

WebOrganic: Creating a Blue Ocean for a Social Cause

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Presented By:

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Implementation

Implementing blue ocean strategy at IISWBM



Devil's Advocate



conclusions

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IISWBM



Swot Analysis

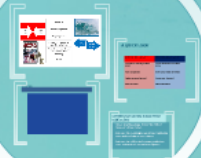
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Competitor Analysis



Blue Ocean Strategy



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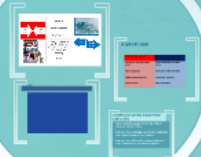
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IISWBM



AN OVERVIEW

India's first B-School
The Premier Management Educational Institute
in Eastern India.
It was formed by a resolution of the Syndicate of
the University of Calcutta.
The foundation stone of the building was laid by
Pandit Jawaharlal Nehru, the then Prime Minister
of India and Dr. B. C. Roy, Chief Minister of West
Bengal.

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During the initial years, the Institute was referred to as All
India Institute of Social Welfare and Business
Management.
However, in the year 1958 the name IISWBM was
incorporated.
The auspicious moment of fifty years of its existence
arrived on April 25, 2003.

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IISWBM introduced the first programme on
management education in India.
Department of Posts, Govt. of India in the year,
2004 designed a postage stamp dedicated to
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Swot Analysis

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Why Swot Analysis?

To figure out the best Institute
Whether a degree from B school abroad is better than
getting MBA from B-school in India?

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Swot Analysis Of IISWBM

Opportunity

- Good placement profile
- Course is practical in nature
- Good alumni base

Threat

- Limited cultural diversity.
- Developing International contact is not easy.
- Though well known in India IISWBM is not very well known abroad.
- ROI is lower.

Swot Analysis of IISWBM

Strength

- Established brand.
- Located in the vibrant college town of Pune.
- Ranked 5th best B-school in India by Business Times.
- Different types of courses.
- International exposure.
- Good faculty.
- Cost of doing MBA is much less.

Weakness

- Duration of Internship is more 2 months.
- Pre-Placement offers are much less.
- Many students admitted are Indians.
- Majority of admitted students are Indians.

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