

# Indian School of Business

Hyderabad

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## General Experience

I can definitely say that choosing to participate in the student exchange program was a very good decision I made and it is a great opportunity that you shouldn't miss.

India in general and ISB in particular are underestimated and not for a good reason in my opinion. ISB is the most prestigious business school in India, and the most expensive among them (\$40,000 for a year). It is associated with top business school as Kellogg and Wharton. The students that are chosen to ISB are the very best of among 1.2 billion people which leads to very smart people that come to study there. Most of the students are engineers that wanted to change their career into the business domain. The average age is 27 and 70% are men.

The academic level is high and demanding with very good professors and lots of assignments. This way of studying is very different than the way I use to study in Tel-Aviv. The main difference is that students in ISB are not working throughout the year and are much more focus in the learning process. The program is a one year MBA in which the students live inside the campus and kind of isolated from outside distractions.

The life in ISB is very hectic and the 6 weeks I have spent there, passed surprisingly quickly. There are lots of activities and assignments so don't you worry about been bored.

The experience is a very Indian one. Except 3 exchange students (in my term) almost all the students in ISB are Indian. The pro of this is that you get to know really well their culture and mixing with them is inevitable in contrast to other places where you are surrounded by exchangers. The con is that the international mixture is less comparing to other schools.

The social life in ISB is one of the main advantages. Almost every day there are parties in one of the student villages that go through the very late night.

Another thing that is important to mention is how cheap everything is in India. The living expenses for 6 weeks living inside the campus in a quad room is 1500 NIS and a very nice meal is not more than 12 NIS. Comparing to Tel-Aviv living expenses, you can actually save money while doing this exchange.

One more thing that made me to choose ISB is the possibility to take only one term of 6 weeks instead 12 weeks that are compulsory in other schools.

## Visa

Close to the date of the exchange you will get a letter from ISB that you'll need to show in order to get students visa. The visa for India is available to issue in Tel Aviv through an outsource company that is dealing with the Indian embassy. Unless you specifically ask for it, the dates for the visa are the dates of the term and one week before and after. I asked for more and got a 4 month visa. It is important to know that the visa starts in the day that they issue it so no need to hurry. It takes 7-10 days to get the visa.

## Hosting and living expenses

There are two forms of accommodations – Quad and a Studio apartment. The quad is an apartment with 4 private rooms and one mutual living room and small kitchen. Each room has a bed closet and a place to study. Some of the quads hire a cook that cooks their meals for the entire term (Not sure the exact cost but is something around 100-250 NIS for the whole term).

The second option is a Studio apartment that has a private living room and double bed.

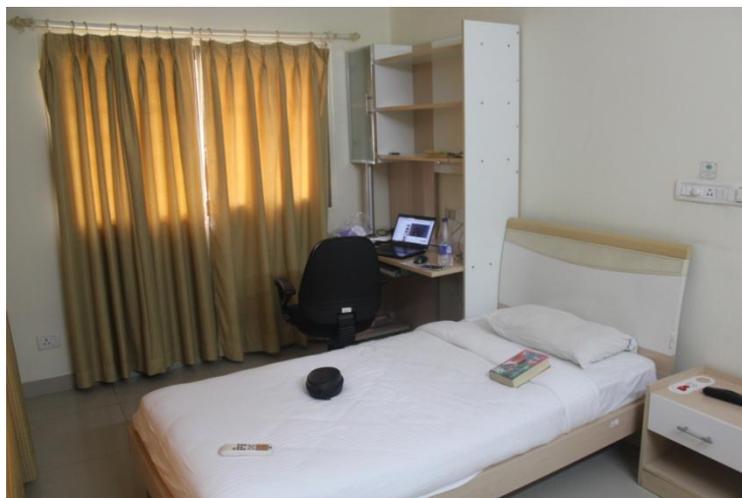
The cost of the Studio is 2400 NIS where the cost for the Quad is 1500 NIS.

I have been in a quad and I'm highly recommending this option. It has enough privacy and you get to mix and know people easily through your quad mates.

Beside the accommodations there is a very nice recreation center with squash fields, soccer, basketball, swimming pool, tennis, table tennis, snooker and gym.



In the picture you can see the 4 student villages (with the towers) in the corners and the main building in the middle. The recreation center located between the two upper student villages. For proportion – the circle length is approximately 900 meters.



## Transportation

Getting to ISB is easy by taxi form the airport, the distance is about one hour.

Inside Hyderabad it is easy to mänge with Uber or Ola apps.

## Courses

There is a minimum of 2 and maximum of 5 courses. I took 3 courses which is highly recommended for you to have some spare time. Most of the students in ISB take 4 courses in a term.

The courses I took were:

1. **NEGA – Negotiation analysis** – Very good course with an excellent lecturer. It is quite demanding for the reason that you have to prepare your case for each session cause you are about to practice it in each class. I learned a lot from this course and I recommend it.
2. **RMKT – Rural marketing** – a relatively light and very interesting course with a very good and funny lecturer. It exposes you to the rural markets of India that constitute 68% of the population. It is a good way to get to understand India better and I can recommend it. For example, one of the assignments includes a village visit as you can see in the pictures.



3. **MKTR – Marketing research** – a nice course if you like to learn methods for market research. The lecturer is not very charismatic but the material can be useful for marketers and also managers.

## Tips

- There is no need to arrive a lot of time before the date of the term. One day before is enough to get the orientation needed.

- Hyderabad is not very interesting, there are few bars and clubs and a big mall but besides that there is not much to look for there.
- There is a useful app called 'Swiggy' for ordering food from outside the campus.
- Try to ask for the tour in Hyderabad in the weekend before the term, otherwise you won't have time for it during it and it will be postponed till the end of the term.
- There are a lot of competitions that you can participate in, try to join one of them.  
(some of them has nice prices also)
- The food in India is pretty spicy; don't be surprised if you are sensitive.
- The placement season is during the 5<sup>th</sup> and 6<sup>th</sup> terms. Lots of international firms come to recruit from ISB (Microsoft, Apple, BSG, Amazon, McKenzie etc.) You have the opportunity to apply to those firms unlike schools in USA.

## Contact details

Please feel free to call me for any questions you have.

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Pictures



