



BEST PRACTICES

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Pioneer in Business Management Education for over 35 years

ICFAI Business School (IBS), Hyderabad is a constituent of the ICFAI Foundation for Higher Education (IFHE), a Deemed University as per the UGC Act 1956. IFHE is accredited by NAAC (National Assessment and Accreditation Council, established by the Ministry of Human Resource Development), the premier quality Assurance agency for Higher Education Institutes in the country, with 'A+' grade. IBS, Hyderabad one of the top Business schools in India, was established in 1995 without any financial support from the Government or any other agency. It has been accredited by SAQS (South Asian Quality Standards), rated A** by CRISIL (a global analytical company providing ratings, the majority shareholder being Standard & Poor) in 2019, and by ICRA (International Credit Rating Agency Moody's Investors Service) at the National level with EB1IN (2019), which reflects a very high quality of education. Education World ranked IBS, Hyderabad among the top 10 Private B-schools in India during 2019-20.

The school was accredited by the prestigious AACSB in February 2020. This is in recognition of the school's commitment to innovation, engagement and impact in academic processes. This recognition is given to select 5% of the world's top business schools. In India IBS was the 14th B school out of 17 schools accredited so far.

In the NIRF rankings the school has been in the top 30 schools among all business schools in the country amidst stiff competition from publicly funded IIMs and IITs. In the recently announced Business Today rankings IBS Hyderabad was ranked 25th all India among private and publicly funded institutions and 5th in South India.

IBS Hyderabad is highly focused on developing graduates who go on to be super achievers in their corporate and entrepreneurial roles. This is possible due to the Mission and objectives which are mentioned below.

Mission

To offer high quality management programs that equip students with right knowledge, skills and attitude required to succeed in a dynamic world.

- **Knowledge:** The right knowledge implies relevant, contemporary and cutting-edge knowledge, obtained through research and practice, which empowers students to think and act independently, creatively and ethically.
- **Skills:** The right skills enable students to think through complex problems, analyze them critically and find solutions quickly in a changing market environment.
- **Attitudes:** The right attitudes help students put their thoughts, feelings, behaviors and actions in place while handling tough situations.

Objectives

- Provide high-quality, value-based education which empowers student learning.
- Recruit, develop and retain competent participating faculty and professional staff.
- Develop mutually beneficial relationships with well-known local and global institutions.

- Introduce innovative programs/courses that contribute to student success.

Programs Offered by the School

BBA

The BBA Program offered by IBS Hyderabad is a 3-year (Partly residential) designed to enhance the skills and competencies of talented and ambitious young aspirants. Majority of the students go on to pursue higher education in India and abroad.

MBA

The Two-year MBA Program offered by IBS Hyderabad is a residential program that prepares the students for skills, knowledge and strategic perspectives essential for leadership positions in industry. The MBA Program is unique with 100% case-based learning, delivered in a state-of-the-art infrastructure that emphasizes acquisition of practical skills and establishing of strong industry interface culminating in near 100% placement for its graduates.

PhD

The Ph.D. program is a full-time, campus-based residential program designed for students interested to pursue careers in management teaching and research. The main objectives of the program are to develop management teachers well equipped with the skills required for imparting education to business school students, develop bright young academics with research skills and to conduct research in contemporary issues in management.

Student Diversity at IBS Hyderabad.

At present the School is one of the single largest campuses in the country hosting about 2200 students in the 3 year BBA program, 2400 students in the 2 year MBA program and 60 scholars in the PhD program. Students from 29 states and 6 union territories are represented in the MBA program while students from 14 states makeup the students in the BBA program.

Academic Delivery

Industry relevant courses

IBS Hyderabad enjoys the flexibility of introducing industry relevant courses from time to time. In the last five years it has introduced more than fifteen courses in different domain areas that have the evolving digital landscape as the dominant context.

Digital Transformation in courses

IBS Hyderabad has made several changes in different courses with a digital orientation. Areas such as AI, Technology, Big Data, ML, and Analytics now form a significant portion of most courses in the MBA program.

Cafeteria approach in electives, offering a wide choice.

Students can choose electives in any mix they prefer to pursue. This allows them the opportunities to expand their knowledge and skills in areas where they wish to pursue career opportunities.

Case Approach

IBS Hyderabad has been a pioneer in using the case pedagogy. Students go through more than 300 case studies in the two year MBA program that equips them with as many business and managerial scenarios. Cases are mapped to specific concepts in different courses.

Using Innovative Pedagogical Tools

Besides the case pedagogy faculty use a mix of pedagogical tools such as simulations, role plays, group assignments, field visits.

Extensive Guest lectures

Faculty and Student clubs make efforts and invite senior industry and alumni to engage with students on a range of topics. On an average about 900 guest lectures are organized by the business school.

Assurance of Learning

IBS aligns its programs to distinct learning goals in each of the programs – BBA, MBA and PhD. This alignment is ensured by way of Assurance of Learning program. The purpose of **AOL** is to improve student learning through assessing student attainment of learning goals and objectives and then making changes in courses and programs as a result of the knowledge gained through the assessment process. The increased focus on **AOL** has important implications for students and faculty at IBS. The outcomes of the AOL form a vital input for Curriculum Management in all the three programs.

Student Feedback of Faculty

In order to periodically assess the quality of faculty teaching a system of faculty feedback exists. This feedback is sought for all faculty across the three programs twice in a semester – mid course and end of the course.

Student's feedback is sought on ten distinct parameters. In order to avoid any undue influence, student's rate the faculty in anonymity using the Student Information System.

IBS Hyderabad believes in continuous Student Evaluation

IBS follows a very comprehensive evaluation scheme in the MBA program. The evaluation system is basically divided into two components – the internal evaluation having a weightage of 60% and external evaluation having a weightage of 40%.

Internal Evaluation:

Also known as on course assessment this evaluation is broken down into individual components. Ten percent weight is for class participation, fifty

percent for online / written test, project report and presentations. This mix varies with the course and depends on the course objectives.

Evaluation in offline assessments is done by a team of faculty who evaluate one / two questions across the entire batch of students. This reduces faculty bias in multi section courses.

Adapting to the Pandemic

Faculty at IBS Hyderabad adapted to the challenges on online teaching and assessment at the very beginning of the pandemic. Students are now assessed using online evaluation tools retaining the same degree of openness and transparency of an offline mode.

End Semester Examination

The comprehensive end semester examination is conducted at the end of every semester and is usually of three hour duration. For online assessments this was cut short to two hours.

IBS Hyderabad takes pride in the Unique Summer Internship Program

The summer internship is an integral part of the management programs (BBA and MBA). Students work for 12 weeks in an organization and role of their choice and take faculty help in making the choice of organizations and roles. Students work on stipend and non-stipend basis in about 400 plus organizations.

The SIP is unique as student is mentored at every step of the learning and evaluation process by a team led by the organization mentor and faculty guide from IBS Hyderabad.

IBSAF Award for Excellence in SIP (Summer Internship Program)

IBS rewards the best internship projects. This privilege is for about 22 students only. The projects are shortlisted using a very rigorous process where committees consisting of senior faculty, alumni and industry executives assess the student reports at three different stages. The best SIP award carries a certificate and a cash award of Rs 10,000. The faculty guide receives a commendation as well. These are sponsored by IBSAF.

IBS has a consistent placement record - Preparation for Final Placements

IBS Hyderabad takes pride that most of its graduating students are placed in reputed companies at the end of the two year program. Nearly 95% of students are placed in companies while a small percentage of students go back to their businesses or parent organizations (lien).

IBS enables and assists the students in the placement endeavor. The school has a dedicated Corporate Relations Team that is responsible for identifying suitable employers, invite them to the campus, conduct the requisite selection and recruitment processes and help recruiter's shortlist the qualified students.

Given the specialized needs of different organizations, the school organizes different programs / assessments to help them prepare and face the selection process confidently. More specifically the activities are divided into....

1. Syndicated Learning Program
2. Tests in Conceptual domain
3. Tests in Soft Skills – Group discussion and Personal Interviews.

Syndicated Learning Program (SLP)

Regular academic sessions fill the knowledge and skill gap but not the practice gap. Keeping this in mind the Syndicated Learning program was designed to help students learn from each other in terms of generating and discussing content relevant to them using different online and offline tools. Faculty members with adequate industry and academic exposure only are chosen to conduct the sessions in the Syndicated Learning Program which is now offered in semesters I, II and III. Learning is tested by offline and online exams. Faculty feedback is taken at the end of the program and necessary changes incorporated wherever required. SLP can also be seen as an important complement to regular courses.

Mock Written Tests

Mock tests are designed to test the student understanding of conceptual and application knowledge. It is observed that most recruiter's today shortlist students based on a multiple-choice based examination.

Mock Group Discussions and Interviews

In order to familiarize students to this process a Mock interview Group Discussion and Interview schedule is planned in semester 3 for all students. Students are evaluated on predesigned parameters. Performance and scores are discussed with every student and wherever improvement is needed a plan of action is conveyed to the respective students.

The Mock group discussions and interviews are actual simulated conditions created to test the student's readiness for campus interviews. Panels for interviews are uniquely designed. Each panel consists of one person from industry and one faculty member. IBS Alumni play a key role as expert panelists.

Strong Alumni Network.

The 17000 strong alumni of the School occupy senior positions in industry or have become successful entrepreneurs.

Role of Alumni in Student Mentoring

IBS Alumni play a crucial role in mentoring students. IBS actively encourages alumni interaction with students. Especially during mock tests and interviews alumni meet students and share industry experience and expectations. These discussions prove very helpful especially in the final year where students are preparing for their final placements.

Alumni working in different industries also visit IBS for campus interviews. After the process is over, alumni share their feedback with the Corporate Relations center which is in turn discussed in different forums.

Student activities

IBS Hyderabad has a distinct student activity culture

Besides regular academics students are encouraged to explore their innate talents and skills. Curricular and co-curricular activities held by student clubs are an excellent platform to explore, exhibit and build on the leadership and organizing skills of students. Students belonging to different clubs organize several co-curricular and extra-curricular activities every week. Highly self-motivated and capable students run several student bodies – Clubs, Cells, and Committees – that organize and manage these co-curricular and extracurricular activities. There are events across all areas of management as well as those related to sports, socio-cultural events, and the arts that are organized by these bodies throughout the year.

Clubs/Cells/Committees

IBS Hyderabad has one of the largest students clubs in any business school in India. About 30 student clubs in the MBA program alone covering diverse domains and activities.

Student clubs or cells exist to represent every functional area of management. Students with a focus on marketing and strategy have two clubs that may interest them. **ADmire** is a club for students interested in advertising and branding, while **Maverick** is more focused on selling and strategizing. Students who are interested in the Finance domain also have a choice of clubs to be part of: **Money Matters** is a club with its focus on money and banking, while **FinStreet** is a club focused on the financial markets. **VriddhiResearch**, a division of FinStreet, is a completely student-run cell whose focus is entirely on learning stock market operations and trading. **EcoBizz** is a club which focuses on the economy, public policy and the business environment. Students who are interested in HR have a club called **Convergence**, while **Kaizen** is the club which caters to the interests of the students in the Operations area. The **DOT** club organizes events and activities related to technology in general and IT in particular.

There are several clubs whose activities go beyond the functional areas of business. **Speak-Up** is a club that organizes debates and public speaking competitions. **Aaina** is a club which focuses on sensitizing students to social issues using media and art. **Grey Matters** is the official Quiz club of IBS Hyderabad. Members of Grey Matters compete and participate in general and business quiz competitions inside and outside the campus. **Xpressionz** is the name of the official theater society of IBS Hyderabad. Members of Xpressionz have enacted plays and have won theater competitions outside the campus as well. **Nazaria** is the popular photography club of the institution.

Infinity Studios is a student club with a focus on movie appreciation and making. It not only presents critically acclaimed movies on a weekly basis but also conducts film festivals and other programs which are based on movie themes. **Samavesh**, the official cultural club of IBS Hyderabad, is one of the most active student bodies. It takes the lead in celebrating all festivals and

national days and it truly celebrates the multi-cultural spirit of the campus. Samavesh indeed plays a big role in making students from all parts of the country feel at home here. It has a tie-up with SPIC-MACAY, the Society for Promotion of Indian Classical Music and Culture among Youth. The students also have a popular rock-band, **Diatribes**.

There are three clubs in the arena of adventure and sports, viz, **VAPS**, which is dedicated to the promotion of all sports and games, **Blues**, which focuses on swimming and water sports, and **Prakriti**, which organizes nature-based events like trekking, bird watching, rock climbing, and rappelling. The VAPS team organizes several sports events round the year.

The **Prayaas** Club plays the interesting role of coordinating the participation of IBS Hyderabad students in various external events and fests across the country. **Newswire** focuses on the news media and plays the dual role of keeping the campus informed about important events outside, especially in the field of business and finance, as well as of keeping the outside world informed of the happenings in IBS Hyderabad. **Stu-z** is the student-run intranet service, which is also used to stream audio (**Campus Vani**) and video to the entire campus.

Students have also been active in the field of charity and social action. Blood-donation camps, free dental check-ups, and other such activities are periodically organized. Many students are active supporters of NGOS, like the Aashayein Foundation, which works among impoverished children. **Sankalp** is a club that promotes social and business leadership and works toward nation building.

In addition to these clubs, there are two cells which are run by the students, viz, the **Alumni Relations Cell**, which connects with the alumni and involve them in the curricular, co-curricular and extra-curricular activities of the students; and **Maçon**, the entrepreneurship cell of IBS Hyderabad. Among the many activities Maçon undertakes, the most important one is the INCUBE program, which aims at encouraging, mentoring, and handholding students with basic business ideas in order to help them develop business plans, which can attract funding and market support.

Best Practices - Faculty Related

Establishing the Contract with Students

Instruction in the MBA program begins with faculty members establishing a learning contract with the students. Faculty members communicate to the students on their first day at college about the requirements and expectations. This sets the platform for a healthy student teacher interaction in the two year program.

Curriculum Review

Curriculum review is a periodic activity at IBS Hyderabad involving most faculty. The course coordinators play a crucial role in this process. As soon as the academic session ends every year in February, faculty members along with course coordinators get together to review the courses covered. Suggestions for change of case studies and review of pedagogical effectiveness, arranging and

rearranging the course contents are some of the key aspects of this review process. Feedback on assessments to students

Mentor – Mentee process

Mentorship, in IBS Hyderabad, is meant to be an individualized relationship between an MBA student and a faculty member who has a genuine interest in the student's educational and career goals. Mentorship focus not only on academic guidance, but also on a sustained nurturing of the student for overall development. While some such relationships would anyway develop over time, every student during the registration is being assigned a Faculty Mentor, who is not teaching him or her in the ongoing semester. Preparation for Final Placements –

Faculty Research and Publications

IBS faculty actively engages in research and over the years since its inception. Research helps connect faculty to industry issues. It also acts as a motivation tool and aids in taking the research results for a more active discussion in the classroom.

Faculty members benchmark their research in such a way that it receives worldwide recognition. For this faculty members pursue journals that are listed in ABDC and Scopus classification. Best Teacher Award – IB SAF Sponsored

IBS believes in excellence in teaching and recognizes this excellence by way of a significant monetary award to the best faculty member. IB SAF (IBS Alumni Federation). The process of identification of faculty is done by a committee appointed by the Director. In order to qualify for this award faculty members are expected to teach a minimum of six courses across two semesters and have the highest student feedback besides engaging in research. The recipient is honored with the cash award on September 5 (Teachers day).

Faculty role and responsibilities at IBS – TRICK

Faculty members at IBS Hyderabad are multi-faceted and shoulder many responsibilities beyond teaching and knowledge dissemination. This is captured by a Best Practice called the IBS TRICK approach. In order to succeed in the TRICK faculty are expected to contribute significantly to the following activities....

- **Teaching:** faculty members at IBS are expected to contribute to the teaching learning process in the best possible way. Teachers must constantly look at bringing innovation to the class room and use a combination of techniques to make learning fun and educative.
- **Research:** The next important contribution that a faculty makes to one self and to the system is by engaging in publication of research papers, case studies thereby contributing to the growth of the intellectual capital of the Institute. Research also helps wider recognition to the faculty and the Institute especially in the academic arena.
- **Institutional Building:** Faculty members are expected to contribute to institutional development activities such as in organizing of conferences,

seminars, mentors of student clubs etc. generation of summer internships, placing final year MBA students etc.

- **Community Development:** IBS faculty members, through their research and other initiatives are indirectly helping the community in which they live. The business school is not just viewed as a microcosm but as a contributory body helping students, parents, policy makers, industry etc
- **Knowledge Sharing:** Faculty members at IBS especially senior faculty members are expected to mentor their junior colleagues by sharing their research and teaching expertise. Faculty members learn from one another in weekly seminars. This activity builds a sense of collegiality amongst members of the academic community and strengthens social bonds.

Committee System at IBS

IBS Hyderabad believes in an inclusive approach to management. Various activities are planned and executed by faculty committees. Given below are some examples.

- Academic Council Committee,
- Academic Grievance Redressal Committee,
- Examination Committee,
- Curriculum Review Committee,
- Question Paper Review Committee,
- Results Declaration Committee,
- Research Committee etc.

These committees are spread across all curricular, co-curricular and extra-curricular activities.

Faculty Training and Development - ICFAI Staff College

IBS considers faculty to be the most valuable resources. Faculty members are agents who bring about the desired change in students and help them develop as leader managers capable of delivering value to the organizations they associate with. With such a big responsibility on their shoulders it is imperative that efforts are made to develop faculty competence and capabilities from time to time. Faculty are trained in different emerging fields of management discipline from time to time.

Management Development Programs

IBS Hyderabad actively pursues executive training for industry professionals. The department has been able to successfully bid for open as well as in company programs and there is consistent growth every year in the quantity and quality of programs delivered.

Knowledge Sharing among Peers

Faculty of IBS Hyderabad share their knowledge and research papers in weekly seminars where department faculty and research scholars participate in the discussion. Participation in conferences is dependent on faculty sharing the conference papers in the seminars. On an average about one hundred and fifty seminars are organized every year by all departments.

IBS Hyderabad funds faculty participation in National conferences

Faculty are encouraged to present papers in national conferences of repute. An yearly grant is earmarked for this. Before sending the paper to conferences faculty make presentation during the weekly seminars.

Inter-disciplinary research

IBS Hyderabad faculty collaborate and publish. About 15-20% of research publications are inter disciplinary in nature.

Academic Freedom

Faculty at IBS cherish the academic freedom. They have the freedom to pursue the research interest of their choice, collaborate with peers in the field, try innovative methods at academic delivery and pursue research projects. The open culture at IBS fosters innovation, independent thinking and team spirit.

Incentivizing research publications

IBS Hyderabad faculty have excelled in publications in the recent years. They have published on an average about 200 research papers in globally recognized peer reviewed journals. Faculty are motivated to pursue research by a generous cash incentive scheme that is based on the grade of journals in which the research is published.

Seed Money to promote research

Faculty are motivated to apply for projects from recognized national and international organizations. The initial fillip is provided by a Seed Money grant amounting to INR 2 lac per projects. Faculty members from different domain areas collaborate for such projects

Visiting Scholar Program

Scholars in the Doctoral program have the choice of going abroad to some Universities under the visiting scholar program. This is now self-funded by the scholar.

Foreign Visiting Faculty / Internationalization

IBS Hyderabad invites faculty from abroad to teach a course by staying at the campus. They join online and share their knowledge with faculty and scholars from time to time.

Branding IBS Hyderabad

IBS Hyderabad is a top tier business school in India. This recognition has come from the untiring efforts of its founders and the community of employees and stakeholders who toiled hard over the years to get where it is today.

The value of Brand IBS Hyderabad is communicated by the portfolio of activities it organizes. It helps IBS position itself in the comity of educational institutions where competition has already intensified.

Branding has its challenges. It is put to test and stress frequently. Competitors try new ways of outsmarting IBS. Hence a need to be consistent in our brand promise and keep on raising the bar of performance. There is a need to communicate the range of activities that we plan and execute and do not waste any opportunity to reach out to the target audience. A committee is constituted to look into the branding aspects within IBS using available means like social media, club activities, inter collegiate competitions, guest talks, alumni interaction etc. to take the IBS message forward.

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