



**The ICFAI Foundation for Higher Education (IFHE),
Hyderabad**

(Declared as a Deemed-to-be-University u/s 3 of the UGC Act 1956)

Address by the Vice Chancellor



Prof. J. Mahender Reddy
Vice Chancellor, IFHE

The Sixth
Convocation

July 08, 2016



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**A report by the Vice Chancellor
Prof J. Mahender Reddy**

Respected Chancellor, Dr. C Rangarajan; Chief Guest Mr. S M Datta, former Chairman, Hindustan Unilever Limited; Chairperson of ICFAI Society, Mrs. N. Sobharani Yasaswy, distinguished members of the Board of Management, the Academic Council, the Finance Committee, and the Planning and Monitoring Board, members of the faculty, staff and graduating students, parents, members of the media, ladies and gentlemen.

At the outset, on behalf of The ICFAI Foundation for Higher Education (IFHE) and on my own behalf, I extend a warm welcome to the Chancellor, Dr. C Rangarajan, our distinguished Chief Guest Mr. S M Datta and to all of you.

India's higher education system has made a significant contribution to the economic and social change. The future depends on its ability to create and disseminate knowledge and to develop people and institutions, to realize the demographic dividend. The health of the Universities will determine our success in this regard.

We need innovative steps in higher education and I am happy to note that our University has taken several such steps in an endeavor to achieve quality higher education. Let me first say a few words about our University.

IFHE has been established as a Deemed-to-be-University under section 3 of UGC Act 1956 in the year 2008 with IBS Hyderabad as the constituent

unit. It now has three faculties consisting of Management (IBS Hyderabad), Science & Technology, and Law. The University has a faculty strength of 241 and a student strength of about 3,843. The students come from all over India and girls form more than 40 per cent of the student population. There is no management/ NRI quota. All the students are admitted solely based on merit.

The Faculty of Management offers BBA, MBA, Executive MBA (Part-Time) and PhD programs (Full-Time and Part-Time). The Faculty of Science & Technology offers B Tech program. The Faculty of Law offers a five-year BBA-LLB (Hons) and LLM program.

The quality of the programs offered in our University is ensured by five factors:

- Socially relevant curriculum including soft skills and focus on development of entrepreneurial and innovative mindset
- Rigorous student centric academic delivery with the faculty playing the role of a mentor
- Continuous evaluation and feedback
- Focus on applied research by the faculty
- Internship programs supported by strong Alumni

Accreditations and Rankings

The University is a member of the Association of Indian Universities and a member of the London based Association of Commonwealth Universities.

The University is accredited by NAAC with 'A' Grade and a CGPA of 3.43 out of 4.00. IBS Hyderabad was one of the first three business schools from South Asia to receive SAQS accreditation from AMDISA (Association of Management Development Institutions of South Asia) in

the year 2006. It has been re-accredited for another five years covering the period January 2013 -January 2018.

With these national and regional accreditations, we are now working towards international accreditation.

We are making good progress towards accreditation with AACSB. We submitted our initial Self Evaluation Report (iSER) to AACSB International on December 6, 2015. Subsequently, the mentor, Prof. Colm Kearney, Head of the Monash Business School and Dean of the Faculty of Business and Economics, Monash University, Melbourne, Australia visited our campus during April 7-9, 2016 and made some observations on the report. The revised iSER has been submitted to the Initial Accreditation Committee in Tampa, Florida in June 2016.

The Business School has been ranked among the top 12 B-Schools by Business India in December 2015. It was also rated A** and EB 2+ IN by CRISIL and ICRA respectively.

Research

During the year, the faculty have published 176 papers in professional journals of repute of which 10 were in A*/A Journals listed in 'Australian Business Deans Council Journal Quality List' and 92 were in Scopus listed journals. They presented 140 papers at conferences in India and 11 papers in international conferences held in USA, Puerto Rico, Vietnam and Thailand.

The University hosted 7 international conferences. In all 250 papers were presented in these conferences out of which 44 were presented by our faculty members and doctoral students.

There were also regular weekly faculty seminars in every department. In all 278 faculty seminars were presented since the last Convocation.

The focus of the research for the current year has been:

Economics: Services trade and India's economic growth, trade liberalization, Telengana economy, farmer's indebtedness and agrarian crisis.

Finance: Initial Public offerings, Stock Market Liquidity and Volatility, Corporate Governance issues in Business groups, Derivative Pricing, Issues in Emerging Financial markets;

HRM: Organizational Citizenship Behavior, Positive Psychology, Competency Based HRM;

Marketing: Brand Management; Destination Marketing; Customer Relationship Management; Travel and Tourism Marketing; Online Marketing;

Operations: Supply Chain Integration, Reverse Supply Chain, Information Security, Cloud Computing,

Science and Technology: Quantum Mechanics, Characterization of Metal Complexes, Cloud Computing, Image Processing, Wireless Networking and Communications, Pattern Recognition, Embedded and VLSI design, Smart Grids, Slope Stability Analysis, Vibrations, Robotics, Composite Materials, Optimization of Manufacturing Processes;

Law: Fundamental Rights, Human Rights, Cyber Law, Corporate Law, Environmental Law and Intellectual Property Rights Law;

The Faculty Members of the University are pursuing 21 research projects with a funding of ₹. 38.25 lakh. Twenty one of these projects are funded by the University and one is funded by the DST. These projects are in the areas of Ethical Leadership, Pradhanmantri Jan Dhan Yojana, Medical Tourism, Graduate Employability and Skill Requirements, Mobile Health Applications, Consumer Protection, Farmers' Indebtedness and Agrarian Crisis.

Case Research Center

Our Case Research Center (CRC) continues to make significant progress in case development. CRC is one of the largest contributors to the case collection of the UK based Case Centre, the world's largest repository of management case studies. The Case Centre in UK currently holds almost 6,000 cases from IBS in their collection. This is no less than 10% of their total collection of 57,318 cases. In 2015 the sales of our cases made up 7.5% of total Case Centre's sales and these cases were taught in no fewer than 870 schools across 75 countries.

Since 2011, IBS CRC has picked up eight of The Case Centre's Awards, including two in both 2015 and 2016. This is a remarkable achievement by any standards, matched only by the fact that in 2015, 7% of The Case Centre's 150 best selling cases were from IBS, Hyderabad. To put that in perspective, this was the third largest share after Harvard and INSEAD.

CRC received several recognitions and awards. The prominent ones are:

- i. **The Case Centre Awards:** Two cases written by faculty members from our Case Research Center were declared as winners under the categories 'Ethics and Social Responsibility' and 'Information, Knowledge and Communication System Management' in "The Case Centre Awards and Competitions 2016." The winners in other categories were from INSEAD & HEC, France; Harvard Business School, US; Ivey Business School, Canada; and IMD, Switzerland. The awards were presented to the authors of our university at a special ceremony held at the campus on June 24, 2016 by Mr. Richard McCracken, Director of The Case Centre, UK.
- ii. **EFMD Case Writing Award:** Our case study "JBS S.A.: A Latin American Success Story" won the prestigious EFMD Case Writing Award in the Latin American Business Category.

- iii. **John Molson Case Competition:** The CRC team won two prizes in John Molson MBA Case Writing Competition organized by John Molson School of Business, Concordia University, Montreal, Quebec, Canada.
- iv. **Baylor Case Writing Award:** A case on Housing.com won the USASBE - Baylor Case Writing Award at the USASBE International Conference 2016, at San Diego, California, USA.
- v. **Global Contest for China focused cases:** We also won awards in the Global Contest for China focused cases. The contest was co-organized by the China Europe International Business School (CEIBS) Shanghai MBA Case Development Sharing Platform and The Global Platform of China Cases.
- vi. **Oikos Case Writing Competition:** Our authors won five prizes in the Oikos Case Writing Competition in all the three categories- Corporate Sustainability, Social Entrepreneurship, and Sustainable Finance organized by Oikos Foundation, Switzerland.

The members from CRC were invited to be on the panel of jury for international competitions like EFMD Case writing competition and The Case Centre's (UK) competition.

The center continues to enjoy the patronage of top business schools around the globe and was a major contributor to The Case Centre, U.K. repository.

A Faculty member from CRC has been invited to be a member of the editorial board of the Case Research Journal – the leading academic journal for cases in business and related disciplines.

Graduating Students

In this Convocation 1,436 students will be receiving their degrees of whom 516 are girls, as detailed below:

Ph.D	6
MBA	1105
BBA	140
B.Tech	154
BBA-LLB (Hons.)	31

I am happy to announce that seven students will receive Gold Medals and five will receive Silver Medals in this convocation. It is gratifying to mention that Apollo Hospitals have instituted two awards – one for the Best Teacher for overall excellence carrying a citation and a cash award of ₹. 1,00,000 and one for the Best Student for overall excellence carrying a cash prize of ₹. 50,000.

The topper in our BBA LLB (Hons) Program won an international recognition by receiving the “Merit Scholarship” consisting of waiver of total fee, free accommodation and maintenance amounting to 32,000 GBP for pursuing LLM in King’s College London.

To recognize excellence in teaching, IBS Alumni Federation has constituted The Best Teacher Award, which is given to a faculty member on Teachers’ Day every year. This year Dr. Subhendu Dutta was given the Best Teacher Award on September 5, 2015.

A Cash prize of ₹.30,000 (Thirty Thousand) was shared among three faculty members in the Business School. They are: Prof. Venkata Seshiah, Prof. Jojo Mathews and Prof. Mahesh Kumar for their contribution towards Institutional Development. The prize was instituted by IBS Alumni Federation.

One of our faculty members, Dr Aviral Kumar Tiwari received the Prof M J Manohar Rao Award in the Econometric Society Conference (TIES) held in IIM Kozhikode during January 3-5, 2016. This award is given annually to an outstanding researcher in Econometrics in the country who is below 35 years age.

Management Development Programs

The University has a strong industry interface through executive development programs for the public, private sectors and government. To strengthen this interface, we have offered 22 Management Development Programs (MDPs) consisting of 861 participant days during the year for organizations including the Indian Railways, public and private sector banks and IT companies. I am happy to inform that we are soon going to conduct MDPs for senior executives of ITC Paper Boards and Ultra Tech Cement.

N J Yasaswy Memorial and Foundation Day Lectures

The Fourth N J Yasaswy Memorial Lecture was delivered by Prof M Rammohan Rao, former Director, IIM Bangalore and former Dean ISB on the topic 'Excellence in Management Education – My Experience and Learning', on Nov 3, 2015.

The Sixth foundation day lecture coinciding with the birthday of the Founder, Shri N J Yasaswy was delivered by Shri Grandhi Mallikarjuna Rao, Group Chairman, GMR Group on February 04, 2016. The topic was 'Creating an Institution in Perpetuity'.

Several other distinguished personalities have visited our campus to professionally enrich our students and faculty by their inspiring lectures. These include:

- Prof. Bibek Debroy and Dr. Vijay Kumar Saraswat, Members, National Institute of Transforming India (NITI), Aayog

- Prof. Teresa Balsler, Fulbright Distinguished Chair, Dean, Teaching and Learning, Faculty of Science and Engineering, Curtin University, Australia
- Dr. Kate.A. Mogulescu, Supervising Attorney of the Trafficking Victims Advocacy Project, New York and Adjunct Professor at the City College of New York
- Swami Bodhamayananda, Director, Vivekananda Institute of Human Excellence, Ramakrishna Math, Hyderabad
- Mr. S S Mundra, Deputy Governor, Reserve Bank of India
- Hon'ble Justice, G. Raghuram, Chairman, Customs, Excise and Service Tax, Appellate Tribunal (CESTAT)

Collaboration

IFHE has signed a collaborative agreement with Genpact Limited on December 7, 2015, for setting up a Center for Analytics to nurture the students in the field of Analytics. Under this scheme Genpact will conduct workshops, guest lectures, and also provide internships and subsequently placements.

MOU with Parampara Family Business Institute of GMR Group

We signed an MoU on February 4, 2016 with Parampara Family Business Institute (PFBI), a social initiative of the GMR Group, for Academic Collaboration. Following are the areas of collaboration:

- Research collaboration, including joint research projects in the area of Family Business Management.
- Sponsoring and conducting jointly conferences, seminars, training programs, workshops and other academic activities in the areas intimately connected with Family Business Management.

- Exchange of academic materials like publications, databases, courseware, and sharing of library resources and other academic information.
- Development of primary research based case studies on family business in partnership with IBS Case Research Center.
- Short term / modular public programs to be organized at IBS campus.
- To offer internship for management students at PFBI in the area of Family Business Management.

Student Activities

Student Activities clearly remain at the core of the philosophy of education at the University. The University strongly believes in co-curricular and extra-curricular activities being very much a part of the day-to-day life of the student.

The University has thirty-seven student clubs aimed at enriching the lives of students through games, sports and extracurricular activities. These clubs provide a platform to the students to hone their technical, managerial and leadership skills.

Trishna, our flagship annual management fest and inter b-school competition, Aaveg, a sports' meet and Triti the annual undergraduate fest were organized in which students from across the country participated.

Our students took part in four national competitions conducted by Christ University-Bengaluru, BITS Pilani-Hyderabad and twice at IMT-Hyderabad.

On the occasion of the 153rd Birth Anniversary of Swami Vivekananda IFHE organized an essay writing competition for undergraduate students on January 28, 2016. Cash awards were presented.

The Faculty of Science and Technology organized a two day techno-cultural event, Aavahan 2015 as a part of Engineer's Day celebration on September 15, 2015.

Faculty of Law organized a three day Model United Nations during January 29-31, 2016. It also hosted First National Asian Parliamentary Debate Competition: 'Voice for Change' on February 5, 2016 and conducted the First Shri N J Yasaswy Memorial Moot Court Competition for the states of Telangana and Andhra Pradesh during April 14-17, 2016.

We organized Blood Donation Camps on 29th March and 14th June, 2016. In all 372 members donated Blood on this occasion. Students, faculty members and other staff participated in this event.

The International Yoga Day was observed on June 21, 2016.

Placements

We have a dedicated placement cell, which has placed about 95% of our MBA students. Placements for the undergraduate students are quite satisfactory and are in progress.

The Center for Entrepreneurship Development

The Center for Entrepreneurship Development celebrated the Entrepreneurship week during December 18-22, 2015 where 37 Business plans were showcased. The students are being encouraged to pursue entrepreneurial ventures. I am happy to inform that in all ten start-ups by the students in the faculty of management and one in science and technology, are in operation.

The Center also organized several guest lectures, panel discussions, and competitions during the year including a lecture by Prof C Amarnath, former Dean IIT, Mumbai on the topic 'An Enabling Eco System for Techno Business Incubation' on June 23, 2016.

The University plans to set up an Incubation Center on a priority basis.

We are honored by the presence of our Chancellor, Dr. C Rangarajan, and our distinguished Chief Guest Mr S M Datta in our midst on this occasion. We look to our Chancellor as a source of inspiration in our pursuit of excellence. We are grateful to Mr S M Datta for accepting our invitation to be here in spite of his very hectic schedule. We thank you.

I wish to place on record my gratitude to the Ministry of HRD and the University Grants Commission for their continued support in the management of our Institution.

I wish to express my deep sense of gratitude for the tremendous support and cooperation received from the members of the Board of Management, Academic Council, Finance Committee, Planning & Monitoring Board, IQAC, and the Boards of Studies of various faculties.

I would also like to make a special mention about the parents for gracing this occasion. We value your presence immensely.

I take this opportunity to convey my sincere thanks to all sections of the university community – teachers, staff, students, and alumni for their unstinted cooperation. I hope in the years to come, their sense of commitment and quality contributions will enable this University to scale new heights of excellence.

Let me conclude by welcoming you all once again.



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