



Taking PEOPLE to the NEXT LEVEL

Information Booklet

globsyn 
business school
AMBITION OF THE YOUNG

globsyn bus



Business school





Vision

To build an education edifice, where young men and women have freedom to excel, fulfill their career aspirations through a globally networked, corporate savvy, research driven management education system.

Mission

To enable transformation of young minds to become responsible leaders with integrity through knowledge, innovation, research, technology and imbibe human values through care for society.

Core Values

- Care for Society
- Responsible Leadership
- Innovation & Creativity
- Technology Adoption
- Lifelong Learning
- Research



About Globsyn Business School

With over two decades of an innovation and research driven experience in imparting close-to-industry management education, 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 a sprawling Campus in the outskirts of Kolkata, the new economy background of the School makes it one of the most forward thinking institutions in India today.

With an edifice built on **Innovation, Research & Technology**, coupled with unique initiatives in the form of 'Knowledge Connect' and 'Corporate Connect', Globsyn has moved 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.

Shaping Minds for today's world...

Studying at Globsyn Business School is a life changing experience. With emphasis on critical thinking, research and intellectual exploration, our students are provided an environment for both intellectual discourse and experiencing corporate life. Our faculty are mentors and teacher-scholars. We not only ask tough questions but constantly engage the learner community to pursue academic and career goals with the rigour that it deserves.

Keeping pace with today's world...

Management education, over the years has undergone a transformative change, and performance coupled with 'application ability' has taken precedence over linear knowledge dissemination based on theories. As in every other case, this transformation too has been brought about by the 'market', just as global trade today has moved from being trade

between nation states to intra-firm and intra-industry trade or with the introduction of more complex and intricate manufacturing processes, firms have started spreading and at times splitting their production facilities between different geographical locations. This fundamental change in how businesses look at trade and manufacturing coupled with a globally competitive marketplace has necessitated organisations to redefine not only how they look at talent acquisition, but how performance is ensured and measured in the modern day context. Globsyn Business School today reflects a holistic educational ecosystem that brings both educational best practices and real life corporate exposure to give students the right mix of management inputs for them to emerge as truly 'Industry Relevant' Managers.

Globsyn Business School is dedicated to its vision of building an education edifice where young men and women have the freedom to excel, fulfill career aspirations through a globally networked, corporate savvy, research driven management education system.

WHY GLOBSYN BUSINESS SCHOOL?

Over the last two decades, Globsyn Business School (GBS) has uniquely positioned itself as India's only 'Corporate B-School', with its two years' full-time Post Graduate Diploma in Management (PGDM) being approved by AICTE. The B-School's up market two years' full-time PGPM-IB + MBA programme exposes students to a global management education experience, with classes by international faculty. We have received many laurels from the education fraternity from time to time and have been ranked among the Top 50 B-School in India, as per Business India's Best B-Schools Survey.

- ▶ **20 Years' Legacy in Postgraduate Management Education**
- ▶ **AICTE Approved (Ministry of Education, Government of India)**
- ▶ **Member of AACSB – International**
- ▶ **10 Acre Sprawling Campus**
- ▶ **Partnership with prominent international universities globally**
- ▶ **Ranked among the Top 50 B-Schools in India**
- ▶ **Hybrid Learning Classroom**
- ▶ **Digitalized Pedagogy**
- ▶ **Industry-Academia Connect**
- ▶ **3000+ Alumni working globally**
- ▶ **360+ Corporate Relations**
- ▶ **Optimum placement since inception**

LEADING B-SCHOOL IN EASTERN INDIA



Globsyn Business School awarded 'Leading B-School in Eastern India'
at Times Brand Icons 2021

Acknowledgments always feel nice as they encourage and motivate us to stay ahead of the learning curve.

Over the last 20 years, we have received many accolades from the industry-academia fraternity, and today on this happy note, we would like to share with you our latest recognition as 'Leading B-School in Eastern India' by The Times Group in the edition of Times Brand Icons 2021.



Scan to view the award video

**If ranking is
what you consider
while selecting
a **B-School**, we are
already up there**

AMONG THE TOP 5 B-SCHOOLS (Eastern India)*

- 1 IIM-Calcutta**
- 2 XLRI-Jamshedpur**
- 3 IIT-Kharagpur (VGSM)**
- 4 XIM-Bhubaneswar**
- 5 Globsyn Business School, Calcutta**

***Source: Best B-School Survey, Business India**

RECOGNITIONS



ACADEMIC DELIVERY SYSTEM

A contemporary and benchmarked curriculum, technology driven delivery mechanism, its research focus and professionally experienced academic mentors is what makes Globsyn Business School stand out in the crowd. The exposure that a student gets in terms of real life and simulated workplace environments coupled with continuously updated knowledge content makes them richer in learning and skilled in realtime application ability - thereby performance oriented professionals in the industry.

Academic Delivery System - Delivering Value:

Globsyn Business School follows a truly innovative and modern pedagogic system based on Globsyn's pioneering Knowledge Finishing School System™ (KFS). The multi-tiered Academic Delivery System uses a mix of pedagogic tools to offer both contemporary and industry relevant management education to its students. The customised pedagogic approach creates performance oriented Industry Ready Managers; professionals who are productive from virtually day one of their employment.

The Academic Delivery System ensures:

1. Moderating the learning and knowledge acquisition processes to ensure optimum knowledge retention and recall skills using learner centric approaches
2. Mentoring students in the knowledge application process, on a consistent and continuous basis
3. Students develop essential work-skills and attributes, essential to holistically perform in a corporate environment. Learning Groups form an integral part of the knowledge dissemination and application processes
4. Helping learners mould themselves as 'performance' oriented individuals
5. Seamlessly built in strategic global and corporate interfaces as part of the core curriculum

Knowledge Acquisition:

The dissemination of knowledge at Globsyn Business School is structured and systematised, to an extremely micro level, to ensure that students are ensconced in

an almost back-to-school academic rigour based environment. Under the KFS driven Academic Delivery System each and every session has associated Learning Objectives that a student must achieve and linked Assessment Objectives, whereby students can understand how their performance is assessed. Each individual session consists of prestudy assignments, quizzes, post study requirements and active learning driven group and individual participations. Based on a learner centric system of Knowledge Acquisition, students are taken through a participative learning process that not only ensures enhanced learning levels but also brings the course content at a level that can be visualised and acted upon.

Skill Application:

Knowledge application skill forms one of the most important cornerstones of performance in the corporate workplace. The KFS pedagogy, followed at Globsyn Business School, provides fundamental stress on mentoring a student's realtime application ability. The pedagogy uses an innovative mix of in-house and corporate driven projects, corporate social responsibility initiatives and large format projects like 'Serendipity' to not only help students apply their learning and skills but also provides as near a replication of the real world as is possible in an academic driven environment.

Performance Centricity:

Globsyn Business School's unique KFS driven pedagogic interventions and tools enables a student to emerge as performance centric, 'Industry Relevant' Managers, as a result of the various initiatives undertaken during the learning and application phases spread over two years. Performance is not a standalone event but a planned outcome of a sequence of events reaching a crescendo during the campus placements season and then the subsequent corporate life. The Knowledge Finishing School™ (KFS) System pedagogy takes students through the entire lifecycle of management learning starting from the foundation programme to the general management programme to finally culminating in the various Schools of Excellences, in a series of participative and experiential learning steps. The systemic approach and methodology to management

education ensures that students develop an aptitude of life long learning which makes them stand out as performers in the industry.

Learn and Intern - The Self Pressure Model:

Learn and Intern forms one of the major pedagogic innovations in the academic delivery system of Globsyn Business School. Learn and Intern sessions are conducted by the Executive Chairman and Founder of Globsyn Group, Mr. Bikram Dasgupta, a first generation entrepreneur and among the stalwarts of the Information Technology revolution in the country. It derives its uniqueness from the self-pressure model enunciated in a series of highly participative lecture series. The self pressure model expects each participant to continuously excel by setting 'apparently' unachievable targets – targets which at the first glance looks impossible but which can be achieved if the participant were to push their boundaries little farther than they would normally do. These sessions mentor students to become target oriented and help them plan and achieve targets by working backwards. The progress of each student is personally monitored by Mr. Dasgupta in the areas of academics, attitude, extra curricular activities, employability quotient etc.

Experiential Learning:

Globsyn Business School gracefully blends in the experiential learning methodology (the process of 'learning through experience' or 'learning by doing') in its curriculum to enable the students to engage in an application-oriented learning.

Employability Enhancement and Placement Mentoring (EPPM):

The EPPM sessions are designed to make students more employable and placement-friendly, by equipping them with confidence to crack job interviews, meet challenges posed by recruiters in various elimination rounds and exhibit skills as expected by the recruiters.

PROGRAMMES

Post Graduate Diploma in Management (PGDM)

A uniquely designed management programme, Globsyn Business School's PGDM curriculum is comparable to noted post graduate level programs of premier business schools in India and abroad. The PGDM programme has been structured to help students prepare either for a fast-track corporate management careers, or pursue further academic studies either in India or abroad and go on to either contribute towards research and development of the management sciences, or join the academic community, or pursue their entrepreneurial vision.

Structured into four distinct phases, students have to undertake the Foundation Programme followed by a General Management programme which is followed by 8-10 weeks of Industry Internship (Training). Post successful completions of Industry Internship, students are required to join one of the Schools of Excellence for their specialisation. With its successful track record of providing quality management education to its students, the PGDM programme has become one of the most sought-after AICTE approved PGDM programme in India attracting MBA aspirants from different parts of the country.

Post Graduate Programme in Management – International Business (PGPM – IB) + MBA

The Post Graduate Programme in Management - International Business (PGPM - IB) has been designed to impart students with a learning experience that would expose them to dedicated sessions covering global case studies. The unique upmarket PGPM-IB programme also offers Master of Business Administration (MBA) with specialisation in International Business, in partnership with Malaysia University of Science and Technology (MUST), for those who harbour global ambitions and see themselves as an integral part of the global corporate environment, irrespective of the geography they will be working in.

Designed for the quintessential high flyer, a significant part of the programme is dedicated to provide students with a truly global management education experience with classes by international faculty, giving the young managers a bird's-eye view of the globalised economic environment.

Globsyn Business School
coupled with meticulously carved elements
propel its students to get into

globsyn
annual lecture series
weaving 'food for thought' for corporates

globsyn
management conference
a symposium for academicians

embryon
nurtures the spirit of entrepreneurship

gbs direct
an online facility to ease
smooth admission process

gbs secure certification platform
diplomas available on a Secure Certification Platform

, having its deep roots in technology,
s of **‘Beyond Education’** has helped
the groove of business education.



serendipity

an unique platform where a real
organisation is replicated

kylf

gives an opportunity to the students
to care for society

globsyn

alumni engage

a forum to reconnect with their alma mater

e-globsyn

a web based facility to aid access of
assignments and class notes

crp portal

a dedicated portal through which placements
and corporate interactions are managed

HYBRID LEARNING

AT GBS

Recognizing the trends of the upcoming paradigm shift in pedagogy, Globsyn Business School has taken a step to become a trend-setter in designing Hybrid Learning Classrooms for its young managers. The power of this learning format lies in the fact that the students, regardless of their chosen post-graduate management programmes, can continue their courses remotely and/or re-live the physical classroom experience, once the pandemic is over.

Globsyn Business School is one of the first institutions in India to seamlessly blend in physical and online modes of education to enable students to make that choice through its learner-centric mode of education, coupled with a robust use of technology. These spacious classrooms, with all modern teaching, aid the students to focus on dialogues rather than monologues, and helps them to 'learn and unlearn'. With the Hybrid Learning Classrooms, Globsyn Business School embarks upon a new era of learning.

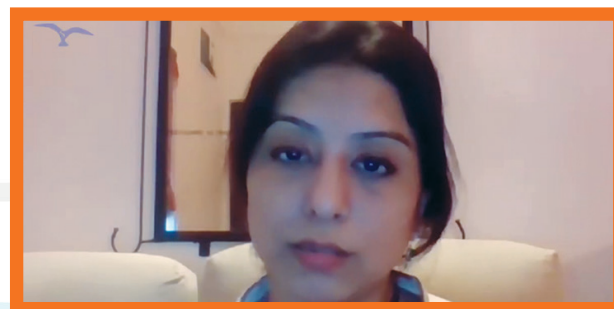


Hybrid Learning Classroom Facility at Globsyn Knowledge Campus

Corporate Connect with Mr. R. Gopalakrishnan
Author and Corporate Advisor

BDG's iconic Lnl session with Arjun Malhotra
Co-founder HCL

Dr. Elizabeth Rose inaugurating Globsyn
Management Journal



Month-long Onboarding Session
Prof. Chandana Ghosh taking an interactive
class room session

AACSB webinar conducted by Dr. Geoff
Perry, Executive Vice President & Chief
Officer, Asia Pacific, AACSB

Industry Connect with Dr. Ria Mukherjee
Specialist Faculty – Leadership, Business Skills, &
Culture Talent Development, TCS

Corporate Connect with Aditya Singh
Head - Jewellery International Business, Titan Company
Limited

GOVERNING COUNCIL

Mr. Arjun Malhotra – Chairman, Evolko Inc.

Mr. Alope Mookherjea – Advisor, Ernst & Young LLP and Former Chairman, Flakt (India) Limited

Mr. Samir Ghosh – Former Vice Chairman & Director, Corporate Strategy, ITC Group Companies

Prof. Tridib Mazumdar – Howard R. Gendal Professor of Marketing; Associate Dean, Faculty Development & Research; Director, Earl V. Snyder Center for Innovation Management, Martin J. Whitman School of Management, Syracuse University

Mr. Sandipan Chakravortty – Chairman, Mjunction Services Limited

Prof. Damodar Acharya – Former Director, IIT Kharagpur and Former Chairman, AICTE

Prof. Swagata Sen – Acting Vice Chancellor, Gour Banga University

Mr. Bikram Dasgupta – Founder & Executive Chairman, Globsyn Group

Prof. R.C. Bhattacharya – Vice Chairman, Globsyn Business School

Mr. Rahul Dasgupta - Trustee, Globsyn Business School

Prof. (Dr.) Debaprasad Chattopadhyay – HOD & Professor, Human Resource, Globsyn Business School

Prof. (Dr.) Sabyasachi Dasgupta – Associate Professor, Marketing, Globsyn Business School



ACADEMIC COUNCIL

Prof. Ajitava Raychaudhuri – Professor and Former Coordinator, Department of Economics, Jadavpur University

Mrs. Suchitra Guha – Head, HR/IR Commercial, Tata Steel Limited

Mr. Saibal Chatterjee – Managing Director, Lokenath Chatterjee & Sons (Precision Tools) Pvt. Ltd.

Mr. P. K. Chatterjee – Former President HR, Birla Corporation

Mr. Sudhir Chand – Managing Director, Inflexion Management Services

Dr. Prabir De – Department of Mechanical Engineering, Jadavpur University

Dr. Subhrangshu Sanyal – CEO, IIM Calcutta Innovation Park

Dr. Prabina Rajib – Dean, Vinod Gupta School of Management, IIT Kharagpur

Dr. Aditi Mitra – Senior Lecturer, Department of Economics and Finance - Sunway University Business School, Malaysia

Prof. R. C. Bhattacharya – Vice Chairman, Globsyn Business School



CAMPUS FACILITIES

Globsyn Business School has a sprawling state of the art eight acre campus located amidst a lush green landscape in the outskirts of Kolkata. An amiable environment provides exclusive facilities to students to learn, conceive and implement their ideas.



Hybrid Learning Classrooms

Spacious classrooms with all modern teaching aids that provides flexibility of remote learning, stability of in-class instruction, and increases knowledge retention.

Jonathan's Cove

Jonathan's Cove, the cafeteria, apart from providing healthy refreshments throughout the day is a prime location where students can be found, in between classes, working on projects, completing assignments, debating management case studies or having discussions with faculty.

Study Lounge

Students at GBS can choose to have constructive discussions at the Nest Lounge strewn with couches and bean bags, which replaces the solemn atmosphere of the class room with a more relaxed air filled with laughter, table tennis, pool or board games.

Bus Service

Free bus service is available which allows students get picked up from major thoroughfares of the city to the eco friendly campus.

Outdoor Sporting Facilities

An active involvement in all kind of sports is encouraged at the Campus. Students can take part in a variety of outdoor sporting facilities, including Badminton and Volleyball.

A four-day-long sports extravaganza 'Titanium' is organized at the GBS Campus, with the idea of encouraging 'Serious Fun' among students.

Study Hubs

Abundant designated areas where students can discuss various aspects of the curriculum to get a better understanding of the subjects with their peers and even faculty members.

Globsyn Student Home

The hostel helps to boost camaraderie between the students. It also plays a significant role in building tomorrow's managers and entrepreneurs.

Medical Room

A room, equipped with first aid facilities inside the campus caters to the medical requirements of the students.

Well-equipped Library

The well-stocked Bird Library with more than five thousand books and journals is a prime asset of the business school. Students can also check the e-catalogue comprising of more than one lakh e-books and do some reference work to help with their coursework.

Towards a Safe Campus-life in the New Normal

During these challenging times, we all need to come together and take care of each other's safety to prevent further outbreak of the pandemic. In this endeavour, Globsyn Business School has come forward with certain COVID-prevention protocols at its Campus, which will ensure everyone's safety during this 'New Normal'.

- Vigilant institutional planning and execution of COVID-19 safety norms
- Mandatory usage of masks at all times
- Safety measures in the classrooms, other learning sites, and at all entry and exit points
- Frequent monitoring of health for students, employees, and staff
- Implementation of strict measures for containment, in case of an outbreak
- Regular sanitizations procedures twice a day



STUDENT DEVELOPMENT PROGRAM



Globsyn Business School offers Student Development Program in the form of Globsyn Business School Online (GBS Online). This global asynchronous learning platform provides a wide variety of highly engaging online management certification courses under the verticals of Management, Vocational Skills and Foreign Language, which the students can avail beyond their management curriculum.

Management Courses	Digital Marketing, Performance Management & Competency Mapping, Financial Markets & Investments, Product & Brand Management, Industry 4.0, Negotiation Skills
Vocational Courses	How to Learn Online, Consignment Booking Assistant, Tourism & Hospitality – Meet & Greet, Business Correspondent & Business Facilitator, Documentation Assistant, Mutual Fund Agent
Foreign Language Courses	German, Spanish, Italian, French, Russian

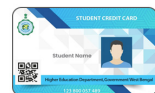
FINANCIAL AID



The fundamental aim of Education is to enable students develop a perspective of their basic capacities, boost their confidence and enhance their knowledge bank. It hoists their creativity, productivity and advances them technologically in securing social progress and economic distribution.

Acknowledging the importance of education for all, Globsyn Business School is committed to not only recognize the excellence achieved by its students, but also provide support and opportunities in their pursuit of various post graduate programmes.

As a part of this initiative – to provide seamless education facilities for meritorious enthusiasts and help them excel in their pursuit of education – students of GBS, over the years, have availed financial aid from these intuitions: Central Bank of India, Punjab National Bank, Bank of India, HDFC Bank, Union Bank of India, UCO Bank, Indian Bank, Canara Bank, West Bengal Student Credit Card Scheme, amongst others.



amongst others...

CORPORATE RELATIONSHIP PROGRAM

The Corporate Relationship Program (CRP) has always been an intrinsic part of Globsyn Business School (GBS) and seeks to construct alliances that resonate with the industry, the institution, and the student community. To emphasize this thought, GBS organizes the Globsyn Award for Excellence in SIP in order to appreciate the research acumen of the young managers of the B-School, and ascertain the desired level of performance in internships. Through unrelenting efforts at the macro and micro levels, the CRP team has been successful in providing meaningful, lucrative, career-defining jobs to 3000+ GBS students over the years which have come about through the 360+ relationships built with corporate entities who continue to find merit in hiring GBS students.

We have launched several industry-academia integrated programmes for our students in association with top industry brands like PwC, TATA Teleservices and Vodafone to name a few. After the successful completion of the programmes, which involve rigorous training and assessment, the students are provided opportunities to start their careers with the corporates. The future managers also get to learn the nuances of the respective industries and opportunity to interact with industry stalwarts.

We have also launched CRP Portal, a dedicated portal through which placements and corporate interactions are managed. With thousands of job opportunities available across multiple domains like Financial Services, Consulting, Education, FMCG, IT/ITES, Manufacturing/Paints, Ecommerce, Media, Hospitality, amongst others; the CRP Portal is helping GBS students find a career footing with these job opportunities.

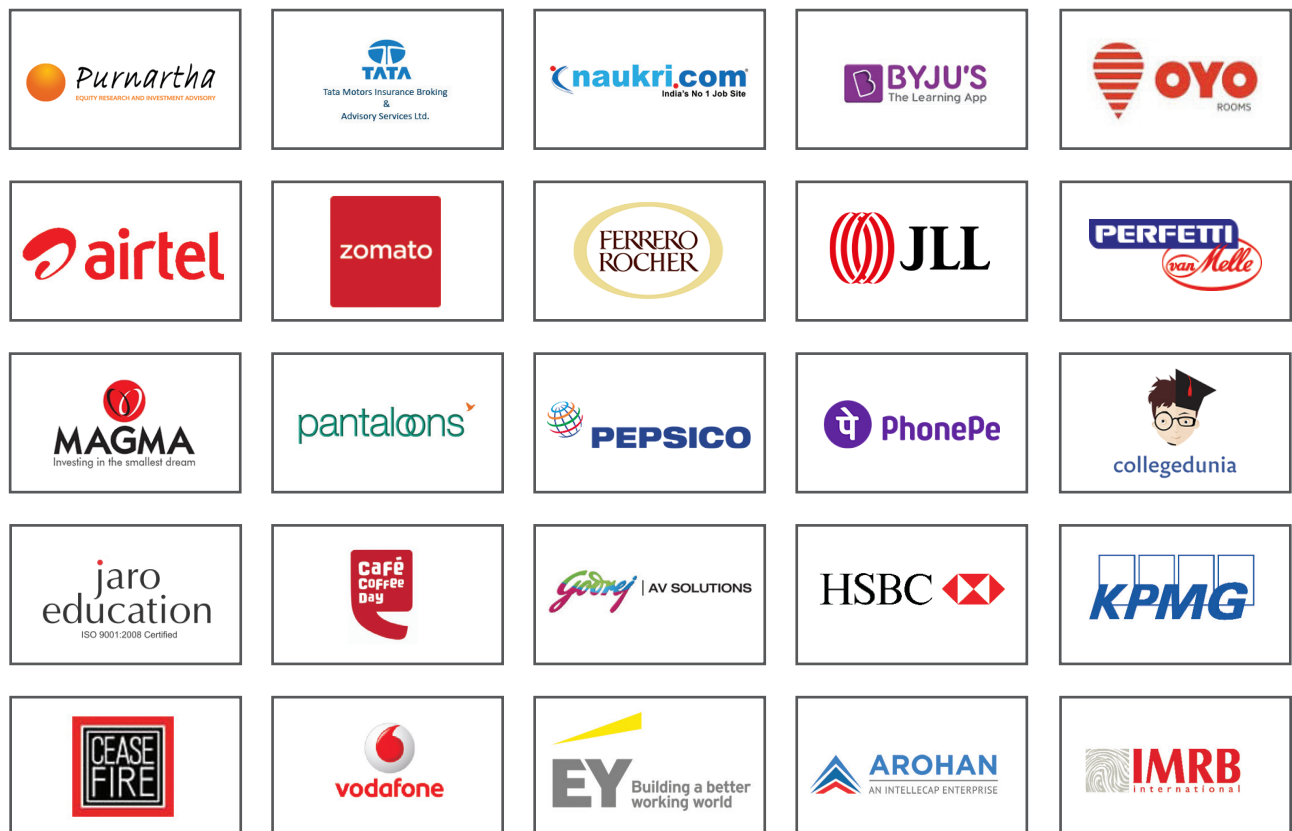
We continuously put efforts to capitalize our corporate relationships with a single objective to put forward the best academic experience to our students by integrating practical learning to the curriculum through our Corporate Connect sessions.

Participating Companies





Mr. Rahul Dasgupta, Director, Globsyn Business School, receiving the Education Excellence Awards from the Honourable Governor of West Bengal, Shri. Keshari Nath Tripathi, for 'Best B-School in Placements' at EduMeet 2018 organised by ASSOCHAM, India



among a host of others...



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