

**Industry Academia Council Meeting**  
**(27<sup>th</sup> April, 2019)**  
**PGDM (International Business)**  
**Academic Year (2018-19)**

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**LIST OF INDUSTRY - ACADEMIA COUNCIL MEMBERS**  
**OF CENTRE FOR INTERNATIONAL BUSINESS AND POLICY**  
**OF BIRLA INSTITUTE OF MANAGEMENT TECHNOLOGY (2018 - 19)**

**PGDM (IB) Programme**

**A. Members from Embassies / Consulates**

1. H.E. Mr. Desire Koumba, Ambassador, Embassy of Gabon
2. Mr. Serge Thierry Mandoukou Ombegue, Cultural Counsellor, Embassy of Gabon
3. Ms. Rajani Sachdeva, Educational Manager, Australian Trade and Investment Commission

**B. Sr. Management Corporate Members**

4. Mr. Ajay K Agarwal, Director-Operations, Nokia Corporation
5. Mr. Anil Gupta, General Manager- Digital Lending, BalanceHero India Pvt. Ltd.
6. Mr. Anirban Banerjee, Head - E-Governance, VFS GLOBAL, India
7. Mr. G.C.Mondal, Director - Finance & Co. Secretary, IDFC Foundation
8. Mr. Malik Shah, Head -Purchase & Procurement, DCM Shriram Ltd.
9. Ms. Monika Saxena, Founder, 90 ten Training & Consulting
10. Mr. Nitin Gupta, Vice President-Rice & Wheat Division - India & Myanmar, Olam Agro India Pvt Ltd
11. Mr. Praveen Tandon, Head- Procurement, General Manager, LG Electronics
12. Capt. Rajesh Sharma - Managing Director IFM Asset Services, Cushman and Wakefield
13. Mr. Rajiv Kumar, Managing Director, Trust Business Solutions, UAE
14. Mr. Ramesh Krishnan - President, Distribution Logistics Infrastructure Ltd.
15. Mr. Shammi Dua, General Manager - Supply Chain Management, GSK Consumer Healthcare India
16. Mr. S K Jha, Chief General Manager- Northern Region, CONCOR
17. Mr. Shubhendu Dutta - Partner CISO
18. Mr Vijendra G. Gupta, Senior Associate Vice President, Spare Parts & International Business, Tafe Motors and Tractors Ltd. (Eicher Tractors)

19. Mr. Y K Lee, CEO, Korea India Business Development Centre Pvt Ltd (KIBC)

**C. Members from Academia**

20. Dr. Nivedita Ray, Director (Research), Indian Council of World Affairs (ICWA)  
21. Dr. Ram Upendra Das, Head and Professor-Centre for Regional Trade, Centre for Research on International Trade, IIFT

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

22. Dr. Arun Vir Singh, Chief Executive Officer, YEIDA  
23. Mr. Kunal Kishore, Director General, BRICS Chamber of Commerce & Industry  
24. Ms. Manish Singhal, Deputy Secretary General (International), Federation of Indian Chambers of Commerce and Industry (FICCI)  
25. Mr. Pranav Kumar, Director & Head International Trade, Confederation of Indian Industry  
26. Mr. Rajiv Kher- Distinguished Fellow, Research & Information Systems for Developing Countries. & (Former Commerce Secretary, Govt. of India).  
27. Dr. S. P. Sharma, Chief Economist & Head of Research, PHD Chamber of Commerce & Industry  
28. Dr. Sumeet Jerath - IAS, Special Secretary, Cabinet Secretariat, Govt. Of India

**E. Members from Alumni of BIMTECH**

29. Mr. Deepak Chawla - General Manager (Sales), PayTM  
30. Mr. Prashant Hasija - Sr. Manager, Deloitte

**Group 1**

1. Mr. Ajay K Agarwal, Director-Operations, Nokia Corporation
2. Dr. Arun Vir Singh, Chief Executive Officer, YEIDA
3. Mr. G.C.Mondal, Director - Finance & Co. Secretary, IDFC Foundation
4. Mr. Kunal Kishore, Director General, BRICS Chamber of Commerce & Industry
5. Mr. Malik Shah, Head -Purchase & Procurement, DCM Shriram Ltd.
6. Ms. Monika Saxena, Founder, 90 ten Training & Consulting
7. Mr. Nitin Gupta, Vice President-Rice & Wheat Division - India & Myanmar, Olam Agro India Pvt Ltd
8. Mr. Pranav Kumar, Director & Head International Trade, Confederation of Indian Industry
9. Mr. Prashant Hasija - Sr. Manager, Deloitte
10. Ms. Rajani Sachdeva, Educational Manager, Australian Trade and Investment Commission
11. Mr. Ramesh Krishnan - Vice President, Stellar Value Chain Solutions Pvt. Ltd.
12. Dr. Ram Upendra Das, Head and Professor-Centre for Regional Trade, Centre for Research on International Trade, IIFT
13. Mr Vijendra G. Gupta, Senior Associate Vice President, Spare Parts & International Business, Tafe Motors and Tractors Ltd. (Eicher Tractors)
14. Dr. S. P. Sharma, Chief Economist & Head of Research, PHD Chamber of Commerce & Industry
15. Mr. Y K Lee, CEO, Korea India Business Development Centre Pvt Ltd (KIBC)

**Faculty from BIMTECH**

1. Dr Anupam Varma
2. Dr Meena Bhatia
3. Prof. Rajeev Sharma
4. Dr. Archana Singh
5. Dr. Ritu Shrivastava
6. Dr. Himanshi Tiwari

**Group 2**

1. Dr. Sumeet Jerath - IAS, Special Secretary, Cabinet Secretariat, Govt. Of India
2. H.E. Mr. Desire Koumba, Ambassador, Embassy of Gabon
3. Mr. Serge Thierry Mandoukou Ombegue, Cultural Counsellor, Embassy of Gabon
4. Mr. Anil Gupta, General Manager- Digital Lending, BalanceHero India Pvt. Ltd.
5. Mr. Anirban Banerjee, Head - E-Governance, VFS GLOBAL, India
6. Mr. Deepak Chawla - General Manager (Sales), PayTM
7. Mr. Manish Singhal, Deputy Secretary General (International), Federation of Indian Chambers of Commerce and Industry (FICCI)
8. Dr. Nivedita Ray, Director (Research), Indian Council of World Affairs (ICWA)
9. Mr. Praveen Tandon, Head- Procurement, General Manager, LG Electronics
10. Capt. Rajesh Sharma - Managing Director IFM Asset Services, Cushman and Wakefield
11. Mr. Rajiv Kher- Distinguished Fellow, Research & Information Systems for Developing Countries.
12. Mr. Rajiv Kumar, Managing Director, Trust Business Solutions, UAE
13. Mr. Shammi Dua, General Manager - Supply Chain Management, GSK Consumer Healthcare India
14. Mr. Shubhendu Dutta - Partner CISO
15. Mr. S K Jha, Chief General Manager- Northern Region, CONCOR

**Faculty from BIMTECH**

1. Dr Anuj Sharma
2. Dr. G.N.Patel
3. Dr. Rahul Singh
4. Dr Gagan Katiyar
5. Dr. Jaya Gupta
6. Dr. Nimisha Singh
7. Prof. Saloni Sinha
8. Ms Rupali Singh







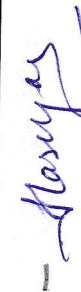



**BIRLA INSTITUTE OF MANAGEMENT TECHNOLOGY**  
**Program Advisory Meet - April 27, 2013**  
**Registration Sheet**

Sl. No	Name of Member	Designation	Industry Name	Signature
1	H.E. Mr. Desire Koumba	Ambassador	Embassy of Gabon	
2	Mr. Serge Thierry Mandoukou Ombegue	Cultural Counsellor	Embassy of Gabon	
3	Ms. Sneha	Office of the Ambassador	Embassy of Gabon	
4	Ms. Rajani Sachdeva	Educational Manager	Australian Trade and Investment Commission	-
5	Dr. Sumeet Jerath - IAS	Special Secretary	Cabinet Secretariat, Govt. Of India	
6	Mr. Ajay K Agarwal	Director-Operations	Nokia Corporation	
7	Mr. Anil Gupta	General Manager- Digital Lending	Balance Hero India Pvt. Ltd.	
8	Mr. Anirban Banerjee	Head - E-Governance	VFS Global India	
9	Dr. Arun Vir Singh	Chief Executive Officer	YEIDA	
10	Mr. Deepak Chawla	General Manager (Sales)	PayTM	-
11	Mr. G.C.Mondal	Director - Finance & Co. Secretary	IDFC Foundation	
12	Mr. Kunal Kishore	Director General	BRICS Chamber of Commerce & Industry	
13	Mr. Malik Shah	Head -Purchase & Procurement	DCM Shriram Ltd.	

BIRLA INSTITUTE OF MANAGEMENT TECHNOLOGY

Program Advisory Meet - April 27, 2013

Registration Sheet

Sl. No	Name of Member	Designation	Industry Name	Signature
14	Mr. Manish Singhal	Deputy Secretary General	Federation of Indian Chambers of Commerce and Industry (FICCI)	
15	Ms. Monika Saxena	Founder	90 ten Training & Consulting	
16	Mr. Nitin Gupta	Vice President-Rice & Wheat Division - India & Myanmar	Olam Agro India Pvt Ltd	
17	Dr. Nivedita Ray	Director (Research)	Indian Council of World Affairs (ICWA)	
18	Mr. Praveen Tandon	Head- Procurement, General Manager	LG Electronics	
19	Mr. Pranav Kumar	Director & Head International Trade	Confederation of Indian Industry	
20	Mr. Prashant Hasija	Sr. Manager	Deloitte	
21	Capt. Rajesh Sharma	Managing Director IFM Asset Services	Cushman and Wakefield	
22	Mr. Rajiv Kumar	Managing Director	Trust Business Solutions UAE	
23	Mr. Ramesh Krishnan	President	Distribution Logistics Infrastructure Ltd.	
24	Dr. Ram Upendra Das	Head and Professor-Centre for Regional Trade	IIFT	
25	Mr. Rajiv Kher	Distinguished Fellow	Research & Information Systems for Developing Countries. (Former Commerce Secretary, Govt. of India)	





**PGDM-IB programme**

***Minute to Minute Schedule of Industry-Academia Council Meeting (April 27, 2019)***

- 10.00 -10.30 High Tea
- 10.30-10.35 International Business Programme Movie
- 10.35 -10.40 Welcome address (Dr. H. Chaturvedi, Director, BIMTECH)
- 10.40 -11.00 Annual Performance Report –CIBP (Dr. Anupam Varma, Dean Academics & Dr. Anuj Sharma, Chairperson, International Business Program)

1. Highlights of the Centre
2. Action taken report of Last Academic Advisory Committee Meeting
3. Roadmap for Future

11:00 – 11:20 New Initiatives in Curriculum

- |                                  |                  |
|----------------------------------|------------------|
| 1. Summer School                 | Dr. Anuj Sharma  |
| 2. Enterprise Lab Course         | Dr Rahul Singh   |
| 3. Business Analytics Course     | Dr. G.N. Patel   |
| 4. Emerging Technologies Courses | Dr Nimisha Singh |

11.20 -12.30 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 which would help the IB Program in improving the course curriculum and pedagogy.

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 Enterprise Lab, Responsible Business, LEAD, Business Innovation and Growth, Design Thinking. 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, Inter-Cultural Business Communication, student exchange program, industry visit to foreign countries etc. 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.

**12.30-12.35 Vote of thanks by Prof Archana Singh, Program Coordinator, IB Program**

**12.35 – 12.45 Group Photograph**

**12.45 onwards Lunch**

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

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

**Program Advisory Meet of International Business Program (2018 – 19)  
held on 27 April 2019 at Bimtech Campus, Greater Noida**

**Members present:-**

1. Mr. Ajay K Agarwal, Director-Operations, Nokia Corporation
2. Dr. Arun Vir Singh, Chief Executive Officer, YEIDA
3. Mr. G.C.Mondal, Director - Finance & Co. Secretary, IDFC Foundation
4. Mr. Kunal Kishore, Director General, BRICS Chamber of Commerce & Industry
5. Mr. Malik Shah, Head -Purchase & Procurement, DCM Shriram Ltd.
6. Ms. Monika Saxena, Founder, 90 ten Training & Consulting
7. Mr. Nitin Gupta, Vice President-Rice & Wheat Division – India & Myanmar, Olam Agro India Pvt Ltd
8. Mr. Pranav Kumar, Director & Head International Trade, Confederation of Indian Industry
9. Mr. Prashant Hasija – Sr. Manager, Deloitte
10. Mr. Ramesh Krishnan – Vice President, Stellar Value Chain Solutions Pvt. Ltd.
11. Mr Vijendra G. Gupta, Senior Associate Vice President, Spare Parts & International Business, Tafe Motors and Tractors Ltd. (Eicher Tractors)
12. Dr. S. P. Sharma, Chief Economist & Head of Research, PHD Chamber of Commerce & Industry

**Faculty from BIMTECH**

1. Dr Anupam Varma
2. Dr Meena Bhatia
3. Prof. Rajeev Sharma
4. Dr. Archana Singh
5. Dr. Himanshi Tiwari

**Points of Discussion:-**

- 1. Dr. Arun Vir Singh,  
Chief Executive Officer, YEIDA**
  - Students should be exposed to new technologies like Artificial Intelligence, IOT Block Chain Management, Virtual reality etc.
  - Involve component of emotional intelligence in your curriculum.
  - Element of innovation should be introduced at every course level.
  - More emphasis on developing entrepreneurial mind-set should be given.
  
- 2. Mr Vijendra G. Gupta,  
Senior Associate Vice President, Spare Parts & International Business, Tafe Motors and Tractors Ltd. (Eicher Tractors)**
  - In the Business Analytics course, cover the topics like how to capture and work on a real life data.
  - Use software for data analysis like Tableau, SAP, R, Python.
  - Expose students to concepts of IOT and its connect with Business.
  
- 3. Mr. Pranav Kumar,  
Director & Head International Trade, Confederation of Indian Industry**
  - Since global environment is very volatile include more cases on changing global environment
  - Students should be exposed to functioning of multilateral organisations like World Bank, IMF, WTO etc. He offered to help students in participation in programs organised by CII.
  - To engage senior people from government and trade bodies for understanding International negotiation
  - Introduce more robust course on Services as 12% GDP of India comes from services
  - More case studies based on contemporary Global Business Environment and its effect on Indian Businesses.
  
- 4. Dr. S. P. Sharma,  
Chief Economist & Head of Research, PHD Chamber of Commerce & Industry**
  - Connect academics with industry in global context
  - More emphasis on dynamics of trade and global economies
  - Shift from theory and focus more on continuous and constant linkage with the industry and practical aspect of emerging areas
  - Focus on thrust are like E-commerce
  
- 5. Ms. Monika Saxena,  
Founder, 90 ten Training & Consulting**
  - Students should work on general awareness and read newspaper. To keep a check some quizzes or discussions can be scheduled.

- She insisted more on soft skill training and preparing students for practical world.
- She insisted on adding VUCA world to new generation and same focus for faculty too.
- More emphasis on behavioural science, decorum, leadership, values and ethics
- Introduce course on happiness, mindfulness and wellbeing.
- Promote students to create cases and come with the solutions.

**6. Mr. Malik Shah,  
Head -Purchase & Procurement, DCM Shriram Ltd.**

- Expose students to changing market scenario.
- Include more case studies on global disputes
- Emphasis on challenges faced on Service industry.
- He emphasised on Pre-campus interaction with industry prior to placement process

**7. Mr. Ramesh Krishnan,  
Vice President, Stellar Value Chain Solutions Pvt. Ltd.**

- Cover topic on Solution Design(Analysis, Software, Presentation)
- Introduce hedging(virtual)
- Incorporate in the curriculum international negotiation deal, foreign exchange volatility.

**8. Mr. Kunal Kishore,  
Director General, BRICS Chamber of Commerce & Industry**

- Establish lab/cell for Marketing research
- Built a more cohesive industry interface
- He said to focus on preparing students to be entrepreneurs', so as to bring out at least one student from the batch to become an entrepreneur. So working with start-up and getting good exposure is really important from his view point.

**9. Mr. Prashant Hasija  
Sr. Manager, Deloitte**

- Include case studies on Artificial intelligence
- Ph.D. faculty may involve students in their research work to mentor students for paper writing
- He focused on good relationships between first and second year and good coordination among them to have good growing culture rather than monologue.

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

- Offer courses on 6 sigma (all levels)
- Add topics of emotional intelligence in theory and practice.
- Students should take projects on contemporary topics like e-waste

**11. Mr. Nitin Gupta,**


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

- Include in course components of strategic decision, sustainability (practical aspects), and change in global landscape, Indian landscape, and digitisation.
- Invite leaders to share their success stories
- Include case studies on contemporary topics
- Include sessions on structured trade finance
- Include sessions on inner peace and yoga
- Invite Alumni, share their challenges at work place and ask students to take such real time cases.

**12. Mr. G.C.Mondal,**

**Director - Finance & Co. Secretary, IDFC Foundation**

- Target social sector and NGO's (most of them are not listed companies), explain students their structure, working and business model.
- Include topic of dispute management

  
Dr. Archana Singh  
Course Co-ordinator

**POINTS OF DISCUSSIONS – GROUP 2 (T-1 Classroom)**

**Program Advisory Meet of International Business Programme of Birla Institute of Management Technology (2018 – 19) held on April 27, 2019**  
**at Bimtech Campus, Greater Noida**

**Members present:-**

1. Dr. Sumeet Jerath – IAS, Special Secretary, Cabinet Secretariat, Govt. Of India
2. H.E. Mr. Desire Koumba, Ambassador, Embassy of Gabon
3. Mr. Serge Thierry Mandoukou Ombegue, Cultural Counsellor, Embassy of Gabon
4. Mr. Anil Gupta, General Manager- Digital Lending, BalanceHero India Pvt. Ltd.
5. Mr. Anirban Banerjee, Head – E-Governance, VFS GLOBAL, India
6. Mr. Manish Singhal, Deputy Secretary General, Federation of Indian Chambers of Commerce and Industry (FICCI)
7. Dr. Nivedita Ray, Director (Research), Indian Council of World Affairs (ICWA)
8. Mr. Praveen Tandon, Head- Procurement, General Manager, LG Electronics
9. Capt. Rajesh Sharma – Managing Director IFM Asset Services, Cushman and Wakefield
10. Mr. Rajiv Kumar, Executive Director, The Rice Exporters Association (TREA)
11. Mr. Shammi Dua, General Manager – Supply Chain Management, GSK Consumer Healthcare India
12. Mr. Shubhendu Dutta – Partner, Aujas Networks Pvt. Ltd.

**Faculty from BIMTECH**

1. Dr Anuj Sharma
2. Dr. G.N.Patel
3. Dr. Rahul Singh
4. Dr Gagan Katiyar
5. Dr. Jaya Gupta
6. Dr. Nimisha Singh
7. Prof. Saloni Sinha
8. Ms Rupali Singh

### **Main points of discussions:-**

Dr. Anuj Sharma, Chairperson IB Program welcomed the panellists and the panel was opened for the discussion. Each Agenda was taken, one by one.

#### **1. Dr. Sumeet Jerath**

##### **IAS, Special Secretary, Cabinet Secretariat, Govt. of India**

1. He emphasised the importance of dispute resolution mechanism and suggested it to be incorporated in the Curriculum.
2. He emphasised on inclusion of Import Substitution Policy in the Curriculum.
3. He suggested that students should be exposed to learning all kinds of Risks related to country, carriage, business etc. and also expose students to latest international business theories.
4. He also suggested that exchange program and collaboration for students should be made with good Business B-Schools of Asian nations located in China, Hong-Kong, Singapore and South Korea and developed nations like US & UK.
5. He said that Pedagogy should be such that builds rigorous skill set rather than only knowledge.

#### **2. H.E. Mr. Desire Koumba**

##### **Ambassador, Embassy of Gabon**

1. H.E. discussed that we are training 21<sup>st</sup> & 22<sup>nd</sup> century students; hence, emphasis should be made on Pedagogy & Methodology and also update students on current geo-political issues and its impact on International Business.
2. He said that students should be aware of Legal Aspects of Business which govern Economic Activities between Nations.
3. H.E. also suggested that changes made in Curriculum should keep for at least 2 years before making any further changes.
4. H.E. also emphasised collaboration with other Asian countries like China, Singapore and UAE and emerging African countries.

#### **3. Mr. Anil Gupta**

##### **General Manager- Digital Lending, BalanceHero India Pvt. Ltd.**

1. He was of the view that students should be made aware of issues with Waste Management – electronic & non-electronic.
2. He said that Business Analytics course should be mapped to real life situations through various modelling.



3. He said that students should be motivated to attend Conferences & Seminars.

**4. Mr. Anirban Banerjee**

**Head – E-Governance, VFS GLOBAL, India**

1. He reiterated use of technology for business Innovations.
2. Students should develop skills to bring efficiency in different business processes
3. Students should be aware of government policies which impacts technologies for programs like Digital India, UIDAI etc.
4. He was of the view that students should be kept free from too much of pressure so as to be able to innovate.

**5. Mr. Manish Singhal**

**Deputy Secretary General, Federation of Indian Chambers of Commerce and Industry (FICCI)**

1. He said that there should be emphasis on our key trade and investment destinations with sectorial focus and multilateral agreements including understanding of regional, multilateral and bilateral agreements (FTA, CEPA, etc).
2. He emphasised on Export – Import documentation and Procedures and on aspects like factoring, forfeiting and credit risk coverage through institutions like ECGC and some foreign credit risk companies.
3. He said that in our courses on entrepreneurship, we need to talk more on the start-up eco system as both are very strongly linked to innovation in business.
4. He mentioned that modality of our academic courses should be more research driven rather than based on academic inputs and studies on business cases.

**6. Dr. Nivedita Ray**

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

1. Students should be exposed to “Think Tank” forums.
2. She volunteered to allow students in Programs organised by ICWA.

3. Emphasis on Contemporary Geopolitics issues and its impact on business.

#### **7. Mr. Praveen Tandon**

##### **Head- Procurement, General Manager, LG Electronics**

1. He was of view that there should be focus on learning of students especially with increasing interest in new technologies.
2. He emphasised that students should have an overview of different aspects of businesses so that they are able to fit in different situations.
3. He said that students should be exposed to the best practices of companies and be able to find out the methodology as to how the Company solved a particular situation.
4. He emphasised the importance of higher interaction with industry to inculcate appropriate knowledge and attitude among students.

#### **8. Capt. Rajesh Sharma**

##### **Managing Director IFM Asset Services, Cushman and Wakefield**

1. He was of the view that Professors should also spend some time with Corporates so as to be able to bring those experiences in class.
2. He emphasised the importance of attending seminars and conferences for students to know the best practices of Corporates.

#### **9. Mr. Rajiv Kumar**

##### **Executive Director, The Rice Exporters Association (TREA)**

1. He said that jobs in Risk Management are going to increase and accordingly students should be exposed to different aspects of Risk Management.
2. He suggested that there should be more Role-Plays in with experts are also involved from the industry.
3. He said that Faculty should also involve himself in Consultancy assignments so that they are able to bring real business problems to the class.

**10. Mr. Shammi Dua,**

**General Manager – Supply Chain Management, GSK Consumer Healthcare India**

1. He was happy to see the curriculum as he could find most of the things included in it. His suggested adding a course/module on “Anti-Bribery & Anti-Corruption” in-light of present day scenario.
2. His view was to give more emphasis on Inter-Cultural Business Communication so that students understand nuances of cross-cultural communication.
3. He said that Institute should pay more emphasis on Summer Internship Process so that it results in higher Pre-placement offers for students.
4. He said that Institute should also provide help to recent pass out students for solving their on the job problems.

**11. Mr. Shubendu Dutta**

**Partner, Aujas Networks Pvt. Ltd.**

1. He emphasised on Critical Thinking Competency and skills on collaborative learning through case studies.
2. He said that we should expose students to government’s digital transformation cases.
3. He emphasised that students should be exposed to contemporary IT knowledge and skills.

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



Ms. Rupali Singh

Sr. Manager

## ACTION TAKEN REPORT

### INDUSTRY-ACADEMIA COUNCIL MEETING OF CIBP HELD ON April 27, 2019

Sr. No.	Name of Advisory Member	Suggestions	Action Taken
1.	Dr. Arun Vir Singh, Chief Executive Officer, YEIDA	<ul style="list-style-type: none"> <li>• Students should be exposed to new technologies like Artificial Intelligence, IOT Block Chain Management, Virtual reality etc.</li>   <li>• Involve component of emotional intelligence in your curriculum.</li>   <li>• Element of innovation should be introduced at every course level.</li>   <li>• More emphasis on developing entrepreneurial mind-set should be given.</li> </ul>	<ul style="list-style-type: none"> <li>• IB Programme has launched courses on <u>Emerging Technologies</u> last year. This year IB Program is launching bouquet of Core Electives giving these papers to students of 2019-21 batch.</li>   <li>• We have an online platform “<u>YourDost</u>” available to all students. It allows them to connect with experts to discuss issues related to personal, professional and academic life.</li>   <li>• In the course faculty incorporate innovativeness through assignments or projects.</li> <li>• Inputs are taken from advisory Board to include elements of innovativeness</li> <li>• Innovative pedagogy like flipped classroom and blended learning to be implemented soon.</li>   <li>• IB program has launched courses like Enterprise Lab 1&amp;2, Design Thinking and Business Innovation and Growth to create entrepreneurial mindset among students. They are encouraged to take up EIP through AIC.</li>   <li>• BIMTECH has launched Atal Incubation Centre (AIC) to give more emphasis on entrepreneurship.</li> </ul>

2	<p>Mr Vijendra G. Gupta, Senior Associate Vice President, Spare Parts &amp; International Business, Tafe Motors and Tractors Ltd. (Eicher Tractors)</p>	<ul style="list-style-type: none"> <li>• In the Business Analytics course, cover the topics like how to capture and work on a real life data.</li> <li>• Use software for data analysis like Tableau, SAP, R, Python.</li> <li>• Expose students to concepts of IOT and it's connect with Business.</li> </ul>	<ul style="list-style-type: none"> <li>• Business Analytics (Core) and Econometrics (Finance specialization) introduced as a course for the batch 2019-21 to let students understand and work on real life data. Also in the course, Business Research Methods student work on real life primary data collected by them.</li> <li>• IB Program introduced short courses like Python, Programming to keep students abreast with latest techniques.</li> <li>• IB Program has launched courses on Emerging Technologies last year. This year IB Program has launched bouquet of Core Electives including Data Science, Artificial Intelligence giving these papers to students of 2019-21 batch.</li> </ul>
3	<p>Mr. Pranav Kumar, Director &amp; Head International Trade, Confederation of Indian Industry</p>	<ul style="list-style-type: none"> <li>• Since global environment is very volatile include more cases on changing global environment. More case studies based on contemporary Global Business Environment and its effect on Indian Businesses.</li> <li>• Students should be exposed to functioning of multilateral organisations like World Bank, IMF, WTO etc. He offered to help students in participation in programs organised by CII.</li> <li>• To engage senior people from government and trade bodies for understanding International negotiation</li> </ul>	<ul style="list-style-type: none"> <li>• Students are exposed to the nuances of changing business environment by case studies in subjects like Global Business Environment, International Marketing and Intl. Strategic Management.</li> <li>• These are covered through subjects taught in class like Global Business Environment, Intellectual Property Rights and guest lecture from trade bodies</li> <li>• IB Program invite senior guests from trade bodies like FICCI, CII and PHD Chamber of Commerce &amp; Industry who are involved in international trade negotiations and can share their experiences with students through lectures. Students are</li> </ul>

		<ul style="list-style-type: none"> <li>Introduce more robust course on Services as 12% GDP of India comes from services</li> </ul>	<p>also encouraged to attend conferences related to the same.</p> <ul style="list-style-type: none"> <li>IB Program has courses like Services Marketing, Service Operations, Supply Chain Mgt and Logistics Mgt to cover different aspects of services.</li> </ul>
4	Dr. S. P. Sharma, Chief Economist & Head of Research, PHD Chamber of Commerce & Industry	<ul style="list-style-type: none"> <li>Shift from theory and focus more on continuous and constant linkage with the industry and practical aspect of emerging areas. More emphasis on dynamics of trade and global economies.</li> <li>Focus on thrust are like E-commerce</li> </ul>	<ul style="list-style-type: none"> <li>IB Program continuously engages with industry through activities like guest lectures, panel discussions, advisory committee meetings etc. IB Program also conducts LYCEUM and Hermes Dialogues which are competition amongst students on contemporary topics assessed by Industry expert of the respective sector.</li> <li>IB Program have a dedicated elective paper on Digital marketing covering the E-Commerce</li> </ul>
5	Ms. Monika Saxena, Founder, 90 ten Training & Consulting	<ul style="list-style-type: none"> <li>Students should work on general awareness and read newspaper. To keep a check, some quizzes or discussions can be scheduled.</li> <li>She insisted more on soft skill training and preparing students for practical world.</li> <li>She insisted on introducing VUCA world to the new generation and same focus for faculty too.</li> </ul>	<ul style="list-style-type: none"> <li>Students are motivated for general awareness by distributing free of charge newspapers to them in hostels daily apart from a complete collection in library. Discussions in form of Hermes Dialogues and other competitions are held time to time.</li> <li>Quizzing on current affairs to be made a regular feature from next academic year.</li> <li>IB Program have dedicated sessions for soft skill training through Centre for Corporate Relations.</li> <li>Business Communication Area and IB Program conducted 'LYCEUM – A mega Competition' focusing on VUCA World wherein students participated and presented to panel of industry and academic jury. Also to be done through Guest lectures and case studies.</li> </ul>

		<ul style="list-style-type: none"> <li>• More emphasis on behavioral science, decorum, leadership, values and ethics. Introduce course on happiness, mindfulness and wellbeing.</li> <li>• Promote students to create cases and come with the solutions.</li> </ul>	<ul style="list-style-type: none"> <li>• We lay emphasis on Leadership and Business Ethics and have inculcated it in our course through LEAD and Responsible Business.</li> <li>• To be taken up in Academic Council for discussions</li> <li>• Students are motivated to write cases and research papers with faculty.</li> </ul>
6	Mr. Malik Shah, Head -Purchase & Procurement, DCM Shriram Ltd.	<ul style="list-style-type: none"> <li>• Expose students to changing market scenario. Include more case studies on global disputes</li> <li>• Emphasis on challenges faced on Service industry.</li> <li>• He emphasized on Pre-campus interaction with industry prior to placement process.</li> </ul>	<ul style="list-style-type: none"> <li>• Covered through a few subjects like, Geopolitics and Risk Analysis and IBL.</li> <li>• To be covered through courses like Strategic Management, Service Operation Management, Supply Chain Management and Logistics Management and through Guest lectures</li> <li>• Centre for Corporate Relations is regularly inviting industry experts and alumni for pre-campus interactions with final year students for awareness and preparedness for placements.</li> </ul>
7	Mr. Ramesh Krishnan, Vice President, Stellar Value Chain Solutions Pvt. Ltd.	<ul style="list-style-type: none"> <li>• Introduce hedging(virtual)</li> <li>• Incorporate in the curriculum international negotiation deal, foreign exchange volatility.</li> </ul>	<ul style="list-style-type: none"> <li>• It is covered in Intl. Commodity Management and Intl. Financial Management subject.</li> <li>• We cover it in International Financial Management paper. International Business Negotiation to be covered through gest lecture.</li> </ul>
8	Mr. Kunal Kishore, Director General, BRICS Chamber of Commerce & Industry	<ul style="list-style-type: none"> <li>• Establish lab/cell for marketing research.</li> <li>• Built a cohesive industry interface</li> </ul>	<ul style="list-style-type: none"> <li>• In Atal Incubation Centre, some students work on Marketing Research profile. It is also covered through subjects like Marketing Analytics and Advanced Marketing Analytics.</li> <li>• Done through Advisory meeting,</li> </ul>

		<ul style="list-style-type: none"> <li>• He said to focus on preparing students to be entrepreneurs', so as to bring out at least one student from the batch to become an entrepreneur. So working with start-up and getting good exposure is really important from his view point.</li> </ul>	<p>guest lecture and by attending seminars and conferences of trade bodies.</p> <ul style="list-style-type: none"> <li>• IB program launched Enterprise Lab for 2019-21 batch students which shall inculcate these aspects in students. AIC also conducts sessions with VC's for students and start-ups.</li> </ul>
9	Mr. Prashant Hasija Sr. Manager, Deloitte	<ul style="list-style-type: none"> <li>• Include case studies on Artificial intelligence</li> <li>• Ph.D. faculty may involve students in their research work to mentor students for paper writing</li> <li>• He focused on good relationships between first and second year and good coordination among them to have good growing culture rather than monologue.</li> </ul>	<ul style="list-style-type: none"> <li>• Bouquets course on AI has been offered to students which includes case studies.</li> <li>• Students are motivated to write research papers and case studies with faculty members.</li> <li>• Student's interaction with seniors' is at various levels including Clubs &amp; Conduits.</li> <li>• Planning to start buddy system.</li> </ul>
10	Mr. Ajay K Agarwal, Director-Operations, Nokia Corporation	<ul style="list-style-type: none"> <li>• Offer courses on 6 sigma (all levels)</li> <li>• Add topics of emotional intelligence in theory and practice.</li> <li>• Students should take projects on contemporary topics like e-waste</li> </ul>	<ul style="list-style-type: none"> <li>• Lean Six sigma (Green belt, 32 hours course) is offered to the students. The course is designed and offered by KPMG. Students are promoted to take the higher levels.</li> <li>• This factor is covered in Business Communication 1, Human Resource Management and Soft Skill training by CCR.</li> <li>• To be included in Operations Management Course from next year</li> </ul>
11	Mr. Nitin Gupta, Vice President-Rice & Wheat Division – India & Myanmar, Olam Agro India Pvt Ltd.	<ul style="list-style-type: none"> <li>• Include in course components of strategic decision, sustainability (practical aspects), and change in global landscape, Indian landscape, and digitization.</li> <li>• Invite leaders to share their success</li> </ul>	<ul style="list-style-type: none"> <li>• These aspects are covered in subjects like Intl. Strategic Management, Responsible Business, Global Business Environment, Doing Business in India and Digital Marketing.</li> <li>• Around 20% of course is</li> </ul>





		<p>stories. Include case studies on contemporary topics.</p> <ul style="list-style-type: none"> <li>• Include sessions on structured trade finance</li> <li>• Include sessions on inner peace and yoga</li> <li>• Invite Alumni, share their challenges at work place and ask students to take such real time cases.</li> </ul>	<p>covered by industry expert who focus on best practices of industry</p> <ul style="list-style-type: none"> <li>• It is covered in International Trade Operations course and through guest lecture.</li> <li>• For maintaining the emotional well-being of students, Business communication has launched an online emotional wellness platform "Your dost" Experts provide support in the fields Life Coaching, Grief Counseling, Confidence Building, Personality Development, Career Coaching, De-addiction Support, Relationship Counseling, Time Management, Social Anxiety and many more.</li> <li>• Will explore possibility of daily yoga session.</li> <li>• We have regular interactions with Alumni, who share their experiences through Story telling sessions.</li> </ul>
12	Mr. G.C.Mondal, Director - Finance & Co. Secretary, IDFC Foundation	<ul style="list-style-type: none"> <li>• Target social sector and NGO's (most of them are not listed companies), explain students their structure, working and business model.</li> <li>• Include topic of dispute management</li> </ul>	<ul style="list-style-type: none"> <li>• IB program teaches Responsible Business, in this 30 hours course 10 hours are assigned for social site visits like NGOs, school, village visit, etc. so that students understand their structure, working and business model.</li> <li>• Different aspects of International Commercial Dispute Resolution are covered in the subject Intl. Business Law</li> </ul>
13	Dr. Sumeet Jerath IAS, Special Secretary, Cabinet Secretariat, Govt. of India	<ul style="list-style-type: none"> <li>• He emphasized the importance of dispute resolution mechanism and suggested it to be incorporated in the Curriculum.</li> </ul>	<ul style="list-style-type: none"> <li>• IB program has full papers on Geopolitics and Risk Management which covers these aspects.</li> <li>• Different aspects of International Commercial Dispute Resolution are covered</li> </ul>

		<ul style="list-style-type: none"> <li>• He emphasized on inclusion of Import Substitution Policy in the Curriculum.</li> <li>• He suggested that students should be exposed to learning all kinds of Risks related to country, carriage, business etc. and also expose students to latest international business theories.</li> <li>• He also suggested that exchange program and collaboration for students should be made with good Business B-Schools of Asian nations located in China, Hong-Kong, Singapore and South Korea and developed nations like US &amp; UK.</li> <li>• He said that Pedagogy should be such that builds rigorous skill set rather than only knowledge.</li> </ul>	<p>in the subject Intl. Business Law</p> <ul style="list-style-type: none"> <li>• To be included in subject International Trade &amp; Investment</li> <li>• Contemporary Issues has been covered through panel discussions and series of guest lectures from industry experts and subjects like Geopolitics &amp; Risk Mgt, Intl. Trade Operations, Intl. Financial Mgt., International Trade &amp; Investment and Intl. Strategic Mgt.</li> <li>• We have reputed partners in Europe, Canada, UAE and Australia. Apart from student we also have faculty exchange to various partners.</li> <li>• Will also suggest Centre for International Affairs to explore collaborations in specified countries.</li> <li>• Efforts are done for "Outcome based learning based on Bloom's Taxonomy</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 are covered IB in different subjects</li> </ul>
14	H.E. Mr. Desire Koumba Ambassador, Embassy of Gabon	<ul style="list-style-type: none"> <li>• H.E. discussed that we are training 21st &amp; 22nd century students; hence, emphasis should be made on Pedagogy &amp; Methodology and also update students on current geo-political issues and its impact on International Business.</li> </ul>	<ul style="list-style-type: none"> <li>• Program &amp; CIA bring in visiting faculty from foreign Universities to share their perspectives in class. We also encourage joint projects with students of different counties in courses like GBE, IBC &amp; X-Culture projects.</li> <li>• Pedagogy involves latest case</li> </ul>

		<ul style="list-style-type: none"> <li>• He said that students should be aware of Legal Aspects of Business which govern Economic Activities between Nations.</li> <li>• H.E. also suggested that changes made in Curriculum should keep for at least 2 years before making any further changes.</li> <li>• H.E. also emphasized collaboration with other Asian countries like China, Singapore and UAE and emerging African countries.</li> </ul>	<p>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 are covered IB in different subjects</p> <ul style="list-style-type: none"> <li>• We have a full paper on International Business Law covering this aspect.</li> <li>• Academic Committee Meeting will be done once in 2 years..</li> <li>• We have reputed partners in Europe, Canada, UAE and Australia. We shall convey to CIA for further collaborations</li> </ul>
15	Mr. Anil Gupta General Manager- Digital Lending, Balance Hero India Pvt. Ltd.	<ul style="list-style-type: none"> <li>• He was of the view that students should be made aware of issues with Waste Management – electronic &amp; non-electronic.</li> <li>• He said that Business Analytics course should be mapped to real life situations through various modeling.</li> <li>• He said that students should be motivated to attend Conferences &amp; Seminars.</li> </ul>	<ul style="list-style-type: none"> <li>• Students are encouraged to take live industry projects through startups registered with us and compulsory STP's &amp; SIP to all students.</li> <li>• To be included in Operations Management course.</li> <li>• Business Analytics (Core) (Finance specialization) introduced as a course for the batch 2019-21 to let students understand and work on real life data.</li> <li>• Students are encouraged to attend various seminars and conferences in and around Delhi regularly.</li> </ul>
16	Mr. Anirban Banerjee Head – E-Governance, VFS GLOBAL, India	<ul style="list-style-type: none"> <li>• He reiterated use of technology for business Innovations.</li> <li>• Students should develop skills to bring</li> </ul>	<ul style="list-style-type: none"> <li>• In the subject Emerging Technologies, students developed applications (apps) as a part of their course.</li> <li>• IB Program has shifted focus to</li> </ul>

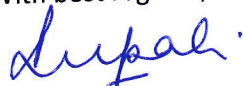
		<p>efficiency in different business processes</p> <ul style="list-style-type: none"> <li>• Students should be aware of government policies which impacts technologies for programs like Digital India, UIDAI etc.</li> <li>• He was of the view that students should be kept free from too much of pressure so as to be able to innovate.</li> </ul>	<p>outcome based learning and has started measuring it also.</p> <ul style="list-style-type: none"> <li>• Done through Bouquet courses of Technology based courses</li> <li>• This element is introduced through courses like Design Thinking and Enterprise Lab.</li> <li>• Classroom teaching hours have been reduced to focus more on practical aspects.</li> </ul>
17	<p>Mr. Manish Singhal Deputy Secretary General, Federation of Indian Chambers of Commerce and Industry (FICCI)</p>	<ul style="list-style-type: none"> <li>• He said that there should be emphasis on our key trade and investment destinations with sectorial focus and multilateral agreements including understanding of regional, multilateral and bilateral agreements (FTA, CEPA, etc).</li> <li>• He emphasized on Export – Import documentation and Procedures and on aspects like factoring, forfeiting and credit risk coverage through institutions like ECGC and some foreign credit risk companies.</li> <li>• He said that in our courses on entrepreneurship, we need to talk more on the start-up eco system as both are very strongly linked to innovation in business.</li> </ul>	<ul style="list-style-type: none"> <li>• IB program has full paper on Geopolitics and Risk Management and International Trade &amp; Investment which covers these aspects</li> <li>• It is imparted through paper like International Trade Operations, along with practice in class on documentation.</li> <li>• ECGC and Factoring are covered through guest lectures.</li> <li>• IB program has launched courses like Design Thinking to create innovation and entrepreneurial mindset among students. IB program has launched Enterprise Lab for 2019-21 batch in which students shall inculcate these aspects in students.</li> </ul>

		<ul style="list-style-type: none"> <li>• He mentioned that modality of our academic courses should be more research driven rather than based on academic inputs and studies on business cases.</li> </ul>	<ul style="list-style-type: none"> <li>• We encourage students to carry out research on various topics in every subject in form of projects and assignments and then make presentations in class.</li> <li>• Faculty design at least one internal component to measure application of the content taught in the subject.</li> </ul>
18	Dr. Nivedita Ray Director(Research), Indian Council of World Affairs (ICWA)	<ul style="list-style-type: none"> <li>• Students should be exposed to “Think Tank” forums. Dr. Ray volunteered to allow students in Programs organized by ICWA.</li> <li>• Emphasis on Contemporary Geopolitics issues and its impact on business.</li> </ul>	<ul style="list-style-type: none"> <li>• Students are sent to various seminars and conferences organized by different Trade Bodies.</li> <li>• Contemporary Geopolitical Issues are covered through courses like Geopolitical Trade &amp; Risk Analysis.</li> </ul>
19	Mr. Praveen Tandon Head- Procurement, General Manager, LG Electronics	<ul style="list-style-type: none"> <li>• He was of view that there should be focus on learning of students especially with increasing interest in new technologies.</li> <li>• He emphasized that students should have an overview of different aspects of businesses so that they are able to fit in different situations.</li> <li>• He said that students should be exposed to the best practices of companies and be able to find out the methodology as to how the Company solved a particular situation.</li> <li>• He emphasized the importance of higher interaction with industry to inculcate appropriate knowledge and</li> </ul>	<ul style="list-style-type: none"> <li>• IB Program has launched courses on Emerging Technologies. This year IB Program is launching bouquet of Core Electives giving these papers to students of 2019-21 batch.</li> <li>• We have a dedicated paper on Doing Business in Emerging Countries giving an overview of different situations and businesses.</li> <li>• Case studies in different functional areas are done in class.</li> <li>• Industry problems are discussed through STP, SIP and Guest Lectures, panel discussions and case studies.</li> <li>• Interaction with Industry is encouraged at all levels – guest lectures, visiting faculty, panel discussions, curricular and co-curricular activities. They are part</li> </ul>

		attitude among students.	of our Advisory Council as well.
20	Capt. Rajesh Sharma Managing Director IFM Asset Services, Cushman and Wakefield	<ul style="list-style-type: none"> <li>• He was of the view that Professors should also spend some time with Corporates so as to be able to bring those experiences in class.</li> <li>• He emphasized the importance of attending seminars and conferences for students to know the best practices of Corporates.</li> </ul>	<ul style="list-style-type: none"> <li>• Professors are encouraged to write case studies with industry so as to bring these perspectives in class.</li> <li>• Students and faculty are encouraged to attend important conferences and seminars.</li> </ul>
21	Mr. Rajiv Kumar Executive Director, The Rice Exporters Association (TREA)	<ul style="list-style-type: none"> <li>• He said that jobs in Risk Management are going to increase and accordingly students should be exposed to different aspects of Risk Management.</li> <li>• He suggested that there should be more Role-Plays in which experts are also involved from the industry.</li> <li>• He said that Faculty should also involve himself in Consultancy assignments so that they are able to bring real business problems to the class.</li> </ul>	<ul style="list-style-type: none"> <li>• Covered through Global Business Environment and Intl. Strategy Mgt papers, International Trade Operations and Intl. Financial Management.</li> <li>• IB Club was formed by the name of "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.</li> <li>• Program has written case studies on Delmonte and Expo Mart. It conducts seminars, Industry Advisory Council Meeting, panel discussions and guest lectures.</li> <li>• Will explore more consultancy assignments with support of Advisory Committee members.</li> </ul>
22	Mr. Shammi Dua, General Manager – Supply Chain Management, GSK Consumer Healthcare India	<ul style="list-style-type: none"> <li>• He was happy to see the curriculum as he could find most of the things included in it. His suggested adding a course/module on "Anti-Bribery &amp; Anti-Corruption" in-light of present day scenario.</li> </ul>	<ul style="list-style-type: none"> <li>• This is covered in Ethics part of International Business Law paper.</li> <li>•</li> </ul>

		<ul style="list-style-type: none"> <li>• His view was to give more emphasis on Inter-Cultural Business Communication so that students understand nuances of cross-cultural communication.</li> <li>• He said that Institute should pay more emphasis on Summer Internship Process so that it results in higher Pre-placement offers for students.</li> <li>• He said that Institute should also provide help to recent pass out students for solving their on the job problems.</li> </ul>	<ul style="list-style-type: none"> <li>• IB program has paper on inter-cultural business communication, International Marketing and foreign languages covering this aspect.</li> <li>• Students undertake STP &amp; SIP under supervision with industry and academic mentors.</li> <li>• Faculty mentor are requested to work closely with industry mer</li> <li>• The Institute is in close connect with their alumni and extends help wherever possible.</li> <li>• Faculty to provide support to Alumni for solving on job problems.</li> </ul>
23	Mr. Shubhendu Dutta Partner, Aujas Networks Pvt. Ltd.	<ul style="list-style-type: none"> <li>• He emphasized on Critical Thinking Competency and skills on collaborative learning through case studies.</li> <li>• He said that we should expose students to government's digital transformation cases.</li> <li>• He emphasized that students should be exposed to contemporary IT knowledge and skills.</li> </ul>	<ul style="list-style-type: none"> <li>• Critical Thinking is inculcated through case studies taught in various subjects.</li> <li>• Collaborative Learning through group projects and assignments.</li> <li>• We will suggest IT area to incorporate in their course.</li> <li>• IB Program has launched courses on Emerging Technologies last year. This year IT area is launching a bouquet of courses like Value of Information, Introduction to Consulting Management for IB students. Students are also encouraged for online MOOC's certifications.</li> </ul>

With best regards,



Ms. Rupali Singh  
Sr. Manager - IBP

## WRITEUP

### Industry-Academia Council Meeting of PGDM - International Business Programme held at BIMTECH Campus on April 27, 2019

On April 27, 2019 seventh Industry-Academia Advisory Council Meeting for International Business Program was held. The meet was held fourth time in a row at BIMTECH, Greater Noida. The Council Meetings advise the respective Academic Programs 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, 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 27, 2019 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 Gabon 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, Nokia, LG Electronics, Escorts, P I Industries, Olam Agro, etc. took time out of their busy schedule to meet up and give their valuable comments towards the growth of the Program. 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

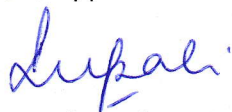
along with BIMTECH faculties were a part of the meeting who added their views on the revamping of syllabus for the upcoming batch of international business.

Soon after high tea, meeting started with a film 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 Program 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, IBP.

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. Anuj Sharma and Prof. Rajeev Sharma 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 - IBP.

Industry-Academia Council meet proved to be very fruitful and it paved path for future growth of IBP 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.



Rupali Singh

Sr. Manager



