



**INTEGRAL
BUSINESS
SCHOOL**

Nurturing Future Business Leaders

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BIZ INSIGHTS

July 2025

*"Mid-year Digest of Business Trends,
Career Signals & Global Shifts"*

DEPARTMENT OF BUSINESS MANAGEMENT

INTEGRAL BUSINESS SCHOOL

INTEGRAL UNIVERSITY PHASE-3

EDITORIAL TEAM

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GLOBAL OUTLOOK BRIEF OF MID 2025

FROM POLITICS TO PORTFOLIO: GLOBAL SHIFTS DRIVING ASSET BEHAVIOUR

1. **Trump's Return:** Investor confidence shifts as U.S. pivots toward defence and fossil fuels, signalling reduced green regulation and aggressive foreign policy.
2. **AI Boom:** GPT-4.5 and Nvidia's rise accelerate AI adoption across industries, boosting productivity and redefining tech competitiveness.
3. **Trade Realignment:** "Liberation Day" tariffs spur firms to regionalize supply chains, moving operations to Southeast Asia and Latin America.
4. **Digital Nationalism:** China's DeepSeek AI signals a push for tech sovereignty and reduced dependence on Western digital infrastructure.
5. **Germany's Defence Pivot:** Germany boosts military and cybersecurity spending in response to geopolitical instability, marking a major policy shift.
6. **Gold +25%:** Surging global tensions drive gold prices upward as investors seek stability.
7. **Oil Volatility:** Prices spiked amid conflict, then steadied through diplomacy; remains sensitive to geopolitical developments.
8. **Currency Trends:** USD weakens on export focus. Euro and Swiss Franc rise as investors move to safe-haven assets.



Tech & Global Turbulence : The Pulse of first six months of 2025

AI Expansion Across Sectors : GPT-4.5 and Nvidia's \$500B push signal aggressive AI scaling in HR, marketing, and infrastructure—turning generative tools into enterprise essentials.

China's DeepSeek Debut : Regional AI sovereignty gains momentum as China challenges Western dominance with Mandarin-optimized models.

Liberation Day Tariffs : Introduced at 10%+, with steep hikes on Chinese imports—reshaping trade flows and sourcing strategies globally.

Israel-Iran Conflict & Ceasefire : Short-lived disruption in global markets due to geopolitical tensions; diplomacy restored confidence quickly.

Germany's Fiscal Shift: Constitutional amendment permits expanded defense budget—marking a new chapter in European security economics

Building Future-Ready Careers : Skill Agility, ESG Momentum & Wellness Culture.

Corporate Commitments to Sustainability & Social Good

Unilever - Sustainable Packaging : Aiming for **100% plastic packaging** to be recyclable, reusable, or compostable by 2035, Unilever is leading FMCG sustainability transitions.

Tata Group - Inclusive Growth : Tata champions diversity, equity, and inclusion (DEI) across leadership, workforce development, and mentoring, setting benchmarks in corporate inclusivity.

Microsoft - Carbon Negative by 2030 : Backed by a \$1 billion climate innovation fund, Microsoft pledges to remove all historical carbon emissions and become carbon negative by 2030.

Infosys - Digital for Good : Through Springboard, Infosys provides free digital education to over 11 million learners, advancing tech access and inclusion globally.

Nestlé - Responsible AI & DEI Hiring : Nestlé is embedding ethical AI and inclusive hiring practices into global talent operations, fostering a fair and transparent digital workforce.

Wipro - Green Energy Leadership : Wipro commits to 100% renewable energy for all operations by 2030, signaling deep corporate alignment with climate goals.

Mahindra - Rural Employment & EV Drive : Driving electric mobility in rural India, Mahindra empowers Village Level Entrepreneurs (VLEs) for EV adoption and employment generation.

Apple - Eco-Friendly Design Standards : Apple prioritizes recycled materials and aims for carbon-neutral operations, embedding sustainability into product and process design.

Skill-Stacking for Career Agility

1. Hybrid Learning Models: B-schools and institutions are blending traditional MBA programs with certification-based learning (in AI, data, project management) to meet evolving market needs.

2. AI Momentum: The launch of OpenAI's GPT-4.5 has intensified the AI race, making AI fluency an essential skill across sectors.

Workforce Trends Snapshot - Mid 2025

1. Remote Work Endures : 62% of companies continue with hybrid work models, signalling a lasting shift in how and where work happens. Only 26% have returned to fully on-site setups.

2. EV Job Boom : India alone saw 1.5 million jobs created in the electric vehicle (EV) sector within just 6 months, driven by increased manufacturing, servicing, and infrastructure needs.

3. AI Upskilling Among MBAs : 72% of MBA students have enrolled in at least one AI-related course, highlighting the growing demand for tech-savvy business leadership. Top upskilling domains include AI, data analytics, cloud, cybersecurity, and digital marketing.

4. Burnout Leave Policies Expand : Governments in 3 countries have adopted emotional wellness and burnout leave policies in response to rising mental health concerns among workers.

5. ESG Careers on the Rise : There's been a 43% surge in ESG-related job postings globally between January and June 2025. Roles linked to sustainability, climate strategy, and social governance are rapidly expanding.

HALFWAY THROUGH 2025 : WHAT'S NEXT?

Mid-Year Forecast: Trends Shaping the Rest of 2025

"What's Ahead: MBA Insights | July-December 2025":

Career Outlook: Selective Opportunities & Strategic Skills

"Market Pulse Meets Skill Shift"

Gold Glows:

+25% SurgeGold flexes its safe-haven status amid global tensions, reaffirming investor trust in timeless assets.

Future-Proof Skills in Energy, AI & ESG

Strategic Thinking Is In

Companies crave minds that fuse analytics, sustainability, and innovation.

Tech + Purpose

Python, Tableau, and digital health aren't just buzzwords — they're building blocks for climate-conscious careers.

Impact Consulting & Climate Finance

Sectors are evolving; professionals fluent in ESG and policy mapping are steering the change.

Ethical Leadership & ESG Fluency

From boardrooms to startups, understanding ESG frameworks is now a must-have, not a nice-to-have.

Admissions & Specializations: Shifting Preferences

- STEM-focused MBAs are increasingly popular — especially those emphasizing strategy, operations, and digital marketing.
- Indian B-schools see a surge in admissions due to strong ROI.
- Women's participation in MBA programs has risen to 42%, fostering more inclusive leadership.

Key Events & Signals

- Tiered hiring models are on the rise: encouraging students to network, certify, and specialize.

• Upcoming events:

- EY CAFT Championship – a national finance-focused competition for internships.

HOT SKILLS, SMART SECTORS: YOUR CAREER EDGE IN 2025

"Turn Impact into Income: Skill Up with Purpose"

Sectors are hiring with precision—finance Favors AI and ESG fluency, tech and healthcare demand digital innovation, and sustainability leads with ethics and climate strategy.

"Curriculum That Clicks: Where Learning Meets Life"

Courses now fuse AI tools with strategic thinking, immersive projects, and global exposure. Emotional wellness isn't an afterthought—it's built into the syllabus, making graduates smart, skilled, and self-aware.

"Cracking the Talent Code: Smart Moves in the Echelon Game"

Breaking into Google isn't one-size-fits-all—it's about finding the track that fits your talent. Whether it's elite programs or niche roles, students win with sharp certifications, skill showcases, and smart positioning in Google's layered recruitment game.



"Recent Business Pulse: Navigating Trends, Turbulence & Transition"

- **South Korea's proposal to raise the retirement age** : South Korea's plan to raise the retirement age has triggered backlash due to age-based discrimination concerns. The "peak wage" system cuts older workers' pay by over 50%, and 95% of large firms enforce retirement at 60. With 38% of seniors living in poverty, experts warn that extending retirement without deeper reforms could worsen inequality.
- **Singapore Accelerates Teacher Recruitment to Tackle Workforce Shortag** : Singapore will increase annual teacher hires from 700 to 1,000 to address a shrinking teaching workforce.

Education Minister Desmond Lee emphasized preparing students for global change and shifting focus from grades to skill development and unity.

Fabric of Progress: 4.2% Growth Signals Economic Strength : Despite slight revenue and export fluctuations, China's textile sector saw 4.2% growth in early 2025. Retail sales rose 5.9%, and exports reached \$90.5 billion, reinforcing the industry's role as a key economic and employment driver.

China's Textile Industry Holds Strong

CHINA'S TEXTILE INDUSTRY HOLDS STRONG

Despite slight revenue and export fluctuations, China's textile sector saw 4.2% growth in early 2024. Retail sales rose 5.9%, and exports reached \$90.5 billion, reinforcing the industry's role as key economic and employment driver.



Tech and Green Revolutions Reshape Job Market, WEF Finds

TECHNOLOGY AND GREEN SHIFT THREATEN TRADITIONAL JOBS

The World Economic Forum's "Future of Jobs 2025" report forecasts that 22% of jobs will transform by 9030. While 170 million new roles will emerge, 92 million traditional ones may disappear—mainly due to tech like AI and robotics. Sectors such as agriculture and artisanal trades face decline, while green rôles like EV technicians and renewable energy engineers are on the rise. WEF's Till Leopold stressed the urgency of adapting, noting that 40% of core job skills will evolve over the next five years.



FUTURE OF JOBS 2025 - WEF HIGHLIGHTS

- 22% of jobs to change by 2030
- 92M jobs lost, mostly routine/manual
- 170M new roles in tech & green sectors
- Driven by AI, robotics, automation
- Rise of EV technicians & renewable energy rôles
- 40% of job skills will need reskilling by 2030
- 40% of job skills will need reskilling by 2030

- 22% of global jobs will shift by 2030 due to automation, AI, and robotics.
- 92 million traditional rôles may vanish—especially in agriculture and artisanal sectors.
- 170 million new jobs will emerge in EV, green energy, and tech-driven fields.
- 40% of the workforce will need reskilling to stay competitive in evolving industries.
- "From AI to Green Tech: The Jobs Are Shifting"

Australia Faces Productivity Slowdown Despite Longer Work Hours

- Australians are working more, but productivity rose

AUSTRALIA FACES PRODUCTIVITY SLOWDOWN

- Australians working longer hours but weak productivity growth
- 0.07% increase in productivity over past year
- Limited business investment and economic challenges
- Care sector impacted by inexperienced workers
- Policy inquiries underway, findings expected later this year
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just 0.07% last year. Key issues include low business investment, economic strain, and skill gaps in sectors like aged care.

Policy reviews are in progress, with outcomes expected soon.

“Workplace Wellness: The Heartbeat of Modern Enterprise”

Workplace wellness is no longer a perk—it's the new corporate currency. Industry leaders like Google champion mindfulness, while Infosys' HALE initiative fuses fitness with emotional resilience. From mental health support to flexible work and green practices, companies are reimagining employee experience as a blend of performance and personal well-being—where thriving teams drive thriving businesses.

WORKPLACE WELLNESS INITIATIVES:
LEADERS IN MENTAL HEALTH
AND EMPLOYEE CARE

Company	Initiatives & Programs	Highlights
Google	Wellness centers, mental health apps, "Search Inside Yourself" program	Mindfulness-based culture
Microsoft	Viva Insights, psychological safety, flexible schedules	Mind-fulness-based culture
Unilever	Mental health training, flex-work options	Data-driven well-being tracking
TCS	24/7 (Health Assessment and "TCS Cares" initiative	Holistic employee care framework
Infosys	Wipro Cares—emotional wellness, financial literacy, on-site clinics	Comprehensive wellness portfolio
Reliance Industries	Preventive care, family support services, lifestyle	"Reliance Wellness" for work-life balance
Hindustan Unilever	Nutritious meals, flexible policies, mental health	Champion of workplace well-being
Hindustan Unilever		Champion of workplace well-being











In focus- Happiness, Health, and Well-being Among Employees

Human-Centered Leadership Tone: “When people feel mentally safe and supported, they do their best work. Mental wellness at work isn't a perk—it's the foundation of trust, creativity, and growth.”

Startup Momentum in India (Jan-Jun 2025) : India's startup story in 2025 isn't just about unicorns—it's about nation-building through innovation.

STARTUP STORY IN INDIA IN 2025

KEY TRENDS DEFINING INDIA'S STARTUP LANDSCAPE			
 Vertical AI Surge Industry-specific solutions	 EV & CleanTech Boom Growth in infrastructure & adoption	 SpaceTech Ambitions Democratizing access to space	 Quick Commerce & FinTech Reshaping consumer behavior
GOVERNMENT & POLICY SUPPORT			IMPACT & GLOBAL RECOGNITION
 Fund of Funds for Startups ₹10,000 crore R&I-mall.cro SPV-back	 R&D and Innovation Scheme ₹1 lakh crore SPV-backed capital	 Public Procurement Push States reforming norms	 OVER 100 UNICORNS \$140 BILLION TO GDP in FY24
NOTEWORTHY STARTUPS TO WATCH			
Startup	Sector	Innovation Highlight	
Agnikul Cosmos	SpaceTech	3D-printed rocket engines	
Ultrahoman	HealthTech	Wearable glucose monitors	
Yellow.ai	Conversational AI	Multilingual, no-code chatbots	
Niramai	HealthTech	AI-based breast cancer screening	
Porter	Logistics	On-demand intra-city delivery	
Vedantu	EdTech	AI-powered personalized learning	

Key Trends Shaping the Landscape

- **Vertical AI Surge** : Industry-focused AI solutions are revolutionizing operations.
- **EV & CleanTech Boom** : Rapid infrastructure development and growing adoption of green mobility.
- **Space-Tech Ambitions** : Startups making space accessible and affordable.
- **Quick Commerce & FinTech** : Speedy deliveries and smarter finance reshape consumer habits.

Government & Policy Boost

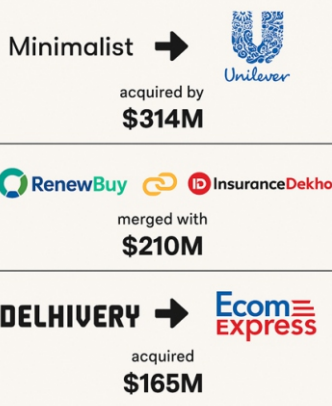
- **10,000 Cr Fund of Funds** : Startup backing through R&D and SPVs.
- **1 Lakh Cr R&D & Innovation Scheme** : Fueling innovation via SPV-backed capital.
- **Public Procurement Reforms** : States adapting policies to support startup participation.
- **Global Recognition & Impact**
- **100+ Unicorns** : A thriving unicorn club powering the ecosystem.
- **\$140 Billion to GDP in Fy24**: Startups are a major growth engine for India's economy.

Noteworthy M&A Deals in the Spotlight

Unilever acquires Minimalist (\$314M): A bold move into clean beauty, placing Indian innovation on the global map.

- Renew Buy merges with Insurance Dekho (\$210M): A game-changing Insurtech consolidation aimed at expanding digital insurance access.
- Delivery buys Ecom Express (\$165M): Strengthening logistics infrastructure to power India's e-commerce surge.

MAJOR M&AS



Industry in Command: "India's Growth Catalysts in 2025"

DOMINATING SECTORS IN 2025



Key Sectoral Trends

- **IT & Digital Innovation** : AI and quantum tech elevate India's tech ecosystem into a global innovation arena.
- **Electric Mobility** : FAME II, advanced batteries, and EV infrastructure accelerate sustainable transportation.
- **Renewables** : Solar and wind lead the clean energy shift, supported by ESG and public investment.
- **FMCG Evolution** : Rural expansion and premium demand reshape consumption through e-commerce.
- **Healthcare & Pharma** : Medical tourism and biotech push India to the forefront of global health leadership.
- **Infra & Urban Development** : Smart cities, housing drives, and metro projects boost inclusive growth.
- **Fintech Momentum** : UPI fuels digital lending and financial access across demographics.
- **EdTech Advances** : Hybrid platforms bridge learning gaps with personalized, skill-based education.
- **Agritech Innovation** : IoT and precision farming redefine productivity and sustainability in agriculture.
- **In EdTech** : Personalized learning modules, automated assessments, and AI-driven content creation.
- **In Healthcare** : Diagnostic support, medical imaging analysis, and tailored treatment simulations.
- **In FMCG & Marketing** : Hyper-personalized ads, synthetic brand influencers, and dynamic campaign generation.
- **In Fintech** : Smart chatbots, predictive financial advice, and fraud detection using generative modeling.



WHAT'S HAPPENING IN IBS?

INTEGRAL BUSINESS SCHOOL (IBS) MBA-General Management

SPECIALIZATIONS

- FinTech
- MarTech
- HR Analytics

PROGRAM HIGHLIGHTS

- BLEND OF THEORY & PRACTICAL LEADERSHIP
- INDUSTRY-ALIGNED CURRICULUM
- CASE STUDIES & CAPSTONE PROJECTS
- INTERNSHIPS WITH TOP CORPORATES
- ENTREPRENEURSHIP DEVELOPMENT

CAREER OPPORTUNITIES

- Management Consultant
- Financial Analyst
- Marketing Manager
- HR Strategist
- Operations Head
- Entrepreneur

WHY OUR MBA?

- Accreditation (NBA | IIRF | Global Partnerships)
- STEM-Infused Curriculum: AI, Data Analytics & Design Thinking
- Global exposure through collaborations and guest lectures.
- Gain hands-on experience with tools like Tableau, Python, and Advanced Excel.
- Leadership Labs: CXOs Masterclasses & Case Pedagogy
- Taught by renowned faculty (95% PhDs) and industry leaders.
- Infra: ICT enabled Lecture rooms, Labs Collaborated with IBM, Incubation Hub
- Excellent Placement Record (2024 High. CTC: ₹10.5 LPA)

ADMISSIONS ELIGIBILITY:

- MBA GMI Class of 2025-27
- Bachelor's degree in any discipline (min. 50% marks).
- CAT/MAT/XAT/CMAT scores accepted for university entrance test.

DURATION

2 Years | Full-Time | 4 Semesters

FOR ANY QUERIES, WRITE TO

Program Co-Ordinator:
Dr. Firoz Husain

Email: firozh@iul.ac.in | +91-9616 58 2580

APPLY FOR IUET-2025

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MBA-MSc Double Degree Program

(In International Economics & Business)

In Collaboration with
SZÉCHENYI ISTVÁN UNIVERSITY, HUNGARY

OFFERED BY
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INTEGRAL UNIVERSITY, LUCKNOW

INTEGRAL UNIVERSITY TO HUNGARY

TWO DEGREES | ONE GLOBAL FUTURE
JOIN A WORLD CLASS DUAL DEGREE PROGRAM THAT OFFERS THE PERFECT BLEND OF EUROPEAN ACADEMIC EXCELLENCE AND INDIAN BUSINESS STRENGTH

PROGRAM DETAILS

- Duration: 2 Years | 4 Semesters
- Eligibility: Graduation in any discipline
- Selection Criteria: Academic Record + Group Discussion + Personal Interview
- Mode: Full-Time, On-Campus
- Location: Integral University, India & Széchenyi István University, Hungary
- Admissions Open | Limited Seats

WHY CHOOSE THIS PROGRAM?

- Dual International Degrees
- One Semester in Hungary
- Globally Aligned Curriculum
- Global Peer Network
- Skill-Driven Learning
- Career-Ready

2 DEGREES

A. MBA (INTEGRAL UNIVERSITY LUCKNOW, INDIA)
B. M.Sc INTERNATIONAL ECONOMICS (SZÉCHENYI ISTVÁN UNIVERSITY, HUNGARY)

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OPPORTUNITY TO BUILD CAREER IN EUROPEAN UNION

FOR ADMISSION & COUNSELING:

DR. EHSANUL HAQUE
PROGRAM COORDINATOR | MBA-MSC DUAL DEGREE
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ADMISSION CLOSES ON JULY 26, 2025

LIMITED SEATS LEFT

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(Bachelor of Business Administration)

INTEGRAL BUSINESS SCHOOL
Where Knowledge Meets Innovation

PROGRAM DETAILS

- Duration: 3 Years | 6 Semesters
- Eligibility: 10+2 in any discipline with minimum 50% marks.
- Selection Criteria: Integral University Entrance Test
- Mode: Full-Time

PROGRAM HIGHLIGHTS

- Multidisciplinary Curriculum
- Multiple Entry & Exit Options
- Internship & Industry Exposure
- Focus on Entrepreneurship & Innovation
- Credit-Based Choice System (CBCS)
- Skill-Based Learning
- Outcome-Based Education (OBE)
- Research & Innovation Focus

Admission Open – Limited Seats

PROGRAM COORDINATOR
Dr. Moiz Akhtar
+91-7080 65 3669 | Email: makhtar@iul.ac.in

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PROGRAM DETAILS

- Program Duration: 2 Years Full-Time MBA
- Specializations Dual Tracks: Hospital Management and Public Health Management in Year 2
- Industry Exposure: 8-week Summer Internship + Capstone Project/Dissertation
- Placement Linkage: Target health-tech firms, hospitals, NGOs, analytics firms, Insurance, pharma MNC's

MBA-HCM Fees 1.5Lac PA

ADMISSION OPEN

LIMITED SEATS

FOR ANY FURTHER QUERY CONTACT
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st BUSINESS LEADERS CONCLAVE

NOVEMBER 7 & 8, 2025

IN COLLABORATION WITH
FACULTY OF ARCHITECTURE, PLANNING AND DESIGN

INTEGRAL BUSINESS SCHOOL
INTEGRAL UNIVERSITY PHASE - III CAMPUS, LUCKNOW, INDIA

PANELS & ROUNDTABLES

- CXOs Roundtable on Business in a Fragmented World
- Bureaucrat's Viewpoints on Consultocracy in Government
- Generative AI adoption in Education – View from Academic Leaders
- Diplomat's Panel on MNCs operation in a War-ridden world
- Architect's Roundtable on Resilience by Design : Crisis-Ready Architecture and Strategic Management
- Creating a Vibrant Start-up Ecosystem : VC Funding, Resource Networks and Technology Readiness

WORKSHOPS

- Political Marketing
- Generative AI
- Cybersecurity
- Design Your Thinking and Career
- Climate Resilient Architecture

LITERARY

Book Fair
Book Talks and Signing by Renowned Authors
Documentary and Short Film Screening

CULTURAL

Musical Night featuring renowned
Bollywood Singer | Stand-up Comedy
Fashion Show

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**TIMES HIGHER EDUCATION UNIVERSITY
IMPACT RANKINGS 2025**



Impact Ranking Positions
1001-1500th

**GOOD HEALTH AND
WELLBEING 2025**
801-1000th

**AFFORDABLE AND CLEAN
ENERGY 2025**
401-600th

**RESPONSIBLE CONSUMPTION
AND PRODUCTION 2025**
301-400th

**PARTNERSHIP FOR THE
GOALS 2025**
1001-1500th



