

03:06 PM: 1993 Mumbai blasts: Yakub Memon files clemency plea b...

03:03 PM: Labour dept asks industrial establishments to declare...

03:03 PM: Bank of England revamps discretionary capital rules f...

Bharat has lost its Ratna

Narendra Modi



Education

03:15 PM | 29 JUL **LIVE** |
 SENSEX **27,556.96** ▲ 97.73 |
 NIFTY **8,373.50** ▲ 36.50 |
 GOLD (MCX) (Rs/10g.) **24,783.00** ▲ 31.00 |
 USD/INR **63.86** ▼ -0.06

MARKET DASHBOARD

CREATE PORTFOLIO

You are here: [Home](#) > [Collections](#) > [International Students](#)

INTRODUCING UNBOXED MOBILES

UPTO 77% OFF

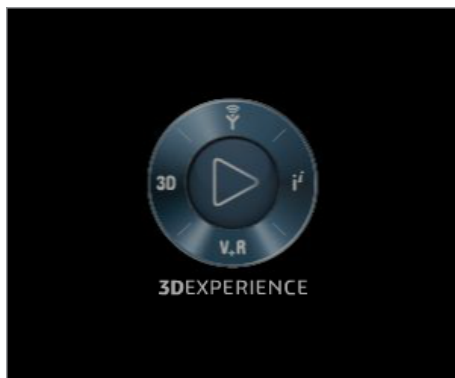
6 Months Brand Warranty

Apple MI SAMSUNG ONEPLUS

Shop Now

Flat 20% Cashback

*T&C Apply



RELATED ARTICLES

[XLRI, WSMSEM of Tongji University Shanghai join hands to...](#)

August 11, 2012

[How MBA programmes are changing globally](#)

April 15, 2011

[Demand for full-time MBA falls globally](#)

August 27, 2010

IN-DEPTH COVERAGE

[International Students](#)

[Isb](#)

[Student Exchange](#)

How top B-schools in India are going an extra mile to attract international students

Devina Sengupta, ET Bureau Aug 12, 2014, 02.36AM IST

Tags: [XLRI](#) | [Top B-schools in India](#) | [Indian School of Business](#) | [IIM Lucknow](#) | [360 degree app](#)

MUMBAI: Last fortnight, the Indian School of Business (ISB), launched a mobile application (app) and 500 people in North America downloaded it. Called the 360 degree app, it has videos of the B-school's alumni talking about their experience and the current batch speaking about why they picked the college, besides snippets of class room teaching and faculty profiles.



(IIM Lucknow plans to open...)

MBA Colleges in Bangalore

isbc.ac.in/MBA-College-Bangalore

Study LSC MBA in India at Low Fee. Admission open for August batch.

Top SIP Investment plans

myuniverse.co.in/ZipSIP

Compare & invest in best Funds. 0 paper work. Start today.

Start Today: Get Your iMBA

onlinemba.illinois.edu

No excuses. The iMBA that is Acclaimed & Accessible.

"We are tracking every download to gauge how many are interested in our college globally," says Munish Sapra, senior director for admissions and financial aid, ISB. The app is one of the many ways in which the management college is aiming to get visibility amongst students abroad.

Top B-schools in India are going the whole mile to make their courses attractive to international students, with good reason. Such students are integral for diversity, getting more recruiters and global accreditations as well as climbing the ranking order.

Full-time MBA programmes in India see barely a handful of international students, and the institutes claim their diplomas look paler than their global counterparts' MBA degrees. While the issue is currently before the government, the institutes are looking at international enrolments through exchange programmes, alumni meets, projects and short term courses.

In July, ISB, along with its former students, started 'coffee with alumni' wherein prospective students could meet former students in 40 locations across the world. The programme will be on till October. ISB's Sapra returned from Dubai last week promoting ISB as part of world MBA tours where the college's representatives engage in face to face interactions and group discussions on the prospects of an MBA degree from the institute. The team also visited New York and Washington.

IIM Lucknow plans to open up a branch in another country. While three countries are on the shortlist, the institute's director, Devi Singh, refused to comment further. The international campus will have students from both India and the host country for the MBA programme. Institutes such as XLRI and SP Jain already have campuses abroad.

SPOTLIGHT

Terror strikes Punjab



How a wrong turn by terrorists saved a lot of lives

A right turn taken by the three terrorists inside the Dinanagar police compound towards a near-empty barrack saved a lot of lives.

- [Gurdaspur attack: GPS of terrorists shows Pakistan location on July 21](#)
- [Pak releases visuals of drone; Indian Army calls it a 'disinformation campaign'](#)



Collaborations are another way to improve visibility. For the past three years, IIM Lucknow and colleges from Brazil, South Africa and China are part of a forum called 'Centre for Marketing and Emerging Economy', which conducts research and presentations along with exchange programmes. XLRI is in negotiation with business schools in the US to launch new programmes for mixed-nationality students from 2016.

These will include executive education programmes, dual degrees and even courses for working professionals. "More international students translate into more global exposure and recruiters," says Jittu Singh, chairperson, international relations.

Besides regular student exchange programmes, the B-school launched its global MBA programme in partnership with Case Western Reserve University (US) and Tongji University (China), three years ago. This programme has 20 students each from the US, China and India. They travel as a cohort and undergo one-third of their education at each school.

"International students and faculty help in global rankings," says Ashok Banerjee, dean, new initiatives and external relations, IIM-C. For the oldest IIM in India, an entry into the coterie of 28 elite B-schools called, 'International Centre of Excellence in Management Education' in 2012 was one way of gaining global visibility.

IIM Calcutta is the only Indian member in this elite group of European, Asian and American schools of business and 70 multinational firms. And this year, they plan to reach out further to attract students. For the first time ever, a team from IIM-Calcutta (IIM-C) will head to Singapore to explain in various forums how an executive education programme from the college benefits professionals.

Working Across Borders

How management institutes are attracting international students

ISB

Launched a mobile app with videos of alumni, students and teachers talking about their experience

Interactions named "coffee with alumni" arranged across the globe

IIM Lucknow

Plans to open a branch abroad. Three countries shortlisted

XLRI

In talks with business schools in US to launch new programmes for mixed-nationality students

They are expected to get off the ground beginning 2016

IIM Calcutta

Team will go to Singapore to explain in forums how an executive education programme from the college benefits professionals

IIM Bangalore

Will send a team for the first time to US and Europe and conduct open houses with students

IIM Indore

In talks with French colleges to start joint programmes



"We are also targeting NRIs through social media, telling them how IIM-C can give them exposure similar to Harvard at a lower cost," says Banerjee. IIM Bangalore will send a team for the first time to the US and Europe and conduct open houses with interested students this year, says M Jayadev, chairperson, admissions. IIM Indore too is in talks with French colleges to start joint management programmes.

FEATURED ARTICLES



10 best tax-saving investments



Top 10 companies that pay more than 25% dividend



What central government employees can expect from the 7th Pay Commission

More:

India's first e-reader Wink unveiled, supporting 15 languages

What central government employees can expect from the 7th Pay Commission

Fed warns of catastrophe if \$14.3-trn debt limit not raised

Hyundai: Price war under way in US car market

BF Utilities rise on court verdict report

Shell India eyeing 13% share in lubricant market

More from The Economic Times

- [Five IT companies, including Microsoft, TCS & Infosys bid for building GST...](#) 17 Jul 2015
- [Best Companies to Work for 2015: NCR's RMSI pips Google India, becomes...](#) 13 Jul 2015
- [Big Four consultancies EY, PwC, Deloitte and KPMG fencing staff with...](#) 14 Jul 2015
- [Is iPhone 4s a good buy at Rs 13,000?](#) 14 Jul 2015

Promoted stories

- [Tips to Keeping Mobile Devices and Data Secure](#) HP
- [6 Ways to Make Money From Your Hobby](#) Monster India
- [7 Stocks To Fund A Happy Retirement](#) TalkMarkets
- [If you believe these, you're from DU](#) Askme on Education

Recommended by

Readers' opinions (3)

Sort by: [Newest](#) | [Oldest](#)

Dr. MANAS DAS (Retd. Prof., IIM CAL.)
13 Aug, 2014 07:07 PM

Whole world knows ISB's founder chairman is serving a prison sentence in US. To avoid further humiliation, ISB must wind up lock stock and barrel immediately. IIM Lucknow Director has long pending cases of huge corruption and his continuance is illegal and unconstitutional. With what face will IIML invite students from abroad? XLRI is another heap of church corruption and graft and has a negative image. Which overseas fool will come there. None of these and other B-Schools have worthy leader, nor faculty nor programmes. Why are they allowed to waste country's foreign exchange to dupe and cheat overseas students?

DILIP KUMAR GARG (DAMANJODI)
12 Aug, 2014 12:25 PM

A very good move by the top B-schools.

Bhavadas T V . (Navi Mumbai.)
12 Aug, 2014 11:52 AM

To attract more money in US Dollars and British Pounds as well as Saudi Reals / dinars etc?.