Inside

THE SPOTLIGHT

IBS Hyderabad featured on CNN-IBN's Popular Program 'Shining B-Schools of India'
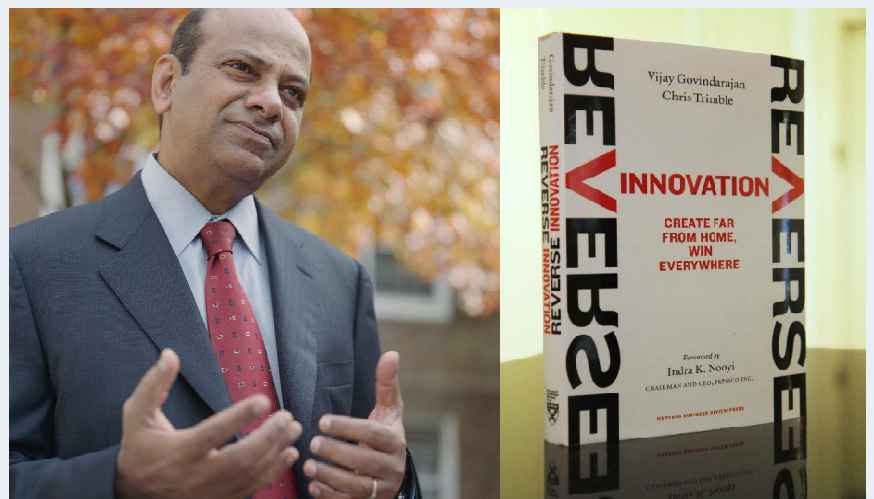
IBS Hyderabad ... A New Milestone

Close on the heels of being recognised as the 12th Best B-School of India in the Business India Survey, IBS Hyderabad has reached yet another great milestone. CNN-IBN featured IBS Hyderabad in one of its popular programs **'Shining B-Schools of India'**. (http://www.youtube.com/watch?v=72hoVdZ7GVY)

Special accolades to each and every member of IBS Hyderabad for this outstanding achievement.

Reverse Innovation

IBS organized a guest lecture on 'Reverse Innovation' on January 9, 2013 by Dr. Vijay Govindarajan, author of the best selling book on Reverse Innovation. The professor from Tuck School of Business, Dartmouth emphasized that the time for Indian companies to innovate is NOW. Participants gained amazing insights on reverse innovation.

Editor Speaks...

Dear Friend,

Greetings from TP!

A sense of panache & perfection is all pervasive among the 'soldiers' at IFHE. Yes! It is a privilege to acknowledge the efforts of the faculty and staff who had put in tremendous effort to bring laurels to IFHE. The dedicated 'soldiers 'at the three constituents of IFHE-IBS, FST & FOL had many accomplishments in the academic and non-academic areas.TP captures the happenings at IFHE during January, 2013.

IBS Hyderabad had a proud moment when it was featured on CNN-IBN's popular program 'Shining B-Schools of India'. Another outstanding feature of the month was the paper presentations by faculty at very popular platforms, IIM A & B. Special accolades to Dr. Balaji who won 'Outstanding Researcher Award (Winner)' and Dr. Shubadip for winning 'Outstanding Researcher Award (Runner)' at AIMS-10. Besides, the faculty were engaged in organizing guest lectures and MDPs. The CRC team had accomplishments that are praiseworthy.

FOL was vibrant with the 'Moot Competition' Workshop and Guest Lectures. At FST the faculty presented papers at popular platforms.

Special appreciation to Dr. Nandini from FOL, Dr. Digvijay Nair from FST, Prof. Vasundhara from IBS and Mr. PSRASV Prasad from CRC for their support and cooperation in bringing out this issue.

Happy Reading

- Prof. Mahesh

Red Carpet
Welcome to IFHE Family...

Dr Koteswara Rao joined as Assistant Professor on 31-01-2013 in FST.

- PhD & Post Doctoral research fellow. Area of Research: Semiconductor material sciences.
- PhD from Mysore University and Post Doctoral thesis from National University Chnugnam, South Korea

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Chethana G Krishna joined the Dept. of HR & SS as Soft Skills Trainer. She is an engineering graduate (EEE) with PGDBM and PG Diploma in Communicative English. She has 15 years experience in Corporate Training, Soft skills, English language training, Americanisms and designing modules for training on need basis. She was earlier associated with ICFAI National College (2007 – 10) and United world School of Business (2010 – 12). She was instrumental in placing students for SIP and final placements in some of the best organizations in India.

Guest Lecture on 'Leadership'

Dr.Manas Ranjan Tripathy delivered a guest lecture on 'Leadership' to the Chief Engineers of DVC (Damodar Valley Corporation) at ASCI,Hyd on January 31, 2013

Guest Lecture on 'Value Creation Through Strategic Marketing'

Prof. Vipin Gupta, Co-director, Global Managemnt center, California State University, made a presentation on 'value Creation Through Strategic Marketing' on January 13, 2013

✿ TP Congratulates... ✿

Dr. Saradhi Kumar G

on being awarded PhD

from

Osmania University

TRISHNA
The Annual B-School Fest of IBS Hyderabad

Trishna was organized with pomp and splendour between January 18 and 20, 2013. Dr Gorla Narasimhaiah, Director IBS Hyderabad presided over the function. The Chief Guest at the inaugural was Mr. Tapas Kumar, the General Manager of Birla Corporation, Kolkata and the Guest of Honor was Dr. W. G. Prasanna Kumar, the Andhra Pradesh Director of National Green Corps. Mrs. Sobha Rani Yasaswy, the President of ICFAI Society graced the occasion.

The Chief Guest for the valedictory was Mr. Ankur Parwal, the youngest regional head of ICICI Bank and a proud alumnus of IBS Hyderabad. He currently heads the SME EAG division as well client acquisition and relationship management of the bank for all of Andhra Pradesh.

Students from top B-Schools of the country participated in the event.

Mr. Ankur Parwal presenting certificates to Trishna participants @ the valedictory

Behave cautiously, carefully & wisely. People will forget, what u said. People will forget, what u did, but. People will never forget how u made them feel

Quicforce – A Quick Review

Excerpts from an Interview with Dr.Sindhuja Menon, Coordinator-LMS

IBS Hyderabad adapted 'Quicforce', a Moodle-based Learning Management System (LMS).It was a major technological initiative at IBS, Hyderabad to support e-learning. Quicforce is an e-learning software platform that focuses on providing the teacher and taught with the best tools to manage and promote learning process. It is one year since Quicforce was commissioned. Special accolades to

Dr. Sindhuja Menon, Coordinator, LMS, the HQ team of TS Vasudev, Dr. Indira Koneru, Ms Neelima, whose initiative and hard-work has catapulted the popularity of Quicforce. Congratulations to faculty and students who helped in making this initiative a success. TP interviewed Dr. Sindhuja to bring facts about Quicforce. She was gracious and prompt in responding...

TP: What motivated IBS to embrace a Quicforce?

Quicforce, a Moodle-based Learning Management System (LMS), is one among the technological initiatives at IBS to facilitate e-learning. Primarily, Quicforce is an e-learning software platform that focuses on providing the educators with the best tools to manage and promote learning process. It follows a constructivist and social constructionist approach to education, emphasizing that all learners can contribute to the educational experience. Social Constructivist approach promotes learning through interaction with the materials and other learners; thereby enabling people to actively build new knowledge as they interact with their environment. Many institutions (IIM-B, IIM-C, IIT-D, IIT-Mumbai, BITS Pilani, etc) use it as their platform to conduct online courses, while some use it simply to augment face-to-face courses (blended learning). It supports an outcome-oriented learning environment. As IBS is oriented towards imparting right education and skills for a successful career in management, Quicforce was adopted as an e-learning initiative to reach out to the learners sans space and time constraints. Also it has features that allow it to scale to very large deployments to include hundreds and thousands of students. As a first step towards e-learning initiatives, Quicforce was deployed at all the seven campuses of IBS.

TP: How does Quicforce facilitate e-learning?

As I mentioned earlier, Quicforce enables the faculty and students to access the learning resources from anywhere and at anytime. It aims at providing an extended and elaborate learning experience which connects the students with their faculty and peers beyond classroom. Using Quicforce modules, faculty can engage students in constructive learning practices such as creating various forums for discussion. Quicforce offers a range of tools for delivering learning resources in a variety of media (text, images, audio, video, etc), providing a means of communication to learners and instructors, besides, encouraging interaction among learners to discuss and share ideas. It also directs instructors to track learner's course participation.

TP: What are the unique features available in Quicforce?

Quicforce modules facilitate three prime functionalities. Firstly, it enables storing, organizing and sharing of learning resources. Faculty can create sessions in the session scheduler as per the session plan; add multimedia resources to sessions, store and share learning resources through external repositories (such as Google Docs, Box and Drop Box) and provide access to Library databases to students. Secondly, Quicforce facilitates interaction and communication. Faculty can use discussion forums (both site-level and course specific), bulk messaging and IBS mail and chat features for interacting with students. Thirdly, Quicforce enables online assessment which is done through Quiz, Assignments and Discussion forums. In Quiz, 'random selection of questions' from question bank and 'multiple correct answers' options have also been introduced as requested by the faculty. In a nutshell, Quicforce enables the faculty to connect with their students, share learning resources, interact by providing reflective and constructive learning opportunity and evaluate and grade students' performance online.

TP: How is Quicforce linked with ibooks?

Primarily, ibooks are developed exclusively for iPads, as it supports interactive graphics. However, the text content and the still images can be still viewed in a PDF format which can be linked to Quicforce. Also the interactive content can be linked and accessed separately through Quicforce. As Quicforce evolves, we can see more innovative approaches towards e-learning.

TP: Could you please explain how the students are benefitted?

From my experience, not only the students but the faculty is also benefitted as the platform is internet-based. For a student, this platform brings all the course materials, related readings, section-specific communications and discussions under one roof. They need not run around downloading loads of materials posted on to diverse platforms. Students can upload an assignment or take a quiz or participate in a discussion forum from anywhere. Most exciting feature of Quicforce is that all the activities can be made time-bound. I have observed students very keen on submitting the assignments in Quicforce on time, as the system doesn't accept the file if the student is late even by a second. When they encounter such time-bound activities, to a certain extent, it is automatically instilling time-sense. Also, the scheduler on the homepage acts as a reminder and gives an opportunity for the student to plan their activities for the week ahead.

TP: Have you faced any technical challenges in implementing Quicforce at IBS Hyderabad and how did you overcome these?

Yes. We did face certain minor technical snags while administering tests but we have quickly rectified these and used this experience to perfect the system. As your readers are aware such challenges are common while implementing any new technology and our technical team is well equipped to handle these.

TP: Suppose a faculty or a learner has a query related to Quicforce aspect? Whom should they contact?

For all login related issues, they may send an email to: **ragini.g@ibsindia.org**

To know about the features in detail, they can visit the Quicforce help website .One can access this website from IBS mail page. From the menu, click on Sites and then click Quicforce. In the home page of the website, Navigation links are provided to access the FAQs and Video.

TP: What are your suggestions to the users to make the best use of this e-learning facility?

It's one year since we have introduced Quicforce into the system. All the 33 sessions are planned well ahead and the resources are made available well in advance. Here the value additions come along the way by which we enrich each session by adequately providing links to various types of resources in diverse formats. We are confident that during the next academic year we will see enhanced usage of Quicforce by our faculty to create a rich and interesting learning experience for students.

Happy Moodling!!!!

Quick..feed(back)

"Dear Q-Team

Kudos...

You people are doing a wonderful job by giving a new platform to all stakeholders. You are ensuring an easy and smooth exchange of content and feedback. This certainly helps all to stay connected for greater mutual benefits and transcendental academic progression. Your timely updates help greatly in keeping one ready towards deliverables in time. Thanks and congrats for your efforts.

Quickforce helped me in several ways:

- I was able to stay connected to students of my section

- I was able to view the postings of other students and have a feeling of being connected with all

- I was able to share resources e.g. cases (as required) for my subjects with students of my section

- I was able to share extra materials (mostly HBR articles/ URLs, other research papers) as relevant for discussion in class or reading by students

- I was able to ensure students' preparedness for my class

My suggestions:

- Privilege/ Provision to a faculty to see use of Quicforce (for concerned subject) by his/ her students (better if an email can be sent to office Id)

- More effective content filtration of unscrupulous/ immoral postings, if any.

Surjit Kumar Kar
Asst.Professor
Dept.of Marketing & Strategy
IBS Hyderabad

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Quicforce- my learning experience

Quicforce is a one-stop solution to effective learning. Instead of having to look up through various mails for different courses, this learning solution provides a hassle-free integration of all study material for all courses at one place. The feature to put up queries and easy interface with students makes this portal very attractive and an effective learning tool.

Kalpana Verma
Student

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I believe that we the students of an esteemed institution, IBS Hyderabad, are at that stage of life where we can enhance our learning using quicforce. It is very simple and easy to access. It is designed in a very structured way. All the topics and cases to be taught in the class are uploaded well in advance and that helps in prior preparation. The most impressive part is the ease with which we can upload the assignments.

Latika Anand
Student

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The best thing about Quicforce is that it enables the teacher to place multiple learning resources for a course - cases, additional reading material, audio and video files - all in a session-wise sequence and in the right context. Since it allows me to add and edit sessions at my convenience, I'm able to start my session planning with a basic structure and with the available resources, and then, keep adding content as I go along.

While the basic session plan is created initially itself, depending on how each session actually turns out, I'm able to add appropriate learning resources for the subsequent session. One does not have to send revised documents or modified handouts and then worry about students going through an outdated document as any modifications that are made by the teacher are real-time for the students. Also, every time I introduce something new or make a change, I get to see how it fits into the larger scheme of things. I still benefit from using Quicforce as I'm able to plan and execute my sessions better.

Dr. Jojo Mathews
Department of Economics

MDP on SEM (Structural Equation Modeling)

A two days workshop on **'Structural Equation Modeling (SEM): Basics and Applications'** was organized on January 24 & 25, 2013.The participants got a hands on experience in using sample data sets on how to specify, to estimate, and to interpret models applying confirmatory factor analysis and path analysis with latent variables. Participants were introduced to Amos software for the estimation of structural equation models during lab sessions. Dr,Shirshendu Ganguly and Dr.Sridhar Vaidyanathan were the resource persons.

Indu Perepu Finalist in 2013 John Molson MBA Case Writing Competition

TP Congratulates **Ms Indu Perepu**, IBS CRC Case Author who was the Finalist in the 2013 John Molson MBA Case Writing Competition.
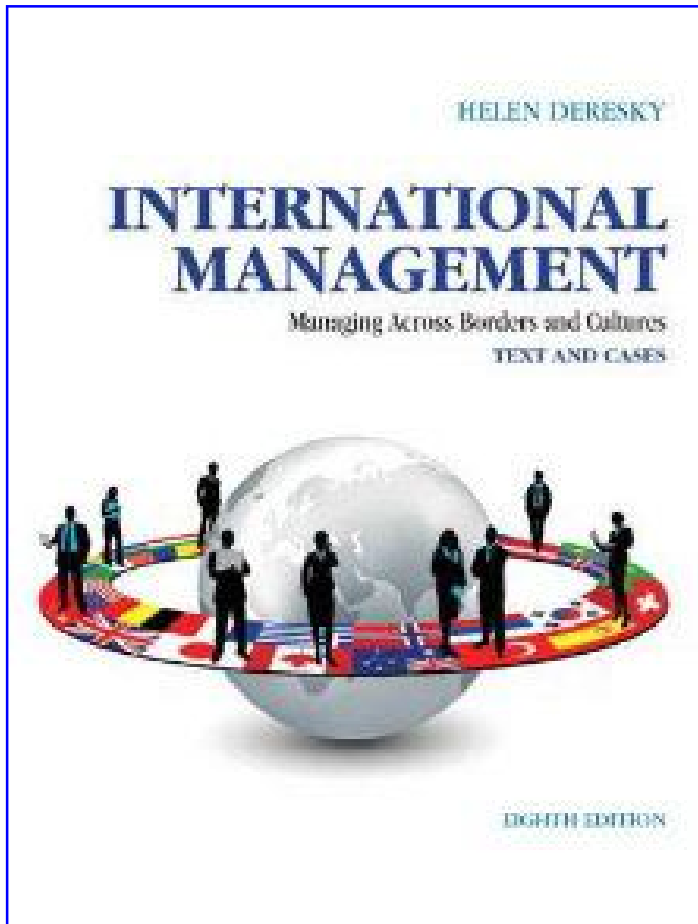
Her case **'Tesco: Losing Ground in the UK?'** featured in the finals of the 2013 John Molson MBA Case Writing Competition, organized by The John Molson School of Business, University of Concordia, Montreal, Canada. As a finalist, the case won an award of C$ 1,000.

The case was used as a final case in the The John Molson MBA International Case Competition. 36 teams from 14 countries took part in the competition. After six rounds three teams - two from Australia, and one from Canada reached finals. The students were asked to evaluate the 6-point turnaround strategy created to build a better Tesco.

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CRC Cases Featured in International Management Text Book by Pearson (8th Edition)

HELEN DERESKY

INTERNATIONAL MANAGEMENT

Managing Across Borders and Cultures

TEXT AND CASES

EIGHTH EDITION

TP Congratulates the **CRC Team.** The textbook **"International Management: Managing across Borders and Cultures'** by Prof. Helen Deresky was published by Pearson which includes 12 CRC Cases.

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Debapratim Purkayastha Wins a Prize at BLR Case Competition of Business Leadership Review

TP appriciates **Prof. Debapratim Purkayastha** for winning **Third prize** (Euros 1000) in the BLR Case Competition of Business Leadership Review of Association of MBAs (AMBA) for his case study *'Ethical Leadership: Ratan Tata and India's Tata Group'.* AMBA is a leading accreditation body based in London, UK, and accredits MBA programs in UK, Europe and around the world.

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Debapratim Purkayastha Presents the Case Study at North American Case Research Annual Meeting held at Boston

TP appriciates **Prof. Debapratim Purkayastha** for presenting the case study 'John Chambers and Cisco's Internal Governance System' at North American Case Research Annual Meeting held at Boston, Massachusetts, USA. It was co-authored by Dr. Vijaya Narapareddy (University of Denver; President, NACRA).

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CRC Case Featured by ecch

TP Congratulates **Prof. Debapratim Purkayastha** and **Mr. R Muthukumar** for their case series on Ford Motor Company in India being featured in ecch Connect and the ecch homepage.

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TP congratulates **Dr.M.Balaji** for winning the **'AIMS International Young Management Researcher' Winner Award** for the year 2012.

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TP congratulates **Dr.Shubadip** who was runner-up for the **'AIMS International Young Management Researcher' Runner Award** for the year 2012.

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Greetings to **Dr.SC Bihari** for his article *"SMES in India- A Vehicle for India's Sustainable Economic Development"* in the December 2012 issue of 'Man & Development', Published by Centre for Research in Rural and Industrial Development, Chandigarh.

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Compliments to **Dr. Venugopal** for presenting two papers at 5th Marketing Conference @IIM-A

■ Material Values, Long term Orientation and Price Related Behaviors - Their Association with Compulsive Buying

■ Product Bundles, Perceived Value and Consumer Preferences - application of Thaler's Mental Accounting Principles.

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TP appreciates **Dr.Pravin Srivastav** for conducting a session on *'Transactional Analysis'* as part of MDP at Power Grid Corporation Ltd in December, 2012.

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Kudos to **Dr. Manas Ranjan Tripathy** for the case entitled *"No more to Gamesmanship"* which is published in 'Human Capital' January, 2013 issue.

TP Congratulates **Dr. P Sathyapriya & Dr. Sindhuja P N** for the paper presented at the Tenth AIMS-International Conference at IIM-B on *'Consumer Behavior towards Online Search for Airfares'.*

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TP appreciates **Dr. Sindhuja P N** for chairing the session on **'Consumer Behavior '**track at the Tenth AIMS-International Conference at IIM-B.

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Speical accolades to **Prof. Sudhaker Reddy** for receiving the **"Best Thesis Proposal Award (in Finance area)"** for the thesis proposal titled *"Commonality in Liquidity: An Empirical Examination of Stocks and Options Listed on NSE"* at the 6th Doctoral Colloquium conducted by IIM-A.

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TP Congratulates **Prof. Anand Chakravarthi** for presenting a paper 'Entrepreneurship in Micro-Enterprises: A Case Study' at the Tenth AIMS International Conference on Management held at IIM, Bangalore on **January 6, 2013.**

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TP appreciates **Prof.Mahesh Kumar Soma** for presenting a paper on 'FDI in Retail-A Six Thinking Hats Analysis' at the Tenth AIMS International Conference on Management held at IIM, Bangalore and for chairing the FDI track.

News from FST

Faculty Publications

1. **Prof. J. Vijaya Gowri (Humanities)**

   Jammi Vijaya Gowri, Evolution of tradition and the Experimental Theatre: A Focus on Tendulkar's Ghansiram Kotwal, International Conference on English Language and Literature (ICELL-2013), January 19-20,2013, Hyderabad, India

2. **Prof. H. Sudheer (Electrical & Electronics Engineering)**

   Sudheer H, Kodad SF, Sarvesh B "Fuzzy Direct Torque and Flux Control of Induction Motor Using Fuzzy Speed controller Multilevel Boost Inverter". National level conference on RECENT TRENDS IN POWER SYTEMS AND DRIVES(RTPSD) -2013 at CBIT, Hyderbad. The objective of the conference was to bring researchers engineers, scientists and scholars together to exchange and share their experiences, new ideas and research results in all major areas of Electrical Engineering. RTPSD serves as a platform to promote the exchange of ideas between industry and academia to meet the emerging challenges and changing requirements.

News from Faculty of Law (FOL)

Internal Moot Court Competition- Selection Round

Moot Court in action...

The selection panel...

18th January saw FOL vibrant with enthusiasm and action by the students from all the semesters, as they were set to clash in the Internal Moot Competition Selection Round- 2013. The competition is held every year to select and shortlist teams to represent FOL, IFHE. The selection rounds had 36 participants and they took part in teams of 2. A Moot Problem is given to all the participants and they have to submit written memorials and present their oral arguments. The Competition was conducted in two court halls, each of which had two distinguished judges invited for judging the participants performance. Court Hall I was presided over by Mr. Yogesh Raavi, a former National Moot Court Champion, who works at Niranjan Reddy and Associates, Hyderabad and Mr. Naveen Kumar, Advocate & Standing Counsel for Life Insurance Companies (Max New York, Metlife,

Birla Sunlife, Tata AIG, Aviva, Reliance). Court Hall II was presided over by Mr. A.P. Suresh, Founding Partner of Common Law Chambers a law firm with its presence in Bangalore and Hyderabad and Mr. E. Ramesh Chandra, Advocate, Andhra Pradesh High Court.

The day ended with interaction with the judges and the participants. The judges shared their experience of mooting and gave their valuable suggestions to the participants and other students. 10 Mooters and 5 researchers were selected. Ms. Nandini C P is the Moot Coordinator. All the faculty and staff members were host for the event. Dr. L. Lakshmi was in-charge of the valedictory function. The Moot Committee Members and other students made the event a great success.

Faculty Achievements

Ms. Nandini (second row, extreme left) with other participants

- Ms. Nandini. C. P. Asst Prof participated in the IP Teaching and Research Workshop from 27-29th January, 2013 at National Law University Delhi. Professors from University of Washington Law School and Intellectual Property teaching faculty from all over India attended the workshop.

- Mr. V. G. Ranganath. Asst Prof has published an article on 'Judicial Analysis of Recourse against Arbitral Award' 2013, Law Summary (Fortnightly Journal) . He also delivered a Guest Lecture on 'Institution of Suits based on Promissory Notes with respect to Limitation Act, 1963' to Junior Civil Judge Aspirants at 'Digvijay Institute' Hyderabad.

Guest Lecture @ FOL

A Guest Lecture was delivered by Mr. Kishore, Advocate on 'TRANSFORMATION OF LEGAL PROFESSION' on 4-1-2013. Dr R .Madhavi was the coordinator.

Snippets...

**Life was easy
when 'Apple' and 'Blackberry' were just fruits**

Best Attitude to life

"Yes I have made enough mistakes because life does not come with a user manual"

Every successful person has a painful story

Every painful story has a successful ending

Rolling stones gather no mass.

But, they gather momentum.

Death asked life: why does everyone love you and hate me. Life replied: because i am beautiful "LIE" and you are painful "TRUTH"......