



Week 4 ,March 2008



Mr. Arun Viswanath

Corporate Interactions!

On 28th March the students of Batch 5 got a golden opportunity to learn from one of the big wigs from corporate. *Mr. Arun Viswanath, Director Asia Innovation & Knowledge, Connect + Develop of Procter & Gamble.* An alumnus of **IIT Mumbai** and a **Doctorate in Environmental Engineerin**, Dr. Viswanath illuminated the students on **P& G's Connect + Develop** program.

The lecture stressed on:

- Game changing innovations by P & G
- Connect & Develop as seen by the world
- Why Connect & Develop?
- How it works? Its Genesis
- Connect and Develop in India

Mr. Viswanath elucidated on how the *Connect & Develop* program has allowed *P & G* to get new and better ideas, more access to talent, minimize risk, reduce investments in R & D and speed up the process of getting a product from the lab to the market.

Mr. Sridhar Prabhu of *CRISIL* in his address on Debt Markets on the 29th of March for the Finance student of Batch 4 and 5 emphasized on the practical issues of the Sub- prime market and about Bond evaluation.



Prof. Anirban

Guest Lecture

The busy week continued as on the 28th of March **Prof. Anirban Ghatak** gave a lecture on **Corporate Strategy**. Prof. Anirban stressed on following vital components of Corporate Strategy:

- Sustaining a competitive advantage
- Importance of accuracy
- **SCOT** Analysis; Strength, Challenge, Opportunity and Threat

The lecture ended on the note of two questions any strategist must ask him/herself:

- Where do I *stand*?
- How to *improve* myself?

On a Lighter Note

Batch 4 returned from its month-long Industry based internship this past week and the Mid Term examinations of Batch 5 ended on the 28th.

Other News

The GD/PI for Batch 6 Admissions are scheduled for April 5 to 7, 2008.



[Distributed to the Faculty, Students and Alumni of Bharathidasan Institute of Management, Bangalore]

Please write to:

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