INNOVATIVE IDEAS
EXPERIENTIAL LEARNING PROGRAMME
About the Indian School of Business

The Indian School of Business (ISB), is a global business school offering world-class management education across its two campuses - Hyderabad and Mohali. The School has grown at a rapid pace since its inception and already has several notable accomplishments to its credit - it is the youngest school ever to consistently rank among the top Global MBA programmes, the first institution in South Asia to receive the prestigious AACSB accreditation and belongs to the select band of schools worldwide with both AACSB and EQUIS accreditations. It is also one of the largest providers of Executive Education in Asia, and the most research productive Indian management institution. A vibrant pool of research-oriented resident faculty, strong academic associations with leading global business schools and the backing of an eminent Board, have helped ISB emerge as a premier global business school in the emerging markets. Today, the school is represented by a network of 10,700+ accomplished PGP, PGPMAX, PGP MFAB and PGPpro alumni, working in leading companies, government and non-profits spread across 59 countries and upwards of 430 + alumni entrepreneurs.

Experiential Learning Programme

The Experiential Learning Programme (ELP) is a live consulting engagement undertaken by ISB students as part of their curriculum. During the programme, a team of three to four ISB students work together, to develop effective and implementable solutions that serve to support, as well as augment the client’s business potential. If you are facing a critical business issue, ISB students are ready to provide the fresh ideas you need to find the best solutions.
The team members did a good job on analyzing the issues at hand and coming up with suggestions for both the MSME Portal as well as ERP solution for MSMEs. We are going to include most of the suggestions for the MSME portal to be launched shortly in 2019 and ERP as well.

- Govt. of Telangana

Why the ELP engagement makes business sense?

- Get access to fresh ideas and innovative thinking on your business issues from an unbiased team
- Gain actionable recommendations from a diverse student team guided by one of our distinguished faculty members
- Get the first chance to interact with, work with and source talent from our student body - much before placements begin
- Share business ideas and experiences from a team of 3-4 students with an average work experience of four years across multiple sectors
- Benefit from the vast database of publications which students have access to through the in-house Learning Resource Centre, as they analyse your business problems to provide you with research-backed recommendations
How to engage with an ELP project?

If you intend to engage with the students, the first thing to do is to develop a project description. A well-written project description increases your chance of finding the right student team. Should you need any help, our team with relevant domain expertise can offer guidance on the project scoping and deliverables.

What are sponsor’s commitments?

To ensure quality work, we require access to qualified personnel from the sponsor to act as project mentor(s). The project mentor(s) will liaise directly with the ELP team to provide them the business context, and to equip them with any information that would be essential for executing the project timely. The ELP team shall also require access to relevant data, even if it be proprietary in nature. The sponsor will also be required to participate in periodic conference calls with the students to track the progress of the project and provide guidance as required. In all, we would need about 25 hours from the project mentor, and up to 5 hours from the senior management. Depending on project requirements, student teams can be asked to work from an onsite location as specified by the client. This can be done for a maximum of 10 days, in 2 separate slots of 5 days each.

Sponsorship fee

The fee for participation is ₹ 1,00,000/- + taxes as applicable per project for domestic corporate entities (based in India) and USD 5,000 per project for foreign corporate entities (based outside India).

Confidentiality

Client confidentiality is of paramount importance to us. To ensure the same, students sign a binding Non-Disclosure Agreement with the client at the start of the project.

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

“The findings from the detailed analysis have helped us bust some myths around the problem statement. We are very confident that we will integrate them in our operational models.”

- Microsoft
Submit your proposal
- Call the ISB Experiential Learning Programme team to discuss project ideas: +91 99850 09879
- Submit the project proposal form prior to June 05, 2019

What makes a good ELP proposal?
ELP delivers the most value when you have pressing issues with no simple solution. The best projects:
- Require a multidisciplinary approach
- Have no existing or obvious solution
- Can be successfully completed by devoting 150 hours
- Have strong support from senior-level management
- Demand a set of actionable recommendations

Since 2004, ISB students have engaged with over 480 companies across a wide range of industries and successfully completed 800 plus assignments.

ELP TIMELINES
PROJECT DURATION: JULY TO OCTOBER 2019

**MAY**
- Third Week: ELP projects are sourced and are ready to be announced

**JUNE**
- First Week: Project to be announced
- Second Week: Student to apply for the ELP
- Third Week: Client to select the student team
- Fourth Week: Connecting students and client, team to work on the charter

**JULY**
- First Week: Project Charter to be finalized.
  Mentor to be allocated,
  Students to meet client
- All documentation to be completed (ELP Agreement / NDA between Student and Client / Project Charter)
- Term 3 Break: Field work

**SEPTEMBER**
- First Week or Second Week: Mid-Review presentation to client and faculty
- Term 4 Break: Field work

**OCTOBER**
- End Week: Final report presentation to client and faculty
- First Week: Final report submission, sign-off (end of ELP)
- Term 3 Break: Field work

**NOVEMBER**
- First Week or Second Week: Mid-Review presentation to client and faculty

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A partial list of past clients

Accel Partners  HCL Foundation  Niti Aayog
Amazon  Heritage  Novartis Healthcare
Aon Hewitt  Hero Motocorp  Penske Corporation
Apollo Hospitals  Hindustan Unilever Ltd  Pepsico
Barclays  Honeywell  Philips
Bayer  HSBC  Reserve Bank of India
Boeing  International Finance Corporation  Shapoorji Pallonji Group
Cisco  ITC Limited  Sony Pictures
Cummins  Johnson & Johnson  Sterling & Wilson
Ericsson  KPMG  T-Hub
Everstone Capital  Mahindra & Mahindra  Teach for India
Facebook  Max India Limited  TSTDC
Fortis Escorts  Merck Pharmaceuticals Ltd  Turtle
Franklin Templeton Investments  Microsoft  Vimana Technologies
GATX  Nano Health

Contact us
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