Reimagining Business Education @PGP’21
Indian School of Business

Leading in times of uncertainty to make an impact on Businesses and Society

Getting Started

By Career Advancement Services

ISB has successfully introduced revolutionary changes in its PGP curriculum by incorporating the latest developments in digital technology and blended learning, offering extended practical learning opportunities and providing more opportunities to our students to shape their careers. ISB has restructured its programmes delivery model to include online and blended learning, increasing the programme duration, and adding several new programme features to enhance the value proposition for the incoming students. This ensures that the curriculum is always a step ahead of the times and is future proof. We assure you, that at ISB you will get the best of line talent, who will help make sense of these turbulent times that we are living in.

For the Co’21 ISB successfully introduced a Digital Headstart module (DHM) to provide its students an opportunity to be a part of the ISB ecosystem even before they joined the campus session. The Digital Headstart Module was held through a dedicated virtual platform for all the students prior to beginning of the classroom sessions and is part of the overall curriculum at ISB.
Orientation Week, Leadership Development Programme (LEAD), Jump Start India and Perspective building have been important components of the Digital Headstart Module. Besides these, four core courses of the first term have been completed in the DHM to ensure students ease into the rigors of the academic study at ISB.

Orientation-Week and Leadership Development Programme (LEAD)

The O-week comprised of interaction between the outgoing batch and the incoming batch and facilitated the commencement of the ISB journey of the incoming cohort was a crucial part of the DHM to ensure optimal knowledge transfer across the two batches and maximise the interaction.

This was followed by the Leadership Development Programme (LEAD) that focused on the importance of team norms and teamwork to better leverage the diversity in expertise. A high-fidelity business simulation exercise was used to help students gain insight into their behavioral tendency in a team environment. This game allowed students to explore their team interactions and how it correlates with their business success in the game.

Post LEAD, students based on their requirements and learning goals enrolled in a variety of experiential skill-building workshops during the weekends over the first four terms. The themes of these workshops are:

- Business Presentation, Business Writing & Speed Reading Skills
- Technical Skills such as Excel, PPT etc
- Project Management & Business Analytics
- Primary research and survey development skill
- Business and Social Etiquette
ISB Perspectives and Leadership Series Talks

ISB has arranged, very early on in the journey of PGP’21 students, numerous talks with eminent alumni, industry leaders and Board members of the institute who have shared their perspectives on industry, leadership and management education with the class. The digital nature of the series has ensured that students learn from the best across the globe and get right perspectives to make the most of their ISB journey. More than 50+ CXO and senior professionals from the industry have shared their insights into the opportunities being created ahead.

ISB collaborates with Government of Andhra Pradesh as Knowledge Partner

The GoAP – ISB Policy Lab creates a new template for government – academia partnership
JumpStartIndia@ISB is a unique initiative by Indian School of Business this year to help power India’s post-COVID19 economic recovery. This initiative aims to harness the expertise and experience of ISB’s students, coupled with the intellectual leadership of its faculty, into projects to address challenges of national significance.

The expertise of the world class faculty and tremendous resources at ISB, along with the diverse and experienced cohort of students, will not only develop a road map to help the Government with key policy decisions but to also aid the decision making by providing real time, relevant data points and indices to navigate the economy in the right direction. The ultimate goal is to support authorities make informed decisions during the crisis and build a vibrant, healthier, and robust India.

Students have already begun their work on projects of their choice. We will keep you posted on the progress and impact of the above projects in our subsequent communication with you.

ISB has identified the following list of topics for initiating JumpStartIndia@ISB:

1. Food and Agriculture: Ensure food is produced, available, and accessible in sufficient quantities at all times for everyone.
2. Informal Economy: Identifying, alleviating, and preventing distress of workers through economic stimulus and welfare measures.
3. Boosting the Economy: Operational and policy interventions to restart economic activity in a phased manner.
4. Real Time Indices of Economic Activity: Ensuring policy is based on real time indicators both during and after COVID-19.
5. Transportation, Logistics, and Mobility: Reviving and Improving India’s Transportation, Logistical, and Mobility Networks to address future challenges through Sustainability, Resiliency, and Efficiency.
8. Monitoring Corporate Health: Indicators to monitor the pulse of India Inc and financial markets to help in corporate decision-making and policy interventions.
Professional Clubs have been formed and leaders have been elected by the cohort that will help students pursue their areas of interest. Club activities will also be initiated on time to ensure students to create more impact and have more time to contribute to their activities.

Students are currently working on more than 25 Corporate Competitions from various organisations and companies. Workshops on Product Management, Marketing-in-Practice, Design Thinking have been organised for students to augment their inside the classroom learning. Our students have also begun their work on the Experiential Learning Projects that allow them to integrate concepts learnt during core terms and to apply their skills towards developing industry specific expertise.

Corporate Competitions and ELPs give students the chance to apply their learning outside the classroom setting and gain new perspectives on business issues. Through this program, students get the opportunity to complement their academic experience and get exposure to consulting skills and frameworks.

We will keep you posted on the progress of the above and other learning activities undertaken by our students in our next Newsletter.

We also assure you that ISB is working very closely with all its stakeholders – our students, alumni, faculty, staff, Board members and well-wishers to ensure that our curriculum, our practicum courses and our co-curricular activities absorb and reflect the changing priorities of our times. We hope that you will begin engaging with our students from the point of view of their learning requirements as well as your future recruitment needs.
Indian School of Business

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