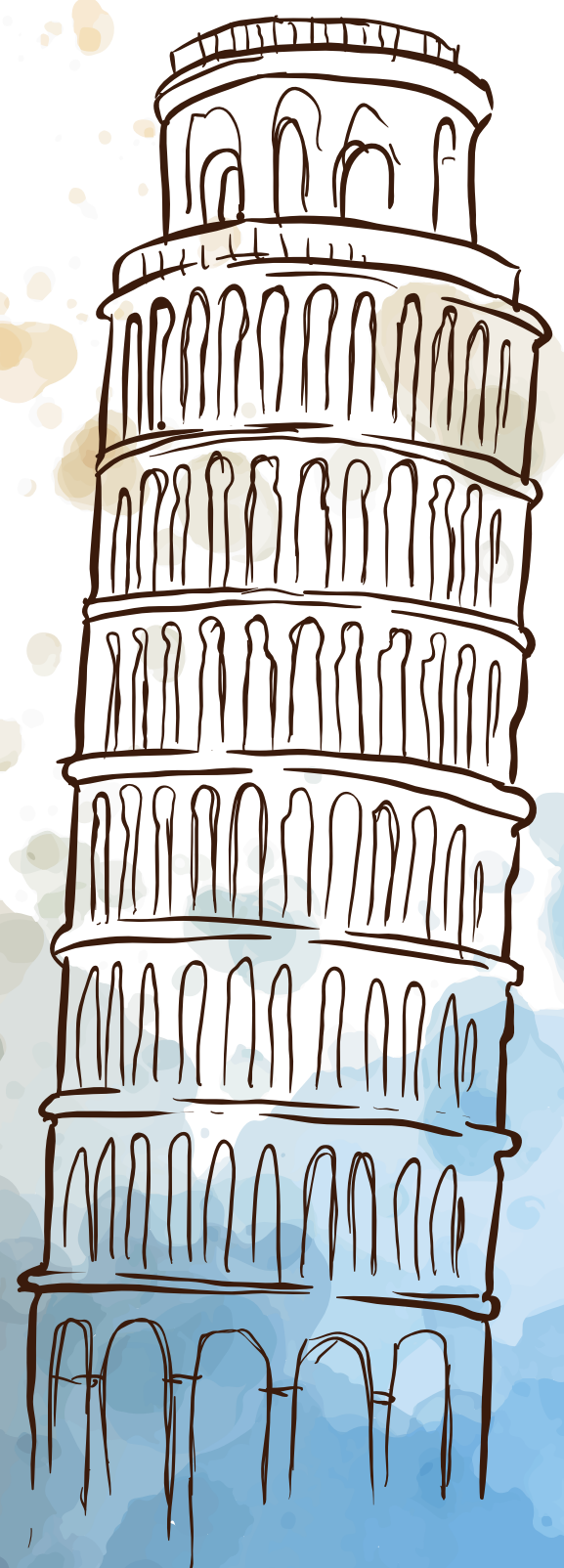
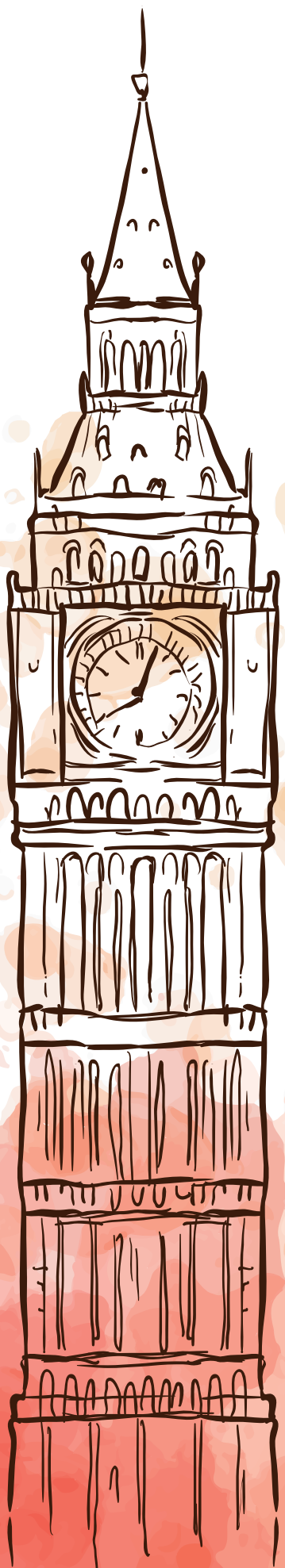


# BROADENING YOUR SCOPE



# The First International Business School in Malabar



## Mission

Our mission is to help an average, aspiring student of Malabar to catch-up with the skill sets required for a global leader and realise his dreams of international education at his door step.

We do this successfully by executing a value-based education model which continuously adds value to students at affordable cost.

We care for the holistic development of our associates through a human capital approach.

Our aim is to promote business, management and consultancy programs for the industry in Malabar.

To grow as a catalyst in transforming our theory-rooted, operation-focused and obsolete traditional management education into a truly professional, practical, strategic focused and internationally approved model.

To strengthen the link between international and Indian management institutions in the field of business and management education by creating an environment conducive for their co-existence and co-development.

"To work as a team in a cooperative and collaborative environment, continuously care for the value addition of our HR, develop research enthusiasts and multi skilled new generation lecturers who are leaders and change champions dedicated in developing the students of Malabar into global leaders and experiment a sustainable model which ensures organisational effectiveness and employee growth.."

## About us

The B School International (TBI) is devoted towards imparting the global business education to its students. As a next generation Business School we deem to bestow holistic approach of learning clubbed with global education for the future generation.

As a UK twinning centre TBI is proud to deliver international education to the students at their doorsteps with a pragmatic shift of paradigm. In teaching methodology we equip our students with the international management education and provide them excellent university options to choose either of the UK, Canada, UAE, Malaysia, Singapore, Australia to finish their learning skills with a BA (Hons) or MBA there. We are bent upon providing the multi-fold global management education to our students with emphasis on research, practical approach, referential techniques and more.

# Dean's Message



Dear Aspirant,

Greetings from The B School International.

The youth of today think differently from the generations before. Social media and exponentially efficient connectivity align their views to the global youth. They're restless, keen to take risks and also rewrite their own careers as often they deem fit. They're independent in thinking and do not always have the pressure from parent's to follow the trodden path of chasing conventional courses of having little or zero chances of skilling them with the market needs.

We here make a great distinction by helping you to blend all conventional courses like BBA, BCA, BA Psychology, Interior Designing with emerging themes in the market for getting jobs easily like consulting, developing start ups, artificial intelligence, cloud computing, aviation and logistics.

Simon Sinek in his much watched TED talk reminds us that there are three frames of our actions- the WHAT, the HOW and the WHY. Typically we are guided in that sequence as well. We spend time on 'WHAT' we have to study and the mechanics of 'HOW' to study too. What we neglect is the WHY!. Why should i repeat the same education which never motivated me to learn, apply and explore.

At TBI you would find an answer to this WHY factor. Here you're never pushed for studies rather the curriculum itself will drive you to learn, apply and explore. Career is a great continuous journey with several pockets of turbulence. Learn from what you see around you. Limiting your exposure towards a small geographical area ( ie: studying only in your district or outside states of India)won't stretch you much. Rather embark on the quest for an application based learning model with International exposure must be your motto of life.

The twinning options of, UK BBA, UK Integrated MBA, UK PGDBM+MBA will enrich you to mix with both Indian and International experience in application oriented learning. It would also help you to network with various students of different nationalities of the world.

Stay patient, stay observant of opportunities and dare to take risks now to unleash your potential at TBI .

Wishing you all Good Luck.

Faisal P. Seyd

## Historic & Cultural Location

The TBI campus puts you in the heart of Malabar, one of the most historic and culturally enriching regions.



# WHY TBI

At TBI we'll challenge your conventional way of thinking, break your usual ways of learning and introduce you to international learning experience. Here you will prepare yourself for the next level of professional life by making you ready to lead change, overcome competitive challenges, address strategy gaps and make the most of every opportunity for growth.



## Immense Learning Experience

TBI programs are designed to be compatible with students' professional commitments throughout the program. Nevertheless, students must bear in mind that maximum benefit of the program demands both practical learning and the theoretical from time to time.



## Award Winning Academicians

TBI is different, because it has ventured to go beyond conventions. Perhaps it is the only business school in Malabar exclusively built by award winning academicians.



## Global Curriculum

The TBI curriculum emphasizes an international & strategic management programme, because well-rounded managers make better leaders. Once you've mastered the core disciplines, you'll experience a curriculum that's tailored to your personal and professional goals.



## Variety of Teaching Methods

As a TBI student, you will learn through a variety of teaching methods, because we don't believe in a one-size-fits-all approach. Through case studies, lectures and seminars, team projects, simulations and experiential learning opportunities, you will be better equipped with skills to lead in the work force, no matter what you want to pursue.



## Practical Case Discussion

The knowledge gained from the cases will last a lifetime. Case study scenarios are so effective because they cover real companies in real situations and give you an opportunity to test problem-solving and decision-making skills through the various role plays.



## Final Project

Students will work on their assignment which are designed to test their learning on each subject. The students are required to bring their own views on each module of their subject with appropriate theoretical underpinning giving the student the opportunity to come up with their creativity, lateral thinking and critical thinking skills to express their innate talents in each subject.



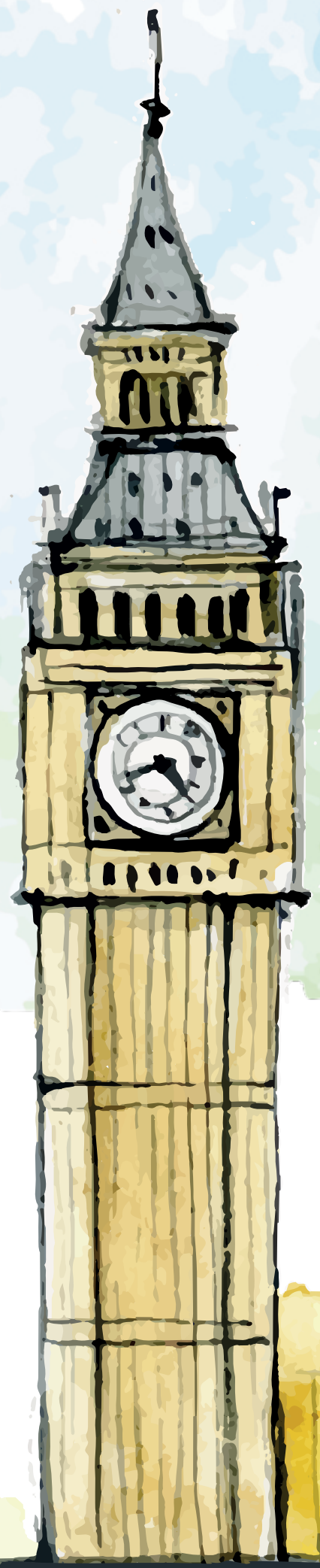
## Industry Interaction

At TBI, real time industrial exposure is just as important as a dynamic classroom exchange, you will have a variety of opportunities to expand your learning and your network outside the classroom.



## Team work

In order to analyze cases that are to be later discussed in the class, participants are divided into working groups. Teams are changed for interim periods. Discussions are enriched via the differing opinions of the various individuals in the group. This in turn aids discussion in the general sessions.



# who we look for?

Aspirants who are passionate to learn and ensure that they take the best out of their time at our campus as well as act as catalyst for the further development of new forms of high quality research-led education, encouraging team spirit and leadership.

Learners must take responsibility for their own learning and development through a thriving and vibrant research culture amongst those undertaking postgraduate and graduate programs.

Coming to the B school is not only about getting a brilliant degree but also graduation as a well-rounded individual.

**B School's innovative environment continues to generate the knowledge and ideas that are the building blocks of global business practice.**

## Enter your new world

### Application

Application is through the The B school International online form at [www.thebschool.org](http://www.thebschool.org)

We cannot comment on individual eligibility before you apply and we can only process your application once it is fully complete, with all requested information received. We operate a rolling admission process so there is no deadline.

There is a non-refundable application fee.

### Scholarships

TBI Scholarships are available to the most talented candidates FOR LEVEL 4, LEVEL 7, CMA & ACCA Programme.

You will automatically be considered for a TBI Scholarship upon submitting your course application.

There is no deadline for applications, but we advise you to apply as soon as possible.

### Statement of purpose

This should be around 500 words in length, and answer the following:

Why have you selected this course?

What are your motivating factors?

What are your areas of interest within the course?

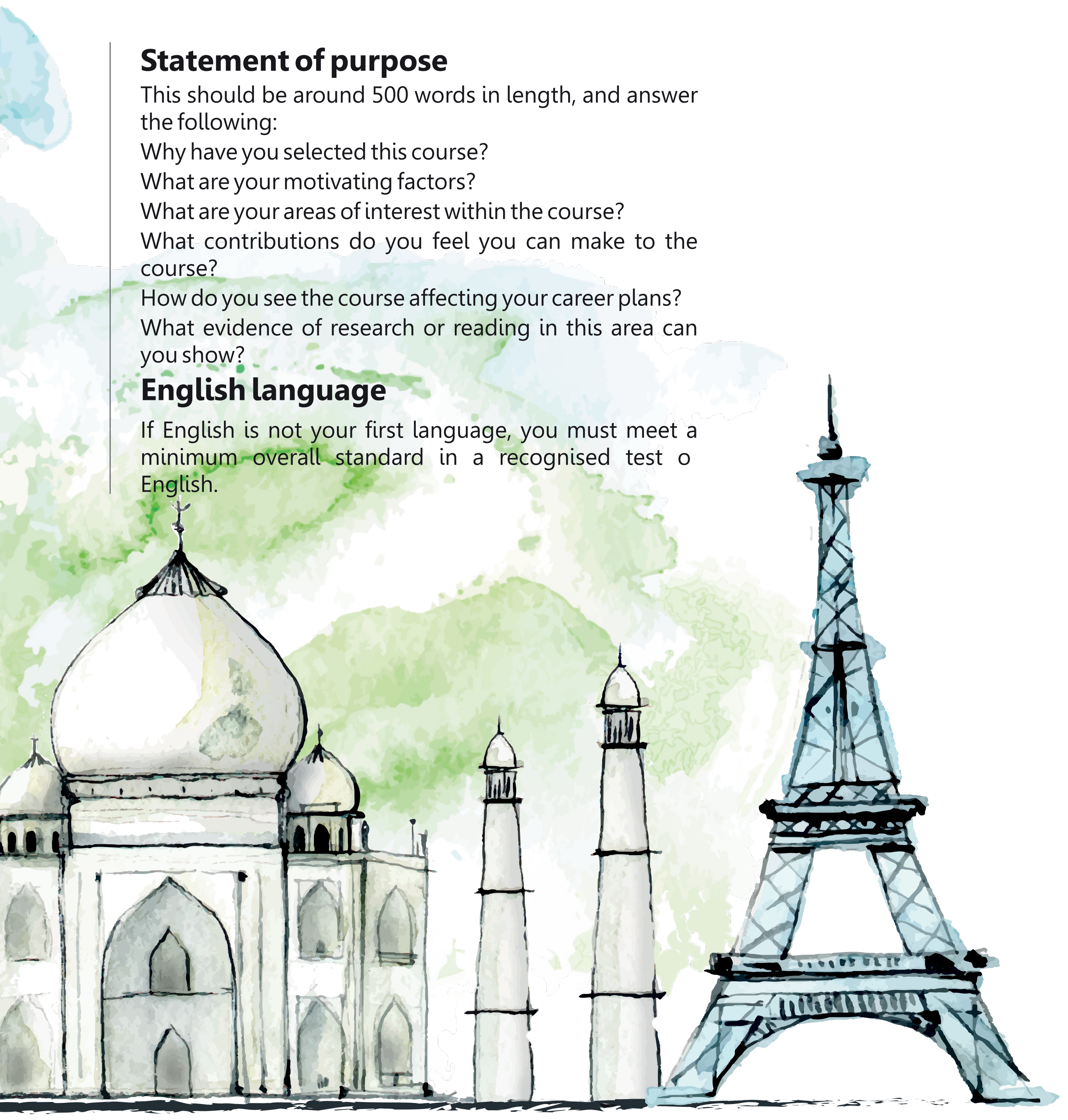
What contributions do you feel you can make to the course?

How do you see the course affecting your career plans?

What evidence of research or reading in this area can you show?

### English language

If English is not your first language, you must meet a minimum overall standard in a recognised test of English.



# UK BBA INTEGRATED MBA

Our BBA program creates nexus between theoretical learning and the world of work by giving learners the opportunity to apply their research, skills and knowledge to work-related context and case studies. Learning is enhanced when the learners can apply their own knowledge, skills and enthusiasm to a subject. Practical application of the theoretical knowledge gives the learners the motivation to achieve the skills they require for workplace or academic progression.



truly  
unique  
learning  
experience

## Module 1

### Building Foundation skills

This module is designed to help you assess and develop foundational skills, enabling you to hit the ground ready to learn a global curriculum.

## Module 2

### Functional business approach

This on-campus module delves deeply into key business functions, including marketing, HR, finance and operations.

## Module 3

### Strategy formulation and implementation

Through on-campus module you will improve your strategy skills and learn how to drive cross-functional collaboration in today's rapidly changing corporate environment along with indigenous exposure.

## Module 4

### Strategic management and leadership

Module 4 is a flagship PG programme preparing the young graduates for senior level positions in the industry. It also consists of the strategic management and leadership skills needed to generate change and innovation

## Assessment

Assessment of the entire integrated MBA programs is by assignment. These assignments will vary and include a mix of organisational study reports, diary log, team work, presentation and viva voce.

# UK PGDBM+ MBA

**step outside  
your comfort zone**

## Course Structure

The edexcel level 7 PGDBM in strategic management and leadership is a 120 credit qualification that consists of three mandatory units plus eight optional units that provide for a combined total of 120 credits.

### 3 mandatory units

- Developing strategic Management and Leadership skills.
- Professional Development for Strategic managers
- Strategic Change Management.

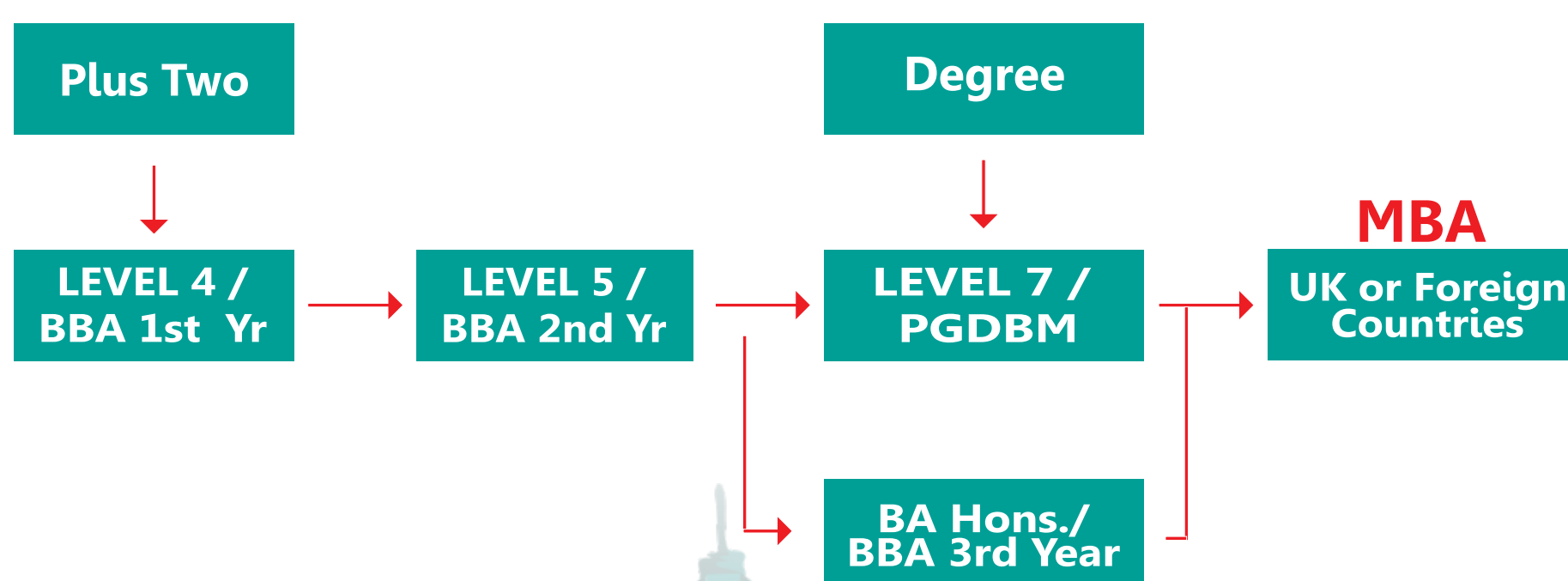
### 8 Specialist units

- Leading E-strategy | Creative and Innovative Management
- Strategic Marketing Management | Strategic Human Resource Management
- Strategic Planning | Managing Financial Principles and Techniques
- Strategic Supply Chain Management and Logistics
- Research Methods for Strategic Managers | Strategic Quality & Systems Management

TBI's programs will transform not only your career, but also the way you view the world and what you do in your life.

Our courses are designed to match your ambition through flexible length to its mind expanding curriculum.

- This programme saves time, money and makes your international education cost affordable.
- A curriculum that adapts to your global requirements at your doorstep.
- Applying financial tools for business analysis, planning and management.
- Developing entrepreneurial ideas and anticipating the challenges of an entrepreneurial initiative.
- Analyzing the challenges encountered by leaders who face significant organizational change in this turbulent world.
- More benefits for students than direct UK degree programme.
- Option for part time work, which reduces your living cost
- A global learning environment, a reputation for excellence.
- A culture most conducive to the UK way of learning, critical evaluation, e-research and journal research.
- After finishing 2/3 years at The B School International, students can opt for universities in the UK, Malaysia, Canada & UAE.



**Your Route to MBA**



# INTERIOR DESIGNING

## creating better future...

Students will develop the ability to think critically work proactive and manage complex design projects from an initial concept through a successful detailed resolution

Students will learn how to create innovative, original concept for commercial design projects, explore the spatial, structural and material elements of built interior environment and develop a comprehensive understanding of interaction between people and spaces.

### Our Education Culture

Studio Session | Workshop

Site Visit | Market Study

New Material Study | Model Making Session

Industrial Visit

### Bringing space to life

Professional interior designers bring to life all kinds of amazing spaces, retail stores, exhibitions, galleries, hotels, restaurants and work spaces. succeeding in the filed requires a mix of research and practice, creativity and technical skill.

Using a range of design technique interior designers focus on improving the way spaces look and function and how we function within them interior design is also about problems solving. By focusing on human needs designers create solution to real world problem.



Interior Design Creates a World that is more...  
**Appealing | Functional | Accessible**

**Diploma in Interior Designing** - 2 years  
Council for Technical Development Skill

**Diploma in Architectural Visualization** - 6 Months  
Aufriiss IDS Certification, Autodesk Certification



Follow us



## After Plus Two

### UK Integrated MBA

3 years at B School  
+1 year in UK/UAE

### UK BBA

2 years at B School  
+1 year in UK/UAE

### DID (Interior Designing)

1 year/ 2 years

## Executive Programmes

### UK PGDBM + MBA

Flexible Learning Hours

### Diploma in Logistics

CII Certification

## After Degree

### UK PGDBM + MBA

1 year at B School  
+ 6 Months in UK

**The B School**  <sup>®</sup>  
*International*

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