

A Visit to Funskool



The industry visit is an important element of the MBA programme. It teaches how corporations operate and what skill sets a student must acquire in order to get hired by one. Industrial Visits are very important to us at ISMS, and we perform many of them for the student's development.

Funskool is a leading and oldest maker of educational toys. It has 18 stores nationwide, with its headquarters in Madras and is has over 1000 employees. The company also manufactures and distributes products in the Indian market under license from foreign toy brands including Hasbro, Disney, Warner Bros., Takara Tomy, and Ravensburger.

Ms Rashmi Nair, Program Co-Ordinator and Head of Academics Faculty of HR; Ms Leena Ratnaparkhi, Head of Administrations & MR. Amitabh Pandey Training & Placement Cell supervised the visit on February 1, 2019. The purpose of the tour was to get a practical understanding of how operations management in a manufacturing firm works, how supply chain and logistics function, how research and development contribute significantly to a business's success, and a variety of other topics.