

# ISB collaborates with peers to enhance B-school education

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**H**yderabad-based Indian School of Business (ISB) plans to organise workshops for other B-school faculty in a bid to enhance management education in the country.

The workshops will vary in scope and address differ-

ent aspects of management education from classroom content to delivery. Workshops planned include those in case teaching and simulations, as well as those in the functional topics, such as the just-concluded workshop on marketing analytics.

As part of the initiative, it recently organised a management workshop in the area of

marketing analytics in which over 50 faculty members from across 25 leading b-schools in the country participated. The workshop was led by Gary Lilien from the US' Pennsylvania State University.

"This is one of the many programmes that are needed to enhance management education in India so that the foreign b-schools look to us for man-

agement education and teaching and imbibe global best practices, collaborate, network, and share their classroom experiences," says Professor Arun Pereira, Head - Initiative for Excellence in Teaching and Learning, ISB.

ISB now plans another such programme for case teaching that will be led by Canada's University of West-

ern Ontario later this year. Moreover, it aims to have such programmes in functional areas like finance, human resource, accounting and operations and any other function that offers a new pedagogy. "We will write to deans of B-schools to nominate their faculty for these programmes and this will be an ongoing process," adds Pereira.