

Report No. 2: ISB COURSES PART I

I went to ISB during their 5th and 6th terms of their academic year. I have heard that almost all courses in ISB were very rigorous. Thus, I came prepared. I was ready to take on the challenge. I kept up with the latest Business, Economics and World news so that I could actively participate in class. I was very serious in doing assigned readings and homework, and researched on certain topics that were related to the classes that I took. In the end, it was very rewarding.

Here are my thoughts on the courses I took:

- Negotiation Analysis (NEGA), Professor Ruchi Sinha. This was an invaluable course where students prep and conduct live one on one or group negotiations for each class. The professor walks around and listens to negotiations done by different pairs or groups and provides feedback to the entire class on what she heard that works and does not work. If you rank high in negotiations, you will be invited to the professor's house to eat, drink and socialize with her and other top negotiators. This was one of the best courses that I took. In the end, there was a group presentation, where all group members had to speak to the class, and a final exam that involved multiple choice and a case that students had to solve. Since all students did poorly on the final exam, the grade was curved.
- B2B Marketing (BBMK), Profesor Samuel Sekar. This was an average course and a tad boring at times, with lots of required reading and homework. We were required to solve two HBR cases on a weekly basis and do 4 write-ups. The cases had to be read and analyzed as the professor did a lot of cold calling in class. There was a simulation assignment wherein we were required to run several B2B simulations using a tool and analyze the strategies used which created successful results. Then, there was a final presentation at the end of the course. The professor, in my opinion was not very encouraging to students. He was keen on shooting down students' ideas and ripping apart presentations while students were delivering them. Although I learned a lot from the simulation and course assignments, I do not recommend this course.
- Intro to Indian Marketing. This is a lecture series wherein Indian marketing managers come to the university to deliver presentations on marketing in India. This was a one-credit course, but it does not apply to MBA credit totals, which means that this course credit cannot be transferred back to NCCU. This course did not have any exams, yet it did require a few write-ups that were based on the lectures. I do recommend this course. It is a very popular one and since it is, there are only five slots that are allocated to exchange students. So, make sure you sign up early to get in.
- Managing Teams (MGMT), Professor Aparna Joshi. This course required a lot of reading, yet oddly, there were no team or group assignments. For each class, there were cases to be analyzed. However, selected students were assigned as discussion leads to lead the

discussions. A few write-ups were required, and a final exam. The professor seemed to have only research experience and no real world team management experience. She also seemed outdated on her knowledge on practices in the industry today, and was more concerned on how students liked her, rather than her teaching relevant topics. I do not recommend this course, especially if taught by the same professor.

- Power and Politics (PWPT) Professor Tanya Menon from Kellogg. This was the best course I took, and the best one in my MBA career. The professor was very energetic, smart, and passionate about sharing ideas and getting the students thinking. The class involves extremely interesting cases about how unlikely people came to power and how they achieved it. There are four reflection papers in which you are required to reflect on your own experience in certain situations and how you gained power or lost it. There are also several personality tests so you can gauge your strengths and weaknesses when it comes to power. There was a final 70 question multiple-choice exam. Do whatever it takes to get into this course; you will not regret it.