



Highlights of Activities during COVID-19: April – June, 2020

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

GBS has ensured that students continue to learn from home even during lockdown and has adopted various digital platforms to offer an outstanding and transformative learning environment to the students. In the previous quarter, Globsyn's endeavours over the years have been recognized and GBS continued to reach new heights while ensuring seamless execution of all academic activities with the use of technology.

Rankings & Recognitions

Over the past two decades, Globsyn Business School has received several laurels from the industry-academia fraternity. In recent times:

- Globsyn Business School has been ranked among the top 60 Business School 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-Bhubaneswar, IIM-Sambalpur and IMI-Bhubaneswar.
- Globsyn Business School has been recognized **by ET Edge**, an initiative by Economic Times, as one of the best education brands in 2020.



AACSB Membership

With an eye to infuse global standards into its pedagogy, Globsyn Business School joins **AACSB International** - The Association to Advance Collegiate Schools of Business (AACSB), the world's largest business education alliance. Synonymous with the highest standards of excellence since 1916, AACSB provides quality assurance, business education intelligence, and professional development services to over 1,700 member organizations.

With this coveted membership starting from 1st July, 2020, Globsyn Business School has now become a part of the world's largest network of business schools and organizations focused on advancing business education.

20 YEARS OLD BRAND
JOINS A 100 YEARS OLD LEGACY



www.globsyn.edu.in

GBS Admissions (Batch 2020-22)

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

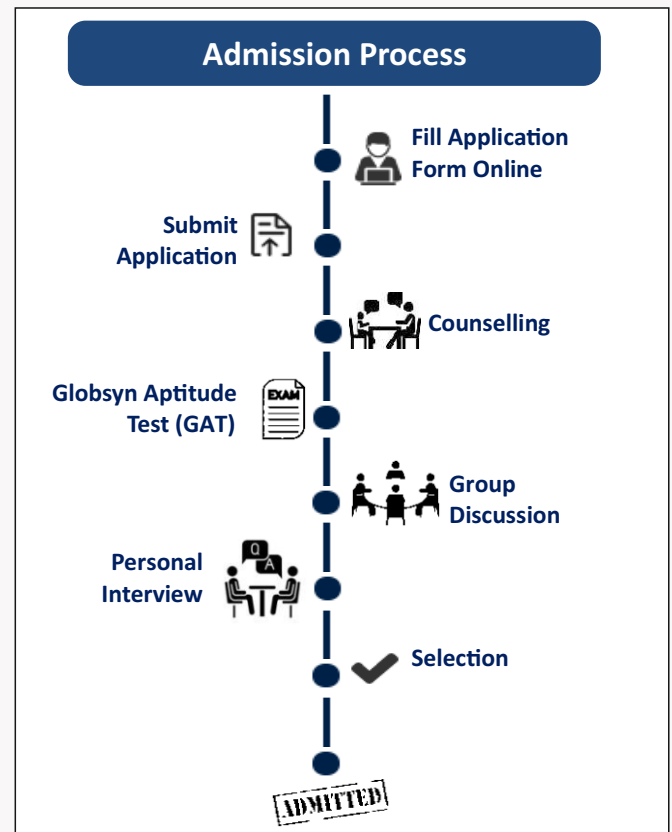
Students from all over India have been able to apply online through the GBS Direct online platform.

Step 2 – Counselling

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

Step 3 – Selection Procedure

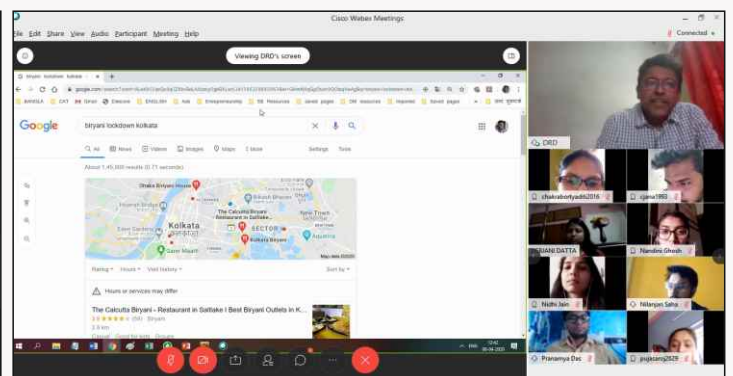
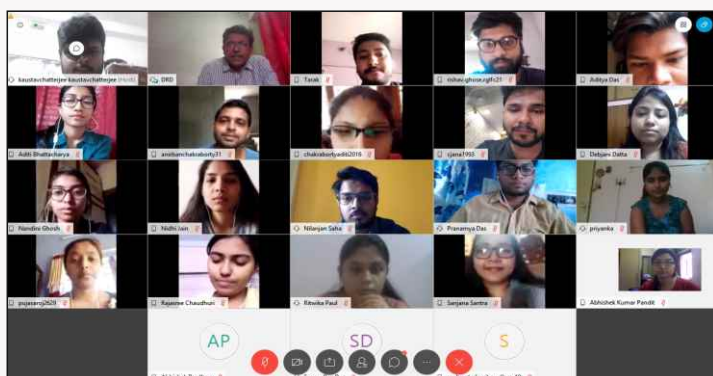
The Selection Procedure includes evaluation of the applicants based on the following parameters - academic qualification, CAT / MAT score, Globsyn Aptitude Test (GAT), Group Discussion and Personal Interview. The GAT Exam followed by Group Discussion & Personal Interview is being done virtually.



GBS 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 aims to equip MBA aspirants with the right knowledge and skills that are required to pursue an MBA. The objective of the program is to bridge the knowledge gap between a student's undergraduate studies and MBA curricula. The GBS Foundation Program being conducted in an online mode 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 remain productive during this lockdown period. Regular doubt clearing and Q&A sessions on GBS Online courses have been conducted by GBS faculty team to answer all queries.
- II) **Academic sessions conducted by experienced GBS faculty team** - To ensure that students have a strong understanding of the basic concepts of management 30 academic sessions have been conducted in the last quarter 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.



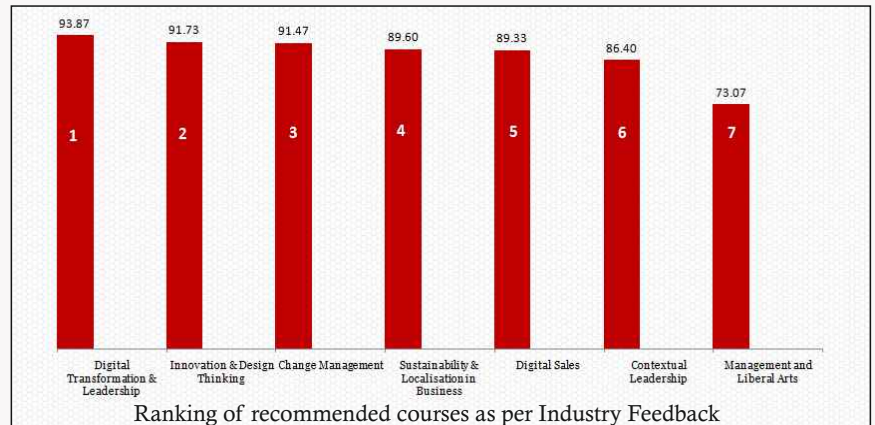
Delivery Planning for AY 2020-21

Industry Survey

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

The top 3 courses recommended by the industry:

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



Introductions in PGDM Architecture 2020-22

The following introductions have been made in PGDM Program 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

Blended Learning

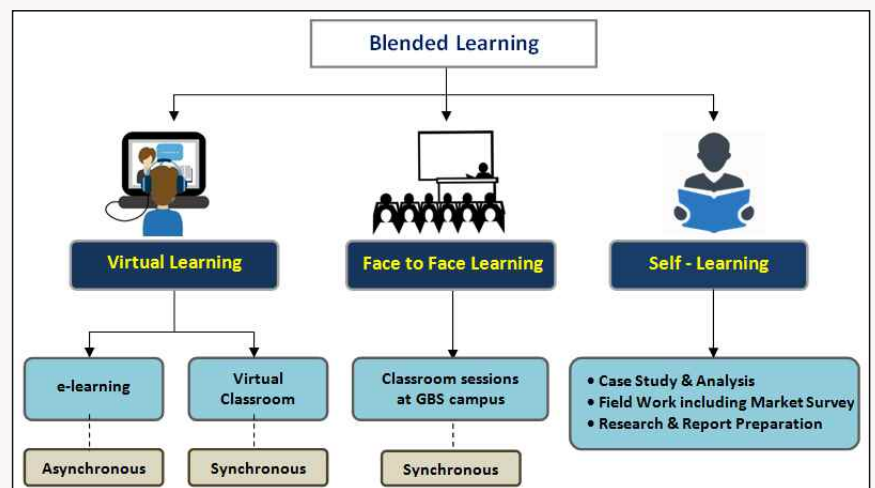
Blended Learning Model for academic delivery in AY 2020-21 has been developed considering the following:

I. Knowing - Doing - Being Framework

II. Synchronous & Asynchronous Learning

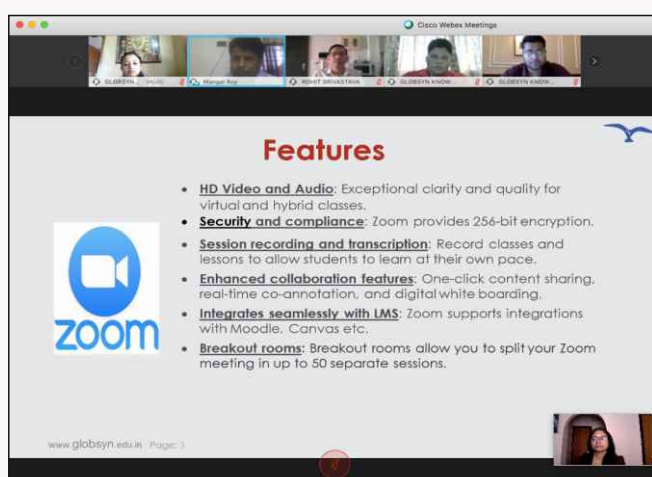
III. Virtual, Face to Face & Self Learning

The Model may be duly revised based on circumstances due to COVID-19 and subsequent government notifications.



Technology Integration and Delivery Planning for the Incoming Batch (Semester I)

- I) Globsyn Business School has formed a task force for planning the academic delivery for the incoming PGDM Batch 2020-22. Regular meetings have been conducted by the task force to deliberate, take decisions and decide the plan of action.
- II) A Market Survey has been conducted to find out and evaluate the technology platforms being used in educational institutions across India
- III) The management of Globsyn Business School has decided to make substantial investment in technology to ensure seamless execution of online classes
- IV) Globsyn Business School faculty team will be trained on 'How to Teach Online' prior to commencement of classes for the incoming batch



Delivery Plan for Batch 2020-22

- Induction
- Orientation Classes
- Knowledge Acquisition for Semester I

Synchronous Learning

- Classroom sessions by faculty via Zoom
- Virtual office hours by faculty via Zoom
- Tutorial by RAs via Zoom

Asynchronous Learning

- Recorded video sessions uploaded in LMS portal - eGlobsyn
- Content and eBooks in eGlobsyn
- Learning through GBS Online courses

Experiential Learning through Synchronous mode

- Group Discussions via Zoom Breakout sessions
- Case Study Discussions via Zoom
- Academic Connect sessions via Facebook and Instagram
- Corporate Connect sessions via Webinarjam
- Beyond Education Activities

- Assessment & Evaluation in virtual mode

Delivery Process Continuity for Existing Batch

Knowledge Acquisition

GBS Classroom:

Regular classroom sessions have been conducted for PGDM Batch 2019-21 to complete the pending Semester II sessions through pre-recorded videos by faculty members via Google Classroom followed by live doubt clearing and Q&A sessions via Google Meet. On completion of the pending sessions, revision sessions of Semester II courses were conducted to enable students clear their doubts and prepare for the End Semester Examination.

Category	Platform	Learning Mode
28 Pre-Recorded Videos for pending sessions	Google Classroom	Asynchronous
21 Doubt Clearing Sessions	Google Meet	Synchronous
24 Revision Sessions	Google Meet	Synchronous



Learning through Globsyn Business School Online (GBS Online):

It is mandatory for all students to complete specific courses of GBS Online, as part of their Management Program Curriculum. The esteemed team of faculty has conducted live doubt-clearing and Q&A sessions via Google Meet.

Assessment & Evaluation

I) Formative Evaluation for Batch 2019-21 (Semester II)

Students have made online submission of course specific assignments and have appeared for online quizzes through eGlobsyn learning portal as a part of their continuous evaluation process.

II) Summative Evaluation for Batch 2019-21 (Semester II) & Batch 2018-20 (Semester IV)

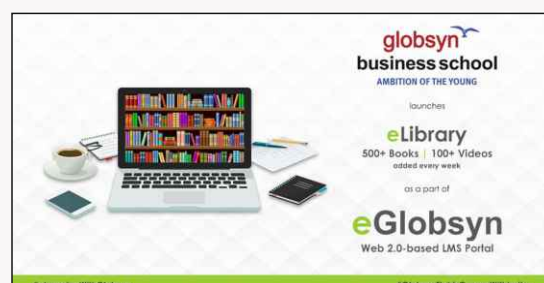
In accordance to the guidelines issued by regulatory authorities, GBS has implemented open book End Semester Examinations in online mode. The open book examination method of assessment has been designed in a way that allows students to refer to class notes and summaries, textbooks or other approved material while answering questions. The questions are designed to test skills such as application, analysis and evaluation – higher order skills in Bloom's Taxonomy.

Category	Platform	Learning Mode	No. of Unique Exams
Formative Evaluation	Batch 2019-2021	Online Assignments	960
		eGlobsyn Quizzes on all courses	1080
		eGlobsyn Quizzes on GK & Aptitude	1920
Summative Evaluation	Batch 2018-2020	End Semester Exam	1200
		End Semester Exam	1016

eLibrary

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

To give shape to this endeavour, GBS has launched an eLibrary - a digital repository of more than **1500 books and 100+ 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, GBS has given EBSCO access to the users regardless of location as they are learning/working from home.

The content Includes:

- 514 active, full-text, non-open access journals and magazines
- 308 active, full-text, peer-reviewed, non-open access journals
- 151 active, full-text, peer-reviewed, non-open access journals with no embargo
- 281 active, full-text, non-open access journals indexed in Web of Science or Scopus

Academic & Industry Connect

Globsyn Business School has leveraged the use of technology and has successfully organized **27** webinars in the period April to June, 2020 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. Webinars organised during the last quarter include:

I) Webinars organised by GBS

- 10 webinars with GBS faculty via Facebook Live
- 11 webinars with Corporates via Instagram Live & Webinarjam
- 2 webinars with GBS Alumni via Webinarjam
- 1 webinar with Governing Council members and International speakers via WebinarJam

II) Webinars organised through collaborations

- 2 webinars organised in collaboration with **Calcutta Management Association (CMA)** via WebinarJam
- 1 webinar organised in collaboration with **All India Management Association (AIMS)** via Zoom

INTERNATIONAL WEBINAR

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

June 20, 2020 | 6:00pm to 7:30pm | Register at: globsyn.edu.in/registerforwebinar

GLOBSYN AND AIMS MANAGEMENT CONFERENCE

globsyn business school | **AIMS**
ASSOCIATION OF MANAGEMENT SCHOOLS

REBOOTING B-SCHOOL CURRICULUM POST COVID-19

May 30, 2020 | 5:30pm to 6:30pm | Register at: globsyn.edu.in/webinarregistration

DIGITAL MANAGEMENT DEVELOPMENT PROGRAM

globsyn business school | **CMA**
CALCUTTA MANAGEMENT ASSOCIATION

REBOOTING MANAGEMENT TEACHING & LEARNING IN POST COVID-19 PERIOD

April 25, 2020 | 5:30pm to 6:30pm | Register at: globsyn.edu.in/registerforwebinar

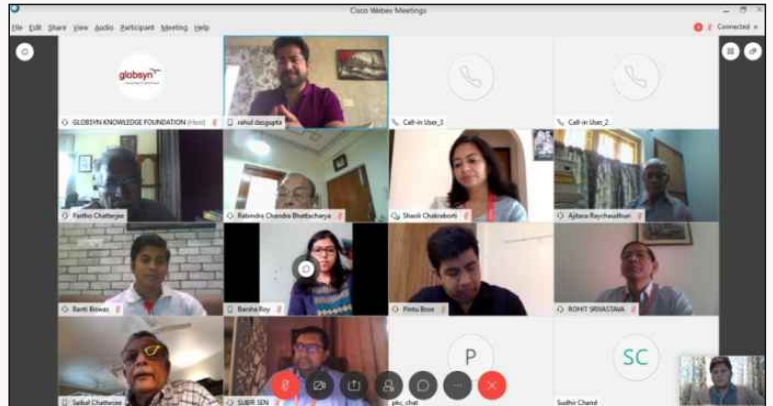
Webinar with Governing Council Members and International Speakers

Webinars organized by GBS in collaboration with AIMS and CMA

Academic Council Meeting

Globsyn Business School is fortunate to have renowned academicians and industry veterans as part of its Academic Council, whose able guidance and mentoring ensures that the PGDM Program Architecture and overall academic delivery are periodically updated, industry-aligned and in line with the global trends.

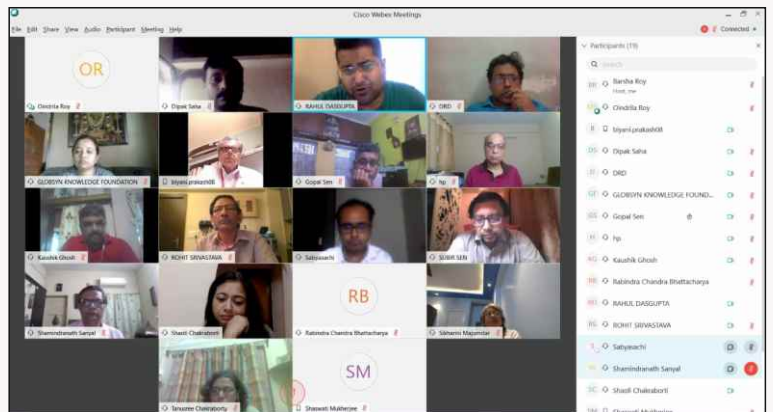
The erudite Academic Council members met virtually on 11th April, 2020 to have a detailed discourse on the various industry best practices and ensure that learning never stops for students, even during the COVID-19 pandemic. The steps taken to ensure a swift and efficient transition of classes via digital platform were unanimously appreciated by all the Academic Council members in the meeting.



Faculty Council Meeting

The Faculty Council of Globsyn Business School holds a pivotal role for all academic deliberations and has ensured that students continue to learn effectively from home during the lockdown period.

Faculty Meetings have been conducted fortnightly to discuss various aspects of delivery including blended learning, outcome based education, examinations, development of courses, research & other activities.



Student Council Board - Induction

The Student Council is the fourth pillar of the academic ecosystem of Globsyn Business School after the Governing Council, Academic Council and Faculty Council. It is formed to bring out leadership quality among the student cohort.

On 24th June, 2020 the Student Council Board for 2020-21 has been inducted virtually, for different profiles such as President, Vice President, Director and Ambassador of different verticals of Beyond Education after being evaluated on the basis of multiple parameters such as their involvement in events and campus activities, academic background, attendance and interview score given by the academic delivery team. The Student Council meets the management of GBS at regular intervals to assess its endeavours in the past quarter and share their plans for the months ahead.



Beyond Education Events & Activities

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 GBS to acquire values and foundational skills in building an inclusive society i.e. a society where all stakeholders live with respect, dignity, and sensitivity for each other.

KYLF Board Induction for the AY 2020-21

Applications were received from 83 students and were evaluated by the academic delivery team based on multiple parameters including their performance in the interview, academic background, involvement in campus, participation in preceding KYLF events & attendance.

The final interview was then held on the 4th of March, 2020 by the Trustee of Globsyn Business School, Mr. Rahul Dasgupta following which the different positions of the Board such as the President, Vice President, Treasurer, Directors and Jt. Directors of the three verticals – Elderly Care, Differently-Abled Care and Channelizing the Youth were finalized.

The Board of KYLF for the year 2020-21 was inducted on 25th June, 2020 followed by Oath taking in the presence of the trustees and faculty members on a virtual platform.



KYLF Activities

Students of Globsyn Business School have always been inspired by the values of 'Care for Society' activities of KYLF. These young managers have always attempted to raise the level of awareness amongst the youth to work towards creating an inclusive society for all.



In the month of April GBS students celebrated the spirit of summer with 'Mango Magic', an activity where the KYLF members distributed mangoes and conducted various health & hygiene related learning lessons for the underprivileged sections of the society. The mangoes brought a smile to their faces and the lessons taught made them aware of the hygiene to be maintained to fight the pandemic.



GBS student Amrul Molla of PGDM Batch 2018-20 has consistently been working for the welfare of people living in and around Diamond Harbour area; from Lalbati to Gobindapur, Ramchandrapur to Roynaga and Gurudasnagar. His efforts have been remarkable and helped many families to fight the difficult and uncertain times.

KYLF Activities



GBS students have always attempted to raise the level of awareness amongst the youth to work towards creating an inclusive society for humans and animals alike.

Samrat Roy and Moupriya Deyashi of PGDM Batch 2019-21 have not only helped people affected by the pandemic by arranging for their groceries and medicines but have motivated other youths to come forward and do the same. They have also, with a little help from the locals, fed around 20 street dogs in their neighbourhoods.



GBS student Siddhartha Goswami of PGDM Batch 2019-21 made several efforts to help the needy during these uncertain times when COVID-19 and Cyclone Amphan have wreaked havoc in the lives of people.

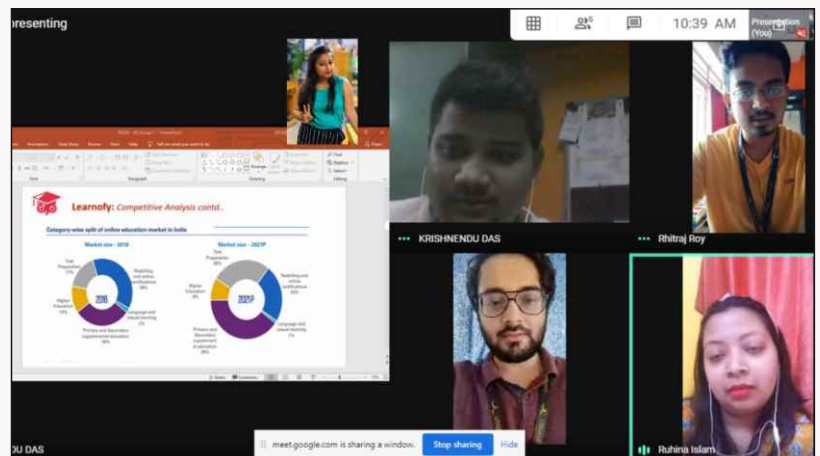
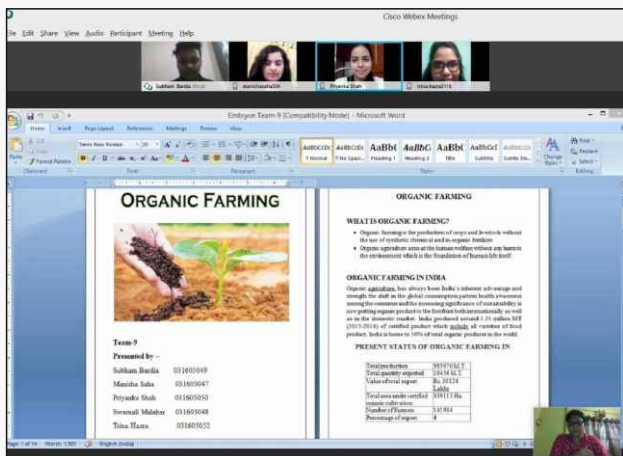
Siddhartha, along with a few of his friends and a social group in Burdwan, distributed ration and food packets to approx 220+ unfortunate families. During this pandemic he has also taken part in creating street art for awareness, in distributing tarpaulin and in organising blood donation camps amongst others, thereby impacting the lives of more than 10,000 families.

Embryon

Embryon – a Beyond Education platform of Globsyn Business School, which aims at fostering the culture of innovation and entrepreneurship announced one 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, viz. Healthcare, Travel & Tourism, Airlines, Sanitisation, Real Estate, Logistics & Supply Chain, Education, Hotel-Restaurant-Café, Organic Farming and Gaming & Entertainment.

All the students of PGDM batch 2019-21 were randomly put in twenty six teams with a specific sector allocated to them and were asked to submit the plan based on primary and secondary research using various innovation and entrepreneurship concepts and models with proper adherence to precautionary guidelines suggested by the government. All the teams submitted their plans before the given deadline of 15th June and will be evaluated by a panel of experts on a set of parameters such as distinctive competence, market opportunity, operational viability and model strength.

In addition to the reward, the winners could be provided with financial and managerial assistance upon consideration of the merit of the plan.



Alumni Engage

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

Recent Alumni Engagement initiatives:

- **Lateral Placement Support:** **400+** job opportunities shared with GBS alumni and their friends & family members
- **Increasing Alumni Network:** Approximately 200 members have been added to the network
- **New Initiative:** Virtual '**Alumni Speaks**' includes GBS alumni Testimonials & Interactive sessions. Two webinars were organized in the previous quarter
 - 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 GBS, 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.



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ALUMNI SPEAKS

BEYOND MBA - MAKING A DIFFERENCE

 Sreshi Keshan Dekaia Director & COO MITI Social Initiatives Foundation	 Sudipto Ghosh Associate Director - HR Walmart Flipkart	 Shalika Bhaykya Bottra Senior Brand Manager Essent Ltd.
 Ritesh Thacker Regional Manager - West HSEY Limited	 Hemant Kumar Kothari Chief Business Analyst Shutterstock Ltd.	

May 1, 2020 | 5 pm to 6 pm | Register at: globsyn.edu.in/registerforwebinar



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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 Pagora Gulf UAE	

June 27, 2020 | 6:00pm to 7:00pm | Register at: globsyn.edu.in/registerforwebinar

GBS Placements & Summer Internships

Placements (Batch 2018-20)

Globsyn Business School Placements were wrapped up by the end of February and none of the corporate partners have requested a deferment. The joining dates of the following companies were in the last quarter – Ernst & Young, PwC IAC, Bandhan Bank, Yes Bank & IDFC Bank

In a recently published article – 'The Long Wait' in The Telegraph on June 2, 2020, Banti Biswas, Head - Corporate Relationship Program (CRP), GBS, talked about the importance of up-skilling, the need for a more holistic integration between B-Schools and industry, why students should embrace change & technology and how the post COVID-19 era can bring about various entrepreneurial prospects for the students.

The CRP team has been organizing various virtual interactive sessions with the corporates to strengthen the relationship and to discuss regarding the operating model of recruiters in the current situation, overall interview performance of the students, areas of skill improvement, content of the curriculum, virtual internships etc.

Furthermore, GBS Corporate Relationship Team keeps getting multiple job opportunities from its **360+** corporate relationships throughout the year and many of these opportunities require experienced candidates. GBS has taken the initiative to extend these offers to parents and siblings of GBS students (Batches 2019-21 & 2020-22) for the next three months and play a small part in changing their lives.

Summer Internship Program (Batch 2019-21)

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 GBS Batch 2019-21 have been doing their SIP by working from home.** Companies who have provided virtual Summer Internships include Reserve Bank of India, Flipkart, Anmol, Asian Paints, Dabur, ICICI Bank, ITC, JLL, Outlook, SREI Equipment Finance, Wall Street Advisory, Bajaj, G4S, Trivitron Healthcare, PlanetSpark, Fund TaxGuru, Richard Design, Titagarh Wagons, Polar Industries, Juvas etc. and many others.

5 students from PGDM 2018-20 Batch participated in the Virtual Prestige Summer Internship Contest Online on 18th June, 2020: "Pragya 2020". 'Pragya' is conceived as a unique contest which attempts to integrate learning with application by encouraging the students to showcase the skills learned during their summer training.

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 GBS stakeholders as well as the society at large and thereby become a creator and disseminator of knowledge to take the academic standard of GBS 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) Research Conference and Globsyn Management Journal (GMJ)

Globsyn Research Cell Activities in the period April – June, 2020

1. Publications

There were 2 publications in the last three months:

- 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 Dr. Tanusree Chakraborty and Dr. 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 Ms. Tanushikha Khichi and Dr. Sabyasachi Dasgupta

2. Unveiling of Globsyn Management Journal, Vol. XIII

Globsyn Business School unveiled the Globsyn Management Journal, Vol. XIII, on April 28, 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.

GMJ is also available in ProQuest, ABI / INFORM databases and is enlisted in WORLDCAT digital library collection which is one of world's largest catalogues of library collections.



Globsyn Research Cell Activities in the period April – June, 2020

3. 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 June 6th and 7th, 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, GBS has awarded a digital certificate of participation to the participants.



DIGITAL MANAGEMENT DEVELOPMENT PROGRAM

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

 Dr. Gauram Bhattacharya Ex-General Manager Strategy State Bank of India	 S. P. Bhattacharjee Assistant General Manager PR & CSR Local Head Office - Kolkata State Bank of India	 Anindya Majumder Manager - Digital Banking Administrative Office - Vizag State Bank of India
 Tapas Ghosh Faculty - Banking & Finance Globsyn Business School Ex-Assistant General Manager State Bank of India	 Dr. Dipak Saha 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/mdpreregistration

4. Virtual Management Conference on 'The Future of Travel & Tourism and Automotive Sector Post COVID-19'

Globsyn Research Cell organized a Virtual Management Conference on June 10, 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'.



GLOBSYN MANAGEMENT CONFERENCE

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THE FUTURE OF TRAVEL & TOURISM AND AUTOMOTIVE SECTOR POST COVID-19

 Mr. Debjit Dutta Founder - Inspiration Tourism Services (India) Pvt. Ltd., State Chairman - (PAT) & (ADT)	 Ms. Rabita Baruah Managing Partner & Head GTB India (MPP)	 Mr. Manoj Soni Chairman TAM Eastern Region
 Dr. Tanusree Chakraborty Faculty - Economics & Quantitative Methods Head - GMJ & GMC Globsyn Business School	 Dr. Subhasmita Dasgupta Faculty - Marketing & Research Head - Publications Globsyn Business School	

June 10, 2020 | 5:00pm to 8:30pm

Register at: globsyn.edu.in/registerforwebinar

Collaboration with Harvard Business School Online

The recent 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 help 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 GBS 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

<ul style="list-style-type: none"> • Business Analytics • Entrepreneurship Essentials • Sustainable Business Strategy • Global Business 	<ul style="list-style-type: none"> • Economics for Managers • Financial Accounting • Disruptive Strategy • Credentials of Readiness (CORE)
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Launch of GBS Online & GBS Online SkillsXchange

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. The courses that have been offered through GBS Online cover a wide gamut of subjects like Digital Marketing, Industry 4.0, Performance Management & Competency Mapping, Financial Markets & Investments and Product & Brand Management.

Since the beginning of the nation-wide lockdown GBS Online has made all courses available **at a token cost of ₹ 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 **34,000** 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 courses have also been featured on AICTE's National Educational Alliance for Technology initiated ELIS portal.



GLOBSYN BUSINESS SCHOOL ONLINE
A Global Platform of Digital Learning

- Digital Marketing
- Industry 4.0
- Performance Management & Competency Mapping
- Financial Markets & Investments
- Product & Brand Management

Let's Fight This Together
Re. 1 per course
All Purchases of course will be donated to a fund for PM Cares
www.globsyn.online

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, Manufacturing / Paints, FMCG, IT / ITES, Ecommerce, Media, Hospitality, amongst others, SkillsXchange is trying to connect GBS Online learners from various parts of India with the career opportunities.



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GBS Scholarship Scheme

Globsyn Business School believes in recognizing and rewarding excellence achieved by meritorious students in academic and extra-curricular pursuits. The Scholarship Scheme has been revised in the previous quarter and is applicable for the incoming PGDM Batch 2020-22. The Scheme is broadly divided in two categories:

I) Merit Scholarship Scheme

The aim of the scheme is to provide financial relief to deserving PGDM students who are economically challenged and socially disadvantaged so that they can pursue their postgraduate education without the burden of fee.

Quantum of Scholarship: **100%** fee waiver (except Admission Fee) will be given to selected eligible students

II) Outstanding Achievers Scholarship Scheme

The aim of the scheme is to reward excellence in sports or culture/arts recognised by prominent bodies or associations at the State or National level.

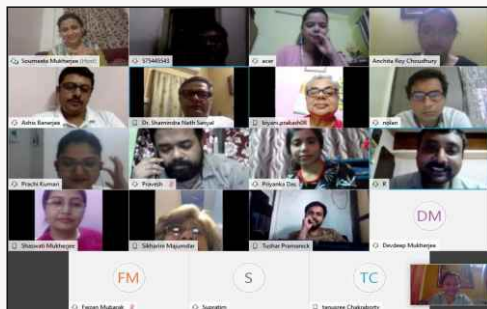
Quantum of Scholarship: Scholarship of **₹ 1,00,000** will be rewarded to selected eligible students

Employee Engagement Activities

During these morbid times when the entire nation is locked indoors, GBS HR Team planned various Employee Engagement Activities to improve employee morale and motivation while working from home.

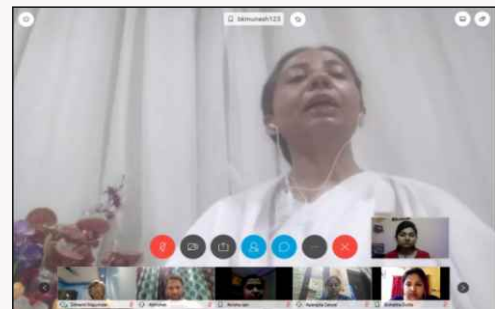
Friday Happy Hour Meetings

A virtual session was organized on the auspicious day of Good Friday on 10th April, 2020 where all the employees virtually interacted and shared their lockdown experiences with respect to working from home.



Meditation Session

Recognizing the importance of meditation especially in such uncertain times, Globsyn organized a rejuvenating session on meditation and stress management with the Brahma Kumaris on 17th April, 2020.



Bengali New Year Challenge

Globsyn employees participated in the Nababarsho challenge, where they captured a video/photo collage of themselves engaging in any creative activity related to music, cooking, recitation, dance, movie dialogues and challenged other colleagues to engage in an activity by tagging him/her on Facebook. The challenge took place from 9th April to 14th April, 2020.



HR Day Interactive Session

Team HR arranged an HR Day for all employees on 22nd April, 2020 (Wednesday) where GBS Trustee, Mr. Rahul Dasgupta shared an update on the ongoing activities of the organization and spoke about recognizing employees who will meticulously put their best effort during the long stretched nation-wide lockdown.



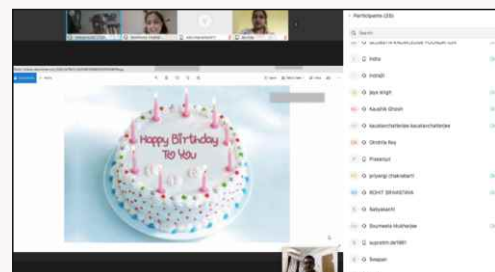
Enhancing Productivity in Uncertain Times

A virtual session, on enhancing productivity in uncertain times was conducted by esteemed speaker Dr. K. S. Nibedita on 19th June, 2020. Dr. Nibedita deliberated on various techniques to enhance productivity while working from home.



Birthday Celebrations

Globsyn recognizes the importance of birthdays as a milestone in one's life and virtually celebrated the special day of employees born in the month of April, May & June.



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. Twelve Blogs have been published on the website in the previous quarters on topics such as:

- 'Online Teaching – The New Reality post COVID-19' by Prof. Kaushik Ghosh, Faculty – Information Systems
- 'Teaching Through Technology – A New Way of Life' @ GBS by Prof. (Dr.) Subir Sen, Faculty – Finance
- 'Marching Online' by Prof. Manas Chakravarty, Faculty – HR
- 'Exploring the Future of Education' by Rishav Gupta, Student (PGDM Batch 2019-21)
- 'How is Flipped Classroom Flipping the Role of Traditional Classroom' by Oindrila Roy, Knowledge Cell