Philosophy of Learning at MPBIM

Education is a systematic process through which a student acquires knowledge, experience, skill and a healthy attitude. Ultimately, it makes an individual civilized, refined, cultured and educated.

Indian thinkers opined that the knowledge is Supreme. As Bhagavadgita proclaims - ‘Nahi Jnaanena Sadrisham’ and believed in a system of education which enlightened the minds - ‘Tejasvina vadheeta mastu’…

It was natural that M.P. Birla Institute of Management (MPBIM) which took birth in the stable of Bharatiya Vidya Bhavan grew with the motto of ‘Let Knowledge come to us from every side’.

In a world that’s predominantly moving towards becoming Information and Knowledge driven, Management Education has assumed a significant position in Bhavan’s education activities. After all, India has always been a repertoire of knowledge from ancient times, giving the world pathbreaking concepts and directions. India is distinct by its innate diversity with innumerable nuances adding strength to every thought and idea.

India - an ideal ground for emancipation of academic excellence.

At MPBIM we strive to imbibe the principle of ancient Indian wisdom where education and knowledge gives humility that builds an individual’s character. It is the character of an individual that helps him become successful in life - both social and economic. The successful individual with a strong character is led to lead a righteous life wherein lies the ultimate happiness and joy.

K.M. Munshi
Founder, Bharatiya Vidyabhaban
MPBIM Value Systems

With students from all over the country, the grand idea of ‘unity in diversity’ is innate to MPBIM’s Indianness.

It reflects the collectivity of hundreds of distinct and unique cultures of all religions and communities of the Indian subcontinent.

MPBIM includes in itself, Bhavan’s faith in the universality and cosmic order and can be seen it extended in all its initiatives and forays.

Driven by the mission of its founding objectives, MPBIM lays paramount emphasis in Truth and Dedication in all its efforts and propagates righteous Living as the means for adhering to its eminent value systems.

This thought is reflected in everyone of its people force, their thoughts and deeds, which sets the Institution uniquely apart from others.

“Education is a process for training of hand, head, and heart. It is allround drawing the best in child’s to man’s body, mind and soul”.

- Mahatma Gandhi
MPBIM – demonstrating a Sterling Academic Commitment

It was when the fledgling management institute at Bharatiya Vidya Bhavan - MPBIM needed to spread its wings and grow, the need to nurture it arose - for creating more facilities, providing better infrastructure and to accommodate increased number of students.

It was then, that Sri N Ramanuja who was the Chairman and Managing Director of HMT Limited, stepped in.

Smt. Priyamvada Devi Birla, wife of Sri Madhav Prasad Birla, a business magnate and a well known philanthropist with a heart resonating for the cause of excellence in humanity, came into the picture to give new life to the budding institute. Priyamvada Devi Birla fondly called Badima, quickly sprung into action exploring her keenness in supporting the young institute. Her munificent donation provided the impetus for the growth of the Institute. With a keen eye on encouraging pathbreaking social initiatives, Badima quickly extended her helping hand.

MPBIM, established in 1999, is now in its 18th year. As many as seventeen batches of students have come out and are placed in industry. The alumni of MPBIM have occupied prominent positions in the domestic and international corporations both in India and abroad. An alert assessment of the constantly changing industry needs have kept MPBIM watchful on the management program’s content and pedagogy. The fact that the students’ learning continues at their initial work places also makes it imperative to provide short term special-skill training to them.

Hands on dealing with application oriented problems is MPBIM’s forte. This has helped the students to adeptly adapt to changing trends. Problem oriented research work has helped them acquire broader perspectives and has sharpened their focus in solving them. MPBIM has been continuously adding value to the delivery of the prescribed University curriculum. These efforts have led to successes in rewarding placements of the students across various verticals in the industry.

We believe that MPBIM's growth is directly associated with the career growth of its students. The corporate sector and industry who have recruited its students are regularly coming back looking for more talent, year after year. This is a the testimony of MPBIM's sterling academic commitment.

Sri N Ramanuja
Chairman - MBPIM

Er. N. Ramanuja, is the former CMD of HMT Ltd., a leading Public Sector Undertaking of India.

He is the recipient of, ‘Officier de l’ordre national du Lion du Sénégal’ of Govt. of Senegal, the prestigious ‘Karnataka Rajyotsava Award’, conferred upon by the Govt. of Karnataka, ‘Senior Engineer of Excellence Award’ by the Institution of Engineers (India)-Mysore Centre, ‘Excellence in Manufacturing Award’ by the All India Manufacturing Organisation (AIMO) founded by Bharat Ratna Sir M. Visvesvaraya.

He was formerly associated with the National Board of Accreditation (NBA), All India Council for Technical Education (AICTE) and India Trade Promotion Organization.

He is presently the Chairman - Bharatiya Vidya Bhavan, Bengaluru Kendra, Chairman, M.P. Birla Institute of Management and Vice-President, National Institute of Engineering, Mysuru.

Smt. Priyamvada Devi Birla
(Badima)

Snapshots of the bonding of Bhavans & M P Birla Group: Sri Ramanuja, Chairman with Smt. Priyamvada Devi Birla, Sri R.S. Lodha and Dr. A.V. Narasimha Murthy

Vanamahotsava Celebration:
Dr. K.M. Mushiji’s birthday being celebrated by planting a sandalwood sapling from Mysuru at Anandkiran, Prayag
Beyond the tags of ‘Knowledge City of India’ and the ‘Silicon City of India’, what sets Bengaluru uniquely above other cities of India is its inclusive community.

The city evolved beyond the confines of regionalisms decades ago with the founding of many distinct and eminent institutions here in the fields of manufacture, scientific research and emerging technologies.

It became the first-choice home for many an international corporation and today is a home for a diverse and rich community. Bengaluru is a matured cohesive community in arts, culture, education, trade & commerce, science & technology, research & innovation, debate & dialogue. Its unique attractions have even resulted in an overwhelming influx of people from across India and abroad, which have added to its strengths and challenges.

MPBIM is located at the elite heart of the city - with excellent connectivity. An imposing integrated structure is its multi-activity centre that provides excellent exposure and a myriad of experiences to both visitors and students. It is a centre that respires intellectual thoughts, creativity, discourse and dialogues, day after day. And thus draws the eminence in the community to its fold - from academics to industry and from art to science.
Collaborative - the MPBIM key to be distinct

Collaborative learning is based on the view that knowledge is a social construct, building upon the expectations from various strata of the society. Collaborative activities at MPBIM emerge with the student and his future being the primary focus of instruction.

MPBIM focuses on Interactive learning with active student participation. Working in groups is an important mode of this.

MPBIM has put into action many collaborative teaching practices with liberal usage of readings or videos before class, and through instructor-interactive lectures. Team teaching adds immense value to the inputs given to the students. Special talks on topical issues, in or outside the curriculum by Industry experts and practitioners is a hallmark of learning at MPBIM that compliments classroom learning. Students take the lead in organising many a Business event that include IT Quiz competitions, too.

MPBIM has created pulsating informal learning platforms for the students through Business Leadership Forum where students interact with industry leaders in understanding various business issues regularly.
‘Hands-on’ the MPBIM learning module

Students are encouraged to undertake extensive project work and take it forward through presentation and publication in national and international forums, journals, etc. This involves co-creation of ideas jointly with faculty members thorough exploration and analysis. Student engagement is encouraged through professional guidance. With over 200 Publications in reputed International business journals and 150 papers presented at National & International Conferences, MPBIM’s project research activity has been on a reputable plane.

With an active research centre, MPBIM is a unique institution with eight doctoral faculty and four pursuing their Ph.D programmes at the Institute’s research centre. The Ph.D programmes span the ambit of management education. The research centre not only attracts the faculty members but also a number of external scholars from other management institutes and industry.

Towards promoting learning on current business scenario, Students actively participate in various symposia conducted at the Institute on subjects of national and international significance - Demonetisation and GST implementation to Greece crisis, BREXIT implications.

In this era of volume oriented management education, MPBIM aims at building the competence in the students to be ever alive to face the challenges of business, ready to meet global expectations.

Active Curriculum
- Contemporary, industry relevant
- Affiliated to Bengaluru Central University
- Effective, individual need-tuned pedagogy
- Mentoring, Guiding
- Theory and Practice
- Classroom and Field Study
- Research and Innovation
- Activity based
- Group based
- Industry interface

Competency Development
- Finance & Accounting
- Statistics and Data analysis
- Operations
- Technology
- Organisational behaviour
- Strategy
- Entrepreneurship
Research at MPBIM

The Bhavan's Management Research Centre (BMRC) is affiliated to Manipal University and caters to scholars not only from MPBIM but also others. The Research Centre creates an environment where scientific methods are integrated in the process of solving management problems. It emphasises management research that find expression in Seminars, Conferences, Symposia and publications. Dharana - Bhavan’s International Journal of Business is a ‘double blind refereed business journal that reflects the intellect of the Research Centre in its articles.

Faculty members are encouraged to undertake research and pursue doctoral programmes.

Dr. N.S. Viswanath, Director and Principal of MPBIM is a recognised Research Guide for Ph.D in Manipal University, Anna University, Symbiosis International University and Aligarh Muslim University. Many scholars from within MPBIM and outside have been successful in their doctoral studies from the Centre in a wide ranging pathbreaking fields as:

- Leadership effectiveness and styles in relation to personality characteristic- An exploratory study
- Social Marketing strategies of successful NGOs
- Impact of Information Technology on Power Management in Karnataka
- Competency based corporate e-learning systems
- Seasonality and sensitivity of Indian stock markets
- Strategies for sustenance of market share
- Impact of Visual, Auditory and Kinesthetic Advertisement Appeals on Brand Identity, Recognition and Recall
- A Study of Select Women Leaders in the IT Sector in Bengaluru City
- Total Quality Management (TQM) in ‘Not for Profit Organisations’ with special reference to Akshaya Patra Foundation in India
- Unique Identification: Its Implications for Human Resource Development in India
- Employer Motivation
Faculty of MPBIM receiving their Doctoral Awards at the convocation of various Universities

**Sahayog**
A flagship consultancy project - *Sahayog* - was undertaken by the Bhavan’s Management Research Centre during the year 2012 for the Government of Karnataka.

**Knowledge Forum and Faculty Seminars**
Over 40 Faculty Seminars have been conducted in the last five years addressed by faculty and Research Scholars from eminent institutions.

**Student Research**
MPBIM students are credited with nearly 20 articles in journals of repute. The students are encouraged, assisted and guided in their research forays and have won many accolades in Seminars and Conferences.

**Dharana - Bhavan’s International Journal of Business.**
MPBIM publishes the journal twice a year since a decade and the research contributions published are received and reviewed by two or more referees on a ‘double blind’ system to meet high standards.
Learning beyond academics:
- Off Campus learning
- Outbound Adventure Learning

Leadership and Team Building Training set in the outbound learning format is a novel and popular programme at MPBIM. Our training for leadership through our Outbound Training Program creatively uses nature as a backdrop for inculcating the skills that help enhance the leadership qualities and overcome personal barriers, including communication.

The field activities help students in collectively finding immediate solutions for problems, demanding proactive response besides encouraging and motivating the team as a whole.

Garwale Outbound Adventure Learning Centre (GOAL) located in the picturesque backdrop of Garwale located in the district of Kodagu - famous as ‘Scotland of India’, MPBIM’s GOAL imparts a package of diverse training in a very unconventional model of outbound adventure learning. It is an experience of a life time. The centre has specialist trainers and equipment for adventure learning, slurry enclosure, river crossing, trekking in the forests and hillocks and finally a theatre for role playing.

Kollegal Village Vocational Ventures (KV3)
Most managers who generally live in urban environs, hardly get to live and experience the life of rural India. With a view to expose its students to this aspect and to the unique entrepreneurial spirit that prevails in rural India, MPBIM provides an opportunity to its students to get insights at Kollegal - a taluk headquarters in Chamarajnagar district. Located 125kms from Bengaluru, Kollegal is known for its tiny silk enterprises and sericulture farming, pottery and jaggery manufacturing units. The experience exposes students to the unique skills of locals, their marketing initiatives while immersed in their rural-traditional lifestyles and sports. By enabling the students interact with local rural entrepreneurs and traders they are enabled to feel the pulse of rural India - so very critical in their future careers.

Assimilating Experiences
MPBIM’s Business Leadership Forum gives an opportunity for the students to learn from the experience of business leaders. This eight session programme is held for every new batch in the beginning months of the academic programme.

Industry Visits
MPBIM’s students are guided to visit various industries during their tenure of the programme. L&T Valves (AUDCO INDIA LTD) - Chennai, Dynamatics, Peenya- Bengaluru, L & T Komatsu, Bengaluru, Bharat Earth Movers Ltd., and ACE Manufacturing, Bengaluru are some of the industries the students have visited in the recent years.

Need based Skill Development
- Leadership
- Teamwork
- Problem solving and analytical
- Initiative / innovation
- Adventure and adaptability
- Interpersonal and communication
- Strategic thinking and planning
- Global orientation
Learning through events

Management education is a 24x7 learning. MPBIM provides immense learning opportunities to its students through organising fests and events. The learning outcomes extend to planning, communication, time management, organising, coordination, review, reporting, etc. MPBIM facilitates this learning through various institutional events totally managed by the students.

PARADIGM - Celebrating Management & Culture
An annual event that all students eagerly look forward to is PARADIGM, MPBIM's Management Fest. The fest's theme - 'The Key to an Open Mind' reflects the fest's aim of bringing out the best in students and acts as a catalyst for them to discover new paradigms beyond conventional precinct. The fest receives an added dimension since it is inter-collegiate, drawing participation by various institutions. Paradigm - a two-day event, combines a cultural fest - CIVILTA that showcases the cultural and artistic talents of the students.

Walkathon - Creating Social Awareness
Walkathon is a social event organised annually by MPBIM as part of PARADIGM fest. It is an event where students, corporate associates and individuals from across the city walk for a noble cause. The Walkathon is conducted to raise funds for charity. In previous years the event has been associated with NGOs working with the Physically and Mentally Challenged, Orphanages and Old Age Homes.

Marketing Fest
Teams of students compete with each other with innovative product and marketing ideas in sync with themes like Go-Green, Make-in-India, India-Vision 2030, etc. which are contemporary. They prepare the business plan, advertising plan and design posters. They also make presentation to the judges for evaluation.

Creating Social Awareness
MPBIM sincerely believes in sensitising students to social issues and its initiatives such as conduct of Walkathon, Blood Donation Camps, Eye Care Camps, Visit to Orphanages and Rural Schools etc. are aimed at this objective.

Symposia and Workshops
MPBIM also conducts Faculty Development Programmes, Workshops, Seminars which are open for management faculty in different colleges in Bengaluru.
Proactively Responsive to Society’s needs

In the field of education

- Donated generously for the cause of education to Bharatiya Vidya Bhavan Kendras in Mysore, Dharwad and Shivamogga.
- It has enabled the setting up of Bhavan's Savitriamma Akkihal Institute of Management, Dharwad, Bhavan's Priyamvada Birla Institute of Management, Mysore and the Rural School at Garwale, Kodagu Dist., Karnataka.
- It has Funded Dr. Mathoor Krishnamurti Memorial Play Ground in Mysore city.
- Donated funds for construction of an Amphitheatre in the school at Bhavan's Shivamogga Kendra.
- Donated computers to Bhavan's Kamalamma Subbanna Vidya Kendra, Mysore, Bhavan's BBMP School, Bengaluru and funded Gandhi Centre for computer education and IT enablement.

In the field of art and culture

- MPBIM has sponsored the exhibition of Nakshatra Mandala, Rashi Mandala and Navagraha Mandala paintings of Sri H N Suresh, a well known artist of Karnataka, in India and abroad.
- It has sponsored Ashta Dikpalaka paintings of Sri. H N Suresh. The paintings were exhibited in the KRG Hall at Bengaluru Kendra.
- Sponsoring regularly Dance and Music programmes for promoting art and culture and other Bhavan's Programmes.

Publications

- MPBIM has sponsored the Digitization Project of ‘History and Culture of Indian People’ in both English and Kannada published by Bharatiya Vidya Bhavan. The DVDs were released by the Hon’ble Governor of Karnataka.
- It undertook the Digitization Project of 60 years of Bhavan’s Journal, a fortnightly publication of Bharatiya Vidya Bhavan.
- Sponsored a project to study the tribal people in the Nilgiris and surrounding areas in Karnataka by Sri Paranjyothi.
- Publication of Kannada translations of Kulpati Dr. K.M. Munshi’s works.
Managers from MPBIM - Versatile and Inspired

Inspired is how one can describe MPBIM’s management graduates, for they have been trained to be 360 degree aware.

Built on the pedestal of rich Indian ethos, MPBIM offers a vibrant campus for the students with various academic and para-academic activities that enrich the minds of emerging managers before they take on the global businesses after the completion of the two-year programme. Indian ethos provides a platform to build among the students a personality with wisdom based humanity.

There is an assimilative trait that sees them constantly evolving and gaining new skills. Whether it is academics, industry interaction involving corporate leaders, participation in social programmes for underprivileged and challenged members of society or learning to work as a team within the diverse and disparate student body that the Institute is, it is this distinct ability of an MPBIM manager that will see him achieve sustained success as in today’s globalised economies.

Associations, collaborations, mergers, amalgamations, everyday corporate happenings are best carried through by managers who are holistic thinkers, sharply focused; inspired, yet sublime. MPBIM managers exemplify these qualities.
This management institute has experimented in syllabus to infrastructure. Excellent organization with lot of vision. I wish this institute and students a bright future. May Sri Manjunatha Swamy bless the institute.

Dr. K. Siddappa  
Vice Chancellor, Bangalore University  
It is an exciting experience to visit the institute. The elegant and ambient environment, its originality in every aspect is indeed unique. The dedicated management and staff are bound to do a wonderful job to the young and disciplined students to brighten their future. Good Luck.

Dr. M S Thimmappa  
Former VC Bangalore University  
I am highly impressed with the sincerity and dedication, concern for the quality of the staff and the students. My very best wishes to you.

Dr. Gururaj Karajagi  
an ardent Teacher Trainer and accomplished Academician, well known Colournnist and Author  
It is indeed a proud honour to visit this temple of learning. These are the oasis, that the society needs to create men or women who create history.

Dr. H. Shashidhar  
Former Census Commissioner, Karnataka  
It was refreshing to interact with bright and inquisitive and cheerful student executives of MPBIM today. I am confident that they are shaping well under the extremely competent principal and faculty. I wish the institute and the students all the best.

Prof. S.K. Ramachandra Rao  
Indian Author - both Kannada and English dealing with Indian Culture, Philosophy, Art, Music and Literature based on extensive research of ancient Indian texts and rare manuscripts., Sanskrit Scholar and Professor of Psychology.  
We have been greatly impressed by the excellent quality of the Institute's ambience. We wish it well.

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Dr. M.B. Athreya  
Founder Chairman,Sringeri Sharada Institute of Management & Former Professor, IIMC  
Parama Aananda to see management institute like this one. Dedicated to balancing Indian philosophy with modern management. High infrastructure of the Director, Faculty, Staff and students. Excellent contemporary facilities. The patronage of MPBIM. My praarthana for the institutes growth and digvijayam.

T.N. Seshan  
Former Election Commissioner, Govt. of India and a Ramon Magsaysay Awardee  
Exhilarating experience. May this institution grow from health to health and strength to strength.

Dr. G. Parameshwar  
Politician from Karnataka and Minister in the Karnataka Government and an Educationalist - established Sri Siddhartha Medical College, Hospital and Research Centre  
I have heard about this institute a lot and always wanted to visit. It has the best of the facilities for a student to become a good executive. With the background of Bharatiya Vidya Bhavan, I am sure this institute will become one of the best.
T.N. Chaturvedi
Governor of Karnataka and Kerala, a Padma Vibhushan Awardee. Was Comptroller and Auditor General of India, MPBIM is undoubtedly an institution of excellence. The visit today and brief interaction with the faculty and students are quite informative and exhilarating. It strives to have students with keen minds and potential. The faculty is with commitment and wide and varied experience. The management with imagination and social sensitivity provides them with requisite infrastructure and environment for academic study and work. Every efforts being made to ensure that along with latest knowledge and capabilities which will provide adequate scope for efficiency and success in their future areas of responsibilities. Young minds are also being imparted comprehension and understanding of values in personal life and Social Behaviour. Appreciation of ethical dimension of management seems to be the main spring of the institute for which the faculty and management.

T S Krishnamurthy
Former Chief Election Commissioner, IMF Advisor in Ethiopia and Georgia. Was Observer to the Elections in Zimbabwe and the US Presidential Elections in 2004. It has been a wonderful and delightful experience. Keep up the good job.

M. N. Venkatachalilah
Served as Chief Justice of India, Chancellor of Sri Sathyai Sai Institute of Higher Learning. A Human Rights Activist and Anti-Corruption Crusader, A Padma Vibhushan Awardee. The visit to MPBIM has been a rewarding experience. Good governance are today’s buzz words both in administration and in the corporate world. There is an old corporate maxim, that the business of business is business that enhancement of share holder value and creating of wealth are the primary pre occupations of business corporates.
But then wealth is what wealth does. If it brings about intolerable level economic equality and generates unrest in the society, wealth will be self defeating. Today, wealth needs to be redefined and its concept understood more inclusively so as to include the well being of people, environment, and of course, profits. This needs the promotion of a culture of values in the corporate sector and in corporate governance. This is what the institute has set out to do. As the inspiration has come from Mrs. Priyamvada Devi Birla, the ideal is sure of attainment. I wish the institute every success.

K.R.S. Murthy
Former Director, IIMB
Excellent facilities and spirited students. What a combination!!!

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Dr. S. Bisaliah
Ph.D in Agriculture Economics from University of Minnesota.

Has been engaged in teaching, research, development and academic administration for the last five decades. He had served as Chairman, Karnataka State Agricultural Price Commission contributing for policy and programme formulation for agriculture development. The international working experiences of Prof Bisaliah include : Monitoring and Evaluation Expert, World Bank Forestry Project (Nigeria), consultant to FAO (Rome), Economic and Social Commission for Asia and Pacific, and World Bank-FAO. He has 190 research articles and policy reports on agriculture/rural development and capital formation in agriculture. Dr. Bisaliah was the Chairman Agricultural pricing commission Govt. of Karnataka 2001 to 2007 and also a Monitoring and evaluation expert World bank Forestry Project 1991-1995.

He has been teaching students at MPBIM for the last 14 years. He has been on the board of many prestigious education Institutions in Bengaluru. Dr. Bisaliah has been awarded the prestigious Karnataka State Rajyotsava Award during 2017 for his contribution towards furthering rural economy of the State.

Highly respected teacher and a thinker in the arena of Rural Economy, Dr. Bisaliah has been re-nominated on the board of the prestigious Dr. B R Ambedkar School of Economics (BASE) set up by the Government of Karnataka.

Dr. N.S. Viswanath
Director & Principal, MPBIM

He has set up Bhavan’s Management Research Centre at MPBIM which has successfully guided 12 Doctorates. A Research Guide for Ph.D in Manipal University, Anna University, Symbiosis International University and Aligarh Muslim University, he has guided 9 scholars for their Ph.D programmes under different Universities. He is presently guiding 8 scholars for their Ph.D Programme.

He was a Resident Director of the Marshall University and the Ohio University MBA programmes in India.

Dr. Viswanath is the Member Secretary of the Academic Senate and the Governing Council of Bhavan’s institutes of management. Besides, he is Member, Board of Studies / Examination, Management, Christ University Bengaluru and Member, Board of Studies, KIMS, Karnataka University, Dharwad. He is on the Board of Examiners of Department of Economics/Commerce, Karnataka University, Dharwad.

His areas of Specialization are Statistics, Marketing, Economics & Training & Development and Quantitative Techniques & Economics.
Dr. K.V. Prabhakar

Master's in Commerce (Business Studies) and Ph.D from Mysore University in 1970.

Trained at the Centre of Advanced Studies in Industrial Economics, Bombay University, and also at Administrative Staff Training College, Bella Vista, Hyderabad, he worked with Dr. Sandesara of Bombay University on a research project under UGC Scheme.

He served as a Lecturer and a Reader (Associate Professor) in Commerce and Management in the Department of Commerce and Management at Manasa Gangotri, University of Mysore, Mysore. He was one of the architects of MBA Program at the University of Mysore. He joined the Gulbarga University in 1980 and served as Professor, Chairman, and Dean of Faculty of Commerce/Management for nearly two decades. Has served in various capacities in the University, as a member of the Syndicate, Senate, Finance Committee, Academic Council, and Committee of the Academic Council and also as Senior Dean. He was the Acting Vice Chancellor of the University, twice.

He has served as Director, Vijayanagar Institute of Management, Gulbarga University Post-Graduate Centre, Bellary. He has published over 60 research articles in leading management journals and thirty nine candidates have obtained their Ph.D Degree under his guidance and supervision.

He has served as a member of the Subject Panel of the University Grants Commission/AICTE, New-Delhi, and a member of the Boards of Appointment constituted for the selection of Professors in various Universities in India.

He served as a member of the Board of Appointment constituted by the Karnataka Public Service Commission, Government of Karnataka for the selection of teaching staff for Government Colleges in Karnataka.

His current research interests include Marketing Management, Human Resource Management, and Organizational Behaviour.
Dr. Sathyanarayana S.  
Professor & Dean  
MBA, PGHRM, Ph.D. (Mysore University)  
Over 20 years of teaching experience in Financial Management, Tax Management, Derivatives & Risk Management, Project Management, etc. He is a Ph.D guide for ICFAI University.  
Has published many papers in National & International refereed journals in the areas of Finance, Marketing and Human Resources.  
Has presented number of papers in various prestigious National and International Conferences. Actively participated in Symposia and Panel Discussion on Union Budget. Conducted workshops on Finance.  
Has won Best Paper Prize at many National and International conferences.  

Dr. Lalith Achoth  
Professor Emeritus and Formerly Head, Department of Dairy Economics and Business Management, University of Agricultural Sciences, Bengaluru  
MSc (Ag), Ph.D.  
He has over 28 years of teaching and research experience. He has served as major advisor of 11 graduate students and his research interests span the fields of dairy development, agricultural policy, econometrics, forecasting, international trade, marketing management and financial management. He has over 135 scientific publications and has completed many research projects funded by both domestic and overseas agencies like the ICAR, State Government, World Bank, McKnight foundation, IFPRI, etc.  
Current areas of Research : Climate change and global warming as induced by the livestock sector, supply chain management, derivative trading and econometrics.  
Area of Expertise: Marketing, Quantitative Techniques, Marketing Research & Business Statistics

Dr. Sumithra Sreenath  
Professor  
MBA, Ph.D (Symbiosis International University)  
Over 20 years of Corporate and Teaching experience in Organisational Behaviour, Rural Marketing, Performance Management, Digital Marketing, etc. She is a registered Ph.D guide for ICFAI, Ranchi. She has been spearheading the Business Leadership Forum at MPBIM for students. Has published many papers in various refereed Journals.  

Prof. S. Santhanam  
Professor  
M.Sc. (Mathematics)  
Over 4 decades of Academic & Industry experience. He was formerly with ITC and been a Guest Faculty at various B-Schools in Bengaluru. He has authored Text Books in Statistics & OR. His areas of expertise include Mathematics & Statistics and Operations Research.

Dr. Rohini G. Shetty  
Associate Professor  
MBA, Ph.D (Manipal University)  
She has organised many Symposia and coordinated Industrial Visits and has been the Coordinator for Infosys Spark Program at Infosys Campus, Mysore and was the Faculty Coordinator at NEN-National Entrepreneurship Network and other Programmes.  
Has participated in many Workshops, Seminars and Conferences in various fields such as Teaching Approaches, Advertising, HR Analytics, etc.  
She has authored research papers in prestigious National & International Journals in India and Overseas.
Prof. Ramgopal S.
Associate Professor
B.Tech. (IITM), MBA (FMS, Delhi),
Over 33 years of corporate experience in various capacities and different functional areas, with companies such as SKF Bearings, Balmer Lawrie & Co. He was a CEO at Shripet Polymers & Shripet Industries (Sriram Group of Companies, Chennai), Deputy Chief of Vigilance, IBP Group of Companies. He has 13 years of teaching experience.
Areas of Expertise: Marketing, Corporate & Strategic Management, Supply Chain Management.

Prof. B.S. Ravindra
Associate Professor
B.E. (Mechanical), PGDip (NIIT)
Over 35 years of Industrial and Teaching experience in Production Management.
Has guided students on Industrial Engineering and Information Systems, Route Designing, etc.

Ms. Anu A. Natraj
Assistant Professor
MA (Economics), MBA (VTU)
Over 7 years of academic experience including teaching Communication skills, Economics, Knowledge Management, International Business, Entrepreneurship Development, Entrepreneurship & Ethics, etc.
She has participated in many National and International Conferences and conducted Faculty Development Programmes.
She has presented Papers at National & International Conferences.

Ms. Bhavya N.
Assistant Professor
MBA (BU), UGCNET Qualified
Over 5 years of Teaching experience in areas such as Financial Markets & Services, International Business, Strategic Management, FMI, IFS, Entrepreneurship & Ethics, Accounting for Managers, etc. Is a Trainer in Skill building.
She has been a valuer for MBA Examination & sets examination papers on Communication Skills. She has organised student visits to Financial and Corporate Institutions.

Presented Papers in various National and International Conferences / Seminars. Published papers in various National and International Journals. She has Reviewed Book on Accounting for Managers by Paramount Publishing House.

Ms. Hema Harsha
Assistant Professor
BE, MLM, MBL, MBA
Has about 20 years of experience in Industry and Teaching. Been a Training Consultant for various IT & ITES Companies and is a certified NLP Practitioner.
She has presented and published papers in National and International Seminars.
Her areas of expertise include Information Systems, Business Law and HRM.

Ms. Pushpa B.V.
Assistant Professor
M.Com, M.B.A., M.Phil.
UGCNET Qualified
She has over 15 years of teaching experience in Finance and has coordinated various seminars and panel discussions. Authored many articles and Publications in Indian and Overseas Journals.
She has presented many papers in National & International Conferences.
Further, her theme of research has been credited for discussion at an International Consortium of Research Scholars in New Delhi.
She has reviewed the Accounting for Management Text Book by Oxford University Press. She is an Editor of Dharana Dharana - Bhavan’s International Journal of Business.
Mr. B.K. Ramaswamy
Joint Director (Placement)
B.Sc, C.Eng, M.IETE, MBA, M.Phil
He has 25 years of industrial experience in India and Overseas. Winner of President's "Shram Vir" National Awardee for innovation. He is into career development services since two decades.

Ms. Amreen Ismat M. Khan
Deputy Director Placements
BCA, MBA
5 years of experience in Placements and Corporate Relations.
Areas of Expertise: Systems & Human Resources.

Prof. K.L. Ramadas
Professor & Joint Director (HR & Placement)
B.Sc, MA, MBA, M Phil, DME, DMA
Former General Manager (CC) HMT Limited, has over three decades of corporate experience in Advertising, Promotion and Corporate Communications and was Associate Director (Admissions) of Bhavan-Marshall MBA Programme.
He is an Editor of Dharana - Bhavan's International Journal of Business.
Area of Expertise: Marketing Management, Marketing, Corporate Communications & PR.

Mr. Sudhindra Gargesa
Joint Director (Admin)
BE (Mech)
Over 38 years of service in Manufacturing and International Marketing, Business Planning and Systems in Senior Management Positions, at HMT (International) Limited. He has coordinated various International Projects from Home Office and On-site. He is the Editor of the 'Birlites'- News Letter.
Has authored many articles and Publications in Indian and Overseas Journals.
He has presented many papers in National & International Conferences in the areas of applications management.

Mr. V. Muralidhar
Joint Director (Coordination)
B.Com
He has over two decades of Industrial Experience in Finance and accounting. Over a decade of experience in training at the outbound Adventure Learning Programme, Garwale, Kollegal Village Vocational Ventures Programme and Sudarshana Kriya trainer for executives and students. Coordinator for student oriented activities.
Admission to Master of Business Administration (MBA)

Admission Eligibility
A graduate degree under 10+2+3 or 10+2+4 pattern under any discipline securing at least 50% marks in aggregate including languages from a recognized university in India or abroad.

Honours degree under 10+2+4 pattern from a recognized university under UGC Act having at least 50% marks in aggregate including languages.

Candidates who have passed bachelor / master degree through correspondence / Open University system from this university or from any other university recognized by law are exempted from 10+2 pattern. The duration of the degrees must be three and two years respectively.

Candidates who pass bachelor/master degree in any university system in single sitting pattern are not eligible.

In case of SC/ST/Cat I candidates, there will be a relaxation of 5% in the aggregate of marks obtained.

All admissions to MPBIM will be made through an Entrance Test conducted by appropriate body as approved by Govt. of Karnataka and State level counselling based on Rank Merit and the reservation rules based on the seat matrix as announced by Karnataka Examination Authority, Govt. of Karnataka.

Course Duration
The duration of the MBA Program shall extend over 4 semesters (Two Academic Years) of 16 Weeks or more each with a minimum of 90 actual working days of instruction in each semester and two to three weeks of examination.
## Master of Business Administration (MBA) Curriculum

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<th>Core Subjects</th>
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<td>• Strategic Management &amp; Corporate Governance</td>
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<td>• Open Elective</td>
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<tr>
<td>• Project Work for 4 Weeks - during of 3rd Semester</td>
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</tbody>
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| Marketing | • Indian Financial System | • Investment Analysis & Management |
| Corporate Tax Planning & Management | • Corporate Tax Planning & Management |
| Corporate Valuation & Restructuring | • Corporate Valuation & Restructuring |
| • Retailing Management & Services | • Strategic Brand Management |
| • Consumer Behaviour | • Strategic Brand Management |
| • Rural Agricultural & Marketing | • International Marketing Strategy |
| • Strategic Brand Management | • Digital Marketing |

| Human Resources | • Strategic HRM | • Strategic HRM |
| Learning & Development | • Learning & Development |
| Industrial & Employee Relations | • Industrial & Employee Relations |
| Performance Management Systems | • Performance Management Systems |
| • Strategic HRM | • Talent & Knowledge Management |
| • International HRM | • Talent & Knowledge Management |
| • Talent & Knowledge Management | | |

| Health Care Management | • Basic Management Aspects of Health Care | • Perspectives on Health Care Sector |
| Management | • Basic Management Aspects of Health Care |
| Perspectives on Health Care Sector | • Perspectives on Health Care Sector |
| Management of Public Health Systems | • Management of Public Health Systems |
| Health Economics | • Health Economics |
| Basic Management Aspects of Health Care | • Basic Management Aspects of Health Care |
| Strategic Management in Health Care Settings | • Strategic Management in Health Care Settings |
| Management of Hospital Services | • Management of Hospital Services |

| Banking Finance & Insurance Services Management (BFIS) | • Banking Technology & Management | • Perspectives on Start-ups & SME |
| Strategy Credit Management in Banks | • Strategy Credit Management in Banks |
| Insurance Planning & Management | • Insurance Planning & Management |
| Indian Financial System | • Indian Financial System |
| Banking Technology & Management | • Banking Technology & Management |
| International Financial Management | • International Financial Management |
| Risk Management for Banks & Insurance Companies | • Risk Management for Banks & Insurance Companies |

| Start-ups & SMEs Management | • Technology & Innovation | • Perspectives on Start-ups & SME |
| Basic Management Aspects of Small Business | • Basic Management Aspects of Small Business |
| Establishment of SMEs | • Establishment of SMEs |
| Technology & Innovation | • Technology & Innovation |
| Internationalisation of SMEs | • Internationalisation of SMEs |
| Management of Start-ups | • Management of Start-ups |
| Three Electives in Specialisation Streams | • Three Electives in Specialisation Streams |
| Dissertation for 6 Weeks during 4th Semester | • Dissertation for 6 Weeks during 4th Semester |
MBA Curriculum Objectives & Learning Outcomes

**Economics for Managers**
This course is designed to impart knowledge of the concepts, principles & application of Economics, which govern the functioning of a firm/organization under different market conditions.

**Objectives**
- To make the students aware of the various economic theories and principles
- To equip them with the required tools and techniques for improving their decision making skills
- To facilitate quantification of plans, programmes & outcomes.

**Outcomes**
- The degree to which one can make an individual to think beyond self is the real outcome of the course.

**Accounting for Managers**
One document that provides ample information for many decisions is ‘Annual Report’. This course captures the fundamental aspects of financial statements, its analysis and interpretation and techniques for managing cost.

**Objectives**
- To enable the students gain knowledge about concepts, principles and techniques of accounting.
- To enable the students use financial and cost data in planning, decision making and control.

**Outcomes**
- Financial statements – concepts, conventions and standards that influence preparation of financial statements.
- Identifying problem areas in business through various techniques of financial statement analysis.
- Managing cost – that is, controlling and reducing cost.
- Recent developments in Accounting and its relevance.

**Organisational Behaviour**
This course with individuals in the organizational context. People have diversified personalities, attitudes, perceptions and behaviours. After their entry, they cannot remain as individuals. But, organizations have their own culture, leadership and conflicts. It is this subject which blends incompatible ones into a whole.

**Objectives**
- To enhance the understanding of the dynamics of interactions between individuals, groups and the organization.
- To facilitate a clear perspective to diagnose and effectively handle human behaviour issues in Organizations.
- To develop greater insight into their own behaviour in interpersonal, group & team situations.

**Outcomes**
- The student must have micro and macro-economic perspective to understand the underpinning of management.

**Statistics for Management**
This course is designed to adopt Gal’s conception of adult statistical literacy as “the ability to interpret, critically evaluate, and communicate about statistical information and messages” stance, beliefs and attitudes.

**Objectives**
- To elevate students’ awareness of data in everyday life and prepare them for a career in today’s age of information.
- To impart to students, an assured level of competence, or understanding, of the basic ideas, terms, and language of statistics.
- To develop statistical literacy skills in students in order to comprehend and practice statistical ideas at many different levels.
- To promote the practice of the scientific method in our students: the ability to identify questions, collect evidence (data), discover and apply tools to interpret the data, and communicate and exchange results.

**Outcomes**
- At the end of this course, students will achieve statistical literacy and will be able to find ways to move beyond the-what of statistics to the how and why of statistics.

**Marketing for Customer Value**
This paper introduces students to the crucial role that marketing plays in business development. Marketing is an important function that brings companies and clients closer together. It is the application, tracking and review of a Company’s marketing resources and activities.

**Objectives**
- To elevate students’ awareness of an organization’s resources required for Marketing in today’s age of information.
- To develop marketing skills.
- To understand the requirements of a career in marketing.

**Outcomes**
- The scope of a business’ marketing management depends on the size of the business and the industry in which the business operates.
- Students will be able to use
a company’s resources to increase its customer base, improve customer opinions of the company’s products and services, and increase the company's perceived value.

**Business & Industry**
The course is designed to make students realize the importance of exogenous forces & its effect on the organization.

**Objectives**
- To enumerate the fundamentals of Indian economy, business and industry.
- To study the present status of Business & Industry in India.
- To get a glimpse of future challenges.

**Outcomes**
- The outcome of this course is the level of understanding of the dynamics of business and industry by students.

**Communication Skills**
The need to listen, capture & document nuances of communication is critically essential.

**Objectives**
- To sharpen the Analytical, Written, non-verbal, Spoken Communication and interpersonal Skills essential in organizations involving Decision making and implementation.
- To demonstrate good teamwork and negotiation skills.

**Outcomes**
- At the end of this course, students will have the clarity about communication skills to be used in organizations.

**Technology for Management**
The ever changing technology will have impact on an organizational setting. The course enables to analyse the implications of such a change.

**Objectives**
- To elevate students’ awareness of information technology and develop an in-depth and systematic understanding of key aspects of IT Management.
- To help students gain a strategic perspective on business.
- To evaluate the value of emerging technologies and their competitive advantage.

**Outcomes**
- By the end of the course, students will gain the skills required to navigate through the complexities of managing data and also become the appreciators of technological environment.

**Managerial Research Method**
This course is designed to help students’ insights through a research project and guide students through the entire research process.

**Objectives**
- To instil a comprehensive and step-wise understanding of the research process with a balanced blend of theory and applicative technique.
- To familiarize students with the types of management problems of organizations.
- To facilitate them develop insights about basic concepts of research designs and methodology aimed at solving business problems.

**Outcomes**
- Students can be an asset to the organization by transforming into well equipped and scientifically skilled research professionals and managers by conducting research in every aspect of decision making in the organization.

**Entrepreneurship and Ethics**
The entrepreneur who implements ‘new combinations of means of production’ plays a crucial role in disturbing the status quo through innovation — or ‘creative destruction’ — and thereby becomes an agent of change. As such, the ‘dynamic equilibrium’ achieved by a constantly innovating entrepreneur could generate the conditions for increasing opportunities for employment among other things.

**Objectives**
- To inculcate the spirit and perspective of entrepreneurship among students.
- To make the students job creators instead of job seekers.
- To enable the students to critically examine ethical dilemmas in entrepreneurship.

**Outcomes**
- At the end of the course, the students would be aware of alternative to jobs and employment which will make them job providers in an ethical manner.

**Human Capital Management**
Personnel of yester years have become human resources in the recent years. This will emerge as human capital in the coming years. Organizations need to address these paradigm shifts.
The managers in these organizations would be change agents in this regard.

**Objectives**
- To enlighten the students on the principles and practices of HR as a capital factor
- To introduce the entire gamut of scope of HR.
- To capture the changing landscape of HR.

**Outcomes**
- The students must be in a position to address the challenges of organizational management through and with human resources. Thereby, the manager would become harbinger of change management.

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**Quantitative Techniques & Operations Research**

**Resources**
- always critical in any organization. They are unavaliale in unlimited manner. There are always constraints. Operation research is helpful in the situation of such constraint of resources. Managers have to manage limited available resources in such a way that neither production nor other activities get disturbed in the business. Facility design is a fascinating area for OR. The excitement of operation research lies in the application of Quantitative techniques to real world problems.

**Objectives**
- To impart knowledge in concepts and tools of OR and QT.
- To help students apply these tools in managerial decision making.

**Outcomes**
- The students must develop confidence and clarity in application of tools.

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**Financial Management**

Getting a business idea, making a product or designing a service, marketing the same and managing people are some of the important functions or activities of a business undertaking. A business may be successful in all these, yet could fail on account of improper financial management.

**Objectives**
- To provide the concepts and foundations of managing finance in business enterprises.
- To equip students with tools and techniques for managing finance.
- To orient the students regarding financial management practices in Indian companies and Global enterprises.

**Outcomes**
- By the end of this course, a student would learn to identify financial challenges, tools and techniques for decisions and would get a glimpse of practices.

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**Innovation Management**

India is increasingly becoming a top global innovator for high-tech products and services. Still, the country is under performing, relative to its innovation potential—with direct implications for long-term industrial competitiveness and economic growth.

**Objectives**
- To apprise on value of innovation,
- To impart skills of innovation
- To enable students think and act on innovation.

**Outcomes**
- Conceptual and application clarity on innovation.

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**Self Development And Enrichment (Non Credit) Courses To Develop Soft Skills**

MPBIM offers the following non-credit courses in order to enhance soft skills of its students.

Although there is no examination for these courses it is very essential to keep a record of the performance of the student in such courses offered
- Introduction to communications, Inter personal skills
- Listening skills
- Group communications, team work, Interviews
- Writing skills – letters, memos, reports
- Writing skills – persuasion, marketing, CVs
- Stress management
- Public speaking skills – Stage fear, eye contact and preparation
- Public speaking skills – Voice, modulation, gestures and postures
- Power point and presentation skills
- Use of Graphics, slides, video and audio
- Negotiations and Conflict management
- Rapid reading skills
- Meetings, agenda, minutes and conducting meetings
- English language and relevance to business communications
- Corporate and cyber communications