

MOM (MANAGEMENT ORIENTATION MODULE)

PROGRAM OF 2017

MBA department held an Orientation Program for first-semester students from 18-09-2017 to 23-09-2017

Various sessions of the Orientation programme were held. During this orientation event, the Faculty members spoke and offered advice and suggestions to the newly enrolled students on the following topics:

- The Department's rules and regulations.
- The value of education in one's life.
- What should the master's student's goal be?
- Concerning the course syllabus and the importance of attendance
- The significance of internal evaluation.
- As an educated individual, you have a responsibility to society.

Aside from the aforementioned topics, all of the teaching faculties also taught knowledge about day-to-day life, writing abilities, and addressing inquiries through sharing personal experiences on campus.

Ice breaking session

To participate in activities together, students must be acquainted with one another and work closely together. As a result, an ice-breaking session was held to welcome them and warm up the dialogue.

Dr.Rajasulochana led it in order to help the students acclimate to the new environment. This application is designed to help people make friends quickly and establish teams for forthcoming MOM events.

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Dr.H.Prabhakar was the one who led the session. It was held to provide management students a peek of what companies demand of them. Intense competition forces potential candidates to be exceedingly competitive in the job market, and one of the most prevalent questions that management graduates have is how to stand out among job searchers in the business. He advised the students on how to improve their knowledge and skills in specific areas.

Solution craft



MBA students had the opportunity to build team spirit and bonding through a group exercise of Company Model Preparation in order to create an innovative business plan with limited resources. At frequent intervals, the students were guided and counselled on how to improve their business strategy.

The students were separated into groups and given restricted raw resources to use in accordance with their company plans. All of the members of the group put in a lot of effort to bring in new ideas and propose the greatest business model. The crew was ecstatic, and there was noticeable progress in team building.

When asked, one of the Zapato Pvt.Ltd team members commented, "It is a fantastic opportunity provided by the college to showcase our ingenuity." I'd like to participate in a lot more things. We are studying in a hands-on environment, which is my most important criterion.

We were all concerned at initially because this was our first time conducting a practical project, remarked another student. We made a lot of mistakes, but we learned from that. This is the most important takeaway from the programme.

During this programme, we've seen students with exceptional learning abilities. The students' collective sentiments suggest that they would like to see more of these events.

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The Mad ad is essentially an 'advertising producing competition,' with the goal of showing a student's creative thinking in selling a product or service in the funniest and wildest way possible.

Students were divided into groups and assigned a performance topic. The faculty assessed the performance. The inventiveness, enjoyment factor, and value frameworks were used to make the decision.

The competition was won by the Boxer Bhai detergent team.

La Search module, Who is a Leader?



La Search module focused on the fundamentals of leadership traits.

The exercise began with a contact and coordination game, in which the students had to ensure that they were in contact with one another without disrupting the needs of the environment or being disturbed by external stimuli.

The landmine game, in which a blindfolded individual was guided/misguided to reach the goal with all dangers accounted for, was used to understand the risks of being a leader, a follower, a team player, a motivator, and a competitor.

A leader has to be a good listener, a team player, one among everyone and respecting everyone at par. The leader must be able to accommodate each person as well as the group.

Fertility through a Cross Synthesis of Ideas & Knowledge



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A subtle mix of intelligence, courage, anxiety, preparedness, feelers, and the mark of a desire to achieve something that is far away but looks closer with the calibre of confidence. It appeared to be brand fresh, full of zeal and minds seeking fertility through a synthesis of ideas and information.

It was a fantastic experience for everyone in the section. We knew none of one other and at some time we began to share ideas.

Success wind



Prof. Susmitha moderated the discussion. Students were required to analyse quarterly public reports from various organisations, which aided in the development of financial acumen. The main goal was to eliminate fear in the finance subjects, where students are terrified of numbers, by allowing them to play with numbers and tackle the balance sheet. This will aid in the development of judgement skills regarding a company's financial strength.



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Investo Progress - Money Never Sleeps



Another outstanding live stock market event, "INVESTO PROGRESS," with the theme "Money Never Sleeps," was held at IIBS. On 25th November 2017 Ms.Susmitha, Assistant Professor planned the event in such a way that the students could get the most out of it. Also, in the investment scenario, make the students stand out.

With the organisation of "Investo Progress," IIBS provided a forum for students to learn about contemporary investing methods in general. Giving students a basic understanding of the stock market, facilitating a live presentation of how the investment process works, involving students in the investment process so they can experience the stock market, and providing awareness of DEMAT accounts and stock market operations and functions will undoubtedly help the student carve a niche in the stock trading field.

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Training Programme on Marketing Analytics




As marketers, we're always looking for methods to improve campaign success, whether it's through a higher response rate, more leads, or a higher return on investment. Ms. Chaithra has organised a marketing analytics seminar on 1st October 2017

IIBS gave a training programme titled Basic Marketing Analytics by Mr. Ashish Chauhan, CEO of Ideatarmac India, led the training.

Data analytics is becoming a 'must have' expertise rather than a 'nice to have.' In order to be productive in one's role in the future, one must analyse, articulate, and visualise data, regardless of function or domain.

This webinar provided a basic overview of how marketing analytics may be used to forecast outcomes, calculate ROI, and optimise resource allocation.


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Corporate Grooming & Etiquette Session



In today's business world, grooming is extremely important, and it's critical to understand the value of making a good first impression and how our physical appearance and manners affect our professional efficiency. Why do we utilise movie stars and models on billboards and advertisements? It's simple: good looks and grooming appeal to everyone. Talent, hard work, and dedication keep us in our positions; our appearance, charisma, and self-confidence play a significant role in our relationships with co-workers, senior management teams, customers, and occasionally job advancement. Furthermore, at work, corporate grooming is referred to as 'Sensible Styling,' which is well recognised in the corporation and also aids a person in making a good first impression in the first interview.


Given the importance of grooming, a seminar was held for students to discuss and demonstrate how their appearance may boost their confidence. Image consultants were called to groom a few pupils to show how a well-groomed person may feel good about themselves as well as look good. Grooming boosts a person's self-esteem and general appearance.

On the event, the Director, Dean, Assistant Dean, and all faculty members, including students from IIBS, Bangalore, were present. The session began at 12:30 p.m. in the IIBS auditorium on June 2, 2018. The seminar was opened by Dr. K. Ramadas, Director of IIBS Bangalore, who spoke on the necessity of grooming in the business sector.

Initially, a seminar on 'Business Card Etiquette' was scheduled to explain the best manner to exchange business cards. To make the lesson more memorable, a few examples were demonstrated.

The students then gave a Corporate Grooming Presentation to educate them on formal and informal attire as well as accessories. Following that, the students were given a quiz to see how well they understood the material, and they were given awards.

All of the grooming volunteers (boys and girls) were invited to comment on their experiences after the hair style and cosmetics. They claimed that following the grooming, they already felt like managers. To demonstrate the difference, 'Before' and 'After' photographs were clicked.


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Industrial Visit to Mysore Sandal Soaps


04-12-2017



To instil in the students an understanding of production, branding, and marketing, On December 4, 2017, students had the opportunity to visit Mysore Sandal Soaps in Yeshwantpur. The students were greeted at a charming little museum that highlights the organization's history while also presenting its diverse product line.

Mr. Bala Krishna, the Organization's In Charge, gave an excellent overview of the Mysore Sandal brand and its evolution from inception to market leader in soap.

The briefing was followed by a tour of the shop floor, where the full soap-making process is carried out. The students had a great time and learned a lot from the professionals who worked on the set. To sum up this brief report, it was a fantastic learning experience, with our students setting the bar high in terms of demeanour and learning spirit.


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Mock Press- Meet your Corporate Personality



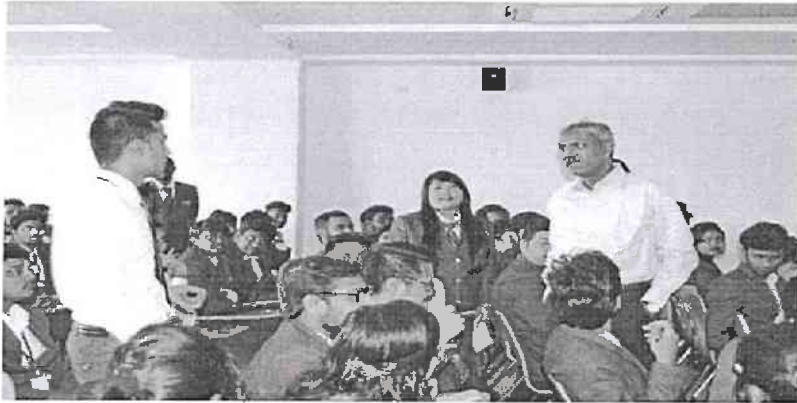
On 08-10-2017, A mock press activity was organised by Prof.Mohan Kumar. Each group of five accepted the challenge and chose one member to face the press. Three members of the press delegation came from other organisations. The questions were flawlessly professional. It was a raucous session, with the press and the public vying for the attention of the celebrity.



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Guest Lecturer on PERSONA BURGEONING by Mr.Dhanushkodi




The students are eager for the guest lecturer to motivate and inspire them.

Prof Samiya Mubeen organised a guest lecturer on PERSONA BURGEONING on 04-11-2017. Mr. Dhanushkodi was the guest. He is currently involved in management consulting, corporate management training, and serving as a visiting faculty member for PG courses in finance, management, and personality development at Bangalore's top colleges and business schools.

The session was carried out by the resource person, who discussed with the students the important points of success listed below.

- Listening
- Concentrate
- Learning
- Knowledge
- Skill
- Expertise

Students were connecting with the resource person frequently and attempting to change their personalities in order to achieve success.


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Industrial visit to UNIBIC Cookies Company




On **17-11-2017** a visit to the UNIBIC company was organised. This visit has been organised by Prof.Samiya Mubeen.

The company was introduced to us by Miss Nandini, who is in charge of the whole quantity department. Ronald Bradmanand is the company's founder. This business is classified as fast moving consumer goods (FMCG) and is certified by the Food Safety and Standards Authority of India (FSSAI) and the British Retail Consortium (BRC). Near India, there is only one production outlet, which is in Bangalore. From 2004 to 2010, the company only exported its product to 25 different nations before expanding its operations to India.

The UNIBIC company's production levels were stated by the production department, which produces 28 various flavours of cookies. They work with two different types of materials.

They work with two different types of materials: raw resources and packaging materials. The company uses more than 100 distinct types of raw materials.

When it comes to packaging materials, there are three varieties to choose from. Primary – has direct contact with cookies and protects them; secondary – protects the primary package; and tertiary – protects both the primary and secondary packages. The raw materials are then subjected to a quality check, after which they are selected based on their quality criteria. The raw materials are then sent to warehouses, where they are loaded and unloaded with forklift vehicles and placed on pallets. They provided the students complementary biscuit packets at the end of the session.


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Offshore Interaction by Grace Mimbs (Artisan & Designer)



Ms. Grace Mimbs gave a guest lecture on 3rd March 2018. She is an Atlanta-based artisan and designer. Mr. Jonathan, the CEO/founder of JM School of Designer Tailoring and a motivational speaker, accompanied her.

Ms. Grace took over the session and introduced herself as a freelance designer, product and graphics designer. She began her presentation by demonstrating her very first project, the concepts she created, and how she became interested in costume design. She underlined the need of everyone expanding their networks and developing personal and professional partnerships. She worked on a Sprite commercial and claims she wouldn't have gotten it if she hadn't done Networking. She emphasised the need of being adaptable and not clinging too hard to a goal. The first employment does not have to be in the same field as the second.

She expressed her thoughts on direct and indirect communication. She like indirect communication since it allows the other person to express themselves more softly. She also educated us on the importance of soft skills. As everyone knows, good communication is essential, but how we express our thoughts in a straightforward manner is also crucial. She requested that we show our true selves. She wanted everyone to enhance their presentation skills by expressing their hearts, so she had everyone prepare a self-presentation and get comments from their peers to help them better. There was quite thoughtful of her to speak about India and how much she adored it.

Mr. Jonathan followed the programme and summarised everything. He encouraged everyone to get online and develop an online profile, like many western firms do. He taught us the importance of conducting research on the organisation before attending the interview, as well as the importance of asking "WHY" in every moment in our lives in order to enhance creativity. We need to talk to people with a variety of interests in order to develop innovation.

After that, the house was open to inquiries, and the students participated in an interactive session.

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Carpe Diem IIM-C Championship 2k17



Carpe-Diem IIM-C Championship 2k17-18 is an annual national level tournament for management students held by the Indian Institute of Management, Calcutta (IIM-C). The first round of the Carpe Diem Championships workshop on Business Analytics was held successfully at IIBS on September 28th and 29th, 2017. Prof. Amit Chikla, a corporate trainer, is in charge of the programme. He is a consummate professional with excellent leadership skills and extensive corporate experience.

Prof. Amit Chikla gave an address on corporate life to kick off the programme. He began by discussing the individual's goal and the abilities that any candidate must possess in order to be considered for positions in corporate companies. When discussing Business Analytics, he focuses on the principles of analytics and their importance in everyday life. He talked about;

- Data Mining
- Normalization / Standardization of Data
- Visualization of Data
- Analysis

He also covered the many stages of analytics, such as plan, scope, elicit analysis, design, build vs. buy, test, implementation, and post analysis. The RACI MATRIX, in which R stands for Responsible, A for Accountability, C for Consultant, and I for Informs, is used. The event included a variety of skill development activities, such as discussing each member's retirement goals, different goals and plans for achieving them, and so on.

Overall, the programme focuses on analytics, its use in various management tasks, and the implementation of decisions based on data gathered from diverse sources. Winner of 1st Round, who would participate in Carpe Diem event at IIM-C, Kolkata in January 2018 are:

1. Pankaj Sutar


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Manthan : How Best to Effectively Sell your Product?

02-11-2017



MANTHAN is all about having a good time, being happy, and having a lot of shimmering, skittering energy. The programme was organised by students who had put their own money into it and set up a business unit such as food kiosks, a game zone, and so on. Students were separated into groups and asked to create several stalls. We had four food stalls (Food Gallery, Fun & Yummmmm....., Tasty Food Corner, Homemade Food), four gaming zones, one handicraft station, one Mehendi shop, and one Calligraphy stall in total. Because the students were told to prepare the programme in a professional manner, each group divided itself into several sections to handle their stalls, such as sales, finance, and marketing.

- To delight and satisfy consumers is our vision.
- To work on individual strength

Promotions include: • Direct marketing • Pamphlet distribution

Payment Procedure:

- Cash
- Paytm
- Debit Card


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Industrial visit to Karnataka Soaps & Detergents Factory



On the 10th of November 2017, MBA students were taken on an industrial visit to Karnataka Soaps and Detergents Limited (KSDL), which was founded in 1916 and is based in Bangalore, Karnataka. Dr.H.Prabhakar organised the event. It is the only business in Asia registered with the Indian government to produce over 26,000 tonnes of sandalwood soaps each year using genuine sandalwood oil produced from Southern India's sandalwood plantations. It is a Karnataka government-owned corporation. It was also one of the most important exports of the timber, with the majority of it going to Europe. Mysore Sandal Soaps, Personal Care, Perfumes, Cosmetics, and Detergents are all produced by them.

Mr. Balakrishna, the factory's PRO and R&D leader, explained the factory's peculiarity and the procedures involved in soap making. We were shown the sandalwood trees and informed about the legalities of having these plants on one's farm or garden. Then we went into the facility, which imports the key raw material palm oil from Malaysia, which is used in the soap manufacturing process.

Preparation, conversion, and the finished product were the three stages of the factory procedures. Initially, the soap is in a liquid condition, which is then changed into a solid soap with added aroma, and ultimately packaging, which includes collecting the soap and placing a cover over it with the logo and brand name. Where equipment placed in 1916 are still in use today, delivering the essential products to consumers, and he also explained how modern technology would be used in the production and packing of soaps.

The students were grateful to the management for organising such an informative and educational visit and providing a platform for them to learn about the skills and procedures involved in manufacturing and production.

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Industrial visit VST Tillers Tractors Ltd.

16-10-2017



In India, VST Shakti produces agricultural multipurpose power tillers and tractors. The VST Group of enterprises, a well-known century-old business family in South India, founded VST Tillers Tractors Ltd. in 1967. We got at the venue at 1:30 p.m. and assembled in front of the gate to greet our arriving tourists. We began by visiting the training division, where we learned about the various functions and types of machines that they make and build.

After a quick introduction to the industry, we were taken on a tour of each shop floor, where we were told in depth what they do and how tractors and tillers are made. They went over the technical details of each equipment and how it worked. Then they led us to the manufacturing plant, where they divided the factory into divisions for different parts assembly. They told us that at peak hours, they put together 100-120 machines every day. We were all given a tour of the machine assembly and testing. We also observed the workers' management and mechanical abilities, which enabled them to fulfil their goal.

It was a fantastic experience for both students and staff.


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Guest Lecture on “Demonetization and Its Implication on Indian Economy”

09-12-2017



On the 9th of December, 2017, a guest lecture on the topic of demonization was held for MBA students. Mrs. Malini Nagaraj acted as the day's resource person; she has held critical positions at BSNL, including senior accounts executive and DGM. The speaker began her presentation by describing demonetization and how it was done in nations such as Nigeria, Ghana, Pakistan, Zimbabwe, North Korea, and a few others, as well as the implications of its adoption.

Mrs. Malini went on to analyse demonetization in India from an economic standpoint, critically examining its benefits and drawbacks on the banking industry, productivity and financial performance of various sectors, and its influence on the country's common man. The speaker focused on a few statistical statistics to explain the long-term impact and outcome of demonetization. During the session, students were involved and asked questions about why demonetization is a good approach for eradicating corruption and resolving black money issues in India.

OBJECTIVE

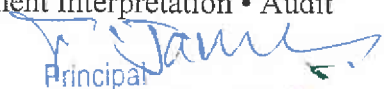
- To provide feedback on the notion of demonetization and its global implications.
- To have a better understanding of the impact of demonetization on the Indian economy.

SPEAKER'S PROFILE

Name : Mrs. Malini Nagaraj

B.com (Factory Administration and Costing) • MBA (Banking and Finance) Alagappa university.

- Experience leading a team of 50 people • Knowledge of tax legislation
- Customer service. (With a subscriber base of 1 lakh)
- Vendor Management • Student Motivation • Public Relations and Corporate Communications • Banking Law and Operations • Financial Statement Interpretation • Audit Coordinator (Internal, Statutory, and CAG)


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REPORT ON SESSION WITH PHOTOS



Providing an opportunity for a student to identify with others. Students are exposed to a growing and prosperous environment.

MOM programme for MBA class 2018-2020 began with an Orientation Program. The programme began with an introduction by Asst. Prof. Rubina Chettri, who was followed by the lighting of the lamp by dignitaries, faculty members, and a few students. The session began with a welcoming speech by Prof. Kuldeep Sharma, who greeted the new MBA class of 2018-2020. He also shared his thoughts on the Management program's value and duties.

With us was Chief Guest Dr. S K Tripathi, Ph.D. in Human Behaviour, who has a 34-year track record of teaching and research accomplishments. Dr. S K Tripathi gave his thoughts on how to develop one's talents and abilities, as well as how to modify one's personality. It is also preferable to state "Incorrect" rather than "WRONG" when explaining to kids the importance of setting daily objectives and competing with oneself. As there is always the opportunity to fix and better when you say incorrect.

Mr. Ashish Chauhan, Managing Partner of IDEATARMAC Company, was the next speaker. Mr. Chauhan stressed the need of reading books in order to get knowledge and information rather than relying on pre-prepared materials. Adding to one's knowledge always sets them out from the crowd. The first half of the programme ended with the chief guest and guest of honour being honoured, followed by Dr. H Prabhakar's vote of appreciation.

Students were given with brief introduction to the course and academic details in the second half of the event. The program's goal was to familiarise students with the course, its prerequisites, and the academic process. Mr. Umesh gave a talk on the value of libraries and how to use them after the session.

An Ice-Breaking Session


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Dr. H. Prabhakar took the initiative to start the session for a fresh batch with an ice-breaking session to encourage students to communicate to one another and share some facts about themselves. Ice-breaking exercises can be as easy as asking students to turn to one another and introduce themselves to the persons sitting next to them, or they can be elaborate, time-consuming activities in which students learn a lot about one another. Finding themselves in a group of other kids can be difficult for some students, but for others, they will have already begun to establish friends.

The session's goal was to break the ice;


- In the classroom, to warm up or get to know one another.
- Gaining confidence and stepping outside of one's comfort zone.
- To enhance efficient communication abilities.

Campus to Corporate - A Training Session



The session was conducted by Ms. Sheela, a professional trainer. The goal of the Campus to Corporate programme is to help students transition from college to work.

- Enriching personal grooming and incorporating etiquette


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- To improve interpersonal skills such as teamwork, time management, and professionalism.

This effort will assist in moulding students from the start of their academic careers to change their talents and manners into responsible corporate citizens

A session on Financial Services



Padmini V, a chartered accountant, has been invited by IIBS to educate the incoming batch of MBA students on financial services. Over the next few decades, the Indian financial services sector is expected to dominate the Indian economy. In the coming years, banking, financial markets, insurance, and asset management are all expected to develop dramatically. Industry leaders and regulators are attempting to create a sustainable banking and para banking environment in India, learning from global financial disruptions and developing financial innovations.

Students from various educational backgrounds must be educated on finance and the numerous financial services available as an investment choice. So that non-finance students can understand finance and the numerous financial services available as an investment choice.

Orientation to Financial Services Objectives

- To learn more about financial services and to share knowledge about finance and other avenues of financial services.

SUBJECT ORIENTATION





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Dr. Ravichandran was in charge of the session.

Before students get into the study of the subject, they must first comprehend the importance and various parts of marketing, human resources, and economics. He also gave information on the need for basic understanding in all other functional domains.

SUCCESS WIND BY PROF. SUSMITHA



Prof. Susmitha led the session, which aimed to increase students' financial acumen skills, as well as to teach them about the importance of finance concepts and to help them build judgement skills.

- **To develop the capacity to evaluate figures in financial statements to make quick decisions.**

T. Janki
Principal

International Institute of Business Studies

75, Madhavara Hill, Bangalore, India

Phone: 080-26080000

Internship Orientation By Dr.Chetan Bajaj



Dr. Chetan Bajaj, Director at the International School of Business and Media in Bangalore, Senior Consultant at PWC, Professor MDI in Gurgaon, DGM Apollo Tyres, Visiting Faculty at IIM-K, Director in top B Schools, arranged the event. Authored four books in the areas of retail and general management. The speaker gave an example of an internship in a company. For the students, there was a clear picture of Internship and their behavioural approach in the organisation. Live examples were used in the internship programme.

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POSITIVE SPEAKING AND PERSONAL BRANDING

www.iibs.edu.in



The session was conducted by Prof. Chaithra.

- To increase student self-awareness on a personal and professional level.
- To teach students how to work as part of a team and to demonstrate the value of synergy in the workplace.
- To serve as a physical expression of the organization's framework.


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Smart or Half Baked



A collective learning for a variety of activities, enhancing social relationships and defining responsibilities within teams, and frequently involving collaboration tasks that are revealed and resolve interpersonal difficulties within the group.

- To establish a fantastic team in order to achieve organisational greatness.
- To be able to effectively and efficiently manage time.
- To improve the quality of leadership among participants.

Outcome:

The events enhanced morale and leadership skills, allowing them to identify the obstacles to creativity. It also recognised the strengths and weaknesses of a team, which are important for organisational productivity.

A Session on Technology in Management



T. Jambhale

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Prof. NSR Murthy moderated the discussion. Regardless of the industry, technology has become a pivotal point for all businesses. Regardless of whether they work in the technological or non-technical arena, it has become critical for job applicants to be adept in technical knowledge.

The technology in management session focused on informing students about the function of technology in today's world and how it is used in various business operations. The presentation gave an overview of how technology has evolved to become the backbone of business, with the entire world falling under the umbrella of the internet.

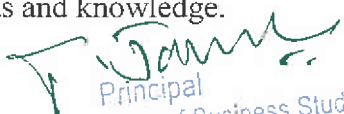
Because of the way services are advertised, disruptive technologies such as augmented reality, social media, mobility, cloud computing, big data, and embedded systems have resulted in a nonlinear consumer buying process. He primarily focused on various software certification programmes that will increase a student's credibility when applying for jobs, as well as the accompanying benefits of taking these courses.

Solution Craft: A Creative Activity Session



Solution crafting is a creative activity that leans more toward entrepreneurship. Prof. Kuldeep Sharma organised the event. Participants are invited to demonstrate their artistic abilities, inspiration, ingenuity, and unique ideas by 3D modelling new or current industries and presenting the business plan, data, and figures. Start-ups, which are gaining a lot of traction these days, are built on the foundation of business solutions.

- Learning to propose an idea and overcoming obstacles such as time limits and meeting deadlines
- Encouraging the use of garbage and recycling things to save the environment by getting to know each other not only by names but also by work habits and knowledge.


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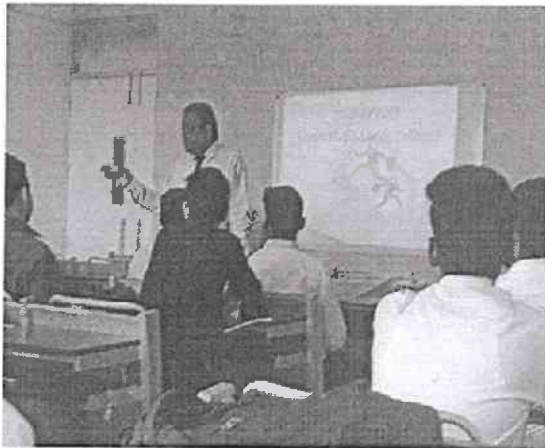
WHO AM I



Dr. Vijay Mohan Reddy was in charge of the session. The session's goals are to: • discover one's actual self and define professional and personal goals; and • conduct a SWOT analysis to aid in the selection of methods for achieving goals.

- To select a specialization or domain/industry that is a good fit for one's personality.

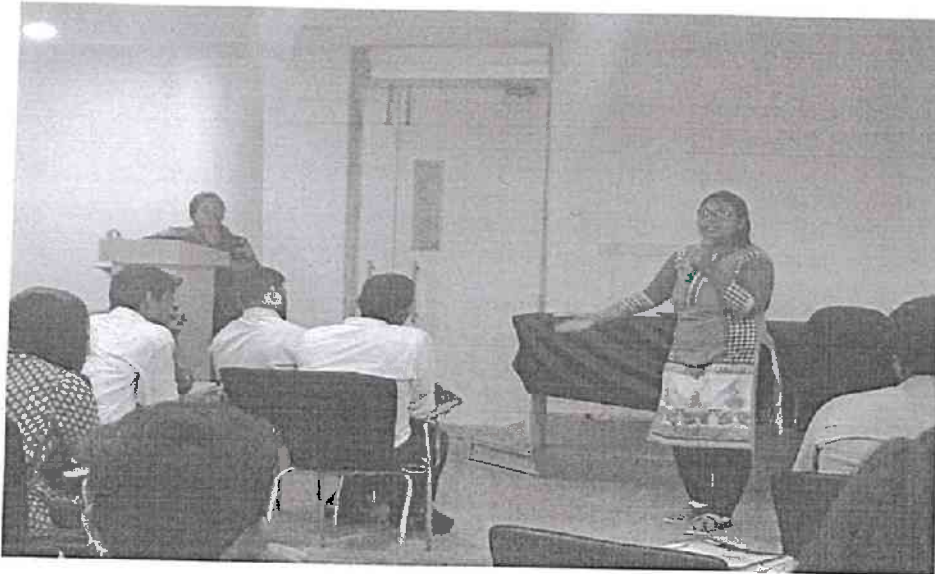
Corpex



Dr. H. Prabhakar was in charge of the session. It focused mostly on what businesses demand from management graduates. He summarised the results of a recent study done among business executives to better understand the KSA expectations of the employer. The survey's

findings highlighted critical thinking ability, interpersonal skills, attitude, ability to create, think differently, and community engagement as some of the major areas in which job applicants should be well educated. Students were given real-world business problems to tackle and were required to outline tactical solutions.

Confident Speak



Prof. Chaitra moderated the discussion. To assist students in developing their public speaking skills, increasing their self-confidence, and understanding the value of communication skills for professional advancement.

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Make it or break it



Time Management Game

Dr. Prabhakar organised the event. Paper planes: This activity aids in recalling the subjects of the faculty's discussion and keeps everyone engaged.

Why do so many of us have trouble refraining from using the word "I" in conversation? As a result, this game will reveal how we are often more self-centered than we realise, as well as the significance of focusing on the other person or persons.

Building Towers: This game demonstrates how teams use available resources, who plays the position of leader and who follows them, and how they work together as a group.

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A Spotlight on Company Culture and Review



A session on Company Review was held by and will provide a brief overview of the company's history before making any important decisions. Reviews have now become an integral element of the online search process. A company profile is a brief overview of a firm that allows various groups of people to gain a broad understanding of the company's products or services, target market, distinctive qualities, track record, and if it is a good organisation to do business with. Aside from giving details about a company, company profiles should go beyond that. It should be well-written in order to effectively communicate the organization's core principles and corporate culture.

Good company profiles also demonstrate how effective a company is at meeting its clients' or customers' needs. A corporate profile is a formal introduction to the firm that tries to educate the audience about the company's products and services.

The goal of the company review is to learn more about the company's culture and review it, as well as to raise awareness about the firm's products and services.

Students went to the computer lab to begin the task. Students gathered information such as a company strategy overview, purpose, vision, mission, core values, goals, and company strategy, among other things.

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TREASURE HUNT – A SESSION BY PROF. RUBINA CHETTRI



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Valedictory session of MOM program



We had a session of invited corporate professionals from top-notch companies - 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, currently VP at CSS Corp, Prior to that 3 years experience in Capgemini and 14 years in Infosys), Mr.Prasanth Nimgade (BE electronics, PGDM IIMA, Founder and CEO SIPfund.com, 22 years experience in UK, Singapore & India handling large investment in project finance) and Mr.Anand Meshram (BE Electronics, University of Mumbai, currently programmer Erricson R&D) - to enlighten the students by sharing their corporate experience

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WORKPLACE COUNSELING



Prof. Chaitra organised the meeting. The following are the session's goals:

- To give pupils an understanding of working concerns.
- To emphasise the necessity of workplace disruption management and people management.
- To assist students in comprehending the value of interpersonal skills at work.

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Intro to NSE Academy Certified Capital Market Professional course




In order to encourage and enhance more knowledge on National Stock Exchange of India Limited (NSE), Demat Account and Stock Trading, a program has been organized to the students on NSE Academy Certified Capital Market Professional.

Joint certification Program with NSE Academy Certified Capital Market Professional (NCCMP) in collaboration with IIBS Bangalore. Joint certification Program with **NSE Academy Certified Capital Market Professional (NCCMP)** in collaboration with IIBS Bangalore as a Value added Course for the IIBS Student. On 25th Jan 2019, for the MBA students had successful online NSE exam on the beginner module. NSE aims at cultivating a culture of knowledge to help investors take informed decisions relating to the securities market and has initiated a number of educational initiatives such as certification programs, training, financial literacy at school level, short term courses at college level etc.

NSE Academy provide platform to seek the financial knowledge about financial markets and other various modules such as

- Stock Exchange
- Capital Markets
- Derivative Markets
- Mutual Funds

As the value added program, the students learn about stock exchange structure, its operations, products traded on it and so on. They also learn about NCFM certification which not only expands their financial knowledge, but also improves their career prospects in the finance sector. The certification program provides the candidate certificate based upon the scorecards.


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A blood donation camp of IIBS Retract in association with Rotary Bangalore Heritage



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Corporate Interaction



It was a session conducted by Amit Giri, Managing Director, Brain Gateway. As students are budding intellects and entrepreneurs of tomorrow, session mainly emphasized on giving input to students on how to have a positive approach irrespective of context at work, why is it important to look at a situation from an opportunistic perspective rather than being pessimistic about the same. Speaker conducted few simulation activities for students to provide them a glimpse of various work situations and how to go about dealing with the same. Also emphasized about the importance of self awareness, self confidence, emotional intelligence and its relevance in their professional endures.


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A SESSION ON GOAL SETTING/CREATING A ROADMAP

The session was organised by Prof. Kuldeep Sharma. He has invited Mr. Rajesh, Financial Analyst, Oracle to interact with the students. The session mainly focused on helping the students to get the reflection of who they are and what they aspire to be in future. Speaker gave input on how an individual is required to adopt a systematic and categorical approach by dividing their vision into short term objective and set the roadmap to achieve the same.



Goal setting can assist in the pursuit of the final destination. Effective goal setting entails setting long-term and short-term goals; these goals will recognize where you are going and how you are going to get there. Goal Setting / Creating a Roadmap a Session was done by Mr. Rajesh, Financial Analyst Oracle. Industry being flooded with companies has resulted in the creation of a job as well as job opportunities for aspiring students looking for a career opportunity incorporate. An educational institution to keep in pace with the industry requirements introduce various professional, technical and certification courses to equip and mould the students for employability and efficient career growth.

Students being flooded with options for pursuing higher education and related job opportunities often tend to have ambiguity in terms of their career choice, professional goals and how they can go about achieving the same. Goal Setting / creating a roadmap session mainly focused on helping the students to get the reflection of who they are and what they aspire to be in future.


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Students went through some goal setting activities, which helped them in setting their vision and the prerequisites they will have to work on in order to achieve the same. Speaker gave input on how an individual is required to adopt a systematic and categorical approach by dividing their vision into short-term objective and set the roadmap to achieve the same. Session also gave insight on the development of various aspects required for goal attainment, which includes interpersonal skills, linguistic abilities, leadership skills, intellectual ability etc.

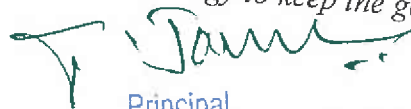
Good goal setting gives a student an edge in three areas:

1. Goals provide direction
2. Goals provide feedback
3. Goals motivate; provide a daily purpose

Basic Tips for Effective Goal Setting

- Identify both short-term and Long-term goals
- Identify task goals in addition to outcome goals
- Take action
- Evaluate your goals

Effective goal setting must involve not just a road map but a strategy to keep the goals "real" on a consistent basis.



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Building Entrepreneurship Skills



This session was Conducted by Prof. Krishnakumari. It was an activity which gave a chance to the students to become entrepreneurs for a day.

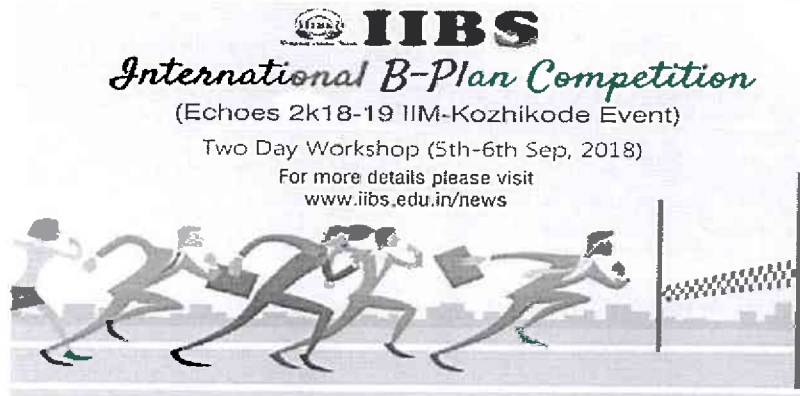
The students as a group they started various stalls with names

- C-Corner Stall: Chats, Cakes and Potato fries
- Fruit Masti Stall: Fruit Chats, Moong Dal Kheer
- Friends Corner Stall: It is a game stall and also selling refreshments like tea and biscuits,
- Kolkata Pani-puri Stall: Special Pani-Puri
- Stand Game Stall – A game testing the luck
- Loto Block – A game stall.

The objective of the session is to develop entrepreneurial skills within the students. The concept of low investment and high returns. They had experienced the challenges as entrepreneurs and tried to get investment back with good profits. They had hands-on-experience of being entrepreneurs for a day and learned challenges like ups- down of business with profits and losses. They had an incredible experience with their team members.

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Workshop on B-Plan Competition IIM-K Echoes 2018-19



IIBS hosted the semifinals for IIM-Kozhikode International B-Plan Competition Echoes 2k18-19 IIM-K Event Selection Round two days Workshop on 5th & 6th September 2018. We are glad to share this great experience with you.

Dr. Arpitha Velanky, after intensive training and assessment, selected the finalists among the worthy Management students. The two days comprehensive workshop assessed the future managers, on the basis of Their Intellect, Presence of Mind, and several other factors. The overall performance was considered.

On day one, session one onwards, The competitiveness was seen as the Indian Institute of Management- Kozhikode would be the final round for the students of the B-school to showcase their abilities.

On the second day, the pitching and the approach mattered a lot. The one on one interaction gave a lot about the fresh minds. The coping up mechanism, and the ways students decided to perform and outperform others, was noteworthy. The semi-finalists chosen will be sent to the IIM-Kozhikode Campus, for the Finals.


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Industrial visit to Mother Dairy by IIBS Rotaract Club, Bangalore



On 18th August, an industrial visit to Mother Dairy Yelahanka, Bangalore was organized by IIBS. Visit KMF (Karnataka Milk Federation) industry and enrich our industry knowledge.

India is the leading country in milk procurement in the world. *Mother Dairy* is the second largest milk producer in India. It produces about 84-85 lakhs liter per day. KMF produces various products such as milk of different fat content such as curd, ice-cream, buttermilk, paneer, ghee, powder milk, etc. They have a tie-up with 14 Milk Unions who supplies milk daily. KMF product by *Nandini* brand is supplied all over Karnataka State.

As CSR activity KMF supplies 7 lakh liters of milk to Govt. Schools daily as Charity


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Ways to Improve Students Creative Thinking at IIBS Bangalore



The Arts Inspire Creative Students and Imaginative Entrepreneur, to Bring Your Creative Self to Work, and inspire better leadership performance at IIBS Bangalore. **Prof Kuldeep Sharma** along with the **Prof Samiya Mubeen** pooled students, encouraged to showcase their hidden artistic skills, imagination creativity, innovative ideas incorporating in the 3D modeling of industries new or existing and presenting the business plan facts & figures.

Learning Objectives:

- The students learn about planning, organizing, directing, and working as a Team.
- The students learn to present the idea and difficulties faced by them.
- The students know each other, not only by names but also by work habits & knowledge.
- The students are encouraged to use items from waste & recycling to save the environment.
- The students are made aware of time constraints & importance of meeting the deadlines.
- The students are initiated into management learning in a practical hands-on method and raising questions and finding answers.

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**Youth Leadership Development Program by Dr.Muraleedharan, Former Vice
chancellor of South Pacific University FIGI**



It was a brain storming session where the activities conducted on the topic "Make a difference" By Dr.Muralidhar.



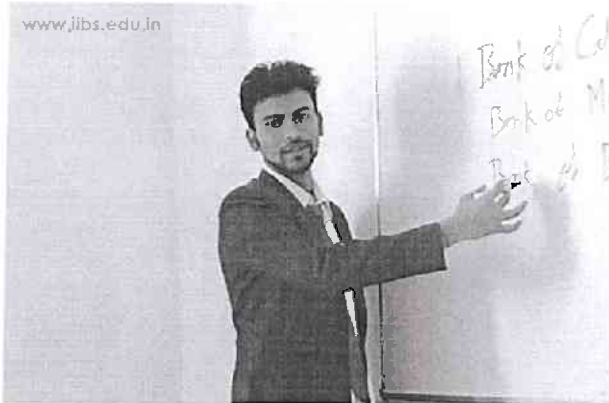
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Faculty development program by Dr.Chethan Bajaj : “Trigger the mind of students through case studies”



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Developing Decision-making Skills



Learn about decision-making, and some ideas about how to do it. In particular, learn why it can be difficult and how to overcome these problems.

Case Study Analysis

The case study analysis is a learning tool adapted to incorporate the analytical and decision making skill to MBA students. In direct discussion of case studies where student are being an actively involved in the discussion, rather than just a talking head delivering content.

Objective of the Case Study Analysis

- To analysis the issue of concern, problem, challenge, or opportunity.
- To cultivate and built the decision making skill among students.

The focus is on students learning through their joint, co-operative effort. A case study is a description of an actual administrative situation involving a decision to be made or a problem to be solved. Case studies, a decision must be made, although that decision might be to leave the situation as it is and do nothing. Prof. Samiya Mubeen gave the student finance Case Study to the MBA student to analysis and administrative her situation involving a decision to be made or a problem to be solved. The case study Analysis can be divided up into two components:



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- What you do to prepare before the class discussion?
- What takes place in the discussion of the case?

In the class discussion:

- Student started the discussion, facts and data.
- Listen carefully and take notes others group of students asked questions, where question and answers was discussed.
- Active discussion was going on where lots of knowledge was exchange.
- Based upon the contribution in discussion evaluation, suggestions and decision was taken with concluding remarks.



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IIBS MBA Student at Krishi Mela



A visit to *Krishi Mela* /Agricultural Fair in Bangalore by IIBS MBA Student. The *Krishi Mela* 2018 is being conducted at *Gandhi Krishi Vignana Kendra (GKVK)* from November 15 to 18, 2018.

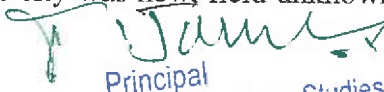
Krishi Mela visits and it's purpose for an MBA student to know the answer to the following question.

1. What is rural marketing?
2. Is it an organized sector?
3. Does the Indian rural population follow the consumer behaviour pattern as taught in business schools?
4. What is the health care in rural India?
5. Do they advertise in rural India?

An exposure to the rural market and the agriculture sector with hands-on experience was what the students of IIBS have just come back from.

It was a welcome gesture from **Mrs. Madhavi Latha** of TDU/FRLHT a the University of Ayurveda, and Health Services to train, guide, and motivate a team of ten students from IIBS. The team learnt their first on hands lesson from a person who was a blend of professional, and a mother.

The students took up the challenge of marketing, promoting, and selling of the publications of TDU/FRLHT. It was an uphill task for the team as the city was new, field unknown, and the language was completely strange.


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The visitors to the *Krishi Mela* were pleasantly surprised to find smartly dressed youngsters trying all their tricks in the sleeve to woo them for a buy. The team on the other hand perfectly understood that not all customers are friendly, not everyone will buy, nor that everyone has the patience to hear to you. They did bite the bitter truth only to rise, and make a sale. They moved the hill, moved the earth, Yes! They got the customer to buy from them. The first taste of victory, first sale, first feel of an earning has no words to describe.

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Enhancing the Entrepreneurial Ecosystem



The professional academics are adapting to the renewed demands and major new trends in management education. IIBS is meticulously introducing the dynamics of corporate in day to day academic schedule. The IIBS Venture Ecosystem (IIBSVE) is one such initiative allowing management students to bloom at their best where freedom of thought, confidence to venture, and the right environment to progress are pledged practically.

IIBS Venture Ecosystem (IIBSVE) in its step forward has organized an interaction with Mr. Krishna from CELCO where the faculty and the students updated themselves, debated on the demands of the corporate world, and readied themselves for tomorrow. The vision of IIBS and CELCO merge at the point of moulding a perfect professional for the betterment of the society. The motive is to send in an individual who can be an asset for himself/herself, for the corporate, and for the world as such.

The interaction gave the students an insight into planning, progressing, and achieving a set goal through discipline and dedication. The visit of Mr. Krishna is a progress indicator to showcase the vision of IIBS to be the best to deliver all those promises to the students, to present perfected professional to the corporation through the experienced faculty, and reaffirm themselves as a committed management.



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IIBS Team Scales Higher in Finale of IIM Kozhikode International B-Plan Competition



They say, nothing comes easy, and it doesn't. But the process comes with additional benefits, and with a chance to introspect, and know the hidden areas about us as a team player.

It all started on 5th September 2018 during the selection rounds of IIM-K International B Plan competition of 2 days' workshop was held at IIBS Bangalore, the selection round workshop was conducted by IIM adjunct faculty Dr. Arpita; and the time was 1st to 3rd February 2019, where handworks did result in beautiful stories to add on, and an amazing experience to share.

The competition started in September when the semi-finalists, a few were selected as the B-Plan finalists. The 2 day Event held at IIM Kozhikode from 1st to 3rd February 2019, was massive, and the competitive spirit was at peak.

The Echoes-2019 held at IIM-Kozhikode, where the business plan competition was held, witnessed entries from over 128 colleges nationwide. There were about 630 students participating as teams comprising of five students in each team. The stiff and inflexible "International B Plan ideas competition" among 67 selected teams from started on 2nd Feb 2019. The International B Plan presentations was based on elimination process and IIBS team was selected among 67 team. The last round was held on 3rdFeb, IIBS was among top 18 different colleges' teams.


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The IIBS team scaled higher to the last round of finale and stand at the 9th position in the finale of IIM-K Echoes 2k 18-19 International B Plan competition.

Fire Safety and Emergency Services Training



An insight of the three days Fire Safety & Emergency Services as Faculty Development Program for IIBS faculty members at RA Mundkur Fire & Emergency Services Academy, Karnataka State Fire Safety & Emergency Services, Government of Karnataka State Bangalore from 11th to 13th Feb 2019.

Day One Training on 11th Feb 2019 started with the Fire safety department officers shared their knowledge and imparted training on Fire Safety & Emergencies.

Objective of Fire Safety & Emergency:

Preparedness to take to care of natural disasters /?accidental disasters

- To save life and property of people from fire & other emergencies.
- To Emergency & First Aid
- To search and rescue from manmade and natural disasters
- To render advice on fire protection, fire prevention, emergency evacuation, mock drills as Capacity Building



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Industrial visit to UNIBIC Cookies Co.



Industrial visit IIBS MBA Students to UNIBIC Cookies Company on 22nd Jan 2019, a brand from Australia. In India, it started in 2004 and Headquarters is in Bengaluru. This is the first company to bring cookies with cranberry and fruit nuts for having good health of people. Unibic has 30 variants of cookies in the market. UNIBIC is first to provide Disney show in India. Unibic captured exports 3% and Domestic market 93%. The number of total workers is 800. The production capacity is 30000 tonnes cookies per year.

In the assessment year, 2018-19 turnover was 500crores. Sources of funds are 45% from shares. The main issue the company is with there pricing of the products and people are not aware of there products so they are going for the cheap alternatives. To get people aware of their product the company is directly tieing up with other companies like Cafe Coffee Day, AirAsia Airlines, etc.

This visit was for the awareness of the MBA students on the production process of the company. The class was under the guidance of Deepshi Singhal who coordinated with the management for the organization of this visit.

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Management Orientation Module (MOM)2019

An orientation programme was held by IIBS for the 2019 batch of students. The students were welcomed by Dr. Rajasulochana. She discussed how the MBA differs from other post-graduate programmes. The MBA programme emphasises leadership development, communication skills, team building, and other life skills more than other postgraduate programmes that scale depth in the area of study. It is a finishing school where systems thinking and design thinking are taught to the students. She also gave them a briefing on the institute's standard operating procedures.

ACTIVITY : SOLUTION CRAFT

Solution craft is a creative activity which is more of entrepreneurial in nature. The participants are encouraged to showcase their artistic skills, imagination, creativity, innovative ideas incorporating in the 3D modelling of industries new or existing and presenting the business plan, facts & figures. Business solutions are the basis for start-ups which are gaining a lot of prominences these days.

Objectives:

- Learning to present the idea and difficulties faced such as time constraints & meeting the deadlines etc
- To know each other, not only by names but also by work habits & knowledge
- Encouraging to use items from waste & recycling to save the environment

Outcome:

Participants made a portfolio of 3D Model of Industry, viz. Hospital, Hotel, **Retail** Mall, Production & Manufacturing Industry, Steel Plant, Nuclear plant, Green Technology based plants, solar plants, Dream Educational institution etc.



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ACTIVITY : MAKE IT OR BREAK IT

Make it or Break it session would be providing students the professional business knowledge and enhancing their communication Skills. Impart training students on Teamwork & leadership capabilities and also to higher analytical thinking.

The sessions of games would give a sense of practical applicability of the subject and the concepts that are learned. Some examples of such games include:

1. **Time Management Game**
2. **Paper planes:** This game helps in recalling the topics of the talk by the faculty and engaging everyone.
3. **The “I”s Have It:** Why do so many of us have difficulty avoiding the use of ‘I’ in conversation? This game would hence illustrate how we tend to be more self-centered than we may have thought and to demonstrate the importance of focusing on the other person/s.
4. **Building Towers:** This game illustrates how teams use the available resources, who plays a leader’s role and who are their followers, how they act as a team.
5. **Quiz on entrepreneurship**



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Mrs. Sheela (External Trainer)

ACTIVITY : CAMPUS TO CORPORATE

The transition from College to a corporate environment is a big adjustment for many graduates. Expectations and responsibilities in the workplace are very different than those in College. There are unspoken nuances and social norms that many graduates are completely unaware of and adjusting to a professional environment can be extremely challenging as also traumatic to a few.

Excellence in each activity we do leads to the success we desire. Excellence is not a virtue or blessing, it's an art to learn and possess. When excellence becomes habit success follows willingly. A vital range of students turned into highly employable skilled professionals, average professionals turned into exceptionally great performers and small business aspirants turned into globally recognized entrepreneurs. It's not because they are born special, it's because they have gone through a process to learn to be excellent in each activity they did and do. It nurtures excellence and revokes individual's hidden potential since its inception. Skills Ahead provide a focused & customized **Campus to corporate program**.

The objective of Campus to Corporate / OUTCOME

- To nurture the **Personal Grooming & incorporate Etiquette**
- To enhance qualities like team building, time management and Professionalism in the behavior.



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Prof. Samiya Mubeen

ACTIVITY : COMPANY REVIEW

Company Review will give a brief idea about the background of the company for taking any key decision. Now a day's reviews have become a regular part of online search routine. A company profile is a quick look into a company, allowing diverse groups of people to get a general idea of what the company's products or services are, its target market, its unique strengths, its track record, and whether it is a good entity to do business with. Aside from stating facts about a company, company profiles should go beyond that. It should be well-written to convey the predominant values and corporate culture that lends the organization its distinct character. **Demonstrating** how effective a company is at meeting its clients or customers' needs also reflect in good company profiles.

A company profile is a professional introduction of the business and aims to inform the audience about its products and services. Company Review, is the activity giving by Prof. Samiya Mubeen, to our students where she gave the list of the company to students in a group to review the about the company.

The objective of Company Review

- To study overall about the company culture and review.
- To spread the awareness about the company product and services.



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Prof. Chaitra

ACTIVITY: POSITIVE SPEAKING AND PERSONAL BRANDING

OBJECTIVE OF THE ACTIVITY / OUTCOME

1. Enhance self-awareness among students on the personal and professional front
2. Imbue students to work in a team and elucidate them the power of synergy at the workplace.
3. Provide a manifestation of organizational framework

ACTIVITY OVERVIEW

The activity is planned to keep in perspective the framework in an organization which is articulated on the basis of individual, group and number of groups which forms an organization. The activity would be a combination of Management games, Lecture method followed by the student presentation. Students would undergo three management games which will help them in introspection and explore the hidden self in them. Communication and positive speaking is crucial for being employed and establish oneself as a professional in corporate. Storytelling activities are planned which will help them to understand their hold on vocabulary and ability to communicate spontaneously in the given context. Every individual should have USP in them for which self-branding for all the right reasons are extremely important. Students would be communicated about the tactics of self-branding, Stephen R. Covey Seven habits of highly effective people that will help the students to tame themselves as a professional and develop a quality of being empathetic to work in a team. Lastly, students would be provided with some resources and they are supposed to utilize and mould those resources into a useful product and make a presentation on how they can go ahead marketing the same.



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Dr. Prabhakar

ACTIVITY : CORPEX

Intense competition demands potential candidate to be extremely competitive in the job market and a common question which strikes the management graduates is how to be the preferred candidate among job seekers in the industry. Session on **CORPEX** mainly emphasized on communicating expectations of employers from management graduates. The students were communicated about how job candidates are divided into various categories and that only 10% of them manage to make it through the interview and sustain at work. Speaker gave a gist of recent survey conducted among the corporate to understand KSA expected by the employer. Outcome of the survey emphasized on certain aspects such as critical thinking ability, interpersonal skills, attitude, ability to innovate, think differently and community engagement to be few of the key areas the job aspirants are expected to be well versed with. Simulation and in basket activities were conducted, students were given real time business problems and were asked to articulate tactical strategies to solve these problems. Activity also helped the students to understand the importance of corporate communication and its role in tackling, approaching worker to be accommodative in volatile situation of the company. Speaker also gave input about certain industry concepts such as lean manufacturing, recruitment practices, CAP (Customer acquisition process) to give a glimpse of corporate and operational practices in business.

OBJECTIVE

- To provide a glimpse of corporate expectation from management students
- To guide the students in areas where they need to sharpen their knowledge and skills



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Dr. Rajasulochana

ACTIVITY : SMART OR HALF BAKED

Industry volatility and emergence of new practices in the industry has proved the concept of synergy to be true which states one plus one equals to three. Management students are potential employees of future, and as the future trend is towards group and team organization structure it's high time that they should be tamed towards working in group than focusing on individual performance. Coordination, cooperation, adaptability which have emerged to be the key mantra in corporate these days the activity **Smart or Half baked** mainly focused on bringing the student out of their individual comfort zone and imbue them towards working in group. Communication is a crucial factor that ensures sync among the team members. Group activity conducted for the student aimed at development of communication skills, which helped the team members to learn the importance of communicating ideas and experiences among the group to accomplish goals. The activity made the students understand that team work is a culminated effort and interacting with team members for their task accomplishment is important. Activity also helped Team members to discover how to structure their planning, relevance of time management to produce maximum results, as well as learn how to avoid the planning pitfalls that every leader faces. Moreover, they got to learn guidelines for keeping the team focused for effective accomplishment of assigned task.

PROGRAM OUTCOME

- To build a **great team** for achieving organizational excellence
- To **manage time** efficiently and effectively.
- To **enhance leadership** quality among participants.



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Dr. NSR Murthy

SESSION TITLE: TECHNOLOGY IN MANAGEMENT

Technology has emerged as a fulcrum of every business irrespective of the industry it belongs to. It has become crucial for job aspirants to be proficient in technical knowledge irrespective of whether they work in **technical** or non- technical domain. Session on technology in management mainly emphasized on educating the students about role of technology in the present scenario and its operational usage in various business processes. Lecture provided a glimpse of how technology has emerged and evolved to be the backbone of business where the whole globe is confined within the purview of world wide web. Future being marked with disruptive technologies like augmented reality, social media, mobility , cloud computing , big data , embedded system etc, have led to a nonlinear consumer buying process because of the way services are being marketed. Prof. Murthy mainly emphasized about various software certification program that will elevate student's credibility to be employed and associated benefits of pursuing these courses.

Outcome

1. Students got to know about recent innovation in area of technology
2. Students could **understand** the various steps involved in an innovation from idea stage to that of executing the same.



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Mr. Rajesh (External)

SESSION: GOAL SETTING / CREATING A ROADMAP

Industry being flooded with companies has resulted in creation of job as well as job opportunities for aspiring students looking for a career opportunity in corporate. Educational institution to keep in pace with the industry requirements introduce various professional, technical and certification courses to equip and mould the students for employability and efficient career growth. Students being flooded with options for pursuing higher education and related job opportunities often tend to have ambiguity in terms of their career choice, professional goals and how they can go about achieving the same. Goal Setting / creating a roadmap session mainly focused on helping the students to get the reflection of who they are and what they aspire to be in future. Students went through some goal setting activities, which helped them in setting their vision and the prerequisites they will have to work on in order to achieve the same. Speaker gave input on how an individual is required to adopt a systematic and categorical approach by dividing their vision into short term objective and set the roadmap to achieve the same. Session also gave insight on development of various aspects required for goal attainment, which includes interpersonal skills, linguistic abilities, leadership skills, intellectual ability etc.

OBJECTIVE / OUTCOME

- To set priorities in their academic and professional life to achieve their goal
- To help them set a roadmap towards their goal attainment.
- Make the students understand the importance to review and monitor their contribution towards goal attainment



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Ms. Susmitha (Assistant Professor)

ACTIVITY : SUCCESS WIND

The students were asked to review the quarterly published reports of different organizations which helped in developing financial acumen skill. The main objective behind that was to avoid fear in Finance area where the students were afraid of numbers, play with numbers and tackle the balance sheet. Group presentation was done by the Students.

Knight says make improving your financial skill *a survival issue*. Every time you are paid, your organization makes less profit, then you need to think about what you can do to help the company remain profitable or be more so.

The objectives of the Session

- To understand the importance of **Finance** Concept
- To develop judgement skill
- To cultivate the ability to interpret the numbers in the financial statement for Quick Decision making



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Prof. Samiya Mubeen , Prof. Chaitra

ACTIVITY : PUBLIC SPEAKING

Communication is backbone for an individual both in personal and professional life. Communication helps people to let the world known about their thoughts, ideas, develop intellectual network for their professional upliftment. With bottle neck situation in the job market and perform or perish at work being the only way to sustain, has made communication skill a crux for professional success. MBA students are future intellects, who will be vested with managerial and leadership responsibilities for which they are required to communicate with employees, represent their organization to internal and external stakeholders. Gloss phobia or speech anxiety, stage fear are few of the common problems faced by most of the students, it can be a nightmare to them if their job demands public speaking. Session on public speaking focused on improving student's ability to communicate among large group of people by conducting few activities such as impromptu game, continuous story, action story etc. Students were given input based on their performance in activity and areas for improvement

OBJECTIVE

1. To help students increase their self-confidence
2. Make the students understand the importance of communication skill for professional growth.
3. Help students to develop their public speaking skills.



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Winners of Semi-Finals of International B-Plan Competition of IIM-K Echoes 2k19-20



International Institute of Business Studies, Bangalore, hosted the semi-finals for IIM-Kozhikode International B-Plan Competition Echoes 2k19-2020 Selection Round two days Workshop on 26th & 27th Sept. 2019.

Dr. Arpitha Velanky, after intensive training and assessment, selected the finalists among the IIBS MBAManagement students. The two days comprehensive workshop assessed all the participants, on the basis of their Intellect, presence of mind, and several other factors. The overall performance was considered.

On day one, session one onwards, the competitiveness was seen as the Indian Institute of Management- Kozhikode would be the final ground for the students of the **B-school** to showcase their abilities.

On the second day, the pitching and the approach mattered a lot. The individual interaction gave a lot about fresh minds. The handling of situations, and the ways participants' competitiveness to perform and outperform others was significant.

The semi-finalists chosen will be sent to the IIM-Kozhikode Campus, for the Finals.

1. Alston Sebastian D'Souza

The Semi-Final round winners would be going to Finale of Echoes 2k19-2020 at IIM-Kozhikode in Jan/Feb 2020.



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MOM -2020

Workshop on Stock Exchange & Trading by Motilal Oswal Group



Motilal Oswal Group conducted workshop on *Stock Exchange and Trading* for MBA 2020 Batch of IIBS students Bangalore. It was a great learning opportunity for students as they got detailed information on trading and investing procedure.

The four hours long workshop was informative, conceptual and had a practical sense of relatability. The MBA students were shown livestock reports of companies like ITC, Colgate, Palmolive ltd and Eicher Motors. The also explained the ways of investing in various areas like- equity market, currency trading, the commodities market. Every possible way of investing was clearly explained by the company.

At the end of the program, MBA students were given free access to the live official stock reports published in the portal of Motilal Oswal. The also offered opening of free Demat account to start trading in real time.

The workshop with the Motilal Oswal Group was an absolute success benefitting the IIBS MBA students in the field of Investments and Trading, irrespective of their area domain.

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Great Advertisement Ideas - Crazy Ads



To fire up imagination & creativity. They learn teamwork. Crazy ads were conducted for the MoM in the **MBA** batch of 2020 at IIBS Bangalore Campus. The class was divided into teams of five. Every team was given a product, on which they had to create an ad. The ad also was to be enacted using all the members of the team.

To give an idea of the creativity needed they were shown a video clip involving many ads like Center Fresh, Fevicol etc. After the product was given, the teams started planning for the enactment. The teams worked on preparing the ad separately so that each team was planning their own uniqueness.

The team worked on the enactment of the ad for about forty-five minutes, with each person of the team participating actively. In fact, no resources were given, but the outcome was very interesting. The ads were brought about imaginatively. The **IIBS** MBA students enjoyed working together on their projects at hand. Ultimately they said it was fun. They also took videos to cherish the beginning of their MBA journey.

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Make it or Break it



Make it or Break it session provided the students about the professional business knowledge and enhancing their communication skills, Coached the students on Teamwork & leadership capabilities and also to higher analytical thinking. The session was planned by Ms. Chaithra, Assistant Professor.

“Make it or Break it” session would be providing students with the professional business knowledge and enhancing their communication Skills. Impart training students on Teamwork & leadership capabilities and also to higher analytical thinking.

The sessions with case studies would focus on:

- How do you “really learn” the insights of business?
- Business leadership is all about:
 - Smart thinking
 - Out of the box thinking
- Start your **management education** “by doing”!
- Disruptive Innovation
- The way ahead: Successful Entrepreneurs to Motivate

The sessions of games would give a sense of practical applicability of the subject and the concepts that are learnt. Some examples of such games include:

1. Time Management Game

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2. Paper planes: This game helps in recalling the topics of the talk by the faculty and engaging everyone.
3. The “I”s Have It: Why do so many of us have difficulty avoiding the use of ‘I’ in conversation? This game would hence illustrate how we tend to be more self-centred than we may have thought and to demonstrate the importance of focusing on the other person/s.
4. Building Towers: This game illustrates how teams use the available resources, who plays a leader’s role and who are their followers, how they act as a team.
5. Quiz on entrepreneurship.



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Self Branding and Positive Thinking

Branding Demands Commitment; Commitment to continual Re-Invention; Striking chords with people to stir their Emotions; and Commitment to the imagination. It's easy to be cynical about such things, much harder to be successful. But this is possible with Positive thinking. Love yourself, stay positive and happy, once you replace negative thoughts with positive ones, you'll start having positive results. Prof. Chaitra has given a clear picture of how positive thinking leads to Self Branding.

The objectives of the Session

- To understand commitment towards the task.
- To cultivate Positive thinking.
- To create Self Branding



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Deal or No Deal



Deal or No Deal is an activity conducted for MBA student batch 2020 by **Dr.Samiya Mubeen** where IIBS students are made to take decisions under **uncertainty**. She encouraged the students to take the risk and make a wise decision. The activity encountered in the rich discussions like risk, utility, and probability. The activity is easy to learn and fun to play in class and usually receives a strong positive response from students. Risk aversion decreases after earlier expectations have been shattered by unfavourable outcomes or **surpassed** by favourable outcomes. Finance quiz is prepped to boost student knowledge.

The ideas of finance quiz are used along with quantitative procedures to evaluate risk-taking capacity and decision making as in the team and to win as a team. Decision making is a process of selecting the best among the different alternatives is taught for students in this activity. Before making decisions all alternatives student learn to evaluate from which advantages and disadvantages are identified. It helps them to make the best decisions among alternatives.

Objectives of Deal or No Deal

- To analysis the risk factor and making the best decision
- To achieve, preserve and avoid risk while deciding in stipulated time.
- To analysis the success and failure ratio for making wise decisions.

Decision making plays a significant role to implement the managerial function. Without proper decision making, it is very different to make managerial function decision such as planning, organizing, directing, controlling, staffing. Decisions can evaluate based upon the


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performance. When the decision is correct it is understood that the manager is qualified, able and efficient. When the decision is wrong, it is understood that the manager is disqualified.

Selecting the best alternatives available is very important if you are performing. The successful operation of business leads every individual; departments and organization on decision making and risk-taking.

A handwritten signature in black ink, appearing to read 'T. Jamm', is written over a light blue rectangular stamp.

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AMACE – A Management Activity for Creativity Enhancement



AMACE is a creativity-enhancing activity that is more entrepreneurial in nature. The participants are encouraged to showcase their artistic skills, imagination, creativity, innovative ideas incorporating them in the 3D modeling of industries new or existing, and presenting the business plan, facts & figures. Business solutions are the basis for start-ups that are gaining a lot of prominences these days. It is basically an event that improves students' creativity skills & practical approach which motivates students to create new innovative ideas. This entire session was handled by Prof. Kuldeep Sharma.

Objectives:

- Learning to present the idea and difficulties faced such as time constraints & meeting the deadlines etc
- To know each other, not only by names but also by work habits & knowledge
- Encouraging to use items from waste & recycling to save the environment

Outcome:

Teams came up with their best business ideas for multiple industries. Some of them were the In-house Industry for farmers, the Model on Deforestation due to urbanization, the In-house tea production industry, the Hybrid organic farming complex, etc.



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Students had a very interactive session with corporate persons who are working with reputed organizations. Mr. Hemant Swarnkar ,Data Analyst, ICRI gave insights into Marketing profiles in the corporate world. He also shared how he transformed his career from being an in Marketing to now being a Business Analyst also, getting a high salary hike from 4L package to now getting 10L package annually.

Miss Anila Anand, HR Head, OPPO spoke to the students about the corporate H.Rs' life.. She shared some interview tips with our students..


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Light Moments

After the productive managerial sessions, we had an ice-breaking session planned for the students. All the students participated in some fun games like Dumb Charades, Antakshari, etc. This session was handled by Prof. Manoranjan, Placement Officer. Students had lots of fun and felt light. Also, students got a chance to get comfortable with each other as well as the faculty.

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Logistics Technology trends 2020



In Association with



Presenting Student Webinar

LOGISTICS TECHNOLOGY TRENDS 2020

&

WOMEN IN LOGISTICS



Shobha Satish
Director - NILA

Date: 01.08.2020

Time : 11:00 AM



Paniraj Murthy
CEO - NILA

Click here to register

<https://forms.gle/AXvZDw1NFAfXXPkY6>



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Rotary
Bangalore
Heritage NCC



Online Session

Sunday

29/11/2020

Time: 10:30 a.m. - 11:30 a.m.



Facilitator

Rtn Arun Tanksali

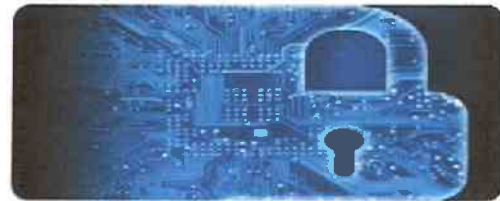
Co-founder and CTO of Nearex Technology Pvt. Ltd



Topic

Secure your digital presence – payments and other aspects of online activities

Session link will
be
communicated
shortly



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Management Orientation Module 2021

Inaugural session



. The MBA class of 2021-2022 began their MOM programme on 28-12-2021. The ceremony began with dignitaries, faculty members, and a few students lighting the lamp. Prof.Kuldeep Sharma, gave a warm welcome speech to the new MBA class of 2021-22. He also discussed the importance and responsibilities of the Management programme.

Mr.Braj Kishore Gupta, an international motivational speaker, was the session's special guest. He discussed how to improve one's talents and abilities, as well as how to change one's personality. Prof.NSR Murthy, addressed the students and detailed the sessions. Dr.Rajasulochana,, and Mr.Maheshwar Reddy, Director(Admissions), gave the congratulatory address.

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Ice-breaking session



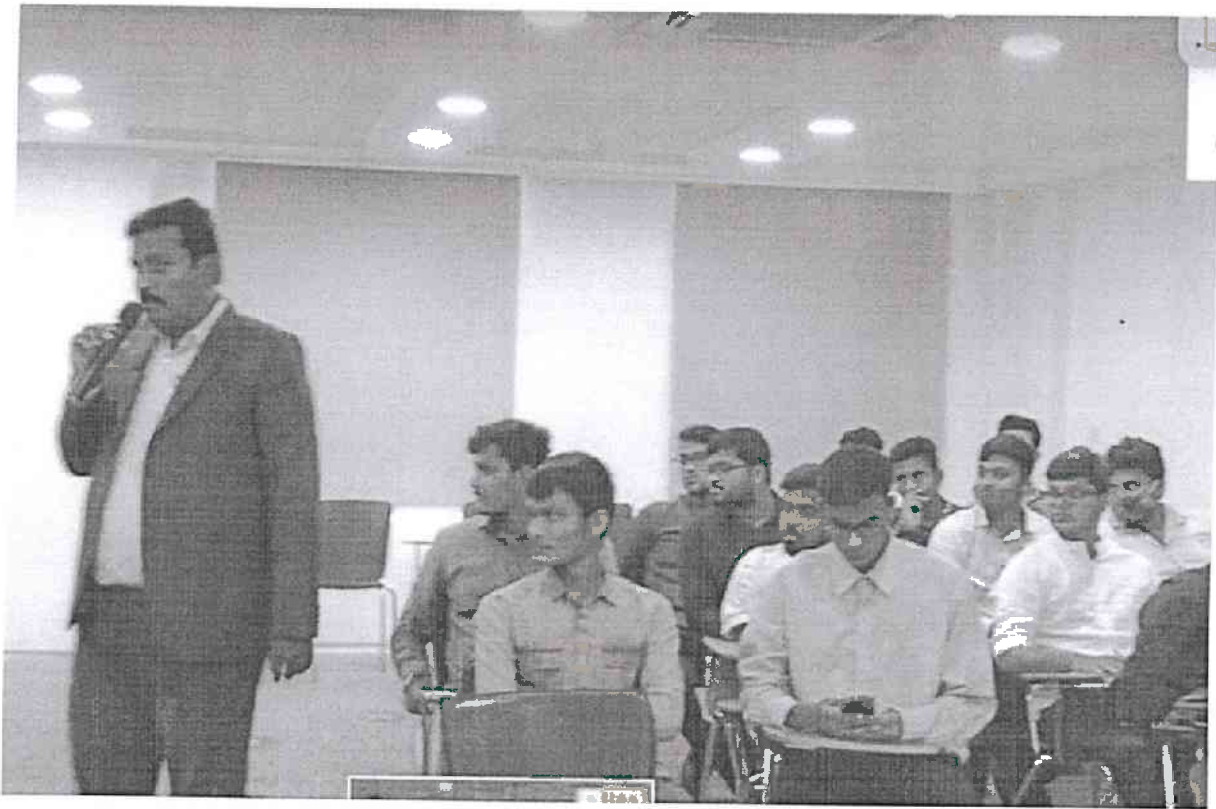
The session was conducted by Dr.Rajasulochana AL. It was a session designed to encourage the group's members to begin the process of becoming a team. The basic goal of Icebreakers is to enable the members of the group get to know each other through games. This is a team-building activity. Icebreakers are enjoyable activities that help individuals get to know one another.

Students from all origins and cultures will learn to understand each other and form bonds. People must form rapid bonds in order to collaborate toward a common goal. As a facilitator, we are also aware of the students' strengths and weaknesses. IIBS is an excellent platform for students from various backgrounds to engage with one another, learn about diverse cultures, and adapt to changes in order to succeed in the corporate world. During the MOM program's Ice Breaking sessions, students had a blast and were fully engaged.

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Light Moments



After the productive managerial sessions, All the students participated in some fun games like Dumb Charades, Antakshari, etc. This session was handled by Prof. Manoranjan, Placement Officer. Students had lots of fun and felt light. Also, students got a chance to get comfortable with each other as well as the faculty.

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Subject Orientation (Finance)

What are the subjects in MBA finance – session by Dr.Samiya Mubeen

The finance syllabus in management education consists of both core and elective subjects. MBA in Finance specialization has very interesting subjects which start from the basics of accounting and financial management to the very advanced level of derivative management to bitcoins evaluation. The program is intended to support students who wish to pursue a professional career in the area of finance.

Master of Business Administration in Finance is a two-year (4 Semesters) program, specializing in various aspects of finance, including financial planning analysis and control. It also lays emphasis on relevant areas of Accounting, Taxation, Strategic finance, Capital markets, and Investment. In the first year of MBA Management, accounting and financial management will be taught to the prospective candidates and in the second year Accounting and taxation, investment banking, securities & commodities trading, financial modelling, risk management, financial consulting, catastrophic insurance and applied research.

The Program offered in IIBS will help to prepare students for the best career in advanced accounting and taxation, investment banking, securities & commodities trading, financial modeling, risk management, financial consulting, project appraisal & management, and applied research.



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AVISHKAR



It was a session by Prof. Kuldeep Sharma. It is an activity of recycling of waste product or recovery operation by which waste materials are reprocessed into new or same products.

OBJECTIVES:

- A key component of modern waste reduction
- It aims at environmental sustainability by substituting raw materials input into and redirecting waste outputs out of the economic system
- Prevents pollution by reducing the need to collect new raw materials.

PRODUCT DESCRIPTION:

- **PRODUCT NAME - Bird bath cum planter.**

Team members- Balasubramaniam, Vedant nagori, Nikhil Ray, Pavitra reddy, puniya, Akil, Dhaval Bhansal.

- This product serves for bird bath and planter.
- There are two containers made out of recycled plastic.

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Aptitude lesson plan

Week-1

Day	English Language	Quantitative Aptitude	Reasoning Ability
1	Reading Comprehension (Understanding the basic technique of solving questions)	Profit and Loss	Coding –Decoding (Letters and Numbers)
2	Reading Comprehension (Practice topics from banking and economy)	Simple Interest	Coding –Decoding (language based and comprehension-based)
3	Reading Comprehension (Practice Topics from Social, Technology and Science etc.)	Compound Interest	Blood Relations
4	Reading Comprehension (Misc. Topics)	Ratio and Proportion	Syllogism (normal)
5	Fill in the Blanks (Single and Double Fillers)	Mixture and Alligations	Syllogism (negative and positive possibilities)
6	Cloze Test (Practice Session)	Simplification (Practice Session)	Syllogism (Misc.)
7			



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Week-2 plan

Day	English Language	Quantitative Aptitude	Reasoning Ability
1	Basic Rules of Grammar (Tenses, Articles, Parts of Speech etc.)	Number System	Seating Arrangement (Linear)
2	Grammar (Subject-Verb Agreement, degrees of comparison, participles and gerunds, infinitive etc.)	Linear Algebra and various formulae	Seating Arrangement (Circular)
3	Basics of Error Spotting (Application of grammar rules and syntax rules)	Quadratic Equations, Polynomial Functions etc.	Seating Arrangement (Mixed)
4	Error Spotting (Advanced level)	Algebra (Misc. rules)	Puzzles (With one variable)
5	One Word Substitution	Mensuration (2-D figures)	Puzzles (With more than one variable)
6	Homonyms	Mensuration (3-D figures)	Puzzles (Advanced level with comprehension related problems)
7			



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Week – 4 plan

Day	English Language	Quantitative Aptitude	Reasoning Ability
1	Confusing Words – At a Glance with spellings and applications	Time and Work (Men and Days based)	Non-Verbal Reasoning (paper cutting and folding, analogical figures etc.)
2	Sentence Improvement (Based on basic rules of grammar)	Time and Work (Pipe and Cistern based)	Non-Verbal Reasoning (Mirror Image, Hidden Images etc.)
3	Misfit Sentences (Understanding the logic and Practice Session)	Geometry (Triangle Properties)	Non-Verbal Reasoning (Misc. based on previous year papers)
4	Sentence Completion (Practice Session)	Geometry (Properties related to squares, rectangles, rhombuses, parallelograms, trapeziums etc.)	Analytical Reasoning (Statement and Conclusion problems)
5	Phrase Replacement (Practice Session)	Geometry (Properties related to circles, tangents etc.)	Analytical Reasoning (Statement and Argument Problems)
6	Miscellaneous Topics based on		Analytical Reasoning (Misc.)


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Redefining Leading Talents

IIBS

	Previous Year Papers	Geometry (Misc. such as angles, sides etc.)	
7			

Week – 5 plan

Day	English Language	Quantitative Aptitude	Reasoning Ability
1	Revision of chapters from first and second week	Trigonometry (Ratio of angles, formulae etc.)	Revision of chapters from first and second week
2		Trigonometry – Height and Distance	
3		Approximation problems	
4		Revision of first week chapters	
5			
6			
7			

Week – 6 plan

Day	English Language	Quantitative Aptitude	Reasoning Ability	General Awareness
1	Revision of chapters from 3 rd and 4 th week	Revision of chapters from 2 nd and 3 rd week	Revision of chapters from 3 rd and 4 th week	Current Affairs (4 th last month)
2				
3				Current Affairs (5 th Month)
4				

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5				Current Affairs (6 th month)
6				
7				

Week – 7 plan

Day	English Language	Quantitative Aptitude	Reasoning Ability
1	Solving of questions from any standard grammar / RC book (chapters of 1 st and 2 nd week only)	Revision of 4 th week chapters	Question-solving (1 st and 2 nd week chapters)
2			
3			
4		Solving of Questions (1 st and 2 nd week chapters)	
5			
6			
7			




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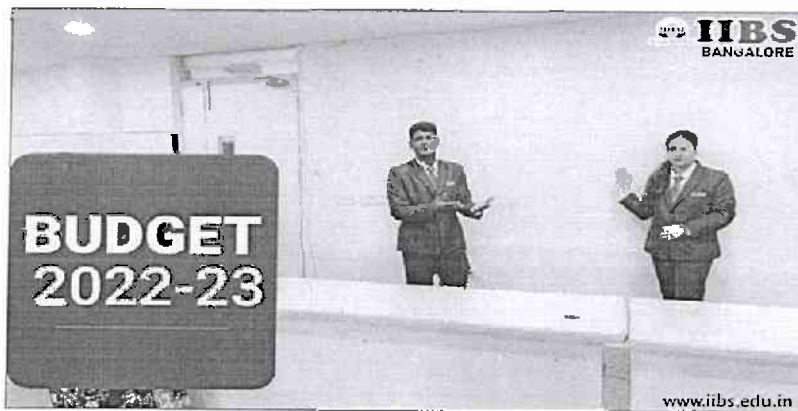
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Week – 8 plan

Day	English Language	Quantitative Aptitude	Reasoning Ability
1	Question-Solving (3 rd and 4 th week chapters)	Question-solving (3 rd and 4 th week chapters)	Question-solving (3 rd and 4 th week chapters)
2			
3			
4			
5		Revision of weak areas	
6			


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BUDGET REVIEW 2022-23



Prof.Susmitha, organised a session on review of budget 2022-23

Union Budget is the annual financial statement that gives insights into the government's receipts and expenditures for that fiscal year. The Budget is allotted for the upcoming fiscal year.

INDIA'S FIRST BUDGET: The Budget was first introduced in India on April 7, 1860, when Scottish economist and politician James Wilson from East India Company presented it to the British Crown. Independent India's first budget was presented on November 26, 1947, by the then Finance Minister R K Shanmukham Chetty.

Economy: Capex target expanded by 35.4 percent — from Rs 5.54 lakh crore to Rs 7.50 lakh crore. FY23 effective Capex seen at Rs 10.7 lakh crore. India's growth is highest among all major economies; we are now in a strong position to withstand challenges. The goal is complementing macro-growth with micro-all-inclusive welfare, digital economy and fintech, tech-enabled development, energy transition, and climate action.

Jobs: ECLGS extended till March 2023, 60 lakh jobs eyed in next 5 years. Efforts of central, state governments lead to jobs, entrepreneurial opportunities. Digital ecosystem for skilling and livelihood to be launched. This will aim to skill, reskill, upskill citizens through online training. API-based skill credentials, payment layers to find relevant jobs and opportunities.

Duties on Industry: Import duty on certain chemicals being/to be cut. Customs duty exemption on steel scrap will be extended for another year for MSMEs. Will revoke customs duty on stainless steel, flat products, high steel bars. Beginning October 2022, unblended fuel to get an additional duty of Rs 2/litre. Import duty on cut and polished diamonds and gemstones to be cut 5 percent and on the sawn diamond to nil. Customs duty concessions are to be given to certain consumer electronic devices to promote manufacturing across wearables, wearables, and specific mobile phone components. PGDM in Bangalore

TAXES: Govt vows a stable and predictable tax regime. Govt to provide a one-time window to correct omissions in ITRs filed, updated returns to be filed within 2 years. Any cess or surcharge on income is not allowed as business expenditure. 1 percent TDS on transfer of virtual assets above a threshold, gifts to be taxed. Surcharge on long-term

capital gains capped at 15 percent. The government will tax income from digital asset transfers at 30%. No deduction is allowed while computing income except the cost of acquisition. Loss cannot be set off from any other income. Gift of cryptocurrencies to be taxed at receiver's end. A new provision to allow taxpayers to file an updated return. Updated returns can be filed within 2 years from the end of the relevant assessment year. Alternate Minimum Tax for cooperative societies to be cut to 15%. The proposal will reduce the surcharge on cooperative societies to 7%, for those whose income is between Rs 1 crore and Rs 10 crore. Tax deduction limit increased to 14% on employers contribution to NPS account of state govt employees.

ELECTRIC Vehicles: Battery swapping policy to allow EV charging stations for automobiles will be framed. The private sector will be encouraged to create sustainable and innovative business models for battery and energy as a service, improving the efficiency of the EV system.



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Industrial Visit to Indian Space Research Organization



Department of MBA, International Institute of Business Studies organized industrial visits to the Indian Space Research Organization (ISRO), Bangalore on 02.12.2022 & 03.12.2022 to I SEM MBA students. A total of 151 students and 6 faculty visited and gained knowledge about ISRO, Bangalore.

ISRO Satellite Centre (ISAC) is the lead center of the Indian Space Research Organization (ISRO) responsible for the design, development, assembly & integration of communication, navigation, remote sensing, scientific, and small satellite missions. Scientist Mr. H L Srinivasa explained each and every display unit kept for the exhibition

It includes the models of the first Indian satellite Aryabhata, APPLE, INSAT series, etc. Satellites are basically of two types- Indian Remote Sensing (IRS) satellites and communication satellites. Remote sensing satellites are useful in activities like fishing (identifying places in the sea where fish can be found) and warnings about cyclones. During cyclone Hudhud, damage to human life was made minimal due to warnings.

IRS-1A was the first remote sensing mission undertaken by the Indian Space Research Organization (ISRO). It was a part-operational, part-experimental mission to develop Indian expertise in satellite imagery. Mr. Srinivas explained the various features of the rockets. Mr. H.L.Srinivasa also explained about different other satellites including the oldest Apple satellites and the later satellites with solar panels, solar sail, and minor rockets present on the satellites for adjusting their positions in space. The reason for gold color coating on the satellites for handling extremes of temperature was explained.

The Industrial Visit was a great benefit for the students to directly understand about the various concepts of satellite and space missions management by ISRO.



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CONSUMER BEHAVIOUR ANALYSIS BY USING RESEARCH METHODS

Student Centric Activity-HBR CASE REVIEW

Date of Event -18/5/22

Introduction-

Consumer Buying Behavior refers to the actions taken (both on and offline) by consumers before buying a product or service. This process may include consulting search engines, engaging with social media posts, or a variety of other actions. It is valuable for businesses to understand this process because it helps businesses better tailor their marketing initiatives to the marketing efforts that have successfully influenced consumers to buy in the past.

Variety of factors go into the consumer buyer behavior process, but here we offer just a few. Taken separately, they may not result in a purchase. When put together in any number of combinations, the likelihood increases that someone will connect with a brand and make a purchase. Four factors influencing consumer buying behavior are:

Cultural Factors - Culture is not always defined by a person's nationality. It can also be defined by their associations, their religious beliefs or even their location.

Social Factors - Elements in a person's environment that impact the way they see products.

Personal Factors - These may include someone's age, marital status, budget, personal beliefs, values, and morals.

Psychological Factors - A person's state of mind when they are approached with a product will often determine how they feel not only about the item itself but the brand as a whole.

Type of experiential learning:

Field survey through group activity by visiting nearby retail outlets to study the consumer buying behaviour process and influences for a particular product.

Experiential learning is outside the college premises followed by group discussion in the classroom.

Objective:

To encourage students for understanding the buying behaviour displayed by the consumers before making the purchase decision and after consuming the product for developing strategies to influence buying decision.

Course of Execution:

1. Faculty should divide the students into 10 Groups.
2. Ask each group to select a particular product covering all the categories of product like – Mobile phone, washing machine, Car, Bike, Lap top, Camera, Any one FMCG product, Apparel, sports item (Decathlon) and Footwear.
3. Faculty member should prepare the list of requirements needed for conducting the survey and distribute the materials for the respective groups.
4. Students should prepare a questionnaire and take the print out.



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III-Consumer Innovativeness and Personality

Consumer innovativeness is a construct that deals with how receptive consumers are to new products. Consumer innovativeness has been defined as a predisposition or propensity to buy or adopt new products or a preference for new and different experience. Influence of personality traits on innovativeness focuses primarily on innovation performance or an individual's propensity to accept innovative new products. However, very few studies have studied innovativeness in the context of an individual's willingness develop new ideas and experience new things. Even fewer studies have addressed its influence on satisfaction with life, despite innovativeness being a significant predictor of satisfaction with life.

Type of Experiential learning:

Plan-A: Case study analysis

Course of Execution:

1. Faculty member should divide the students into 5 groups.
2. Each team should select a company which are innovative in product design like 3M, Bosch, MI, Apple
3. Teams Should Analyse it dimensions, Risks of invention, state specifically the reason for success and make report and present in the class.

Plan-B- Group Discussion

Course of Execution:

1. Faculty members should divide the students into 5 groups.
2. Each group should discuss on consumer innovativeness and interest for 10 minutes.
3. Faculty member should moderate the group discussion.

IV-Consumer delight and Complaint behaviour

Delivering quality to customers in a competitive marketplace dictates the need to continually enhance a customer's experience and satisfaction. However, evidence indicates that satisfying customers is not enough to retain them because even satisfied customers defect at a high rate in many industries. customer delight and outrage emotions more intense than satisfaction or dissatisfaction may lead to a better understanding of the dynamics of customer emotions and their effect on customer behavior and loyalty. Such behaviors include actively choosing to purchase exclusively from one business and offering word-of-mouth support or unsolicited advocacy.

Objective-

Students can understand the expectations and requirements customers. Determining how well organisations and its competitors are satisfying these expectations and requirements. If customer are not satisfied, what is the complaint behaviour towards the product administrated?

Plan –A Case Study Analysis in Service Industry

Course of Execution:

1. Faculty members should divide the students into 5 groups.
2. Each team should select a company from service sector/products/Example- The ITC group and the Tata group, in particular have literally cornered a huge percentage of market share in the Five Star hotel segment - will mean doing something unique to occupy a huge mind space in the minds of millions of customers.



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OF BUSINESS STUDIES
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IAS/ IPS officer
with a **US Degree**
(BBA/BCA/B.C./M.A) + IAS/IPS
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T. J. Jayaram
Principal
International Institute of Business Studies
3, Yashwantrao Chavan Road, Jala Hobli
Bangalore 560012, India
984513137



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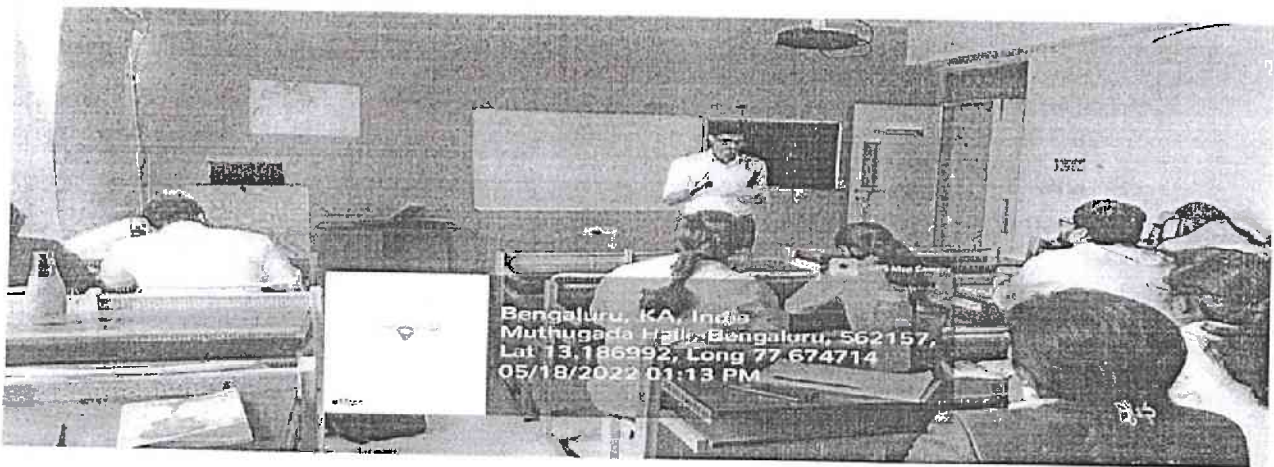
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EXPERIENTIAL LEARNING IN BUSINESS RESEARCH METHODS

FACULTY INCHARGE –Dr.M.kethan

Experiential learning is a method of imparting education through first-hand experience to the learner. This differs from the traditional academic classroom setting by making the learner to acquire skills, knowledge, and experience. The Experiential learning includes internships, field research activities, field trips, abroad studies and service-learning projects. The major purpose of the Experiential Learning methodology is engage the learner's emotions as well as developing their knowledge, skill and competency to develop a successful carrier. It enhances the students' ability in playing an active role in the learning process which leads greater gratification in .Building high performance team, developing the leaders, Improving Communication Skills and Turning the line managers into powerful coaches.

The experiential learning methodology enhances the learners' engagement to the subject, enriches deeper learning and improved outcomes on academic and personal skills which are required to build a successful career. Through the increased effectiveness of learning the students develop ability on the critical thinking, develop enhanced systematic problem solving skills and data based decision making ability. Experiential learning is also a process through which students develop knowledge skills and value from direct experience and the process of learning consists of four theoretical components.



Experiential Learning on innovation management –on innovative marketing Procedure of Innovative products. Marketing any product or service is vital to its success, highlighting the benefits of your product or service to existing and potential customers.

To develop a keen understanding of where your innovation is positioned in the marketplace. This will provide the basis of a marketing plan for both the initial launch and beyond.


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Innovative marketing concept is all about conducting market research into customer needs, behaviours and trends, develop a prototype or changes within product designing, launching a new product in a unique place, pricing the product in a unique way, promoting products in an unconventional way.

Develop a marketing plan

Establish your marketing objectives

Use everything you have learned from your market research to identify target customers and key markets.

Establish what you want to achieve from your marketing. If you are an early stage start-up with no existing customers, you need to market the benefits of your offering to create demand among new customers.

Once you have built a customer base, you should aim to retain it and encourage customers to spend more with you - either through buying greater volumes, range of products or by purchasing more expensive items.

Build the marketing plan

Clarify which features provide the benefits that customers want.

Concentrate on the unique selling proposition (USP), as opposed to the "me too" features. For example, any supplier can claim to provide a reliable, high-quality service.

Know who your customers are

The ultimate end user may not be your customer. You may need to market and sell to an intermediary. Distributors are close to your customers and can provide invaluable feedback. Listen to their problems and suggestions.

Customer relationship management (CRM) systems will help you to develop your customer database and carry out targeted marketing campaigns.

Set out the activities and tactics you intend to use to reach customers

Identify ways to reach your target customers. Most products and services are not suited to a mass market, and do not have universal appeal.


PR in local and national media can generate awareness and interest.



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Workshop On
Finding the Leader named "You" –Dr. Rahul Das

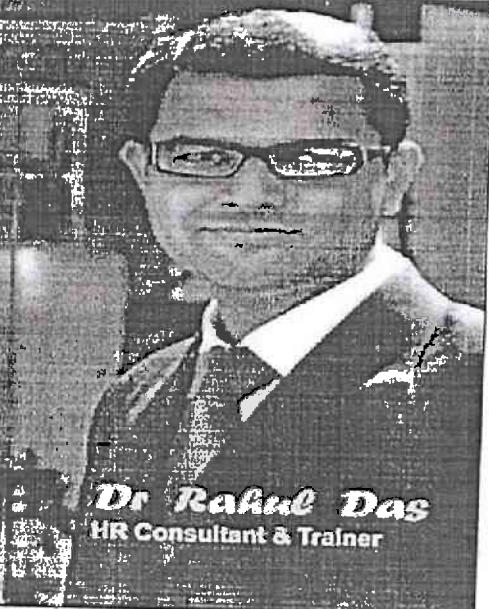
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Affiliated to Bengaluru City University #75, Muthugadahalli, Bangalore North Jala Hobli, Near International Airport, Bangalore-562157

Workshop on
Finding the leader named
"you"

20th July, 2022
@ 10.00 to 1.00 pm

EVENT CO-ORDINATOR
Dr. M. Kethan,
Associate Professor
Dept of MBA
Mr. Mahabub Basha S
Asst. Professor
Dept of B. Com

Venue :
Seminar Hall - 1,
IIBS Airport Campus



Dr. Rahul Das
HR Consultant & Trainer

I didn't want it to be a preachy talk with giving them inputs on how to be a better leader. That usually doesn't work and what I chose to do instead was look at my own life and use my personal experiences to tell them what had helped me on my journey to be a leader to begin with and to be a better one as I grew in my career.

So, I had to learn early on what it meant to manage people and ensure that you played a role larger than that of a boss and contribute to their careers long term.


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As part of my address, I decided to jot down some words that I would use to tell them my story and how they could use these words to propel them in the right direction on their personal journeys.

I thought I should pen them down and share them here and here's the first part of the series:

Courage and confidence

When you are a leader, you can't let fear hold you back. If I had at any point thought that I am too young and thought about hierarchy and not stood up and had stayed in the by-lanes, I would never have been heard. I was also straightforward and didn't know filters, so I spoke my mind then and I speak it now. I do this knowing fully well that I could be wrong or that there could be as powerful opinions as mine on the exact opposite side of the spectrum and that I am always learning.

You need both courage and confidence to do the right thing and speak your mind and stand up and say it! This has truly helped me every step of the way. Having the confidence to approach anyone, to speak the truth, to take conflicts to the source and the courage to live by example and stand up not just for yourself but for people around you.

Exposure, experience and teamwork

Often, people tend to confuse the number of years a person has spent doing something with the true experience the person has. I have had a lot of situations in my life, when people judge me basis my years of experience and don't look at the actual body of work I have managed to do. I have also been told on two instances, of two job interviews at the closure stages that I was not picked because I was too young, and the existing team had people with more years of experience than I did, who would have to report to me.

So, know that exposure and experience are paramount and every opportunity that comes your way is a way to learn something new and challenge the status quo and use it to glean all that you can.

Teamwork is a great teacher; it gives you so much insight into people and the way they work and you cannot work alone even as an entrepreneur, so its always good to learn how to manage and work with teams, alongside them, leading from the front or leading from the back... I have worked with the best of teams across my career and I have had teams who have been supportive, encouraging and enthusiastic with all my madness and ideas and I am sure I have learnt a lot more from them than they probably have from me.



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Prepared By
Mr. Mahabub Basha S

Signed By
Ms. Sneha R

Approved
Dr. T. Jaggiah

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Webinar On

“Begin your journey to be a leader” –Dr. Rahul Das

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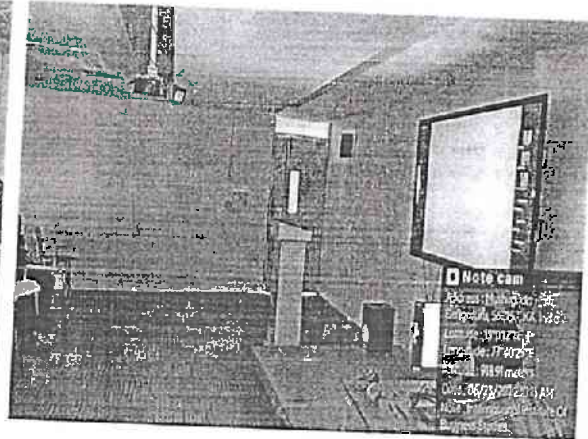
**Webinar on Leadership skills
 'Begin your Journey to be a Leader'**

**23rd June, 2022
 @ 10.00 to 11.30 am**

CHIEF PATRONS
 Prof. Kuldeep Sharma
 Director IIBS
 Dr. Raja Sulochana
 Principal-MBA IIBS

EVENT CO-ORDINATOR
 Dr. M. Kethan
 Associate Professor
 Dept of MBA

Dr. Rahul Das
 HR Consultant & Trainer



I didn't want it to be a preachy talk with giving them inputs on how to be a better leader. That usually doesn't work and what I chose to do instead was look at my own life and use my personal experiences to tell them what had helped me on my journey to be a leader to begin with and to be a better one as I grew in my career.

So, I had to learn early on what it meant to manage people and ensure that you played a role larger than that of a boss and contribute to their careers long term.

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As part of my address, I decided to jot down some words that I would use to tell them my story and how they could use these words to propel them in the right direction on their personal journeys.

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So, know that exposure and experience are paramount and every opportunity that comes your way is a way to learn something new and challenge the status quo and use it to glean all that you can.

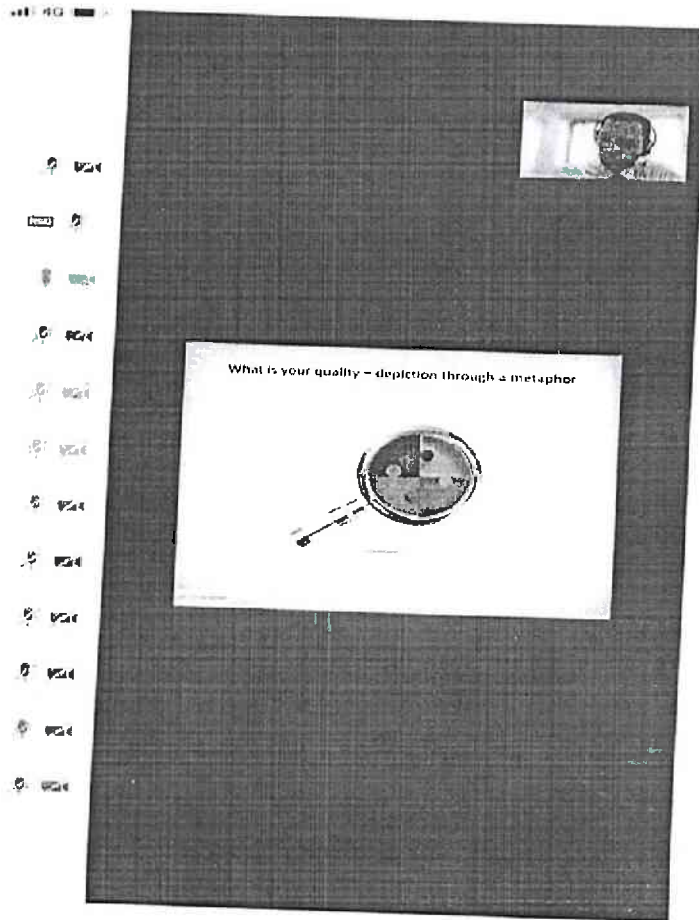
Teamwork is a great teacher; it gives you so much insight into people and the way they work and you cannot work alone even as an entrepreneur, so its always good to learn how to manage and work with teams, alongside them, leading from the front or leading from the back... I have worked with the best of teams across my career and I have had teams who have been supportive, encouraging and enthusiastic with all my madness and ideas and I am sure I have learnt a lot more from them than they probably have from me.



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- 10:15
- Close Participants (40)
- Q Search
- DK Dr Kethan Manyam (mo)
 - Ashok Matcha (Host)
 - DR Dr Rahul M Das
 - ADARSH Khyma
 - akhil sai
 - Amar
 - B. Naveen kumar
 - Baba S M
 - Balasubramanian P.G
 - Bharath Kumar Reddy
 - Deepak Kumar
 - GK Gopala Krishnan
- Invite



Prepared By

Dr.M.kethan

M. Kethan
23/6/22

Signed By

Dr.Raja Sulochana

Raja Sulochana
23/6/22

Approved

Prof.Kuldeep Sharma

Kuldeep Sharma

T. Jani

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**One Day Trekking Program for MBA Students organized by Dept. Of MBA incollaboration
with the Department of Physical Education**

Dated: 30th of July, 2022 (Saturday)

Patrons: *Prof. Kuldeep Sharma*
Dr. Raja Sulochana

Organizers:

Prof. Rajesh A.V

Dr. M. Kethan

Student Coordinators

Mr. Sudheer

Mr. .Sai Sujith

Mr. Amar

A Report

The Dept. of MBA in collaboration with the Department of Physical Education organized a 'One Day Trekking Trip' to Akkayamma Betta for II SEM MBA students on 30th of July, 2022.

The trip commenced from the college campus at 9:30 am and a total of 42 students along with 2 Faculty Members and a bus driver participated in it.

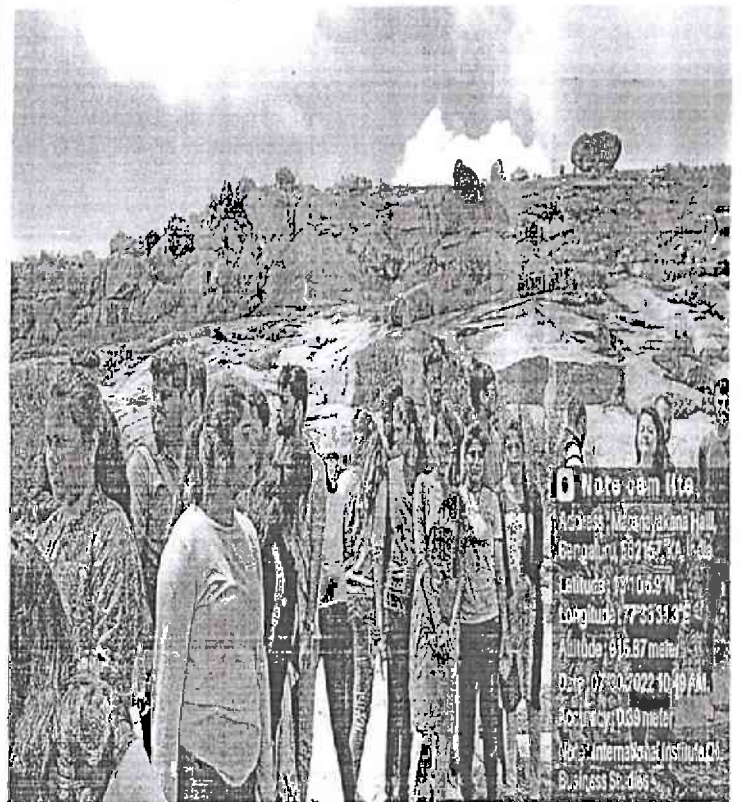
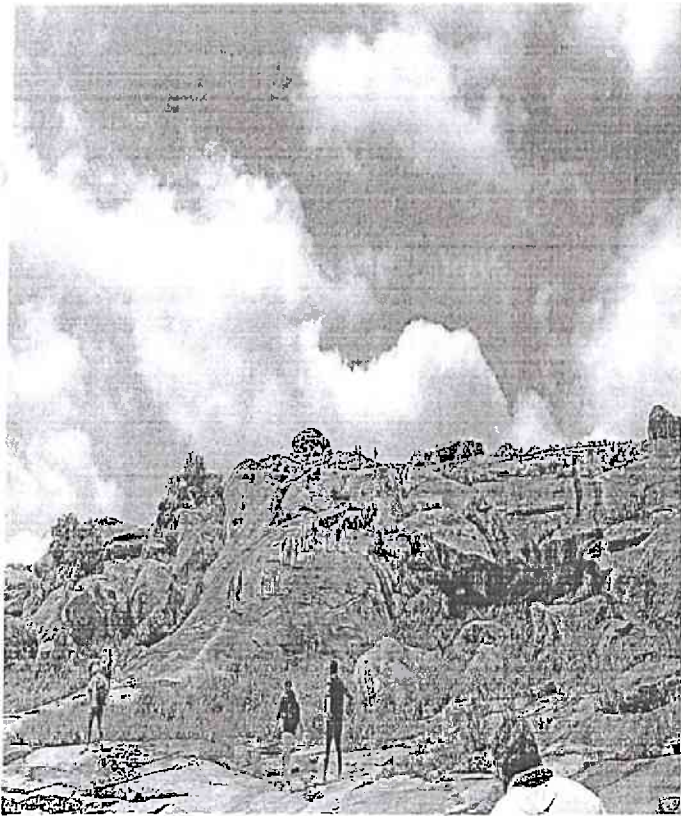
The college Trekking group reached Akayamma Betta at 10:00 am and the group leader Mr. Amar & Physical Director Kondapalli Ramudu led them on the first trail of trek. All the students were enthusiastic and they followed their group leader through the meandering trail of steep and winding tracks.

Throughout the day, all the students sauntered through the woods and rejuvenated themselves by rebuilding their relationship with nature. It not only helped them reconnect with their inner selves but also develop endurance and confidence within themselves.

- List Of Students Attended Enclosed with Trekking Pics

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Prepared by

[Handwritten signature]

Coordinator

[Handwritten signature]

Approved By Level-1

[Handwritten signature]

Approved By Level-2

[Handwritten signature]
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 # 75, Muthurajanna, Jaala Hill,
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- | | |
|---------------------------|------------------------|
| (1) T. Sai Sujith Reddy | (29) Wasim |
| (2) G. Sudheer Kumar Raju | (30) Deepanshu |
| (3) Anjali R | (31) Mohit |
| (4) J. Tejaswini | (32) Vikram |
| (5) Anusha B S | (33) Srijit |
| (6) M. Manohar | (34) Pawan -HP |
| (7) Pooja | (35) Pawan Kumar Naidu |
| (8) Sufiyah | (36) Pavithra. |
| (9) J. Munikanta | (37) Vethavalli |
| (10) B. Gowthami | (38) Naveen. M |
| (11) P. Hanichandana | (39) Natraj |
| (12) Sundari | (40) Gopal Krishnan |
| (13) Hema N | (41) Huzaiifa |
| (14) Fysal | (42) Selvanaj. |
| (15) Steyasnee | |
| (16) Haritha V | |
| (17) Harish. | |
| (18) Zainul | |
| (19) Amar | |
| (20) Mahendar | |
| (21) Akhil - M | |
| (22) Punith | |
| (23) Mansi | |
| (24) Leelja | |
| (25) Rutuja | |
| (26) Shruti | |
| (27) Shaurya | |
| (28) Samir | |



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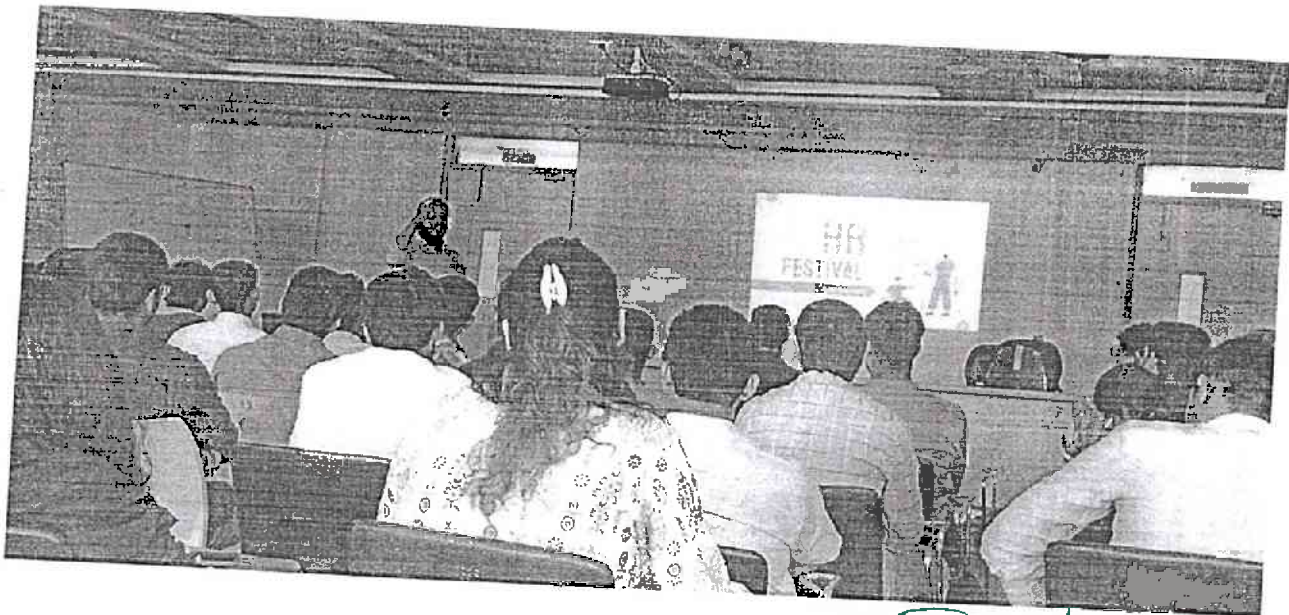


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Session on the Great HR Festival

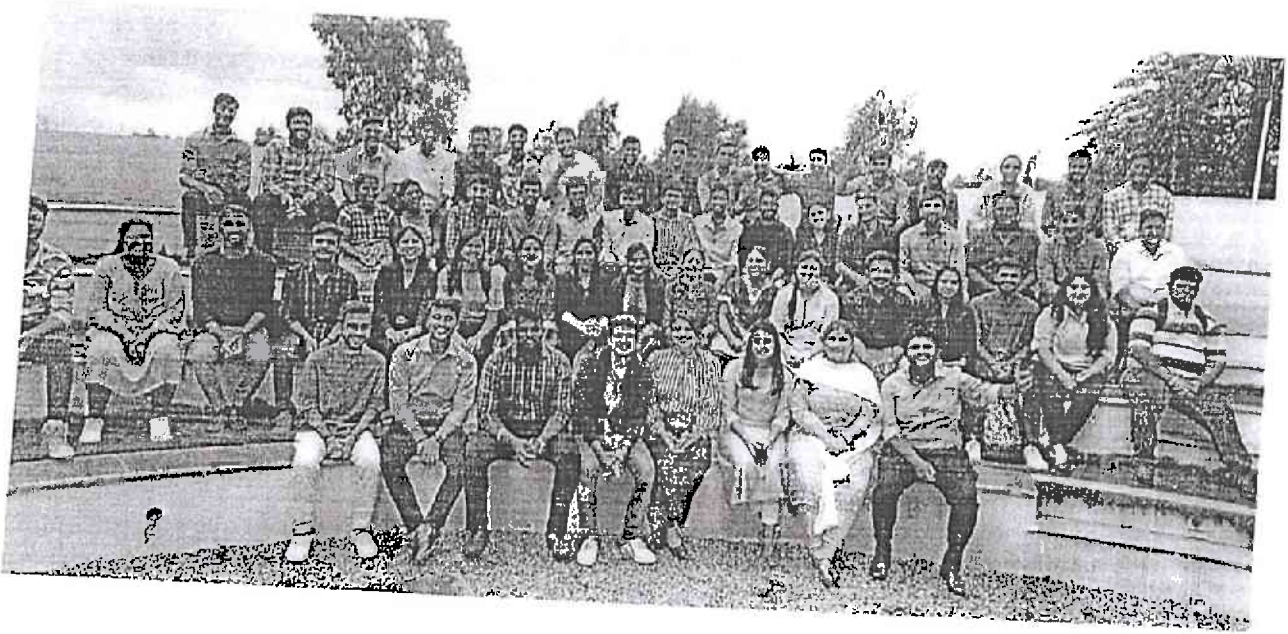
International Institute of Business Studies has successfully organized a session on "The Great HR Festival" on 25.07.2022 with a view to provide industry insights practices through industry experts for MBA students. The session has covered different thought-provoking areas such as recent trends at work disrupted by digitalization, how to acquire strong skills to work effectively in their functional departments, opportunities available in the market and how to tap them etc. The session also highlighted the need for going beyond traditional learning and explore the ways that they can add value to the organizations. The session also highlighted new age skill set that defines HR are

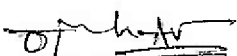
1. Digital dexterity
2. Learning Agility
3. Listening and Empathy
4. Critical Thinking, and
5. Data literacy.




T. J. J.
Principal
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Mr.SavanSomayajula, Head - Learning and OD, Bointo Desings pvt ltd was invited as the resource person for the session. More than 70 students were benefitted from the session. The entire session was delivered with interactive discussions. This event was coordinated by Dr.K. Venkateswarlu, Associate Professor.





Coordinator

Mr. Rajesh A V


Principal

Dr. RajaSulochana


Principal
Director
International Institute of Business Studies
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Prof. Kuldeep Sharma 562 167.



Redefining Leading Talents

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Workshop on "IDEA GENERATION AND BUSINESS MODEL CANVAS"

3rd Sept. 2022
@ 10.00 am to 1.00 pm

CHIEF PATRONS

Prof. Kuldeep Sharma
Director

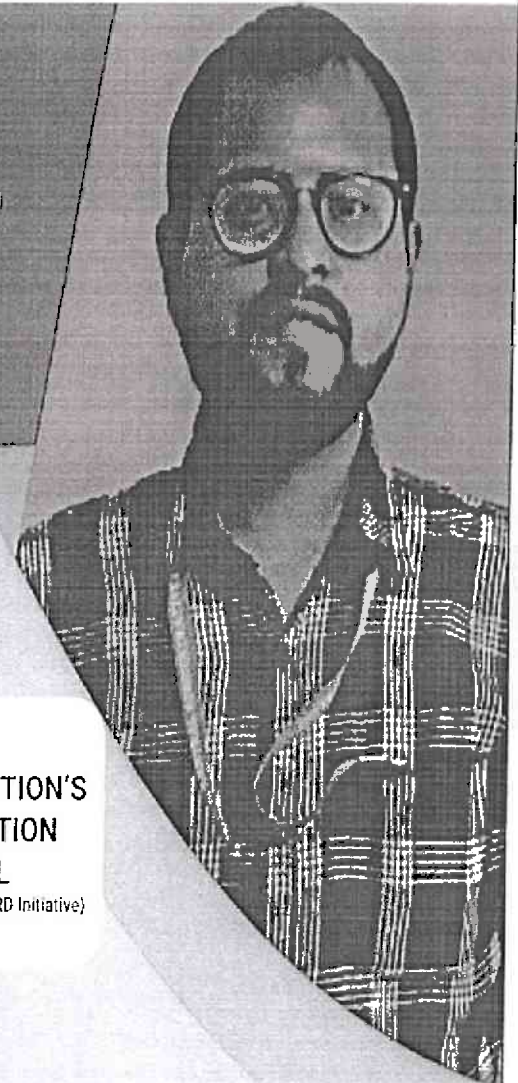
Dr. Raja Sulochana
Principal-MBA

EVENT CO-ORDINATOR

Dr. Venkateswarlu K.
Associate Professor



INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of HRD Initiative)



Venue : Seminar hall-1,
IIBS Airport Campus, Bengaluru

Mr. Balamurali Bhaskaran

Senior Venture Coach
(VDC, Gitam University)
& Innovation Ambassador (IIC)

J. Janu
Principal

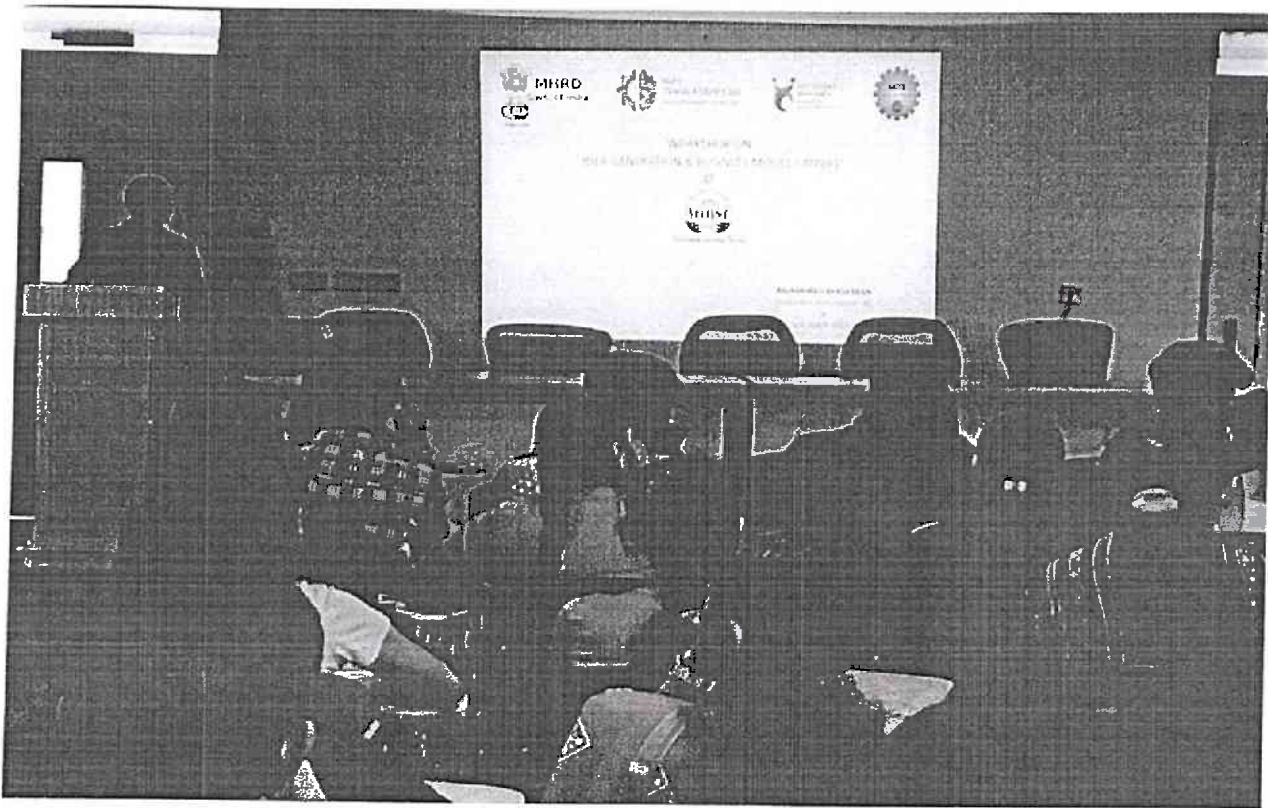
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Workshop on idea generation and Business Canvas Model

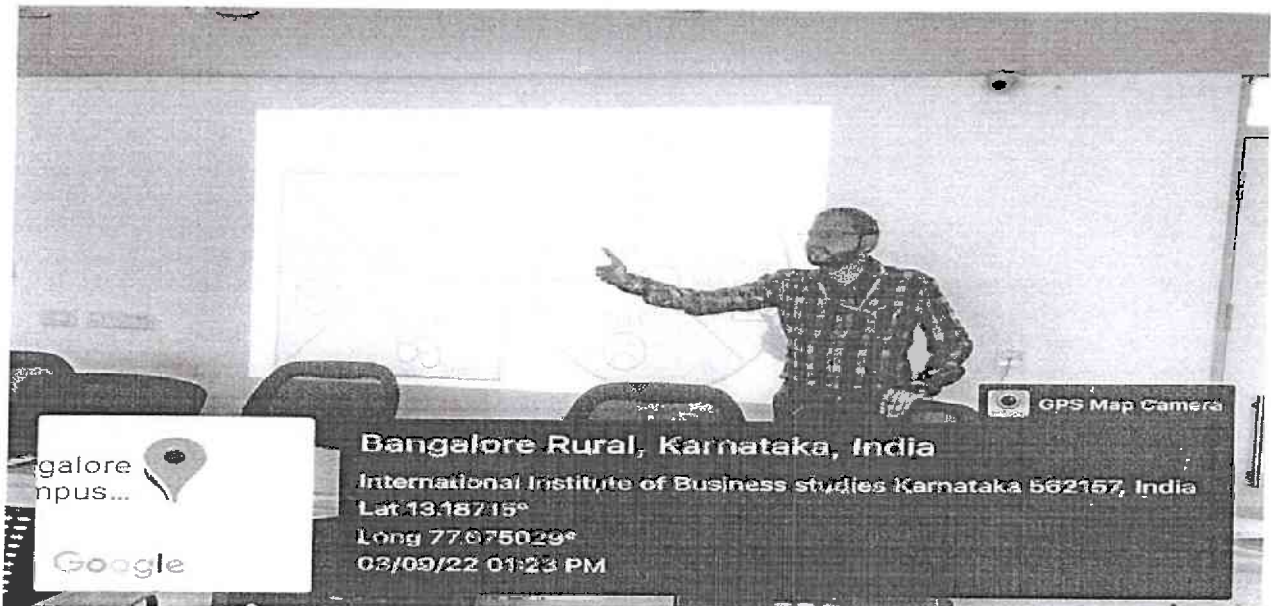
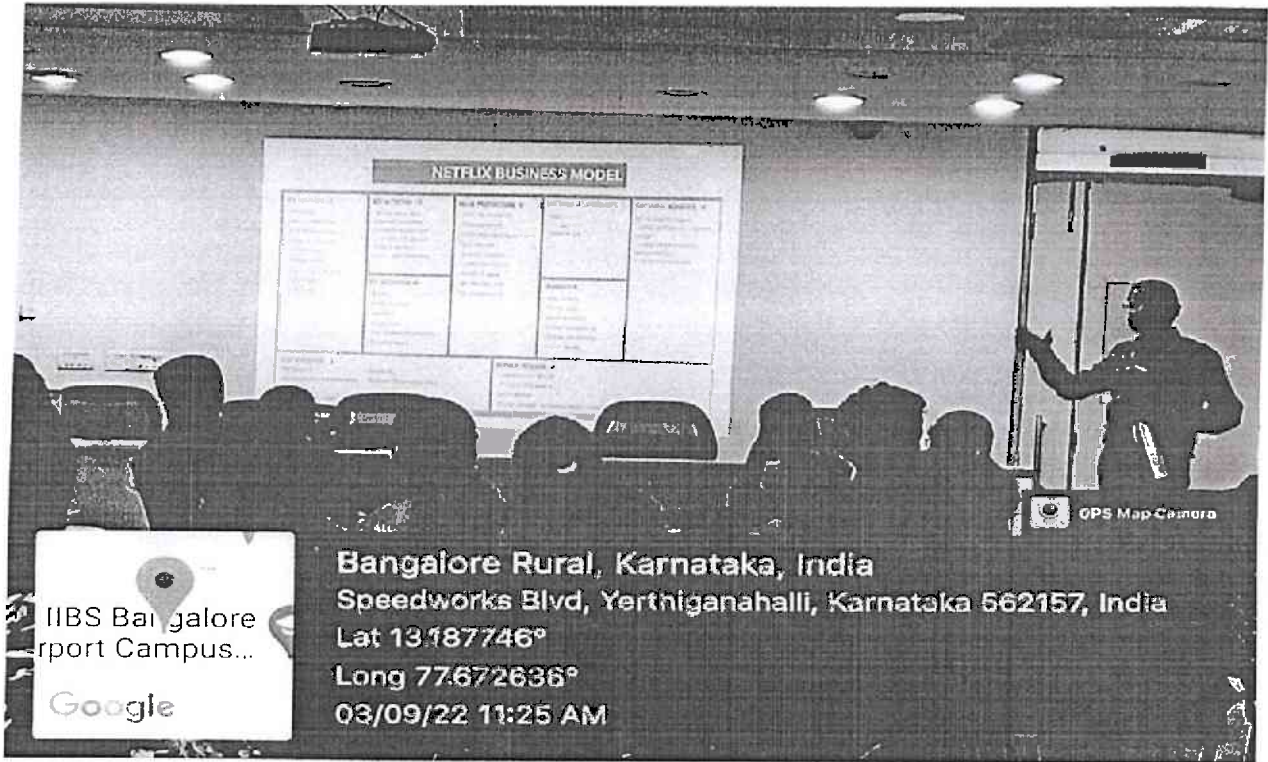
Department of MBA and Institution's innovation council of International Institute of Business Studies has successfully organized a workshop on "idea generation and Business canvas model" on 03.09.2022. The session was aimed to inculcate the idea of entrepreneurship and utilizing canvas model framework and its application in the business. The session has covered different thought-provoking areas such as how to generate business ideas along with activities, mentoring support for studentpreneurs, active participation in designing value proposition activities for the product. The session also provided insights about Canvas, TAM, SAM, SOM and value proposition stages in business.



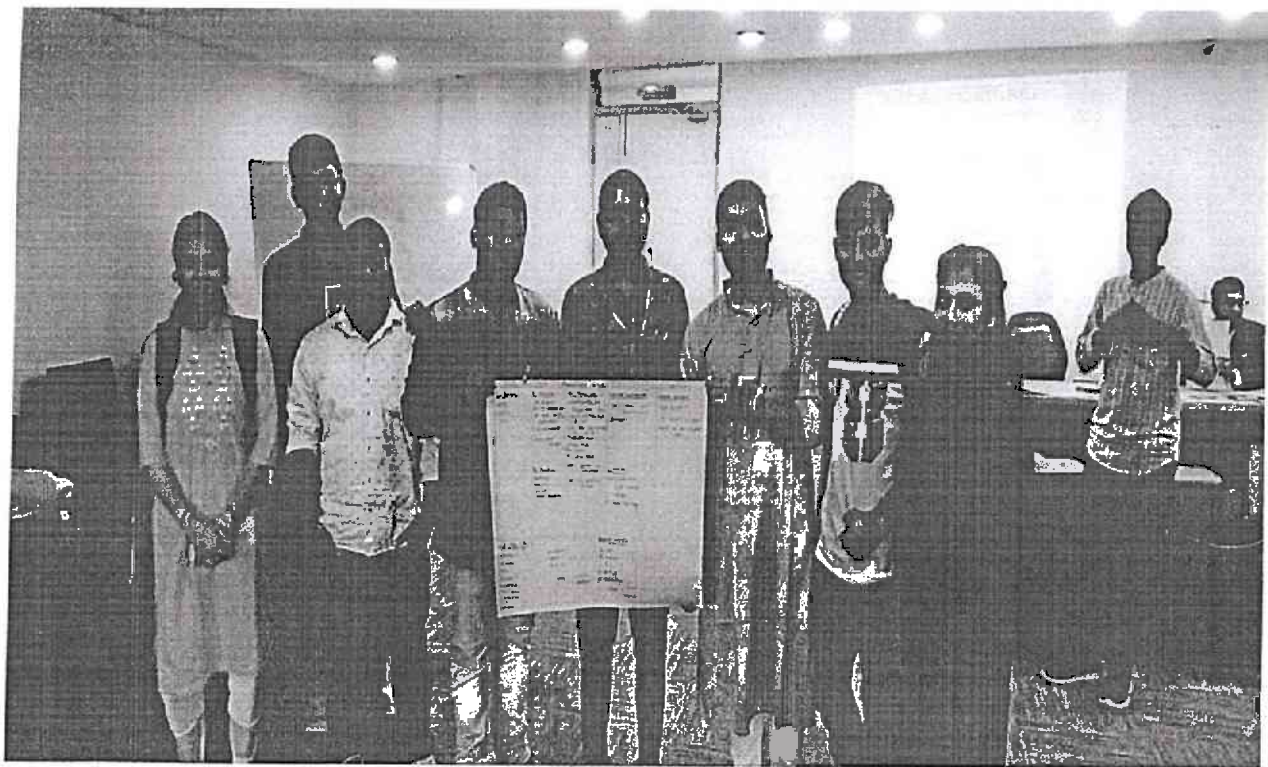

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Mr. Balamurali Bhaskaran, Senior Venture Coach, VDC – GITAM University & innovation ambassador – IIC, was invited as the resource person for the workshop. More than 70 students were benefitted from the workshop. The entire session was delivered with interactive discussions. This event was coordinated by Dr. K. Venkateswarlu, Associate Professor.




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K. Venkateswarlu
Coordinator

Dr.K.Venkateswarlu

Raja Sulochana
Principal

Dr.Raja Sulochana

Principal
International Institute of Business Studies
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Bangalore North - 562 157.

BALAMURALI BHASKARAN



Contact

Communication Address:

G122- Shivaji Bhavan
GITAM University, Bangalore, 561203

Permanent Address:

#g-6 Darsipudi Apartments
Gunturivari street
Vizianagaram 535002

Phone: +91 8099198129

Email: bhaskaranbalamurali@gmail.com

LinkedIn: bhaskaranbalamurali369

DOB: 02-10-1986

Professional Affiliations

- Online Education Mentor
Great Lakes E-learning
Services Pvt Ltd collaborated
with JAIN UNIVERSITY-
Bangalore (KA)
- Guest Faculty- Central Tribal
University- Vizianagaram
(AP)
- Online Mentor- Mentor to
Go

Technical SKILLS

Micro Soft Office (Word, Excel, PPT)

Google (Docs, Sheets, Slides)

LMS: Canvas, Olympus, Moodle

Work Experience

Corporate: 2 years

Training & Teaching-10 years

Paper Publications

National- 1 International-2

Hobbies /Interests

Organizing Business quizzes & games,
startups, Online learning, and Investing
in Stock Markets

Languages

Tamil, Telugu, Hindi, Kannada & English

Profile Summary & Career Objective

Enthusiastic Business Teacher, Edutainer, Mentor, Coach, and soft skill Trainer with 10+ years of experience fostering a cohesive entrepreneurial student-learning atmosphere. Willing to work with startups & build an entrepreneurial ecosystem. **Expert Area:** Pre-Incubations & Incubation Management

Work Ex.

1. Senior Venture Coach – March 2022 GITAM (D)UNIVERSITY, Bangalore

- Coaching venture teams at Pre Incubator-VDC & generate a value proposition idea through a structured process and delivering the flagship program collaborated with Northeastern University-Boston the USA
- Arranging Activities within & outside the institute towards promoting & supporting Innovation, IPR, and Start-ups
- Mentoring support and guidance provided to students towards participation in National Innovation Contests SIH, Hackathons, etc.
- Organizing workshops, Masterclasses for Design thinking & innovations, IPR & Technology Transfer, Pre-Incubation & Incubation management, and Entrepreneurship Development Program.
- Resource person/IA at IIC, responsible for organizing various programs related to innovation and startup and spreading the message of innovation & start-up among the students and faculties in the country, particularly in Higher Educational Institutions.
- Scheduling Clinic- counseling session/time slot declared by Innovation Ambassador to mentor students/faculties

2. Sunstone Eduversity – Coimbatore (TN)- Assistant Professor.

SME: New-age Business models, Marketing, Business Awareness & (Nov 2021-28 Feb 2022)

3. MR School of Management (A)- Vizianagaram (AP)- Assistant Professor

SME: Business Communication, Marketing Management, Strategic Management, E-commerce (Aug 2017- October 2021)

4. Gayatri Vidya Parishad(A) SMS- Visakhapatnam (AP) Assistant Professor

SME: Marketing, Strategic Management, Retail Management (October 2013- August 2017)

5. Miracle Educational Society- Vizianagaram (AP) Assistant Professor

SME: Marketing, Management Science, IPR. (Sep 2011- Sep 2013)

6. HCL Technologies, Chennai- Tech. Support (April 2007-April 2009)

Academic/Education

- **Masters Business Administration:** HR & Marketing 78.8% - 2011 MVGR College of Engineering., VIZIANAGARAM
- **Bachelors Business Management:** Marketing & Finance 75%- 2007- GITAM UNIVERSITY, Visakhapatnam

Professional Certifications

- Certified Innovation Ambassador of Ministry of Education & IIC
- Certified GUIDE TO STARTING UP, -ANKUR WARIKOO.
- WORKSHOPS& FDP at IIM-Rohtak, IIM-Ahmedabad, IIM-Visakhapatnam, ISB-Hyderabad, IIT-Kharagpur.
- HR Diploma – AJAX Management Consultants- Bangalore
- Google Project Management – Coursera 2002

Key Achievements

- MBA Topper 2009- 11- Silver Medalist
- Mentor For Best Business Idea Competition at IIM-Aes
- Runner Up - STAR OF VIZIANAGARAM organized by Rotary Club & SVN Lake Palace # 75, Muthugadana, Bangalore North - 562 157.
- Man Of The series for Rewards & Recognition prog. in HCL Technologies, Chennai

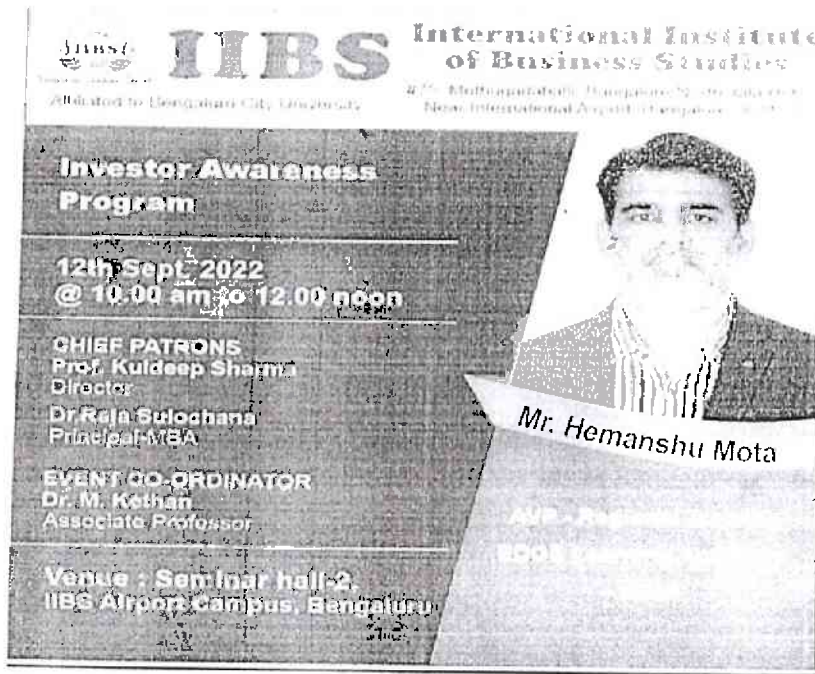


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Investors Awareness Program” Thursday, September 12, 2022



The Department of MBA IIBS organized an Guest Lecture on “Investors Awareness Program” on September 10, 2020.

The following topics were discussed during the seminar. Enhanced awareness about investing in general and invest options in particular.

Better money management leading to financial prosperity and peace of mind. Better planning for important financial goals.

Around 100 participants actively participated in the 1hr: 30minutes seminar.

The participants came from different backgrounds: academicians, corporate professionals & research scholars. A brief summary of the contents of the speaker talk is given below. Mr. Himanshu Mota Senior Banking Professional, SBI, India talked about the benefits of investing in the capital markets and how to go about making wise investment decisions, also focused on how financial well-being are an important factor for happiness, health and peace.

He explained the various market structure & types of Mutual funds. Mr. Himanshu discussed the best schemes, Plans and options related to investments in Mutual Funds.


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Mr. Hemanshu Mota
AVP - Regional Training
EDGE Learning Academy – NIMF

Mr. Hemanshu Mota works as AVP - Regional Training – EDGE Academy, the L&D Team at Nippon India Mutual Fund. He takes care of all distributors/partner training, Investors awareness & educational requirements for NIMF – Karnataka, Andhra Pradesh & Telangana - South.

EDGE Learning Academy at Nippon India Mutual Fund provides online and offline programs for all distributors and investors. EDGE Learning Academy provides awareness and education programs for section of investors and distributors.

Mr. Hemanshu Mota is with Nippon India Mutual Fund for over 6 years now and has over 16 years experience in financial sector. When it comes to learning & Development, he is one of the well know name in Mutual Fund Industry, to cater various learning needs across all type of customers. He, along with his team, has successfully, launched several investors programs educating over 30k+ investors in Karnataka and AP alone in last 6 years. He has been aiding and adding value to the large segment of IFAs and ND/BND distributors, with programs on technical aspects, macro, experiential training programs, etc. He has successfully conducted over several experiential training programs FIREWALK Sessions, the signature program of NIMF EDGE Academy, Mystery Financials, Snakes and Ladders in Financial Markets, etc.

He had conducted several investment planning programs for corporates Like TVS Motors, Ola, Uber, ZapCom Solutions Pvt Ltd, Wipro GE healthcare, prolific Co Ltd & many more

On personal front, he is born in Calicut, Kerala and was raised in AP and Karnataka. Most part of his education and work experience is from Karnataka. His Parents Stays in Hubli, North Karnataka. He is proudly married to Rakhi Patil & residing in Bangalore.

Qualifications/Credentials:

- ✚ He is a Commerce Graduate.
- ✚ He is Certified by NiSM on courses like
 - Investment Planning & distribution (Level 1).
 - Fixed Income Securities
 - Equity Research Analyst
 - Retirement Advisory
 - He is NCFM Certified in Macroeconomics for Financial Markets Module
- ✚ He Is Certified FIREWALK Trainer (From NIMF)
- ✚ He is NLP Certified Business Practitioner.

Contact:

Email: Hemanshu.Mota@nipponindiaim.com,

Phone No: +91 8088383202

Follow on Twitter @hemanshumota

Mutual Funds Is Subject To Market Risk. Please Read All Offer Documents Carefully.

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FEEDBACK ANALYSIS OF INVESTOR AWARENESS PROGRAMME

Questions	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1. The content was as described in publicity materials	24	4	3	1	0
2. The workshop was applicable to my career growth	24	5	3	1	0
3. I will recommend this workshop to other conservators	23	7	2	1	0
4. The program was well paced within the allotted time	21	5	3	4	0
5. The instructor was a good communicator	23	6	1	3	0
6. The material was presented in an organized manner	22	6	4	1	0
7. The instructor was knowledgeable on the topic	26	4	1	2	0
8. I would be interested in attending a follow-up, more advanced workshop on this same subject	26	6	1	1	1
	Too Short	Right length	Too Long		
9. Given the topic, was this workshop	2	28	3		
	Introductory	Intermediate	Advanced		
10. In your opinion, was this workshop	12	14	6		
11. Please rate the following	Excellent	Very good	Good	Fair	Poor
a. Visuals	10	9	10	4	0
b. Acoustics	8	10	14	0	0
c. Meeting space	14	8	9	3	0
d. Handouts	12	8	9	2	0
e. The program overall	22	7	4	0	0

8. I WOULD BE INTERESTED IN ATTENDING A FOLLOW UP MORE ADVANCED WORKSHOP ON THIS SAME SUBJECT
7. THE INSTRUCTOR WAS KNOWLEDGEABLE ON THE TOPIC
6. THE MATERIAL WAS PRESENTED IN AN ORGANIZED MANNER
5. THE INSTRUCTOR WAS A GOOD COMMUNICATOR
4. THE PROGRAM WAS WELL PACED WITHIN THE ALLOTTED TIME
3. I WILL RECOMMEND THIS WORKSHOP TO OTHER CONSERVATORS
2. THE WORKSHOP WAS APPLICABLE TO MY CAREER GROWTH
1. THE CONTENT WAS AS DESCRIBED IN PUBLICITY MATERIALS


Strongly agree
 Agree
 Neutral
 Disagree
 Strongly disagree

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International Institute of Business Studies Bangalore

Report on the Logistics Workshop


IIBS International Institute of Business Studies
Affiliated to Bengaluru City University #75, Muthugadahalli, Bangalore North Jala Hobli,
Near International Airport, Bangalore-562157


Webinar on Employability and Advancement in logistics & supply chain management

19th August, 2022
@ 2.00 to 3.30 pm

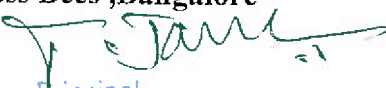
CHIEF PATRONS
Prof. Kuldeep Sharma
Director-IIBS
Dr. Raja Sulochana
Principal-MBAIIBS

EVENT CO-ORDINATOR
Dr. M. Kethan
Associate Professor
Dept of MBA

Venue : Seminar hall-1,
IIBS Airport Campus, Bengaluru


Mr. Shareni
MBA Supplychain

Mr. SHARENI
"Strategic Head Business Development, Express Bees ,Bangalore


Principal

August 19, 2022
International Institute of Business Studies
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Acknowledgements:-

- Our sincere thanks to the academics' department MBA and academic coordinators of for scheduling the full day program and their continuous support.
- Our sincere thanks to Mr.SHARENI , Strategic Head - Business Development, Express Bees Bangalore, for accepting our request and coming all the way to share his valuable experience and insights with students.

Introduction:-

The objective of the full day workshop on supply chain and logistics was to engage II semester students of operations specialization and those who opted supply chain as their minor specialization in activities of modelling supply chain, supplier selection, supplier relationship, warehouse, road transport, shipping, air freight management, documentation process, customs clearance, import – export procedures etc. Also to expose students to day to day problems of the logistics industry and the practical ways of handling the issues. Though the students have studied both the logistics and supply chain management as a course work, this work shop will give the feel of the industry from the industry expert.

Faculty Profile:-

An Industry Expert with more than 14.8 Years in Supply Chain Shipping, Logistics, Freight forwarding, Road Transportation. Current Position: Strategic Head Business development, Express India Pvt Ltd.,Bangalore. Previous Positions in Multinational Logistics companies, Dimerco Express India Private Ltd, General Manager Hellman Worldwide Logistics India Private Ltd, General Manager – Bax Global India Private Ltd, etc., His area of core competency include; Supply Chain Management, Distribution, Inventory Control, Vendor Management, Global Transportation Logistics, Business development, Foreign trade, Commercial functions etc.

Summary of content delivered and methodology of delivery:-

The workshop was conducted in four sessions. In the first sessions students were given the industry insight about supply chain and logistics through the conceptual mapping of bicycle and automobile supply chain and its logistics. In the second sessions students were given geographical overview of global supply chain, global network of road, sea and air line. Including the capacities of sea and airports across the globe, Logistics hubs and feeder routes. Further students were given the activity to identify the efficient and economical routes for shipments. They were given an overall understanding of Pull and Push approaches in supply chain and their application.

Insights were given with the real life examples and experiences of the trainer on International Trade, the factors that affect the logistics part of the business, such as INCOTERMS, material handling in the ports, importance of Insurance and Risk in international trades, Port, Maritime and


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marine logistics management, Legal aspects of Shipping such as Degree of Packaging, Cargo Handling, Statutory Obligations, Material Safety Data Sheets (MSDS) etc. were discussed in greater detail, citing real time examples from the experiences of the trainer. General Averaging for sharing the losses in case of any loss/damage during transit was discussed by taking example of the wreckage of a Cargo ship carrying containers. Students were given short case lets and short stories were shared for discussions. Importance of having a knowledge commercial geography was discussed at length sharing the personal experiences of the trainer and his response to the same.

MBA II Semester 2021-23 batch students who participated in the workshop



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Bangalore, 562145, IA India
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Conclusion:-

Students have shown great interest in the workshop by actively participating in the class activity. The session gave the students several insights and helped them in understanding the importance of having geographical knowledge, international trade, documentation, insurance, trade terms and typical issues and day to day operational problems including issues of manpower, material handling, documentation etc. Everyone participated with enthusiasm and the sessions were worth its time and value adding to students learning.



M. Kethan
Prepared By
Dr.M.Kethan

Raja Sulochana
Principal
Dr.Raja Sulochana

Kuldeep Sharma
Academic Director
Prof.Kuldeep Sharma

J. Janu
Principal
International Institute of Business Studies
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IIBS

International Yoga Day



On International Yoga Day, June 21, 2018, the IIBS Rotaract Club hosted a yoga session at the IIBS Bangalore Airport Campus. Instructors Dr. H Prabhakar, Dr. Samir Pradhan, and Dean Prof. Kuldeep Sharma were in charge of the programme. Members of the IIBS Rotaract Club and staff members from the IIBS Bangalore Airport Campus took part in the programme.

To prepare for the activities, the session began with a warmup. Following that, the participants practised meditation. Following that, a few pranayamas were performed. Finally, the participants performed Suryanamaskar.

The yoga program's goal was to raise awareness and information about yoga and its benefits. The participants learned about both the spiritual and physical aspects of yoga. Yoga teaches you how to take care of yourself.

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CELEBRATION OF INTERNATIONAL YOGA DAY

at IIBS Seminar Hall - 1: Jun 21, 2017 (0930AM -1230 AM)



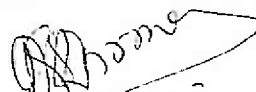
Yoga for Harmony & Peace

This is to inform all the students of IIBS UG/PG programs that on June 21, 2017, International Yoga Day will be celebrated with fervor and enthusiasm. All are invited to participate and to compete as planned by the students yoga club.


Program Schedule


Inauguration :

- 0930 AM : Lighting of Lamp & Invocation Song
- 0940 AM : Welcome Note : Prof. Kuldeep Sharma, Dean
- 0945 AM : Address by Chief Guest Dr. K.Ramadas, Director of IIBS
- 1000 AM : Yoga Practice Session under the Leadership of Dr. H. Prabhakar, IIBS
- 1145 AM : Vote of Thanks by Students Coordinator
- 1215 AM : Refreshments for the participants


Prof. Kuldeep Sharma
Dean, IIBS

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CELEBRATION OF INTERNATIONAL YOGA DAY

at IIBS: Jun 21, 2017: A Report

The Students Yoga Club of IIBS, participated with enthusiasm and a lot of energy in celebrating the International Yoga Day, on Jun 21, 2017.

The event was inaugurated by the Dr. K.Ramadas, Director of IIBS, which was followed by talks on various topics including Yoga and consciousness. A Yoga practice session was conducted at the Seminar Hall -1 from 1100am to 1200pm.

Dr. H Prabhakar, a regular practitioner of Yoga and Pranayama, who is very supple at the age of 55 yrs, led the students from Pranayama, to warming up exercise to the Surya Namasakar and some of the asanas were practiced with aplomb.

He also corrected their postures and explained about the benefits of them.


The idea of International Day of Yoga was first proposed by the Hon'ble Prime Minister of India Shri. Narendra Modi during his speech at the UNGA, on 27 September 2014.


He stated:

Yoga is an invaluable gift of India's ancient tradition. It embodies unity of mind and body; thought and action; restraint and fulfillment; harmony between man and nature; a holistic approach to health and well-being. It is not about exercise but to discover the sense of oneness with yourself, the world and the nature. By changing our lifestyle and creating consciousness, it can help in well being. Let us work towards adopting an International Yoga Day. — Narendra Modi, UN General Assembly

International Day of Yoga, or commonly and unofficially referred to as Yoga Day, is celebrated annually on 21 June since its inception in 2015. An international day for yoga was declared unanimously by the United Nations General Assembly (UNGA). YOGA is a physical, mental and spiritual practice attributed mostly to India.

Indian Prime Minister Shri. Narendra Modi, in his UN address suggested the date of 21 June, as it is the longest day of the year in the Northern Hemisphere and shares special significance in many parts of the world.


Prof. Kulddep Sharma
Dean, IIBS


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COMMON YOGA PROTOCOL

INTRODUCTION

While addressing the 69th session of United Nations General Assembly (UNGA) on September 27, 2014, the Honorable Prime Minister of India Shri Narendra Modi urged the world community to adopt an International Day of Yoga.

"Yoga is an invaluable gift of ancient Indian tradition. It embodies unity of mind and body; thought and action; restraint and fulfillment; harmony between man and nature and a holistic approach to health and well-being. Yoga is not about exercise but to discover the sense of oneness with ourselves, the world and Nature. By changing our lifestyle and creating consciousness, it can help us to deal with climate change. Let us work towards adopting an International Yoga Day," Shri Modi said.

On December 11, 2014, the 193 member UNGA approved the proposal by consensus with a record 177 co-sponsoring countries a resolution to establish 21st June as "International Day of Yoga". In its resolution, the UNGA recognised that Yoga provides a holistic approach to health and well-being and wider dissemination of information about the benefits of practicing Yoga for the health of the world population. Yoga also brings harmony in all walks of life and thus, is known for disease prevention, health promotion and management of many lifestyle-related disorders. This booklet intends to give a brief overview about Yoga and Yogic practices to orient one towards comprehensive health for an individual and the community.

What is Yoga?

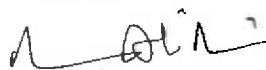
Yoga is essentially a spiritual discipline based on an extremely subtle science which focuses on bringing harmony between mind and body.

21st June - International Day of Yoga



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It is an art and science for healthy living. The word "Yoga" is derived from the Sanskrit root *yuj* meaning "to join", "to yoke" or "to unite". According to Yogic scriptures, the practice of Yoga leads to the union of individual consciousness with universal consciousness. According to modern scientists, everything in the universe is just a manifestation of the same quantum firmament. One who experiences this oneness of existence is said to be "in Yoga" and is termed as a *yogi* who has attained a state of freedom, referred to as *mukti*, *nirvāna*, *kaivalya* or *moksha*.

"Yoga" also refers to an inner science comprising of a variety of methods through which human beings can achieve union between the body and mind to attain self-realisation. The aim of Yoga practice (*sādhana*) is to overcome all kinds of sufferings that lead to a sense of freedom in every walk of life with holistic health, happiness and harmony.

Brief history and development of Yoga

The science of Yoga has its origin thousands of years ago, long before the first religion or belief systems were born. According to **Yogic lore**, Shiva has been seen as the first *yogi* or *ādiyogi* and the first *guru* or *ādiguru*. Several thousand years ago, on the banks of lake Kantisarovar in the Himalayas, *ādiyogi* poured his profound knowledge into the legendary *saptarishis* or "seven sages". These sages carried this powerful Yogic science to different parts of the world including Asia, the Middle East, northern Africa and South America. Interestingly, modern scholars have noted and marvelled at the close parallels found between ancient cultures across the globe. However, it was in India that the Yogic system found its fullest expression. Agastya, the *saptarishi* who travelled across the Indian subcontinent, crafted this culture around a core Yogic way of life.

Yoga is widely considered as an "immortal cultural outcome" of the Indus Saraswati Valley Civilisation – dating back to 2700 BC – and has

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Common Yoga Protocol

proven itself to cater to both material and spiritual uplift of humanity. A number of seals and fossil remains of Indus Saraswati Valley Civilisation with Yogic motifs and figures performing *Yoga sādhana* suggest the presence of Yoga in ancient India. The seals and idols of mother Goddess are suggestive of *Tantra Yoga*. The presence of Yoga is also available in folk traditions, Vedic and Upanishadic heritage, Buddhist and Jain traditions, *Darshanas*, epics of Mahabharata including Bhagawadgita and Ramayana, theistic traditions of Shaivas, Vaishnavas and Tantric traditions. Though Yoga was being practiced in the pre-Vedic period, the great sage Maharishi Patanjali systematised and codified the then existing Yogic practices, its meaning and its related knowledge through Patanjali's *Yoga Sutras*.

After Patanjali, many sages and Yoga masters contributed greatly for the preservation and development of the field through well-documented practices and literature. Yoga has spread all over the world by the teachings of eminent Yoga masters from ancient times to the present date. Today, everybody has conviction about Yoga practices towards the prevention of disease, maintenance and promotion of health. Millions and millions of people across the globe have benefitted by the practice of Yoga and the practice of Yoga is blossoming and growing more vibrant with each passing day.

The Fundamentals of Yoga

Yoga works on the level of one's body, mind, emotion and energy. This has given rise to four broad classifications of Yoga: *Karma Yoga* where we utilise the body; *Jnāna Yoga* where we utilise the mind; *Bhakti Yoga* where we utilise the emotion and *Kriya Yoga* where we utilise the energy. Each system of Yoga we practice falls within the gamut of one or more of these categories.

Every individual is a unique combination of these four factors. Only a *guru* (teacher) can advocate the appropriate combination of the four

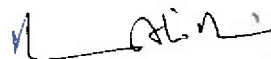
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fundamental paths as is necessary for each seeker. "All ancient commentaries on Yoga have stressed that it is essential to work under the direction of a guru."

Traditional schools of Yoga

The different philosophies, traditions, lineages and *guru-shishya paramparas* of Yoga led to the emergence of different traditional schools. These include *Jnana Yoga, Bhakti Yoga, Karma Yoga, Patanjala Yoga, Kundalini Yoga, Haṭha Yoga, Dhyāna Yoga, Mantra Yoga, Laya Yoga, Rāja Yoga, Jain Yoga, Bouddha Yoga* etc. Each school has its own approach and practices that lead to the ultimate aim and objectives of Yoga.

Yogic practices for health and wellness

The widely practiced Yoga *sadhanas* are: *Yama, Niyama, Āsana, Prānāyāma, Pratyāhara, Dhāraṇa, Dhyāna, Samādhi, Bandhas and Mudras, Shatkarmas, Yuktāhāra, Mantra-japa, Yukta-karma* etc.

Yamas are restraints and *Niyamas* are observances. These are considered to be pre-requisites for further Yogic practices. *Āsanas*, capable of bringing about stability of body and mind, "*kuryat-tad-asanam-sthairyam*", involve adopting various psycho-physical body patterns and giving one an ability to maintain a body position (a stable awareness of one's structural existence) for a considerable length of time.

Prānāyāma consists of developing awareness of one's breathing followed by willful regulation of respiration as the functional or vital basis of one's existence. It helps in developing awareness of one's mind and helps to establish control over the mind. In the initial stages, this is done by developing awareness of the "flow of in-breath and out-breath" (*svāsa-prasvāsa*) through nostrils, mouth and other body openings, its internal and external pathways and destinations. Later, this phenomenon is modified, through regulated, controlled

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and monitored inhalation (*svāsa*) leading to the awareness of the body space getting filled (*puraka*), the space(s) remaining in a filled state (*kumbhaka*) and it getting emptied (*rechaka*) during regulated, controlled and monitored exhalation (*prasvāsa*).

Pratyāhara indicates dissociation of one's consciousness (withdrawal) from the sense organs which connect with the external objects. *Dhāraṇa* indicates broad based field of attention (inside the body and mind) which is usually understood as concentration. *Dhyāna* (meditation) is contemplation (focussed attention inside the body and mind) and *Samādhi* (integration).

Bandhas and *Mudras* are practices associated with *Prāṇāyāma*. They are viewed as the higher yogic practices that mainly adopt certain physical gestures along with control over respiration. This further facilitates control over mind and paves way for higher Yogic attainment. However, practice of *dhyāna*, which moves one towards self-realisation and leads one to transcendence, is considered the essence of *Yoga Sādhana*.

Śaṭkarmas are detoxification procedures that are clinical in nature and help to remove the toxins accumulated in the body. *Yuktāhāra* advocates appropriate food and food habits for healthy living.

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General Guidelines for Yoga Practice

A Yoga practitioner should follow the guiding principles given below while performing Yogic practices:

BEFORE THE PRACTICE

- *Sauca* means cleanliness - an important prerequisite for Yogic practice. It includes cleanliness of surroundings, body and mind.
- Yogic practice should be performed in a calm and quiet atmosphere with a relaxed body and mind.
- Yogic practice should be done on an empty stomach or light stomach. Consume small amount of honey in lukewarm water if you feel weak.
- Bladder and bowels should be empty before starting Yogic practices.
- A mattress, Yoga mat, *durrie* or folded blanket should be used for the practice.
- Light and comfortable cotton clothes are preferred to facilitate easy movement of the body.
- Yoga should not be performed in state of exhaustion, illness, in a hurry or in acute stress conditions.
- In case of chronic disease/ pain/ cardiac problems, a physician or a Yoga therapist should be consulted prior to performing Yogic practices.
- Yoga experts should be consulted before doing Yogic practices during pregnancy and menstruation.

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DURING THE PRACTICE

- Practice sessions should start with a prayer or invocation as it creates a conducive environment to relax the mind.
- Yogic practices shall be performed slowly, in a relaxed manner, with awareness of the body and breath.
- Do not hold the breath unless it is specially mentioned to do so during the practice.
- Breathing should be always through the nostrils unless instructed otherwise.
- Do not hold body tightly, or jerk the body at any point of time.
- Perform the practices according to your own capacity.
- It takes some time to get good results, so persistent and regular practice is very essential.
- There are contra-indications/ limitations for each Yoga practice and such contra-indications should always be kept in mind.
- Yoga session should end with meditation/ deep silence / *Śhānti paṭha*.

AFTER PRACTICE

- Bath may be taken only after 20-30 minutes of practice.
- Food may be consumed only after 20-30 minutes of practice.

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FOOD FOR THOUGHT

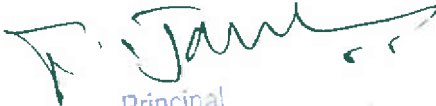
A few dietary guidelines can ensure that the body and mind are flexible and well-prepared for practice. A vegetarian diet is usually recommended, and for a person over 30 years, two meals a day should suffice, except in cases of illness or very high physical activity or labour.


HOW YOGA CAN HELP

Yoga is essentially a path to liberation from all bondage. However, medical research in recent years has uncovered many physical and mental benefits that Yoga offers, corroborating the experiences of millions of practitioners. A small sampling of research shows that:

- Yoga is beneficial for physical fitness, musculoskeletal functioning and cardio-vascular health.
- It is beneficial in the management of diabetes, respiratory disorders, hypertension, hypotension and many lifestyle-related disorders.
- Yoga helps to reduce depression, fatigue, anxiety disorders and stress.
- Yoga regulates menopausal symptoms.
- In essence, Yoga is a process of creating a body and mind that are stepping-stones, not hurdles, to an exuberant and fulfilling life.

21st June - International Day of Yoga


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"ATTESTED"

Registrar
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S. Jany
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Tree Plantation on Independence Day



This Independence Day, IIBS Bangalore commemorated the occasion by planting a large number of trees. Planting a sapling/tree is an investment that will last a lifetime. The type of tree chosen and the planting location, as well as the care offered during planting and the follow-up care after planting, all influence how well this investment grows. Getting your new tree off to a good start can help it grow to its maximum potential and give environmental, economic, and social advantages for the rest of its life.

On Sunday, July 28, 2019, members of the IIBS Rotaract club, in collaboration with Rotary Heritage NCC, conducted a tree-planting campaign in Bagalur Village, planting around 126 seedlings. Following the flag raising by IIBS Chairman Dr. Jay Prakash on August 15, 2019, more than 63 saplings were planted in and around the IIBS campus as part of the Tree Plantation programme.


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World Environment Day - Tree Plantation Program



On June 5, 2018, the IIBS Rotaract Club held a Tree Plantation Program at the IIBS Bangalore Airport Campus and surrounding locations to commemorate World Environment Day. Prof. Rizwan Ali Baig, Registrar and other faculty members participated in the programme by planting a Blackberry sapling.

The seedlings were planted by IIBS Rotaract members on Muthugadahalli Road, the New Airport's exit road, and the neighbouring village community area. There were about 200 seedlings planted.

The students then proceeded to plant a large number of additional seedlings in and around the IIBS Airport Campus. The effort was a success, and members of the IIBS Rotaract Club were able to plant approximately 200 trees.

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Dated: 21-08-2019

CIRCULAR

This is to inform you all that a Yoga and Meditation session will be conducted twice in a week from 23-08-2019 and the session would be conducted on every Sunday and Monday. All the students are requested to attend the sessions on regular basis and benefit from the same.

Venue: IIBS College – Seminar hall 2

Time : 8.30


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T. J. D. W.

Principal
Business School
Jala Ho
2157

International
Magazine



T. J. Sanyal
Principal
National Institute of Business Studies
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Bareilly, Bareilly North - 562 157



T. Jayaram
Principal

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T. J. James

Principal
International Institute of Business Studies
75, Mithyanagar, Bangalore
Bangalore Karnataka India



J. J. J.

Principal
Institute of Business Studies
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Mysore - 562 157.

T. J. J.

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T. Davis

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Bale Nara - 562157.

IIBS/IAC-CR/006/2018

Date: April 19, 2018

Circular

This is to inform all the UG students that we are conducting **Free Yoga Classes on Friday & Saturday from 27/04/2018 onward at 10:00 am to 10:30 am.** Accordingly all the UG^{PCO} students are instructed to attend the Yoga Classes Compulsory.


19/4/2018

[Dr. T Jaggaiah]
Principal

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FUN & FROLICS SESSION



This session was handled by Ms. Rubina Shaikh, Founder – Fitness phobia. Ms. Rubina trained our students on personality development, Time management and gaining self confidence. Students were asked to introduce themselves in a minute and they were taught how to answer the question “Why hire you?”, also they had a fun filled Q&A session.

Later, they had a wellness session on how to take their hobby to the next level by becoming an entrepreneur. Then had fun activities like singing and dancing. They later had personality development training and also Ms Rubina shared some tips on having a healthy lifestyle, time management and how to reduce stress. Overall it was a very enthusiastic session.




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ZUMBA



T. Jany


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Adventure Learning Program



I

IBS distinguishes itself as an institution for practical & well-rounded learning. Adventure Learning Programme to help develop our Students in the following areas i.e. Trust, Support, Planning, Delegation, Leadership, Communication, Problem Solving, Time Management, Building Relationships, Creativity & Innovation. It might be bit un-orthodox to advocate the concept of Adventure Learning in Business School. Modern workplace requires an individual to portrait self-determination, problem solving ability, restraint, team working and poise and an adventures activity develops it in a person. This also helps PGDM aspirant to have a dynamic personality to face global corporate world. Therefore, it becomes essential for a management student to be introduced to adventure programs that offer ample scope for developing distinctive management ethos, personality traits, and cross-cultural demands of corporate world.


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ALP Adventure Learning Program



Adventure Learning Program (ALP) conducted by IIBS Bangalore. The program was conducted by professionals and the experience was amazing. It made students fearless and taught them meaningful lessons for life. IIBS encourages MBA students to broaden their knowledge base by partaking in different forms of experience-based learning.

ALP is the most interesting outdoor learning program. It helps students to learn corporate culture through the adventure program organized by IQuest. ALP is conducted before the commencement of the academic session as it helps students in the following areas i.e., Planning, Leadership, Communication, Listening Skills, Problem Solving, Time Management, Relationship Building, Creativity and Delegation.

The students were taken from Bangalore to Ramnagar in the morning. After reaching the venue breakfast were provided and after that everyone were asked to assemble for introduction and warm-up session. Students were divided into two groups for the activities. The very first activity was Rippling, followed by Zipline, Commander Line and other learning activities.

The entire day program ended with dinner followed by bonfire with musical event. The very next morning students were taken for morning trekking. The entire program really worked as energy booster for to start the academic session.

The biggest adventure you can ever take is to live the life of your dreams.



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Why Zumba is fun to get fit? A session by Rubina Sheikh at IIBS



Zumba fitness session by Ms. Rubina Sheikh (A licensed Zumba & Fitness Instructor) at IIBS Bangalore. The Sunday session was mainly a two and half an hours of fitness session conducted in the IIBS which comprised of Zumba. Before the Zumba session, the one-hour warm-up session was conducted to motivate the MBA students to come up on stage and participate in any activity of their choice. Overall it was a very energetic and exciting session for all the students.


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Online Celebration of International Yoga Day at IIBS Bangalore



IIBS Bangalore celebrating the 7th "International Day of Yoga" from 19th to 21st June 2021 online Supervision of Prof. Kuldeep Sharma (Academic Director).

What IIBS MBA students will learn during this session?

- Meditation
- Pranayama:
- Deep Relaxation Technique
- Standing Postures
- Sitting Postures
- Prone Postures
- Supine Postures

Date: 19th June to 21st June 2021 (Sat to Mon)

Timing: 12 noon to 1pm

Instructions: Have early breakfast to enable do yoga at 12noon. Wear comfortable clothes. Log in at least 5 minutes before the session to sort out technical glitches.

Facilitator:

Prof.NarappaReddy

M.Sc (Yoga), Associate Professor, IIBS

Yoga teaches you how to listen to your body.



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Management Development Program at Pyramid Valley Meditation Centre

On 28-08-2019



The goal of meditation is not to control your thoughts, it is to stop letting them control you. Meditation is taught free of cost to all visitors. Multi-day residential workshops on meditation and spiritual science are regularly conducted in this campus. *Silence speaks a lot*, In today's corporate world we have time for everything, time to work, time to learn and even time for others but the question is *do we have time for ourselves?* We might say *yes* but somewhere deep inside we know that answer is *no*. This spiritual trip was to help every individual to learn to give time to oneself or do nothing and concentrate on our breath.

The trip to pyramid valley was an awesome experience with a peaceful, calm and pleasant atmosphere. First, we experienced the power of meditation at Kabir Valley where we experienced the first glimpse about meditation and the pyramid valley. Which lead us to another cosmic followed by *Nithya Annadhan* where food is freely provided to about 15000 individual every month and which taste good and delicious as home food.

After that, we were taken to the most important place of the spiritual centre *the Pyramid*, where every individual experienced a different form of energy within themselves. We meditated for nearly 20 minutes and went to Kings Chamber - another supreme level of meditation where everyone experienced the complete power of the cosmic world. In the world full of rush and hunt for money we found the real-life giving the source in form of meditation at Kings Chamber. We also went to Med-Lab where we shared our meditation experiences. Med-Lab is a place where it examines every part of the body and finds a cure to it through Meditation. It taught us that *Though the equipment to cure is there in LAB, the only physician to cure one of the desires is within Oneself. If you can control your emotions and thoughts you can cure yourself.*

This is completely a spiritual experience irrespective of religion, where you find yourself asking, *Who you are? Where you are? And what you are?*

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Where silence is the hard thing to follow and but gives the best possible outcome for every problem, this meditation can completely change you from a programme being to a complete human being. As because every soul need spiritual food which can only be fed through meditation.

Your mind is a powerful thing. When you filter it with positive thoughts, your life will start to change. - Gautam Buddha

A handwritten signature in green ink, appearing to read 'T. Jaim...', is written over a faint blue grid background.

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ADVENTURE LEARNING PROGRAM



Trust, Support, Planning, Delegation, Leadership, Communication, Problem Solving, Time Management, Building Relationships, Creativity & Innovation are some of the areas where ALP can assist our students.

A person's self-determination, problem-solving skill, temperance, teamwork, and poise are all required in today's corporate world, and an adventure activity helps to develop these qualities in them. This also aids an MBA candidate in developing a dynamic personality in preparation for the global business environment. As a result, it's critical for a management student to be exposed to adventure programmes that allow them to create their own management ethos, personality traits, and cross-cultural demands in the workplace.

In the morning, the pupils were transported to Ramnagar. When everyone arrived at the venue, they were given breakfast and instructed to gather for an introduction and warm-up session. For the activities, students were divided into two groups. Rippling was the initial activity, followed by Zipline, Jumaring, and other educational activities.

Dinner was served at the end of the day's activities, which was followed by a bonfire and a musical performance. The following morning, the pupils were taken on a morning hike. The entire programme served as an excellent energy booster to begin the academic year.


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Corporate Stress Management Program



The Mahabodhi Society in Bengaluru hosted a Corporate Stress Management Program. On 7th April 2018 third semester MBA students from IIBS participated in a day-long "Corporate Stress Management Program" at Mahabodhi Society in Bengaluru.

One of the most significant impediments to a Corporate Manager's ability to achieve the finest results is the stress that he faces on a daily basis. If he can keep his stress under control and turn it into something constructive, the same negative energy can work wonders for his company. This is what our students learned during the programme, thanks to the competent direction of Mahabodhi's respected monks.

All man-made problems can be solved if we first comprehend the issue. Unfortunately, we are afraid of the situation and attempt to avoid it. As a result, struggle with the problem and discover the proper solution that is already present.

Our students were blown away by the way the programme was run, with many activities taking place in a tranquil and peaceful environment remote from the city in Mahabodhi. At the end of the day, the students returned energised with plenty of positive energy to tackle their schoolwork as well as prepare for upcoming internships.

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EFFECTIVE COMMUNICATION TRAINING SCHEDULE

Total :40 Days

Per Session:1.5 Hrs

Day	Grammar (30minutes)	Situational Activity (30 minutes)	Practice Activity (30 minutes)
1	Ice breaking	Introduce yourself and others	Vocab - fruits/veg/utensils/
2	Parts of speech	Identifying them	Exerciese
3	Tense	How to say	Vocab - Basic
4	Verb Forms (Be/DO/Have)	Make Questions&Answers	Pronunciation Vowel Sound Right word/Wrong word& opposite
5		Revision	Exercise
6	Present Simple	Talk about Routine& Facts	Reading/Listening
7	Present Continuous	Talk- What is happening around?	Usinig root words and add suffix and prefix to form new words
8	Past Simple & Continuous	Hot Seat (framing Questions and Answers)	Reading & Listening
9	Past Simple & Continuous	Interview	Excercise
10	Past Simple & Continuous	Speak about an event or incident	Have+noun /verb +adverb Regular and irregular verbs
11		Revision	Exercise
12	Future simple & Continuous	Talk about a place you would like to visit	Be verbs and have verbs with future & use of 'would like'
13	Future simple & Continuous	Talk about future plan	Exercise
14	Expression of Quantity& Quality	Coneversation b/w a sales man and a customer	Reading and Listening
15	Articles & Prepositions	Find out object/objects	Exercise
16		Revision	Exercise
17	Articles & Prepositions	Find out Where	Exercise
18	Adjectives	Compare two or many Objects	Vocab –Synonym and Antonym
19	Present Perfect	Talk on recently completed action	Use of since /for already/ yet
20	Perfect continuous	Read 'n'Speak	Listening and reading
21	Past simple Vs Past perfect	Re order incidents	Talk about group of incidents
22	Present perct and Perfect continuous	Correct and Repeat	Exercise
23		Revision	Exercise
24	MID TERM TEST	Speaking	Writing
25	Past Perfect & Perfect continuous	Organize given ncidents and speak	Narrate the Incident after listening to the audio

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EFFECTIVE COMMUNICATION SKILLS (ECS)

CONTENTS

1. ENGLISH LANGUAGE SKILLS

1. Tenses and time
2. Active and Passive Voice
3. Direct and Indirect Speech
4. Transitional words
5. Prepositions
6. Conjunctions
7. Sentence structure
8. Punctuation
9. Business Phrases and Idioms

2. COMMUNICATION SKILLS

1. Conversational Skills
2. Effective Writing Skills
3. Telephone Etiquette
4. Interview Skills
5. Presentation Skills
6. Art of Persuasion
7. Debate
8. Cross-Cultural Skills
9. Interpersonal and Team Skills
10. Managerial & Supervisory Skills
11. Group Discussion


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ADVANCED COMMUNICATION SKILLS

CONTENTS

1. ENGLISH LANGUAGE SKILLS

1. Rules of Concord
2. Articles
3. Adjective Endings and Word Order
4. Verb Patterns
5. Subjunctive mood

11. BUSINESS COMMUNICATION

1. Introduction to Communication and Types of Communication
2. Organizational Skills
3. Client Communication
4. Communication with Clients abroad
5. Conducting meetings
6. Presentation and Report Writing
7. Letter Writing and E-mails

111 .SOFT SKILLS

1. Decision Making
2. Body Language
3. Business Writing
4. Goal Setting
5. Handling Technique


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6. Voice and Accent
7. Leadership Skills
8. Time and Stress Management



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Effective Listening Session

We all know effective listening means not only hearing the data but also conveying to the speaker that you are interested in the information as well as the information is received properly. This quality for a management-oriented person and also entrepreneurs is very important. Students had a very fruitful session by Prof. N S R Murthy on the same. Prof. N SR Murthy enlightened the students with his enormous knowledge and experience.

Outcomes:

- Understanding Effective listening.
- Understanding the importance of effective listening in the industry.
- Learn how to improve it.


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Effective Listening Session during MOM Program



We all know effective listening means not only hearing the data but also conveying to the speaker that you are interested in the information as well as the information is received properly. This quality for a management-oriented person and also entrepreneurs is very important. Students had a very fruitful session by Prof. N S R Murthy. Prof. N SR Murthy enlightened the students with his enormous knowledge and experience.

Outcomes:

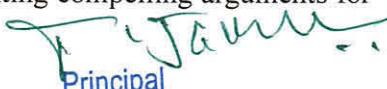
- Understanding Effective listening.
- Understanding the importance of effective listening in the industry.
- Learn how to improve it.

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A Debate competition



A discussion tournament was held at IIBS by the Rotaract club. The competition was designed to help students improve their self-awareness, improve their communication skills, and provide them with a platform to work, communicate, and learn. Their subject knowledge, communication, verbal communication, body language, and ethics were all discussed at the session. Students responded positively to the challenge, presenting compelling arguments for and against the topics assigned to them.


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Redefining Leading Talents

IIBS

Ms. Office Syllabus

Ms. Office course trains students how to use MS Office applications in office work such as creating professional-quality documents; store, organize and analyze information; arithmetic operations and functions; and create dynamic slide presentations with animation, narration, images, and much more, digitally and effectively.

Module 1:

Basics of computers.

- Computer Basic, Creating Folder, Paint
- Directories, input units, Output unit
- Central Processing Units,
- What is hard ware, what is Software
- Windows short cut keys

Module 2:

Text basics.

- Typing the text, Alignment of text
- Editing Text: Cut, Copy, Paste, Select All, Clear
- Find & Replace

Module 3:

Text Formatting and saving file

- New, Open, Close, Save, Save As
- Formatting Text: Font Size, Font Style
- Font Color, Use the Bold, Italic, and Underline
- Change the Text Case
- Line spacing, Paragraph spacing
- Shading text and paragraph
- Working with Tabs and Indents

Module 3:

Working with Objects

- Shapes, Clipart and Picture, Word Art, Smart Art
- Columns and Orderings - To Add Columns to aDocument
- Change the Order of Objects
- Page Number, Date & Time
- Inserting Text boxes
- Inserting Word art
- Inserting symbols
- Inserting Chart

Module 4:

Header & Footers

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- Inserting custom Header and Footer
- Inserting objects in the header and footer
- Add section break to a document

Module 5:

Working with bullets and lists

- Multilevel numbering and Bulleting
- Creating List
- Customizing List style
- Page bordering
- Page background

Module 6:

Tables

- Working with Tables, Table Formatting
- Table Styles
- Alignment option
- Merge and split option

Module 7:

Styles and Content

- Using Build- in Styles, Modifying Styles
- Creating Styles, Creating a list style
- Table of contents and references
- Adding internal references
- Adding a Footnote
- Adding Endnote

Module 8:

Merging Documents

- Typing new address list
- Importing address list from Excel file
- Write and insert field
- Merging with outlook contact
- Preview Result
- Merging to envelopes
- Merging to label
- Setting rules for merges
- Finish & Merge options

Module 9:

Printing

- Page Setup, Setting margins
- Print Preview, Print

MS EXCEL

Module 1:

Introduction to Excel

- Introduction to Excel interface
- Understanding rows and columns, Naming Cells
- Working with excel workbook and sheets



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Module 2:**Formatting excel work book:**

- New, Open, Close, Save, Save As
- Formatting Text: Font Size, Font Style
- Font Color, Use the Bold, Italic, and Underline
- Wrap text, Merge and Centre
- Currency, Accounting and other formats
- Modifying Columns, Rows & Cells

Module 3:**Perform Calculations with Functions**

- Creating Simple Formulas
- Setting up your own formula
- Date and Time Functions, Financial Functions
- Logical Functions, Lookup and Reference
- Functions Mathematical Functions
- Statistical Functions, Text Functions.

Module 4:**Sort and Filter Data with Excel**

- Sort and filtering data
- Using number filter, Text filter
- Custom filtering
- Removing filters from columns
- Conditional formatting

Module 5:**Create Effective Charts to Present Data Visually**

- Inserting Column, Pie chart etc.
- Create an effective chart with Chart Tool
- Design, Format, and Layout options
- Adding chart title
- Changing layouts
- Chart styles
- Editing chart data range
- Editing data series
- Changing chart

MS POWERPOINT**Module 1:****Setting Up PowerPoint Environment:**

- New, Open, Close, Save, Save As
- Typing the text, Alignment of text
- Formatting Text: Font Size, Font Style
- Font Color, Use the Bold, Italic, and Underline
- Cut, Copy, Paste, Select All, Clear text
- Find & Replace
- Working with Tabs and Indents

Module 2:**Creating slides and applying themes**

- Inserting new slide
- Changing layout of slides



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- Duplicating slides
- Copying and pasting slide
- Applying themes to the slide layout
- Changing theme color
- Slide background
- Formatting slide background
- Using slide views

Module 3:

Working with bullets and numbering

- Multilevel numbering and Bulleting
- Creating List
- Page bordering
- Page background
- Aligning text
- Text directions
- Columns option

Module 4:

Working with Objects

- Shapes, Clipart and Picture, Word Art, SmartArt
- Change the Order of Objects
- Inserting slide header and footer
- Inserting Text boxes
- Inserting shapes, using quick styles
- Inserting Word art
- Inserting symbols
- Inserting Chart

Module 5:

Using SmartArt and Tables

- Working with Tables, Table Formatting
- Table Styles
- Alignment option
- Merge and split option
- Converting text to smart art

INTERNET & E-MAIL

- What is Internet? Receiving Incoming Messages
- Sending Outgoing Messages, Email addressing
- Email attachments, Browsing, Search engines
- Text chatting, Job Searching
- Downloading video and Music
- Webcam Chatting etc.

Photos:



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10: Point of Sale (PoS)

- Features of Point of Sale (PoS) in Tally. ERP 9
- Configuring Point of Sale in Tally. ERP 9
- Entering POS Transactions
- POS Reports

11: Job Costing

- Configuring Job Costing In Tally. ERP 9
- Creating Masters for Job Costing
- Recording Transactions
- Job Costing Reports

12: Multilingual Capabilities

- Configuring Tally. ERP 9 for Multilingual Capabilities
- Creating Masters
- Entering Transactions in Multiple Languages
- Transliteration
- Generating Reports

13: Technological Advantages of Tally. ERP 9

- Tally Vault
- Security Control
- Tally Audit
- Backup and Restore
- Split Company Data
- Export and Import of Data
- ODBC Connectivity
- Web Enabled, Print Preview and Online Help
- Printing of Reports and Cheques

14: Tally.NET and Remote Capabilities

- Overview of Tally.NET
- Configure Tally.NET Features
- Connect Company on Tally.NET
- Create Remote Users
- Authorize Remote Users
- Remote Access



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20: Excise for Dealers

- Basic Concepts
- Salient Features of Dealer Excise
- Enabling Dealer Excise in Tally. ERP 9
- Creating Masters
- Entering Transactions
- Excise Reports
- Sales & Purchase Extract

21: Excise for Manufacturers

- Basic Concepts of Excise Duty
- Configuring Excise in Tally. ERP 9
- Creation of Masters
- Processing Transactions
- Excise Reports

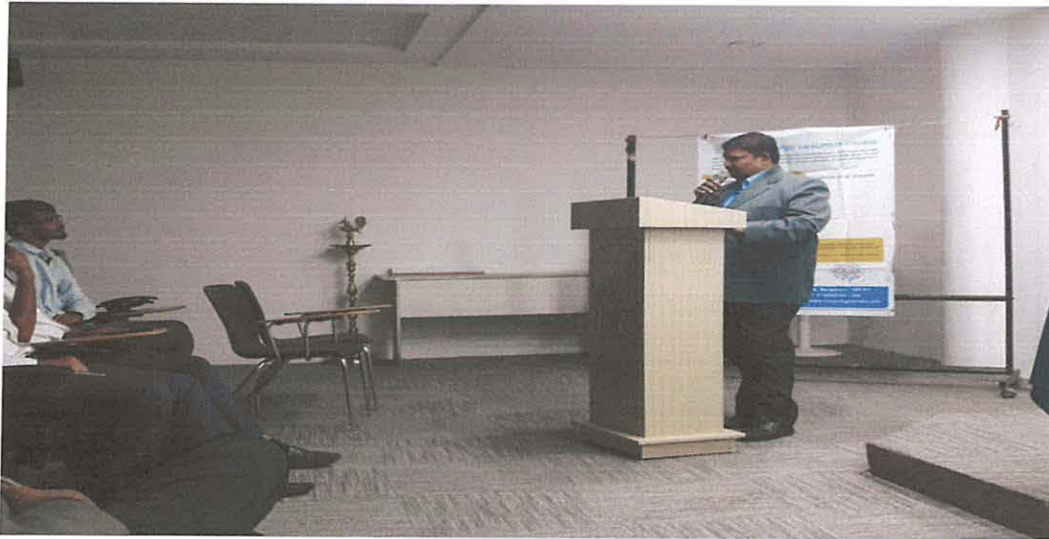
22: Payroll Accounting and Compliance

- Configuring Payroll in Tally. ERP 9
- Creating Payroll Masters
- Processing Payroll in Tally. ERP 9
- Accounting for Employer PF Contributions
- Accounting for Employer ESI Contributions
- Payment of Professional Tax
- Generating Payroll Reports



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An Intro session on IBM Business Analytic Certification program



The session was a brief about;

- Importance of business analytics
- Predictive, descriptive and prescriptive analysis of business through business analytic
- Expectations of corporate from management students

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Report on IBM Certification course

While we look around and observe how our world is expanding, expansion in the digital space is exponential. With voluminous consumers, the data generated is multi-fold with every passing day. Here comes business analytics to the rescue. At International Institute of Business Studies, Bangalore, we have realized how data analytics is building its own spectrum and so the need of a specialization in the same.

Business analytics is applied in operations, marketing, finance, and strategic planning among other functions in any businesses, non- profit organisations and Government. The ability to use data effectively to drive rapid, precise and profitable decisions has been a critical strategic advantage for companies.

This course aims to provide students with a broad background on business analytics concepts and techniques, exposure to business intelligence tools, application of business analytical techniques to improve marketing, sales, and customer relationship management. Given the close connection of Business Analytics to real world application and its potential in improving the performance of business organisations.


The course emphasizes that business analytics is not a theoretical discipline: these techniques are only interesting and important to the extent that they can be used to provide real insights and improve the speed, reliability, and quality of decisions. The course discuss scenarios from a variety of business disciplines, including the use of business analytics to support customer relationship management decisions, decisions in the entertainment industry, finance, and human relations.

Course Objective:

1. Approach business problems using data-analytical approach.
2. Interact competently on the topic of data-driven business intelligence.
3. Acquire Hands-on Experience of Business Analytics Tools & Techniques Course.

Business Analytics training session




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TRAINING COMPLETION CERTIFICATE

*This is to certify that Ms./ Mr. DEBLINA DE
has successfully completed IBM Software training
under the Career Education Program.*

Course Name IBM CE - Foundation in Analytics (Analytics for All)
Technologies Used IBM Cognos Insight, IBM Cognitive Analytics
Registration No. 4Q9324/AFA/029
Training Duration 24 Hours
Training Completed Jul - Aug 2017
Training Location IIBS, BANGALORE



Jagadisha Bhat
Country Manager - Software Services
IBM Software Group

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Bangalore North - 562 137.





IIBS

Advance Excel Training Syllabus

This Advanced Microsoft Excel Course Syllabus is designed by Industry Experts. Our Advanced Excel Course Syllabus covers in-depth knowledge of pivot tables, audit and analyse worksheet data, VBA Macro, utilize data tools, collaborate with others, and create and manage macros with live Projects.

This advanced Excel course syllabus is designed for the intermediate Excel user who desires to learn more advanced skills. Learn the most advanced formulas, functions, charts and types of financial analysis to be an Excel power user.

Excel Introduction

- An overview of the screen, navigation and basic spreadsheet concepts
- Various selection techniques
- Shortcut Keys


Customizing Excel

- Customizing the Ribbon
- Using and Customizing AutoCorrect
- Changing Excel's Default Options

Using Basic Functions

- Using Functions – Sum, Average, Max, Min, Count.
- Absolute, Mixed and Relative Referencing
- **Formatting and Proofing**
 - Currency Format
 - Format Painter
 - Formatting Dates
 - Custom and Special Formats
 - Formatting Cells with Number formats, Font formats, Alignment, Borders, etc
 - Basic conditional formatting

Arithmetical Functions


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• Sum If, Sum Ifs Count If, Count Ifs Average If, Average Ifs, Nested IF, IFERROR Statement, AND, OR, NOT **Protecting Excel**

- File Level Protection
- Workbook, Worksheet Protection

Text Functions

- Upper, Lower, Proper
- Left, Mid, Right
- Trim, Len, Exact
- Concatenate
- Find, Substitute

Date and Time Functions

- Today, Now
- Day, Month, Year
- Date, Date if, Date Add
- EO Month, Weekday

Advanced Paste Special Techniques

- Paste Formulas, Paste Formats
- Paste Validations
- Transpose Tables

New in Excel 2013 / 2016 & 365

- New Charts – Tree map & Waterfall
- Sunburst, Box and whisker Charts
- Combo Charts – Secondary Axis
- Adding Slicers Tool in Pivot & Tables
- Using Power Map and Power View
- Forecast Sheets

- Using 3-D Map
- New Controls in Pivot Table – Field, Items and Sets
- Various Time Lines in Pivot Table
- Auto complete a data range and list
- Quick Analysis Tool
- Smart Lookup and manage Store

Sorting and Filtering

- Filtering on Text, Numbers & Colors
- Sorting Options



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- Advanced Filters on 15-20 different criteria(s)

Printing Workbooks

- Setting Up Print Area
- Customizing Headers & Footers
- Designing the structure of a template
- Print Titles –Repeat Rows / Columns
- **Advance Excel What If Analysis**
 - Goal Seek
 - Scenario Analysis
 - Data Tables (PMT Function)
 - Solver Tool

Logical Functions

- If Function
- How to Fix Errors – if error
- Nested If
- Complex if and or functions

Data Validation

- Number, Date & Time Validation
- Text and List Validation
- Custom validations based on formula for a cell
- Dynamic Dropdown List Creation using Data Validation – Dependency List

Lookup Functions

- VLOOKUP / HLOOKUP
- Index and Match
- Creating Smooth User Interface Using Lookup
- Nested VLOOKUP
- Reverse Lookup using Choose Function
- Worksheet linking using Indirect
- VLOOKUP with Helper Column
- **Pivot Tables**
 - Creating Simple Pivot Tables
 - Basic and Advanced Value Field Setting
 - Classic Pivot table
 - Choosing Field
 - Filtering PivotTables
 - Modifying PivotTable Data
 - Grouping based on numbers and Dates
 - Calculated Field & Calculated Items



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- Arrays Functions
- What are the Array Formulas, Use of the Array Formulas?
- Basic Examples of Arrays (Using ctrl+ shift +enter).
- Array with if, then and mid functions formulas.
- Array with Lookup functions.
- Advanced Use of formulas with Array.
- **Charts and slicers**
 - Various Charts i.e. Bar Charts / Pie Charts / Line Charts
 - Using SLICERS, Filter data with Slicers
 - Manage Primary and Secondary Axis

Excel Dashboard

- Planning a Dashboard
- Adding Tables and Charts to Dashboard
- Adding Dynamic Contents to Dashboard

VBA Macro Introduction to VBA

- What Is VBA?
- What Can You Do with VBA?
- Recording a Macro
- Procedure and functions in VBA

Variables in VBA

- What is Variables?
- Using Non-Declared Variables
- Variable Data Types
- Using Constant variables
- **Message Box and Input box Functions**
 - Customizing Message boxes and Input box
 - Reading Cell Values into Messages
 - Various Button Groups in VBA

If and select statements

- Simple If Statements
- The Elseif Statements
- Defining select case statements

Looping in VBA

- Introduction to Loops and its Types
- The Basic Do and For Loop
- Exiting from a Loop



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- Advanced Loop Examples

Mail Functions – VBA

- Using Outlook Namespace
- Send automated mail
- Outlook Configurations, MAPI
- Worksheet / Workbook Operations



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To,
The Principal,
International Institute of Business Studies,
Bangalore Airport campus
Bangalore - 562157

Memorandum of Understanding

We hereby agree to undertake responsibility of Training the students of graduate and undergraduate program on the courses of Advance Excel, Statistical Package for Social science and personality development. The MOU will be applicable from January 2015 to December 2022.

- Institute will help in articulating the syllabus in collaboration with the Institute for the courses as mentioned in the MOU.
- Institute will be responsible for providing study material related to the courses such as Advance Excel, Statistical Package for Social science and personality development.
- Courses offered by the training Institute will be designed in line with the trending practices in the industry.
- Modules of the training program will be mapped with the employability skill requirement for the students to be placed with the Institute.
- Courses will include sessions in line with the syllabus and activities to help in having practical application of the same.
- Session for the respective courses will depend on the schedule communicated by the Institute.
- Sessions will be conducted in the form of Guest lecture based on the requirement of the Institute.

We look forward to providing valuable sessions to the students and help them in skill updation in association with the Institute.

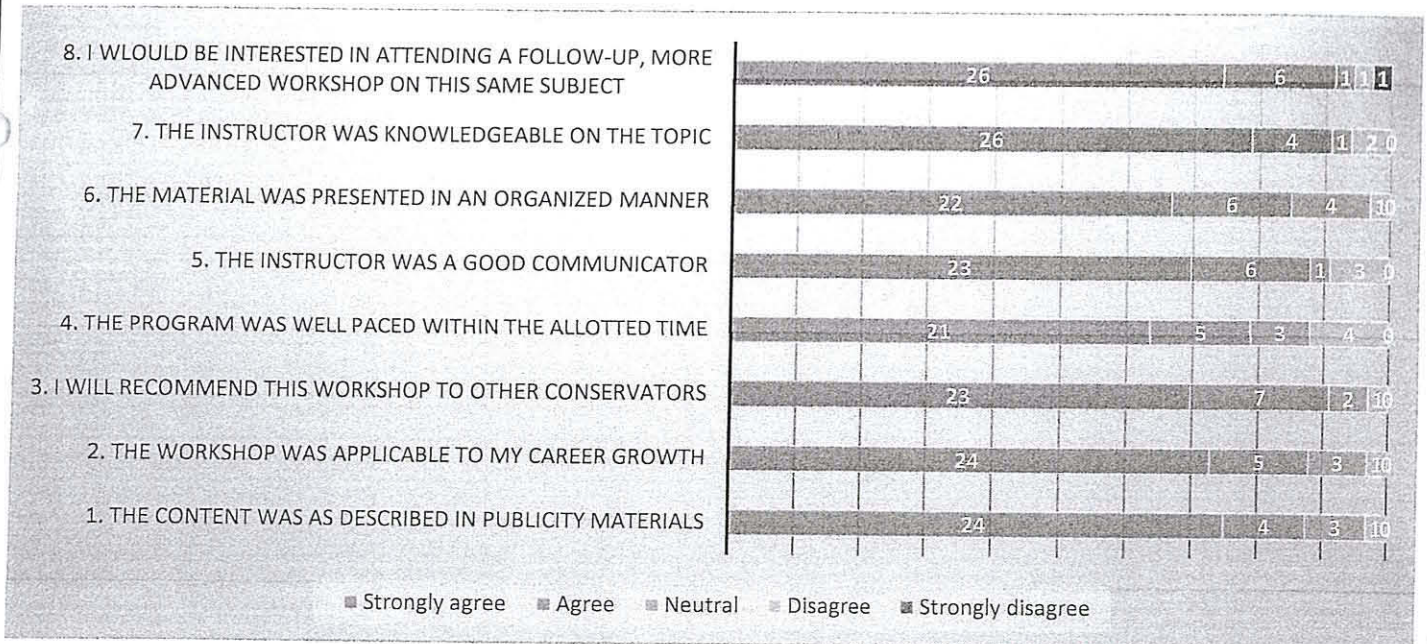
Thanking you


Jagdish Loknath
Branch Manager
PARKUS Technologies
Principal

No 12, 1st Floor, Sagar Dental International Institute of Business Studies, 00037,
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FEEDBACK ANALYSIS ON EMPLOYABILITY SKILLS IN LOGISTICS AND SUPPLY CHAIN

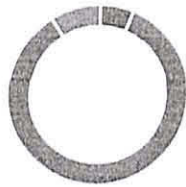
Questions	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1. The content was as described in publicity materials	24	4	3	1	0
2. The workshop was applicable to my career growth	24	5	3	1	0
3. I will recommend this workshop to other conservators	23	7	2	1	0
4. The program was well paced within the allotted time	21	5	3	4	0
5. The instructor was a good communicator	23	6	1	3	0
6. The material was presented in an organized manner	22	6	4	1	0
7. The instructor was knowledgeable on the topic	26	4	1	2	0
8. I would be interested in attending a follow-up, more advanced workshop on this same subject	26	6	1	1	1
	Too Short	Right length	Too Long		
9. Given the topic, was this workshop	2	28	3		
	Introductory	Intermediate	Advanced		
10. In your opinion, was this workshop	12	14	6		
11. Please rate the following	Excellent	Very good	Good	Fair	Poor
a. Visuals	10	9	10	4	0
b. Acoustics	8	10	14	0	0
c. Meeting space	14	8	9	3	0
d. Handouts	12	8	9	2	0
e. The program overall	22	7	4	0	0



T. J. J.
Principal

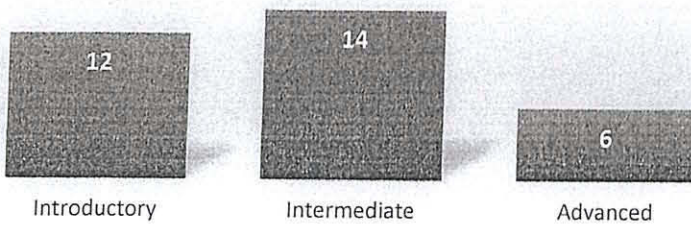
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9. Given the topic, was this workshop

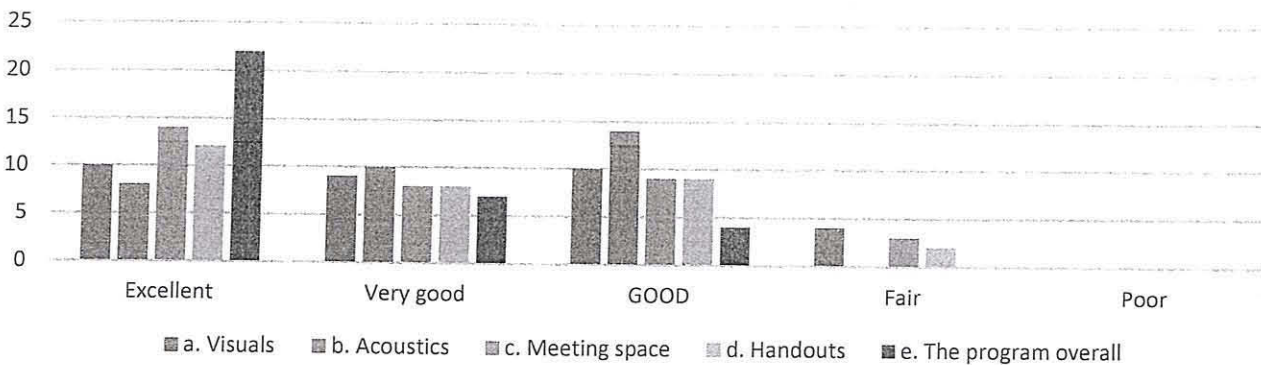


■ Too Short ■ Right length ■ Too Long

10. In your opinion, was this workshop



11. Please rate the following



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**MBA 2021-23 STUDENT LIST - Sec A**

Sl. No.	Register Number	Student Name	Signature
1	P18DM21M0001	Selvaraj N	N. Selvaraj
2	P18DM21M0003	Anushka Saxena	
3	P18DM21M0004	Abhishek Kumar	
4	P18DM21M0005	SHIFA MEHBOOB MUNSHI	Shifa Mehboob
5	P18DM21M0007	Rupashi Jamatia	
6	P18DM21M0008	Subham Singha	
7	P18DM21M0009	Balasubramanian P G	Balakrishnan
8	P18DM21M0011	Kasthuri Rangan G	G. Kasthuri Rangan
9	P18DM21M0013	Aluru Venkatesh	
10	P18DM21M0014	Rohit Tanti	Rohit Tanti
11	P18DM21M0015	Prachita Mohanty	
12	P18DM21M0016	Narravula Venkat Sai	N. Venkat Sai
13	P18DM21M0017	John Paul E	
14	P18DM21M0018	Seelam Surya Kaivalya	S. Surya Kaivalya
15	P18DM21M0020	Dhaval	Dhaval
16	P18DM21M0021	Srijit Chakrabarty	Srijit
17	P18DM21M0022	S Sreyasree	Sreyasree S
18	P18DM21M0023	Nijampatnam Lakshmi Durga	N. Lakshmi Durga
19	P18DM21M0024	Haritha V	Haritha V. Naik
20	P18DM21M0025	Soni Manish Bharathkumar	
21	P18DM21M0026	Ganji Dhruva	
22	P18DM21M0027	Shiv Kumar Kukka	
23	P18DM21M0028	Gudiwada Sai Prasad	G. Sai Prasad
24	P18DM21M0029	Samir Chetry	Samir Chetry
25	P18DM21M0030	Munaga Venkata Ramakrishna Akhil	M.V.R.K. Akhil
26	P18DM21M0031	Neelima Gupta	
27	P18DM21M0032	K Ravi Chandra	
28	P18DM21M0033	Bellani Divya	B. Divya
29	P18DM21M0034	Pratiksha Jha	Pratiksha Jha
30	P18DM21M0035	Kodathala Yamini Reddy	Yamini Reddy
31	P18DM21M0036	Pillamulla Mahendar	Mahendar
32	P18DM21M0037	Mohammed Fysal Sharif	Md. Fysal Sharif
33	P18DM21M0038	Kunchala Venkata Chiranjeevi	
34	P18DM21M0039	K Harish	K. Harish
35	P18DM21M0040	Lipika Pradhan	
36	P18DM21M0042	Reddy Pavitra Ramesh	Pavitra Reddy
37	P18DM21M0043	Dukkipati Vasanth Kumar	
38	P18DM21M0044	Shaik Asha	Asha Shaik
39	P18DM21M0045	Farhan Showkat	
40	P18DM21M0046	Adarsh Khema	Adarsh Khema
41	P18DM21M0047	G V Maheshwar Reddy	
42	P18DM21M0048	Nampalli Manoj Kumar	N. Manoj Kumar
43	P18DM21M0049	Naik Anil Parshuram	Anil Parshuram Naik

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44	P18DM21M0050	Abhishek BV	
45	P18DM21M0051	Karnati Guru Kalyani	
46	P18DM21M0053	Sunil NA	
47	P18DM21M0055	Karri Geetha Priyanka	<i>K. Geetha Priyanka</i>
48	P18DM21M0056	Sahid Ali	<i>Sahid Ali</i>
49	P18DM21M0057	Gaikwad Rutuja Ramesh	
50	P18DM21M0058	Mohit Mayank	<i>Mohit Mayank</i>
51	P18DM21M0059	Rampure Awant Raju	<i>Rampure Awant Raju</i>
52	P18DM21M0060	Shruti Kumari	<i>Shruti</i>
53	P18DM21M0061	Wasim Raza	
54	P18DM21M0062	Nisha Onkar Moudekar	<i>Nisha</i>
55	P18DM21M0063	Pragnya Kulkarni	<i>Pragnya</i>
56	P18DM21M0064	Guntimadugu Sudheerkumar Raju	<i>Guntimadugu Sudheerkumar Raju</i>
57	P18DM21M0065	Nataraj	<i>Nataraj</i>
58	P18DM21M0066	Anandhakrishnan R	<i>Anandhakrishnan R</i>
59	P18DM21M0067	Dave Mansi	<i>Dave Mansi</i>
60	P18DM21M0068	Jadhav Prateek Sunil	<i>Jadhav Prateek Sunil</i>
61	P18DM21M0069	Vikram Kumar	<i>Vikram Kumar</i>
62	P18DM21M0070	Emmaneni Pavan Lohith	<i>Emmaneni Pavan Lohith</i>
63	P18DM21M0071	Benjamin Franklin A	
64	P18DM21M0072	Yallasiri Aasa Deepika	<i>Y. Aasadepika</i>
65	P18DM21M0073	Leeja Prabina Kerketta	<i>Leeja Prabina Kerketta</i>
66	P18DM21M0074	Deepanshu Raman	<i>Deepanshu Raman</i>
67	P18DM21M0075	Gugulothu Saritha	<i>Saritha G</i>
68	P18DM21M0076	Sangita Dey	
69	P18DM21M0077	Bhagyashree M Hiregoudra	<i>Bhagyashree M Hiregoudra</i>
70	P18DM21M0079	Abhishek Roy	
71	P18DM21M0080	Vethavalli R	<i>R. Vethavalli</i>
72	P18DM21M0081	Mukkidipalli Priscilla	
73	P18DM21M0082	Kiran J D	
74	P18DM21M0084	Shaurya Gaur	
75	P18DM21M0085	Soni Kumari	
76	P18DM21M0086	Pranathi Athota	
77	P18DM21M0087	Mafidul Islam	
78	P18DM21M0088	Kaleshvali H	
79	P18DM21M0089	Padmini Tiwari	<i>Padmini</i>
80	P18DM21M0090	Supriya Pathak	

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Corporate Mentoring By Saji Eapen 10/9/22



IIBS International Institute of Business Studies
Affiliated to Bengaluru City University
#75, Muthugadahalli, Bangalore North, Jala Hobali, Bangalore -562 157

Corporate Mentoring
10th Sept. 2022
@ 10.00 am to 1.00 pm

CHIEF PATRONS
Prof. Kuldeep Sharma
Director
Dr. Raja Sulochana
Principal-MBA

EVENT CO-ORDINATOR
Dr. M. Kethan
Associate Professor

**Venue : Seminar hall -1,
IIBS Airport Campus, Bengaluru**

MR. SAJI EAPEN
Hiring Tech Talent for Payapl,
Xoogle, UNILEVER
ABINBEV

Imparting conceptual knowledge and managerial skills in a Learning environment of high academic ambience to be in the forefront of Management education and Research.

- To develop professionally competent managers with social concern and high moral values.
- To offer inputs to the corporate world in enhancing productivity through research and consultancy and act as a nodal center for development.
- To impart management skills and capabilities with ample scope for individual growth.
- To cater to corporate world by enhancing entrepreneurial skills among students.

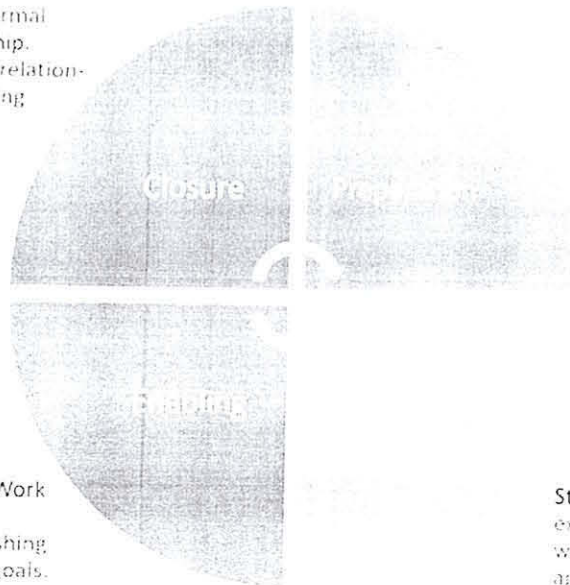

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Mentoring Life Cycle

Stage 4: Focus on closing formal relationship. Redefine relationship moving forward.



Stage 1: Set expectations. Establish foundation for successful mentoring relationship.

Stage 3: Work towards accomplishing learning goals.

Stage 2: Agree on expectations. Set working agreements.

The goals of the IIBS- MBA Corporate Mentor Program:

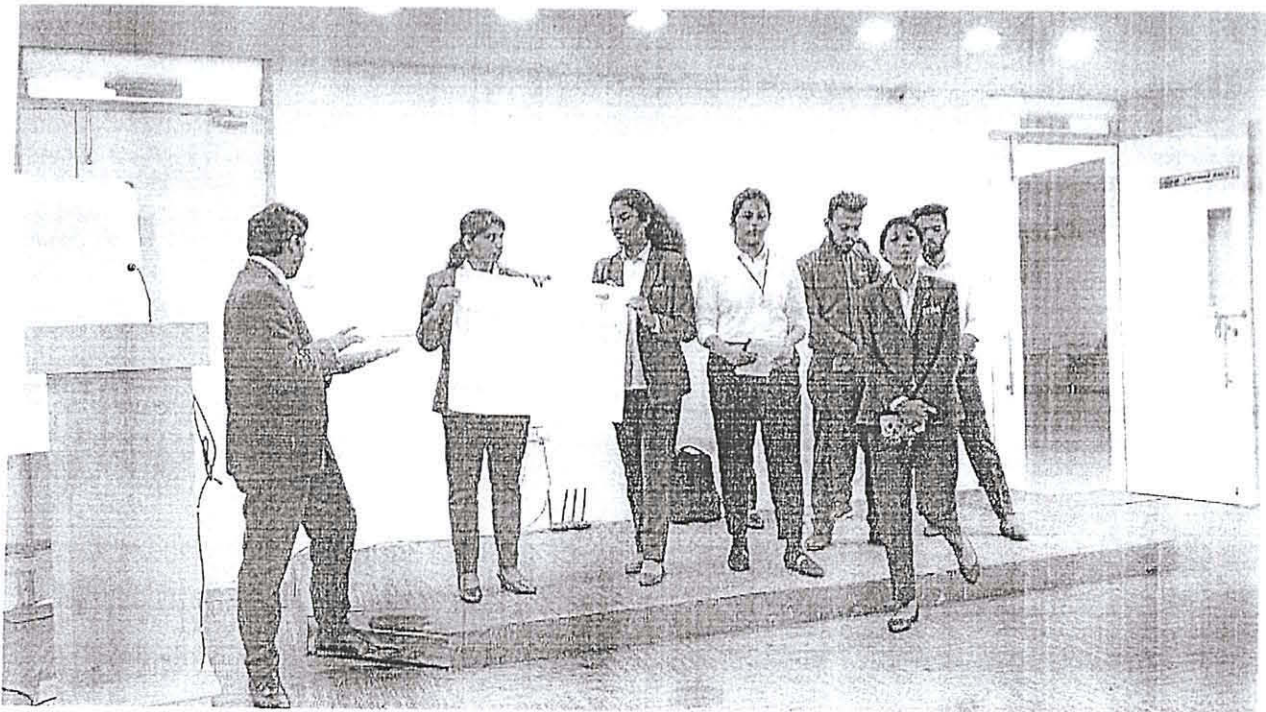
Knowledge Transfer: The mentoring program should provide mentors with the opportunity to meet and influence future business leaders while sharing relevant knowledge and experience.


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The program should also provide mentors with a venue to assist their mentees in meeting their prescribed learning goals.

Future Talent: The mentoring program should open the lines of communication to enable mentors to gain access to current business concepts and research being taught by the University.

Career Development: The mentoring program should enable mentors to assist MBA students by enhancing their networking skills and increasing their knowledge of a specific industry and profession.



One-on-One Mentoring:

One-on-one mentoring will provide IIBS –II SEM MBA students with the opportunity to learn directly from an experienced mentor. Every effort will be made to match students with a mentor whose background and experience align with the students' interests and career goals.


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FEEDBACK ANALYSIS OF CORPORATE PROGRAMME

Questions	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1. The content was as described in publicity materials	24	4	3	1	0
2. The workshop was applicable to my career growth	24	5	3	1	0
3. I will recommend this workshop to other conservators	23	7	2	1	0
4. The program was well paced within the allotted time	21	5	3	4	0
5. The instructor was a good communicator	23	6	1	3	0
6. The material was presented in an organized manner	22	6	4	1	0
7. The instructor was knowledgeable on the topic	26	4	1	2	0
8. I would be interested in attending a follow-up, more advanced workshop on this same subject	26	6	1	1	1
	Too Short	Right length	Too Long		
9. Given the topic, was this workshop	2	28	3		
	Introductory	Intermediate	Advanced		
10. In your opinion, was this workshop	12	14	6		
11. Please rate the following	Excellent	Very good	Good	Fair	Poor
a. Visuals	10	9	10	4	0
b. Acoustics	8	10	14	0	0
c. Meeting space	14	8	9	3	0
d. Handouts	12	8	9	2	0
e. The program overall	22	7	4	0	0

8. I WOULD BE INTERESTED IN ATTENDING A FOLLOW UP, MORE ADVANCED WORKSHOP ON THIS SAME SUBJECT
7. THE INSTRUCTOR WAS KNOWLEDGEABLE ON THE TOPIC
6. THE MATERIAL WAS PRESENTED IN AN ORGANIZED MANNER
5. THE INSTRUCTOR WAS A GOOD COMMUNICATOR
4. THE PROGRAM WAS WELL PACED WITHIN THE ALLOTTED TIME
3. I WILL RECOMMEND THIS WORKSHOP TO OTHER CONSERVATORS
2. THE WORKSHOP WAS APPLICABLE TO MY CAREER GROWTH
1. THE CONTENT WAS AS DESCRIBED IN PUBLICITY MATERIALS

☑ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☑ Strongly disagree

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Principal

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9. Given the topic, was this workshop



0 = 0%, 100 = 100%

10. In your opinion, was this workshop



Introductory

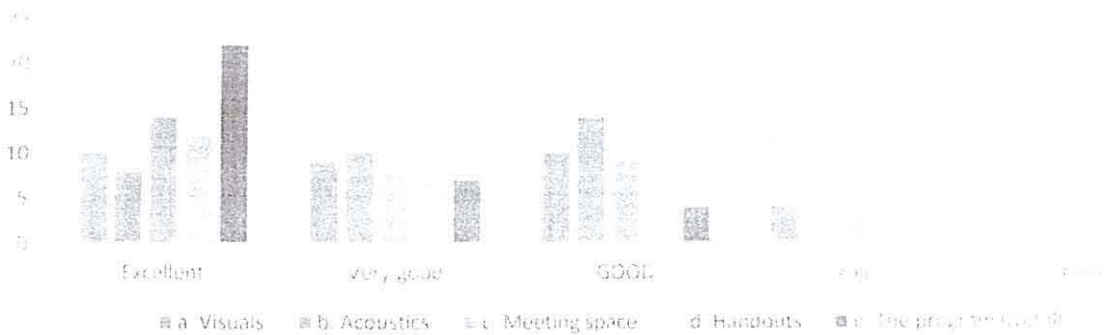


Intermediate



Advanced

11. Please rate the following



T. James

Principal

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 Bangalore North - 562 157.