FRESH IDEAS CAN MAKE A BIG DIFFERENCE TO YOUR BUSINESS

EXPERIENTIAL LEARNING PROGRAMME
ABOUT THE ISB

Founded in 2001, the Indian School of Business evolved from the need for a world-class business school in Asia, with a special focus on the emerging Indian market. Our founders recognised that the rapidly changing business landscape would require young leaders with an understanding of evolving economies while retaining a global perspective. Today, the Indian School of Business is an internationally top-ranked, research-driven, independent management institution that grooms future leaders for India and the world. In 2008, the ISB became the youngest institution to be ranked among the Top 20, in the Global B-school Rankings by the Financial Times, London, and since then has been ranked consistently among the top B-schools globally.

STUDENT CONSULTING PRACTICE AT THE ISB

The Experiential Learning Programme (ELP) is a live consulting engagement undertaken by ISB students as part of their elective curriculum. The initiative is designed to combine the diverse experience of the students and their deep domain expertise to offer increased value to clients. Exposure to cutting-edge management research and theory further gives the students a more relevant perspective to real-world business issues.

The ELP has proven to provide significant value add to all stakeholders, which can be gauged by:

- An increasing number of repeat clients amongst sponsoring organisations
- A majority of students in every class taking up the ELP, as an opportunity to apply their in-class learning to a real-life context
- Considerable number of project proposals coming in from ISB alumni, who want their current employers to benefit as well

OVER THE PAST TEN YEARS, OUR STUDENTS HAVE ENGAGED WITH OVER 350 COMPANIES ACROSS A WIDE RANGE OF INDUSTRIES AND SUCCESSFULLY COMPLETED CLOSE TO 600 ASSIGNMENTS.
ELP projects are always strategic in nature and focused on addressing live business issues of immediate relevance to the client. The objective is to develop effective and implementable recommendations that serve to support as well as augment the client’s business potential.

The ISB student team comprising 4 - 5 members works on the consulting assignment over a five month period from July to November, and is committed to putting in at least 600-800 man-hours. The ELP is a remote consulting engagement undertaken by students along with their curriculum, while they are based on campus. Teams can travel for up to 15 days over the project period for field work. The ELP is a two-credit course for which the student team is graded by the client, faculty advisor and the Student Engagement and Applied Learning (SEAL) department.

The ELP caters to a diverse range of business issues and provides strategic advice on:
- Market Opportunity Assessment
- New Product Launch & Market Entry Strategy
- Growth Strategy
- Pricing/ Revenue Optimisation Strategies
- Operational Efficiency/ Improvement
- Marketing & Sales Strategy
- Financial Planning/ Modeling
- Organisational Change Management

“A very talented and industrious group of people that knows its subject, confident and willing to put their point of view supported by logic and steadfastly focused on the end goals. A delight to work with!”

- Nokia

The ELP programme has provided value to clients across a variety of sectors

The ELP programme has received appreciative response from both corporate India and students. Last year, the ELP involved 90 consulting engagements and 436 students.
WHY ENGAGE WITH THE ISB

The ISB offers a unique advantage in its vast pool of diverse talent. It is an easy access to this talent pool that makes engaging with the ISB a clear winning proposition. The one year post-graduate programme at the ISB is an incisive programme specially designed for professionals with work experience. The intense learning provides the perfect platform to devise and implement actionable ideas that work for you.

ISB’s Class of 2014 comprises a total of 772 students across our campuses in Hyderabad and Mohali.

“The biggest value add from the ISB team has been the detailed primary interactions they carried out with a host of entities across the value chain in the industry. The insights were well presented, backed by rigorous research and data and will definitely add value in our decision making on this project”

- GE India

Students come with an average of 5 years industry experience enabling them to deep dive from day one.

Our student body has diverse industry experience enabling exchange of best practices and domain expertise.

With students from diverse management backgrounds, clients have the opportunity to select a uniquely skilled team.
WHY THE ELP ENGAGEMENT MAKES BUSINESS SENSE?

Preferential access to students
As a client, you get the first chance to interact with, work with and source talent from our student body - much before placements begin. In addition, this gives you an opportunity to assess their potential on an actual project, thus helping you make an informed choice. Moreover, ELP is a good platform for you to generate interest in your firm amongst students.

Actionable recommendations
The entire programme, from the project scoping to team training and mentoring is channeled towards providing actionable and viable recommendations. Given the experienced student profile, the team hits the ground running and has the maturity to understand the complex realities of today’s business environment.

Access to fresh ideas and innovative thinking
Our students have always been commended by clients for innovative and thought-provoking solutions which have resulted in building a strong competitive advantage significantly impacting their top-line and/or bottom-line.

Experienced team
Each ELP team consists of 4-5 students with an average work experience of 5 years across multiple sectors. The team spends at least 600-800 man-hours over the duration of the engagement.

Faculty mentoring
Every ELP engagement is guided by one of our distinguished faculty, each an expert in his/her area of research. Besides the independent mid-review and final review by the faculty member, the student team is required to meet the mentors on a fortnightly basis.

Instant ROI
An ELP engagement also provides you with instant return on your investment. Should you choose to make a Pre-Placement Offer to any member/s of the team (prior to Day 1 of placement); we will waive the placement fee for your firm. This gives you the exclusive right to make PPOs before other recruiters are invited on campus.

TIMELINES FOR AN ELP PROJECT

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<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
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<tr>
<td>PROJECT PROPOSAL SUBMISSION</td>
<td>TEAM SELECTION</td>
<td>PROJECT CHARTER FINALISATION &amp; AGREEMENTS</td>
<td>PROJECT COMMENCEMENT</td>
<td>PROJECT MID-REVIEW</td>
<td>FIELD VISIT(S)</td>
<td>PROJECT COMPLETION</td>
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- Clients provide detailed project description as per prescribed format to ISB
- Teams submit Expression of Interest; ISB shortlists up to three teams for consideration and final selection by the client
- Client meets the team at ISB campus or at client office for an in-depth discussion on the project scope and deliverables; stakeholders sign the agreements
- The team initiates data gathering and research under the guidance of the faculty
- Student team is independently evaluated by the client, faculty advisor and SEAL team to ensure timely progress
- Student teams engage in onsite/field visit(s) in early October. 3-4 day term breaks (every 6 weeks) are also available for field work during the project period
- Independent review by the client, faculty advisor and SEAL of the final output and team recommendations
Confidentiality
Client confidentiality is of paramount importance to us. To ensure the same, the student team, faculty and head of SEAL sign a binding Non-Disclosure Agreement with the client.

Mentoring
Through our distinguished faculty and customised in-class modules, we are committed to mentoring our students to produce top quality consulting output.

Access to students
During the programme, we provide you with direct and unrestricted access to the student team working on your engagement. Student teams are encouraged to regularly interact with the client during the programme and actively seek client feedback.

Monitoring
As the ELP is a part of the curriculum, the student team is geared to a high level of performance. The SEAL team actively monitors project progress and employs a rigorous evaluation process which includes feedback from all stakeholders, to ensure deliverables are met.

Intent
The intent of this programme is to provide consultancy on ‘real’ business issues. We do not undertake sector studies or outsourced consultancy projects.

Facilitation
To ensure quality work, we require your commitment to facilitate the project. This would include:
- Access to resources/personnel connected with the project
- Access to data that can be shared by your firm
- Access to the client’s offices or work sites or markets

Feedback
In our experience, the output of the team and their ability to deliver targeted impact is closely related with the regularity of feedback and inputs received from the client.

Time
This programme will require time commitment from your managers:
- 1 weekend in July to detail the project with the team
- 1 hour per week (16 weeks) – communication with the team
- 1 day each in Sep and Nov for project review and presentations In all, about 25 hours from the Project Mentor and 5 hours from Senior Management would be required.
FREQUENTLY ASKED QUESTIONS

How does an organisation apply and what is the deadline?
Project proposals are to be submitted by May 31, 2013 to participate in Round 1 and by June 15, 2013 to participate in Round 2.

Project description format available at http://forms.isb.edu/ELPPROJECT/Form.aspx

Does the student team work on-site or remotely?
The student team works on the ELP engagement remotely, while undergoing the regular ISB curriculum on campus. They can undertake client/site visits as and when required on weekends and during term breaks (every 6 weeks). Further, the first week of October has been ear-marked for on-site client work.

Is there a contract between ISB and the company?
An ELP agreement is signed at the commencement of the project between the client and the ISB. Further, a Non Disclosure Agreement is signed in an individual capacity by members of the student team, the faculty advisor, representatives from the SEAL department and the client.

INVESTMENT

The Experiential Learning Programme is an academic learning experience for the students. As a result, the clients are charged a fee that covers only the related expenses - travel, students research, and administrative office support. The fee for participation is INR 2,50,000 per project for Indian corporate entities or USD 10,000 per project for non-Indian corporate entities. For projects which involve non-India focused study and requires international travel, travel expenses will need to be borne by the client.

As the ISB is a not-for-profit institution, no payment is made either to the students or the faculty.

“The team has done an absolutely fantastic job. They have very effectively dovetailed primary & secondary research and managed to overcome geographical boundaries to ensure no part of the insight mining was lost. The project has helped us derive value in scoping a new business opportunity and evaluating the capabilities required to make a foray into the same”

- ITC Ltd. (Agri Business)

A FEW PAST CLIENTS OF THE ELP

Over the past ten years, our students have completed close to 600 projects for 350+ companies across a wide range of industries.

Abbott Healthcare  GE Energy  ITC Limited  Nokia
Amazon  Goldman Sachs  Johnson & Johnson Medical  Novartis Healthcare
Aon Hewitt  Google India  KPMG Global Services  Penske Corporation
Bain Capital Private Equity  Govt. of Andhra Pradesh  Larsen & Toubro Limited  PricewaterhouseCoopers
Barclays Capital  HSBC  Louis Vuitton India  Shapoorji Pallonji Group
Bharti Walmart  Hero Ecotech  Mahindra and Mahindra  Star India
Cairn India  Hindustan Unilever Limited  Maruti Suzuki Ltd  Tata Consultancy Services
Cisco  IBM Research  Merck Pharmaceuticals Ltd  Thomas Cook
Computer Associates  International Finance Corp.  Microsoft  Yashraj Films

Abbott Healthcare  GE Energy  ITC Limited  Nokia
Amazon  Goldman Sachs  Johnson & Johnson Medical  Novartis Healthcare
Aon Hewitt  Google India  KPMG Global Services  Penske Corporation
Bain Capital Private Equity  Govt. of Andhra Pradesh  Larsen & Toubro Limited  PricewaterhouseCoopers
Barclays Capital  HSBC  Louis Vuitton India  Shapoorji Pallonji Group
Bharti Walmart  Hero Ecotech  Mahindra and Mahindra  Star India
Cairn India  Hindustan Unilever Limited  Maruti Suzuki Ltd  Tata Consultancy Services
Cisco  IBM Research  Merck Pharmaceuticals Ltd  Thomas Cook
Computer Associates  International Finance Corp.  Microsoft  Yashraj Films
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