



# Industry Integrated PGDM Program



**Brochure**

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**EARN WHILE YOU LEARN**

# Welcome to **ISBR**



## **Empowering Future Leaders**

Founded in 1990 under the aegis of the Bangalore Educational Trust, The International School of Business and Research (ISBR), is a paragon of global educational excellence. Established by visionary leaders, ISBR offers a cutting-edge educational infrastructure designed to promote intellectual curiosity and uphold the highest standards of ethical and humanistic values. The institution is dedicated to positioning itself as a globally renowned academic and research excellence center.



ISBR is governed by three pivotal bodies: the Governing Council, the Academic Council, and the Board of Studies. These entities are instrumental in maintaining and enhancing the institution's academic governance and strategic direction, ensuring alignment with industry best practices and relevance. Leveraging the expertise of leading scholars and industry pioneers, ISBR Business School is celebrated for its rigorous academic programs and intellectual depth. The institution's core philosophy is rooted in an unwavering pursuit of excellence, emphasizing advanced research, innovative training methodologies, and superior educational delivery.

At ISBR, education transcends traditional boundaries. The institution is committed to equipping students with the leadership skills and strategic mindset essential for thriving in today's dynamic business environment. ISBR fosters a holistic understanding of global business dynamics and individual development by integrating theoretical insights with practical applications. ISBR's academic offerings are meticulously curated to instill a lifelong dedication to learning and leadership. Graduates emerge as highly skilled professionals, driven by a relentless pursuit of knowledge and a resolute commitment to excellence in management and business education.

# ISBR's VISION, Mission & Core Values

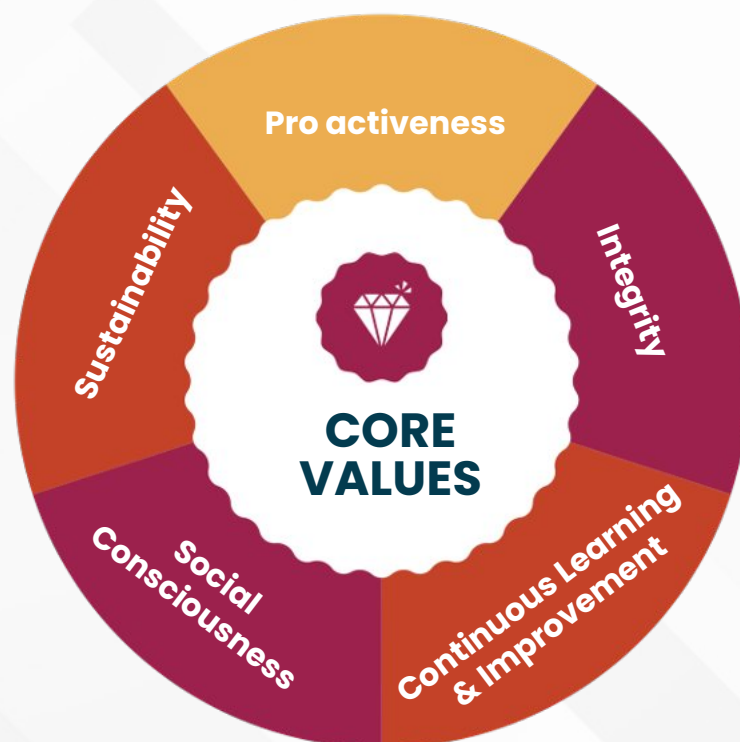


## VISION

To be the premier Institute for knowledge creation and dissemination that develops potential management leaders for India and Global Community.

## MISSION

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- » To create and nurture an environment where students learn with a holistic approach to ensure they achieve academic excellence, integrity, and leadership qualities and become socially responsible individuals.
  - » To create and maintain a healthy campus environment for all our stakeholders to achieve excellence in the field of management education and research by addressing internal and external issues of the Institute from time to time.
  - » To endeavor to keep the curriculum updated to suit the requirements of the industry in global context and deepen international alliances.



# ISBR's

# Awards & Ranking



## Awards

- **Awarded Business Excellence – Bharti Group**
- **Awarded Exemplary Placement Award – Discovery Education**
- **Awarded National Championship for Entrepreneur Activities – National Entrepreneur Network (NEN)**
- **Awarded Centurion Award – Centum Learning Centre**
- **Awarded Management College of the year in Global Exposure – Higher Education Reviewer**
- **Awarded Best Business School of the Year – Public Relations Council of India (PRCI)**

## Ranking

- **Ranked as Platinum Institute – AICTE – CII Survey for 5 years in a row. This places ISBR among top 3% of Indian Management Colleges**
- **Ranked No. 1 under New Generation B-Schools of India – DM B-School Survey**
- **Ranked in India's Best B-School category for 5 consecutive years – Dalal Street Journal**
- **Ranked 10th Best in Industry Interaction – Silicon India Survey**
- **Ranked as 12th Best in South India – Bhaskar Lakshya, Dainik Bhaskar Group**
- **Ranked among top 1% B-School Brands of India – Business Barons**
- **India's Top 29th Institute – Silicon India Survey**
- **Ranked 6th Best in Placements – Go-Getter B-School Placements Survey**
- **Voted Grand Jury Award in the categories of (a) Quality of Campus Life and (b) Student Diversity by EducationWorld India Private Higher Education Awards 2019–20**

# INAUGURATION CEREMONY



**A new chapter begins at ISBR with the inauguration of the Industry Integrated PGDM program 25-27.**

**Blending academic excellence with real-world exposure, this program is designed to prepare students to thrive in today's dynamic business landscape. Here's to building careers with knowledge, skills and industry readiness.**



# Message from the President

Welcome to ISBR, where the pursuit of excellence in business education transcends conventional boundaries. Established in 1990 under the esteemed Bangalore Educational Trust (BET), ISBR stands at the forefront of management education, continuously shaping the next generation of business leaders. With a legacy of profound expertise and a global perspective, ISBR seamlessly integrates academic rigor with industry insights, attracting ambitious managers from across the nation and internationally.

At ISBR, we foster an intellectually stimulating environment where students engage with a vibrant community of scholars and industry experts. Our mission extends beyond traditional learning; we aim to ignite a lifelong passion for leadership and innovation. Our distinguished faculty, with their extensive industry experience and academic acumen, deliver a transformative educational journey. By embedding cutting-edge ideas and real-world applications into the curriculum, we equip students to navigate the complexities of contemporary business landscapes adeptly.

We believe that true management excellence is anchored in profound expertise, strategic foresight, and the agility to thrive in dynamic global markets. For those who aspire to transcend conventional success and achieve a superior standard of accomplishment, ISBR provides an unparalleled platform. Our programs are meticulously designed for individuals who are resolute in their potential and dedicated to making a significant impact in the business arena. Welcome to ISBR, where cutting-edge education converges with tangible success. This is your gateway to an extraordinary journey in business education –shaping the leaders of tomorrow’s challenges.



**Dr. Manish Kothari**  
President, ISBR Business School

# Message from the Dean

In today’s evolving business world, we’re shifting from a VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) to a BANI (Brittle, Anxious, Non-linear, and Incomprehensible) paradigm. To navigate this change, managers must develop a broad skill set, integrating technical expertise with leadership and values.

At ISBR Business School, our mission is to create visionary leaders who drive sustainable change. Our curriculum offers an immersive, transformative learning experience.

Through interactive lectures, case studies, role-playing, and strategic discussions, students develop critical thinking and practical insights. The four-semester program combines experiential learning with skill-building initiatives, supported by extracurricular activities like campus competitions, mentoring, and certification courses from top institutions. We focus on cultivating socially responsible leadership through initiatives such as the Rural Immersion Program and impactful social projects. A multi-tiered mentoring system, involving faculty, alumni, and industry experts, guides students through their professional development. Industry interactions, including C-Talks, Professors of Practice, and hands-on projects, ensure graduates are ready for the workplace. Located in Bengaluru’s Electronic City, ISBR benefits from proximity to major corporate hubs. Our unique offerings include Harvard case studies, the ‘Ambassador’ Lecture series with international diplomats, and membership in TiE, strengthening industry ties. Our Innovation Council and placement network have successfully placed alumni in organizations like FedEx, Flipkart, Dell, HDFC Bank, Kotak Mahindra, L’Oréal, and more.

At ISBR, academic excellence converges with immersive campus experiences, strategic networking, national events, and vibrant cultural celebrations. Join the Class of 2026 and elevate your business education to new heights. Experience the dynamic ecosystem at ISBR Business School, where leadership and innovation shape tomorrow’s business leaders.



**Dr. R. Narasimhan**  
Dean, ISBR Business School

# Postgraduate Diploma in Management PGDM – Industry Integrated

## Program Overview



**PROGRAM DURATION**  
Two years (4 Semesters)

**APPROVALS**  
AICTE

**ACCREDITATION**  
NBA

**MODE**  
Internship-integrated learning

**CREDITS**  
110-120

### Key Features

- Industry Internship Assured (Within 30 to 90 Days of Completing Registration & 1st Term Fee)
- Stipend from Rs 15000 to Rs 25000 / month
- A blend of foundational courses and advanced electives.
- Certifications in cutting-edge technologies like KNIME, Tableau, blockchain, Microsoft – AZ900, DP900, AI100, AI102, and PL300.

### Program Objectives

- Prepare industry-ready professionals with relevant skills.
- Enhance critical thinking, leadership, and decision-making abilities.
- Equip students to tackle complex global business challenges.
- Foster creativity and innovation in real-world scenarios.

## ▶ Specializations

- ▶ *Finance and Fintech*
- ▶ *Human Resource Management*
- ▶ *Marketing Management*
- ▶ *Operations Management*
- ▶ *Data Science and Business Analytics*



## ▶ Program Structure

FIRST YEAR	
Foundation Courses	Accounting, Marketing, Economics, Decision Science.
Skill-Based Learning	Business Communication, Innovation Labs.
SECOND YEAR	
Specializations	Advanced electives in chosen fields.
Value-Added Certifications	Blockchain, Neuro-Marketing, Data Visualization.
Industry Projects	Hands-on exposure through internships and live projects.

## ▶ Program Benefits

 <b>Industry Integration</b> Hands-on internships aligned with career aspirations.	 <b>Networking Opportunities</b> Access to a global alumni network and industry leaders.	 <b>Comprehensive Learning</b> Blend of academic rigor and practical exposure.	 <b>Enhanced Employability</b> Certifications in emerging technologies.
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## ▶ Program Fee

Admission Registration

50,000

Tuition Fee

10,50,000



# INTERNATIONAL LINKAGES

ISBR facilitates international exchange programs with its international partner universities. The international program promotes lifelong networking opportunities with students and faculty over 90 countries.



**40+**  
UNIVERSITY  
PARTNERS

**10+**  
COUNTRIES

**450+**  
SUCCESS  
STORIES

## PARTNER UNIVERSITIES



# Why Choose ISBR?

## ▶ Dual Benefits

Earn while you learn through paid internships.

## ▶ World-Class Faculty

Blend of academic scholars and industry practitioners.

## ▶ Global Recognition

Accredited and approved by AICTE and NBA.

## ▶ Holistic Learning

Balanced focus on theoretical knowledge and practical



## Placement Support



ISBR's dedicated Career Advancement Services (CAS) ensures:

- ✓ Internship and placement opportunities with leading organizations.
- ✓ Personalized career counseling and mentorship.
- ✓ Alumni connections with global corporates like Deloitte, Flipkart, and FedEx.

## Our Top Recruiters



Morgan Stanley



PHILIPS

SONY



EXL



SIEMENS

zomato

L'ORÉAL



Mahindra FINANCE



trinamiX





# Our Esteemed Faculties

**A blend of academics, scholars and industry practitioners:**



**Dr. Nila A. Chotai**

*Professor of Economics and HR and Director of Executive Academics*

Dr. Nila A. Chotai has a progressive record in the academic domain with over 16 years of experience in teaching at the higher education sector and distinguished record of publications in Academic Journals, and she has a strong philosophy of teaching, and knowledge of many different methods to motivate students to develop their expertise in specific areas.



**Dr. M R Jhansi Rani**

*Professor, HRM & OB; Dy. Director – Research*

Dr. M. R. Jhansi Rani is an accomplished professional with a diverse background in academia, corporate, and research fields. With 14 years of combined experience, she holds the position of Professor and serves as the Deputy Director of Research at ISBR Business School in Bangalore. Her specialization areas include Organizational Behaviour (OB), Human Resource Management (HRM), Leadership, and Strategy, demonstrating a comprehensive understanding of management principles.



**Dr. K S Lakshmi**

*Professor & HOD – Marketing*

Dr. K.S. Lakshmi brings over 20 years of comprehensive experience in teaching, research, and training, with a particular focus on marketing, advertising, and related subjects. She has imparted knowledge to students across diverse programs such as BBM, B.Tech, and MBA courses.



### **Dr. A. Narasima Venkatesh**

*Professor &HOD – HRM*

Dr. A Narasima Venkatesh has 23+ Years of Total Work Experience including Industry Experience as Assistant Manager – HR in the Manufacturing Industry. His educational qualifications are Ph.D. (Business Administration), MSW, M.Phil. (Management), M.H.R.M., M.B.A., B.Com. – Attained First Class in all the degrees and cleared UGC–NET in Business Administration Examination.



### **Dr. Balaji S**

*Associate Professor & HOD – Finance & Fintech*

Dr. Balaji Setty, Associate Professor and Head of Finance at ISBR Business School has over 16 years of expertise in teaching Financial and Marketing Management. Formerly a Training and Placement Officer, he excelled in boosting placements and corporate ties. With a Ph.D. in Management from VTU, he specializes in curriculum design, accreditation, and entrepreneurship mentoring. His strong communication skills and leadership drive student success and institutional growth.



### **Dr. Naveen Pol**

*Associate Professor & HOD – Data Science and Analytics*

Dr. Naveen has 14 years of experience working in the industry in FMCG and Telecom sector. He has done his Ph.D from Kousali Institute of Management Studies, Karnataka University. Received a fellowship from the Indian Council of Social Science Research (ICSSR), Ministry of Human Resource Development (MHRD) while pursuing full time research work at Karnataka University.



### **Dr. Veena Shenoy**

*Associate Professor &Head SDG*

Dr. Veena Shenoy is the founder and CEO of Inclusive, a social start-up with a global mission of creating a barrier-free sustainable inclusive environment for persons with disabilities and senior citizens. She is an Associate Professor and head for Impact goals (SDGs) at ISBR Business School, Bangalore.

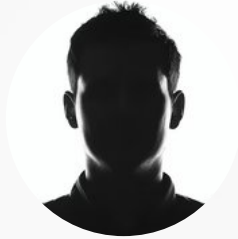


### **VN Lakshmi Prasad**

*AssociateProfessor& HOD Operations*

Dr. VN Lakshmi Prasad is an accomplished academic and industry professional with over 28 years of experience, including 25 years in teaching and three years in industry. He specializes in Operations Management, Supply Chain Management, and Project Management, among other areas.

# INTERNSHIP PLACED BATCH IIP 2025-2027 FROM DAY-1



**Devashish Sambyal**  
Batch- IIP 2025-2027  
Growth Marketing



**Sujal Mittal**  
Batch- IIP 2025-2027  
Finance Executive



**Nuthan Prasad**  
Batch- IIP 2025-2027  
Founder's Office - Marketing



**Jatin Jain MB**  
Batch- IIP 2025-2027  
Talent Acquisition Associate



**Ashish Singh Bhaisora**  
Batch- IIP 2025-2027  
Data Analyst



**Nandaluru Mohitha**  
Batch- IIP 2025-2027  
Digital Marketing Intern

Congratulations to our IIP-PGDM Batch 2025-2027 students for securing internship opportunities with organizations in Marketing, Finance, Recruitment, and Analytics roles.

**Real corporate exposure begins from Day 1.**

# Admission Process

## ▶ Eligibility

- Any Bachelor's degree with a minimum of 50% marks and consistently good academic performance from school.
- Candidates who have 1 or more years of full-time experience in a company.

## ▶ Application

Submit your application online via

**[www.isbr.in](http://www.isbr.in)** or contact **+91 91080 19006**

## ▶ Selection

- 1 Based on academic performance, the ISBR
- 2 Aptitude Test
- 3 Micro-Presentation
- 4 Personal Interview





# Contact

For any questions about the training program, please reach out to:



**Email**

[pgdmiip@isbr.in](mailto:pgdmiip@isbr.in)



**Phone**

91080 19006



**Website**

[www.isbr.in](http://www.isbr.in)