

**Industry Academia Council Meeting**  
**(28<sup>th</sup> April, 2018)**  
**PGDM (International Business)**  
**Academic Year (2017-18)**

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**LIST OF INDUSTRY - ACADEMIA COUNCIL MEMBERS  
OF CENTRE FOR INTERNATIONAL BUSINESS AND POLICY  
OF BIRLA INSTITUTE OF MANAGEMENT TECHNOLOGY (2017 – 18)**

**PGDM (IB) Programme**

**A. Members from Embassies / Consulates**

1. H E Mr. Asfaw Dingamo, Ambassador, Embassy of Federal Democratic Republic of Ethiopia
2. H.E. Ms. Elizabeth Napeyok, High Commissioner, Uganda High Commission
3. H.E. Mr. Ton Sinh Thanh, Ambassador, Embassy of the Socialist Republic of Vietnam
4. Mr. Mohamed Ali Osman, Counsellor Education, Kenya High Commission
5. Mr. Osman Mohammed Elbashir Mohammed, Minister – Plenipotentiary (Deputy Head of Mission), Embassy of Republic of Sudan
6. Ms. Witness Ngwenya, Counsellor, Embassy of the Republic of Zimbabwe

**B. Sr. Management Corporate Members**

7. Mr. Ajay K Agarwal, Director-Operations, Nokia Corporation
8. Mr. Anil Gupta, Head Client Enagement, Arthimpart Fineserv India Limited
9. Mr. G.C.Mondal, Director - Finance & Co. Secretary, IDFC Foundation
10. Mr. Jaydip Sinha, Chief Strategic Officer, DTF Ventures Pvt. Ltd.
11. Mr. Jairam Shetgaonkar, VP –International, Godfrey Phillips India Ltd.
12. Mr. Malik Shah, Head -Purchase & Procurement, DCM Shriram Ltd.
13. Mr. Nitin Gupta, Head - India Rice Business, Olam Agro India Pvt Ltd
14. Mr. Nitin Juneja, Chief Corporate Planner, Yamaha Motors
15. Mr. Praveen Tandon, Head- Exports & Business (Consumer Durables), LG Electronics
16. Mr. Prakash Sharma, Chief Financial Officer, National Skill Development Corporation
17. Mr Rahul Gupta, CEO, Towel International Marketing, Trident Group



18. Capt. Rajesh Sharma, Managing Director, IFM and Asset Services, Cushman & Wakefield
19. Mr. Ramesh Krishnan, President, Distribution, Logistics, Infrastructure Ltd.
20. Mr. Rajiv Kumar, Managing Director, Trust Business Solutions, UAE
21. Mr. Rajiv Wahli, Head-International Business, Escorts Agri Machinery
22. Mr. Shashank Srivastava, Executive Director, Maruti Suzuki India Ltd
23. Mr. Vijendra G. Gupta, Senior Associate Vice President, Spare Parts & International Business, Eicher Tractors
24. Mr. Yogesh Bellani, Chief Operating Officer, Bharti Delmonte
25. Mr. Y K Lee, CEO, Korea India Business Development Centre Pvt Ltd (KIBC)

**C. Members from Academia**

26. Dr. Nivedita Ray, Director (Research), Indian Council of World Affairs (ICWA)
27. Prof. R.M.Joshi, Professor & Chairperson, Indian Institute of Foreign Trade
28. Dr. Ram Upendra Das, Head and Professor-Centre for Regional Trade, Centre for Research on International Trade, IIFT
29. Mr. Sharad Srivastava, Sr. Consultant (International Projects), FDDI, Noida

**D. Members from Trade Council / Autonomous / Govt. Bodies**

30. Dr. Arun Vir Singh, Chief Executive Officer, YEIDA
31. Mr. Ajay Sahai, Director General, Federation of Indian Export Organizations
32. Dr. Amiya Chandra, Joint Director General of Foreign Trade - North Zone, Directorate General of Foreign Trade
33. Ms. Ambika Sharma, Director General (International), Federation of Indian Chambers of Commerce and Industry (FICCI), Federation House, Tansen Marg, New Delhi.
34. Mr. Pranav Kumar, Director & Head International Trade, Confederation of Indian Industry
35. Mr. Rakesh Kumar, Executive Director, Export Promotion Council for Handicrafts



36. Mr. S. P. Sharma, Chief Economist & Head of Research, PHD Chamber of Commerce & Industry
37. Mr. Sumeet Jerath, Addl Secretary and Financial Adviser, Ministry of External Affairs, Govt. Of India

**E. Members from Alumni of BIMTECH**

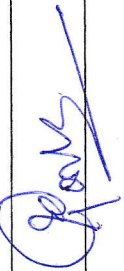




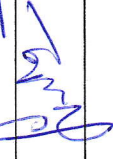


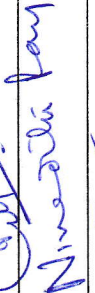
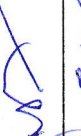


38. Mr. Darpan Kaura, Co-Founder, BodyScience, Gurgaon
39. Mr. Rakesh Chadha, Operations Manager, Amazon India, Ludhiana



**INDUSTRY - ACADEMIA COUNCIL MEETING  
OF PGDM (INTERNATIONAL BUSINESS) PROGRAMME  
(2018 - 19)**

**Registration Sheet**

| Sr. No. | Name of Member                       | Designation   | Company Name                 | Signature |
|---------|--------------------------------------|---|------------------------------|-----------|
| 1       | Mr. Mohamed Ali Osman                | Counsellor Education                                  | Kenya High Commission        |           |
| 2       | Mr. Osman Mohammed Elbashir Mohammed | Minister – Plenipotentiary (Deputy Head of Mission)   | Embassy of Republic of Sudan |           |
| 3       | Mr. Ajay K Agarwal                   | Director-Operations                                   | Nokia Corporation            |           |
| 4       | Dr. Arun Vir Singh                   | Chief Executive Officer                               | YEIDA                        |           |
| 5       | Mr. Anil Sharma                      | General Manager                                       | Yamaha Motors                |           |
| 6       | Mr. Darpan Kaura                     | Co-Founder  | BodyScience                  |           |
| 7       | Mr. Harish Vaid                      | Sr. President (Corporate Affairs) & Company Secretary | Jaiprakash Associates Ltd.   |           |

|    |                        |  |  |   |
|----|------------------------|--|--|---|
| 8  | Mr. Jairam Shetgaonkar | VP -International                                      | Godfrey Phillips India Ltd.                |    |
| 9  | Mr. Jaydip Sinha       | Chief Strategy Officer                                 | DTF Ventures Pvt. Ltd.                     |   |
| 10 | Mr. Malik Shah         | Head -Purchase & Procurement                           | DCM Shriram Ltd.                           |    |
| 11 | Ms Nirmala Tete        | Regional Head  | Federation of Indian Export Organizations  |    |
| 12 | Mr. Nitin Juneja       | Chief Corporate Planner                                | Yamaha Motors                              |   |
| 13 | Mr. Praveen Tandon     | Head- Exports & Business (Consumer Durables)           | LG Electronics                             |    |
| 14 | Dr. R.M. Joshi         | Professor & Chairperson                                | Indian Institute of Foreign Trade          |   |
| 15 | Mr. Rajiv Wahi         | Head-International Business                            | Escorts Agri Machinery                     |    |
| 16 | Ms. Sunita Tatwal      | Asstt. Director  | Federation of Indian Export Organizations  |    |
| 17 | Mr. Yogesh Bellani     | Chief Operating Officer                                | Bharti Delmonte                            |   |
| 18 | Mr. Anil Gupta         | VP Apps & Platform Strategy                            | ARTHIMAPACT PVT LTD<br>DataWind-Innovation |   |
| 19 | Mr. M.R. Rajaram       | Advisor  | Akzo Nobel India                           |   |
| 20 | Mr. Nitin Gupta        | Vice President-Rice & Wheat Division - India & Myanmar | Olam Agro India Pvt Ltd.                   |  |
| 21 | Dr. Nivedita Ray       | Director (Research)                                    | Indian Council of World Affairs (ICWA)     |  |
| 22 | Mr. Prakash Sharma     | Chief Financial Officer                                | National Skill Development Corporation     |  |
| 23 | Mr. Pranav Kumar       | Director & Head International Trade                    | Confederation of Indian Industry           |  |
| 24 | Capt. Rajesh Sharma    | Managing Director                                      | IFM and Asset Services                     |  |



|    |                         |  |  |                      |
|----|-------------------------|--|--|----------------------|
| 25 | Mr Rahul Gupta          | CEO - Towel International Marketing          | Trident Group                                    | Rahul Gupta          |
| 26 | Mr. Rajiv Kumar         | Executive Director                           | BSL Gulf, Noida                                  | Rajiv Kumar          |
| 27 | Mr. Rakesh Chadha       | Operations Manager                           | Amazon.com                                       | Rakesh Chadha        |
| 28 | Mr. Rakesh Kumar        | Executive Director                           | Export Promotion Council for Handicrafts         | Rakesh Kumar         |
| 29 | Dr. Ram Upendra Das     | Head and Professor-Centre for Regional Trade | Centre for Research on International Trade, IIFT | Dr. Ram Upendra Das  |
| 30 | Mr. Shashank Srivastava | Executive Director                           | Maruti Suzuki India Ltd                          | Shashank Srivastava  |
| 31 | Mr. Sharad Srivastava   | Sr. Consultant                               | Footwear Design and Development Institute (FDDI) | Sharad Srivastava    |
| 32 | Dr. Ashok Srivastava    | Dean (Engineering)                           | Haryana Vishwakarma Kaulshala                    | Dr. Ashok Srivastava |
| 33 |                         |  | Vishwanidhalaya                                  |                      |
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**INDUSTRY - ACADEMIA COUNCIL MEETING  
OF PGDM (INTERNATIONAL BUSINESS) PROGRAMME  
(2018 - 19)**

**REGISTRATION SHEET of Bimtech Faculty / Officials**

| Sr. No. | Name of Member      | Designation                  | Company Name | Signature      |
|---------|---------------------|------------------------------|--------------|----------------|
| 1       | Dr. Anupam Varma    | Dy Director & Dean Academics | BIMTECH      | <i>Anupam</i>  |
| 2       | Dr Anuj Sharma      | Chairperson - CIBP           | BIMTECH      | <i>Anuj</i>    |
| 3       | Dr. Archana Singh   | Course Co-ordinator - CIBP   | BIMTECH      | <i>Archana</i> |
| 4       | Dr Gagan Katiyar    | Faculty                      | BIMTECH      | <i>Gagan</i>   |
| 5       | Prof Nimisha Singh  | Faculty                      | BIMTECH      | <i>Nimisha</i> |
| 6       | Prof Saloni Sinha   | Faculty                      | BIMTECH      | <i>Saloni</i>  |
| 7       | Dr Girish Jain      | Faculty                      | BIMTECH      | <i>Girish</i>  |
| 8       | Prof Rajeew Sharma  | Faculty                      | BIMTECH      | <i>Rajeew</i>  |
| 9       | Dr Ritu Shrivastava | Faculty                      | BIMTECH      | <i>Ritu</i>    |
| 10      | Dr Jaya Gupta       | Faculty                      | BIMTECH      | <i>Jaya</i>    |
| 11      | Ms Rupali Singh     | Sr. Manager - CIBP           | BIMTECH      | <i>Rupali</i>  |
|         |                     |                              |              |                |
|         |                     |                              |              |                |

**Centre for International Business & Policy (CIBP), BIMTECH**

**(PGDM-IB programme)**

***Minute to Minute Schedule of Industry-Academia Council Meeting (April 28, 2018)***

- 10.00 am -10.30 am High Tea
- 10.30 am - 10.35 am International Business Programme Movie
- 10.35 am -10.40 am Welcome address (Dr. H. Chaturvedi, Director, BIMTECH)
- 10.40 am -11.00 am Annual Performance Report –CIBP (Dr. Anupam Varma, Dean Academics & Dr. Anuj Sharma, Chairperson, CIBP)
1. Highlights of the Centre
  2. Action taken report of Last Academic Advisory Committee Meeting
  3. Roadmap for Future

11.00 am -12.20 pm Discussion on following Agenda Items

**Agenda 1.1 Integration of best practices of Industry and contemporary knowledge in Curriculum**

CIBP has a strong Industry-Academic Advisory Committee comprising of senior Industry Members, Academicians, Diplomats, and Trade Councils. The members are dealing in different domains of International Business and other functional areas. The best practices of industry and contemporary knowledge in their area of expertise may be brought up for discussion in the meeting which would help the Program in improving the course curriculum and pedagogy for PGDM (International Business).

**Agenda 1.2 Developing entrepreneurial mind-set, leadership skills and Innovativeness among students**

Entrepreneurial Mind-Set, Leadership Skills and Innovativeness are integral part of the vision of BIMTECH. The institute in recent past has tried to inculcate this skills through various courses currently offered to students. Some of these courses are Responsible Business, LEAD, Business Innovation and Growth, Design Thinking, Creating and Entrepreneurial Mind-set. The members are expected to give us further direction towards achieving the above elements of institute's vision.

**Agenda 1.3 Globalization of International Business (IB) program**

This being one of the primary goal, the program looks at ways by which it can help students become familiar with different ways in which a company operates in different international markets. Students are given global exposure through experiential learning courses like Doing Business with Emerging Countries, Export Cluster Project, X-Culture Project, Capstone for

Business Simulation and Inter-Cultural Business Communication, student exchange program, industry visit to foreign countries etc. Tie ups with foreign Universities, industry visits & attending conferences and seminars abroad helps in achieving this objective. The honourable members of Council can help us by suggesting different ways by which the Program can achieve its internationalization objective.

**Agenda 1.4      Enhancement of Industry–Program Interface (Consultancy, Training, Projects, Case writing etc.)**

CIBP has been engaged in Training, Consultancy and Case Writing in the past with industry and Trade Councils. Faculty and student can together work on industry problems and write a case study for enhancing knowledge and giving relevant solutions to industry. Students have also been working on live, short term and summer internship projects with industry. The members may suggest ways in which the Program can get support of respective members and their companies for further enhancing the Industry-Program Interface.

12.20 pm-12.25 pm      Vote of thanks by Prof. Rajeev Sharma, Course Co-ordinator - CIBP

12.25 pm-12.30 pm      Group Photograph

12.35 pm onwards      Lunch

**Two Groups will be formed for discussion on Agenda item 1.1, 1.2, 1.3 & 1.4**

*Anchoring to be done by Ms. Rupali Singh, Sr. Manager*



## Minutes of Meeting of Industry Advisory Council Meeting held on April 28, 2018

Rupali Singh <rupali.singh@bimtech.ac.in>

Wed, Jun 20, 2018 at 12:45 PM

To: Anuj Sharma <anuj.sharma@bimtech.ac.in>, "Prof.Archana Singh" <archana.singh@bimtech.ac.in>  
 Bcc: osmanmohamed@kenyahicom-delhi.com, Mary Hope <admin@sudanembassyindia.org>, trade@sudanembassyindia.org, "Agarwal, Ajay K (Nokia - IN)" <ajay\_k.agarwal@nokia.com>, ARUN VIR SINGH <arunvirsingh@gmail.com>, ceo@yamunaexpresswayauthority.com, NJuneja@yamaha-motor-india.com, aksharma@yamaha-motor-india.com, darpankaura13@gmail.com, Yrs Co <bodiscience.yrs@gmail.com>, harish.void@jalindia.co.in, jshetgaonkar-gpi@modi.com, KSEMALTI-gpi@modi.com, js@dtf-v.com, Malik Shah <malikshah70@gmail.com>, malikshah@dcmshriram.com, sunita tatwal <sunitatatwal@fievo.org>, Nirmala Tete <nirmalatete@fievo.org>, praveentandon@hotmail.com, "Dr. Rakesh Mohan Joshi" <rakeshmohanjoshi@gmail.com>, professor@rakeshmohanjoshi.com, ANIL GUPTA <anug2901@gmail.com>, anil@arthimpact.com, M R Rajaram <mr\_rajaram@hotmail.com>, Nitin Gupta <nitin.gupta@olamnet.com>, nivedita@icwa.in, Rajesh.Sharma1@cushwake.com, prakash.sharma@nsdcindia.org, pranav.kumar@cii.in, ajay.sahai@fievo.org, rahulgupta@tridentindia.com, rajiv@arka.in, rakesh chadha <sbs.rakeshchadha@gmail.com>, "Dr. Ram Upendra Das Head, Centre for Regional Trade" <headcrt@iift.edu>, shashank.srivastava@maruti.co.in, Sharad Srivastava <sharad@fdiindia.com>, Gopal Mondal <GOPAL.MONDAL@idfcbank.com>, Gopal Mondal <GOPAL.MONDAL@idfc.com>, sumeet.jerath@nic.in, "Dr S P Sharma (PHD Chamber)" <spsharma@phdcci.in>, ed@epch.com, Amiya Chandra <chandra.amiya@gmail.com>, Vijendra Gupta <vggupta@tmtl.co.in>, 이양구 <ikcci153@gmail.com>, ethiopianemb@yahoo.com, ambassador@ethiopianembassy.org.in, Thanhts@vnembassy-india.org, Uganda High Commission New Delhi <newdelhiugandahighcommission@yahoo.in>, ambassador.office.newdelhi@kemlu.go.id, info@kenyahicom-delhi.com, maiteindia06@gmail.com, ngwenya\_witness@yahoo.com, "Joubert, BJ Mr : Minister Plenipotentiary: New Delhi" <joubertb@dirco.gov.za>

Dear Sir / Madam,

This is further to Industry Advisory Council Meeting held at BIMTECH on April 28, 2018.

Kindly find attached herewith Minutes of Meeting held in two groups.

Thanking you for your inputs, which are very valuable and helpful in modifying our Curriculum wherever required. Kindly keep guiding us further so as to keep PGDM-IB abreast with the requirements of the industry.

Thanking You,

With best regards,  
 Rupali Singh  
 Sr. Manager- Centre for International Business and Policy &  
 Diploma in Foreign Trade

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2 attachments



## POINTS OF DISCUSSIONS – GROUP 1 (Conference Room)

Industry - Academia Council Meeting of International Business Programme  
of Birla Institute of Management Technology (2017 – 18) held on April 28, 2018  
at Bimtech Campus, Greater Noida

### Members present:-

1. Mr. Ajay K Agarwal, Director-Operations, Nokia Corporation
2. Mr. Anil Agarwal, GM, Yamaha Motors
3. Dr. Ashok Shrivastava, Dean Engineering, Haryana Vishwakarma Skill University
4. Mr. Darpan Kaura, Co-Founder, BodyScience
5. Mr. Jairam Shetgaonkar, VP –International, Godfrey Phillips India Ltd.
6. Mr. Malik Shah, Head -Purchase & Procurement, DCM Shriram Ltd.
7. Ms. Nirmla Tete, Regional Head, Federation of Indian Export Organizations
8. Mr. Praveen Tandon, Head- Exports & Business (Consumer Durables), LG Electronics
9. Mr. Rajiv Wahi, Head-International Business, Escorts Agri Machinery
10. Capt. Rajesh Sharma, Managing Director, IFM and Asset Services
11. Ms. Sunita Tatwal, Asstt. Director, Federation of Indian Export Organizations

### ***BIMTECH Faculty***

12. Dr. Anupam Varma, Dy Director & Dean Academics, BIMTECH
13. Dr. Girish Jain, Area Head-Finance, BIMTECH
14. Prof. Rajeev Sharma, Dy. Chairperson-Centre for Corporate Relations, BIMTECH
15. Dr. Ritu Shrivastava, Faculty, BIMTECH
16. Dr. Jaya Gupta, Faculty, BIMTECH

### **Points of Discussion:-**

1. **Dr. Ashok Shrivastava,**  
**Dean Engineering, Haryana Vishwakarma Skill University**
  - Students should be exposed to 2-3 weeks of short term training in industry.
  - Students should be exposed to New Technologies like Artificial Intelligence, 3D printing, IOT etc.
2. **Mr. Jairam Shetgaonkar,**  
**VP –International, Godfrey Phillips India Ltd.**

- Knowledge of starting an international business should be imparted to all the students.
- Inter-Cultural knowledge is must to succeed in international markets for all students.

**3. Mr. Praveen Tandon,**

**Head- Exports & Business (Consumer Durables), LG Electronics**

1. Development of consulting skills to be initiated in the students.
2. Problem solving forums for students should be provided and best practices to be shared between the industry – academia every quarter or six months.

**4. Mr. Malik Shah,**

**Head -Purchase & Procurement, DCM Shriram Ltd.**

1. There should be inclusion of industry in simulation exercise.
2. Element of innovation to be introduced at every course level.
3. Students should develop their aspirations and risk bearing appetite during the summer internships.

**5. Mr. Anil Sharma,**

**GM, Yamaha Motors**

1. Value Tests and Ethic Sheets to be introduced as modules.
2. Development of right attitude is a must in students.

**6. Capt. Rajesh Sharma,**

**Managing Director, IFM and Asset Services**

1. Sustainability is one of the important elements in management education and all courses should be incorporate the same.

**7. Mr. Rajiv Wahi, Head-International Business, Escorts Agri Machinery**

1. Currency management should be dealt within the program.
2. International banking should be included as a module in the program. Information on various sources of financing should be provided to the students.
3. There should be a process of screening the project and the student skill set for entrepreneurial mind-set.

**8. Mr. Darpan Kaura,**

**Co-Founder, BodyScience**

1. There should be increased level of interaction between mid-level industry professionals and students.
2. Idea generation should be should be done by shortlisted students in the enterprise lab.
3. The enterprise lab should teach students about certain basics of entrepreneurship like V-C funding.

**9. Mr. Ajay K Agarwal,**  
**Director-Operations, Nokia Corporation**

1. Human connect is missing in most of the courses and so, history of start-ups should be told from practical human angle.

**10. Ms Nirmala Tete,**  
**Regional Head, Federation of Indian Export Organizations**

-Involvement of industry speakers in business ethics as this is an important aspect of management education.

-Business etiquettes should be also be taught to the students in classroom so that they are prepared while dealing with international clients.

Dr. Ritu Srivastava

Asst. Professor



## POINTS OF DISCUSSIONS – GROUP 2 (New MDP Hall)

**Industry - Academia Council Meeting of International Business Programme of Birla Institute of Management Technology (2017 – 18) held on April 28, 2018  
at Bimtech Campus, Greater Noida**

### Members present:-

1. Mr. Osman Mohammed Elbashir Mohammed, Minister – Plenipotentiary (Deputy Head of Mission), Embassy of Republic of Sudan
2. Mr. Anil Gupta, Head Client Engagement, Arthimpace Fineserv India Limited
3. Mr. Nitin Gupta, Vice President-Rice & Wheat Division – India & Myanmar, Olam Agro India Pvt Ltd.
4. Dr. Nivedita Ray, Director (Research), Indian Council of World Affairs (ICWA)
5. Mr. Prakash Sharma, Chief Financial Officer, National Skill Development Corporation
6. Mr. Pranav Kumar, Director & Head International Trade, Confederation of Indian Industry
7. Mr. Rahul Gupta, CEO, Towel International Marketing, Trident Group
8. Mr. Rajiv Kumar, Executive Director, BSL Gulf, Noida
9. Mr. Rakesh Chadha, Operations Manager, Amazon.com
10. Mr. Rakesh Kumar, Executive Director, Export Promotion Council for Handicrafts
11. Dr. Ram Upendra Das, Head and Professor-Centre for Regional Trade, Centre for Research on International Trade, IIFT
12. Mr. Shashank Srivastava, Executive Director, Maruti Suzuki India Ltd
13. Mr. Sharad Srivastava, Sr. Consultant, Footwear Design and Development Institute (FDDI)

### BIMTECH Faculty:-

14. Dr Anuj Sharma, Chairperson – IB Programme, BIMTECH
15. Dr. Archana Singh, Course Co-ordinator – IB Programme, BIMTECH
16. Dr Gagan Katiyar, Faculty, BIMTECH
17. Prof Nimisha Singh, Faculty, BIMTECH
18. Prof Saloni Sinha , Faculty, BIMTECH
19. Ms Rupali Singh, Sr. Manager - IB Programme, BIMTECH

### Main points of discussion:-

Dr. Anuj Sharma, Chairperson CIBP, welcomed the entire panellist and the panel was opened for the discussion. Each Agenda was taken, one by one.

1. **Mr. Osman Mohammed Elbashir Mohammed**  
**Minister – Plenipotentiary (Deputy Head of Mission), Embassy of Republic of Sudan**
  1. He emphasised the importance of global exposure for IB students especially to neighbouring SAARC countries by land.



2. An entrepreneur or any other businessman should have a clear vision strategy and students should be able to formulate strategy for business.
3. Curriculum should lay emphasis on practical aspects of Communications and intercultural issues.
4. Emphasis on ethics and honesty for students.

**2. Mr. Anil Gupta**

**VP Apps & Platform Strategy, DataWind Innovation**

1. He stressed the fact that industries are looking for use of technology in underwriting of projects and show real word in real time for leveraging technology
2. Increased role of regulators with the new emerging technology should be understood by students.
3. Block chain is finding huge place in today's trade and should be touched upon.
4. Students should emphasize their idea/research which should be backed by data.
5. Though we are working in digital platforms but students should develop a learning from field work (working/interacting with people working at grass root level)
6. Students should not work as a worker but as the owner/entrepreneur and build a virtual global entrepreneurial club.
7. He emphasised on mentorship through Alumni or industry mentor.
8. He suggested that work on international projects should be increased.

**3. Mr. Nitin Gupta**

**Vice President-Rice & Wheat Division – India & Myanmar, Olam Agro India Pvt Ltd.**

1. Asked the IB Programme to focus on current trends in industry like Geopolitical, Global warming , Sustainability (with holistic approach), Digitalisation, AI and IOT.
2. Students should develop an understanding of changing landscape in different countries with the changing govt. policies so as to be able to understand business models in different sectors.
3. He laid emphasis on entrepreneurial skills and skills development. Students should have a vision and be able to gauge what will happen in near future.

**4. Dr. Nivedita Ray**

**Director (Research), Indian Council of World Affairs (ICWA)**

1. She highlighted the need of business engagement with other countries and accordingly IB programme should bring experts from different areas.
2. Students should be able to understand the risks in international business.

3. The programme to build a course or a workshop on socio cultural & business relation

**5. Mr. Prakash Sharma**

**Chief Financial Officer, National Skill Development Corporation**

1. Develop students to take up live industry projects.
2. Develop students to take research on government initiatives e.g., How to make "Make in India "successful with Skill India program as India is facing the problem of lack of skilled labour.
3. He suggested to include Japanese as Foreign language as many Indo-Japanese collaborations are going on (already 50 institutes have collaborated with National skill development collaboration for the same).
4. Students should be able to integrate for development of clusters

**6. Mr. Pranav Kumar**

**Director & Head International Trade, Confederation of Indian Industry**

1. He suggested that Integration of best practices from industry is required by students.
2. Knowledge of Global value chain is the demand of the time for students as 50% investment of trade happens through value chain
3. Both the elements and policies for value chain should be understood by students.
4. Students should be able to identify and target countries where India is looking for business in the world. In foreign policy, more focus should be there on economic and financial aspects.
5. Inculcate the culture of entrepreneurship in students as market is getting competitive with global companies entering local market.

**7. Mr Rahul Gupta**

**CEO, Towel International Marketing, Trident Group**

1. There should be more courses or modules of finding the gap in the market through technology, methodology and analytics.
2. Develop the skills of crisis management in students.
3. We should develop leadership traits in students. They should be taught, problem solving approach.
4. Communication is important, both oral and written. It should be crisp and to the point.
5. Presentation of idea and documentation is also very important; companies want it in crisp form from students.

6. Integration of knowledge from all departments is required and taught to students.

**8. Mr. Rajiv Kumar**

**Executive Director, BSL Gulf, Noida**

1. He emphasised on risk management and Strategic Analysis.
2. He suggested looking at growing markets of Latin America, Middle East, Africa, etc.
3. Under supervision of Industry experts, role plays should be done by students, the industry mentor may help them to find how they can adapt in different situations as in modern context, adaptability and communication skills are very important.
4. Students should be able to think on the lines of global sourcing.
5. Innovativeness and Quality will take to great heights and should be taught to students.

**9. Mr. Rakesh Chadha**

**Operations Manager, Amazon.com**

1. He emphasised on Industry Mentorship Programme wherein we need to leverage the Strong Alumni Base to be the Industry Mentors for students.
2. Through on-campus certifications, students should work on getting professional certifications like Big Data Analytics tools & Lean Manufacturing tools.
3. Students should understand live industry problems and how could those be solved, how to write narratives and how to work backwards for success.
4. Students should know how to compete with other B-Schools and get an edge over the other students.
5. Students should understand the Leadership Principles and work and should understand that they are not to develop into a person to become an entrepreneur; however, the company needs people with entrepreneurial mind-set.

**10. Mr. Rakesh Kumar**

**Executive Director, Export Promotion Council for Handicrafts**

1. He stressed to consider the following issues concerned with the industry in the curriculum: Environmental issues, Legal issues, Ethical issues and Sustainability compliances/amenabilities.
2. Should include case study of handi-craft clusters.

**11. Dr. Ram Upendra Das**

**Head and Professor-Centre for Regional Trade, Centre for Research on International Trade, IIFT**



1. Students should be able to find gaps in their skillset so that during his Post Graduation he is able to work upon them in order to enhance his employability in the industry.
2. Bridge gap between academia and industry, and conduct study for on industry problems and suggest solutions.

**12. Mr. Shashank Srivastava**

**Executive Director, Maruti Suzuki India Ltd**

1. He stated that students lack practical aspects of overall business, not able to connect all the points of business. They lack overview of whole world and trade agreements, hence, should include if possible practical trainings.
2. Include case studies of different countries/culture/context in curriculum.
3. Include interdisciplinary case studies including the learning and problems from the area of Marketing/Finance/Operations and HR.
4. Instead of detailed knowledge/ make them aware of all the contemporary topics like IOT, shared mobility, etc.
5. Don't focus on area but ask students to keep checks, provide a checklist of language, cultural gaps/dissimilarity (how to greet people), religion, etc. of different cultures. Don't make them expert in all countries but make them aware of global cultures
6. Help students to deal with their projects so that they are able to suggest practical solution.

**13. Mr. Sharad Srivastava**

**Sr. Consultant, Footwear Design and Development Institute (FDDI)**

1. Multi-cultural experiences to be included in the curriculum (at least 2-5 hours) with focus on doing business with Middle East, Africa, etc.
2. Include sector talk on different sectors so that students become aware of problems and challenges faced by the sector.
3. Build a competitive environment for students.

The discussions ended with a vote of thanks by Dr. Gagan Katiyar, Associate Professor, BIMTECH. Dr. Anuj Sharma also thanked the entire panellist for their valuable suggestions.



Ms. Rupali Singh

Sr. Manager



## WRITEUP

### Industry-Academia Council Meeting of PGDM - International Business Programme held at BIMTECH Campus on April 28, 2018

Post Graduate Programme in International Business of BIMTECH has been striving to provide students with the skills to understand challenges faced by companies in a global environment and devise strategies for success. The emphasis is to create a programme which will not only have a global appeal but also at the same time will make sure that the students are grounded to their basics. In order to understand the present and future needs of the International Business Companies, International Business Programme has constituted Industry-Academia Council.



On April 28, 2018 sixth Industry-Academia Advisory Council Meeting for Centre for International Business & Policy was held. The meet was held third time in a row at BIMTECH, Greater Noida. The Council Meetings advise the respective Academic Centres about the curriculum modifications in accordance to the expectations of the industry. In-depth deliberations are held

by the members of the Council about the different facets of the programmes. This time the Programme had set a broader agenda which would help the IB Programme scale greater heights and a chart a roadmap to be amongst one of the top International Business programmes in Asia.

Broadly the **agenda of the meeting** included:-

#### **1. Integration of best practices of Industry and contemporary knowledge in Curriculum**

CIBP has a strong Industry-Academic Advisory Committee comprising of senior Industry Members, Academicians, Diplomats, and Trade Councils. The members are dealing in different domains of International Business and other functional areas. The best practices of industry and



contemporary knowledge in their area of expertise may be brought up for discussion in the meeting which would help the Program in improving the course curriculum and pedagogy for PGDM (International Business).

## **2. Developing entrepreneurial mind-set, leadership skills and Innovativeness among students.**

Entrepreneurial Mind-Set, Leadership Skills and Innovativeness are integral part of the vision of BIMTECH. The institute in recent past has tried to inculcate this skills through various courses



currently offered to students. Some of these courses are Responsible Business, LEAD, Business Innovation and Growth, Design Thinking, Creating and Entrepreneurial Mind-set. The members are expected to give us further direction towards achieving the above elements of institute's vision.

## **3. Globalization of International Business (IB) program**

This being one of the primary goal, the program looks at ways by which it can help students become familiar with different ways in which a company operates in different international markets. Students are given global exposure through experiential learning courses, student exchange program, industry visit to foreign countries etc. Tie ups with foreign Universities, industry visits & attending conferences and seminars abroad helps in achieving this objective. The honourable members of Council can help us by suggesting different ways by which the Program can achieve its internationalization objective.

## **4. Enhancement of Industry – Program Interface (Consultancy, Training, Projects, Case writing etc.)**





CIBP has been engaged in Training, Consultancy and Case Writing in the past with industry and Trade Councils. Faculty and student can together work on industry problems and write a case study for enhancing knowledge and giving relevant solutions to industry. Students have also been working on live, short term and summer internship

projects with industry. The members may suggest ways in which the Program can get support of respective members and their companies for further enhancing the Industry-Program Interface.

The Council comprises of Ambassadors and Minister Counsellors' of various Embassies, CEO's, VPs, GMs, CxOs of top companies into international business and senior Academicians in the area of international business and trade as the members of the Council as well as and Senior alumni . The meeting is usually held once in a year.

The preparation of the meeting started much in advance. CIBP team comprising of Dr. Anupam Varma, Dr. Anuj Sharma, Prof. Rajeev Sharma, Dr. Archana Singh, Dr Ritu Srivastava, Ms Rupali Singh and, Arun V S held several rounds of discussions. New Council members were inducted, visits to the council members were made, agenda was finalized and roles and responsibility of each member of CIBP was defined.

The meeting was held on April 28, 2018 at Bimtech Campus with around 24 members attending the same. The Council had representation from the Embassy, IT, Retail, Electronics & Consumer Durables, Investment & Banking, Operations & Manufacturing, Service Industry, Real Estate, Government organizations, Trade & Councils and academics as well as some of our Alumni.

Diplomats from Sudan participated in the discussions. Head – International Business, Director, Managing Director, Head-Exports & Business, President- Commercial, Country Head, President and Senior Associate Vice President of various well-known companies like Yamaha, Nokia, Maruti, Godfrey Philips, Gulf Ispat, LG Electronics, Escorts, P I Industries, Ola Agro, etc. took time out of their busy schedule to meet up and give their



valuable comments towards the growth of the Centre. Head – International Trade of CII and Chief Economist of PHD Chamber of Commerce & Industry, FIEO and NSDC, EPCH added the perspective from the government side and policies towards trade and investment relevant for students and research of CIBP. Senior Academicians from leading International business institutions of India from FDDI and IIFT along with BIMTECH faculties were a part of the meeting who added their views on the revamping of syllabus for the upcoming batch of international business.

Soon after high tea, meeting started with a film of CIBP made by students of previous batch of PGDM (IB) giving facets of various activities conducted in the Programme and Institute. The proceedings started with welcome address of Dr. H Chaturvedi, Director, BIMTECH. This was followed by the Annual performance report of CIBP presented by Dr. Anupam Varma, Deputy Director & Dean Academics. Highlights of the Centre of last one year, Action taken report of last Academic Advisory Committee meeting and benchmarking with other leading Institutes of India and Abroad offering International Business programme was presented by Dr. Anuj Sharma, Chairperson, CIBP.

Soon after this the members present were divided into two groups for in-depth discussions on agenda points. The members participated in discussions with full energy and excitement and gave very valuable comments on the various agenda items. Leaders of corporate were very kind to extend their full support in terms of projects, internships and guest lectures' for the students and faculties.

The recommendations made were accepted by all the esteemed members of the Council. The meeting concluded with vote of thanks proposed by Dr. Gagan Katiyar and Prof. Rajeev Sharma, Course Co-ordinator – CIBP to their respective groups. Group photograph as a memoralia was also taken which was followed by lunch. Anchoring for the event was done by Ms. Rupali Singh, Sr. Manager – CIBP.

Industry-Academia Council meet proved to be very fruitful and it paved path for future growth of CIBP in terms of setting a roadmap for PGDM (IB) to be known as one of the best programmes in Asia and tie-ups with industry and academia, bringing industry practices into the classroom and opportunities for research, training and consultancy.

Rgds,



Rupali Singh

Sr. Manager



## ACTION TAKEN REPORT

### INDUSTRY-ACADEMIA COUNCIL MEETING OF CIBP HELD ON April 28, 2018

| Sr. No. | Name of Advisory Member  | Suggestions  | Action Taken  |
|---------|--|--|---|
| 1.      | Mr. Ajay K Agarwal,<br>Director-Operations,<br>Nokia Corporation                       | <ul style="list-style-type: none"> <li>• Human connect is missing in most of the courses so history of start-ups should be told from practical human angle.</li> </ul>   | <ul style="list-style-type: none"> <li>• BIMTECH has recently launched Atal Incubation Centre (AIC) to give more emphasis on entrepreneurship.</li> <li>• IB programme has also launched courses like Design Thinking and Business Innovation and Growth to create entrepreneurial mindset among students.</li> <li>• IB program has started storytelling sessions by Alumni for students.</li> </ul>   |
| 2       | Dr. Ashok Shrivastava,<br>Dean Engineering,<br>Haryana Vishwakarma Skill<br>University | <ul style="list-style-type: none"> <li>○ Students should be exposed to 2-3 weeks of short term training in industry.</li> <li>• Students should be exposed to New Technologies like Artificial Intelligence, 3D printing, IOT etc</li> </ul> | <ul style="list-style-type: none"> <li>• Students are encouraged to do at least one STP which is of 10-12 weeks duration and are also required to do industry project work in different courses. SIP of 10-12 weeks is compulsory for all and is done in the Industry.</li> <li>• Summer School for 2 week with our foreign partners to be introduced for IB students in the month June from the academic session 2019-20.</li> <li>• IB Programme has launched courses on Emerging Technologies last year. This year IB Program is launching bouquet of Core Electives giving these papers to students of 2019-21 batch.</li> <li>• In the subject Emerging Technologies, student developed applications(apps) as a part of their course.</li> </ul> |
| 3       | Mr. Jairam Shetgaonkar,<br>VP –International,<br>Godfrey Phillips India Ltd.           | <ul style="list-style-type: none"> <li>• Knowledge of starting an international business venture should be imparted to all the students.</li> </ul>  | <ul style="list-style-type: none"> <li>• Enterprise Lab for 2019-21 batch students is being launched in addition to Design Thinking Business Innovation &amp; Growth and</li> </ul>   |



International Trade Operations.

- Inter-Cultural knowledge is must to succeed in international markets for all students.
  - Students are exposed to the nuances of culture and sub-culture of important countries with which India has business relations under courses like Inter-cultural Business Communication, International Marketing and project on "Doing Business in Emerging Countries"
  - Programme is offering three foreign languages as part of the course. This session onwards Programme is planning to motivate students (by bearing the expenses to take certification of foreign languages from formal agencies.
- 4** Mr. Praveen Tandon,  
Head- Exports & Business  
(Consumer Durables),  
LG Electronics
- Development of consulting skills to be initiated in the students.
  - This year IB Program is launching bouquet of Core Electives giving Consulting courses to students of 2019-21 batch.
  - IB Programme continuously engages with industry through activities like guest lectures, panel discussions, advisory committee meetings etc. We also conduct LYCEUM which is a competition amongst students on contemporary topics assessed by Industry expert of that sector.
- 5** Mr. Malik Shah, Head –  
Purchase & Procurement,  
DCM Shriram Ltd.
- There should be inclusion of industry in simulation exercise.
  - We invite experts to deliver part of simulation courses in Strategy and Marketing namely "Capstone" and "Markstat".
  - Element of innovation to be introduced at every course level.
  - IB programme has launched courses like Design Thinking and Business Innovation and Growth to create innovation and entrepreneurial mindset among students.
  - Students should develop their aspirations and risk bearing appetite during the summer internships.
  - A well laid down SIP process is in place which starts with a full day workshop. It is mentored by faculty members.



|    |  |   |   |
|----|--|---|---|
| 6  | Mr. Anil Sharma,<br>GM,<br>Yamaha Motors   | <ul style="list-style-type: none"> <li>Value Tests and Ethic Sheets to be introduced as modules.</li> <li>Development of right attitude is a must in students.</li> </ul>   | <ul style="list-style-type: none"> <li>IB program teaches Responsible Business subject which cover Ethics and Values.</li> <li>Program continuously organize curricular and extra-curricular activities so as to inculcate appropriate knowledge, skills and attitude.</li> </ul>   |
| 7  | Capt. Rajesh Sharma,<br>Managing Director, IFM and<br>Asset Services,<br>Cushman & Wakefield | <ul style="list-style-type: none"> <li>Sustainability is one of the important elements in management education and all courses should be incorporating the same.</li> </ul>   | <ul style="list-style-type: none"> <li>In most of the subject Sustainability issues are covered as per nature of the subject.</li> </ul>  |
| 8  | Mr. Rajiv Wahi, Head-<br>International Business,<br>Escorts Agri Machinery                   | <ul style="list-style-type: none"> <li>Knowledge of Currency management and International banking should be included in the program. Information on various sources of financing should be provided to the students.</li> <li>There should be a process of screening the project and the student skill set for entrepreneurial mind-set.</li> </ul> | <ul style="list-style-type: none"> <li>We cover it in International Financial Management paper Banking Law &amp; Operations Treasury &amp; Risk Management in Banks.</li> <li>IB program is launching Enterprise Lab for 2019-21 batch student which shall inculcate these aspect in students</li> </ul>  |
| 9  | Mr. Darpan Kaura,<br>Co-Founder, BodyScience   | <ul style="list-style-type: none"> <li>There should be increased level of interaction between mid-level industry professionals and students.</li> <li>Idea generation should be done by shortlisted students in the enterprise lab. The enterprise lab should teach students about certain basics of entrepreneurship like VC funding.</li> </ul>   | <ul style="list-style-type: none"> <li>There are various activities conducted by IB Program like guest lectures, LYCEUM etc.</li> <li>IB program is launching Enterprise Lab for 2019-21 batch student which shall inculcate these aspect in students. AIC also conduct sessions with VC's for students and start-ups.</li> </ul>                         |
| 10 | Ms Nirmala Tete,<br>Regional Head, Federation of<br>Indian Export Organizations              | <ul style="list-style-type: none"> <li>Involvement of industry speakers in business ethics as this is an important aspect of management education.</li> <li>Business etiquettes should be also being taught to the students in classroom so that they are prepared while dealing with international clients.</li> </ul>                             | <ul style="list-style-type: none"> <li>The same has been covered through panel discussions and series of guest lectures from industry experts. We also teach Responsible Business paper which covers this aspect.</li> <li>We conduct workshops on Business Etiquettes for all student and are also covered in Business Communication classes.</li> </ul> |
| 11 | Mr. Osman Mohammed<br>Elbashir Mohammed  | <ul style="list-style-type: none"> <li>He emphasized the importance of global exposure for IB students.</li> </ul>  | <ul style="list-style-type: none"> <li>IB Program organizes international Industry and Port Visits, Student</li> </ul>  |





Minister – Plenipotentiary  
(Deputy Head of Mission),  
Embassy of Republic of Sudan

- An entrepreneur or any other businessman should have a clear vision strategy and students should be able to formulate strategy for business.
- Curriculum should lay emphasis on practical aspects of Communications and intercultural issues.
- Emphasis on ethics and honesty for students.

Exchange in European countries and also launching Summer School for students.

- It is covered through subjects like International Strategic Management
- We offer two papers on Intercultural Business Communication and Communication Lab which cover these aspects.
- IB program teaches Responsible Business subject which covers Ethics and Values. We also encourage students to participate in CSR related seminars and conferences and also undertake live projects in the area of CSR.

**12** Mr. Anil Gupta  
VP Apps & Platform Strategy,  
DataWind Innovation

- He stressed the fact that industries are looking for use of technology in underwriting of projects and show real word in real time for leveraging technology.
- Block chain is finding huge place in today's trade and should be touched upon.
- Students should emphasize their idea/research which should be backed by data. Though we are working in digital platforms but students should develop learning from field work.
- He emphasized on mentorship through Alumni or industry mentor.

- IB Program has launched course on Emerging Technologies last year. This year IT area is launching a bouquet of courses like Value of Information, Introduction to Consulting Management for IT students.
- We are planning to cover it through guest lectures.
- Students are encouraged to do at least one STP and are also required to do industry project work in different courses. SIP is compulsory for all and is done in the Companies.
- .IB Program is finalizing the structure of mentorship program. Idea has been floated with industry and senior alumni.

**13** Mr. Nitin Gupta  
Vice President-Rice & Wheat  
Division – India & Myanmar,  
Olam Agro India Pvt Ltd.

- Asked the IB Program to focus on current trends in industry like Geopolitical, Global warming, Sustainability (with holistic approach),

- IB program has full papers on Geopolitics and Risk Management which covers these aspects. Aspect of Sustainability & CSR is covered





Digitalization, AI and IOT.

through Responsible Business paper. We also have IT paper on Emerging Technologies.

- Students should develop an understanding of changing landscape in different countries with the changing govt. policies so as to be able to understand business models in different sectors.
- He laid emphasis on entrepreneurial skills and skills development. Students should have a vision and be able to gauge what will happen in near future.

- Contemporary Issues has been covered through panel discussion and series of guest lectures from industry experts and subjects like Geopolitics & Risk Mgt.

- This element is introduced through courses like Strategy Mgt International Marketing. We use Case Method where students are required to take decisions for specific problem.

**14** Dr. Nivedita Ray  
Director (Research), Indian  
Council of World Affairs  
(ICWA)

- She highlighted the need of business engagement with other countries and accordingly IB program should bring experts from different areas.

- Program & CIA bring in visiting faculty from foreign Universities to share their perspectives in class. We also encourage joint project with students of different countries in courses like GBE, IBC & X Culture projects.

- Students should be able to understand the risks in international business.

- We have this aspect covered in different IB related papers as well as through Guest Lectures from industry experts.

**15** Mr. Prakash Sharma  
Chief Financial Officer,  
National Skill Development  
Corporation (NSDC)

- Develop students to take up live industry projects.
- He suggested to include Japanese as Foreign language as many Indo-Japanese collaborations are going on.
- Students should be given knowledge about working of industry clusters of India.

- Students are encouraged to take live industry projects through startups registered with us and compulsory STP's & SIP to all students.

- We have Mandarin, French and German as foreign language courses offered to students in two trimesters currently.

- All Students undertake a project on Export Cluster wherein they study problems and prospects of the cluster.

**16** Mr. Pranav Kumar  
Director & Head International  
Trade,  
Confederation of Indian  
Industry (CII)

- He suggested that integration of best practices from industry is required by students.
- Knowledge of Global value chain is the

- Around 20% of course is covered by industry expert who focus on best practices of industry.
- This aspect is covered in International Supply Chain and





demand of the time for students as 50% investment of trade happens through value chain. Both the elements and policies for value chain should be understood by students.

- Students should be able to identify and target countries where India is looking for business in the world.
- Inculcate the culture of entrepreneurship in students as market is getting competitive with global companies entering local market.

Management course.

- Concepts like India's Foreign Trade Policy and upcoming markets and products are covered in International Trade & Investment course.
- This element is introduced through courses like Design Thinking and Enterprise Lab.

**17** Mr Rahul Gupta  
CEO, Towel International  
Marketing,  
Trident Group

- There should be more courses or modules of finding the gap in the market through technology, methodology and analytics.
- We should develop leadership traits in students. They should be taught, problem solving approach. Communication is important, both oral and written. It should be crisp and to the point.
- Presentation of idea and documentation is also very important; companies want it in crisp form from students.
- Integration of knowledge from all departments is required and taught to students.

IT papers and Business Analytic Course is being introduced for 2019-21 batch.

- It is imparted through various papers like Intercultural Business Communication, LEAD program and Organizational Behavior. We conduct workshops on Soft Skill and interview skills.
- Enterprise Lab will give platform to students for the same.
- We conduct Capstone Simulation for students in Trimester 5 so as to be able to integrate all facets of business and have hands on experience.

**18** Mr. Rajiv Kumar  
Executive Director,  
BSL Gulf, Noida

- He emphasized on risk management and Strategic Analysis.
- He suggested looking at growing markets of Latin America, Middle East, Africa, etc.
- Under supervision of Industry experts, role plays should be done by students, the industry mentor may help them to find how they can adapt in different situations
- Students should be able to think on the

- Covered through Global Business Environment and Intl. Strategy Management papers.
- We have Doing Business with Emerging Countries module for students.
- We are exploring the idea of mentorship with industry and alumni of BIMTECH.

Contemporary Issues leading to



lines of global sourcing. Innovativeness and Quality will take to great heights and should be taught to students.

Innovativeness and Good quality are covered in almost all courses.

|    |   |  |   |
|----|---|--|---|
| 19 | Mr. Rakesh Chadha<br>Operations Manager,<br>Amazon.com  | <ul style="list-style-type: none"> <li>• He emphasized on Industry Mentorship Program wherein we need to leverage the Strong Alumni Base to be the Industry Mentors for students.</li> <li>• Through on-campus certifications, students should work on getting professional certifications like Big Data Analytics tools &amp; Lean Manufacturing tools.</li> <li>• Students should understand live industry problems and how could those be solved, how to write narratives and how to work backwards for success.</li> <li>• Students should know how to compete with other B-Schools and get an edge over the other students.</li> <li>• Students should develop an understanding of the Leadership Principles with entrepreneurial mind-set to solve business problems.</li> </ul> | <ul style="list-style-type: none"> <li>• IB program is discussing mentorship program with senior II Alumni &amp; Industry Experts.</li> <li>• Students are encouraged for further certifications from other reputed organizations also.</li> <li>• Industry problems are discussed through STP, SIP and Guest Lectures and case studies.</li> <li>• Our students participate in inter B School cultural and academic events and also win prizes.</li> <li>• This element is introduced through courses like Design Thinking &amp; E Lab.</li> </ul> |
| 20 | Mr. Rakesh Kumar,<br>Executive Director,<br>Export Promotion Council for<br>Handicrafts (EPCH)                  | <ul style="list-style-type: none"> <li>• He stressed to consider the following issues concerned with the industry in the curriculum: Environmental issues, Legal issues, Ethical issues and Sustainability compliances / amenities.</li> <li>• Should include case study of handicraft clusters.</li> </ul>  | <ul style="list-style-type: none"> <li>• We have a paper on International Business Laws, Intellectual Property Rights which covers these aspects.</li> <li>• Export Cluster on handicrafts was done by a group of students during their project and is discussed in classes through case studies.</li> </ul>  |
| 21 | Dr. Ram Upendra Das<br>Head and Professor-Centre for<br>Regional Trade, Centre for<br>Research on International | <ul style="list-style-type: none"> <li>• Students should be able to find gaps in their skillset so that during his Post Graduation he is able to work upon them in order to enhance his</li> </ul>   | <ul style="list-style-type: none"> <li>• Program is deliberating with other areas for a most robust framework for assessing gap in skill-set.</li> <li>• IB Club was formed by the name of</li> </ul>   |





|  |  |  |
|--|--|--|
| Trade, IIFT  | employability in the industry.   | "COSMOPOLITAN", where students organize and participate in events on the subject of International Business. Experts from the subject area are invited to judge the event.  |
| 22 Mr. Shashank Srivastava<br>Executive Director,<br>Maruti Suzuki India Ltd                       | <ul style="list-style-type: none"><li>• Program should bridge gap between academia and industry and conduct study on industry problems and suggest solutions.</li><li>• He stated that students lack practical aspects of overall business and are not able to connect all the points of business. They lack overview of whole world and trade agreements, hence, should include if possible get practical trainings. Include case studies of different countries/culture/context in curriculum.</li><li>• Include interdisciplinary case studies including the learning and problems from the area of Marketing/Finance/Operations and HR.</li><li>• Instead of detailed knowledge/ make them aware of all the contemporary topics like IOT, shared mobility, etc.</li><li>• Don't focus on area but ask students to keep checks, provide a checklist of language, cultural gaps/dissimilarity (how to greet people), religion, etc. of different cultures. Don't make them expert in all countries but make them aware of global cultures</li><li>• Help students to deal with their projects so that they are able to suggest practical solution.</li></ul> | <ul style="list-style-type: none"><li>• Program has written case studies on Delmonte and Expo Mart. I conducts seminars, Industry Advisory Council Meeting, panel discussions and guest lectures.</li><li>• Pedagogy involves latest case study discussions of industry to give an overview of problems and its practical solutions. Moreover 20% course is covered by industry experts. Trade related topics covered IB in different subjects</li><li>• Idea of collaborative teaching is being explored within the program.</li><li>• We regularly invite industry experts to deal with these issues.</li><li>• IB program has paper on intercultural business communication International Marketing and foreign languages covering this aspect.</li><li>• Students undertake STP &amp; SIP under supervision with industry and academic mentor.</li></ul> |
| 23 Mr. Sharad Srivastava<br>Sr. Consultant,<br>Footwear Design and<br>Development Institute (FDDI) | <ul style="list-style-type: none"><li>• Multi-cultural experiences to be included in the curriculum (at least 2-5 hours) with focus on doing business with Middle East, Africa, etc.</li></ul>   | <ul style="list-style-type: none"><li>• IB program has paper on intercultural business communication international marketing Geopolitics and Global Business Environment covering this aspect They also do a project on Doing Business in Emerging Countries.</li></ul>  |



- Include sector talk on different sectors so that students become aware of problems and challenges faced by the sector.
- Build a competitive environment for students.
- We invite industry experts from various sectors to enhance knowledge of students.
- We organize events and activities in BIMTECH and also encourage students to participate in inter B School competitions.

Ms. Rupali Singh  
Sr. Manager - CIBP