

NEWSLETTER

Vol 2, Issue 2, February, 2025

Malaysia Boot Camp Program

On February 4, 2025, we proudly hosted the Malaysia Boot Camp Program at our Airport Campus, offering future leaders an exceptional platform to enhance their skills and industry knowledge through expert-led sessions. The program featured a session on "Technological Advancements & Industry 4.0" by Dr. Warusia Yassin, who highlighted the transformative role of emerging technologies in driving innovation across industries. Another session, led by Dr. D. R. Kumar Raja, Professor at the School of CSE, Reva University, Yelahanka, Bengaluru, focused on "Technology, Sustainability, and Research," emphasizing the integration of sustainable practices and cutting-edge research to shape a responsible and forward-thinking workforce. These sessions provided students with both theoretical insights and practical applications, equipping them to adapt to technological advancements while fostering critical thinking, innovation, and a commitment to sustainability. We extend our heartfelt gratitude to the distinguished speakers for inspiring and empowering our students to embrace the challenges of the future with confidence and competence.



Industry Blended Learning 70-30 by Banudas Athreya

We were honored to host Mr. Banudas Athreya, a corporate leader with 24 years of expertise in finance and strategic planning, whose extensive experience in streamlining financial operations, implementing cost-effective solutions, and leading cross-functional teams provided invaluable insights into the corporate world. With a global footprint across North America, India, Europe, the UK,

the Middle East, Africa, and Asia, Mr. Athreya has collaborated on high-impact consulting projects with leading brands like Dalberg Advisors, Voltas Limited, Bosch Limited, Wadhvani Foundation, and more. At IIBS, our Industry-Blended Learning approach (70:30) ensures students gain real-world exposure, seamlessly bridging the gap between academia and industry demands.



Corporate Guest Talk & Podcast session with Ms. Mahima Ruhela

We were honored to host Ms. Mahima Ruhela, Senior Executive - Human Resource at ZopSmart, for an enriching Corporate Guest Talk and Podcast session. Drawing from her extensive expertise in human resource management, she provided valuable insights into talent acquisition, emphasizing what top recruiters seek in candidates. She shared practical strategies for career growth, guiding students on how to navigate and excel in the competitive corporate landscape, and offered a comprehensive overview of industry best practices, showcasing her deep understanding as an HR leader. The session was both informative and inspiring, leaving a lasting impact on our MBA and PGDM students. We extend our sincere gratitude to Ms. Ruhela for her time, expertise, and dedication to empowering the next generation of business professionals.



Workshop on Design Thinking, Critical Thinking & Innovation Design!

BENGALURU—The International Institute of Business Studies (IIBS) organized an interactive workshop on February 15, featuring Mr. Manu Sharma, Consulting Leader at Amazon Web Services (AWS).

The session, held in the Seminar Hall at IIBS's Bengaluru campus, focused on creative problem-solving, innovation strategies, and critical thinking. Mr. Sharma shared his expertise on leveraging technology to drive innovation and offered insights into emerging industry trends and best practices.

Students engaged in thought-provoking discussions, gaining a deeper understanding of how to apply theoretical knowledge to real-world challenges. The event also emphasized the importance of adaptability and innovative thinking in a rapidly evolving business landscape.

This initiative is part of IIBS's ongoing efforts to bridge the gap between academia and industry, ensuring students are well-prepared to excel in their professional journeys.

Workshop on SMART MONEY MOVES BY Nachiket SAVE

IIBS organized a workshop on "Smart Money Moves" led by financial expert Nachiket Save, aimed at enhancing students' financial literacy and decision-making skills.

The session covered key topics, including personal finance management, investment strategies, and effective long-term financial planning. Nachiket Save provided actionable insights and practical tips to help students make informed financial decisions and achieve financial independence.

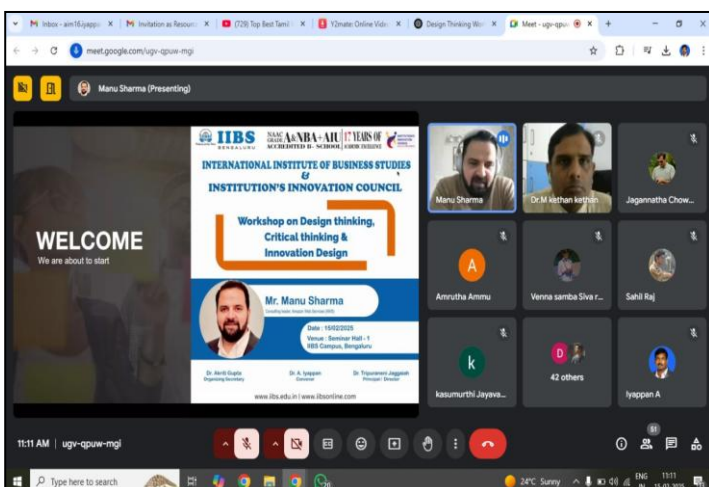
This initiative reflects IIBS's dedication to preparing students with essential life skills, enabling them to excel in both personal and professional pursuits.



Books Donated to the IIBS Library

BENGALURU—The International Institute of Business Studies (IIBS), Bengaluru, has announced the launch of its Library Book Donation Drive, aimed at enhancing access to knowledge and fostering a culture of learning on campus.

As part of the initiative, Alka Saraf, Assistant Professor at IIBS, contributed the book *My Life in Full: Work, Family, and Our Future* by Indra Nooyi. The memoir chronicles Nooyi's journey from her humble beginnings in India to her leadership role as CEO of PepsiCo, offering insights into leadership, work-life balance, and sustainability. It also features an epilogue highlighting India's growth potential, making it a valuable addition to the library's collection.



This initiative underscores IIBS's commitment to promoting education and equipping students with resources to inspire their personal and professional growth.



New Resource Alert: Bloomberg Terminal at IIBS Library

The IIBS Library is pleased to announce the addition of the Bloomberg Terminal to its extensive collection of resources. A demo session showcasing its features was successfully conducted on February 19, 2025, at the IIBS Library. The Bloomberg Terminal is a premier resource in the finance industry, providing real-time access to global financial data, market analysis, and advanced research tools. It features comprehensive historical data, advanced analytics for portfolio management, and live market updates, enabling users to analyze trends, make informed decisions, and excel in business and finance.



Industrial Visit- Railway Wheels Factory

Postgraduate management students from IIBS embarked on an educational visit to the Railway Wheels Factory in Yelahanka, Bengaluru, gaining an in-depth understanding of operations, supply chain, and logistics in one of India's most

pivotal industries. The visit offered a close-up view of precision engineering in railway wheel production and advanced manufacturing processes. Students connected classroom theories to real-world practices, enhancing their grasp of the complexities involved in industrial operations and logistics management.

The experience was made possible through the guidance of Mr. Tarun Chauhan, Deputy General Manager, Indian Railways, who ensured an engaging and insightful interaction. Such initiatives continue to shape the next generation of leaders in infrastructure and industrial management.



Guest Lecture: Parking Operations Management by Pratik G Bhrati

The International Institute of Business Studies (IIBS) hosted an enlightening guest lecture by Pratik G. Bhrati, a leading voice in Parking Operations Management. The session delved into the intricacies of modern parking systems, emphasizing innovative solutions, the integration of sustainability in urban planning, and the transformative potential of smart parking technologies.



The 4th Trimester PGDM Internship Project Viva-Voce

The 4th Trimester PGDM Internship Project Viva-Voce was conducted on 22nd February for 120 students. The panel consisted of two industry experts, Mr. Ajay Chowdary and Mr. Venkat Murali Krishna, and two academicians, Dr. Ritika and Dr. Parvati, ensuring a balanced evaluation of the projects. Each student presented their work, receiving constructive feedback and insights from the panel. The event was successfully conducted, providing students with valuable guidance for their academic and professional growth.

IIBS Bangalore PGDM ABM Students Visit Karnataka FPO Mela 2025

On February 22, 2025, PGDM ABM specialization students from IIBS Bangalore visited the Karnataka FPO Mela 2025, an upcoming event scheduled to be held at the College of Horticulture, UHS Campus, GKVK, Bengaluru, from February 28 to March 2, 2025. Organized under the Central Sector Scheme for the Formation and Promotion of 10,000 Farmer Producer Organizations (FPOs), the event serves as a platform for growth and collaboration in the agricultural sector. The objectives of the Karnataka FPO Mela include empowering FPOs through knowledge sharing, fostering networking among various stakeholders, and providing business opportunities to enhance their operations and market reach. The event is expected to attract participants from across the agricultural value chain, including farmers, industry leaders, and policymakers. The visit offered IIBS students' valuable exposure to the initiatives aimed at strengthening FPOs, enabling them to understand the dynamics of agricultural entrepreneurship and innovation.



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critical role in infrastructure development and urban efficiency. Pratik's insights have left an indelible mark, inspiring the next generation of leaders to embrace innovation in solving pressing urban challenges.



Program Insights

Dr. A. Arun Kumar, Assistant Professor at IIBS Bangalore, attended Razorpay's flagship event, FTX25, which took place on February 20, 2025, at The LaLiT Ashok in Bengaluru. The event brought together over 10,000 attendees, including industry leaders, entrepreneurs, and innovators. The conference featured more than 50 speakers across three stages, discussing the future of financial technology. Notable announcements included the launch of AI-powered tools like Ray Concierge and Ray Co-Pilot, designed to enhance payment experiences for businesses. Additionally, Razorpay introduced a corporate card in partnership with YES Bank, aiming to simplify financial operations for startups. The event also unveiled a Buyer Protection Program to boost trust in online transactions. Attendees had the opportunity to explore these innovations firsthand and engage in networking sessions, solidifying FTX25's status as a pivotal gathering in the fintech landscape.



Dr. Iyappan Arumugam, Associate Professor at IIBS, participated in the Invest Karnataka 2025 Global Investors Meet, held at Bangalore Palace in Bengaluru, India, from February 12 to 14, 2025. Organized by the Government of Karnataka, the event aimed to attract global investments, showcase Karnataka's industrial capabilities, and position the state as a premier destination for innovation and entrepreneurship. The meet brought together industry leaders, policymakers, entrepreneurs, and academicians to discuss strategies for sustainable growth across various sectors, including technology, infrastructure, and manufacturing. Through high-profile panel discussions, exhibitions, and networking sessions, participants explored emerging opportunities and challenges in the global investment landscape. Dr. Iyappan's participation highlighted his active engagement in bridging academia and industry to contribute to economic development and foster innovation.



Dr. Iyappan Arumugam, Associate Professor at IIBS, participated in the Conference on Bridging Industry and Academia Expectations, organized by Cambridge, on February 21, 2025. The conference focused on strengthening collaboration between academia and industry to address evolving market demands, align educational practices with industry requirements, and foster innovation in research and skill development.



Certificate of Participation

This is to certify that

Iyyappan A.

attended the:
**Bridging Industry & Academia Expectations
Conference organized by Cambridge**

City: Bengaluru

Friday, 21st February 2025

Placement Company



Upcoming Events

Corporate Connect & Women's Day Celebration 8th March 2025

Management Conclave (Nexus Edge) with 60 Corporates in Bangalore City University Organized By IIBS 25th March 2025

Foundation Day Celebration with Employee Awards Function 20th March 2025

Japanise Boot Camp 21st March 2025

Admission Open


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PROGRAM

- BA + IAS & IPS
- BA + MBA
- BA + PSYCHOLOGY + IAS & IPS

COURSE OUTLINE

- UPSC PRELIMS + MAINS OPTIONAL + SSC CGL
- PSYCHOLOGY & MENTAL HEALTH STUDIES
- SIX SPECIALIZATIONS (DUAL)

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PROGRAM

- BBA + IAS
- BBA + CA or CMA
- BBA (Digital Marketing)
- BBA (Business Analytics)
- BBA + MBA

KEY FEATURES

- UPSC Prelims + Mains + Optional + SSC CGL
- CA & CMA - Inter & Mains
- Digital Marketing Certifications
- Business Analytics Certifications
- 6 Specialization

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BENGALURU

Program

- UPSC Prelims + Mains + Optional + SSC CGL
- CA & CMA - Inter & Mains
- Association of Chartered Certified Accountants
- Digital Marketing Certifications
- Six Specializations (Dual)

Key Features

- B. Com + IAS
- B. Com + CA or CMA
- B. Com + ACCA (United Kingdom)
- B. Com (Digital Marketing)
- B. Com + MBA

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- BCA (AI & ML)
- BCA (Data Science)
- BCA + MBA

KEY FEATURES

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- Six Specializations (Dual)

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