification
- IFSCP 10 Web Analytics Certification
- IFSCP 11 Google Analytics & Google Ad Words Certification
- IFSCP 12 Lead Management and Prospecting Certification

**IFS Certification Program in Finance: Human Resource Management:**

- IFSCP 8 Employee and Employer branding
- IFSCP 9 Human resource Information Systems Certification & Digital HR
- IFSCP 10 HR Metrics and Dash boarding
- IFSCP 11 HR life Cycle – Talent Management
- IFSCP 12 Compensation and Reward Management
- IFSCP 13 Labour Law and Industrial Relations

**IFS Certification Program in Finance: Business Analytics:**

- IFSCP 8 Predictive Analytics with R package
- IFSCP 9 Machine Learning with Scikit-Learn
- IFSCP 10 Visualizing Data with Python and Tableau
- IFSCP 11 Data Mining with SQL
- IFSCP 12 Bibliometric Analytics

**IFS Certification Program in Finance: Data Science:**

- IFSCP 8 Big data Analysis with PySpark & Hadoop
- IFSCP 9 Artificial Intelligence with Open CV
- IFSCP 10 Predictive Analytics with R package
- IFSCP 11 Visualizing Data with Python and Tableau
- IFSCP 12 Data Mining with SQL

**IFS Certification Program in Finance: Agri - Business Management:**

- IFSCP 8 R programming for Seed Germination analysis & forecasting
- IFSCP 9 SPSS for Agriculture commodity forecasting
- IFSCP 10 Agripreneurship Development.
- IFSCP 11 Organic Farming, hydroponics & integrated farming system
- IFSCP 12 Artificial Intelligence in agriculture and allied sectors
- IFSCP 13 Agricultural Marketing Rules, regulations and Legislations (APMC Acts)

**IFS Certification Program in Finance: Productions and Operations Management:**

- IFSCP 8 Inventory management
- IFSCP 9 Advanced Excel – MS Solver
- IFSCP 10 Lean Six Sigma
- IFSCP 11 Chat GPT in production optimization
- IFSCP 12 Manufacturing Execution systems
- IFSCP 13 Supply Chain Analytics

**IFS Certification Program in Finance: Logistics & Supply Chain Management:**

- IFSCP 8 Port Management
- IFSCP 9 Lean Six Sigma
- IFSCP 10 Supply Chain Analytics
- IFSCP 11 International Logistics and Trade

**IFS Certification Program in Finance: Entrepreneurship and Startup:**

- IFSCP 8 New Venture Creation & Technology Entrepreneurship
- IFSCP 9 Entrepreneurial Finance & Marketing
- IFSCP 10 Startup Operations and Scalability
- IFSCP 11 Entrepreneurial Strategy and Legal framework

## EXPERIENTIAL LEARNING & IMMERSION

### □ BEGINNING LEVEL

#### MANEAGEMENT ORIENTATION MODULE (MOM) ACTIVITIES

Shred Inhibio	Excellopruden
Drag To Point	Cross Culture Connect
C to B (Caterpillar to Butterfly)	Trajectory
OptiWeal	Mind Spa
Investoprogess	Steer the Wheel
Pixel Perfect	Corporate Yoga
Knowledge paradise	Agpreneurs
Retail Renaissance	Land to Fork
Treasure Hunt	Working Together Works
Crazy Ads	Fun & Frolics
Caliper Profile	Alumni Connect
Fluent U	Success Wind (Industry Interaction)
Scenario Analysis	Groom to Bloom
Great Pioneers	Int-Farm
Johari Window	Idea 2 Enterprise
Excel in Excel	Financial Savvy
Business Simulation	Brain Teaser
MOM Preneurs	Sportif
Path to Glory	See to Believe (IV)
Tycoon	KYSS (Keep You Safe & Sound)
Stockathon	Speed Networking
Your Management World	Roll On The Wild Side
Grow With Present	ALP

**DEVELOPING LEVEL**

- Sensologic
- Task Accomplishment
- See to Believe
- Mind Benders
- ExcelloPrudent
- Mission Critical
- Peer Facilitation

 **PROGRESSING LEVEL**

- POP (Placement Orientation Program)
- Market Vibes
- Real Time Performance
- NP Conversion
- Expert Directions

 **EXPLORE LEVEL**

- Think-Thank-Prosper
- Corp-Ex
- Fruitification

 **GAME CHANGER**

- Design Thinking
- Rural Immersion
  - Rural connect
- Western Ghat Trekking

### GLOBAL IMMERSION:

- French Boot Camp
- Italian Boot Camp
- Japanese Boot Camp
- Australian Boot Camp
- International Tour

## STEER THE WHEEL

Marketing Pavilion (Marketing Club)	Cultural Fiesta (Fine Arts Club)
Fin Wiz (Finance Club)	IIBS Vista (Entrepreneurship Development Club)
HR Corps (HR Club)	Avventura (Adventure Club)
Aggregate Agri (Agri Club)	Sportif (Sports Club)
IIBS Phoenix(CSR Club)	IIBS Theatre (Media & Entertainment Club)
IIBS Research Hub (Research Club)	IIBS Gangster (Event Management Club)

## TALENT EXHIBITION

- Surface (Intra Collegiate Management & Cultural Fest)
- Adsophos (Inter Collegiate Fest)
- Ethnos (Ethnic Day)
- Navratri Celebration
- Onam Celebration
- Ganesh Chaturthi Festival
- Garba Dance
- Holi Celebration
- Yuva Sports Meet
- Christmas
- DJ Night & New Year Celebration

## DISTINCTIVENESS VS UNIQUENESS

- ❑ Faculty Mentoring
- ❑ Placement Mentoring
- ❑ Alumni Mentoring
- ❑ Corporate Mentoring



*"Mentors build mentors. Leaders build leaders.  
When you look at it closely, it's really one and the same thing."*

## ABOUT PLACEMENT

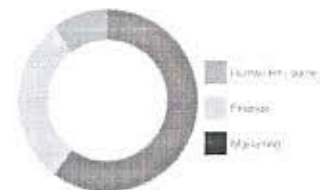
- An impeccable track record of achieving excellent placements every year in top companies.
- Systematic Approach towards building the careers of students through Career management Centre (CMC);
- Key Activities at CMC
  - Corporate Interface Team
  - Foundation through pre-placement talks and workshops
  - Career counselling by Industry Experts
  - CEO Talk
  - Alumni Connect
  - Corporate Night

### PLACEMENT CELL

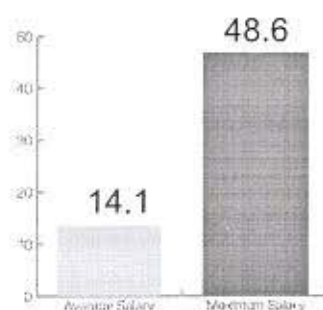
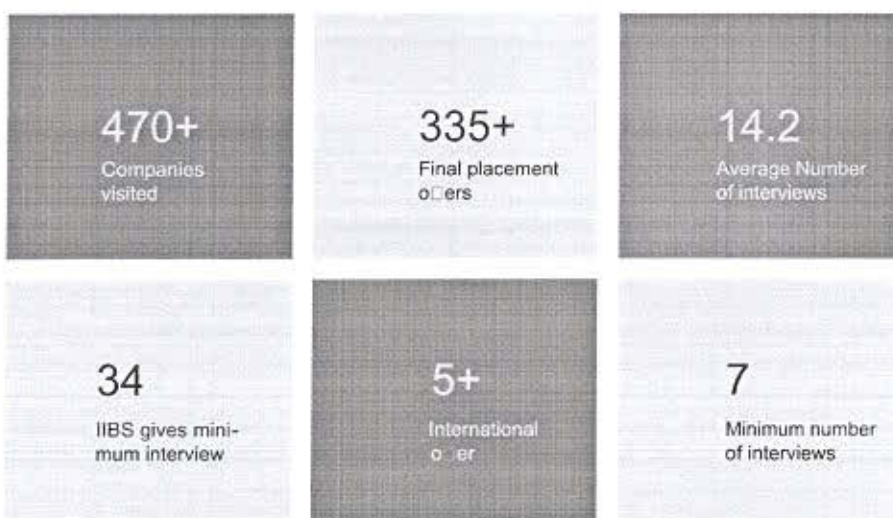
#### PGDM - PLACEMENT & INTERNSHIP HIGHLIGHTS



PGDM 2020-22 BATCH (APPROVED BY AICTE)



SALARY STATUS OF THE CURRENT BATCH PGDM



Maximum Salary	INR 48.6 Lakhs P.A
Average Salary	INR 14.1 Lakhs P.A



## RULES AND REGULATIONS

### AT CAMPUS:

- ◆ College works from Monday to Saturday.
- ◆ Campus hours of operation are 9:30 am to 7 pm, Monday to Friday, and 9.30 am to 2 pm, on Saturday (provided with a tea & lunch break).
- ◆ Dress Code: Boys & Girls – IIBS Uniforms and shoes are mandatory during regular classes. Otherwise, Formal or Corporate Attire.
- ◆ Students should follow the rules and regulations instituted by IIBS.
- ◆ The hostel students should follow the hostel rules and regulations.
- ◆ Students should maintain discipline. Any incidence of reported student indiscipline will be investigated by a disciplinary committee that the principal has constituted, and it will provide decisions for an appropriate course of action.
- ◆ Students must avail leave only after getting prior permission from the section head faculty of the respective class. Conveying messages over the Telephone / E-mail will have to be approved by HOD.
- ◆ RAGGING & SEXUAL HARASSMENT is strictly prohibited. Any student who, directly or indirectly, engages in, supports, encourages, or promotes such activities would be punished. Furthermore, he or she will be expelled from the institution.
- ◆ Any grievance on ragging and sexual harassment should be send through the suggestion box or mail to: [Studentsgrievance@iibsonline.com](mailto:Studentsgrievance@iibsonline.com)

### AT HOSTEL

- Students during their stay in the hostel will be governed by the management rules.
  - Smoking, Alcohol & Narcotic consumption is strictly prohibited in and around the Hostel premises. Strict action will be taken against offenders.
  - Loitering in the Hostel campus during the class hours will not be appreciated.
- Students must keep the Campus & Rooms clean. Defacing walls, equipment, furniture etc., is strictly prohibited.
- Any manner of festivities and noise making\celebrations will not be entertained, which may cause disturbance to other inmates in the hostel premises.
- Students should not enter rooms of other students without permission.
- Any complaints regarding electric equipment, plumbing etc., is required to be registered in the complaint book.
- Food will be served only during the specified timings. Wasting food & water will not be encouraged.

**EMERGENCY CONTACT DETAILS**

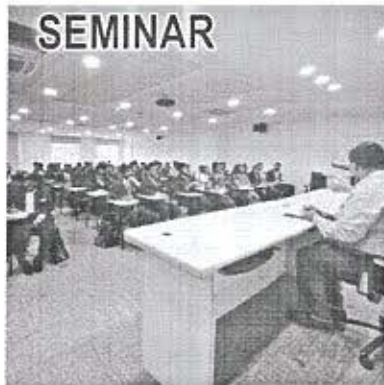
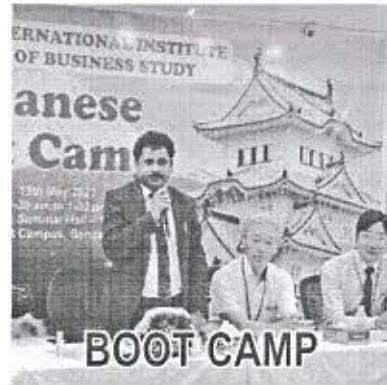
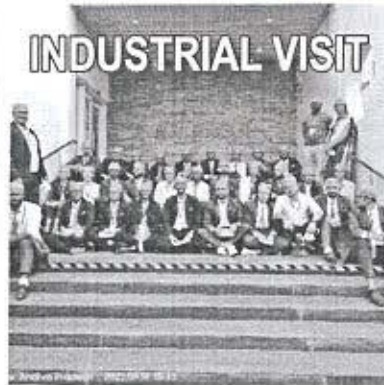
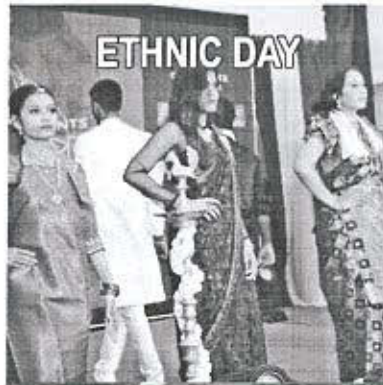
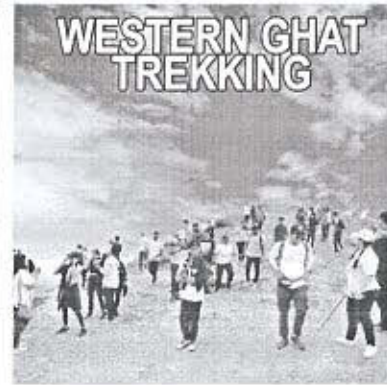
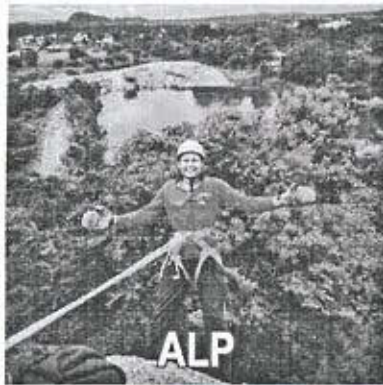
**Dr.Tripuraneni Jaggaiah**  
Principal  
Contact : **96200 62082**  
E-mail : [principal@iibsonline.com](mailto:principal@iibsonline.com)

**Prof.Narayan Prasad**  
PGDM Co-ordinator  
Contact : **90198 21673**  
E-mail : [prof.np@iibsonline.com](mailto:prof.np@iibsonline.com)

**Mr. Krishna Yadav**  
Transportation & Administration  
Contact : **98907 85876**  
E-mail : [krishnayadav@iibsonline.com](mailto:krishnayadav@iibsonline.com)

**Mr. Praveen Kumar Patil**  
Hostel In-charge  
Contact : **98860 61362**  
E-mail : [praveenkumar@iibsonline.com](mailto:praveenkumar@iibsonline.com)

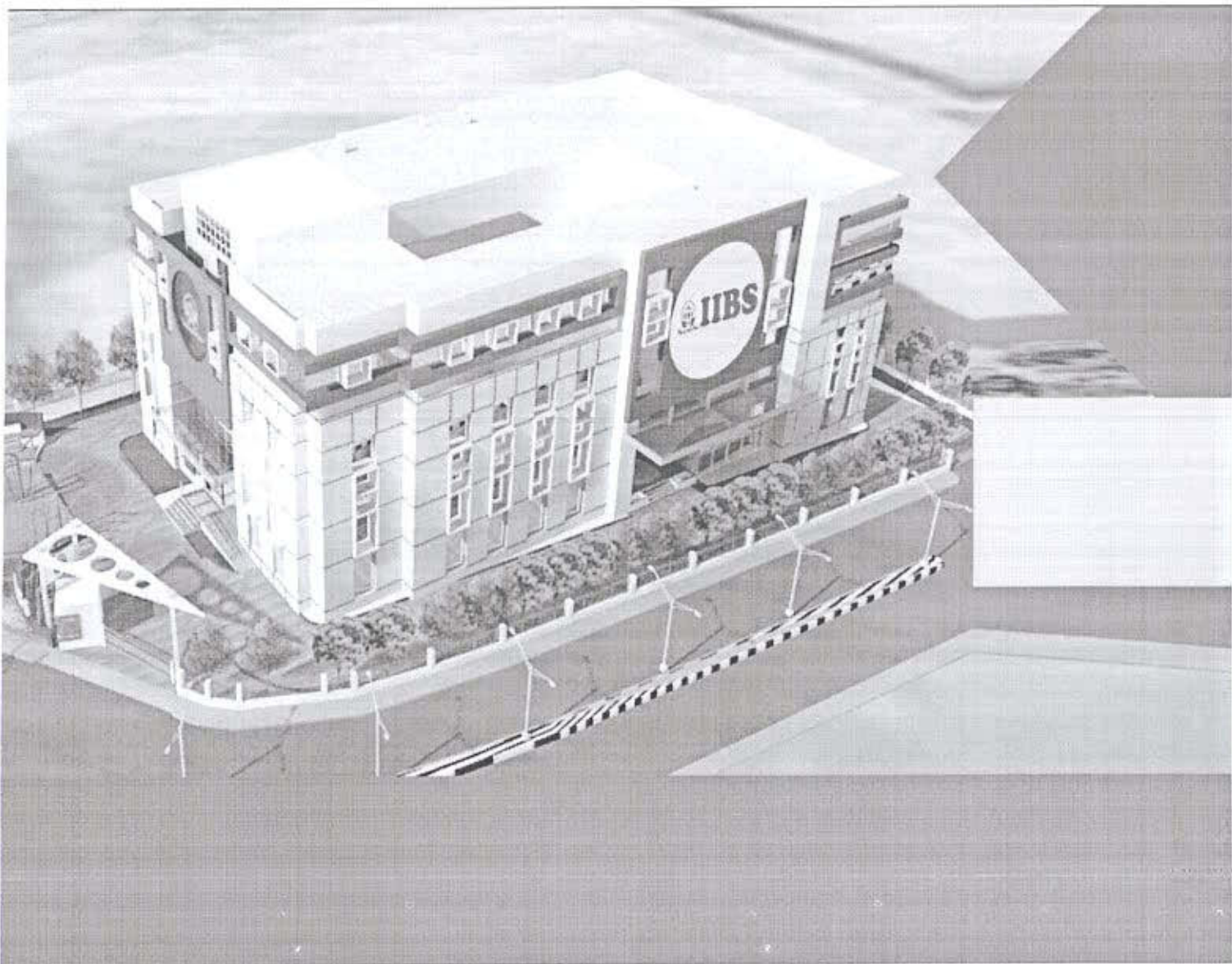
**GLIMPSES OF LIFE AT CAMPUS**



2023-2025

*Get Ready to be Transformed.....*





*Redefining Leading Talents*

# IIBS

**INTERNATIONAL INSTITUTE OF BUSINESS STUDIES**

# 75, Muthugadahalli, Bangalore North Jala Hobli,  
Near International Air Port, Bangalore - 562157.

Website : [www.iibs.org.in](http://www.iibs.org.in)

# Feedback from Students for Po's and PSO's. (2023-2025)

Dear Students,

Following are the Program Outcomes and Program Specific Outcomes. Kindly provide feedback for the same. Your Feedback is valuable for us.

After successful completion of the program, the graduates will be able to :

**PO 1-**Apply knowledge of management theories and practices to solve business problems.

**PO 2-**Foster Analytical and critical thinking abilities for data-based decision making.

**PO 3-**Ability to develop value-based leadership ability.

**PO 4-**Ability to understand, analyze and communicate global ,economic ,legal and ethical aspects of business.

**PO 5-**Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

**PO 6-**Exhibit proficiency in applying advanced quantitative and qualitative research methodologies, allowing them to critically evaluate data, make evidence-based decisions, and contribute to the continuous improvement of organizational processes.

**PO 7-**Demonstrate expertise in resolving business problems that may arise due to the advancement of the management concepts and engage in lifelong learning.

**PO 8-**Build proficiency in utilizing modern business technologies and tools, understanding their impact on business operations, and leveraging them for strategic advantage

## **PROGRAM SPECIFIC OUTCOMES (PSO)**

After successful completion of the program the graduates will be able to:

**PSO1-**Apply the fundamental understanding of management sciences in order to tackle the challenging business issues.

**PSO2-**Instill the capacity for acquiring multidimensional knowledge via experiential learning, research, analysis, problem solving abilities through case studies, projects, industrial training and apply necessary tools to solve the problems

**PSO3-**Demonstrate the practice of professional ethics and standards for societal and environmental well-being.

  
**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
#75 Muthugadahalli, Jala Hobli,  
Bengaluru North - 562157

Name of the Student \*

M. Iyyeppan

1. Whether the curriculum is meeting on the Program outcomes \*

- Poor
- Average
- Good
- Very Good
- Excellent

2. Whether the curriculum is addressing all the Program Specific Outcomes \*

- Poor
- Average
- Good
- Very Good
- Excellent

3. Whether the curriculum meets the program educational objectives of the programme \*

- Poor
- Average
- Good
- Very Good
- Excellent

4. The contents of the curriculum is addressing the basics of Management Sciences \*

- Poor
- Average
- Good
- Very Good
- Excellent

5. The curriculum provided in depth knowledge of various courses on analysis and synthesis \*

- Poor
- Average
- Good
- Very Good
- Excellent

6. The curriculum provided problem solving skills to the students which are required for better employability \*

- Poor
- Average
- Good
- Very Good
- Excellent

7. The curriculum is designed to use new software and their applications for analysis and design \*

- Poor
- Average
- Good
- Very Good
- Excellent

8. Whether the curriculum addresses various majors in Management Science such as Finance, Marketing, Business, Analytics, Information Technology and Humana Resources \*

- Poor
- Average
- Good
- Very Good
- Excellent



9. The curriculum addresses the societal issues and sustainable development goals \*

- Poor
- Average
- Good
- Very Good
- Excellent

10. The curriculum has provided contents such as human values and ethics. \*

- Poor
- Average
- Good
- Very Good
- Excellent

11. The offering of the electives in terms of their relevance to the specialized streams \*

- Poor
- Average
- Good
- Very Good
- Excellent

12. The curriculum consists of experiential learning, project based learning and blended learning \*

- Poor
- Average
- Good
- Very Good
- Excellent

13. The curriculum has the contents of product design and entrepreneurship \*

- Poor
- Average
- Good
- Very Good
- Excellent

14. Content of the courses encourages extra learning / self-learning \*

- Poor
- Average
- Good
- Very Good
- Excellent

15. The curriculum Addresses the local, regional, national and global problems \*

- Poor
- Average
- Good
- Very Good
- Excellent

This form was created inside of IIBS-International Institute of Business.

Google Forms

*T. J. Jones*

# Feedback from Employers & Alumni for Po's and PSO's.(2023-2025)

Dear Stakeholders,

Following are the Program

Outcomes and Program Specific Outcomes. Kindly provide feedback for the same.

Your Feedback is valuable for us.

After successful completion of the program, the graduates will be able to :

**PO 1-**Apply knowledge of management theories and practices to solve business problems.

**PO 2-**Foster Analytical and critical thinking abilities for data-based decision making.

**PO 3-**Ability to develop value-based leadership ability.

**PO 4-**Ability to understand, analyze and communicate global ,economic ,legal and ethical aspects of business.

**PO 5-**Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

**PO 6-**Exhibit proficiency in applying advanced quantitative and qualitative research methodologies, allowing them to critically evaluate data, make evidence-based decisions, and contribute to the continuous improvement of organizational processes.

**PO 7-**Demonstrate expertise in resolving business problems that may arise due to the advancement of the management concepts and engage in lifelong learning.



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**INTERNATIONAL INSTITUTE**  
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Bengaluru North - 562157

**PO 8**-Build proficiency in utilizing modern business technologies and tools, understanding their impact on business operations, and leveraging them for strategic advantage

### **PROGRAM SPECIFIC OUTCOMES (PSO)**

**After successful completion of the program the graduates will be able to:**

**PSO1**-Apply the fundamental understanding of management sciences in order to tackle the challenging business issues.

**PSO2**-Instill the capacity for acquiring multidimensional knowledge via experiential learning, research, analysis, problem solving abilities through case studies, projects, industrial training and apply necessary tools to solve the problems

**PSO3**-Demonstrate the practice of professional ethics and standards for societal and environmental well-being.

Select the type of stakeholder \*

Employer

Alumni

Full Name: \*

Mr. Siddhesh Patankar

Designation

HR and Admin

1. Whether curriculum address the fundamental concepts of management and it specializations \*

- Poor
- Fair
- Good
- Very Good
- Excellent

2. Students can communicate the prepared business plan and explain business concepts \*

- Poor
- Fair
- Good
- Very Good
- Excellent

3. Student can exhibit analytical and problem solving skills \*

- Poor
- Fair
- Good
- Very Good
- Excellent

4. Students had the quality of team building and team management skills

- Poor
- Fair
- Good
- Very Good
- Excellent

5. Student can solve business problems and have attitude of ethics and moral values \*

- Poor
- Fair
- Good
- Very Good
- Excellent

6. Students is oriented towards research and make decisions based on the research and evidence produced \*

- Poor
- Fair
- Good
- Very Good
- Excellent

6. Students is oriented towards research and make decisions based on the research and evidence produced \*

- Poor
- Fair
- Good
- Very good
- Excellent

7. Student is interested to learn new topics and has an attitude of lifelong learning \*

- Poor
- Fair
- Good
- Very Good
- Excellent

8. student has the knowledge of global business and involve in sustainable development practices \*

- Poor
- Fair
- Good
- Very Good
- Excellent



9. Student can use new technical tools to solve industry related problems. \*

- Poor
- Fair
- Good
- Very Good
- Excellent

This form was created inside of IIBS-International Institute of Business.

Google Forms

*T. Jank*

# Feedback from Students for Po's and PSO's. (2023-2025)

Dear Students,

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- PO 8-**Build proficiency in utilizing modern business technologies and tools, understanding their impact on business operations, and leveraging them for strategic advantage

## PROGRAM SPECIFIC OUTCOMES (PSO)

After successful completion of the program the graduates will be able to:

- PS01-**Apply the fundamental understanding of management sciences in order to tackle the challenging business issues.
- PS02-**Instill the capacity for acquiring multidimensional knowledge via experiential learning, research, analysis, problem solving abilities through case studies, projects, industrial training and apply necessary tools to solve the problems
- PS03-**Demonstrate the practice of professional ethics and standards for societal and environmental well-being.



**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
#75 Muthugadahalli, Jala Hobli,  
Bengaluru North - 562157

Name of the Student \*

Divya shukla

1. Whether the curriculum is meeting on the Program outcomes \*

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- Average
- Good
- Very Good
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