



Highlights of Activities during COVID-19: July – September, 2020

Globsyn Business School with its quest for continuous innovation in management education has always provided students with the most innovative pedagogy. Globsyn has ensured that students continue to learn from home and has adopted various digital platforms to offer an outstanding and transformative learning environment to the students. Globsyn's endeavours over the years have been recognized and Globsyn Business School continues to reach new heights while ensuring seamless execution of all academic activities with the use of technology.

Awards & Recognition

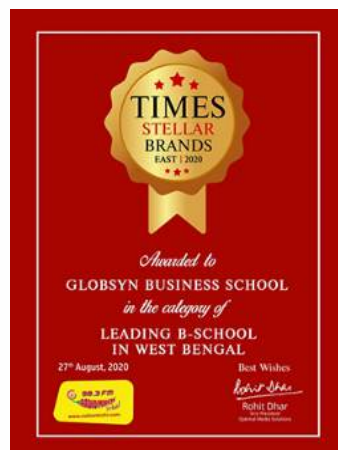
Over the past two decades, Globsyn Business School (GBS) has continued to set new milestones and has been conferred with various awards and recognitions from the industry-academia fraternity. In recent times:



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.**



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.



Read the entire article at:
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.

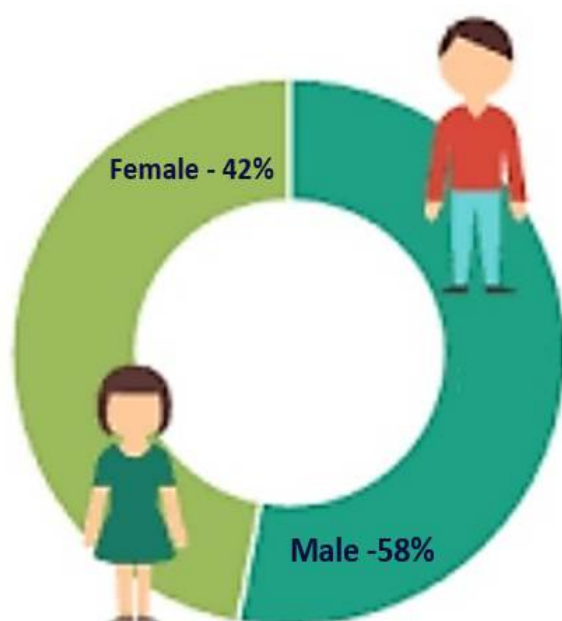
To infuse global standards into its pedagogy, the B-School has joined AACSB International - the Association to Advance Collegiate Schools of Business (AACSB), the world's largest business education alliance. With this coveted membership, GBS is now one of the few academic institutes in Eastern India 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.

Admissions (Batch 2020-22)

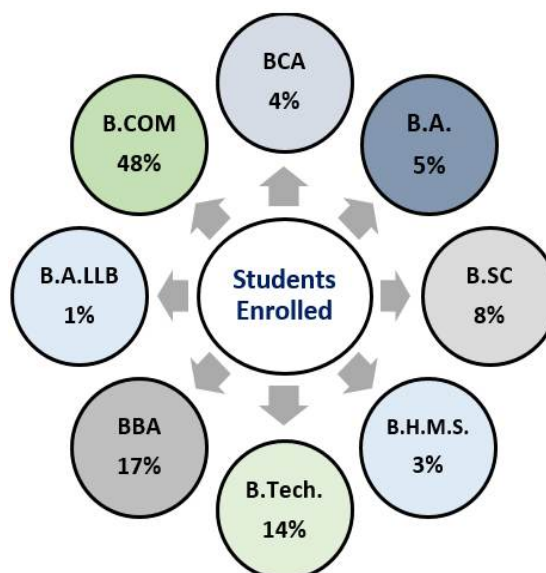
In response to the COVID-19 pandemic and to ensure that health and well-being is given utmost priority, the admission process for PGDM Batch 2020-22 had been moved to virtual mode. **Globsyn Business School has been able to successfully complete the enrolment of the new batch of students by 11th August, 2020 with an intake of 143 students.**

Some attributes of the new PGDM Batch 2020-22:

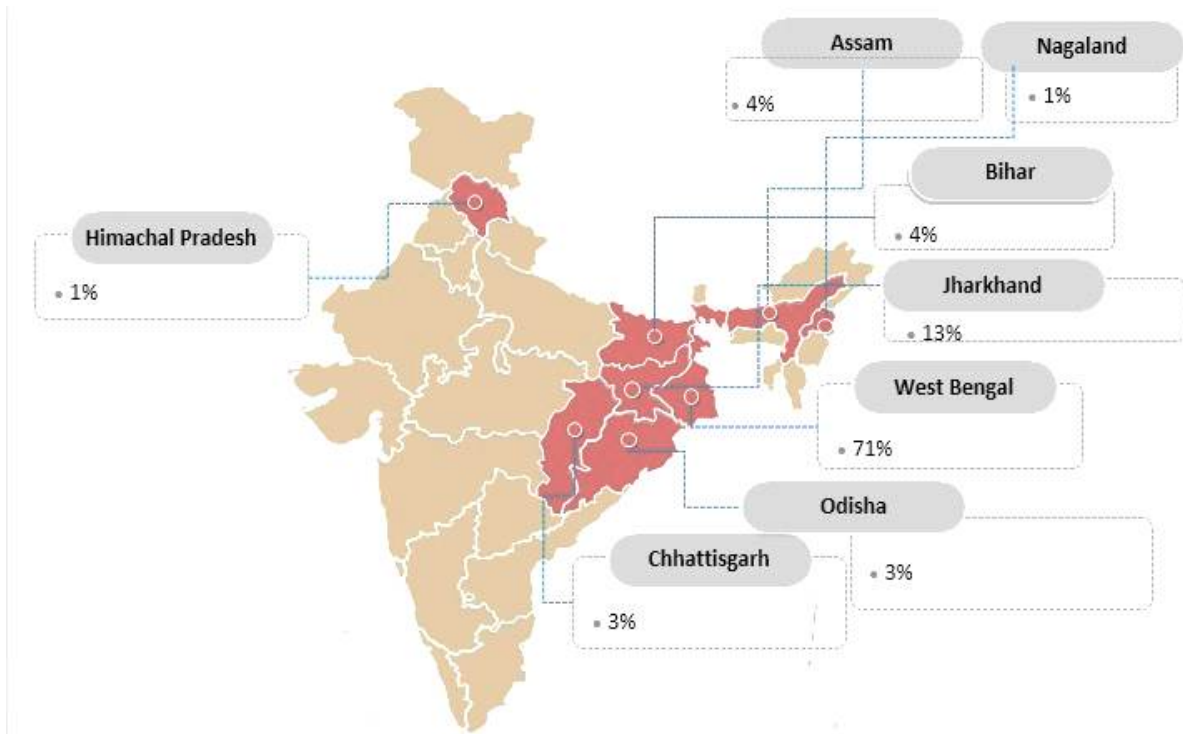
Gender Diversity



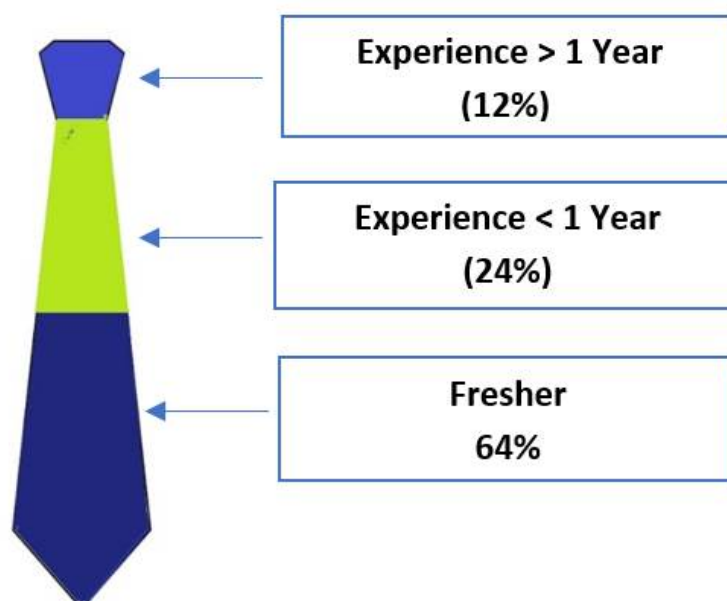
Educational Background



Geographical Diversity



Experienced / Non-Experienced Students



Induction programme 2020

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

The schedule for Induction programme 2020 comprised the following sessions:

Induction programme 2020	
11th August, 2020	Opening ceremony and lighting of the 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, programme Architecture and Curriculum by Dr. Subir Sen
	Introduction to Globsyn Business School Faculty Team
12th August, 2020	Session on placement activities by Mr. Banti Biswas, Head – Corporate Relationship programme
	Alumni Panel Discussion on "Preparing for the future job market: an MBA perspective"
	Introduction to LMS portal 'eGlobsyn' by Ms. Shaoli Chakravorty, Head – Knowledge Cell

Orientation of Batch 2020-22

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

Orientation Schedule	
13th August, 2020	Motivational session on 'Wellness & Stability' by Swami Narasimhanandaji Maharaj, Ramakrishna 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, Senior Vice President Asia – Boson Energy)
	Director's Address – "Re-thinking the MBA" by Mr. Rahul Dasgupta, Director – Globsyn Business School
	Integration of HBS Online's CORE programme into PGDM – Briefing session by Ms. Shaoli Chakravorty, Head – Knowledge Cell
14th August, 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 members
	Introduction to the different technology platforms by Prof. Kaushik Ghosh

Globsyn Business School Induction 2020



Delivery Planning for AY 2020-21

Training of Globsyn Business School Faculty to Teach Online

The delivery planning task force along with the technical team of GBS conducted a market survey and did thorough research to decide upon the best technology platform to be used for conducting the live classroom sessions during the 'Learn from Home' period due to the pandemic.

GBS Management made the decision of investing in Zoom platform as it was best suited considering all its features to make virtual learning effective.

GBS recognised the importance of training the faculty team for ensuring seamless execution of classes over virtual platform and has taken the initiative to conduct a Faculty Development programme and several workshops to ensure that the faculty members are well versed with the usage and functions of the technology platforms.

I. Faculty Development programme on 'How to Teach Online'

A Faculty Development programme 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 programme and unveil the Globsyn Business School Newsletter for the period April to June, 2020.

In the session, Dr. Bobker deliberated on the delivery modes and platforms, synchronous and asynchronous online teaching, planning for online teaching, designing online course materials, managing participation, motivation and engagement, assessment strategies, communication in a virtual classroom and also showed a live demonstration of the use and effectiveness of Zoom Breakout Room sessions. The programme was extremely effective and the faculty learned how online teaching can be made effective and engaging for the students.



II. Internal Workshops on Zoom

Zoom Workshops have been conducted in 3 phases by GBS 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 delivery.

Phase	Date of Workshop	Agenda
Phase I	31st July, 2020	Learning how to use Zoom and knowing the basic features of the platform
Phase II	12th August, 2020	Advanced features on Zoom such as polling and using whiteboards
Phase III	17th 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, GBS faculty team have also participated in various faculty development programmes, workshops and webinars organized by AICTE, other institutes and organizations to keep themselves updated regarding the current trends and demands of the industry.

Blended Learning Model

The Blended Learning Model has been devised based on the Knowing – Being – Doing Framework to ensure holistic development of the students so that they can be transformed to become socially responsible and industry-ready managers.



Knowing

Developing a thorough understanding of management principles, theories and methods by acquisition of knowledge via Asynchronous and Synchronous Learning



Doing

Developing managerial skills for practical application of the acquired knowledge via Experiential Learning i.e. Learning by Doing



Being

Developing a sense of professional identity through responsible leadership, self-awareness, integrity, innovation, creativity, empathy and have a positive impact on others via Beyond Education Activities

Commencement of AY 2020-21

I. Commencement of the New Academic Year

The classes for AY 2020-21 commenced virtually from 17th August, 2020 for Batch of 2020-22 (Sem I & II) and Batch of 2019-21 (Sem III & IV).

II. New Initiatives to make virtual learning more effective

a. Updating and aligning the Course Curriculum to blended mode of delivery

The course curricula of all PGDM courses are prepared in detail and includes the course description, course objectives, course outcomes, course pedagogy, reference books, course requirement, evaluation pattern and course delivery plan. The delivery plan states the module objectives, details of each session in the modules and also the key concepts covered in each module.

The course curriculum as well as the course content of the courses have been updated in alignment to the blended mode of delivery including details of flipped classroom pedagogy which comprises Synchronous Learning via virtual live sessions and Asynchronous Learning via pre-recorded video links on eGlobsyn.

b. Addition of crib sheets to all the PowerPoint presentations

A crib sheet or cheat sheet is a concise set of notes used for quick reference. Crib sheets have been added to all the PowerPoint presentations used for classroom delivery as a ready reckoner to help the students remember and revise the important concepts or points covered in the session.

Module III – Analyzing Consumer Markets & Business Markets			
Learning Objectives – <ul style="list-style-type: none"> Understand the meaning of consumer market Explain the wheels of consumer analysis Define the buying decision process Analyze the consumer buying dynamics that helps them to ensure that the right products are marketed and delivered to the right consumer in the right way Discuss the concept of business market and derived demand Understand the buying phases of business market 			
Session No.	Session Details	Learning Mode	References
9	Consumer Behavior – Understanding consumers and defining Consumer Market. Discussion about the factors that influence the buying decisions of customer.	a) Asynchronous Learning via pre-recorded session video b) Synchronous Learning via virtual live session (A video will be shown to explain how consumer behavior works, especially in relation to the factors that influence consumer behavior)	Recorded Session Video Link – https://youtu.be/F-y3keAOH0 Book Reference – Principles of Marketing: A South Asian Perspective (13th Edition) – Philip Kotler, Kevin Lane Keller, Abraham Kohli and Mithileswar Jha.
10	Discussion about the different types of consumer buying motives Discussion about the stages in consumer buying decision process.	a) Asynchronous Learning via pre-recorded session video b) Synchronous Learning via virtual live session (Discussion of caselets to explain the stages of consumer behavior)	Recorded Session Video Link – https://youtu.be/qvHnE3uO_Ms Book Reference – Principles of Marketing: A South Asian Perspective (13th Edition) – Philip Kotler, Kevin Lane Keller, Abraham Kohli and Mithileswar Jha.

Crib Sheet	
What is Market: Market is a place wherein the buyers and sellers are brought in contact with one another and by means of prices of goods and services transactions tend to be equalized easily or quickly	Customer perceived value: The difference between total customer benefit and total customer cost
Customer satisfaction: A customer's feelings of pleasure or disappointment	What is Marketing: A company's "customer manufacturing department"
	Needs, wants and demands: Basic human requirements; needs directed to specific objects/services; "wants" for specific products backed by purchasing power

c. Introduction of Virtual Office Hours

Virtual Office Hours is conducted by GBS faculty in an open forum where students facing similar issues can meet the faculty virtually during specified hours to interact and discuss problems as a group. In the Virtual Office Hours the designated faculty addresses open-ended issues beyond the subjects as a mentor/counsellor in areas such as career mentoring, time management, professional and personal code of conduct etc. Virtual Office Hours aims to make remote learning more effective and allows students to interact with their faculty members beyond the scheduled online classroom sessions and doubt clearing sessions.

d. Introduction of Co-curricular Engagement Sessions

At Globsyn Business School a lot of emphasis is laid on holistic development of the personality of students. They are provided with an exposure to multiple facets of life with a series of sessions spanning across diverse areas such as music, appreciation of dramatics, heritage and culture, appreciation of food, mental well-being etc.

III. Delivery Execution of Sem I and Sem III

The delivery execution of the ongoing Sem I and Sem III comprises the following:

Synchronous Learning via virtual sessions on Zoom	Experiential Learning through Synchronous Mode
<ul style="list-style-type: none"> Live classroom sessions by Faculty Virtual office hours by Faculty Doubt clearing sessions by Faculty Tutorial sessions by Research Associates 	<ul style="list-style-type: none"> 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) Activity Based Learning sessions via Zoom Beyond Education activities
Asynchronous Learning	Formative and Summative Evaluation
<ul style="list-style-type: none"> HBS Online's CORE Programme in HBS Platform Recorded session videos by the Faculty in LMS portal – eGlobsyn Content and eBooks in eGlobsyn Learning through GBS Online courses 	<ul style="list-style-type: none"> Continuous Assessments (- Surprise eGlobsyn quizzes during live classroom sessions - eGlobsyn course wise quizzes conducted every week - Assignments and Group Projects - Case Analysis and Discussion - eGlobsyn Exam on GK & Aptitude for Employability Enhancement every week) End Semester Examination

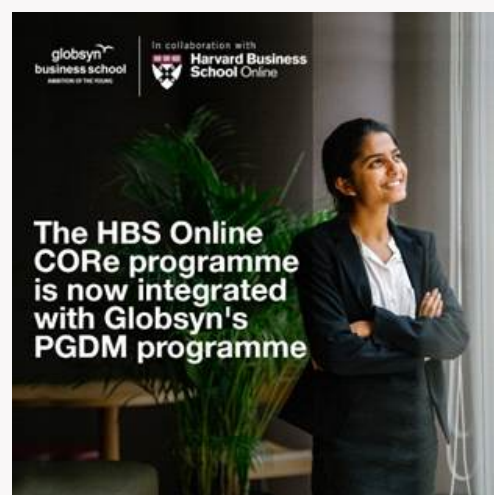
Integration of HBS Online's CORE Programme with Globsyn Business School's PGDM Programme

Credential of Readiness (CORE) programme is an online programme by the world-renowned **Harvard Business School**, **Ranked 1 in Global MBA Ranking 2020 by Financial Times**.

Globsyn Business School in collaboration with Harvard Business School Online (HBS Online) has integrated the Credential of Readiness (CORE) programme into the PGDM programme Structure of Globsyn Business School.

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

HBS Online's CORE has been integrated in Sem I of the PGDM programme Structure and the programme has commenced on 1st September, 2020 for PGDM Batch of 2020-22.



CORe consists of three courses: Business Analytics, Economics for Managers, and Financial Accounting. The following modules of each course have been completed including participation in mandatory quizzes and submission of assignments at the end of each module.

Course	Modules Completed
Financial Accounting	Module 1: The Accounting Equation Module 2: Recording Transactions Module 3: Financial Statements
Business Analytics	Module 1: Describing and Summarizing Data
Economics for Managers	Module 1: Customer Demand: Foundations Module 2: Strategies for Assessing and Increasing Demand

Academic & Industry Connect

Globsyn Business School has leveraged the use of technology and has successfully organized 15 live sessions in the period July to September, 2020 to establish Academic & Industry Connect for the students. Live sessions have been conducted by experienced faculty members of Globsyn Business School and veterans from the industry.

The sessions are organized under the following segments:

I) Corporate Connect Sessions

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

The 7 Corporate Connect sessions organized in the period July to September, 2020 include:

- 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**
- Industry Connect sessions by **Mr. Kaustav Majumdar, Chief Executive, ILS Network**

II) Co-curricular Engagement Sessions

Globsyn Business School students are provided with an environment for both intellectual discourse and for experiencing corporate life. 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.

The 5 co-curricular engagement sessions organized in the period July to September, 2020 include:

- Stress and Wellness Workshops by Trainers from **Sahaja Yoga**
- 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**

III) Webinars

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

The 3 webinars organized by Globsyn Business School in the period July to September, 2020 include:

- 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**; **Prof. Suranjan Das, Vice Chancellor, Jadavpur University**; **Prof. Damodar Acharya, Former Director, IIT Kharagpur and Former Chairman, AICTE**; **Dr. Pankaj Mittal, Secretary General, Association of Indian Universities**; **Mr. Rahul Dasgupta, Director & Trustee, Globsyn Business School**)
- 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. Alok Mookherjee, Member Governing Council, Globsyn Business School & Guest of Honour – Dr. P. Narayana Reddy, Treasurer, AIMS**)



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AMBITION OF THE YOUNG

JOURNEY OF TWO ENTREPRENEURS

Bikram Dasgupta
Founder & Executive Chairman
Globsyn Group

Arjun Malhotra
Co-founder
HCL Corporation

August 25, 2020 | globsyn.edu.in



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AMBITION OF THE YOUNG

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

Moderator
Mr. Alok Mookherjee
Advisor - Ernst & Young LLP
Former Chairman - HCL (India) Limited
Member - Governing Council
Globsyn Business School

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

Participants - For the Motion

Participants - Against the Motion

Dr. Subir Sen
Faculty - Finance
Globsyn Business School

Dr. Debaprasad Chattopadhyay
Faculty - Human Resource
Globsyn Business School

Prof. Manas Chakravarty
Faculty - Human Resource
Globsyn Business School

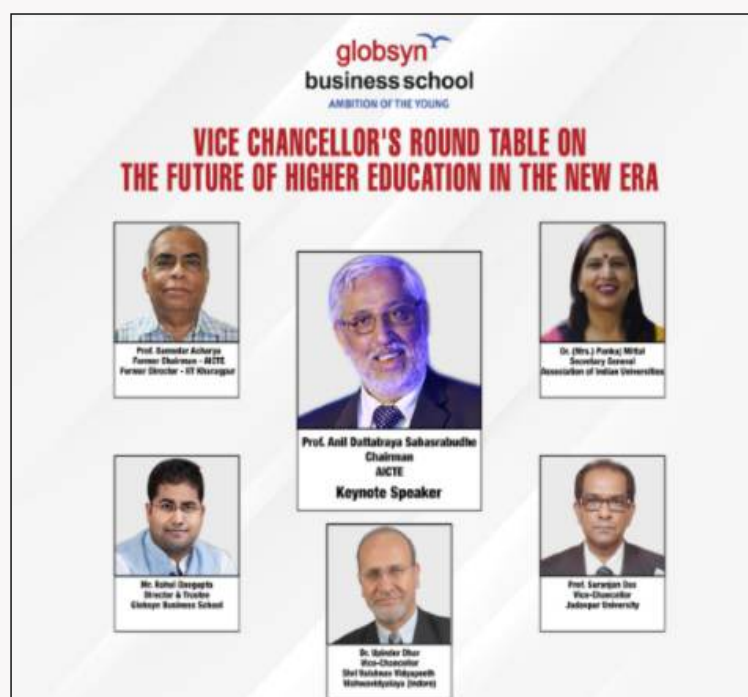
Dr. Tanusree Chakravorty
Faculty - Economics
Globsyn Business School

Dr. Shrimendra Nath Sanyal
Faculty - Marketing
Globsyn Business School

Dr. Dipak Saha
Faculty - Marketing
Globsyn Business School

Dr. Subhaschandra Dasgupta
Faculty - Marketing
Globsyn Business School

Dr. Debraj Datta
Faculty - Marketing
Globsyn Business School



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AMBITION OF THE YOUNG

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

Prof. Anil Dattatraya Sahasrabudhe
Chairman
AICTE
Keynote Speaker

Prof. Damodar Acharya
Former Chairman - AICTE
Former Director - IIT Kharagpur

Dr. Pankaj Mittal
Secretary General
Association of Indian Universities

Mr. Rahul Dasgupta
Director & Trustee
Globsyn Business School

Dr. Suranjan Das
Vice-Chancellor
Jadavpur University

Dr. Subir Sen
Vice-Chancellor
Bharati Vidyapeeth (Deemed to be University) (India)

Student Development programme

Student Development programme, an initiative of Globsyn Business School is offered to every student joining the PGDM Batch of 2020-22. The students will get the opportunity to learn 6 online courses in addition to their post graduate management curriculum.

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

The 6 online courses being offered are:

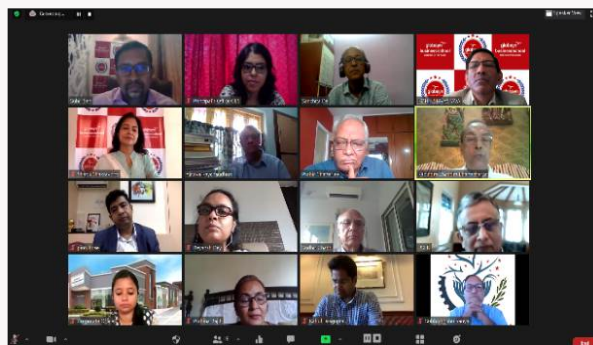
- How to Learn Online
- Digital Marketing
- Industry 4.0
- Performance Management & Competency Mapping
- Financial Markets and Investments
- Product & Brand Management



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 programme Architecture and overall academic delivery are periodically updated, industry-aligned and in step with the global trends.

The erudite Academic Council members met virtually on 28th August, 2020 to have a detailed discussion on the various best practices in the industry and ensure that learning never stops for students even during the COVID-19 pandemic.



The meeting involved detailed conversation regarding the new norms and the recent initiatives of Globsyn Business School, enrollment details of the new PGDM Batch of 2020-22, various teaching-learning activities and the implementation of Blended Learning Model in response to COVID-19. The Academic Council members were apprised of about the recent achievements and accolades of Globsyn Business School by **Mr. Rahul Dasgupta - Director, Globsyn Business School**.

The effective implementation of all the initiatives taken to ensure a swift 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 plays a pivotal role in all academic deliberation and has ensured that students continue to learn effectively from home during the pandemic. Faculty meetings are conducted fortnightly to discuss various aspects of delivery.

In this quarter, 7 meetings have been conducted to discuss various aspects of virtual teaching, blended learning, outcome-based education, examinations, development of courses, updates regarding research, faculty development programmes, beyond education activities, faculty feedback and delivery as well as technology related issues and solutions.



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 Globsyn Business School to acquire values and foundational skills in building an inclusive society. By 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

I) Independence Day and Birthday Celebrations at Tolly Homes

Every year, KYLF as a part of the 'Care for Society' initiative of Globsyn Business School celebrates Independence Day with the elderly residents of Tolly Homes. Due to the restrictions imposed by Tolly Homes during the pandemic situation this year, the students were unable to be physically present to celebrate the day.

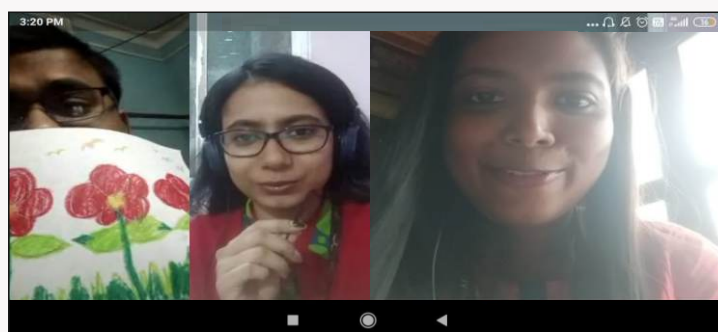
The students however managed to come up with a unique video that captured the spirit of patriotism with music and their performances filled the hearts of the elders with joy. To make the celebration even more special, the students delivered lunch along with cakes and hand-painted cards to the elderly residents of Tolly Homes.



II) Project Alaap

Every year KYLF celebrates Raksha Bandhan with the differently-abled members of Bodhayan. This year since it was not possible to have physical proximity due to the pandemic, the KYLF members thought of organising project Alaap virtually.

The members of KYLF along with other students interacted with the differently abled residents of Bodhayan over WhatsApp video calls in small groups. They sang, danced, drew pictures, had story-telling sessions, held long conversations with each other and thoroughly enjoyed interacting with each other.



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 the ten sectors.

The Grand Finale of the competition was held on 4th August, 2020 where the 6 teams who qualified for the finale got 10 minutes to present their idea followed by a Q&A session. 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.



Results of the competition:

Position	Team Name	Sector
Champion	GrowTech Analytics	Logistics & Supply Chain
1st Runner up	Day after Tomorrow	Sanitisation
2nd Runner up	Go green	Organic Farming

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 COVID-19 pandemic has inhibited 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 organized by the students during the period July, August and September, 2020 include:

I) Sargam 2020

On 25th July, 2020 the Student Council of Globsyn Business School organized the Cultural Event – SARGAM 2020 to pay tribute to all the hardworking and dedicated faculty members as well as the non-academic staff for their continuous support and guidance in providing the students of the B-School with uninterrupted service even during the pandemic. The performances in SARGAM 2020 included recitation, blend of classical and western songs, dance performances and also a well-executed skit.



II) Farewell 2020 (Au Revoir)

Au Revoir, the annual farewell event for the batch of 2018-2020 was organized by the Student Event Committee of 2020-21 on 30th August, 2020. Students actively participated in various cultural performances to bid adieu to their seniors. The performances in the event included recitation, classical and modern dance performances, songs, two skits and awards ceremony.



III) Teachers' Day Celebrations

The Event Committee of Globsyn Business School 2020-21 organized 'Guru Dakshina' – an informal cultural afternoon to commemorate Teacher's Day on 5th September, 2020. The event was hosted virtually in honor of all the teaching and non-teaching staff for working tirelessly every day to ensure a bright future of the students.

In addition to the internal events, Globsyn Business School students have also actively participated in events organized by other institutions and organisations during this period such as Hindustan Unilever L.I.M.E, IIM Calcutta – Quizophile, Lakshya B-Plan competition, Marketing Quencher's Quiz, Sankalan Article Writing, Agrovani Vivechan Case Study, Technical Quiz – Punjab Engineering College, Treasure Hunt – SESI and PRATIBIMB – Photography Competition.



Students actively took part in the events and showed that with the right combination of technology, planning, determination and will power even such events can be organized virtually. In spite of being cultural events they involved learning and development of all the managerial skills such as leadership, motivation, planning, organising, coordinating, strategic thinking, mentoring, team work, decision making and many more.

Alumni Engage

Globsyn Business School has launched an Alumni Mentorship programme 2020 where distinguished members of 3000+ Alumni community are engaging, mentoring and grooming 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 Intotech	 Sanika 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	 Paranap Dasgupta Batch: 2002-04 Head of Reporting & Analytics, Group Digital IKEA	 Ekta Mishra (Agarwal) Batch: 2002-04 HR Manager Mallian 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	 Malink Ghosh Batch: 2003-05 Regional Channel Manager HDFC Bank Ltd	 Sagar Chakraborty Batch: 2003-05 Manager Sales Transformation Britannia Industries Limited
 Ritesh Thacker Batch: 2003-05 Regional Manager Nestle Ltd	 Shaila Bhaykya Bhatra Batch: 2003-05 Senior Brand Manager Emami Ltd.	 Hemant Kumar Kohari Batch: 2004-04 Chief Business Analyst Stovekraft 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 Milestones PVT Ltd
 Satyajeet Sen (Mitra) Batch: 2006-08 Partner Talent Corner HR Services	 Yasser Ali Batch: 2007-09 Sales Manager - Middle East and Africa Pogoro Gulf	 Danish Zahid Ismail Batch: 2007-09 Manager PKC Advisory	 Aves Palto 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 Seidur MENA
 Somak Ray Batch: 20011-13 Senior Sales executive Mondelez India Foods Pvt.Ltd.	 Prantik Kumar Batch: 20012-14 Relationship Manager AXIS Bank	 Sritanni Sikder Batch: 20012-14 Relationship Manager AXIS Bank	 Arup Dutta Batch: 20012-14 Business Development Head-East Oyo Rooms	 Pradip Dutta Batch: 20012-14 Regional Head, Bancassurance - Eastern India Bharti AXA Life	 Arpan Chowdhury Batch: 20013-15 Associate - Human Capital - East Mynta Jabong India Pvt. Ltd.

Summer Internship programme (Batch 2019-21)

The Summer Internship programme (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.**

In the recently published article '**Click for Internship**' in **The Telegraph**, Banti Biswas, Head - Corporate Relationship programme, Globsyn Business School spoke about the importance and significance of virtual internships in the present world scenario.



Globsyn Research Cell

Globsyn Research Cell (GRC) has been formed in order 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 programmes and Workshops
- IV) Globsyn Research Conference and Globsyn Management Journal

Globsyn Research Cell Activities in the period July – September, 2020

1. Research Publications

The 7 publications in the period July, August and September, 2020 are as follows:

- 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**

2. Research Colloquium

Monthly Research Colloquiums have been organized by GRC to present, discuss and debate on the research findings among the faculty fraternity. In the 3 Research Colloquiums organized in the months of July, August & September the faculty deliberated on the findings of the following research work:

- 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

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.

4. Consulting Projects

A consultancy project from YSR Technosoft (a start-up) has been procured in the last quarter for finding out the possible solutions for their business expansion.

5. Faculty Development programmes and Workshops

During the period July-September, 2020 two Faculty Development programmes (FDP) have been organized 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 and research scholars had an interactive discussion and shared their experiences regarding the importance of case method in teaching pedagogy and classroom delivery. Academicians developed a deep understanding on how to create compelling cases and teaching notes, develop strategies for teaching cases in class and generate an interest among students to write cases and teaching notes by themselves. Upon completion of the programme, Globsyn Business School has awarded a digital certificate of participation to the participants.



GLOBSYN RESEARCH CELL

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RESEARCH ROUND TABLE CONFERENCES

 Dr. Subir Sen Faculty - Finance Globsyn Business School Panelist	 Dr. Debaprasad Chattopadhyay Faculty - Human Resource Globsyn Business School Panelist	 Dr. Tanusree Chakraborty Faculty - Economics Globsyn Business School Panelist
 Dr. Sabyasachi Dasgupta Faculty - Marketing Globsyn Business School Panelist	 Dr. Shamindra Nath Sanyal Faculty - Marketing Globsyn Business School Moderator	

September 26, 2020 | 5:00pm to 6:30pm | Register at: globsyn.edu.in/registerforwebinar



FACULTY DEVELOPMENT PROGRAM

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AIMS
ASSOCIATION OF INDIAN MANAGEMENT SCHOOLS

NATIONAL FACULTY DEVELOPMENT PROGRAM ON CASE WRITING & CASE TEACHING

 Prof. Rajendra V. Narendrakar Professor - Marketing IIM - Indore	 Prof. Sandip Anand Professor - Marketing AIMS - Ghaziabad	 Prof. Kumar Satyaki Ray Associate Dean ICFAI Business School - Kolkata Ex-Head (ICFAI Case Research Centre Kolkata)
 Dr. Dipak Saha Faculty - Marketing Head - FDP & FDP Globsyn Business School	 Dr. Sabyasachi Dasgupta Faculty - Marketing & Research Head - Publications Globsyn Business School	

August 7, 2020 | 5:00pm to 6:00pm
August 8, 2020 | 5:00pm to 6:00pm | Register at: globsyn.edu.in/registerforfdp

FDP 2:

Globsyn Research Cell organized an e-FDP conducted on 31st July, 2020 on **'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. Upon completion of the programme, Globsyn Business School has awarded a digital certificate of participation to the participants.

6. Globsyn Research Conference and Globsyn Management Journal

Globsyn Research Cell has been working on Globsyn Management Journal (GMJ) 2020 Vol XIV. A call for papers has been made in Globsyn Website with all the required details. Nine papers have already submitted for GMJ 2020.

The journal is divided into four sections: a) Research Articles; b) Perspectives; c) Case Studies; d) Book Reviews

The theme for Globsyn Research Conference 2020 is 'International Conference on Business Resilience in the Post COVID-19 World: Role of Integrated Management'.



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Faculty Development Program

The Role of Culture in Management Education in COVID-19 Period

Jawhar Sircar
IAS (Retd.)
Ex. CEO - Prasar Bharti
Ex. Cultural Secretary - Govt. of India

July 31, 2020 | 5:30pm to 6:30pm

#eLearningWithGlobsyn

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.

Enabling over **34,500** minds, GBS Online has helped learners across **35 States and Union Territories of India** to learn on its dynamic e-learning platform and remain productive during the COVID-19 pandemic.

GBS Online has recently introduced two new education verticals – Foreign Language Courses and Vocational Courses. Endowed with rich asynchronous content for an enhanced learning experience, these courses from GBS Online are guaranteed to further one's thirst for learning new languages, as well as enhance one's vocational skills for better job opportunities.



GLOBSYN BUSINESS SCHOOL ONLINE
— A Global Platform of Digital Learning —

COURSES ON OFFER

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

FOREIGN LANGUAGE COURSE

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

#StartLearningNow

Employee Engagement Activities

During these morbid times Globsyn Business School HR Team planned various Employee Engagement Activities to improve employee morale and motivation while working from home.

Work-From-Home Warrior Recognition

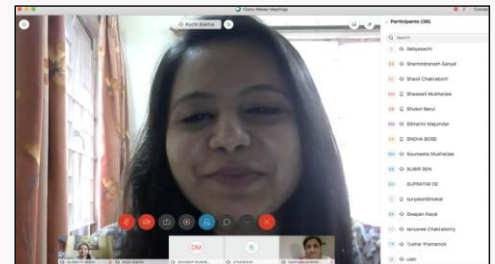
Globsyn Business School Management has taken an initiative to recognize the performance and contribution of the employees who have shown their best efforts during the period of adversity. Their performance during the Work-From-Home period has contributed to the success of the organisation and has also created a benchmark of performance for the entire organization.

The Management also acknowledged the efforts of all the departments for ensuring successful enrolment of the new batch of students, for ensuring uninterrupted flow of classes through digital platforms and for the successful placement of all the existing students during the pandemic.



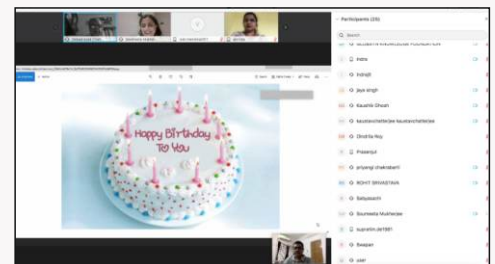
Widen your Smile

Globsyn Business School organized a virtual rendezvous for the employees on 10th July, 2020 with eminent psychologist Ms. Ruchi Bakhai, who deliberated on various techniques of maintaining work-life balance, controlling anxiety, improving emotional quotient and other life hacks by inculcating a sense of positivity.



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 July, August and September. Recognizing the power of music to elevate one's mood and refresh minds, the session included a musical quiz and adda as a part of the celebration.



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. 8 Blogs have been published on the website in the previous quarter on topics such as:

- 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