

# EXCELSIOR!

**IBS**  
BUSINESS SCHOOL  
BANGALORE

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November 2015



## *Ever Higher!*

House Magazine of IBS Business School, Bangalore

The House Magazine of IBS Business School Bangalore, was hitherto being published under the name **PARICHAY**.

It is now launched in a new format under a new name - **EXCELSIOR!** Hope you enjoy reading it.

We welcome your feedback and suggestions. You can send emails to [academics@ibsindia.org](mailto:academics@ibsindia.org).

**Dr. R. Harish**  
Deputy Campus Head



# An Ideal Teacher

*Senthil Kumar, Class of 2016*

An ideal way to begin this article is by quoting a Vedic invocation from *Taittiriya Aranyaka*.

***“Om. May [He] protect us both. May [Brahman] bestow upon us both the fruit of knowledge. May we both obtain energy to acquire knowledge. May what we both study reveal the truth. May we cherish no evil feeling towards each other. Om Peace! Peace! Peace!”***

In days of yore, the Gurukula would begin after chanting this epic prayer song. This Vedic invocation aimed at making the teaching-learning process fruitful, by being an effective means to nurture the intellect of not only the student, but also that of the teacher. It makes us understand about the student-teacher relationship and the attitude towards learning in the olden days. An ideal teacher is one who constantly keeps learning for the students, and from the students. To teach is to learn.

For the student, the teacher is supposed to be a father figure, a role model. In the Vedic period, the teacher was a guru; no ordinary person, but a *rishi*.

This means that he is detached from worldly pleasure and human emotions. For instance, in the Mahabharata, Dronacharya was the preceptor to Kauravas and Pandavas. Though Drupada was his biggest enemy, Drona taught Drupada's son with integrity and treated him without bias. This shows how a teacher should behave when it comes to professionalism.

Also, a teacher should stimulate his students to think. He should encourage them to express their opinion. He/she should ignite their minds with his/her flame of intellectual thoughts and expertise.

An ideal teacher is responsible for building an ordered nation with responsible citizens. The student of an ideal teacher is taught to respect the elders, to be honest and to have compassion in his heart. Above all, an ideal student will make his ideal teacher proud.



# Swachh Bharat Abhiyan

by the CSR Club 2<sup>nd</sup> March 2015

CLEAN KENGERI!



CLEAN BANGALORE!



# Vanamahotsava

5<sup>th</sup> June 2015



GREEN THUMBS!

GREENER CAMPUS!



# **7 Things You Should Not Do During Your MBA Examinations**

*Apoorva Makhija, Class of 2016*

I know you are all excited looking at the title as we are more curious about things which we should not do rather than things which we should do during our exams. To be an MBA graduate is unlike any other graduate, and requires a very special and specific skill set to clear one's exams.

Here are a few interesting things which no one might have ever told you to not to do during your MBA exams.

## **1. NO NIGHTOUT STUDY – CLASSES ARE THE ORIGINAL MANTRA:**

You might think that “No way this is true”. But let me tell you something from my experience. Attentively listening to classes lets you clear your papers rather than sitting the night and studying that particular subject. Don't believe it? Give it a try, and prove me I am wrong!



## **2. NEVER MUG UP:**

I know you get this a lot, but it applies even here. The only secret to clear MBA papers is to never mug up textbook definitions. All you need to do is to understand the concepts and their applicability.



## **3. NEVER MAKE YOUR BRAIN A PRESSURE COOKER:**

Do not think too much! It doesn't provide you with solutions but rather increases pressure on your brain. The only hack to MBA is to be cool and think great.





**4. DON'T FORGET TO WATCH MOVIES:**

This is something which you might not have expected, but yes do not forget to watch movies, as they are a rich source of creative and innovative problem-solving techniques which you cannot learn anywhere.

**5. DO NOT SKIP WEEKENDS:**

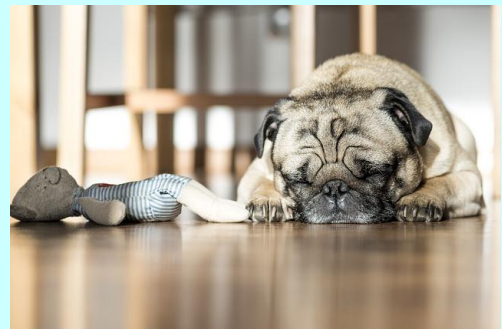
Got a weekend in between your exams? Do not waste it studying for your exams. Here is the reason why you should not. Let's say we may live for another 50 years on this Earth and this gives us only 2500 weekends in our entire life. Why waste a weekend when we are running short, eh?

**6. BEER – THE GENERATOR OF INNOVATIVE IDEAS. NEVER NEGLECT IT:**

I get this a lot for this statement, "You gotta be kidding me". It has been scientifically proven that beer generates more innovative ideas compared to other drinks (but of course, within the limits!).

**7. DON'T FORGET TO TAKE A TIGHT SLEEP:**

And last but not the least, always have a good sleep before your exams. I recommend a 6-hour sleep before your exam as this would make your day the brightest.



These are some things which I found out that should not be done during your MBA exams. I know some might sound crazy but try it yourself and I am sure that you would agree with me later.

*Picture Sources: <https://pixabay.com/>*

# Team Building for the New Students

10<sup>th</sup> June 2015



PASSING THROUGH THE NET

HAVE THEY DONE IT?





# Convocation

27<sup>th</sup> June 2015

DIGNITARIES  
ON THE DAIS



A HAPPY GROUP  
OF GRADUANDS

TAKING A SELFIE



## Be the Gabbar at Ramanagara

*Rahul Chellappa, Class of 2016*

Remember Gabbar, the notorious villain of Bollywood from the movie Sholay? Yes. Sholay, the biggest blockbuster movie of all times, was shot in the rocky terrain of Ramanagara, the hideout place (*adda*) for the villain Gabbar. It is located about 32 km from IBS Business School, going towards Mysore. Ramanagara, as we know it today, might not have had the same appeal if Sholay was not shot there. The untouched nature makes Ramanagara a beautiful place for trekking and hiking.

It was quite by chance that four of us landed up in this place on a Sunday afternoon. We had actually planned to drive up to Mysore and visit the palace there!

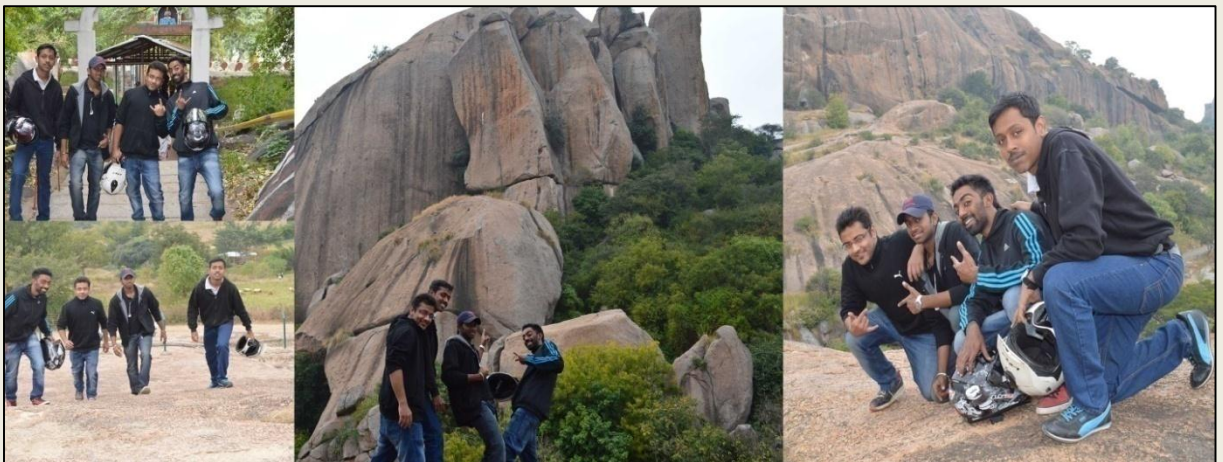
We had never known earlier that a place like Ramanagara existed so close to IBS Bangalore. Our experience in Ramanagara was full of fun and thrills with the blessing of Lord Ram.

After the end of second semester, we were feeling bored in the hostel with nothing to do. Devang, Sterline, Anand and me thought of visiting the Mysore Palace and planned to have dinner on our way back at the Empire restaurant. We had the usual insipid lunch at the hostel mess and geared up for an exciting journey of 130 km to explore Mysore. We took the Bangalore-Mysore highway, and had a tea break next to Ghousia College.



We saw a road with an archway a little ahead of the college, and asked people about this route. They guided us saying that it leads to a hilly rock area called Ramanagara. Then Anand, the movie buff amongst us, told that Ramanagara is the spot where the movie Sholay was shot. So we immediately planned to go in search of Gabbar as it was Gabbar's hideout in the movie. Charmed by the scenic beauty, we dropped the plan of going to the Mysore Palace. As we started walking on the rocky slopes, it was effortless in the beginning, but became more difficult as we walked along. The higher reaches are quite steep and difficult to access, and we did not climb the entire hill.

We reached a beautiful pond called Rama Tirtha. There was a Rama temple nearby resounding with *bhajans*. This is an exquisite place for shooting pictures. We took lots of selfies and photos of the scenic beauty. Ramanagara is also known for its night trekking, as we researched on returning to our hostel. Trekking under the starry night is one activity we are planning, this time with a larger group of nine friends from IBS Bangalore. So if you want to plan a perfect get-out for a weekend after boring lectures, take your bikes, call your friends, enjoy the walk over the rocky terrain and Be the Gabbar at Ramanagara.





# Training for the IBS Marketing Team

15<sup>th</sup> July 2015



PROF. SUKESH MOTIVATES  
THE MARKETING TEAM



SHARING  
EXPERIENCES &  
CONCERNS

UNITED  
WE STAND



# Head Office Team Meets With Our Students

22<sup>nd</sup> July 2015

MR. R. R. REDDY  
LOOKS FOR  
RESPONSE  
FROM A STUDENT



A STUDENT  
PRESENTATION

A SECTION  
OF THE  
AUDIENCE



***Ode to the Controller of Examinations****(A poem on our beloved Examination Coordinator**– Dr. Madhusudhan Zalki)**by Prof. Sujoybrat Buragohain*

He is jolly; talks pure like honey,  
Sulks, but temporarily.  
A doctor of numbers,  
An erudite professor,  
A dear colleague and a food lover!

The monarch of all that others examine,  
He ensures there is no evaluation famine.  
Undisputed head of the examination cell -  
Where every answer is guarded well!  
Every question enjoys immunity -  
Through some occult surgery,  
Freed from viruses and bacteria,  
With deadlines and well-defined criteria.

From mid-semester to the end  
Quietly would he compile the same  
tyranny.  
That would unleash untold misery  
Without sparing a single faculty!

Thus with due diligence and answer key,  
We prepare Part A, B, and the case study  
To avoid the wrath of our dear  
"Thangavalli".

After the celebrations of learning  
It's time to perform abracadabra.

Before the body recovers from invigilation  
duty  
Time comes for the mental agony!  
Intellect is dissected disdainfully;  
Domain after domain,  
Semester after semester.

You may like it or hate it  
Your head will become comfortably numb,  
Hands will be gory as they lead  
This massacre by the red pen!  
Not solutions, but doubts will open.

Language is scrutinised,  
New concepts are theorised,  
Porter, Kotler, and Drucker,  
Industry, markets and poor customer...  
No one is spared;  
All are battered, butchered and  
blasphemed;

While all others were in a holiday mood  
I was on a different high  
Sans my gin and tonic.  
Like an alien I got deceived,  
For, I happened to receive  
A few emails that unleashed –  
Tarikh pe tarikh pe tarikh pe tarikh!

Had no choice but to cancel my dates  
To submit answer scripts before it's late.  
It was necessary to ensure  
That the new semester doesn't begin with  
official censure.

World certainly can change -  
If together we say,  
Yes, we can!  
Happy Examinations Prof. Sulky,  
who talks so pure like honey!



# EDM in Bangalore

*Piyush Mohan, Class of 2017*

After the spins of Project 46 on 23<sup>rd</sup> and Omnia on 29<sup>th</sup> August, Bangalore had its Sunburn on the 27<sup>th</sup> of September, with Lucas and Steve ripping out some sick tunes. But before I take you to the details, I want to share my views on how an EDM fest goes....through my eyes of course 😊. The buzz of dancing to some ill electro music is exciting; add to that the venue and the elaborate stage that makes the mind go numb. The long waits in the queue to get your wristbands, you check out the opening line up of DJ's enthusiastically persuading the crowd to jump along to their mixes.

The tickets to the Sunburn cost 5k. And the event went magnificently. Lucas and Steve are the two emerging artists and have proven their mettle in numerous concerts in Holland, Belgium and now in India. Ever since 2010 when they joined hands to co-create music, they have managed to awe people with their energetic beats. The event had numerous food arrangements around the venue and a good capacity to accommodate people. The best part of the concert was the sound system which produced more thump than my ears could handle.

**Electronic Dance Music** is a big deal around the world and is now gaining phase in India as well. The biggest fest of EDM that goes on in the world is Tomorrowland which generally is organized in Boom, Belgium and goes on for 3 days to a week. The 2014 Tomorrowland had an attendance of 360,000 people. It is like the Tour de France of techno music.

The fest has a mix of camping, as for the set period you are in make shift tents (you hardly find time to sleep), with dancing and good music (it's an EDM fest!), and networking (as you meet thousands of like-minded people). This is some crazy dope for EDM frenzy.

All the hard work you put in in your jobs and studies, the exhaustion, the stress, the drama and the politics get melted away by good music and that is what Bangaloreans are shifting towards. With a good number of pubs and convention centres opening their doors for artists and bands to perform, the audience couldn't be happier.

As they say in Tomorrowland "Live Today, Live Tomorrow, Unite Forever".

# Alumni Meet

1<sup>st</sup> August 2015

THE FORMAL MEET



THE INFORMAL MEET

SONG & DANCE



GROUP PHOTO

# Training & Placement Officers' Summit

1<sup>st</sup> August 2015



## Visit by the GHRDC Team

5<sup>th</sup> August 2015





## Faculty Achievements

Dr. Sharon Jose's photograph was on the front pages of newspapers published from Dehradun on the morning of 2<sup>nd</sup> September 2015. For the right reasons of course! She was shown receiving her Doctorate from the Governor of Uttarakhand.



Prof. Harish has at last become Dr. Harish. His faculty colleagues are very much relieved. Henceforth, they will not have to sit through his boring PhD progress seminars on the nuances of Brand Architecture.

Prof. Lakshminarasimha is soon expected to get his Doctorate as well. He is waiting dressed in his trademark Eskimo coat, ready to face the chill of Dehradun's winter.

Dr. Uma Sreedhar continued with her corporate training with full gusto. She conducted training a program on Communication and Presentation Skills for Middle Management Executives at HAL Management Academy (32 Executives – on 10th October 2015); and another one on Interpersonal Communication at Schneider Electric (21 Executives from Middle Management Level – on 23rd October 2015).

Prof. Sukesh Kumar and Prof. Harish were resource persons at a Faculty Development Program organized by R. V. Institute of Management on case methodology and case writing. They infected faculty members from 21 institutes with the "case bug." *Achchoo!*

Dr. B. Shafiulla presented a paper titled "Idea Cellular's Advertising Strategies" in the International Conference on "Contemporary Management Practices" on 23<sup>rd</sup> September 2015 at Vivekananda Institute of Management Studies, Coimbatore. This paper has also been published in an edited book containing the conference proceedings.

Dr. Manisha Singh and Prof. Smitha Sarma Ranganathan went through the rigors of a training program followed by a series of examinations to qualify themselves as HDFC Bank trainers. They are now qualified to train the prospective officers of HDFC Bank.

Dr. Manisha Singh is guiding two PhD scholars who are doing their research at Icfai University Dehradun and Ranchi respectively. While one candidate has submitted her thesis, the other has his synopsis approved.

Prof. Santhanam Murali has successfully defended his PhD thesis proposal titled "Corporate Social Responsibility - Issues and Challenges in India- Building a Model for Indian Firms" with REVA University, Bangalore.

Dr. Manisha Singh's paper titled "A Study on Pricing of Currency Futures in the Indian Currency Market" has been published in the International Journal of Research in Finance & Marketing, June 2015.

Dr. Dr Srabasti Chatterjee & Prof. Radhika Ramesh's paper on "Linking Motivational Systems Theory to the Antecedents and Consequences of Career Decisiveness" has been published in the October 2015 issue of International Journal on Latest Trends and Practices in Management, Technology and Social Sciences.

Profs./Drs. Uma Sreedhar, R. Harish, Surjyabrat, Ashish Dash, Madhusudhan Zalki, Manisha Singh, Srabasti Chatterjee, Sharon Jose, Lakshminarasimha, Leena Sidenur and Sukesh Kumar conducted a total of 31 seminars for students of undergraduate colleges in Bangalore, Coimbatore, Bhilai, Raipur, Belgaum, Chennai, Kottayam and Vijayawada.

Faculty Development Programs for faculty members of undergraduate colleges were conducted by Profs./Drs. Uma Sreedhar, R. Harish, Ashish Dash, Manisha Singh, Sadhana Deshmukh, Sukesh Kumar, Surjyabrat and Madhusudhan Zalki at nine different locations - Bangalore, Mysore, Belgaum, Chennai, Kottayam, Coimbatore, Vijayawada, Visakhapatnam and Bhilai.

Two seminars for Training & Placement Officers of various colleges were conducted by Prof. J. Venkataraman at Bangalore.

# Inter-College Table Tennis & Badminton Championships

4<sup>th</sup> & 5<sup>th</sup> August 2015





# Manthan

Intra-College  
Management Fest  
27<sup>th</sup> & 28<sup>th</sup> August 2015

PREPARATION



PARTICIPATION



PRIZES



THE GRAND FINALE

## A Day in the Life of an IBS Bangalore Student – A “Typical Tuesday”

*Samiya Mehkri, Class of 2017*

### 8:25 am

Time to get up! One thing that I really appreciate about college life is the relaxed schedule. I must say, it is a lot easier for me to get up now than it was in high school when I was rolling out of bed at 6 a.m. After getting ready and grabbing a quick breakfast in the dining hall, I head out for my first class.

### 9:00 am

My first class on Tuesdays is Business Communications. It's my favourite subject, not only because of our professor, friend and guide, but also because it's the first stepping stone to the world of business. Group discussions, on-the-spot presentations, polishing our business etiquette, are all a part of this class.

### 12:00 noon

Before heading to the next class, we have a break of 15 minutes, i.e., at 11:45 am. I usually along with my friends grab some coffee and snacks at the small kiosk that we call as 'Wake up', since it refreshes us for the next class. Or we just walk around our beautiful IBS Bangalore campus.

Following this is the Marketing Management class. This is one class where I feel as though I'm in an ocean of knowledge. Updating oneself on the latest advertisement, sales and promotion strategies of companies is challenging. Nevertheless, I enjoy it thoroughly!!

### 1:15 pm

This is the time that we wait for. Lunch break! IBS Bangalore has snack shops on every floor, apart from a typical canteen. Lots of variety in food and places to relax makes it even better to stay back in college. Since our sections are separate, lunch break is the time I meet my seniors and friends. Catching up with them and making a laugh totally refreshes me.

### 2:15 pm

This is the last hour for the day. Guess what, we are free! Of course, not all Tuesdays are like this; but sometimes our professors too feel we need some treat.

Usually classes get over by 3:30 pm and by 4:00 pm, there are several club activities. On Tuesdays we have the Finance club meeting. Fun with Finance is what I can aptly name it as.

Once I finish the academic part of the day, I go along with my friends to the hostel, discuss what we learnt at IBS that day, and at the same time share a light moment. I'm usually the one making spontaneous plans to go out. We either grab a quick meal in a nearby restaurant or travel across the city to the wonderful malls or just try to explore places near IBS Bangalore. We've actually found some new hotspots around!

The day usually closes with dinner at the hostel, completing our assignments and reminding ourselves that IBS Bangalore is awaiting us with a lot more challenges!

## Student Achievements

*"I am feeling happy and honoured to be part of Khimji Ramdas family. Finally, the jinx is broken. It is a proud moment for my parents, my family, IBS Bangalore and myself."*

**- Kishan S R,**  
on being placed with Khimji Ramdas,  
IBS Bangalore's first international  
placement.

*"Few things come unexpectedly in life and that can change your whole life. Feels so good to be placed! Deloitte it is! A dream come true. On Cloud 9! I would like to thank each and every one in my life who helped me achieve this! "*

**- Lakshmi Shenoy,**  
on being placed with Deloitte.

*"Finally got placed in TCS. This would not have been possible without constant support and guidance from my parents, IBS lecturers, family members and last but not the least my lovable friends who encouraged and stood on my side all the time."*

**- Naveen N D,**  
on being placed with TCS.

*"Special moment of my life ... got placed in ICICI. Thanks to all the faculty of IBS Bangalore, my parents and my friends, who supported me throughout."*

**Mirunalini Moni,**  
placed with ICICI Bank

*"And here I am, got placed in Oracle. Feeling so proud to be an Oraclite. Hiring process went for a week, week full of anxiety, pressure, stress.. In the end so relieved, so blessed thanks to IBS Bangalore and whole of its faculty. Thanks to my parents for helping me all through these years. IBS Bangalore has just made me stronger to face greater challenges ahead!"*

**- Srinivas Prasad,**  
on being placed with Oracle.

Revathi Nagesh (Class of 2016) won the Consolation Prize in the MBA Summer Project Competition conducted by Acharya Bangalore B School.

In the Sur Sangram Management Fest conducted by Surana College (on 29<sup>th</sup> & 30<sup>th</sup> October 2015), Senthil Kumar and Abhishek Kulshreshta emerged winners in the Finance Vertical, while Samiya Mehkri was the winner in the Best Manager category. Dyuti Dutta and Shwetha Mukherjee were the runners up in the Marketing Vertical.



# Placement Photos

Students placed with Deloitte enjoy a happy moment together.



Waiting for interviews.

Berchmans Prashanth elated on being placed with ICICI Bank.



## IBSAF Awards - for Best Faculty and Best Summer Internships; 9<sup>th</sup> September 2015



Dr. Shafiulla receives Best Faculty Award from Ms. Ratnasri

The Best Summer Internship Award Winners with their Faculty Guides



Dr. Sharon Jose receives Best Faculty Award from Ms. Nisha Dhanuka

# Art Beat

Intra-College Art & Cultural Fest; 26<sup>th</sup> & 27<sup>th</sup> October 2015





# Fourth N J Yasaswy Memorial Lecture

30<sup>th</sup> October 2015

**Topic:** 'Make in India'  
and its Impact on the  
Business Scene in India



**Shri. N J Yasaswy**  
Founder, ICFAI Group of Institutions

**IBS**  
BUSINESS SCHOOL  
BANGALORE

*4th N J Yasaswy Memorial Lecture*

on

*'Make in India'  
and its Impact on the Business Scene in India*  
by

**Dr. R S Deshpande**

National Fellow, Indian Council of Social Science Research (ICSSR),  
Institute for Social and Economic Change, Bangalore

and

**Mr. Anand Datta**

President, Dover India Private Limited, Bangalore

Friday 30th October 2015 at 15:00 hrs



Dr. R. S. Deshpande  
makes a point

Mr. Anand Datta  
addresses the  
gathering





**IBS**  
**BUSINESS SCHOOL**  
B A N G A L O R E

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