



# ANNUAL REPORT | 2020-21

## About Globsyn Business School

Globsyn Business School (GBS) has uniquely positioned itself as India's only 'Corporate B-School', drawing from the strength and diversity of the fast evolving global corporate world. With an edifice built on Innovation, Research and Technology, Globsyn is well on its path to create a globally networked, corporate savvy, research-driven management education system which moves beyond traditional forms of management knowledge dissemination to a research based delivery framework to create 'Industry Relevant Managers' – an agile group of professionals equipped to operate in today's technology-driven business environment. As a result of that over the years, more than 360 organisations have absorbed the students, both during final placement and summer internship. The students of GBS have earned rich accolades for their achievements and a large number of them are star performers within their organisations.



In order to infuse global standards into its pedagogy, the B-School has joined AACSB International - the Association to Advance Collegiate Schools of Business (AACSB), the world's largest business education alliance. With this coveted membership, GBS is now one of the few academic institutes in Eastern India and one of only two B-Schools in West Bengal to belong to a part of the world's largest network of business schools and organizations, focused on advancing business education.

The B-School's two-year full-time Post Graduate Diploma in Management (PGDM) is approved by AICTE. Recognizing the importance of blended learning as the future of academic pedagogy, Globsyn Business School has collaborated with the Harvard Business School Online, and has integrated its 'Business Analytics' and 'Entrepreneurship Essentials' programmes to enhance the GBS post-graduate management programmes for future learners. Globsyn's up market PGPM-IB programme also offers MBA (Global Business) in partnership with Malaysia University of Science and Technology (MUST), and students pursuing this programme, will be awarded with a certification in Micro Master in Supply Chain Management from MUST, as well as earn the prestigious 'Certificate of Industry 4.0' from International Telecommunication Union (ITU) – a specialized agency of the United Nations.

GBS believes in learning 'Beyond Education', where students are exposed to various out of classroom activities involving running virtual organizations, building business ideas, elderly care, specially-abled care, underprivileged education, conducting healthcare camps and other myriad of social activities. GBS spreads the concept of 'Beyond Education' among its stakeholders - students, alumni, academicians, corporates through elements like Globsyn Annual Lecture Series, Globsyn Management Conference, Globsyn Alumni Engage, Serendipity, Embryon and Kalyani Youth Leadership Forum (KYLf).

Globsyn Business School's 'Care for Society' initiative, done by the students of the B-School under the Beyond Education vertical of KYLF, is recognized by AICTE as a 'Best Practices' nationally by approved institutions in India, and has been mentioned in AICTE's Best Practices bulletin. Recently 'Embryon' – the entrepreneurship cell of GBS has been recognized among 24 business schools, globally, as an AACSB International 2021 Innovation That Inspires. This annual program recognizes institutions from around the world that serve as champions of change in the business education landscape.

The B-School has received many accolades from the education fraternity from time to time and has been ranked among the Top 50 B-Schools in India, as per Business India's Best B-Schools Survey 2020. Recently GBS has been conferred recognized as the 'Best B-School with Academic Excellence' in Eastern India at the Asia Education Summit & Awards 2021. The B-School has also been recognized as one of the best education brands 2020 by ET Edge, an initiative by Economic Times, and as a Times Stellar Brands East 2020 in the category of 'Leading B-School in West Bengal' by The Times Group.

## Leadership Team



### CHAIRMAN'S MESSAGE

In life, as we go forward, we realize that education cannot be linear; hence, there must be disruption. And that's exactly what happened in the past one and a half years, not just at Globsyn Business School, but also across the globe. This period, in particular, has been a huge learning curve for us; and I'm sure it must have been the same for all of you. However, we are continuously adapting to the daily dynamics of this ever-changing world to further the culture and legacy of the B-School. I have always believed in learning beyond education, and over time, this belief of mine has slowly got embedded into the very DNA of all that Globsyn Business School stands for. This is why, our academic best practices and the curriculum of our post-graduate management programmes are designed to create 'Industry Relevant Managers', who can hit the ground running and contribute to an organization's success from day one.

In this 'new normal', it will not be completely out of place to say that GBS stands amongst the very best in management education, nationally. This has happened because of the tireless efforts of our management team, the committed work that we've done with our faculty members, and the entrepreneurial journey that we've undertaken together with our students and alumni – who have earned rich accolades for their achievements and taken the GBS flag to all corners of the world.

A handwritten signature in black ink, appearing to read 'Bikram Dasgupta', with a horizontal line extending from the end.

**Mr. Bikram Dasgupta**

*Founder & Executive Chairman, Globsyn Group*

## Leadership Team



### VICE CHAIRMAN'S MESSAGE

It is said that we're living in an age of 'Liquid Modernity', and hence, change is occurring more frequently than before. We, at Globsyn Business School, try to foresee and anticipate the future. This is why we began our online enrolment and placement processes even prior to the onset of

COVID-19. Today, we are strengthening our digital platform further with learner-centric, outcome-based blended/hybrid learning methods so that our students keep on learning even from a remote location.

We regularly conduct industry surveys and update our curriculum and pedagogy to stay relevant. Not only Technology and Industry, but society is also evolving. This has levied paramount importance on Research and Innovation. Moreover, we teach our students how to remain mentally agile and invest in lifelong learning. Our Management Development Programs (MDP) for alumni and corporates help them to stay up-to-date about industry trends and practices.

We are a value-based institution, whose culture is guided by our vision and mission. We encourage our students to develop a positive attitude so that they remain not only knowledgeable and skilful, but also foster a mindset to give back to society, particularly to the marginalized sections.

Looking at the future needs of industry and society, the Government of India has made a new education policy – NEP-2020. Globsyn Business School, being always ahead of the learning curve, is actively working on its proper implementation in areas of research and innovation. We are always proactive in giving the right education to our students, so that they remain responsible citizens of a dynamic global corporate world.

A handwritten signature in black ink, appearing to read 'R. C. Bhattacharya'.

**Prof. R. C. Bhattacharya**

*Vice Chairman, Globsyn Business School*

## Leadership Team



### DIRECTOR AND TRUSTEE'S MESSAGE

Globsyn Business School, over the last two decades, has been enabling transformation of young minds to become responsible leaders and imbibe human values through various 'Care for Society' activities. While 'knowing' skills are imparted at the B-School through a structured pedagogy, 'doing' and 'being' skills are propagated through its 'Beyond Education' activities. Our 'Experiential Learning' initiatives – such as Flipped Classroom, Boardroom Simulations, Case-based Learning, Live Projects, Role Plays, and Industry Visits, amongst others – expose the students to the nuances of application-based learning and ensure that they develop cognitive, inter-personal, and intra-personal skills desired in the 21st century corporate world.

The post COVID-19 world has presented multiple demands, and posed new challenges to our education system. Keeping in mind the upcoming academic trends, we have digitalized our pedagogy from a 'Brick Model' to a 'Click Model' through the introduction of synchronous, asynchronous, and hybrid learning content. Having identified areas where we can harness technology, improve communications, streamline processes; GBS has successfully created a niche for itself on the global industry-academia map, and has built a sustainable, technology-driven education framework for future learners.

A handwritten signature in black ink, appearing to read 'Rahul Dasgupta'.

**Mr. Rahul Dasgupta**

*Director, Globsyn Business School*

*Trustee, Globsyn Knowledge Foundation*

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## Awards, Rankings and Recognitions

Over the past two decades, Globsyn Business School (GBS) has continued to set new milestones and has been conferred with various awards from the industry-academia fraternity. In AY 2020-21:



Globsyn Business School has been ranked among the top 60 Business Schools in India (amongst 3000 registered B- Schools) and **Top 6 in the East by MBA Universe Ranking 2020**, along with IIM-Calcutta, XLRI-Jamshedpur, KIIT-Bhubaneshwar, IIM-Sambalpur and IMI-Bhubaneshwar.

Globsyn Business School has been recognized by **ET Edge**, an initiative by **Economic Times**, as one of the **best education brands in 2020**.



The '**Best Education Entrepreneur of the Year**' Award organized by the Associated Chambers of Commerce & Industry of India (**ASSOCHAM**) for **2020** has been bestowed upon **Mr. Rahul Dasgupta, Director, Globsyn Business School**.



The Times Group has felicitated Globsyn Business School as a '**Times Stellar Brands East 2020** awardee in the category of **Leading B-School in West Bengal**.



Globsyn Business School has been recognized by **The Voices** with the prestigious '**Dr. Radhakrishnan Institutional Excellence Award 2020**' in the category of **Top Lead Business School**.





Globsyn Business School has been ranked among the Top 50 B-Schools in India, and Top 5 B-Schools in Eastern India along with IIM – Calcutta, XLRI – Jamshedpur, IIT-Kharagpur (VGSM), and XIM – Bhubaneswar, as per Business India's Best B-Schools Survey 2020.



The Times of India has conferred Mr. Rahul Dasgupta, Director, Globsyn Business School with the prestigious 'ET New Age Leader in Education' award for his pivotal role in leading Globsyn Business School way ahead of the learning curve.

**Leading a brand towards a future that's digital**



**RAHUL PLAYED A PIVOTAL ROLE IN THE DIGITALISATION OF GBS FROM A 'BRICK MODEL' TO A 'CLICK MODEL'**

It boasts of a legacy of continuous innovation in management education for nearly two decades. No wonder, Globsyn Business School (GBS) has uniquely positioned itself as India's only 'Corporate B-School' and the top private B-School in eastern India. It has partnered with some of the best Ivy League institutions, integrating high-end technologies into its academic delivery through these collaborations. All this had been made possible under the leadership of Rahul Dasgupta, trustee, Globsyn Knowledge Foundation (GKF). Recently, Rahul played a pivotal role in the digitalisation of GBS pedagogy from a 'brick model' to a 'click model', recognising blended learning as the future of academic delivery. With more than 18 years of global corporate experience he, along with his team, has been instrumental in building successful relationships with more than 300 corporates, who have extended opportunities to students every year. A second generation entrepreneur, Rahul has been spearheading the vocational and technology training verticals of GBS that has trained over 1,95,000 students over the years. Under his tutelage, GBS has successfully produced over 40,000 alumni across its online and offline post graduate programmes. "Leadership is always about driving change. Today, in order to make a business resilient it's important to have a modular approach, and to align resources, processes and profit formulas towards a sustainable business acquisition. This is exactly what we practice at Globsyn," Rahul said.

**THE WINNERS**

Category	Name
ET Visionary Leader	Sanjiv Goenka, MD & chairman, RPSG Group, Kolkata
ET Visionary Leader	Chandra Shekhar Ghosh, managing director of Bandhan Bank, Kolkata
ET Visionary Leader	Sunil Agarwal, co-founder & chairman of RSH Global Pvt Ltd, Kolkata
ET Leading Entrepreneur	Mitesh Khimji, Khimji Jewellers, Bhubaneswar
ET Young Leader	Shashwat Goenka, RPSG Group, Kolkata
ET New Age Leader in Education	Rahul Dasgupta, Globsyn Knowledge Foundation, Kolkata

amongst others...

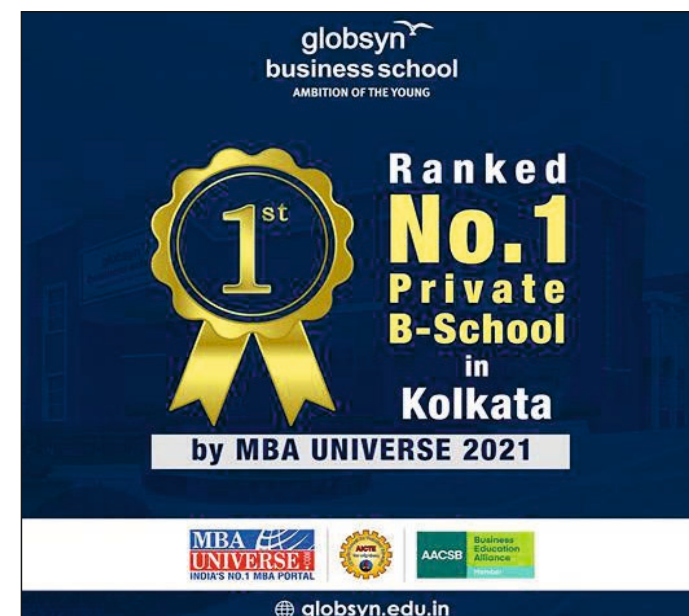
**THE TIMES OF INDIA**

**ET New Age Leader in Education**  
**Rahul Dasgupta**  
 Trustee,  
 Globsyn Knowledge Foundation

PAGE 3 & 5 | MONDAY 14 DECEMBER 2020 | CALCUTTA TIMES, THE TIMES OF INDIA



Globsyn Business School has been recognized as the 'Best B-School with Academic Excellence in Eastern India' at the Asia Education Summit & Awards 2021 organized by Asia Today Research & Media in New Delhi.



Globsyn Business School has been ranked No. 1 Private B-School in Kolkata, as per MBA Universe 2021.

## AACSB Membership

With an eye to infuse global standards into its pedagogy, Globsyn Business School has joined **AACSB International - The Association to Advance Collegiate Schools of Business (AACSB)**, the world's largest business education alliance. **With this coveted membership since 1st July 2020, Globsyn Business School is a part of the world's largest network of business schools and organizations focused on advancing business education.**



## Global Award – Innovations That Inspire

Globsyn Business School has been a change-agent creating an environment where out-of-the-box thinking thrives had participated in AACSB's 2021 Innovations That Inspire initiative.

Association to Advance Collegiate Schools of Business (AACSB) invites members of the Business Education Alliance to share their efforts to lead and innovate business education by participating in AACSB's *annual Innovations That Inspire initiative* that recognizes institutions from around the world serving as champions of change in the business education landscape.

**'Embryon – The Entrepreneurship Cell' of Globsyn Business School has been recognized by AACSB's 2021 Innovations That Inspire Challenge.** Globsyn Business School is delighted to be one of the 24 institutions in the world and one of the only two institutes in India whose innovation has been recognized and selected as a highlight by AACSB.



Embryon – The Entrepreneurship Cell of Globsyn Business School has been recognized for designing an innovative ecosystem; where students apply their knowledge and skills to create a prototype, and implement innovative, sustainable, and value-enhancing solutions for identified areas of concern in a socially responsible manner.

For more details please visit : [www.bit.ly/3dtEbW8](http://www.bit.ly/3dtEbW8)

## Media Coverage

The continuous innovation in management education over the last two decades has facilitated Globsyn Business School in creating a niche for itself on the global industry-academia map.

**The article 'Globsyn Business School leads changes in the education industry', published in The Times of India on 11th September 2020** highlighted how Globsyn Business School stayed relevant and ahead of the learning curve in terms of hybrid learning for the youngsters, with appropriate use of technology pertinent to the needs of current times.

Globsyn has been successfully creating a niche for itself on the global industry-academia map for more than two decades.

To read more, visit: [www.bit.ly/GBS-Leads-Change](http://www.bit.ly/GBS-Leads-Change)

**THE TIMES OF INDIA**

**Globsyn Business School leads changes in the education industry**

SPOTLIGHT | Sep 11, 2020, 10:40 AM IST



With a legacy of continuous innovation in management education for nearly two decades, Globsyn Business School (GBS) has uniquely positioned itself as India's only 'Corporate B-School'. GBS has taken a decision to upgrade the curriculum of its Post Graduate Management Programmes for the

Batch 2020-22 by blending in asynchronous and synchronous online content, along with physical classroom content for the entire 2-year period that its young management students will spend with the B-School. On the asynchronous and synchronous content side, GBS has partnered with the best of brands ignited by the best of minds in the world and integrated a lot of high-end technologies into its postgraduate academic programmes.

To infuse global standards into its pedagogy, the B-School has joined AACSB International - the Association to Advance Collegiate Schools of Business (AACSB), the world's largest business education alliance. With this coveted membership, GBS is now one of the few academic institutes in Eastern India and one of the only two B-Schools in West Bengal to belong to a part of the world's largest network of business schools and organizations, focused on advancing business education.

The article – In conversation with 'Generational' Entrepreneurs of Globsyn: The Dasguptas who followed a 'Structured Passion' – published on 9th October 2020 in The Economic Times, elaborates how Bikram Dasgupta, Founder and Executive Chairman, Globsyn Group, and his entrepreneur sons Rahul Dasgupta (Director, Globsyn Business School) and Romit Dasgupta (CEO, Globsyn 3rd.Life), pursued their vision, mission, philanthropy and technological innovations, successfully merging knowledge and technology.

To read more, visit: [www.bit.ly/Globsyn-StructuredPassion](http://www.bit.ly/Globsyn-StructuredPassion)

**THE ECONOMIC TIMES**

10 October 2020

**In conversation with 'Generational' Entrepreneurs of Globsyn: The Dasguptas who followed a 'Structured Passion'**

**Synopsis:**  
Our society can be empowered only if its youth is empowered with relevant skills and knowledge. And to enable the empowerment, the young generation needs to be trained and educated.

Here's an excerpt from our chat with the Founder and Executive Chairman, Globsyn Group, Bikram Dasgupta and his entrepreneur sons Rahul and Romit Dasgupta, as they speak on their vision, mission, philanthropy and technological innovation. The Dasguptas, through their Globsyn Group, successfully merged knowledge and technology.

**1. The Globsyn Group came into being in 1996. It has been a long journey and a lot has changed, but the Group has continuously reinvented itself to remain relevant in these 24 years as a value driven brand. Please tell us something about the growth of this Group.**

**Bikram Dasgupta:** A lot has changed over the last 24 years! When I was setting up the Globsyn Group, I had a very open mind. I predominantly worked in the tech domain till then, and by that, I mean Information Technology that helped me find an intrinsic link between Innovation and Technology. I didn't look at Innovation and Technology as a product but as a service to the society, which is why I brought in 'Youth' as a third dimension. Youth is a symbol of learning. Therefore, in all my work so far – be it IT training, IT contracting, collaborating with various corporates like IBM, or other offshoot projects – Youth has always been a dominant factor. So, 'Innovation and Technology among Youth' has kept me open to innovation, helped me implement new-generation technologies, and create a learning space for me in terms of understanding and inspiring the 'Youth'.

**Read the entire article at: [bit.ly/Globsyn-StructuredPassion](http://bit.ly/Globsyn-StructuredPassion)**

As one of the first institutions in India to seamlessly blend in physical and online modes of education, coupled with a robust use of technology, Globsyn Business School is embarking upon a new era of learning with the introduction of Hybrid Learning Classrooms.

The article 'The future of learning: Globsyn Business School' published on 21st May 2021 in The Times of India, elaborates how amidst the second wave of the pandemic, Globsyn Business School will be enabling its future learners to choose their own learning path.

To read more, visit: [www.bit.ly/GBS-FutureOfLearning\\_TOI](http://www.bit.ly/GBS-FutureOfLearning_TOI)

**Times of India**

19 May, 2021

**The future of learning: Globsyn Business School**



to choose how they want to do it. Globsyn Business School is one of the first institutions in India to consistently blend in physical and online modes of education to enable students to make their choice through its lesser-known mode of education, coupled with a robust use of technology. With the Hybrid Learning Classrooms, GBS enables upon a new era of learning.

The concept of Hybrid Learning Classrooms – a revolutionary merge of disruptive technology adoption – perfectly blends innovation, research and technology, enhancing the way of teaching, and keeps a tab on students' learning. Moreover, these Classrooms focus on interactive environment of continuity that helps to yield more

With the Second Wave of the pandemic, bringing back the globe, it has been imperative for education institutions to evolve with one of the best ideas, and developing mechanisms for the 'new normal' of a post-COVID era. Continuing the learning process has become essential secondary for the educational organisations to re-engage students with an opportunity to choose their own learning path. The education institutions have realised the need to reinvent learning experience as a way that breaks the culture of rote-learning knowledge dissemination and help students go to back to work who they want to be and what they want to accomplish in the world.

Globsyn Business School (GBS), with more than 20 years of legacy in multi-branching technology with innovation, has continued its journey of creating education in the education sector. With a vision of enabling transformation of young minds to become responsible leaders, GBS always remained at the forefront by re-imagining its students to choose the educational path of learning.

the decision-making power, enabling the young managers to create a sense of ownership over their learning experience. Recently, AACSB International – the world's largest business education network – has recognised GBS among 24 business schools as highlights of its innovation. That legacy creates a strong sense of pride. The B-School is recognised by Education – The Entrepreneurship Cell of GBS, which conducts career management events every year including the upcoming event, Entrepreneurship Summit. These events help students develop skills to become better managers, and enable them to gain a hands-on understanding of innovation as a source for differentiation and a defining principle of entrepreneurship.

Recognising the trends of the upcoming paradigm shift in pedagogy, GBS has taken a step to become a trail-blazer in designing Hybrid Learning Classrooms (HLC) for its rising managers. While some academic institutions are still grappling with the barriers of an offline-only learning experience, and others are struggling to integrate online and offline learning, GBS has already taken a leap forward.

The GBS Hybrid Learning Classrooms have been designed so that the students, regardless of their chosen post graduate management programmes, can continue their courses seamlessly and/or live the physical classroom experience, once the pandemic is over. In this context, Rahul Dasgupta, Director, GBS, said, "COVID-19 has revolutionised education across the educational ecosystem. We believe it is imperative that students not only have the freedom to choose in which way they want to learn, but also have the freedom to choose in which way they want to learn."

## Our Response to COVID-19



### Teaching and Learning: Blended Learning

Foundation Classes - 80  
Live Classroom Classes - 2030  
Asynchronous Videos - 337  
Virtual Office Hours - 114  
Doubt Clearing Sessions - 152  
Assessments and Evaluation - 552  
eGlobsyn eLibrary Books - 18200



### Achievements

Awards and Recognitions - 9  
Global Award - 1  
Media Recognition - 6  
Publications - 16  
International Collaborations - 6  
Placement - 100%  
Summer Internships - 100%

## Our response to COVID-19



### Events and Outreach

Webinars - 47  
Corporate Connect Sessions - 19  
Co-Curricular Engagement Sessions - 12  
Industry Connect Program - 10  
Alumni Connect Sessions - 12  
Beyond Education Events - 40  
FDPs and MDPs - 8



### Stakeholder Interactions

Governing Board Meetings - 3  
Faculty Council Meetings - 30  
HOD Meetings - 24  
Meetings with Corporate Partners - 37  
Meetings with International Partners - 28  
Meeting with Recruiters - 52

Globsyn Business School with its quest for continuous innovation in management education has always provided its students with the most innovative learning pedagogy. The COVID-19 pandemic has caused havoc and has led to almost all activities around the globe come to a standstill. However, learning did not stop at Globsyn Business School.

We have ensured that students continue to learn from home even during lockdown and have been exploring various ways to offer an outstanding and transformative learning environment to our students with the use of technology.

Our innovative technology-enabled learning initiatives have received an encouraging and positive response from all our stakeholders - Students, Parents, Governing Council, Academic Council, Accreditation Bodies, Corporates and Alumni.

## Blended Learning For Students to Provide Better Career Paths



THE TIMES OF INDIA

Wednesday, August 19, 2020 | Page: 15

### Blended learning for students to provide better career paths

**W**ith its legacy of amalgamating technology with education for nearly two decades, and recognising the importance of blended learning as the future of academic pedagogy, Globsyn Business School (GBS) has upgraded the curriculum of its post graduate management programme by blending in synchronous and asynchronous online content, along with in-campus classes, for its 200 plus inducted students of batch 2020-22. It has partnered with the best of brands globally and integrated various high-end technologies into its delivery through these collaborations.

GBS has successfully built relations with 360+ corporates, who repeatedly visit the campus for recruitment and encourage the students with their presence in various 'beyond education activities'. The 3,000+ alumni of this business school have proved to be star performers at



Rahul Dasgupta



those organisations.

Rahul Dasgupta, director of GBS, said, "B-schools need to reinvent themselves by restructuring their pedagogy, with the faculty embracing blended learning modules as a way forward to enhance their students' employability."

"B-Schools need to reinvent themselves by restructuring their pedagogy, with the faculty embracing blended learning modules as a way forward to enhance their students' employability."

Rahul Dasgupta, Director, Globsyn Business School in a published article in The Times of India, spoke about the importance of recognizing Blended Learning as the future of academic delivery that will lead students to successful career paths, and how Globsyn Business School with its legacy of amalgamating technology with education, has reinvented itself with blending in synchronous and asynchronous online content with in-campus classes for its 200+ inducted students of Batch 2020-22.

## Admissions

### Admission Process

In response to the COVID-19 pandemic and to ensure that health and well-being is given utmost priority, the admission process for PGDM Batch 2020-22 has been moved to virtual mode.

#### Step 1 – Application

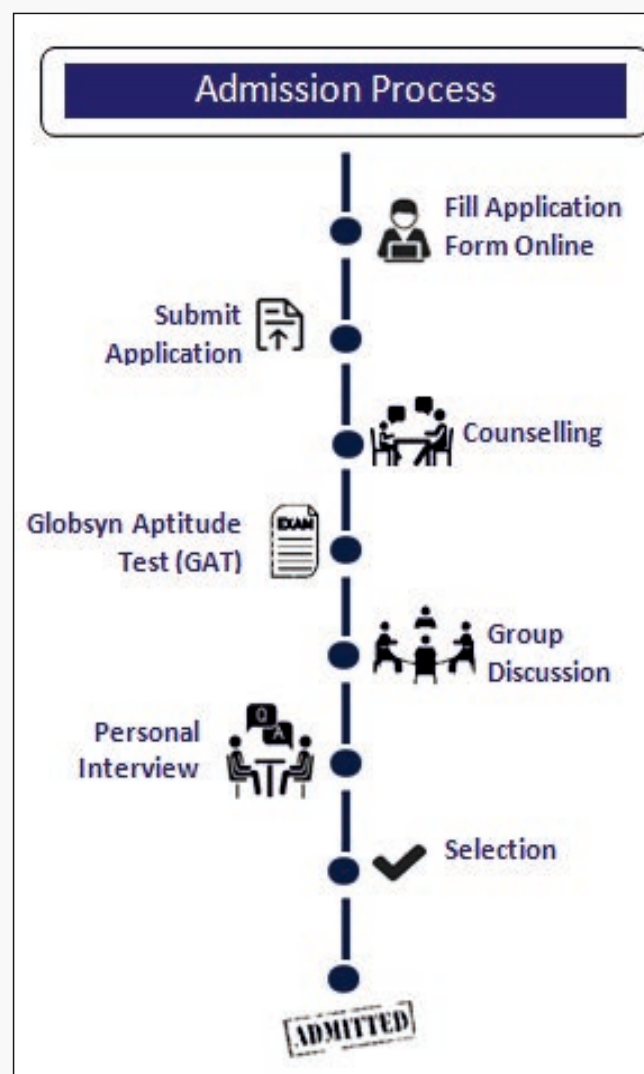
Students from all over India have been able to apply online through the GBS Direct online platform.

#### Step 2 – Counselling

The application which is followed by counselling has been done virtually through video and phone calls. The offices were closed, but the counselling team has always available and has made sure that all questions were answered even while working from home.

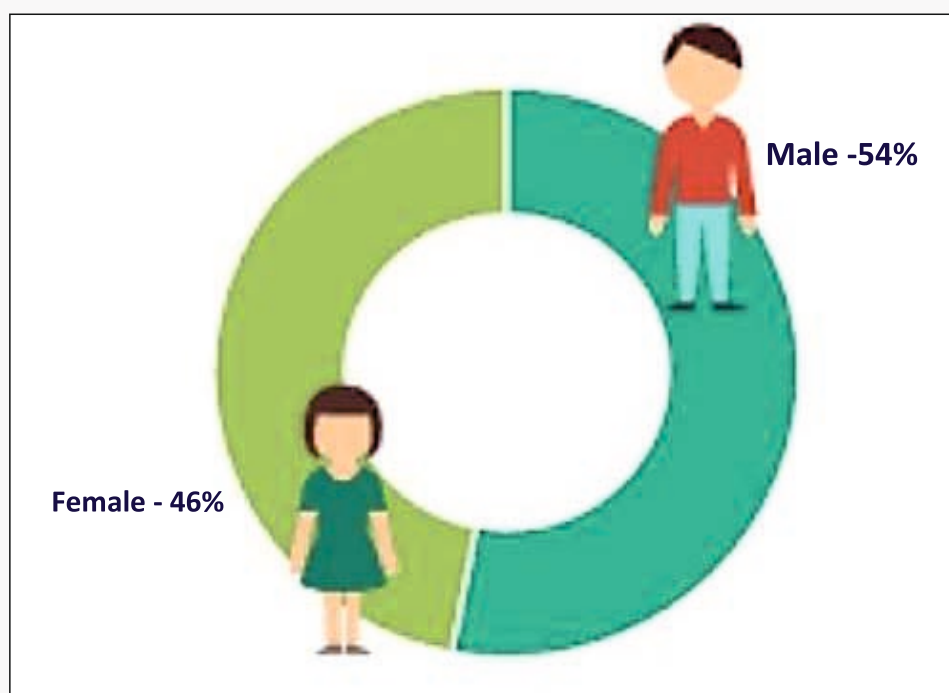
#### Step 3 – Selection Procedure

The Selection Procedure includes evaluation of the applicants based on the following parameters - academic qualification, CAT/MAT score, Globsyn Aptitude Test (GAT), Group Discussion and Personal Interview. The GAT Exam followed by Group Discussion & Personal Interview has been done virtually.

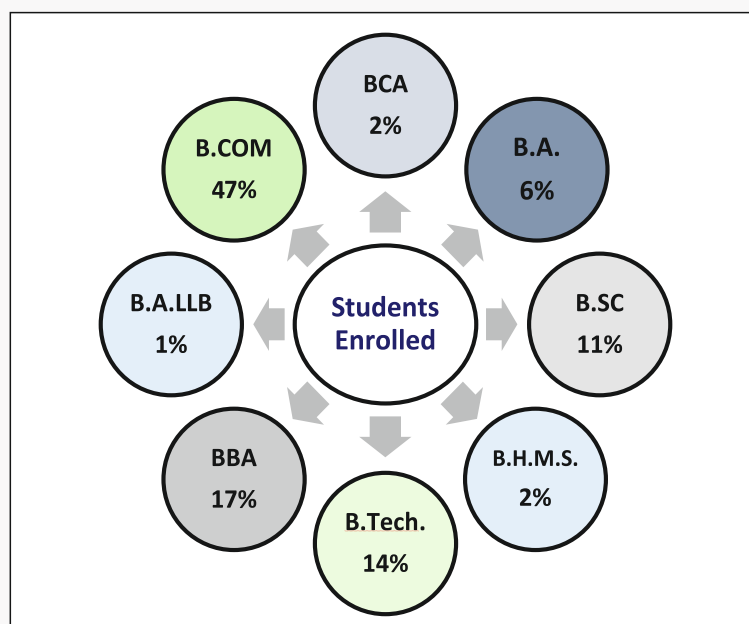


## Attributes of The Batch 2020-22

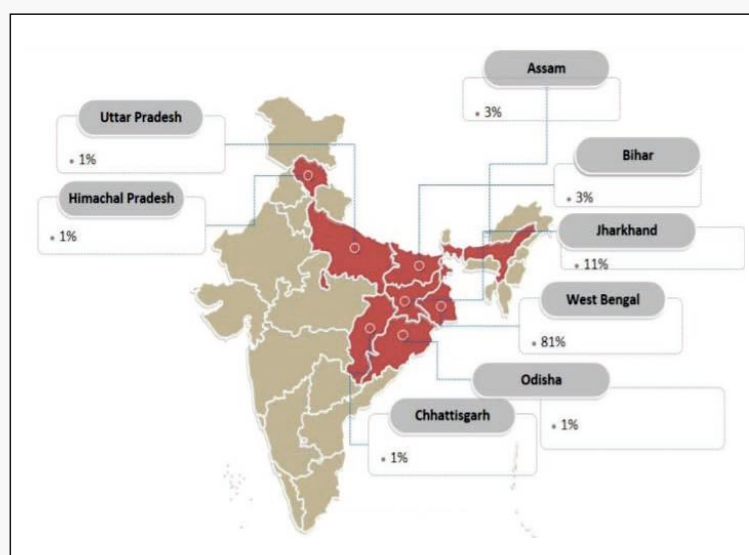
### Gender Diversity



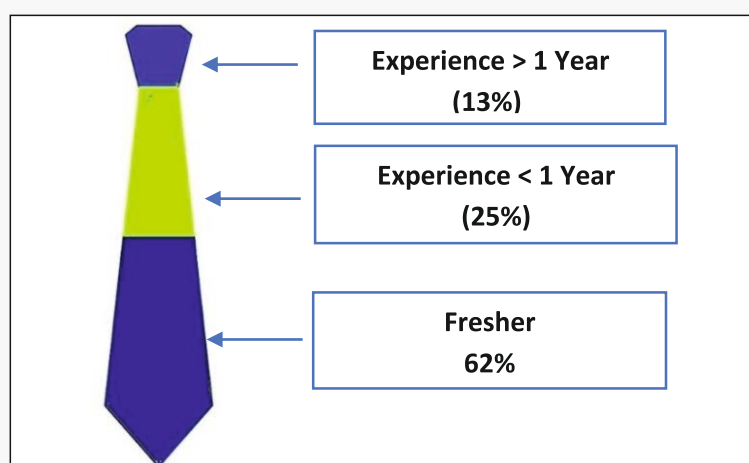
## Educational Background



## Geographical Diversity



## Experienced/Non-Experienced Students



## Admission Planning for Batch 2021-23

The Admissions Department has been involved in strategizing and making continuous efforts for getting in the right kind of students across disciplines targeting a wider geographical reach. In addition to the virtual selection and admission process of PGDM Batch 2021-23, the team has also been engaged in the following activities in the previous quarter to reach out to the prospective MBA aspirants.

### Ensuring Digital Presence and Use of Technology

The admissions team has conducted several online webinars and workshops for the students on topics like Industry 4.0 and Job Market Sensation in Pandemic area. The team has been making continuous efforts to make the coming MBA generation aware by providing opportunities to learn even from home by organizing GD/PI sessions for MBA aspirants conducted by experienced faculty members of Globsyn Business School. A series of online webinars and virtual workshops were organised on relevant topics like Industry 4.0, the job market situation in the current pandemic/post-pandemic scenario, relevance of MBA in today's world, etc.

### Offline Activities

The Admissions Department has been reaching out to various locations in the states of Odisha, Jharkhand, Bihar, Assam, and Sikkim apart from West Bengal to conduct workshops and awareness sessions, extending the efforts to reach out to prospective MBA students and select good quality students for Batch 2021-23.

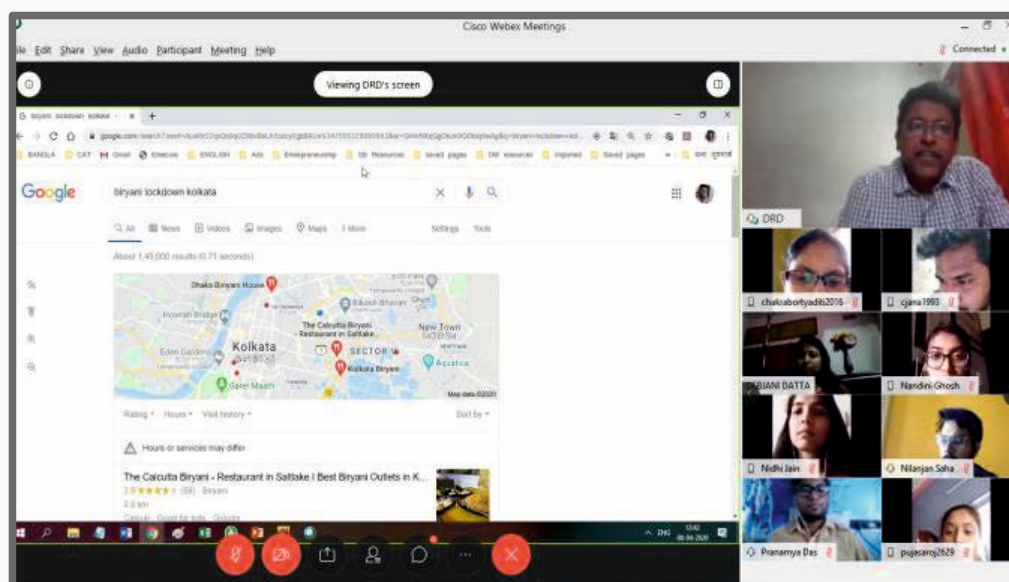
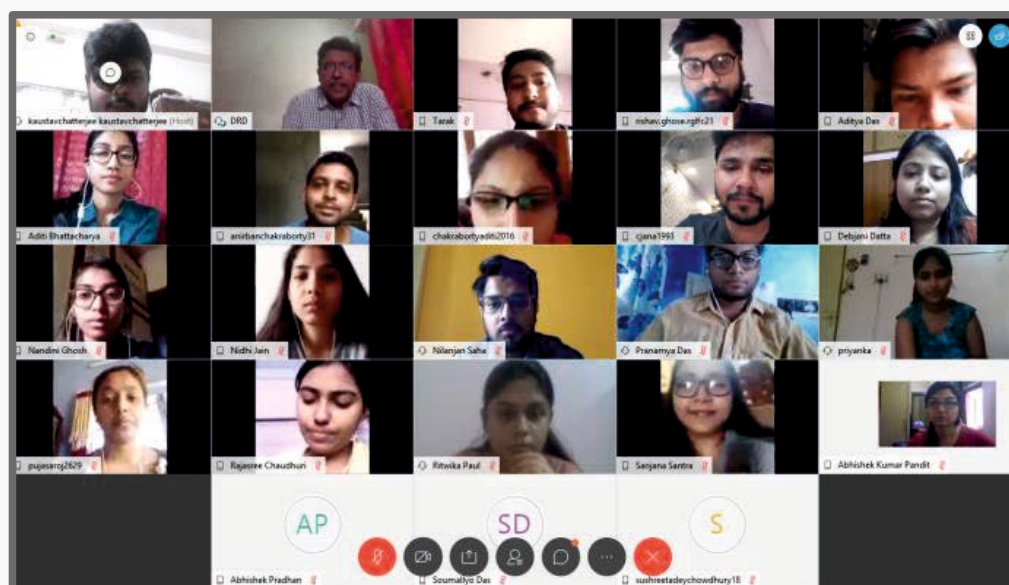
Images of some of the activities mentioned above are given below:



## Foundation Program 2020-21

Globsyn Business School has initiated its Foundation Program for the students enrolled for Batch 2020-22 through virtual mode. The Program aimed to equip MBA aspirants with the right knowledge and skills that are required to pursue an MBA. The objective of the program was to bridge the knowledge gap between a student's undergraduate studies and MBA curricula. The Foundation Program has been conducted online and comprises:

- I) **Pre-MBA study of specific courses through Globsyn Business School Online (GBS Online)** - GBS Online is a global platform of online learning to enable students can remain productive during this lockdown period. Regular doubt clearing and Q&A sessions on GBS Online courses have been conducted by Globsyn Business School faculty team to answer all queries.
- II) **Live Sessions conducted by the experienced Globsyn Business School Faculty Team** - To ensure that students have a strong understanding of the basic concepts of management, 80 academic sessions have been conducted that included discussions on Principles of Management, Marketing Fundamentals, Organisational Behaviour, Global Business Environment, IT for Managers, Improving English Communication Skills, Making an effective Presentation and Financial and Managerial Accounting Fundamentals.



## Globsyn Business School Induction 2020

The Induction Program for PGDM Batch 2020-2022 was held on 11th and 12th August 2020 and streamed live from The Oberoi Grand, Kolkata. The primary objective of the program was to welcome the new batch of students, introduce them to the stakeholders, provide them with an overview of the 2-year management program including the program architecture and familiarize them with the teaching-learning pedagogy.

The schedule for Induction Program 2020 comprised the following sessions:

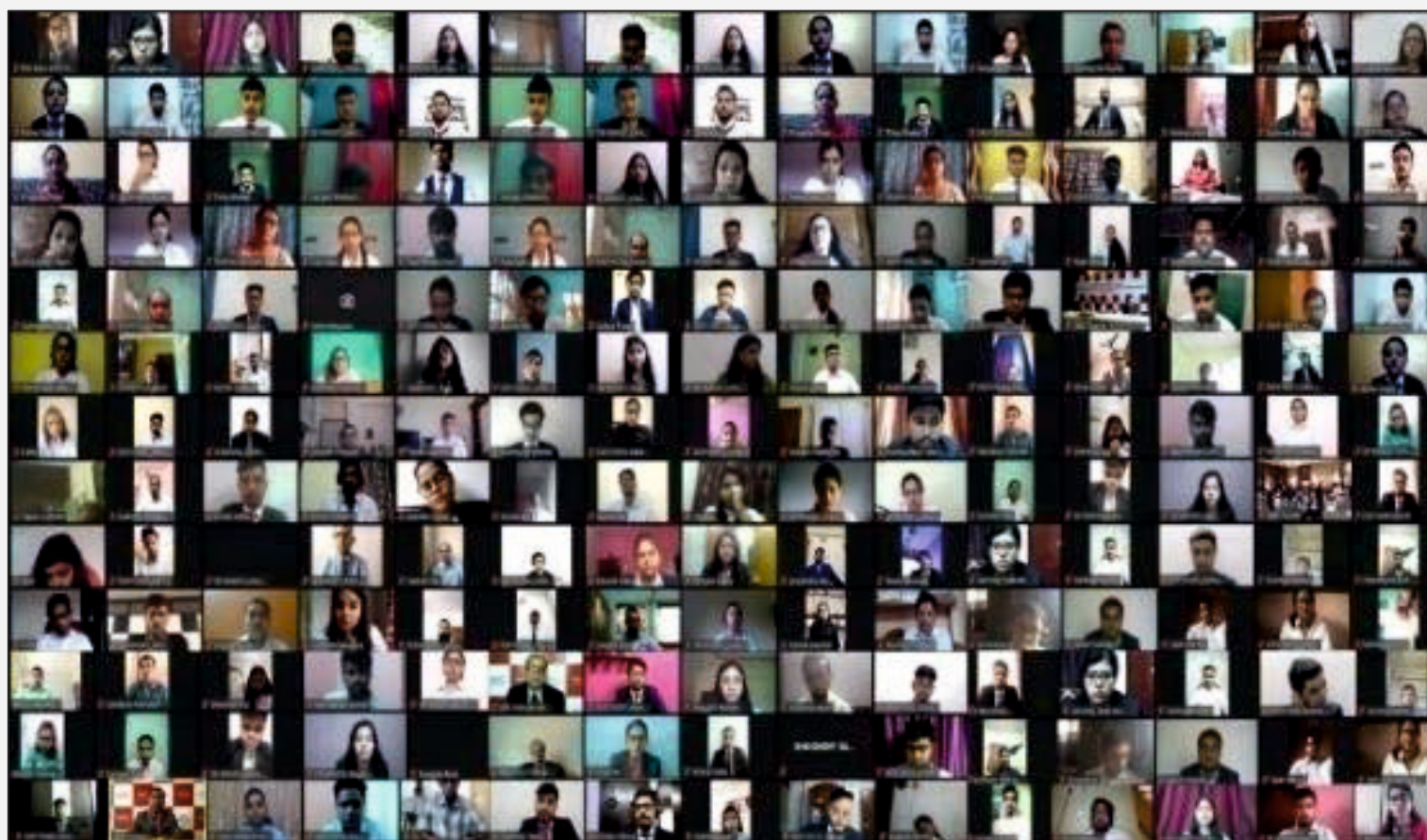
Induction Program 2020	
Day 1 (11 <sup>th</sup> Aug 2020)	Opening ceremony and lighting of ceremonial lamp followed by the Globsyn Mantra
	Chairman's Address – Vision and Role of Globsyn Business School by Mr. Bikram Dasgupta, Founder & Chairman – Globsyn Group
	Principal's Address –Mission, Program Architecture and Curriculum by Dr. Subir Sen
	Introduction to Globsyn Business School Faculty Team
Day 2 (12 <sup>th</sup> Aug 2020)	Session on placement activities by Mr. Banti Biswas, Head - Corporate Relationship Program
	Alumni Panel Discussion on "Preparing for the future job market: an MBA perspective"
	Introduction to LMS portal 'eGlobsyn' by Ms. Shaoli Chakravarty, Head – Knowledge Cell

## Orientation of Batch 2020-22

The Induction Program 2020 was followed by Orientation sessions for the newly inducted PGDM Batch 2020-22 conducted virtually.

Orientation Schedule	
Day 3 (13 <sup>th</sup> Aug 2020)	Motivational session on 'Wellness & Stability' by Swami Narasimhanandaji Maharaj, R. K. Mission
	Corporate Panel Discussion on 'Change in Leadership skills post COVID-19: An MBA perspective' (Panellists: Mr. Arnab Basu, Managing Partner East, Technology Consulting Leader – PWC; Mr. Atul Bhalla, Area Manager – West, ITC Hotels & General Manager - ITC Mr. Aditya Sharma; Mr. Aditya Sharma, Senior Vice President Asia, Boson Energy, SA)
	Director's Address – "Re-thinking the MBA" by Mr. Rahul Dasgupta, Director - Globsyn Business School
	Integration of HBSO CORE Program into PGDM - Briefing session by Ms Shaoli Chakravarty, Head – Knowledge Cell
Day 3 (14 <sup>th</sup> Aug 2020)	Student Rules and Regulations by Mr. Rohit Srivastava, Dean – Globsyn Business School
	Introduction to Beyond Education activities
	Interaction with the Student Council and KYLF Board
	Introduction to the different technology platforms by Prof. Kaushik Ghosh

## Globsyn Business School Induction 2020



## Collaboration With Harvard Business School Online

The collaboration between Globsyn Business School and Harvard Business School Online (HBS Online), offers a unique and highly engaging way to learn vital business concepts. These programmes are designed to bring the Harvard Business School classroom experience & case studies to the participants and features renowned Harvard Business School faculty. HBS Online helps learners join a community of like-minded peers from around the world who are committed to furthering their education and careers.

During these challenging times, this offering from Globsyn Business School has enabled students and faculty to get the best of global education and be productive during the lockdown period.



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In collaboration with  
**Harvard Business School Online**

- Business Analytics
- Entrepreneurship Essentials
- Sustainable Business Strategy
- Global Business
- Economics for Managers
- Financial Accounting
- Disruptive Strategy
- Credentials of Readiness (COrE)

## Integration of HBS Online COrE Programme With Globsyn Business School's PGDM Programme

**Globsyn Business School in collaboration with Harvard Business School Online has integrated the HBS Online Credential of Readiness (COrE) Programme to enhance the PGDM Programme Structure for the students.** HBS Online COrE Programme has been integrated in Sem I as a part of the PGDM Programme Architecture for Batch 2020-22.

**Harvard Business School has been Ranked 1 in Global MBA Ranking 2020 by Financial Times.**

HBS Online COrE is a Programme which immerse the learners in real challenges faced by seasoned leaders across a variety of industries, develop business intuition through interactive learning exercises, and join a global community of peers. The rigour of the COrE Programme enables Globsyn Business School students to gain a global learning exposure through asynchronous learning content by Harvard Business School faculty, participate in interactive learning exercises and develop core managerial skills to participate in the business world.

COrE consists of three courses: Business Analytics, Economics for Managers, and Financial Accounting.



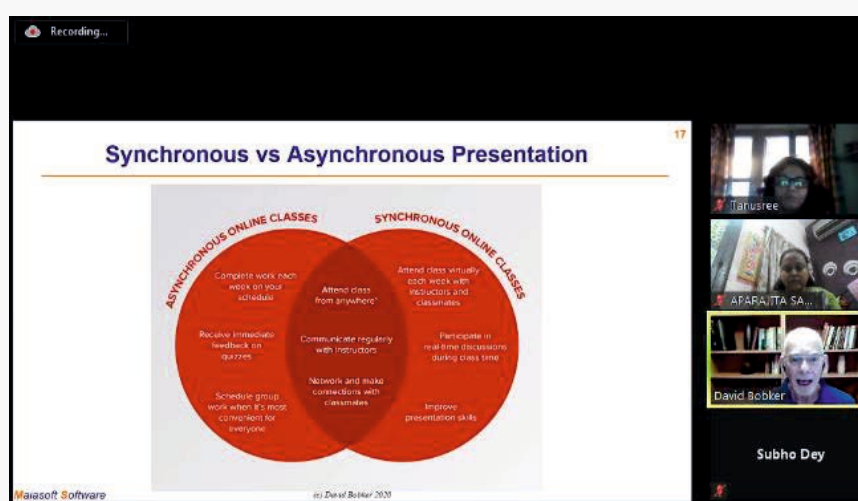
## Technology Integration And Delivery Planning

### Training Globsyn Business School faculty to Teach Online

#### I. Faculty Development Program on 'How to Teach Online'

A Faculty Development Program has been organized on 27th July 2020 to train Globsyn Business School faculty team on '**How to Teach Online**' prior to commencement of classes by Dr. David Bobker, Associate Professor, Malaysia University of Science and Technology.

**Dr. Bhupendra Goswami, Regional Officer and Project Officer, AICTE** was invited as the guest of honour to inaugurate the program and unveil the Globsyn Business School Newsletter for the period May to June 2020.



#### II. Internal Workshops on Zoom

Zoom Workshops have been conducted in 3 phases by Globsyn Business School Technical Team to ensure that the faculty members are well versed with the use of different functions of the technology platform required to ensure seamless execution of delivery.

Phase	Date of Workshop	Agenda
Phase I	31 <sup>st</sup> July 2020	Learning how to use Zoom and knowing the basic features of the platform
Phase II	12 <sup>th</sup> August 2020	Advanced features on Zoom such as polling and using whiteboards.
Phase III	17 <sup>th</sup> September 2020	How to make classroom teaching engaging and effective using the advanced features on Zoom such as Breakout rooms

#### III. Participation in various FDPs, Workshops and Webinars

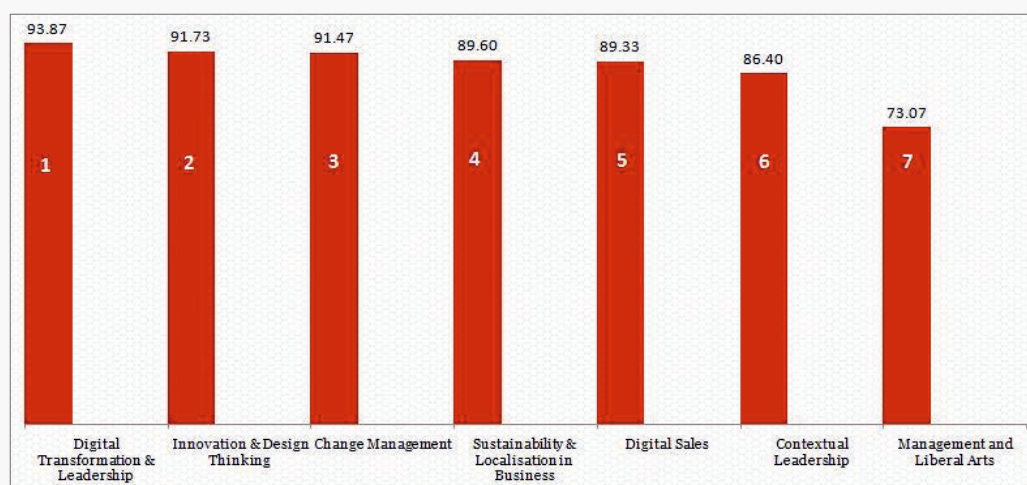
In addition to the above trainings, Globsyn Business School faculty team have also participated in various faculty development programs, workshops and webinars organized by AICTE, other institutes and organizations to keep themselves updated and relevant to the current trends and demands of the industry.

## Industry Survey

An Industry survey was conducted with 75 corporates to understand the industry demand and make necessary changes in the PGDM Programme Architecture in order to keep the Programme structure competitive.

The top 3 courses recommended by the industry:

1. Digital Transformation & Leadership
2. Innovation & Design Thinking
3. Change Management



Ranking of recommended courses as per Industry Feedback

## Introduction of New Courses in The Programme Architecture

The following introductions have been made in PGDM Programme Architecture 2020-22:

- Computer Applications (1 credit) in Semester I, II, III & IV
- Business Process Automation and Advanced Data Analytics (2 credits) in Semester II
- Change Management (1 credit) added as a compulsory course in Semester III
- Digital Sales (1 credit) added as a marketing elective in Semester III
- Beyond Education (2 credits) in Semester IV

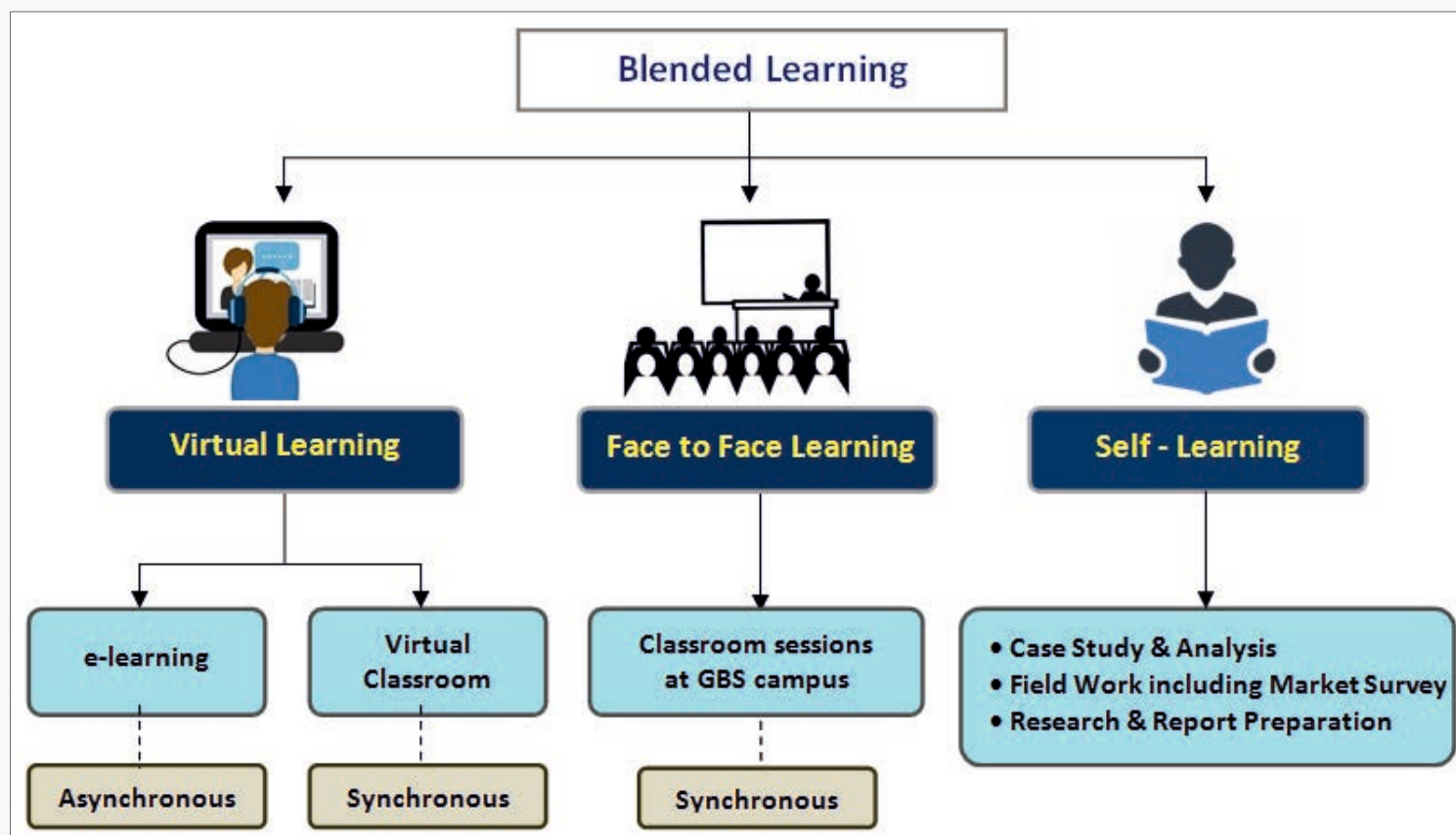
The following introductions have been made in PGPIB + MBA Programme Architecture 2020-22:

- Two Certifications
  - Certification on Industry 4.0 (Joint Certification from MUST-ITU)
  - Micro Master in Supply Chain Management (Joint Certification by Asia Logistics and Supply Chain Council and MUST)
- Computer Applications (1 credit) in Semester I, II, III & IV
- Business Process Automation and Advanced Data Analytics (2 credits) in Semester II
- Digital Sales (1 credit) added as a marketing elective in Semester III
- Beyond Education (2 credits) in Semester IV

## Delivery Execution And Evaluation: Blended Learning Model

Blended Learning Model for academic delivery in AY 2020-21 has been developed considering the following:

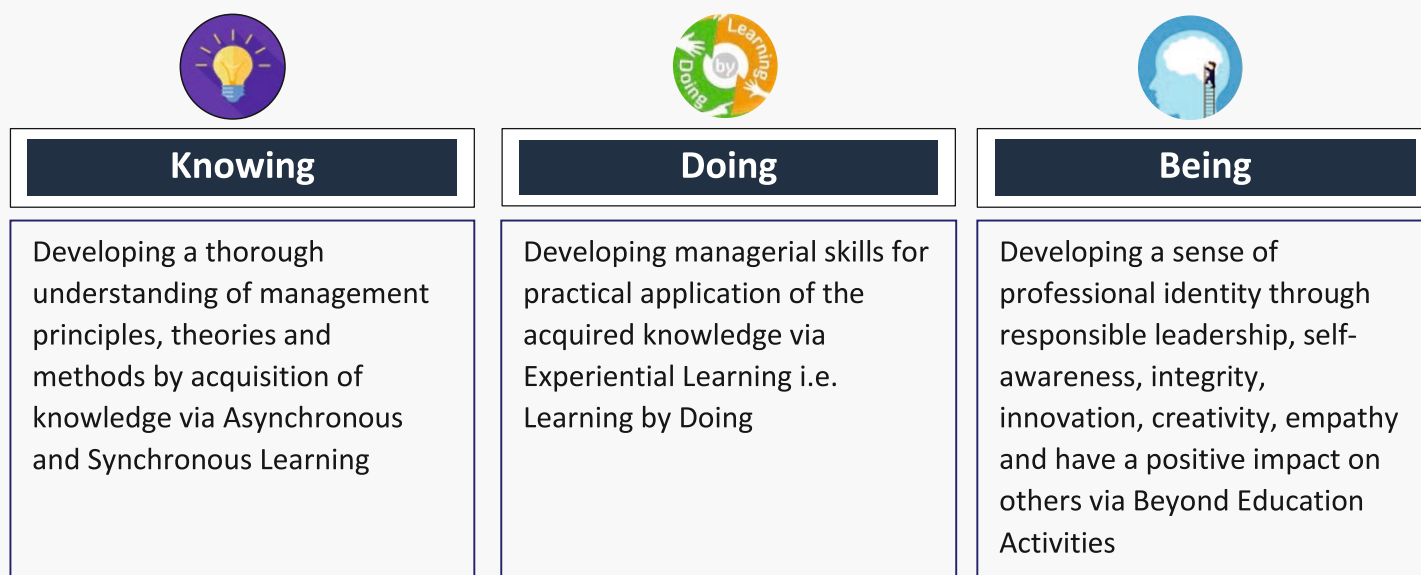
- Knowing - Doing - Being Framework
- Synchronous & Asynchronous Learning
- Virtual, Face to Face & Self Learning



The Blended Mode of Delivery has been executed using different platforms:



The Globsyn Business School curriculum draws a balance between the competencies of "knowing", "doing" and "being". While 'knowing' skills are imparted at Globsyn Business School through a structured pedagogy, 'doing' and 'being' skills are propagated through Experiential Learning. The Teaching-Learning Pedagogy is devised based on the Knowing – Doing – Being Framework to ensure holistic development of the students so that they can be transformed to become socially responsible and industry ready managers.



The Blended Mode of Delivery comprising Synchronous and Asynchronous Learning has been successfully executed on a virtual mode in AY 2020-21.

The Blended mode of delivery comprise the following:



### Synchronous Learning

- Live classroom sessions by Faculty
- Virtual office hours by Faculty
- Doubt clearing sessions by Faculty
- Tutorial sessions by Research Associates
- Experiential Learning through
  - Boardroom Simulation Activity
  - Group Discussions via Zoom Breakout sessions
  - Case Discussion & Analysis via Zoom
  - Live Sessions with veterans from the industry (Corporate Connect Sessions, Webinars and Co-curricular Engagement Sessions)
  - Beyond Education activities



### Asynchronous Learning

- HBS Online CORE Program in HBS Platform
- Recorded session videos by the Faculty in LMS portal – eGlobsyn
- Content including PowerPoint presentations and additional reading materials in eGlobsyn
- Employability Enhancement Resources in Career section of eGlobsyn
- eBooks in eGlobsyn
- Learning through GBS Online courses



## Evaluation

Evaluation of students through continuous assessments provide a clear picture about the learning and teaching process. At Globsyn Business School, a number of assessment methods are used throughout the program tenure to measure students' academic performance in an effective and efficient way. The assessments are designed to systematically evaluate the course outcomes and the parameters covering all aspects of the management program.

### ■ Formative Assessments

Even during the COVID-19 pandemic, the students have been evaluated continuously to assess the effectiveness of digital learning and evaluate their progress. Performance of the students have been analysed, the test scores have been published promptly and faculty feedback have been the shared regularly so that the students can improve their performance. The continuous assessments comprised the following:

- Surprise eGlobsyn quizzes during live classroom sessions
- eGlobsyn course wise quizzes conducted every week
- Assignments and Group Presentations
- Case Analysis and Discussion
- Group Exercises in Zoom Breakout Rooms
- eGlobsyn Exam on GK & Aptitude for Employability Enhancement every week

### ■ Summative Evaluation

In response to the lockdown due to COVID-19 and in accordance to the various options mentioned in the guidelines issued by the AICTE on 1st May 2020, Globsyn Business School has recently conducted Open Book End-Semester Examination in an online mode.

The Open Book Exam is designed to test the capability of students to comprehend the question, identify issues, apply various theoretical principles, strategies, techniques, etc. and frame an analytical answer to the problem with the help of supporting reference material. The questions have been designed to test skills such as application, analysis and evaluation – higher order skills in Bloom's Taxonomy.

## Experiential Learning

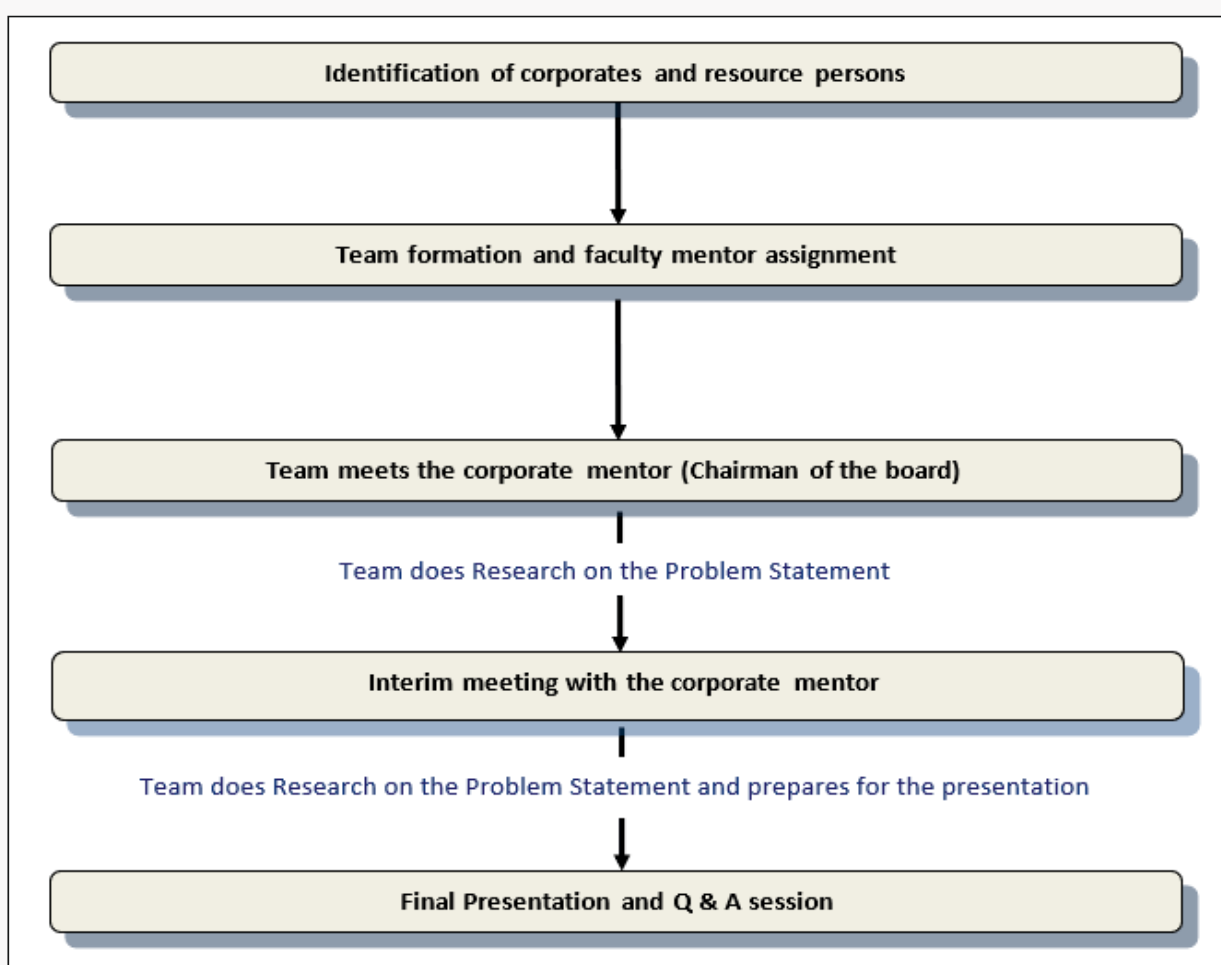
In addition to the regular classroom sessions, doubt clearing sessions and virtual office hours, the students engage in experiential learning by participating in Boardroom Simulation Activity, Case Study Analysis, Live Projects, Industry Visits, Activity Based Learning, Summer Internship, Beyond Education Activities, Industry and Academia Connect Sessions i.e. Corporate Connect, Webinars, Co-curricular Engagement Sessions, Industry Connect Program, etc.

### Boardroom Simulation Activity

Globsyn Business School believes in 'Learning by Doing' or 'Learning through Experience' and has introduced Boardroom Simulation Activity as a key component of the PGDM Program that replicates the tensions of real leadership challenges to develop life skills required in a business environment.

The activity culminates in a role-play of a Boardroom Meeting where experienced company executives chair the session and provide guidance, direction and feedback. Students work in small teams under the guidance of a faculty mentor. Every member of the team is assigned specific roles of Executive and Non-Executive Directors. Corporate Executives assign a problem statement to each team for Research and Analysis. The teams finally present the findings and solutions to the given problem in a Board Meeting.

The activity enables students to integrate all the functional areas of management and understand business in a holistic manner, gain insights into leadership skills, attitude and behavior that supports an organization's business strategy for leading change and engage with corporates for an exciting and meaningful learning experience. The steps involved in the activity is given in the flow chart below:



In AY 2020-21, due to the COVID-19 pandemic the boardroom meetings were conducted virtually over Zoom platform. The Corporates who participated in the activity as the Corporate Mentor taking the role of being the Chairman of the Board in AY 2020-21 include:

- Mr. Debkumar Majumder, Director & Communication Sector Leader, IBM India Pvt Ltd
- Mr. Arnab Chakraborty, General Manager (HR and Admin), CESC Ltd.
- Mr. Sushanta Sinha, Enterprise Agile Coach (Senior Consultant), Tata Consultancy Services
- Ms. Sutapa Bhattacharya, General Manager, Strategic Corporate Communication & Branding, TNB
- Ms. Sikha Rastogi, CHRO & Board Advisor, Bloom CE Technology

Examples of Problem Statements:

1. IBM is helping some of the large enterprises in their journey to becoming a Cognitive Enterprise. What are the drivers and why should large organizations transform themselves into a Cognitive Enterprise?
2. a) TCS is involved in various CSR activities and COVID-19 has brought into consideration various new avenues. What are the new CSR activities that the company can rethink or realign?  
 b) Recommend employee engagement strategies for developing extra skills to cope up with the challenges caused by COVID-19. How can TCS remobilize the unutilized workforces?



## Virtual Industry Study Tours

### 1) Virtual Study Tour of G4S Secure SOLUTIONS (India) Pvt. Ltd.

A Virtual Study Tour of G4S Secure Solutions (India) Pvt. Ltd. was organised by Globsyn Business School on 8th March 2021. The study tour was facilitated by Mr. Pradip Bandyopadhyay, Head-HR, East Zone, G4S and anchored by Dr. (Prof.) Debaprasad Chattopadhyay, Senior Professor & HOD-Human Resource, Globsyn Business School.



The facilitator explained the meaning of Performance and the importance of Performance Management in HR and discussed about the security industry in general and G4S in particular. Dr. (Prof.) Debaprasad Chattopadhyay connected the dots by detailing the course content in the course Performance Management and Competency Mapping at Globsyn Business School and explained the rationale / significance of each topic and sub-topic discussed during the course.

The entire session was very enlightening for the students. The insights of Industry experts along with valuable inputs from the faculty members, gave clear understanding to the students how performance is measured and managed in the industry.

### 2) Virtual Study Tour of IBM, Kolkata

A Virtual Study Tour of IBM, Kolkata was organised by Globsyn Business School on 10th March 2021. The study tour was facilitated by Mr. Rahul Bose, Principal Consultant, IBM, Kolkata and anchored by Dr. (Prof.) Debaprasad Chattopadhyay, Senior Professor & HOD-Human Resource, Globsyn Business School.

Mr. Bose had an interactive session with the students and discussed about his role and journey in IBM and various aspects of Budgeting for Training.



The entire session was very informative for the students. The insights shared by Mr. Bose and Dr. Chattopadhyay, enabled the students to understand how training is planned and budgeted for in the industry.

## eLibrary

At a time when students are unable to visit the campus Library to do research that helps with their coursework, Globsyn Business School has made sure that students always have access to books and videos to facilitate their learning.

To give shape to this endeavour, Globsyn Business School has launched an eLibrary - a digital repository of more than 18,000+ books and 450+ videos as a part of eGlobsyn, a web 2.0-based LMS portal used by the faculty and students.



## EBSCO Usage During Work From Home

Globsyn Business School has subscribed to EBSCO Business Source Elite which provides access to top journals, periodicals and case studies. These valuable publications cover management topics such as Accounting, Banking, Finance, International Business, Marketing, Sales, etc.

**EBSCO is normally accessible by the faculty team & students from the campus library. However, Globsyn Business School has given EBSCO access to the users regardless of location as they are learning/working from home.**

The content Includes:

- 555 active, full-text, non-open access journals and magazines
- 292 active, full-text, peer-reviewed, non-open access journals
- 129 active, full-text, peer-reviewed, non-open access journals with no embargo
- 260 active, full-text, non-open access journals indexed in Web of Science or Scopus
- 4,187 active indexed and abstracted journals, 2,825 of which are peer-reviewed

## Academic And Industry Connect

Globsyn Business School has leveraged the use of technology and has successfully organized 94 live sessions in AY 2020-21 to establish Academic & Industry connect for the students. Live sessions have been conducted every week by experienced faculty members of Globsyn Business School and senior corporate professionals. The sessions aimed to facilitate the acquisition of knowledge, to provide students with exposure and to help them develop an understanding of the current issues and undertakings in various sectors around the globe.

The sessions are organised under the following segments:

### I) Corporate Connect Sessions

Corporate Connect is a strategic initiative undertaken to integrate various facets of real-life corporate experiences into the curriculum to help students understand and experience both the theoretical and practical facets of management learning.

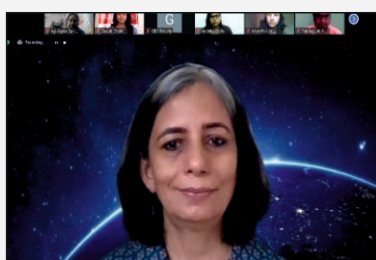
**19 Corporate Connect sessions have been organized in AY 2020-21 that include the following:**

- 'The Science and Art of Marketing' by Mr. Sandipan Ghosh, Senior Marketing Manager, Dell Technologies
- 'Let's put India First - ITC experience' by Mr. Mukul Rastogi, Vice President – Social Investments, ITC Ltd.
- 'Basics of Sales & Distribution Management' by Mr. Mukesh Patro, Vice President – Operations, Pepsico
- 'Distribution & Channel Management' by Mr. Souvik Ghosh, Regional Manager (East), Pidilite Industries
- 'Basics of Sales & Distribution Management' by Mr. Chanchal Nath, Head (North-East), M & M
- 'Developing Critical Thinking Skills @ Workplace' by Mr. Suresh Dutt Tripathi, VP-HRM, Tata Steel Limited

- 'Employability Skills Post COVID-19' by Mr. Geoff Perry, Executive Vice President and Chief Officer, AACSB
- 'Industry Application of Forecasting' by Mr. Sumanta Adhikari, Group Manager, Advanced Analytics, IBM
- 'Enhancing Employability skills' by Dr. Ria Mukherjee, Specialist Faculty: Leadership, Business skills and Culture Talent Development, Tata Consultancy Services
- 'Reading minds: consumer understanding' by Ms. Sutapa Bhattacharya, General Manager - Strategic Corporate Communication & Branding, TNB, Malaysia
- 'Fundamentals of Financial and Management Accounting' by Mr. Sabyasachi Mitra, Former Director Finance, Howden (India) & Regional Financial Controller Middle East and South Asia
- 'Managing Distribution Channels for Perishable Products' by Mr. Sanjib Mukherjee, Board Advisor - Mother Dairy- Kolkata
- 'Modern ways to tackle financial crime risks – FinTechs' by Mr. Sumit Sarkar, Executive Director, Head Financial Crime Compliance - Correspondent Banking, Africa and Middle East (AME), Standard Chartered Bank
- 'Strategic Decision Making – When brands enter new markets' by Mr. Aditya Singh, Head - Jewellery International Business, Titan Company Limited
- 'Growing Importance of HRM – The Corporate Perspective' by Mr. Kumar Rishav Dev, CHRO (VP – HR & Legal), Anmol Feeds Pvt. Ltd.



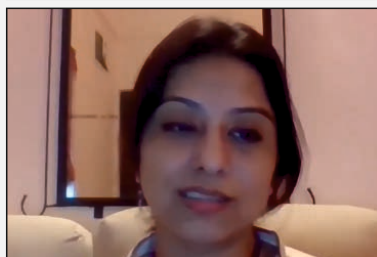
Dr. Geoff Perry  
Exec. VP & Chief Officer, Asia Pacific,  
AACSB International



Ms. Mukul Rastogi  
Vice President – Social Investments,  
ITC Ltd



Mr. Suresh Dutt Tripathi  
VP-HRM, Tata Steel Limited



Dr. Ria Mukherjee  
Specialist Faculty: Leadership, Business  
skills and Culture Talent Development, TCS



Mr. Sandipan Ghosh  
Senior Marketing Manager,  
Dell Technologies, Australia



Mr. Sumanta Adhikari  
Group Manager, Advanced Analytics, IBM



Mr. Sumit Sarkar  
Executive Director, Head Financial Crime  
Compliance - Correspondent Banking,  
Africa and Middle East (AME),  
Standard Chartered Bank



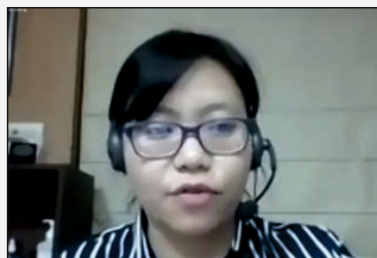
Mr. Aditya Singh  
Head - Jewellery International Business,  
Titan Company Limited



Mr. Kumar Rishav Dev  
CHRO (VP – HR & Legal),  
Anmol Feeds Pvt. Ltd.

In addition to the Corporate Connect sessions, Globsyn Business School also organized Government Connect sessions on:

- 'Cyber Security' by Ms. Aparajita Rai, Deputy Commissioner of Police, Special Task Force, Kolkata
- 'Conflict & Negotiation' by Mr. Kallol Dutt, Joint Labour Commissioner, Government of West Bengal



Ms. Aparajita Rai, IPS,  
Deputy Commissioner of Police,  
Special Task Force, Kolkata



Mr. Kallol Dutt  
Joint Labour Commissioner,  
Government of West Bengal

## II) Co-curricular Engagement Sessions

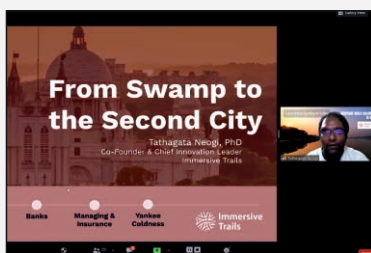
Globsyn Business School students are provided with an environment for both intellectual discourse and for experiencing corporate life. Under the banner of "Beyond Education" which gives a holistic approach to the entire curriculum, non-academic sessions are organized for students to make online learning more engaging and interesting. The sessions are organized as a part of the co-curricular engagements of the students and includes interactive sessions on various exciting topics such as wellness, food, music etc.

**12 Co-curricular Engagement sessions have been organized in AY 2020-21 that include the following:**

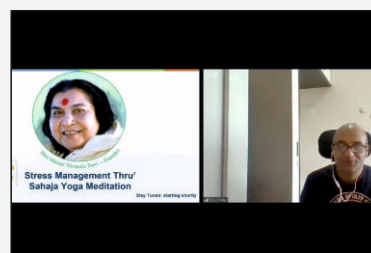
- Series of Stress and Wellness Workshops by Trainers from Sahaja Yoga to cope with the pandemic
- 'The Story of Bengali Food' by Mr. Indrajit Lahiri, Food Blogger Owner, Pickle Solutions Pvt. Ltd.
- 'Reading between tunes: How the world of music is influenced by one another' by Mr. Rajarshi Guha, Team Lead & Analytics Manager, Google
- 'Heritage and Architecture' by Dr. Tathagata Neogi, Co-Founder & Chief Innovation Leader, Immersive Trails
- 'Content Writing' by Mr. Neil Chakravarty, Staff Engineer, Qualcomm Technologies, San Diego, California
- 'Dance Therapy' by Ms. Angira Chakravorty Dasgupta, Founder, Healing Rhythim



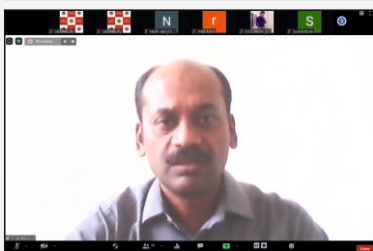
Mr. Neil Chakravarty  
Staff Engineer, Qualcomm Technologies,  
San Diego, California



Dr. Tathagata Neogi  
Co-Founders & Chief Innovation Leaders,  
Immersive Trails



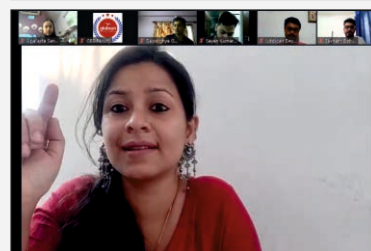
Mr. Sisir Pillai  
Trainer, Sahaja Yoga Meditation



Mr. Vishal Raizada  
Trainer, Sahaja Yoga



Ms. Bhavana  
Trainer, Sahaja Yoga



Ms. Angira Chakravorty Dasgupta  
Founder, Healing Rhythim

### III) Webinars

Webinars are conducted frequently by experienced faculty members of Globsyn Business School and senior corporate professionals. These sessions aim to facilitate students to acquire knowledge and provide students with an exposure to develop an understanding of the current issues and undertakings in various sectors around the globe.

#### **47 Webinars have been organized in AY 2020-21 that include the following:**

- Collaborative Webinar with Calcutta Management Association (CMA) on 'Rebooting Management Teaching & Learning in Post-Covid'19 Period' by Mr. Dipankar Chakrabarti, Executive Director, PwC, Prof. Asok Kr Banerjee, CEO, IIM Calcutta Innovation Park and Immediate Past President, Calcutta Management Association, Prof. (Dr.) Dhrubajyoti Chattopadhyay, Vice Chancellor, Sister Nivedita University, Mr. T. V. S. Shenoy, Chief - New Materials Division, Tata Steel Ltd. and Vice President, CMA and Mr. Rahul Dasgupta, Director, Globsyn Business School
- Collaborative Webinar with Association of Indian Management Schools (AIMS) on 'Rebooting B-School Curriculum Post COVID-19' by Prof Rajive Kumar, Member Secretary, AICTE, Prof Mohd Masood Ahmed, Secretary, Association of Health and Hospital Administrators, Dr Jitendra Kumar Mishra, Dean - Strategic Initiatives, Welingkar Institute of Management Development & Research (WeSchool), Dr.(Prof ) Himanshu Rai, Director, IIM Indore and Mr.Rahul Dasgupta, Director, Globsyn Business School
- Collaborative Webinar with Calcutta Management Association (CMA) on 'Leadership in Turbulent Times' by Mr Ajoy Chawla, CEO, Jewellery Division, Titan Co Ltd
- 'Vice Chancellor's Round Table on the Future of Higher Education in the New Era' by veterans in Academia (Key note speaker - Prof. Anil Dattatraya Sahasrabudhe, Chairman, AICTE)
- 'The Journey of Two Entrepreneurs' by Mr. Bikram Dasgupta, Chairman & Founder, Globsyn Group and Mr. Arjun Malhotra, Co-founder, HCL Technologies
- 'NEP 2020 is a New Milestone for 21st Century Higher Education in India' by Globsyn Business School faculty (Moderator – Mr. Alope Mookherjee, Member Governing Council, Globsyn Business School & Guest of Honour – Dr. P. Narayanda Reddy, Treasurer, AIMS)
- International webinar on 'Digital Transformation and Entrepreneurship' by Ms. Dainy Vilayil Stuwe, Service Delivery & Head of Offshore Operations, Germany and Mr. Savio Rodrigues, Vice President of Strategic Clients Trianz, USA and Dr. Subir Sen, Principal, Globsyn Business School
- Collaborative webinar with Tokat Gaziosmanpaşa University (TOGU), Turkey on 'Coping with COVID-19 Pandemic: As a MBA Student' by Prof. Bugra KAS, Head of Foreign Languages and Cultures Department, TOGU, Dr. Subir Sen, Principal, Globsyn Business School and student representatives from the Student Councils of the two institutes
- A series of Facebook Live and Insta Live sessions have been conducted by Globsyn Business School Faculty on various important topics

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September 12, 2020  
Time: 5:00pm - 4:30pm

**NEP 2020 - A New Milestone for 21st Century Higher Education in India**

**Moderator**  
  
**Mr. Alake Mookherjee**  
Advisor - End & Young LLP  
Former Chairman - IIM (India) Limited  
Member - Governing Council  
Globsyn Business School

**Guest of Honour**  
  
**Dr. P. Narayana Reddy**  
President  
Association of Indian  
Management Schools (AIMS)

**Participants - For the Motion**

  
**Dr. Subir Sen**  
Faculty - Finance  
Globsyn Business School

  
**Dr. Debaprasad Chattopadhyay**  
Faculty - Human Resource  
Globsyn Business School

  
**Dr. Shomendra Nath Sanyal**  
Faculty - Marketing  
Globsyn Business School

  
**Dr. Dipak Saha**  
Faculty - Marketing  
Globsyn Business School

**Participants - Against the Motion**

  
**Prof. Manas Chakravarty**  
Faculty - Human Resource  
Globsyn Business School


  
**Dr. Tanusree Chakravarty**  
Faculty - Economics  
Globsyn Business School


  
**Dr. Kabir Dasgupta**  
Faculty - Marketing  
Globsyn Business School


  
**Dr. Debajit Dutta**  
Faculty - Marketing  
Globsyn Business School


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**VICE CHANCELLOR'S ROUND TABLE ON  
THE FUTURE OF HIGHER EDUCATION IN THE NEW ERA**


  
**Prof. Anil Kumar**  
Former Chairman - AICTE  
Former Director - IIT Madras

  
**Prof. Anil Bhatnagar**  
Chairman  
AICTE  
**Keynote Speaker**

  
**Dr. Jyoti Prakash Mishra**  
Secretary General  
Association of Indian Universities

  
**Mr. Rahul Dasgupta**  
Director & Trustee  
Globsyn Business School

  
**Dr. Ananta Das**  
Vice-Chancellor  
Tatyasaheb Kore Institute  
Maharashtra Sahitya Akademi

  
**Prof. Suresh Das**  
Vice-Chancellor  
Jadavpur University

**INTERNATIONAL WEBINAR**

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**BUILDING ECONOMIC AND BUSINESS RESILIENCE,  
AGILITY AND SUSTAINABILITY IN POST COVID-19 ERA**

  
**Mr. Sandeep Chakravarty**  
Chairman  
Sandeep Services Limited  
TVM International Logistics Ltd.

  
**Dr. Mahendran S. Raj**  
Vice President - I&M  
Professor - Economics &  
Business Statistics  
Monash University (Malaysia)

  
**Dr. Yit-Ho Man**  
Professor - Marketing  
Martin J. Whitman School of  
Management  
Syracuse University (USA)

  
**Dr. Alimuddin Rahman**  
Professor - Leadership  
IIM, University of Salamanca  
(Spain) & FPA (Sao Paulo, Brazil)

  
**Dr. David Bokkar**  
Associate Professor - Risk  
Management  
Malaysia University of Science  
and Technology  
(Malaysia/Turkey Kingdom)

  
**Mr. Rahul Dasgupta**  
Director & Trustee  
Globsyn Business School

June 20, 2020 | 6:00pm to 7:00pm  
Register at: [globsyn.edu.in/registerforwebinar](https://globsyn.edu.in/registerforwebinar)

**DIGITAL MANAGEMENT DEVELOPMENT PROGRAM**

**globsyn business school**  
AMBITION OF THE YOUNG

**REBOOTING MANAGEMENT TEACHING & LEARNING  
IN POST COVID-19 PERIOD**

  
**Mr. Dipankar Chakravarti**  
Executive Director  
Post

  
**Prof. (Dr.) Shishu Chakravarty**  
Vice-Chancellor  
Tatyasaheb Kore Institute

  
**Prof. Anil K. Banerjee**  
Inventive Post President  
Globe Management Association

  
**Mr. Rahul Dasgupta**  
Director & Trustee  
Globsyn Business School

  
**Mr. T. S. S. Shetty**  
Chief Executive Officer  
TSS Group  
Calicut Management Association

  
**Dr. Subhanga Dasgupta**  
CEO  
MGM Calicut Innovation Park  
Member - Academic Council  
Globe Management Association

April 25, 2020 | 5:30pm to 6:30pm  
Register at: [globsyn.edu.in/registerforwebinar](https://globsyn.edu.in/registerforwebinar)

**GLOBSYN AND AIMS MANAGEMENT CONFERENCE**

**globsyn business school**  
AMBITION OF THE YOUNG

**AIMS**  
ASSOCIATION OF  
INDIAN MANAGEMENT SCHOOLS

**REBOOTING B-SCHOOL CURRICULUM POST COVID-19**

  
**Prof. Rajeev Kumar**  
Member Secretary  
AICTE

  
**Dr. Niranjan Rai**  
Director  
IIM Indore

  
**Prof. Mohd. Masood Ahmad**  
Former President  
AIMS  
Secretary  
AIMS

  
**Dr. Alimuddin Rahman**  
Dean - Strategic Initiatives  
WeSchool

  
**Dr. Shashank Chaudhary**  
Former President  
AIMS  
Former Director  
IIM Calcutta

  
**Mr. Rahul Dasgupta**  
Director & Trustee  
Globsyn Business School

May 20, 2020 | 5:30pm to 6:30pm  
Register at: [globsyn.edu.in/webinarregistration](https://globsyn.edu.in/webinarregistration)

**globsyn business school**  
AMBITION OF THE YOUNG

**A WEBINAR SERIES  
LEADERSHIP IN  
TURBULENT TIMES**

**AN INTERACTIVE SESSION WITH  
MR. AJAY CHAWLA**

**CEO, Jewellery Division, Titan Co Ltd.**

**Date Wednesday, May 13, 2020 • 6:30 pm**

**Register for the webinar at:**  
[globsyn.edu.in/registerforwebinar](https://globsyn.edu.in/registerforwebinar)

**globsyn business school**  
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**JOURNEY OF TWO ENTREPRENEURS**


  
**Bikram Dasgupta**  
Founder & Executive Chairman  
Globsyn Group


  
**Arjun Malhotra**  
Co-founder  
HCL Corporation


August 25, 2020 | [globsyn.edu.in](https://globsyn.edu.in)

**COPING WITH COVID-19 PANDEMIC: AS AN MBA STUDENT**

  
**Prof. Buğra KAS**  
Head - Foreign Languages &  
Cultures Department  
Tokat Gaziosmanpaşa University  
(TOGU), Turkey

  
**Prof. (Dr.) Subir Sen**  
Faculty - Finance  
Globsyn Business School  
(GBS), India

  
**Faiyaz Maide GÜMÜŞ**  
Speaker - Student Council,  
Tokat Gaziosmanpaşa University  
(TOGU), Turkey

  
**Krishnendu Das**  
President - Student Council,  
Globsyn Business School  
(GBS), India

#### IV) Industry Connect Program

A series of Industry Connect Sessions have been conducted with the purpose of grooming the 2nd year students for their placements. The program aims to shape the career path of aspiring students towards the right direction by sharing insights of the corporate culture & environment.

10 Industry Connect Sessions have been conducted in AY 2020-21. The sessions are conducted and hosted by Mr. Kaustav Majumdar, Chief Executive, ILS Network and additionally experienced guest speakers are also invited to participate and add value to the program by sharing their experiences with the students.



Mr. Kaustav Majumdar  
Chief Executive, ILS Network



Mr. Alope Tagore  
Regional Talent Leader for East,  
Deloitte India




Dr. Jhuma Basak  
Joint Secretary of the Indian  
Psychoanalytical Society

## V) Leadership Series

Globsyn Business School since inception has always focused on nurturing and mentoring students into “industry-ready” and “industry-relevant” personnel. In addition to various other initiatives, Globsyn Business School has introduced Leadership Series where eminent personalities are invited to deliver lectures on emerging topics and share their experiences.

**The 4 sessions conducted in AY 2020-21 include the following:**

- 'Bridging the gap between knowing and doing' by Mr. R. Gopalakrishnan, Author & Corporate Advisor, ex-Director, The Mindworks Tata Sons Limited
- 'Grooming Leaders is Everybody's Business' by Prof (Dr.) Alfredo Behrens, President, Strategic Board Professor of Leadership, Universidade Fernando Pessoa (Portugal) and FIA Business School (Brazil)
- 'Leveraging AI for business success' by Dr. Soumitra Dutta, Professor of Management and Former Founding Dean President and Co-founder, SC Johnson College of Business, Cornell University Portulans Institute, Ithaca, NY
- 'Urban Planning - with reference to New Town' by Shri. Debashis Sen (IAS), Chairman cum Managing Director, HIDCO, Government of West Bengal

 <p><b>Mr. R. Gopalakrishnan</b> Author and Corporate Advisor</p> <p><b>WEBINAR</b> Bridging the gap between knowing and doing</p> <p>Jan 21, 2021   10:30am to 11:30am</p>	 <p><b>Dr. Alfredo Behrens</b> President, Strategic Board Universidade Fernando Pessoa (Portugal) &amp; Professor of Leadership, FIA Business School (Brazil)</p> <p><b>WEBINAR</b> Grooming Leaders is Everybody's Business</p> <p>Feb 9, 2021 (Tue)   03:30pm to 04:30pm IST</p>
 <p><b>Dr. Soumitra Dutta</b> Professor of Management and Former Founding Dean SC Johnson College of Business, Cornell University President and Co-founder, Portulans Institute Ithaca, New York</p> <p><b>WEBINAR</b> Leveraging AI for Business Success</p> <p>Feb 23, 2021 (Tue)   10:00am to 11:00am (IST)</p>	 <p><b>Shri. Debashis Sen (IAS)</b> Chairman-cum-Managing Director Addl. Chief Secretary HIDCO Government of West Bengal</p> <p><b>WEBINAR</b> Urban Planning - with Reference to New Town</p> <p>March 19, 2021 (Fri)   11:00am to 12:00pm IST</p>

## Beyond Education Events And Activities

Globsyn Business School has always provided students with the most innovative learning environment, and recognizes the importance of learning beyond classroom education to facilitate student's learning by stimulating creative thought, improving their social and organizational skills, developing their interest and talents, which will able to build multi-skilled managers for the ever changing and competitive environment. The Beyond Education Events and Activities of AY 2020-21 are given below.

### Kalyani Youth Leadership Forum (KYLF)

Formed by the students of Globsyn Business School, the Kalyani Youth Leadership Forum (KYLF), a Beyond Education initiative, has been recognized by AICTE as a 'Best Practice' nationally among its approved institutions. KYLF has been created to enable the young minds of Globsyn Business School to acquire values and foundational skills in building an inclusive society. Imbibing the ethos of KYLF, young managers of Globsyn Business School have always attempted to raise the level of awareness amongst the youth to work towards creating an inclusive society by proactively participating in various activities.

KYLF primarily works in the following verticals:

- Elderly Care
- Differently-Abled Care
- Channelizing Youth

#### KYLF Activities

- KYLF as a part of the 'Care for Society' initiative of Globsyn Business School celebrated Independence Day with the elderly residents of Tollygunge Homes. Due to the restrictions imposed by Tolly Homes during to the pandemic situation this year, the students were unable to be present physically to celebrate the day. The students however managed to come up with a unique video that captured the spirit of patriotism with songs, music and passion as an attempt to ensure that while watching their performances the hearts of the elders is filled with unadulterated joy.
- KYLF organised 'Project Alaap' virtually due to the prevailing pandemic to celebrate Raksha Bandhan with the differently-abled members of Bodhayan with various activities like singing, dancing, painting, telling story, etc.
- As a part of 'Joy of Giving' activity, the KYLF volunteers reached out to over 300 people from parts of Kolkata, Kharagpur, Howrah and also in other states like Jharkhand and Assam and distributed masks, dry food and clothes amidst the pandemic maintaining all social distancing norms.
- 'UMMEED', an initiative taken by the KYLF volunteers to celebrate eDiwali on Zoom platform and also arranged to distribute sweets and candles to all the support staff of Globsyn Business School.
- Globsyn Business School decided to organize the 'eDiwali' celebration to usher rays of hope on the occasion of the festival of light. In addition, this year's celebration was also a special dedication to all the front-line COVID-19 warriors. The event included songs, dance performances, drama and recitation. Like every other year, on this pious occasion, arrangements were made to distribute sweets and candles to all the support-staff members of Globsyn Business School.

- KYLF as a part of the 'Care for Society' initiative of Globsyn Business School celebrated birthdays of the elderly residents of Tollygunge Homes. Due to the pandemic-induced restrictions imposed by Tolly Homes this year, students were unable to meet the elders to celebrate the day. However, some students visited Tolly Homes to hand over hand-painted cards and birthday cakes to celebrate the occasion and make the day joyful for them.
- KYLF Volunteers played the role of 'Secret Santa' to celebrate the spirit of Christmas and surprised street dwellers in the late hours of the cold winter evenings during the Christmas week by gifting them with blankets along with masks and advised them to follow the COVID-19 protocols to be safe.



Figure 1: Joy of Giving

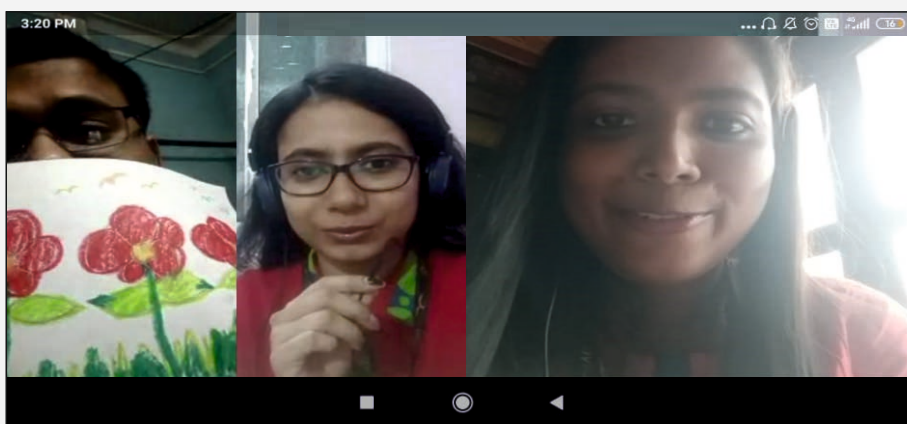


Figure 2: Project Alaap



Figure 3: Independence Day Celebrations at Tolly Homes

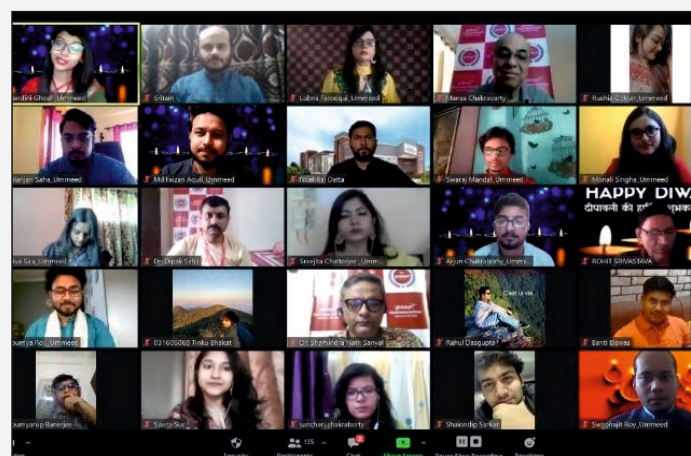


Figure 4: UMMEED



Figure 5: Secret Santa



Figure 6: Birthday Celebrations at Tolly Homes

## Serendipity



Serendipity, one of the Beyond Education verticals of Globsyn Business School is a brainchild of our Chairman Mr. Bikram Dasgupta. Serendipity means “the occurrence and development of events by chance happily or beneficially.” Serendipity, conceptualized as a live project for students, replicates a real organization with dedicated teams for Finance, Marketing, HR, and Operations, who are given the tasks of running a successful business venture by designing and organizing an event. Serendipity not only grooms future entrepreneurs and intrapreneurs but is also a platform to have 'serious fun' and discover new talents.

Held amidst the crisis of the pandemic, Serendipity 2021 had to be organized virtually over Zoom on 27th March 2021 and included two signature events: Battle Royale and the Cultural Evening. The morning of the grand day unfolded with Battle Royale, an amalgamation of nail-biting inter-school competitions and engaging debates. The evening witnessed soulful performances by Globsyn Business School students as they paid tribute to their parents and faculty whose contributions have been instrumental in shaping their management journey. In consonance with the Serendipity 2021 theme: 'A Tribute to the Frontline Warriors', students also paid tribute to the frontline COVID-19 warriors.

## e-Titanium 2021



'Titanium' – the annual sports event of Globsyn Business School organized by the students takes place over a span of four days, through which they learn many practical aspects of management and help students to learn the intricacies of managerial skills as they get to manage the entire event.

The COVID-19 pandemic did not permit the students to conduct the usual physical sports competition this year but it certainly did not dampen the spirit of the event. Keeping with the 'new normal' the students organized 'e-Titanium 2021', a four-day long online Annual Sports extravaganza from 6th January to 9th January 2021.

The events comprising of individual and team online games not only tested the skills of the students but also provided young managers with a platform to put forward their strategies and whet their managerial acumen as well. The roles and responsibilities taken up by the students to organize the event involved nurturing of all the managerial skills and tactics such as leadership, tactical planning and strategic thinking, mentoring and much more.

## Student Events

Globsyn Business School as a part of the Beyond Education initiative has always encouraged students to develop interest in various fields of art & culture and the remarkable talent of the students has garnered appreciation from all quarters. The ongoing pandemic has paused the normal campus life but in no way did it reduce the enthusiasm of the students to participate in various events and show their talent. The events organised by the students during AY 2020-21 include:

- On 25th July 2020 the Student Council of Globsyn Business School organized the Cultural Event – SARGAM 2020 to pay a tribute to all the hardworking and dedicated faculty members as well as the non-academic staff for their contribution towards Globsyn Business School during the pandemic.
- Au Revoir, the annual farewell event for the batch of 2018-2020 was organized by the Student Event Committee on 30th August 2020, to bid adieu to the outgoing batch.
- The Event Committee of Globsyn Business School organized 'Guru Dakshina' – an informal cultural afternoon on a virtual platform to commemorate Teacher's Day on 5th September 2020.

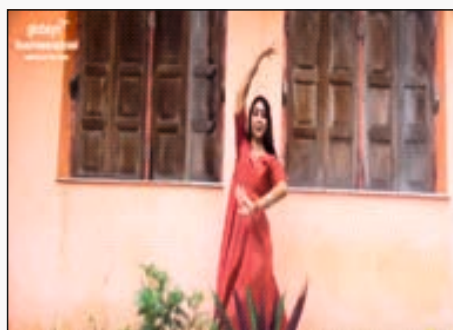


Figure 6: Farewell 2020 (Au Revoir)



Figure 7: Sargam 2020



Figure 8: Teachers' Day Celebrations

## 5th International Vision Seminar

Globsyn Business School organised its 5th International Vision Seminar, under the aegis of Globsyn Management Conference – one of the six Beyond Education verticals of the B-School – based on the theme 'Sustainability in the Age of Disruption' on 26th and 27th February 2021.

The Seminar was envisaged as an annual series to create an inclusive platform where eminent speakers from across the globe and different sectors of industry and academia discuss, debate and deliberate. This year's theme examined and suggested how sustainability and its various aspects related to business can be tackled effectively and efficiently.

Spread over multiple days, the seminar included a pre-seminar workshop based on the topic, “Role of Ethics and Spirituality in Business Sustainability in the Age of Disruption” organized on 25th February 2021 by Mr. Arun Mathur, Founder Director, UltimQuest Knowledge Inc., Canada. Dr. H. P. Kanoria, Chairman, SREI, India was the Keynote Speaker & Chief Guest and Dr. Upinder Dhar, Vice Chancellor, Shri Vaishnav Vidyapeeth Vishwavidyalaya (Indore), India was the Guest of Honour of the pre-seminar workshop.

Senior corporate professionals and academicians were invited to share their viewpoints on the theme of the seminar. The inaugural address was given by Dr. Damodar Acharya, Ex-Chairman, AICTE and Globsyn Business School Governing Council Member. Dr. (Mrs.) Pankaj Mital, Secretary General, Association of

Indian Universities (AIU) was the Chief Guest of the event. Mr. Arjun Malhotra, Chairman Advisory Board, Accolite, USA was the Guest in Chief. On this occasion the Guest of Honour was Dr. Mahendhiran Nair, Pro-Vice Chancellor, Sunway University, Malaysia. Dr. Geoff Perry, Executive Vice President, AACSB was the distinguished guest.

The valedictory address at the closure of the seminar was delivered by Dr. D.C. Jain, President, China Europe International Business School (CEIBS).

The seminar included four main segments namely Human Sustainability, Social Sustainability, Economic Sustainability, and Environmental Sustainability.

With a digital footfall of over 1200 participants, the 5th International Vision Seminar saw more than 30 speakers from 10 countries indulge in stimulating discussions.

**Panel 1: Human Sustainability**

- Mr. Sujoy Banerjee, Group Chief People Officer & Head - Marketing, Gaimwell Composites Private Limited, India
- Mr. Subir Chaki, MD, Killburn Engineering, India
- Dr. Rajeshwari Narendran, Professor and Trainer, IIMU & MLSU, India
- Dr. Rupali Basu, MD and CEO, Woodlands, India
- Prof. Manas Chakravarty, Faculty, Globsyn Business School, India

**Panel 2: Social Sustainability**

- Mr. Jawhar Sircar, Former CEO, Prashar Bharati, India
- Dr. Sanjaya Gaur, Clinical Professor of Marketing, NYU School of Professional Studies & Researcher of Social Identities, USA
- Dr. Aditi Mitra, Senior Lecturer, Sunway University, Ex-Research Manager, Nielson, Malaysia
- Mr. Somesh Dasgupta, Group President, India Power Corporation Limited & Chairman, Energy & Power Committee of ASSOCHAM, Regional Council, India
- Dr. Subir Sen, Principal, Globsyn Business School, India

**Panel 3: Economic Sustainability**

- Swami Narasimhananda, Ram Krishna Mission, Member, International, Interdisciplinary and Interreligious Research Group, UNESCO, India
- Dr. Debaprasanna Nandy, Sr. Director, ICAI, India
- Dr. Premkumar Rajagopal, President, Malaysia University of Science and Technology, Malaysia
- Ms. Babita Baruah, Global GTB Head, Ford, India
- Dr. Tanusree Chakraborty, Faculty, Globsyn Business School, India

**Panel 4: Environmental Sustainability**

- Dr. Vinitha Guptan, Vice Chancellor, Saito University College, Malaysia
- Dr. Aniruddha Mukhopadhyay, Professor and Post Doctorate Environmental Researcher, Calcutta University, India
- Dr. Sanjoy Mukherjee, Professor of Sustainability, IIM Shillong, India
- Mr. TVS Shenoy, Chief, New Materials Business, Tata Steel, India
- Dr. Debraj Datta, Faculty, Globsyn Business School, India

## Embryon

Embryon – a Beyond Education platform of Globsyn Business School, which aims at fostering the culture of innovation and entrepreneurship announced a competition in the month of April 2020 on developing a sustainable social entrepreneurship model considering the impact of the outbreak of pandemic on ten sectors.

The Grand Finale of the competition was held on 4th August 2020. The event was judged by Mr, Kaustav Majumdar, Advisor and Mentor of IIM Calcutta Innovation Park and Head of Start-ups & Incubation, SP Jain Institute of Management & Research. At the end of the event, the results were announced.

Embryon not only teaches the young managers various strategic skills to formulate innovative business plans, but also instils in them the confidence to present their plans in front of eminent industry veterans.

**COVID-19 ONLINE BUSINESS PLAN COMPETITION GRAND FINALE**

**START UP**

Mr. Kaustav Majumdar  
Head of Start-ups & Incubation  
SPJIMR  
Mentor & Advisor  
IIM Calcutta Innovation Park

August 4, 2020 | 11am Onwards

## Horizon 2021

Globsyn Business School has always given its young men and women the freedom to excel, fulfill their career aspirations through a globally networked, corporate savvy, research driven management education system. Staying true to its vision, the B- School's Corporate Relationship Programme (CRP) Team and Embryon – the Entrepreneurship Cell of Globsyn Business School came together with the intent of making the young managers' industry relevant' for the digitally connected global business environment by organising the event 'Horizon 2021'.

Students of the batch of 2019-21 from diverse PG specializations grouped together to form various teams like FinTech, Consulting Services, HeathTech, and EdTech amongst others, to accomplish projects given by leading and upcoming industries. The presentations were judged by Dr. Subhrangshu Sanyal, CEO, IIM-Calcutta Innovation Park.

<p><b>globsyn business school</b> AMBITION OF THE YOUNG</p> <p><b>HORIZON 2021</b></p> <p><b>Taking People to the Next Level</b></p> <div>    </div> <div>   </div> <p><b>Consulting Services Team (Batch 2019-21)</b></p> <p>#AmbitionOfTheYoung      <a href="http://globsyn.edu.in">globsyn.edu.in</a></p>	<p><b>globsyn business school</b> AMBITION OF THE YOUNG</p> <p><b>HORIZON 2021</b></p> <p><b>Taking People to the Next Level</b></p> <div>    </div> <div>   </div> <p><b>FinTech Team (Batch 2019-21)</b></p> <p>#AmbitionOfTheYoung      <a href="http://globsyn.edu.in">globsyn.edu.in</a></p>
<p><b>globsyn business school</b> AMBITION OF THE YOUNG</p> <p><b>HORIZON 2021</b></p> <p><b>Taking People to the Next Level</b></p> <div>    </div> <div>   </div> <p><b>HealthTech Team (Batch 2019-21)</b></p>	<p><b>globsyn business school</b> AMBITION OF THE YOUNG</p> <p><b>HORIZON 2021</b></p> <p><b>Taking People to the Next Level</b></p> <div>    </div> <div>   </div> <p><b>EdTech Team (Batch 2019-21)</b></p>

## Alumni Engage

Globsyn Business School takes great pride in its 3000+ alumni, who have earned rich accolades for their achievements and a large number of them are star performers within their organisations and are proudly carrying the Globsyn Business School flag to all corners of the globe.

Alumni Engagement initiatives in AY 2020-21:

- **Lateral Placement Support:** 400+ job opportunities shared with Globsyn Business School Alumni and their friends & family members
- **Increasing Alumni Network:** Approximately 200 members have been added to the network
- **New Initiative: Virtual 'Alumni Speaks'** includes Globsyn Business School Alumni Testimonials & Interactive sessions. Two webinars were organized in AY 2020-21
  - An interactive session on 'Beyond MBA: Leadership in Uncertain Times', in which the selected alumni based in the UAE discussed the situation in the UAE in terms of employability during the pandemic.
  - An interactive session with selected alumni from the first three batches of Globsyn Business School, on the topic 'Beyond MBA – Making a Difference'. These alumni, now corporate veterans and successful entrepreneurs themselves have industry experience of more than 15 years each from varied industry domains, like FMCG, FMCD, E-commerce and Finance.


**ALUMNI SPEAKS**

### BEYOND MBA: LEADERSHIP IN UNCERTAIN TIMES

  
**Khalid Shamim**  
 Director  
 Wondrous Wealth  
 UAE

  
**Rashmi Jha**  
 Manager - Risk Management  
 Solutions  
 CRIF Gulf (Dun & Bradstreet)  
 UAE

  
**Danish Zahir Ismail**  
 Procurement Consultant &  
 Regional Head - UAE  
 PKC Advisory  
 UAE

  
**Amrita Mukherjee**  
 SAP B1 Consultant  
 Seidor MENA  
 UAE

  
**Yasser Ali**  
 Sales Manager  
 Pagaro Gulf  
 UAE

June 27, 2020 | 6:00pm to 7:00pm
Register at: [globsyn.edu.in/registerforwebinar](https://globsyn.edu.in/registerforwebinar)


**ALUMNI SPEAKS**

### BEYOND MBA - MAKING A DIFFERENCE

  
**Swati Keshan Dokania**  
 Director & COO  
 MITI Social Initiatives Foundation

  
**Sudipto Ghosh**  
 Associate Director - HR  
 Walmart Flipkart

  
**Shalika Binyakia Bothra**  
 Senior Brand Manager  
 Emami Ltd.

  
**Riten Thacker**  
 Regional Manager - West  
 NSEY Limited

  
**Hemant Kumar Kothari**  
 Chief Business Analyst  
 Stovekraft Ltd.

May 1, 2020 | 5 pm to 6 pm
Register at: [globsyn.edu.in/registerforwebinar](https://globsyn.edu.in/registerforwebinar)

## ■ Alumni Mentorship Program 2020

Globsyn Business School has launched an Alumni Mentorship Program 2020 where distinct members of 3000+ Alumni engaged, mentored and groomed the 2nd year students. The Alumni have conducted Virtual Mock Interviews of the students to prepare them to appear for the final placement.

Through this initiative Globsyn Business School not only endeavours to acquaint the young managers with the essence of corporate outlook and prepare them for final placement interviews but also to enlighten them on their areas of improvement and the significance of up skilling themselves so that they can become industry relevant and corporate savvy professionals.



**Globsyn Alumni Mentorship Program**

 Chaitali Mondal (Ray) Batch: 2002-04 Ex-General Manager HR Abzooba India Infotech	 Sankha Subhra Singha Batch: 2002-04 Senior Talent Acquisition Partner World Wide Technology	 Arunanshu Ray Batch: 2002-04 Business Owner Encore HR Services India	 Rajiv Mukherjee Batch: 2002-04 Senior Manager Dow	 Paranlap Dasgupta Batch: 2002-04 Head of Reporting & Analytics, Group Digital IKEA	 Ekta Mishra (Agarwal) Batch: 2002-04 HR Manager Malthan Alloys Ltd
 Pradip Nagpal Batch: 2002-04 Senior Consultant FIS Global	 Prosenjit Dasgupta Batch: 2002-04 Functional Application Manager SAP Leaseweb Global BV	 Sudipto Ghosh Batch: 2002-04 Associate Director HR Walmart Flipkart	 Rashmi Jha Batch: 2003-05 Manager - Risk Management Solution CRIF GULF Dun & Bradstreet	 Malnak Ghosh Batch: 2003-05 Regional Channel Manager HDFC Bank Ltd	 Sagar Chakraborty Batch: 2003-05 Manager Sales Transformation Britannia Industries Limited
 Riten Thacker Batch: 2003-05 Regional Manager Nseil Ltd	 Shaila Binayika Bhatra Batch: 2003-05 Senior Brand Manager Emami Ltd.	 Hemant Kumar Kothari Batch: 2004-06 Chief Business Analyst Slovkraft Limited	 Pragya Binayika Batch: 2005-07 Associate Vice President Kantar	 Sourav Bhattacharjee Batch: 2005-07 Chief Manager HR Kotak Life	 Suvodip Sen Batch: 2006-08 Founder & Director Milestians PVT Ltd
 Satarupa Sen (Mitra) Batch: 2006-08 Partner Talent Corner HR Services	 Yasser Ali Batch: 2007-09 Sales Manager - Middle East and Africa Pagero Gulf	 Danish Zahir Ismail Batch: 2007-09 Manager PKC Advisory	 Avas Patro Batch: 2009-11 Senior Research and Quantitative analyst CRISIL LTD	 Manan Sharma Batch: 2010-12 Business Process Lead Tata Consultancy Services	 Amrita Mukherjee Batch: 2010-12 Senior SAP B1 Consultant Seldor MENA
 Somak Roy Batch: 2011-13 Senior Sales executive Mondelez India Foods Pvt.Ltd.	 Pranlik Kumar Batch: 2012-14 HRBP The Timken Company	 Srilanni Sikder Batch: 2012-14 Relationship Manager AXIS Bank	 Arup Dutta Batch: 2012-14 Business Development Head-East Oyo Rooms	 Pradip Dutta Batch: 2012-14 Regional Head, Bancassurance - Eastern India Bharti AXA Life	 Arpan Chowdhury Batch: 2013-15 Associate - Human Capital - East Mynta Jabong India Pvt. Ltd.

## ■ GBS Nostalgia 2021

Globsyn Business School has a tradition of inviting its alumni to participate in the Alumni Meet every year to interact and remember their good old MBA days.

Amidst the challenging times due to COVID-19, Globsyn Business School hosted a rejuvenating digital event 'GBS Nostalgia', to connect with its 3000+ alumni on 30th January 2021. This year's edition focused on the topic 'Nostalgia and Networking with Music', where Rajarshi Guha and his friend Anirban Ray performed live from California. At this event the alumni not only indulged in fond retrospection about the times they had spent as students; but also learned, connected, and engaged with each other through music and fun.

The poster is primarily red and white with musical notes and staff lines as decorative elements. It features the Globsyn Business School logo at the top left, a circular portrait of Rajarshi Guha on the right, and the event details in the center and bottom. The Globsyn BE logo and 'alumni engage' tagline are in the top right corner.

**globsyn**  
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BE  
Beyond Education

**globsyn**  
alumni engage

# GBS Nostalgia

— A Musical Performance by —

## Rajarshi Guha

Team Lead & Analytics Manager  
Google, California

**Jan 30, 2021 | 11:00am to 12:00pm**

Register at: [globsyn.edu.in/registerforgbsnostalgia](https://globsyn.edu.in/registerforgbsnostalgia)

## Globsyn Research Cell

Globsyn Research Cell (GRC) has been formed as an endeavour to nurture research culture and foster an ecosystem in which research & development activities can thrive amongst the faculty and students of Globsyn Business School. GRC aims to provide academic value to all Globsyn Business School stakeholders as well as the society at large and thereby become a creator and disseminator of knowledge to take the academic standard of the Business School to the next level.

Verticals of GRC:

- I) Academic, Sponsored/ Funded & Collaborative Research Publications
- II) Consulting Projects
- III) Management & Faculty Development Programs and Workshops
- IV) Globsyn Research Conference and Globsyn Management Journal

### Globsyn Research Cell Activities For The AY 2020-21

#### 1. Research Publications

- Research Paper in BIMS Journal of Management on 'Spirituality in Managing Organisations in July 2020 by Debaprasad Chattopadhyay
- Research Paper in Corporate Social Responsibility and Environmental Management (A John Wiley journal) on 'Strategic corporate social responsibility, capabilities, and opportunities: Empirical substantiation and futuristic implications' in July 2020 by Rudra Rameshwar, Raiswa Saha, Shamindra Nath Sanyal
- Research Paper in International Journal of Organizational Analysis (An Emerald Publishing journal) on 'Antecedents and consequences of organizational commitment in school education sector' in August 2020 by Rooprekha Baksi Maity, Shamindra Nath Sanyal, Rabin Mazumder
- Research Paper in Journal of Retailing and Consumer Services (An Elsevier journal) on 'Uncertainty and affluent teenagers' luxury buying-decision: The role of avoidance-related indecisiveness' in September 2020 by Shamindra Nath Sanyal, Rabin Mazumder, Ramendra Singh, Yukti Sharma
- Research Paper in Journal of the Social Sciences on 'Does Unorganized Retail do better than Organized Retail in India during the World Pandemic Crisis?' by Dipak Saha & Shuvendu Dey
- Book Chapter in Mental Health Strategies and Psychological Challenges in post pandemic (Eureka Publications) on 'Impact of COVID-19 on Mental Health' by Debraj Datta
- Research Paper in Research Bulletin, Journal of ICAI on 'A Study on the Impact of Corporate Governance on Firm Valuation' in September 2020 by Subir Sen
- Research Article on 'Chief Justice of India: Appointments and Disappointments that have Weakened Judicial Independence' in October 2020 by Manas Chakravarty
- Research Article on 'National Education Policy for Higher Education: Killing the goose that lays the golden Egg' in November 2020 by Manas Chakravarty

- Research Article on 'Microfinance and women's empowerment: A Cross-Caste Analysis in West Bengal' by Tanusree Chakraborty and Sabyasachi Dasgupta published in January 2021
- Research Article on 'Role of Micro-finance in the Development of Rural Indian Economy with Special Reference to Champaran District in Bihar' by Rohit Kumar, Tanusree Chakraborty, Sabyasachi Dasgupta published in January 2021
- Research Article on 'Cultural Heterogeneity in Marketing-Mix Decisions Framework for Multi-Ethnic Demographics: An Empirical Study' by Debraj Datta published in AIMS Journal of Management January 2021
- Case Study on 'The CEO's Dilemma' by Priya Naidu, Oindrila Roy, Harshada Shrikant Rayate, G. Radha Kiranmayi, Sunita Agarwal published in AIMS Journal of Management, January 2021
- Research Article in Computational Studies in UGC CARE (GROUP II) Category indexed on "Exploring the Relationship Between Microfinance and Women's Empowerment with reference to Scheduled Caste Women in Cooch Bihar District, West Bengal" in June 2020 by Tanusree Chakraborty and Sabyasachi Dasgupta
- Research Article in International Journal of Advanced Science and technology in Scopus indexed on 'Exploring the Science of Media and Messages in Health Communication in the Beverage Category: A Pandemic Alternative' in May 2020 by Tanushikha Khichi and Sabyasachi Dasgupta
- Publication of Book titled 'Brand Trigger-Points: How Humble Brands Become Brand Barons' by Sabyasachi Dasgupta

## 2. Research Colloquium

Research Colloquiums have been organized by GRC to present, discuss and debate on the research findings among the faculty fraternity.

- 'A Study on the Impact of Corporate Governance on Firm Valuation' by Dr. Subir Sen
- 'Understanding the Inheritance Influence of "Cultural Capital": Challenges Faced by First-generation Engineering Students' by Dr. Sikharini Majumdar & Dr. Sabyasachi Dasgupta
- 'Effect of Internal Branding in Hospital Sector: Antecedents and Outcomes of Organizational Brand Promise' by Dr. Shamindra Nath Sanyal
- 'Chief Justice of India: Appointments and Disappointments that have weakened judicial independence' by Prof. Manas Chakravarty
- 'Changing role of Leadership during the Crisis Time' by Dr. Debaprasad Chattopadhyay
- 'Impact of Automation Technology in Employee Hiring Process' by Prof. Kaushik Ghosh
- Knowledge Colloquium organized by Dr. Sabyasachi Dasgupta which specifically dealt with how robust research papers can be written and how citations can be enhanced so that more scholars cite their research paper

### 3. Research Round Table Conference

The Research Cell of Globsyn Business School organizes 'Research Round Table Conferences' – a series of quarterly conferences, where researchers from within and outside the B-School speak about not only their research publications but also elaborate on "research-in-the-making" concepts. The event was conducted digitally on 26th September 2020.

This event was a perfect platform for researchers to candidly elaborate about their research journey, and discuss how research can become an interesting catalyst to enhance the learning value of all academic stakeholders.

### 4. Faculty Development Programs and Workshops

In the AY 2020-21 three Faculty Development Programs (FDP) have been organised by Globsyn Research Cell.

#### FDP 1:

Globsyn Research Cell in association with Association of Indian Management Schools (AIMS) organized a two-day e-FDP that was conducted over 7th and 8th August 2020 on 'Case Writing & Case teaching' where eminent academicians, research scholars had an interactive discussion and shared their experiences regarding the importance of case method in teaching pedagogy and classroom delivery.

#### FDP 2:

Globsyn Research Cell organized an e-FDP conducted on 31st July 2020 on 'The Role of Culture in Management Education in COVID- 19 Period' where academicians, research scholars had an interactive discussion and shared their experiences regarding the importance of culture in the behavioural orientation and academic performance. Academicians developed a deep understanding on how the cultural factors in an educational system affect the conceptions of institutional goals, effectiveness of teachers, institutions and organization relationships, staff performance, organizational ethics, vision and mission, organization strategy, leadership, creativity and outcomes.

### FDP 3:

Globsyn Research Cell in association with Association of Indian Management Schools (AIMS) organized a two-day e-FDP conducted over 9th and 10th October 2020 on 'Publishing in High Impact Journals' where eminent academicians, research scholars had an interactive discussion and shared their experiences regarding the importance of publications.

This multi-day webinar was designed for the current and prospective academicians, PhD scholars and aspiring researchers to bring out the strength of research in teaching, motivate for adopting 'research' as a practice for their future academic developments, equip for writing quality research articles to publish in the high impact journals, and also train them in the craft of research report writing.

## 5. Globsyn Management Journal

Globsyn Management Journal (GMJ) is published in an attempt to contribute to a better understanding of organisations and their functioning by presenting conceptually sound and methodologically rigorous articles, which provide insights and advance knowledge on managerial, business, and organisation issues.

Globsyn Business School unveiled the Globsyn Management Journal, Vol. XIII, on 28th April 2020. With the theme of 'Economic Development and Sustainability in Dynamic Global Market', the latest issue of GMJ focuses on multi-faceted problems that underline economic frameworks, as well as articulate on industry perspectives, case studies and book reviews besides featuring research articles.

The journal received articles from both the corporate and academia.

Globsyn Business School is proud to have globally celebrated minds like Dr. Dipak C. Jain, Mr. Arjun Malhotra, Dr. Tridib Majumdar, Dr. Mary Gentile, Dr. Elizabeth Rose, Dr. Hiram Ting, Dr. Trevor Williamson, Dr. Alex Khang, and Dr. Atul Parvatiyar as a part of its GMJ International Advisory Board.

Globsyn Research Cell organised a webinar to introduce and unveil the Globsyn Management Journal (GMJ) 2020, Volume XIV – on the theme 'Strategic Resilience and Agility: Key to Business Sustainability in Post COVID-19 Era' on 12th December 2020.



GMJ is a bi-annual Journal and is now available in the world's top databases, such as EBSCO, J-Gate, Google Scholar, WorldCat, ProQuest, and ICI, for its conceptually sound and methodologically rigorous articles that provide insights and advance knowledge on managerial, business and organization issues.

Based on the theme 'Strategic Resilience and Agility: Key to Business Sustainability in Post COVID-19 Era', the latest issue of GMJ focuses on the effects and implications of the pandemic on different segments of economy, and importance of strategic resilience and agility for business sustainability.



## 6. Digital Management Development Program (MDP)

In the post COVID-19 era, professionals would be seeking a deep understanding about challenges and insights into the future course of banking sectors due to the global pandemic crisis.

Globsyn Research Cell organized a two-day Digital MDP conducted over 6th and 7th June 2020 on 'Challenges and Latest Trends in Banking Sectors due to the COVID-19 Impact' where successful bankers had an interactive discussion and shared their experiences regarding the challenges faced and the latest trends in the Indian banking sector.

Upon completion of the program, Globsyn Business School has awarded a digital certificate of participation to the participants.

**DIGITAL MANAGEMENT DEVELOPMENT PROGRAM**

**globsyn business school**  
AMBITION OF THE YOUNG

**CHALLENGES AND LATEST TRENDS IN BANKING SECTOR DUE TO COVID 19 IMPACT**

 <b>Dr. Gautam Bhattacharya</b> Ex-General Manager Strategy State Bank of India	 <b>S. P. Bhattacharjee</b> Assistant General Manager PR & CSR Local Head Office - Kolkata State Bank of India	 <b>Anindya Majumdar</b> Manager - Digital Banking Administrative Office - Vizag State Bank of India
 <b>Tapas Ghosh</b> Faculty - Banking & Finance Globsyn Business School Ex-Assistant General Manager State Bank of India	 <b>Dr. Dipak Saha</b> Faculty - Marketing Head - MDP & FDP Globsyn Business School	

June 06, 2020 | 6:00pm to 8:00pm  
June 07, 2020 | 10:00am to 12:00pm

Register at: [globsyn.edu.in/mdpregration](https://globsyn.edu.in/mdpregration)

## 7. Student Development Program (SDP)

Globsyn Research Cell organized a two-day e-SDP conducted on 20th and 21st November 2020 on 'Developing Critical Thinking Skills @ Workplace' where students had an interactive discussion to know the importance of critical thinking orientation at workplace.

The course delivery of this multiple day program was conducted by highly qualified and experienced academicians as well as corporate veterans.

This workshop helped the participants gain significant knowledge with more emphasis on hands-on training, exercises, and interactive discussions.

**STUDENT DEVELOPMENT WORKSHOP IN PARTNERSHIP WITH AIMS**

**globsyn business school** | **AIMS**  
AMBITION OF THE YOUNG | ASSOCIATION OF INDIAN MANAGEMENT SCHOOLS

**DEVELOPING CRITICAL THINKING SKILLS @ WORKPLACE**

 <b>Mr. Suresh Dutt Tripathi</b> Vice President (JRM) Tata Steel Ltd.	 <b>Ms. Shikha Rastogi</b> CMO & Board Advisor Gloam CE Technology	 <b>Dr. (Prof.) Satish Sen</b> Faculty - Finance Globsyn Business School
 <b>Dr. (Prof.) Shamindra Nath Sanyal</b> Faculty - Marketing Head - Consultancy Globsyn Business School	 <b>Dr. (Prof.) Dipak Saha</b> Faculty - Marketing Head - MDP & FDP Globsyn Business School	

November 20, 2020 | 5:00pm to 6:00pm  
November 21, 2020 | 5:00pm to 6:00pm

Register at: +91 9831655192

## 8. Virtual Management Conference on 'The Future of Travel & Tourism And Automotive Sector Post COVID-19'

Globsyn Research Cell organized a Virtual Management Conference on 10th June 2020 under the aegis of Globsyn Management Conference, with leading corporate veterans to share their thoughts about 'The Future of Travel & Tourism and Automotive Sector Post COVID-19'.



## 9. Globsyn Management Conference (GMC)


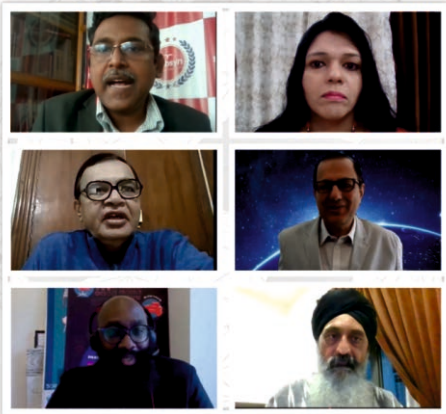

Globsyn Research Cell organized Globsyn Research Conference 2020 on the theme 'International Conference on Business Resilience in the Post COVID-19 World: Role of Integrated Management' on 11th & 12th December 2020.

The COVID-19 pandemic has been a "black swan" event that has impacted nearly every face of human life with major socio-economic impact. The world is undeniably facing a new, challenging and an unpredictable event with the outbreak of the pandemic. But with significant disruption comes great opportunities. The tireless researches in different domains are already going on at full swing for a better and more sustainable future. The need of the hour is to restore the economy and make it resilient in a sustainable, but focused direction.





This International Conference focused on the implications of the pandemic on different segments of the economy and considered the importance of strategic resilience and integrated management for business sustainability.

## Globsyn Research Conference 2020

Mode of Program	Speakers	Snapshots
Keynote address on Conference Theme	Prof. Mahendhiran S. Nair, Professor, Department of Econometrics & Business Statistics, Monash University, Malaysia and Chief Executive Officer, Monash Malaysia R&D Sdn Bhd	<p style="text-align: center;"><b>KEYNOTE ADDRESS</b></p> 
<p>Panel Discussion: 1</p> <p>Theme: "New Normal" Consumers and Business Resilience in an Era of Pandemic</p>	<p><i>Moderator:</i> Dr. Debraj Datta, Associate Dean &amp; Faculty Marketing Area, Globsyn Business School</p> <p><i>Panel Members:</i></p> <ul style="list-style-type: none"> <li>■ Dr. Harwindar Singh, Dean, School of Business, Malaysia University of Science and Technology, Malaysia</li> <li>■ Dr. Varsha Jain, Faculty and Co-chairperson (FPM) MICA, India</li> <li>■ Jayant Shah, Executive Director, Academy of Indian Marketing &amp; CEO, AIM Parasuraman Centre for Service Excellence, India</li> <li>■ Dr. Azmat Rasul, Faculty, Zayed University, UAE</li> <li>■ Dr. Jonathan Felix, Faculty, RMIT University, Vietnam</li> </ul>	<p style="text-align: center;"><b>Panel Discussion 1: "New Normal" Consumers and Business Resilience in an Era of Pandemic</b></p> 
<p>Panel Discussion: 2</p> <p>Theme: Economic, Social, Cultural and Technological Resilience to Achieve Sustainable Development Goals</p>	<p><i>Moderator:</i> Dr. Subir Sen, Principal, Globsyn Business School</p> <p><i>Panel Members:</i></p> <ul style="list-style-type: none"> <li>■ Prof. Ishita Mukhopadhyay, Faculty, Calcutta University, India</li> <li>■ Prof. Mahalaya Chatterjee, Faculty, Calcutta University, India</li> <li>■ Dr. Rik Das, Faculty, Xavier Institute of Social Service, Ranchi, Jharkhand, India</li> <li>■ Ananya Bhattacharya, Co-Founder and Director of banglanatak.com, India</li> <li>■ Prof. Nandan Sengupta, Faculty, Cambridge School of Marketing, UK</li> </ul>	<p style="text-align: center;"><b>Panel Discussion 2: Economic, Social, Cultural and Technological Resilience to Achieve Sustainable Development Goals</b></p> 

## Globsyn Research Conference 2020

Mode of Program	Speakers	Snapshots
<p>Panel Discussion: 3</p> <p>Theme: Are We Ready for the Market Resilience in near Future?</p>	<p><b>Moderator:</b> Dr. Shamindra Nath Sanyal, Faculty- Marketing Area &amp; Head Consultancy, Globsyn Business School</p> <p><b>Panel Members:</b></p> <ul style="list-style-type: none"> <li>■ Dr. Sheetal Jain, Founder &amp; CEO, Luxe Analytics, India</li> <li>■ Raj Basu, Founder Director, Help Tourism Private Limited, India</li> <li>■ Soumen Guha, Managing Director, Sustech Engineering, Australia</li> <li>■ Dr. D. P. Nandy, Senior Director (Studies), Institutes of Cost Accounts of India</li> </ul>	<p><b>Panel Discussion: 3 Theme: Are we ready for the Market Resilience in near Future?</b></p> 
<p>Panel Discussion: 4</p> <p>Theme: Redesigning Business Organizations for Resilience</p>	<p><b>Moderator:</b> Dr. Dr. Dipak Saha, Faculty Marketing Area &amp; Head, MDP &amp; FDP Vertical, Globsyn Business School</p> <p><b>Panel Members:</b></p> <ul style="list-style-type: none"> <li>■ Geoff Perry, Executive Vice President and Chief Officer, Asia Pacific, AACSB</li> <li>■ Prof. Prabina Rajib, Professor-Finance, VGSOM, IIT-Kharagpur, India</li> <li>■ Dr. Dwarika Prasad Uniyal, Dean-Faculty of Business &amp; Professor of Marketing, Flame University, India</li> <li>■ Suchitra Guha, HR/IR Commercial, TATA Steel Limited, India</li> <li>■ Sudhir Chand, Managing Director, Inflexion Management Services, India</li> </ul>	<p><b>Panel Discussion: 4 Theme: Redesigning Business Organizations for Resilience</b></p> 

## Placements And Summer Internships

### Placements (Batch 2019-2021)

Amidst this COVID-19 pandemic situation, inspite of facing serious challenges the Corporate Relationship Program (CRP) Team of Globsyn Business School has been successful in placing 100% students of the Batch 2019-21. To reach out to maximum companies even during the pandemic, the CRP team adapted various strategies like :

- Creation of Video Resumes of all students to reach out to maximum companies across various sectors
- Continuous coaching of the students to help students become more employable and find a suitable career
- Maintaining strong relationship with corporate recruiters have helped to conduct exclusive campus processes with Globsyn Business School students

#### Details of Placement: Batch 2019-21

- Highest CTC Offered: Rs. 12.00 LPA
- Average CTC Offered: Rs. 5.42 LPA
- 25 Sectors represented
- 80+ Companies visited
- 1500+ Job opportunity provided
- 100% Placed

**Sectors:** Automobile/Auto Ancillaries & Dealers, Banks, Beverages, Chemical/Paints/Adhesives, Consulting/Accounting/Taxation, Consumer Durables, E-Commerce, Education Management, Environmental Services, E-learning, Financial Services, Fintech, Food/FMCG/Agriculture, Hospitality, Hospitals/Healthcare, Information Technology & Services, Insurance, Logistics/Supply Chain/Transport, Management Consulting, Manufacturing/Textile, Market Research, Media/Advertising/Public Relations, Real Estate/Construction/Infrastructure, Retail, Telecommunications.

**Companies:** Federal Bank, Byju's, Hawkins Cookers, Zomato, Jaro Education, Reckitt Benckiser, Collegedunia, Bennett Coleman, Careers360, Magma Fincorp, PwC IAC, Phonepe, MRF, Ernst & Young, XL Dynamics, PepsiCo, DTDC Express, Bharti Airtel, Ferrero India, Dabur, Vodafone Idea, ITC, Amazon, ICICI Bank, Flipkart, Reliance ResQ and many more...



## Summer Internship Program (Batch 2020-2022)

The Summer Internship Program (SIP) opportunity extended to all first-year students, is an integral part of the Globsyn Business School curriculum. The SIP helps the young managers to experience real-life application of the knowledge acquired in classrooms while working with reputed corporate houses.

As the world navigates through the uncertain times of the global pandemic, virtual internship projects have been provided to all PGDM students. All the students of Globsyn Business School Batch 2019-21 have completed their SIP virtually by working from home.

### Details of SIP: Batch 2020-2022

- Highest Stipend Offered: Rs. 30,000 for 2 months
- Average Stipend Offered: Rs. 5,000 for 2 months
- 22 Sectors represented
- 70+ Companies visited
- 350+ Internship opportunity provided
- 100% Placed

**Sectors:** Banks, Chemical, Consumer Durables, E-Commerce, Education Management, E-learning, Engineering/Manufacturing, Financial Services, Fintech Food, FMCG, Agriculture, Hospitality, Hotels, Restaurants Hospitals/Healthcare, Information Technology & Services, Insurance, Management Consulting, Market Research, Media, Advertising/Public Relations, Real Estate/Construction/Infrastructure, Retail, Security/Safety/facility Management, Sports and Telecommunications.

**Companies:** ITC, Dabur, Spencers Retail, CK Birla, Larsen & Toubro, SREI, Indorama Agro, Amazon, Berger Paints, Keventer Agro, Balmer Lawrie, LSI Group, IMRB KANTAR, Kotak Securities, Richard Design, JLL, Blue Star, Landmark Group, GKB Lens, Senco Gold, Jana Small Finance Bank, Wildcraft, Unschool, ICICI Bank, Purnartha Finance and many more...





## GBS CRP Award 2021 For SIP Excellence

A poster for the Globsyn Business School Summer Internship Program Awards 2021. The poster has a dark blue background with yellow and white text. At the top, the Globsyn Business School logo is displayed with the tagline 'AMBITION OF THE YOUNG'. Below this, a yellow banner reads 'Summer Internship Program Awards 2021'. The word 'CONGRATULATIONS!' is written in large, bold, yellow capital letters. The poster features three award winners, each with a circular portrait framed by a laurel wreath. The top winner is Mohammed Yusuf Khan, a man with a beard and glasses, wearing a suit and tie, labeled 'Winner'. Below his portrait is a yellow banner with his name and 'Marketing'. The bottom left winner is Subhosree Marick, a woman with dark hair, wearing a black blazer over a white shirt, labeled '1<sup>st</sup> Runner-Up'. Below her portrait is a yellow banner with her name and 'Marketing'. The bottom right winner is Arnab Kumar Dey, a man with glasses, wearing a suit and tie, labeled '2<sup>nd</sup> Runner-Up'. Below his portrait is a yellow banner with his name and 'Finance'. At the bottom of the poster, a yellow banner reads 'Excellence in Summer Internship Program'. The bottom left corner has the hashtag #AmbitionOfTheYoung and the bottom right corner has the hashtag #SIP Awards2021.

globsyn  
business school  
AMBITION OF THE YOUNG

**Summer Internship Program Awards 2021**

**CONGRATULATIONS!**

Winner

Mohammed Yusuf Khan  
Marketing

1<sup>st</sup> Runner-Up

Subhosree Marick  
Marketing

2<sup>nd</sup> Runner-Up

Arnab Kumar Dey  
Finance

**Excellence in Summer Internship Program**

#AmbitionOfTheYoung #SIP Awards2021



## New Initiatives And Developments

### Globsyn Business School Online (GBS Online)

GBS Online – a global platform for digital learning powered by Globsyn Business School has been launched with highly engaging courses to learn about vital management and technology concepts.

GBS Online courses have also been featured on AICTE's National Educational Alliance for Technology initiated ELIS portal.

Since the beginning of the nation-wide lockdown in 2020 due to the COVID-19 pandemic, GBS Online has made all courses available at a token cost of Re 1 with all proceeds from purchases donated to PM CARES, so that learners can remain productive and further their education during the challenging times of the global pandemic.

Enabling over 38,000+ minds and with new courses getting added every month, GBS Online has made sure that learning never stops by helping learners across 35 States and Union Territories of India be productive on its dynamic e-learning platform.

GBS Online includes Management Courses, Vocational Courses and Foreign Language Courses.

GBS Online has recently introduced a new blog section into its portal where impactful blogs have been published on relevant topics, such as:

- Securing Your Future through Tourism and Hospitality Sector
- The Credibility of Online Business Degree Programs
- The Evolution of Teachers in Online Education
- How COVID-19 Pandemic Accelerates the Popularity of Online Learning
- The Credibility of Online Business Degree Programs
- How to Build up a career in Online Marketing
- Learning of Various Banking Nuances through Online Programs
- Online Foreign Language Learning: A Growing Trend
- Mistakes that Students should avoid while Learning Online


**GLOBSYN BUSINESS SCHOOL ONLINE**  
 — A Global Platform of Digital Learning —  
**COURSES ON OFFER**

MANAGEMENT COURSES	VOCATIONAL COURSES
<ul style="list-style-type: none"> <li>• Digital Marketing</li> <li>• Performance Management &amp; Competency Mapping</li> <li>• Financial Markets &amp; Investments</li> <li>• Product &amp; Brand Management</li> <li>• Industry 4.0</li> </ul>	<ul style="list-style-type: none"> <li>• How to Learn Online</li> <li>• How to Teach Online</li> <li>• Documentation Assistant</li> <li>• Meet &amp; Greet</li> <li>• Consignment Booking Assistant</li> <li>• Business Correspondent &amp; Facilitator</li> <li>• Consignment Tracking Executive</li> </ul>

**FOREIGN LANGUAGE COURSE**

- Basic Spanish Language Course
- Basic German Language Course
- Basic Italian Language Course
- Basic French Language Course
- Basic Russian Language Course

**#StartLearningNow**

## GBS Online SkillsXchange

GBS Online has recently launched the next phase of its journey in the form of GBS Online SkillsXchange Initiative – putting skills and jobs together. With more than 1000 job opportunities available across multiple domains like Financial Services, Consulting, Education, FMCG, IT/ITES, Manufacturing/Paints, Ecommerce, Media, Hospitality, amongst others, SkillsXchange is trying to connect GBS Online learners from various parts of India with the career opportunities.

## Student Development Program

Student Development Program, a unique endeavour of Globsyn Business School is offered to every student joining the PGDM Batch 2020-22. The young managers will get the opportunity to learn 6 online courses in addition to their post graduate management curriculum, as a part of the pedagogy.

Upon successful completion of the Student Development Program the students will be receiving e-certificates for each of the online courses through Blockchain Technology.

The 6 online courses being offered are:

- How to Learn Online
- Digital Marketing
- Industry 4.0
- Performance Management & Competency Mapping
- Financial Markets and Investments
- Product & Brand Management

## Professional MBA Program

Globsyn Business School has newly launched the Professional MBA program under the Online Distance Learning (ODL) vertical of the B-School in association with Malaysia University of Science and Technology (MUST). This program aims to provide students and especially working professionals a truly global management education experience with learning flexibility. The program is internationally recognized, and associated with the Massachusetts Institute of Technology (MIT), the top private university in Cambridge, USA.

## Global Immersion Programme

Global Immersion Programme (GIP) has been designed to enable Globsyn Business School students learn from exposure to international education systems and standards. With the COVID-19 pandemic having cast a shadow over international travel since March 2020, all academic operations have moved to the online mode of delivery using different technology platforms. Under these circumstances, presently GIP aims to include:

- Virtual faculty/researcher exchange and sharing of cases studies and other academic materials
- Micro modules taken up by the faculties of foreign university for Globsyn Business School students
- Joint webinars or interactive sessions
- Online Faculty Development Programmes

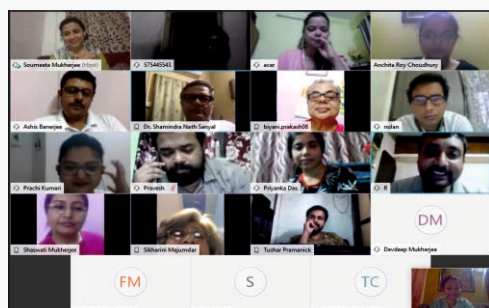
In AY 2020-21, Globsyn Business School has tied up and signed the MOU with 4 Universities for initiating GIP:

- University of Cape Coast - Ghana
- Tokat Gaziosmanpasa Universitesi - Turkey
- University Tunku Abdul Rahman - Malaysia
- Nilai University

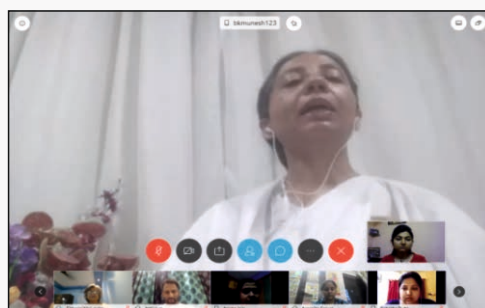


## Employee Engagement Activities

Globsyn Business School HR Team planned various Employee Engagement Activities to enhance employee engagement, improve employee morale and motivation while working from home.



Friday Happy Hour Meetings to share lockdown and working from home experiences



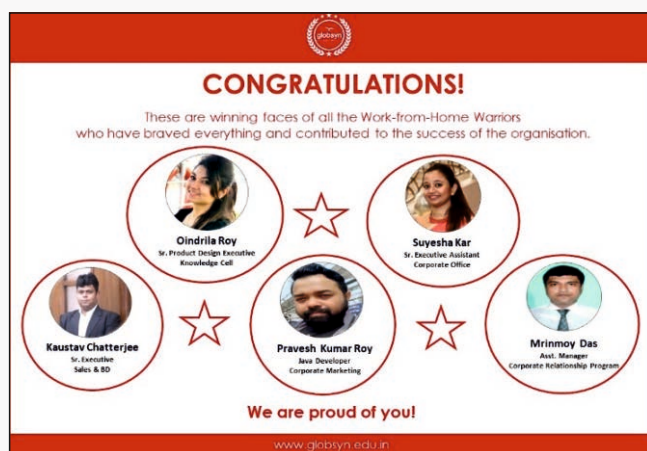
Rejuvenating session on meditation and stress management with the Brahma Kumaris



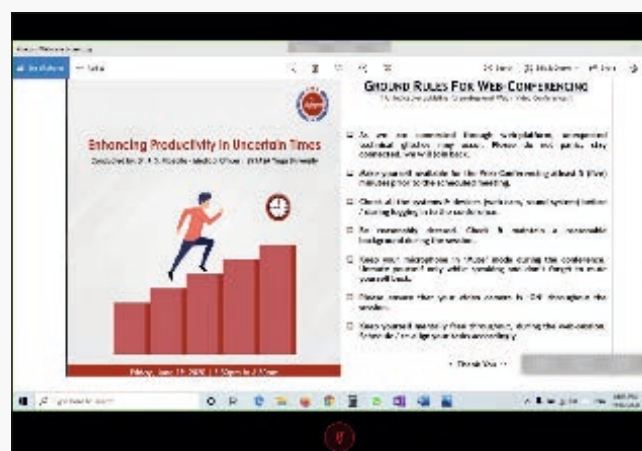
GBS Director, Mr. Rahul Dasgupta shared an update on the ongoing activities of the organization on HR Day



Bengali New Year Celebrations by engaging Globsyn employees in the 'Nababarsho Challenge' in which they participated in creative activities of their choice

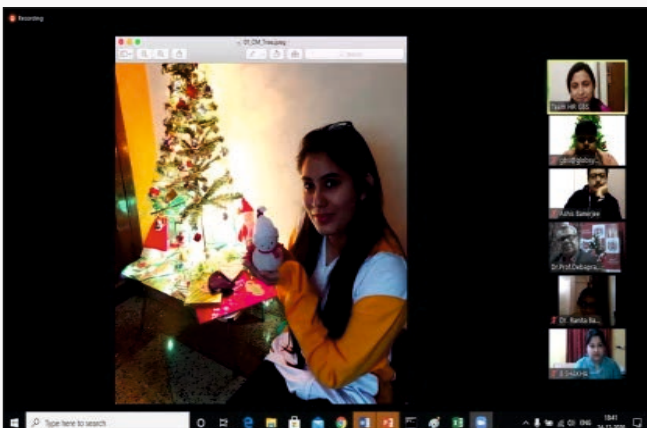


GBS recognized meticulous employees as the 'Work-from-Home Warriors' for their contribution and performance



Session on 'Enhancing productivity in uncertain times' conducted by Dr. K. S. Nibedita

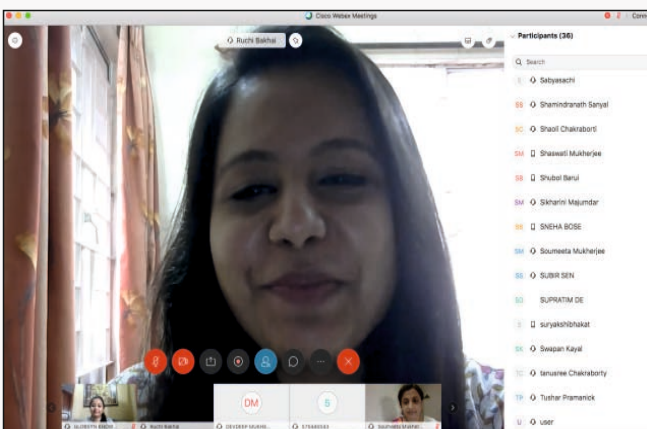
## Employee Engagement Activities



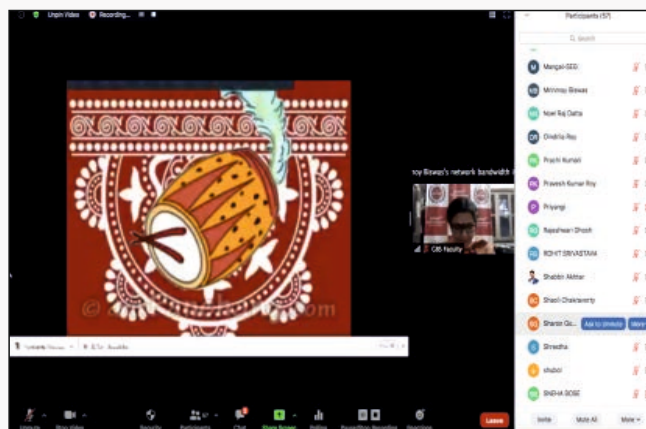
Digital Christmas celebrations with a series of fun activities & laughter



Session on 'Coping with a Pandemic' conducted by Dr. Ankur Barua



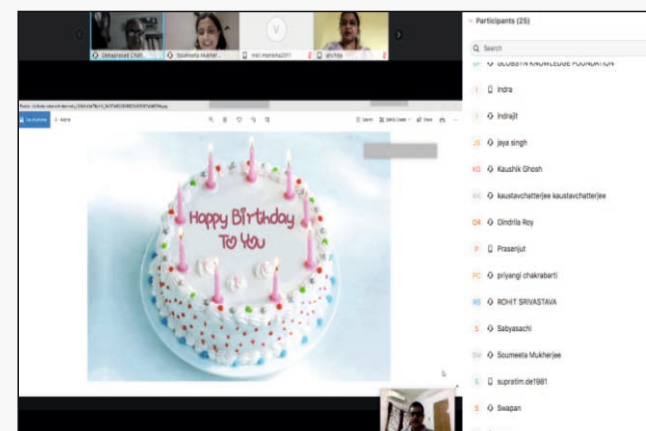
Ms. Ruchi Bakhai conducted the session 'Widen your Smile' to deliberate techniques of maintaining work-life balance by inculcating a sense of positivity during the pandemic



Durga Puja Celebrations by organizing 'Pujor Aashor' in which GBS employees played fun games and shared their experience of how they used the Sodexo gift vouchers given to them by the HR Team



The Session conducted by Swami Narasimhananda Maharaj was organized for the GBS employees to 'Rejuvenate' amidst the pandemic



Monthly Birthday celebrations of Globsyn employees recognizing the importance of the day as a milestone in one's life

## Employee Engagement Activities

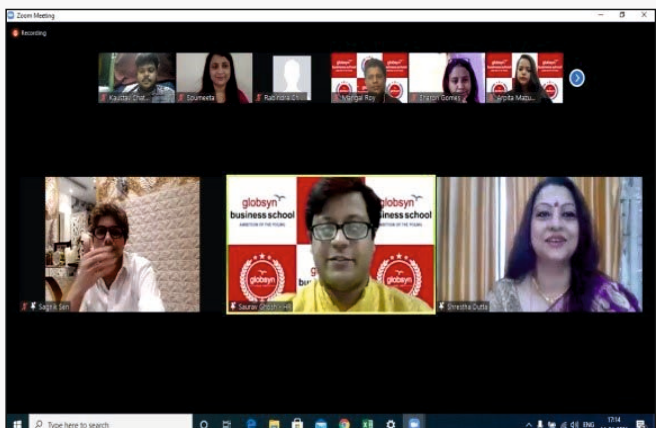
**Celebrating Women's Day The Globsyn Way!**



Globsyn Business School celebrated Woman's Day by gifting Sodexo gift vouchers to acknowledge, respect and thank women not only keep their families safe and look after their well-being, but also multi-task round-the clock to meet deadlines, sit for zoom meetings, etc. contributing towards the growth of the organization



Saraswati Puja at the campus was webcasted online enabling all students and employees to attend the Puja live from their homes



Poila Baishakh Celebrations with Music through the mesmerising voice of Sagnik Sen

## COVID – 19 Vaccination Drive

Globsyn is committed to make constant efforts in looking after the wellbeing of its employees, especially in these challenging times of COVID-19 pandemic.

During this uncertain and vulnerable period, the vaccine has come in the form of a boon for us. Keeping that in mind, Globsyn arranged a Vaccination Drive in June 2021 at the Saltlake Office Premise.



## Blogs

Blogs on various topics related to various aspects of management education are written and published on Globsyn Business School website on a regular basis. 30+ Blogs have been published on the website in the AY 2020-21 on relevant topics such as:

- Online Teaching – The New Reality post COVID-19
- Teaching Through Technology – A New Way of Life @ GBS
- Marching Online
- Exploring the Future of Education
- How is Flipped Classroom Flipping the Role of Traditional Classroom
- Paradigm Shift but Seamless Transition
- COVID-19 and Increased Technology Adoption
- Tips and Tricks for Sailing Through Online Interviews
- Announcement of the 'Stimulus' Package by the Indian Government
- Importance of Foreign Languages in Global Business Scenario
- The Future of MBA Education in Post COVID-19 World
- Strategies to Drive Employee Engagement to Boost Team Performance
- Financial & Management Accounting: The Road Ahead
- Blended Learning: Grooming Students for “New Normal” corporate
- Communication- A Key Skill to Enhance the Employability
- Digital Marketing in Emerging Economies
- Practicing Research – A Way of Life with the Spice of Passion and Joy
- How to use Zoom for Effective Online Teaching?
- Decision-Making – A Major Skill in Defining Leadership

## Graduating Class of 2020

In the 17th Convocation Ceremony of Globsyn Business School on 11th July 2021, 127 students of the PGDM 2018-20 Batch and 46 students of the PGPM - IB 2018-20 Batch have qualified to receive their respective Diplomas from Globsyn Business School.

### Certificate of Merit awarded to students for Academic Excellence in their respective Programs



**Name: Saiqua Sabir**  
Specialization: Finance  
Program: PGDM



**Name: Soumyajit Saha**  
Specialization: Marketing  
Program: PGDM



**Name: Roshmita Manna**  
Specialization: HR  
Program: PGDM



**Name: Prabal Jha**  
Specialization: Finance  
Program: PGPM-IB



**Name: Minal Khetan**  
Specialization: Marketing  
Program: PGPM-IB



**Name: Annwasha Ghosh**  
Specialization: HR  
Program: PGPM-IB

## Globsyn Business School Faculty





Globsyn Business School Campus



## **Globsyn Knowledge Campus**

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