

News monitored for: ISB

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Meet Sangeetha Narasimhan, 30. Tam Bram, computer science engineer and now a B-school student with the Indian School of Business (ISB), Hyderabad. After her engineering at BITS Pilani, the Chennai girl joined networking giant Cisco in Bangalore in 2001. Three years later, Cisco America called and Sangeetha moved to the company's Atlanta office. Somewhere down the line, she made the jump most ambitious techies make — from a code-writer to a systems engineer with the sales team. "Like most engineers from India, an MBA was at the back of my mind," says Sangeetha. And that's what got her back to India and ISB.



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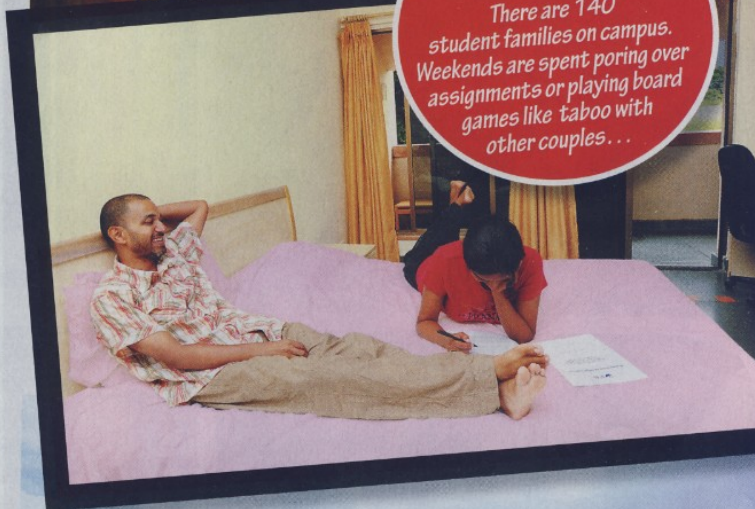
A day in the life of...

So what's life at B-school like? There's the predictable part: baby-faced professors, balding students, assignments, campus lingo and, of course, classrooms. *Business Today* spent a couple of days at the campus of the Indian School of Business at Hyderabad and sampled a slice of the predictable and the unusual.

BY VIVAN MEHRA and T.V.MAHALINGAM



Sangeetha lives with her husband, Balaji Rengarajan, in a studio apartment at the ISB campus. Sangeetha's day starts at seven a.m. Her classes begin after noon but mandatory 'pre-reads' (B-school lingo for homework) take up most of her morning. ISB prefers students with work experience. Many of them, like Sangeetha, are married.



There are 140 student families on campus. Weekends are spent poring over assignments or playing board games like taboo with other couples...

Sangeetha is no jogger. That's her in a tearing hurry to get to class.



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It's been half a year since Sangeetha moved to Hyderabad. But assignments, seminars and classroom sessions have left her with little time to explore the sights and sounds of Hyderabad. She is yet to marvel at the Charminar or the Golconda Fort.

Prof. Sambamurthy holds forth on 'Business and IT strategy'. A student uses the word 'customerization' while answering a question. "You should get that word patented," quips the professor. By the time the year-long course ends, Sangeetha would have sat through 640 hours of classroom sessions.

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Sangeetha loves PG Wodehouse. After sessions on quant models and marketing strategy, her favourite pick-me-up is leafing through a Psmith or Blandings novel. "I like his golf stories in particular," she says. Perhaps, that's why she tees off a few times a week. It's something her institute encourages.



Almost 200 CXOs visited ISB to attend seminars, grace convocations, lecture classes last year. Here Sangeetha catches a quick word with S. Sivakumar, Chief Executive of Agri Business of ITC, after a seminar on Corporate Social Responsibility.

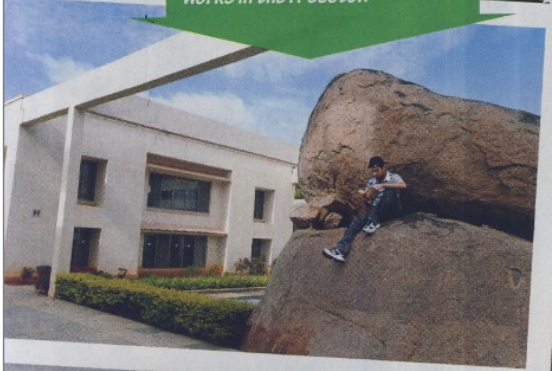


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ISB was among the earliest to set up offices in Gachibowli, on the outskirts of Hyderabad, in 1999. Today, it's a buzzing IT hub with companies like Infosys, Capgemini and Microsoft employing about 50,000 people. Little wonder that 1/4th of the 2010 batch at ISB works in the IT sector.



A 24-hour coffee shop ensures caffeine on tap for the graveyard shifters. Sangeetha got her six hours of sleep on most days, even during the third term, also known as the 'hell term,' without a caffeine fix.



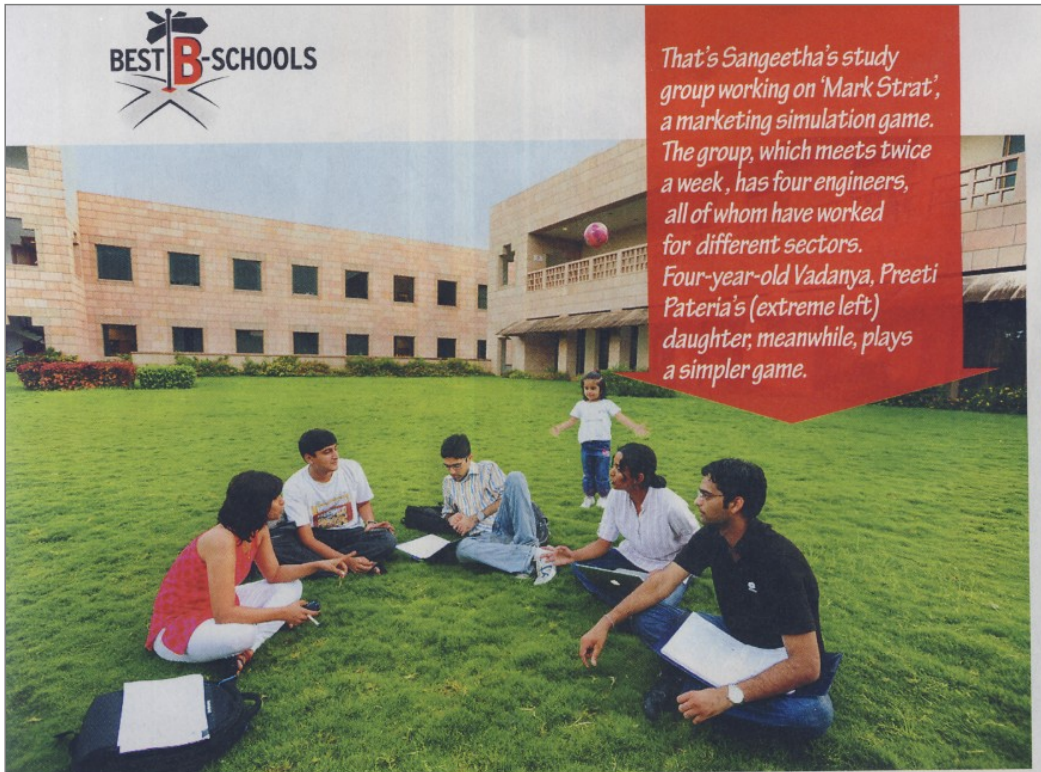
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That's Sangeetha's study group working on 'Mark Strat', a marketing simulation game. The group, which meets twice a week, has four engineers, all of whom have worked for different sectors. Four-year-old Vadanya, Preeti Pateria's (extreme left) daughter, meanwhile, plays a simpler game.



Chirag Rakshit has been selling parathas and cocktails on campus for a week now. Chirag and his group of four were given Rs 500 and asked to launch an entrepreneurial venture. By the end of week one, Chirag's group had made Rs 16,500. The margins: about 30%. All for a one-credit course on entrepreneurship.

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