



Highlights of Activities during COVID-19: October – December, 2020

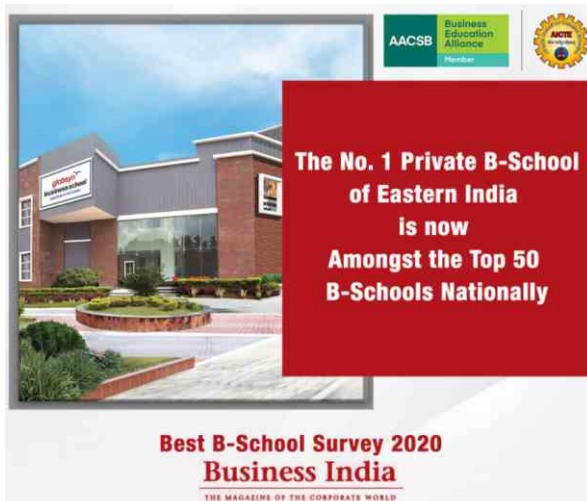
Globsyn Business School (GBS) has ensured that students continue to learn from home and has seamlessly adopted various digital platforms to offer an outstanding and transformative learning environment. The months of October-December, 2020 saw a host of Academic & Beyond Education activities taking place in the Globsyn Business School ecosystem that accentuated the B-School's propensity towards innovation and dynamism for over two decades.

Awards & Recognitions

Globsyn Business School has continued to set new milestones and has been conferred with prestigious awards and recognitions from the industry-academia fraternity. In recent times:



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



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

Leading a brand towards a future that's digital



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

over the years. Under his leadership, GBS has successfully provided over 40,000 alumni across the Indian and offshore post graduate programs. "Leadership is always about driving change. Today, in order to make a business resilient it's important to have a modular architecture, and to align processes, processes and profit demands towards a sustainable business ecosystem. This is exactly what we practice at Globsyn," Rahul said.

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

amongst others...

THE TIMES OF INDIA

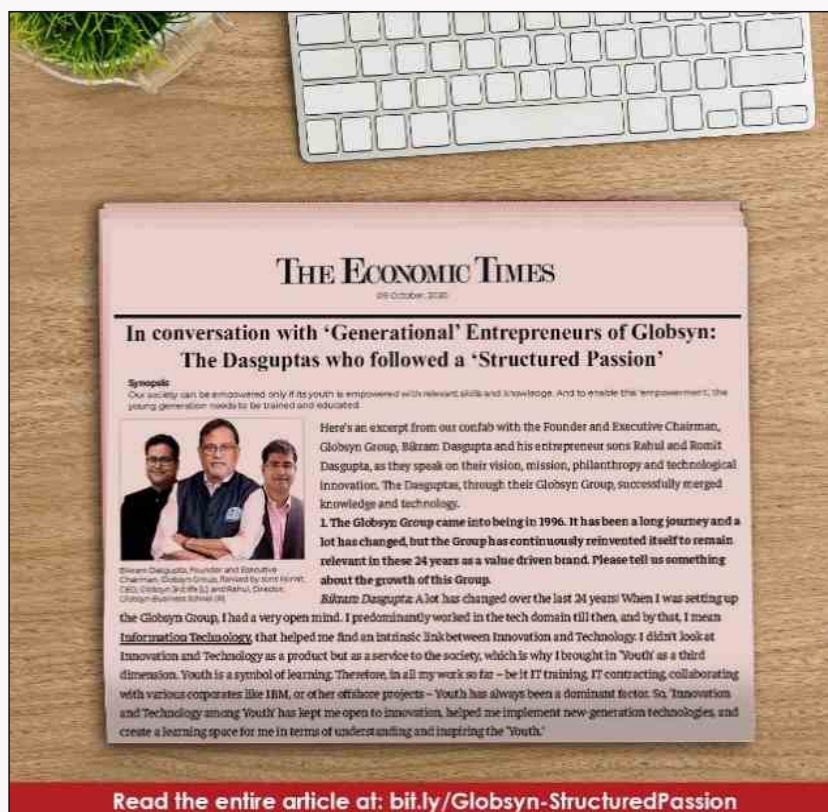
ET New Age Leader in Education
Rahul Dasgupta
Trustee,
Globsyn Knowledge Foundation

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

Media Coverage

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

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



ET THE ECONOMIC TIMES

Read the entire article at: www.bit.ly/Globsyn-StructuredPassion

New Initiatives and Developments

1. Globsyn Business School has recently designed **Professional MBA Program** in association with Malaysia University of Science and Technology (MUST) to provide students with a truly global management education experience, helping them develop analytical and technical skills along with global strategic leadership capabilities through a rich basket of dynamic coursework. **The program is internationally recognized and associated with the topmost private university in Cambridge, USA – Massachusetts Institute of Technology (MIT).**
2. Globsyn Business School has launched an **Apprenticeship Program** to create an opportunity for the final year students in getting skill-oriented training along with a stipend. With innumerable benefits, the Apprenticeship Program helps the candidates to be industry ready with specific employability skills and technological advancements.
3. Acknowledging the importance of education for all, Globsyn Business School has created a **new Financial Aid page** to provide support and opportunities to the students in their pursuit of post graduate program. As a part of this initiative, **Globsyn Business School has partnered with three major banks – State Bank of India, Axis Bank, and ICICI Bank –** to provide seamless education facilities for meritorious enthusiasts and help them excel in their pursuit of education.

Academic Delivery

Teaching and Learning

Blended Learning

The Blended Mode of Delivery comprising Synchronous and Asynchronous Learning has been successfully executed on a virtual mode for the first year (Sem I) and second year (Sem III) students in the previous quarter.

The Blended mode of delivery comprised the following:



Synchronous Learning

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



Asynchronous Learning

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

Assessment

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

In the previous quarter, the progress and performance of the students from PGDM Batch 2020-22 (Sem I) and Batch 2019-21 (Sem III) have been successfully evaluated.

■ Formative Assessments

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

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

■ Summative Evaluation

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

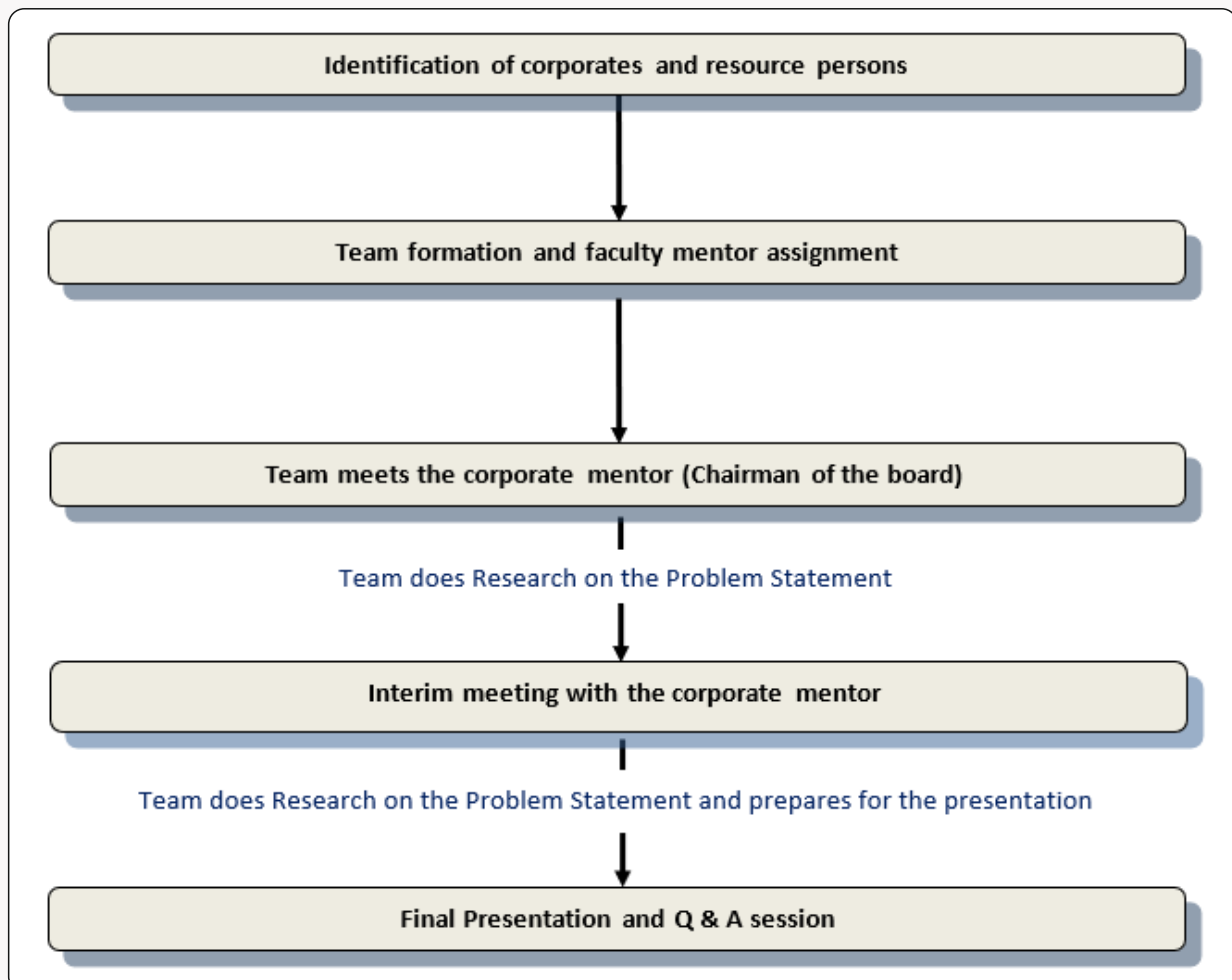
The Open Book Exam is designed to test the capability of students to comprehend the question, identify issues, apply various theoretical principles, strategies, techniques, etc. and frame an analytical answer to the problem with the help of supporting reference material. The questions have been designed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

Boardroom Simulation Activity

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

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

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



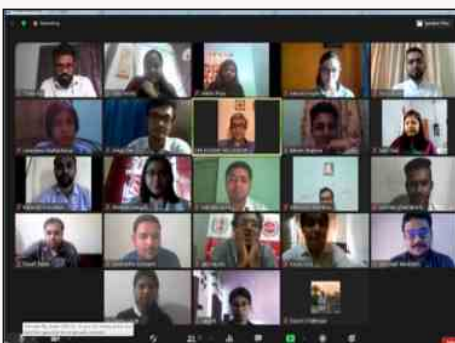
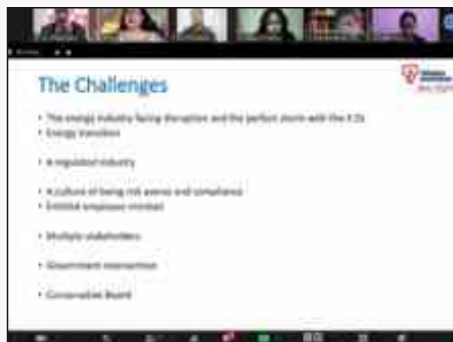
Recently, Boardroom Simulation Activity has commenced for the students of PGDM Batch 2019-21 and due to the COVID-19 pandemic the meetings are being conducted virtually over Zoom platform. The Corporates participating in the activity as the Corporate Mentor taking the role of being the Chairman of the Board in the current Academic Year 2020-21 include:

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

Each Corporate Mentor has been allotted two groups of students comprising 11-13 students in each group. The Corporate Mentors have met the groups virtually and explained the Problem Statements in the previous quarter.

Examples of Problem Statements:

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

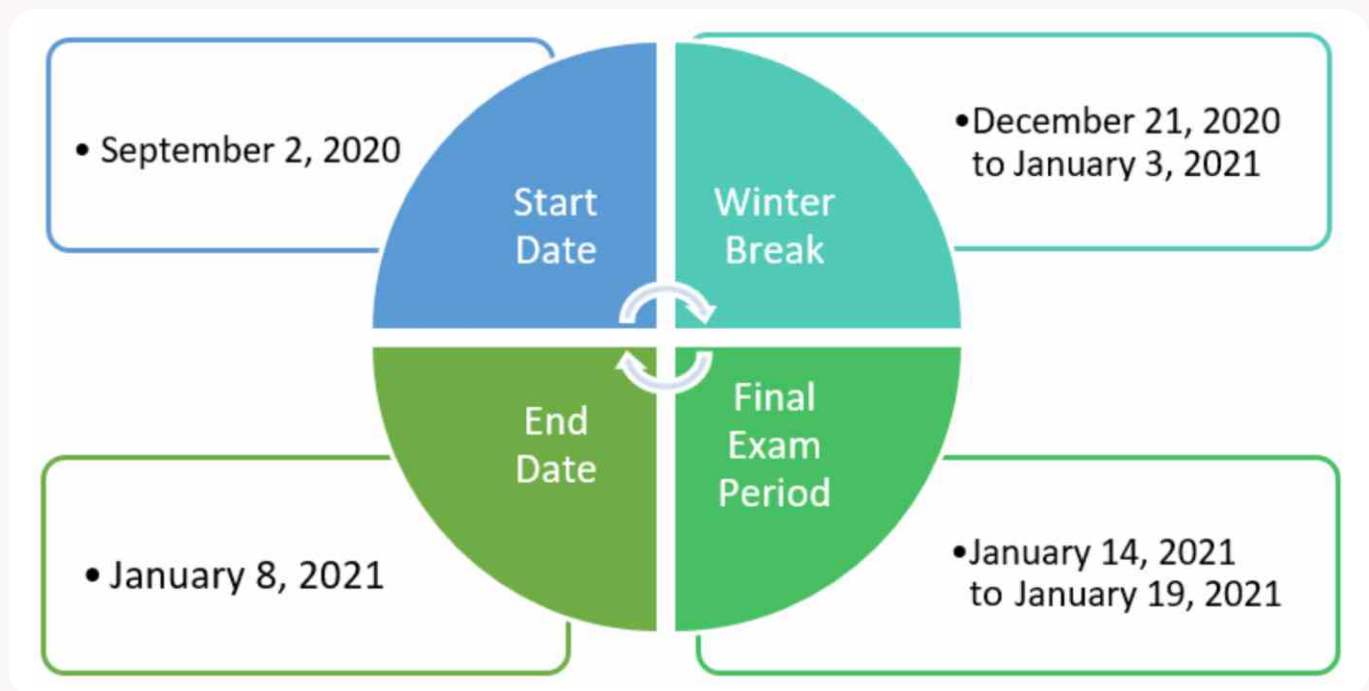


HBS Online CORE Program

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

CRe consists of three courses: Business Analytics, Economics for Managers, and Financial Accounting. The Program includes 17 modules in all and mandatory participation in quizzes and submission of assignments at the end of each module.

HBS Online CRe Program is a 17 Weeks Program, 8-10 hours per week. HBS Online CRe Calendar is given below.



97 students from PGDM Batch 2020-22 have enrolled for the program and have successfully completed all the modules of the Program along with the mandatory quizzes and submission of assignments at the end of each module.

75% of the students have scored $\geq 90\%$ in the quizzes and assignments.

HBS Online Core Team has informed that for first time in an entire course of the CRe Program all the participants have successfully completed all 17 quizzes before the final deadline and they congratulated the team for all their hard work.

HBS Online's CRe Program has immersed the students in real challenges faced by seasoned leaders across a variety of industries, helping them to develop business intuition through interactive learning exercises as well as enabling them to join a global community of peers.

The rigour of the CRe Program has enabled Globsyn Business School students to gain a global learning exposure through asynchronous learning content by Harvard Business School Faculty, by participating in interactive learning exercises and develop core managerial skills to be prepared for the business world.

Academic & Industry Connect

Globsyn Business School has leveraged the use of technology and has successfully organized 15 live sessions in the period October to December, 2020 to establish Academic & Industry Connect for the students.

The sessions are organised under the following segments:

I) Corporate Connect and Government Connect

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

The 7 Corporate Connect sessions organized in the period October to December, 2020 include session on:

- 'Developing Critical Thinking Skills' @ Workplace by Mr. Suresh Dutt Tripathi, VP-HRM, Tata Steel Limited
- 'Employability Skills Post COVID-19' by Mr. Geoff Perry, Executive Vice President and Chief Officer, AACSB
- 'Industry Application of Forecasting' by Mr. Sumanta Adhikari, Group Manager, Advanced Analytics, IBM
- 'Enhancing Employability skills' by Dr. Ria Mukherjee, Specialist Faculty: Leadership, Business skills and Culture Talent Development, Tata Consultancy Services
- 'Reading minds: consumer understanding' by Ms. Sutapa Bhattacharya, General Manager - Strategic Corporate Communication & Branding, TNB, Malaysia
- 'Fundamentals of Financial and Management Accounting' by Mr. Sabyasachi Mitra, Former Director Finance, Howden (India) & Regional Financial Controller Middle East and South Asia
- 'Managing Distribution Channels for Perishable Products' by Mr. Sanjib Mukherjee, Board Advisor - Mother Dairy- Kolkata



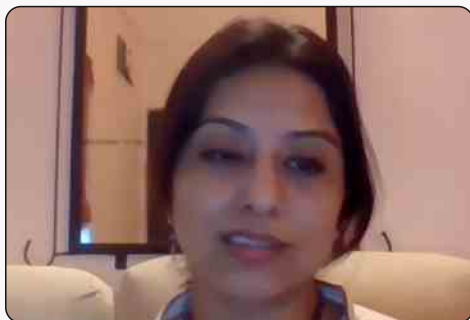
Dr. Geoff Perry
Exec. VP & Chief Officer, Asia Pacific,
AACSB International



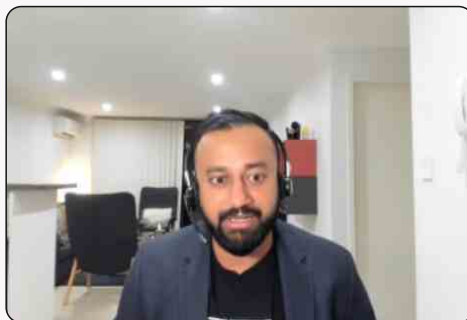
Ms. Mukul Rastogi
Vice President – Social Investments,
ITC Ltd



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



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



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



Mr. Sumanta Adhikari
Group Manager, Advanced Analytics, IBM

In addition to the Corporate Connect sessions, in the previous quarter Globsyn Business School organized the 2 Government Connect sessions on:

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



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



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

II) Industry Connect Program

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

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



Mr. Kaustav Majumdar
Chief Executive, ILS Network



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



Dr. Jhuma Basak
Joint Secretary of the Indian
Psychoanalytical Society

III) Social Awareness Sessions

Globsyn Business School students are provided with an environment for both intellectual discourse and for experiencing corporate life. Under the banner of "Beyond Education" which gives a holistic approach to the entire curriculum, social awareness sessions are organized for students to make online learning more engaging and interesting.

The 3 social awareness sessions organized in the period October to December, 2020 include sessions on:

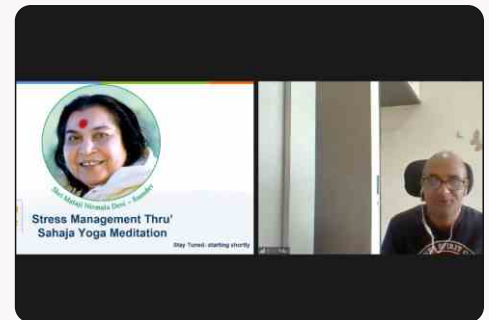
- Heritage and Architecture by Dr. Tathagata Neogi, Co-Founder & Chief Innovation Leader, Immersive Trails
- Content Writing by Mr. Neil Chakravarty, Staff Engineer, Qualcomm Technologies, San Diego, California
- Stress and Wellness Workshop by Mr. Sisir Pillai, Trainer, Sahaja Yoga Meditation



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



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



Mr. Sisir Pillai
Trainer, Sahaja Yoga Meditation

IV) Webinars

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

On November 4, 2020 Globsyn Business School organised an international webinar on 'Digital Transformation and Entrepreneurship' with panelists across the globe to deliberate, discuss, debate and give an understanding about how the Digital Transformation is changing the course of Entrepreneurship. The speakers were Ms. Dainy Vilayil Stuwe, Service Delivery & Head of Offshore Operations, Germany and Mr. Savio Rodrigues, Vice President of Strategic Clients Triantz, USA. The session was moderated by Dr. Subir Sen, Principal, Globsyn Business School. On completion of the webinar participants received a certificate of participation.



Governing Council Meeting

Globsyn Business School is fortunate to have visionary leaders from diverse industries and academia as part of its Governing Council – the apex decision making body of the B-School that gives direction to the B-School and paves the path for its success.

The Governing Council meeting was conducted digitally on 17th November, 2020 to not only review the various path breaking initiatives taken by the B-School in the past few months but also to converse, debate, and decide on the way forward. Key issues pertaining to upcoming admission plans, academic delivery updates and placements was discussed in the meeting. The Governing Council members appreciated the integration of PGDM with HBS Online CORE Program and the online initiatives by the delivery team including the blended teaching and learning process, foundation program, Beyond Education initiatives, corporate connect sessions and the research done by the faculty. Support of the admissions team was appraised and it was suggested to target a wider geographical reach in the upcoming years.



Academic Council Meeting

The erudite Academic Council members of Globsyn Business School met virtually on 19th December, 2020 in the previous quarter to have a detailed discourse regarding the effect of New Education Policy 2020 on standalone institutions and the path ahead for Globsyn Business School. Mr. Rahul Dasgupta (Director, Globsyn Business School) apprised the Academic Council members about the recent developments, achievements & accolades of Globsyn Business School.

The initiatives to enhance the effectiveness of digital learning and the efforts to ensure a swift transition of classes and all academic activities via digital platform were unanimously appreciated by all the Academic Council members in the meeting.



Faculty Council Meeting

Faculty meetings are conducted periodically to discuss various aspects of delivery. 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 pandemic.

In the previous quarter, 5 meetings have been conducted to discuss various aspects related to virtual teaching, blended learning, outcome-based education, examinations, development of courses, Beyond Education activities, Institutional updates and deliberation of activities planned by Globsyn Research Cell - Research Colloquiums, Faculty Development Programs, Globsyn Research Conference and Globsyn Management Journal.



Beyond Education Events & Activities

Globsyn Business School has always provided students with the most innovative learning environment, and recognizes the importance of learning beyond classroom education to build multi skilled managers having the ability to consistently perform well in their organizations. While 'knowing' skills are imparted at Globsyn Business School through a structured pedagogy, 'doing' and 'being' skills are propagated through its 'Beyond Education' 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. 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 in The Period October to December, 2020

i) Joy of Giving

The joy of giving is immeasurable and the positive energy that it spreads is highly contagious. 'Joy of Giving' is an initiative by KYLF under the umbrella of Globsyn Business School. The first year students planned the activities under the guidance of their seniors and with the able supervision by the Board Members of the KYLF vertical the students arranged to celebrate Joy of Giving in their localities.

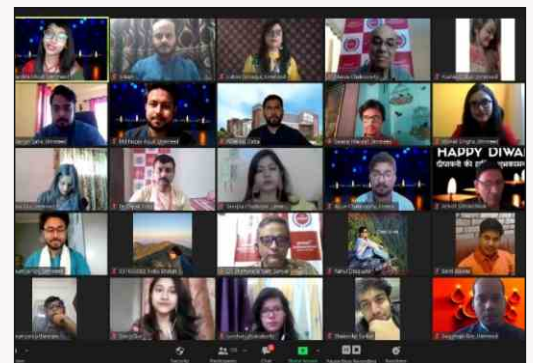
The activities were carried out by students in various parts of Kolkata, Kharagpur, Howrah and also in other states like Jharkhand and Assam. 70 volunteers took part in this celebration to reach out to over 300 people. The 'Joy of Giving' included a visit to the Missionaries of Charity in central Kolkata for distributing masks and dry food, elaborate arrangements to share clothes and packet foods were made by the students across all other locations strictly maintaining all social distancing norms. The students felt immense joy while participating in these activities and put a smile on many faces.



ii) UMMEED – Celebration of eDiwali

Life is nothing but a celebration of hope. In these morbid times due to the COVID-19 pandemic with the purpose of bringing fulfilment to the spirited souls KYLF organized the event Ummeed.

Globsyn Business School decided to organize the eDiwali celebration to usher rays of hope on the occasion of the festival of light, which by Globsyn legacy, was dedicated to all the blue collared workers of the Institute. In addition, this year's celebration was also a special dedication to all the front-line COVID-19 warriors. The event included songs, dance performances, drama and recitation. Like every other year, on this pious occasion, arrangements were made to distribute sweets and candles to all the support-staff members of Globsyn Business School.



iii) Secret Santa – Celebration of Christmas

KYLF Volunteers played the role of Secret Santa to celebrate the spirit of Christmas and surprised street dwellers in the late hours of the cold winter evenings during the Christmas week by gifting them blankets wrapped in gift sheets along with masks and advised them to follow the COVID-19 protocols to be safe. This brought sheer joy to the innocent hearts of the street dwellers which reflected through their smile on receiving the blankets, a necessity during winters that unfortunately most of them could not afford. The volunteers covered North, South as well as Central Kolkata. The event was well organized and the responsibilities were divided for fund accumulation, procurement of the gifts, distribution of gifts, etc. The main objective which was to bring a smile on the faces of the less privileged individuals and through the diligent efforts of the youth, the execution of the event was a big success.



Other Activities

Activity Based Learning: Brain Storming Series

The session on Brain Storming was organized on 10th November, 2020 to discuss on the Influence of Social Media.

The session was conducted digitally on Zoom platform with Dr. Debraj Datta as the Faculty Coordinator. The 93-min documentary film **"The Social Dilemma"** directed by Jeff Orlowski was shown in this session with an objective to make students aware of how big social media companies manipulate users by using algorithms that encourage addiction to their platforms followed by an interactive discussion.



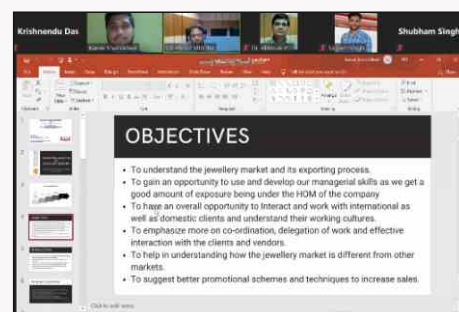
Students shared their personal experiences and raised some questions which were duly answered by the faculty. The Beyond Education classes not only enables students to enhance their real-life knowledge of what is happening around them but also help them to learn how to handle and overcome difficult situations or problems in life.

Student Activity: Vaataayan 2020

Globsyn Business School students participate in various competitions as a part of their Beyond Education activities.

On 3rd October, 2020 students participated in a nationwide virtual summer internship competition organized by Institute of Management Studies (IMS), Ghaziabad.

There was a huge number of participants from across the country from various institutes. Each presentation track had a two-member panel of judges. The structure comprised of a presentation for first fifteen minutes followed by a five-minute Q&A session in front of a huge virtual crowd. Students gained knowledge about various topics and projects, so it wasn't just a competition but a platform for exchanging knowledge and experiences with students across the country. At the end of the competition, the winners were awarded with certificates and the prize money in the closing ceremony.



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.

Verticals of GRC-

- i) Academic, Sponsored/ Funded & Collaborative Research Publications
- ii) Consulting Projects
- iii) Management & Faculty Development Programs and Workshops
- iv) Globsyn Research Conference and Globsyn Management Journal

Globsyn Research Cell Activities in the period October – December, 2020

1. Research Publications

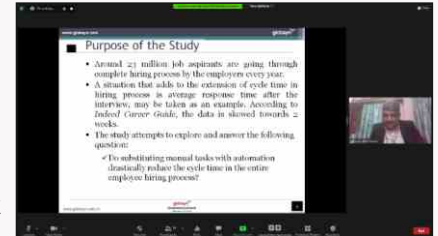
Globsyn Business School faculty members have a keen interest in research and they continue to do research on various areas of interest round the year. The publications in the period October to December, 2020 include the following:

- Research Article on "Chief Justice of India: Appointments and Disappointments that have Weakened Judicial Independence" in October, 2020 by Prof. Manas Chakravarty
- Research Article on "National Education Policy for Higher Education: Killing the goose that lays the golden Egg" in November, 2020 by Prof. Manas Chakravarty

2. Research Colloquium

Monthly Research Colloquiums have been organized by Globsyn Research Cell to present, discuss and debate on the research findings among the faculty fraternity. In the 3 Research Colloquiums organized in the months of October, November and December the faculty deliberated on the findings for the following research papers:

- ❑ 'Chief Justice of India: Appointments and Disappointments that have weakened judicial independence' by Prof. Manas Chakravarty on 29th October, 2020
- ❑ 'Changing role of Leadership during the Crisis Time' by Dr. Debaprasad Chattopadhyay on 30th November, 2020
- ❑ 'Impact of Automation Technology in Employee Hiring Process' by Prof. Kaushik Ghosh on 30th December, 2020



3. Faculty Development Program (FDP)

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

The FDP aimed to enrich the knowledge of academicians seeking a deep understanding on how to work on a research paper and develop strategies to publish it in reputed journals listed globally. Upon completion of the program, Globsyn Business School has awarded a digital certificate of participation to the participants.



4. Student Development Program (SDP)

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

Students gained a deep understanding on how the critical thinking factors in macro and micro sense in any organizational system affect the conception of institutional goals, effectiveness of decision-making capabilities, self-thinking ability, work-related performance, developing strategies, leadership quality, creativity and outcomes in a broad sense.

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



5. Globsyn Management Journal

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

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

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



6. Globsyn Management Conference (GMC)

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

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




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



Globsyn Research Conference 2020

Mode of Program	Speakers	Snapshots
Keynote address on Conference Theme	Prof. Mahendhiran S. Nair, Professor, Department of Econometrics & Business Statistics, Monash University, Malaysia and Chief Executive Officer, Monash Malaysia R&D Sdn Bhd	<p>KEYNOTE ADDRESS</p>
<p>Panel Discussion: 1</p> <p>Theme: "New Normal" Consumers and Business Resilience in an Era of Pandemic</p>	<p>Moderator: Dr. Debraj Datta, Associate Dean & Faculty Marketing Area, Globsyn Business School</p> <p>Panel Members:</p> <ul style="list-style-type: none"> ■ Dr. Harwindar Singh, Dean, School of Business, Malaysia University of Science and Technology, Malaysia ■ Dr. Varsha Jain, Faculty and Co-chairperson (FPM) MICA, India ■ Jayant Shah, Executive Director, Academy of Indian Marketing & CEO, AIM Parasuraman Centre for Service Excellence, India ■ Dr. Azmat Rasul, Faculty, Zayed University, UAE ■ Dr. Jonathan Felix, Faculty, RMIT University, Vietnam 	<p>Panel Discussion 1: "New Normal" Consumers and Business Resilience in an Era of Pandemic</p>

Globsyn Research Conference 2020

Mode of Program	Speakers	Snapshots
<p>Panel Discussion: 2</p> <p>Theme: Economic, Social, Cultural and Technological Resilience to Achieve Sustainable Development Goals</p>	<p><i>Moderator:</i> Dr. Subir Sen, Principal, Globsyn Business School</p> <p><i>Panel Members:</i></p> <ul style="list-style-type: none"> ■ Prof. Ishita Mukhopadhyay, Faculty, Calcutta University, India ■ Prof. Mahalaya Chatterjee, Faculty, Calcutta University, India ■ Dr. Rik Das, Faculty, Xavier Institute of Social Service, Ranchi, Jharkhand, India ■ Ananya Bhattacharya, Co-Founder and Director of banglanatak.com, India ■ Prof. Nandan Sengupta, Faculty, Cambridge School of Marketing, UK 	<p>Panel Discussion 2: Economic, Social, Cultural and Technological Resilience to Achieve Sustainable Development Goals</p> 
<p>Panel Discussion: 3</p> <p>Theme: Are We Ready for the Market Resilience in near Future?</p>	<p><i>Moderator:</i> Dr. Shamindra Nath Sanyal, Faculty- Marketing Area & Head Consultancy, Globsyn Business School</p> <p><i>Panel Members:</i></p> <ul style="list-style-type: none"> ■ Dr. Sheetal Jain, Founder & CEO, Luxe Analytics, India ■ Raj Basu, Founder Director, Help Tourism Private Limited, India ■ Soumen Guha, Managing Director, Sustech Engineering, Australia ■ Dr. D. P. Nandy, Senior Director (Studies), Institutes of Cost Accounts of India 	<p>Panel Discussion: 3 Theme: Are we ready for the Market Resilience in near Future?</p> 
<p>Panel Discussion: 4</p> <p>Theme: Redesigning Business Organizations for Resilience</p>	<p><i>Moderator:</i> Dr. Dr. Dipak Saha, Faculty Marketing Area & Head, MDP & FDP Vertical, Globsyn Business School</p> <p><i>Panel Members:</i></p> <ul style="list-style-type: none"> ■ Geoff Perry, Executive Vice President and Chief Officer, Asia Pacific, AACSB ■ Prof. Prabina Rajib, Professor-Finance, VGSOM, IIT-Kharagpur, India ■ Dr. Dwarka Prasad Uniyal, Dean-Faculty of Business & Professor of Marketing, Flame University, India ■ Suchitra Guha, HR/IR Commercial, TATA Steel Limited, India ■ Sudhir Chand, Managing Director, Inflexion Management Services, India 	<p>Panel Discussion: 4 Theme: Redesigning Business Organizations for R</p> 

Globsyn Business School Online (GBS Online)

GBS Online – a global platform for digital learning powered by Globsyn Business School has successfully created a community of 34,000+ like-minded learners globally, providing a wide variety of highly-engaging online student development programs to learn about vital management and technology concepts.

It offers a wide gamut of courses under the verticals of Management, Vocational Skills and Foreign Language. This dynamic e-learning platform that features in AICTE's National Educational Alliance for Technology initiated ELIS portal, has continued launching new and excellent language certificate courses such as Russian, German, Italian, French, among others into its Foreign Language Course vertical and further one's thirst of learning new languages. The Vocational Course vertical of GBS Online also introduces a rich basket of professional courses such as Tourism & Hospitality – Meet & Greet, Consignment Booking Assistant, Business Correspondent & Facilitator and Consignment Tracking Executive along with other highly engaging courses for enhancing one's vocational skills for better job opportunities. Along with these, the rich quality of online management courses has impacted many young minds across the globe.



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

GBS Online has recently introduced a new blog section into its portal where 6 blogs have been published in the previous quarter on relevant topics, such as:

- ❑ Securing Your Future through Tourism and Hospitality Sector
- ❑ The Credibility of Online Business Degree Programs
- ❑ The Evolution of Teachers in Online Education
- ❑ How COVID-19 Pandemic Accelerates the Popularity of Online Learning
- ❑ The Credibility of Online Business Degree Programs
- ❑ How to Build up a career in Online Marketing

Placements

Team CRP has started the Final Placements Activities for the 2019-2021 batch candidates from the Month of Early October and has been successful in placing 66 PGDM candidates till 31st December, 2020.

Amidst this pandemic situation inspite of facing serious challenges the Corporate Relationship Program (CRP) Team of Globsyn Business School, Kolkata has been successful in bringing companies like Ernst & Young, Reckitt Benckiser, XL Dynamics, Airtel India, ICICI Bank, BuyerForesight, Ferrero India, ITC Ltd, Airtel India, DTDC etc. for Final Placements, which covers an wide array of 15+ sectors.



Admissions

Globsyn Business School has targeted a wider geographical reach in the upcoming years inspite of the pandemic situation. The Admission team has been strategizing on expanding the demographic reach by targeting states like Meghalaya, Nagaland, Arunachal Pradesh, Uttar Pradesh as well as other small districts of existing states.

The admissions team has conducted several online webinars and workshops for the students on topics like Industry 4.0 and Job Market Sensation in Pandemic area. The team has been making continuous efforts to make the coming MBA generation aware by providing opportunities to learn even from home by organizing GD/PI sessions for MBA aspirants conducted by experienced faculty members of Globsyn Business School.

Global Immersion Program

Global Immersion Program (GIP) has been designed to enable Globsyn Business School students learn from exposure to the international education system and standards. Since the COVID-19 pandemic has imposed travel restrictions since March this year, all academic operations have been moved to online mode of delivery using different technology platforms. Under these circumstances, presently GIP aims to include:

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

Recently, Globsyn Business School has tied up and signed the MOU with 3 Universities for initiating GIP:

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

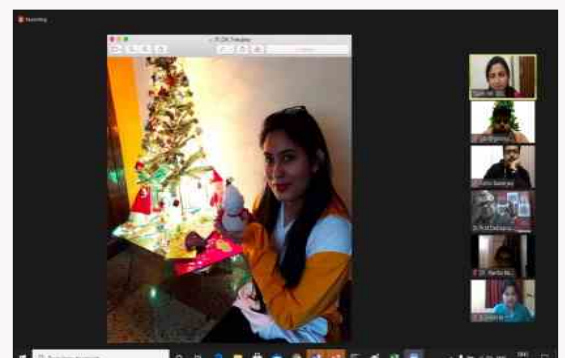


Employee Engagement Activities

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

Christmas Celebrations

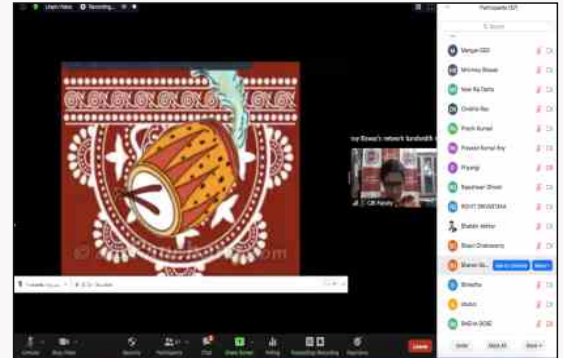
Christmas is a special time of the year! In this occasion Globsynites met virtually to celebrate the spirit of Christmas with joy & laughter on 24th December, 2020 over Zoom Digital Platform. Christmas is not only a festive of decor and gifts, but also about togetherness and joy. To add more merriment to this occasion, the HR team had planned a series of fun activities to bring cheer and warmth to everyone's heart.



Durga Puja Celebrations

Durga Pujo is very special festival for all of us and it not only epitomizes the victory of good over evil but also celebrates the divine power of god behind life and creation. Pujo is about spreading joy and happiness, spending quality time with family & friends accompanied with great food and the epic “Adda”.

On the auspicious occasion, Globsynites came together on 21st October, 2020 to celebrate virtually over Zoom platform. The program 'Pujor Aashor' included fun games, cultural performances and adda. The HR team gifted sodexo food vouchers to all the employees and they had an amazing dining experience with their family members.



Rejuvenate

Every once in a while, we need to step back and look at the big picture, unwind and re-align ourselves to the positive vibes of the universe.

To tide over these difficult times and to help us de-stress, drive away uncertainty and reconnect with your emotional selves, the HR team organised the session 'Rejuvenate' on 9th October, 2020 conducted by Swami Narasimhananda Maharaj from Ramakrishna Mission virtually over Zoom platform.



Coping with a Pandemic

Amidst this Covid'19 outbreak situation, for employee welfare, Globsyn HR team has organized an Awareness Program on 13th November, 2020. The program was conducted by Dr. Ankur Barua. It was an interactive session where the employee's placed their quires and the doctor gave his suggestion/inputs.

The session helped the participants to gain knowledge regarding the do's and don'ts to cope up with the pandemic and take precautionary measures for themselves and their family members.



Blogs

Globsyn Business School has continued to write and publish blogs on various aspects of management education on the website for the readers. 7 Blogs have been published on the website in the previous quarter on topics such as:

- The Future of MBA Education in Post COVID-19 World
- Strategies to Drive Employee Engagement to Boost Team Performance
- Financial & Management Accounting: The Road Ahead
- Blended Learning: Grooming Students for “New Normal” corporate
- Communication- A Key Skill to Enhance the Employability
- Digital Marketing in Emerging Economies
- Practicing Research – A Way of Life with the Spice of Passion and Joy