

Report No. 3: ISB COURSES PART II

Since I only took courses for two terms in India, I was not able to take many other subjects. However, I have inquired from my peers who have taken other ISB courses, and their feedback. This may help you get a background of the course and further lead you to choose the courses that are relevant to your field.

Courses for Term 5:

- Global Operations Management (GOMG), This was a decent course but I think that this would be more relevant to those who specialized in Marketing. This course will allow you to understand global retail and multinational companies.
- Marketing Research (MKTR), Professor Voleti. A lot of students were very disappointed of this course specifically because of the projects and scoping of assignments.
- Rural Marketing (RMKT), Professor Bijoor. If you are interested in Rural Retail Marketing, this course would be very helpful. There is a lot of information to be learned from this course. It also involves a field trip to a village or town, and a project will be required in line with that trip.
- The Green Business (TGSB). This is a good course and topics include carbon credits, carbon emissions at an industrial level, etc. If you are planning on taking this course, it is best to have a background or prior knowledge about these topics. Many of the assignments were finance- heavy so be prepared.

Courses for Term 6:

- Creating Business Value through Analytics (CBVA). This was a good course as it gave a good introduction into analytical tools.
- Consumer Behavior (COBE). This would be helpful for those who are in the Marketing field, or would like to learn about how consumers think and act. There are better courses than this one.

Courses for Term 7:

- Advertising (ADVT). This course had a lot of positive responses from students
- Capital Raising Strategies in Corporates (CRSC), Professor Kapadia. The professor was excellent and the course was also good.

- Service Business Ventures (SBVF). The professor has a lot of experience since he came from a hospitality background. However, his experience relates to mostly the hotel industry. This course will allow students to work with a group to do a project for a company. This will require students to travel and do out of campus activities.

Courses for Term 8:

- Indian Financial System (INFS), Professor Chakravarthy. The professor was very good. This was a very good introduction to the Indian Financial System, especially for foreign students who do not have a background of the financial system in India.
- Business Law (BLAW), Professor Reddy. This professor is a lawyer and has a lot of knowledge regarding Intellectual Property issues. This course does not only deal with IP laws but also other aspects.
- Microfinance (MFIN), Professor Ravi. This was a good course, but there are other courses better than this. So if you have other better options, go ahead. This course discusses about microfinance in India which has taken a big hit over the past year. It also talks of different micro finance models in other countries.