

**Industry Academia Council Meeting  
(16<sup>th</sup> April, 2016)  
PGDM (International Business)  
Academic Year (2015-16)**

- 1. List of Members**
- 2. List of Members (Group Wise)**
- 3. Registration Sheet**
- 4. Minute – Minute Schedule /  
Presentation**
- 5. Minutes of the Meeting**
  - a.IAC – GroupWise (Group-1 & 2)**
  - b.Program Internal Meeting regarding IAC  
Meeting (2016)**
- 6. Summary of Courses added / Deleted  
(2016-17)**
- 7. Write-up of IAC**
- 8. Action Taken Report**
- 9. Benchmarking of PGDM(IB) Programme**
- 10. Other Correspondence with Members**
  - a.Invitation Letters to IAC Members**
  - b.Confirmation Mails**
  - c.Other Correspondence**
- 11. Compendium**

**LIST OF INDUSTRY - ACADEMIA COUNCIL MEMBERS  
OF CENTRE FOR INTERNATIONAL BUSINESS AND POLICY  
OF BIRLA INSTITUTE OF MANAGEMENT TECHNOLOGY (2015 – 16)**

**A. Members from Embassies / Consulates**

1. H E Asfaw Dingamo, Ambassador, Embassy of Federal Democratic Republic of Ethiopia
2. H E Ton Sinh Thanh, Ambassador, Embassy of the Socialist Republic of Vietnam
3. H.E. Elizabeth Napeyok, High Commissioner, Uganda High Commission
4. Mr. Mohamed Ali Osman, Counsellor Education, Kenya High Commission
5. H E Rizali. W. Indrakesuma, Ambassador, Embassy of Republic of Indonesia
6. HE Lars-Olof Lindgren, Special Advisor to the President & CEO of Saab
7. Mr. Suprio Bose, Managing Director, Catalonia Trade & Investment

**B. Sr. Management Corporate Members**

1. Mr. Ajay K Agarwal, Director-Operations, Nokia Corporation
2. Mr. Amit Ranjan Saxena, Category Head, Bharti Retail Limited
3. Mr. Amritpal S Bedi, Country - Supply Chain Head, Johnson S C
4. Mr. Anil Gupta, VP Apps & Platform Strategy, DataWind Innovation
5. Mr. Anil Monga, Managing Director, Emmsons International Ltd.
6. Mr. Animesh Gupta, President – Commercial, Gulf Ispat
7. Mr. Avinash Arora, Director - Supply Chain Management, New Holland Tractors Pvt. Ltd.
8. Mr. G.C.Mondal, Director - Finance & Co. Secretary, IDFC Foundation
9. Mr. Jaydip Sinha, Managing Director, Madison Capital Street India Pvt Ltd
10. Mr. M.R. Rajaram, Advisor, Akzo Nobel India
11. Mr. Naveen Aldangady, Principal - Supply Chain Officer & Vice President, Bharti Airtel Ltd
12. Mr. Praveen Tandon, Head- Exports & Business (Consumer Durables), LG Electronics,
13. Mr. Rajiv Bajaj, Vice President – Finance, Panasonic
14. Mr. Rajiv Kumar, Sr. President, Sonalika Tractors
15. Mr. Rajiv Wahi, Head-International Business, Escorts Agri Machinery
16. Mr. Ramesh Krishnan, President, Distribution, Logistics, Infrastructure Ltd.
17. Mr. Shashank Srivastava, Executive Director, Maruti Suzuki India Ltd
18. Mr. Videh Jaipurjar, Managing Director, Jubilant Industries Ltd.
19. Mr Vijendra G. Gupta, Senior Associate Vice President, Spare Parts & International Business,  
Eicher Tractors
20. Mr. Yogesh Bellani, Chief Operating Officer, Bharti Delmonte

**C. Academia Members**

1. Prof. Cherian George, Professor & Head – MDP Cell, Jagan Institute of Management Studies, Rohini
2. Prof. R.M.Joshi, Professor & Chairperson, Indian Institute of Foreign Trade
3. Dr. Ram Upendra Das, Professor & Sr. Fellow, Research & Information System for Developing Countries

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

1. Mr. Arbind Prasad, Director General, FICCI
2. Mr. Ajay Sahai, Director General, Federation of Indian Export Organizations
3. Dr. Amiya Chandra, Joint Director General of Foreign Trade - North Zone, Directorate General of Foreign Trade
4. Mr. Nirmal Sinha, CMD, The Handicrafts & Handlooms Exports Corporation of India Ltd.
5. Mr. Pranav Kumar, Director & Head International Trade, Confederation of Indian Industry
6. Mr. Rakesh Kumar, Executive Director, Export Promotion Council for Handicrafts
7. Mr. S. P. Sharma, Chief Economist & Head of Research, PHD Chamber of Commerce & Industry
8. Mr. Sumeet Jerath, Addl Secretary and Financial Adviser, Ministry of External Affairs, Govt. Of India

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*Group 1 (Board Room)*

1. *H.E. Ton Sinh Thanh, Ambassador, Embassy of the Socialist Republic of Vietnam*
2. *H.E. Elizabeth Napeyok, High Commissioner, Uganda High Commission*
3. *Mr. Mohamed Ali Osman, Counsellor Education, Kenya High Commission*
4. *Mr. Ajay K Agarwal, Director-Operations, Nokia Corporation*
5. *Mr. Amritpal S Bedi, Country - Supply Chain Head, Johnson S C*
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10. *Mr. Jaydip Sinha, Managing Director, Madison Capital Street India Pvt Ltd*
11. *Mr. M.R. Rajaram, Advisor, Akzo Nobel India*
12. *Mr. Nirmal Sinha, CMD, The Handicrafts & Handlooms Exports Corporation of India Ltd.*
13. *Dr. Ram Upendra Das, Professor & Sr. Fellow, Research & Information System for Developing Countries.*
14. *Mr. Rajiv Kumar, Senior President, Sonalika, Tractors*

*Faculty members:- Group I - Dr. Anupam Varma, Prof. A.V.Shukla, Dr. Abha Rishi, Prof Rajeev Sharma, Prof Arindam Banerjee & Prof Ritu Shrivastava.*










*Group II (Conference Room I Floor)*


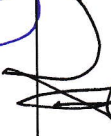





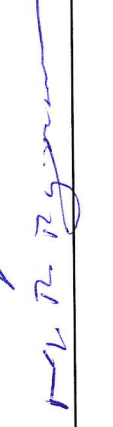




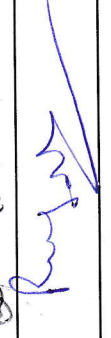

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4. *Mr. Ajay Sahai, Director General, Federation of Indian Export Organizations*
5. *Mr. Anil Gupta, VP Apps & Platform Strategy, DataWind Innovation*
6. *Mr. Avinash Arora, Director - Supply Chain Management, New Holland Tractors P Ltd.*
7. *Mr. Pranav Kumar, Director & Head International Trade, Confederation of Indian Industry*
8. *Mr. Praveen Tandon, Head- Exports & Business (Consumer Durables), LG Electronics,*
9. *Prof. R.M.Joshi, Professor & Chairperson, Indian Institute of Foreign Trade*
10. *Mr. Rajiv Wahi, Head-International Business, Escorts Agri Machinery*
11. *Mr. Rakesh Kumar, Executive Director, EPCH*
12. *Mr. Shashank Srivastava, Executive Director, Maruti Suzuki India Ltd*
13. *Mr. S. P. Sharma, Chief Economist & Head of Research, PHD Chamber of Commerce & Industry*
14. *Mr. Suprio Bose, Managing Director, Catalonia Trade & Investment*
15. *Mr. Ramesh Krishnan, President, Distribution, Logistics, Infrastructure Ltd.*
16. *Mr. Vijendra G. Gupta, Senior Associate VP, Eicher Tractors*
17. *Mr. Yogesh Bellani, Chief Operating Officer, Bharti Delmonte*

*Faculty members:- Group II Dr. Anuj Sharma, Prof. K.R. Chari, Prof. Sunil Sangra, Dr. Rahul Singh, Prof Girish Jain, Prof. Sangeeta Shukla, Ms Rupali Singh)*




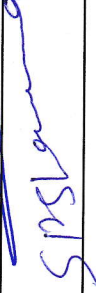
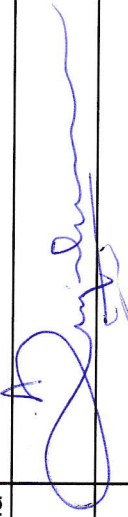

**INDUSTRY - ACADEMIA COUNCIL MEETING OF CENTRE FOR INTERNATIONAL BUSINESS & POLICY**

**APRIL 16, 2016 BIMTECH CAMPUS**

Sl.No.	Name	Designation	Name of the Organisation	Signature
1	H E Asfaw Dingamo	Ambassador	Embassy of Federal Democratic Republic of Ethiopia	
2	H.E. Elizabeth Napeyok	High Commissioner	Uganda High Commission	
3	H. E. Lars-Olof Lindgren	Special Advisor to the President & CEO	SAAB	
4	H.E. Ton Sinh Thanh	Ambassador	Embassy of the Socialist Republic of Vietnam	
5	H. E. Rizali. W. Indrakesuma	Ambassador	Embassy of Republic of Indonesia	
6	H.E. Mohamed Ali Osman	Counsellor Education	Kenya High Commission	
7	Mr. Ajay K Agarwal	Director-Operations	Nokia Corporation	
8	Mr. Ajay Sahai	Director General	Federation of Indian Export Organizations	
9	Dr. Amiya Chandra	Joint Director General of Foreign Trade - North Zone	Directorate General of Foreign Trade	
10	Mr. Amritpal S Bedi	Country - Supply Chain Head	Johnson S C	
11	Mr. Amit Ranjan Saxena	Category Head	Bharti Retail Ltd.	

Sl.No.	Name	Designation	Name of the Organisation	Signature
12	Mr. Anil Monga	Managing Director	Emmons International Limited	
13	Mr. Anil Gupta	VP Apps & Platform Strategy	DataWind Innovation	
14	Mr. Animesh Gupta	President – Commercial	Gulf Ispat	
15	Mr. Arbind Prasad	Director General	FICCI	
16	Mr. Avinash Arora	Director - Supply Chain Management	New Holland Tractors P Ltd.	
17	Prof. Cherian George	Professor & Head – MDP Cell	Jagan Institute of Management Studies	
18	Mr. G. C. Mondal	Director - Finance & Co. Secretary	IDFC Foundation	
19	Mr. Jaydip Sinha	Managing Director	Madison Street Capital India Pvt Ltd	
20	Mr. M.R. Rajaram	Advisor	Akzo Nobel India	
21	Mr. Naveen Aldangady	Principal - Supply Chain Officer & Vice President	Bharti Airtel Ltd	
22	Mr. Nirmal Sinha	CMD	The Handicrafts & Handlooms Exports Corporation of India Ltd.	
23	Mr. Pranav Kumar	Director & Head International Trade	Confederation of Indian Industry	
24	Mr. Praveen Tandon	Head- Exports & Business (Consumer Durables)	LG Electronics	
25	Dr. R.M.Joshi	Professor & Chairperson	Indian Institute of Foreign Trade	



SI.No.	Name	Designation	Name of the Organisation	Signature
26	Mr. Rajiv Kumar	Sr. President	Sonalika Tractors	
27	Mr. Rajiv Bajaj	Vice President – Finance	Panasonic	
28	Mr. Rajiv Wahi	Head-International Business	Escorts Agri Machinery	
29	Mr. Rakesh Kumar	Executive Director	Export Promotion Council for Handicrafts	
30	Dr. Ram Upendra Das	Professor & Sr. Fellow	Research & Information System for Developing Countries	
31	Mr. Ramesh Krishnan	President	Distribution, Logistics, Infrastructure Ltd.	
32	Dr. S. P. Sharma	Chief Economist & Head of Research	PHD Chamber of Commerce & Industry	
33	Mr. Shashank Srivastava	Executive Director	Maruti Suzuki India Ltd	
34	Mr. Sumeet Jerath	Addl Secretary and Financial Adviser	Ministry of External Affairs, Govt. of India	
35	Mr. Suprio Bose	Managing Director	Catalonia Trade & Investment	
36	Mr. Videh Jaipurjar	Managing Director	Jubilant Industries Ltd.	
37	Mr. Vijendra G. Gupta	Senior Associate Vice President - Spare Parts & International Business	Eicher Tractors	
38	Mr. Yogesh Bellani	Chief Operating Officer	Bharti Delmonte	

**Centre for International Business & Policy (CIBP), BIMTECH**  
**Minute to Minute Schedule of Industry-Academia Council Meeting**  
**(16 April 2016)**

- 10.00 -10.30 High Tea & Registration of Members
- 10.30-10.45 Corporate Movie & IB Movie (Ms. Rupali Singh)
- 10.45 -10.55 Welcome address (Dr. H. Chaturvedi, Director, BIMTECH)
- 10.55 -11.15 Annual Performance Report –CIBP (Dr. Anupam Varma, Dean Academics & Dr. Anuj Sharma, Chairperson, CIBP)
1. Highlight of the Centre
  2. Our System of Curriculum Revision
  3. Action taken report of Last Academic Advisory Committee Meeting
  4. Proposed changes in curriculum for next academic year
  5. Mapping Skills of Students – Reflect (Dr. Ritu Srivastava)
- 11.15-12.45
- Agenda 1.1 Review of course curriculum
- Agenda 1.2 Bridging the gap between industry expectations and students readiness.
- Agenda 1.3 How to bring industry practices into the class room and improve industry-institute engagement.
- 12.45 -13.00 Summarizing the discussion of Group I & II
- 13.00-13.05 Vote of thanks (Prof Rajeev Sharma)
- 13.05-13.15 Group Photograph
- 13.15 onwards Lunch

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

Group I (Dr. Anupam Varma, Dr. A.V.Shukla, Dr. Abha Rishi, Prof Rajeev Sharma, Prof Arindam Banerjee & Dr. Ritu Srivastava )

Group II (Dr. Anuj Sharma, Prof. K.R. Chari, Prof. Sunil Sangra, Dr. Rahul Singh, Dr. Girish Jain, Dr. Sangeeta Shukla & Ms Rupali Singh)

Anchoring to be done by Dr. Ritu Srivastava

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

**Industry - Academia Council Members of Centre For International Business & Policy of Birla Institute of Management Technology (2016 – 17)**  
**held on 16<sup>th</sup> April 2016 at Bimtech Campus, Greater Noida**

**Members present :-**

1. H.E. Ton Sinh Thanh, Ambassador, Embassy of the Socialist Republic of Vietnam
2. H.E. Elizabeth Napeyok, High Commissioner, Uganda High Commission
3. Mr. Mohamed Ali Osman, Counselor Education, Kenya High Commission
4. Mr. Ajay K Agarwal, Director-Operations, Nokia Corporation
5. Mr. Amritpal S Bedi, Country - Supply Chain Head, Johnson S C
6. Mr. Animesh Gupta, President – Commercial, Gulf Ispat
7. Mr. Arbind Prasad, Director General, FICCI
8. Prof. Cherian George, Professor & Head – MDP Cell, Jagan Institute of Management Studies, Rohini, Delhi
9. Mr. G.C.Mondal, Director - Finance & Co. Secretary, IDFC Foundation
10. Mr. Jaydip Sinha, Managing Director, Madison Street Capital India Pvt Ltd
11. Mr. M.R. Rajaram, Advisor, Akzo Nobel India
12. Mr. Nirmal Sinha, CMD, The Handicrafts & Handlooms Exports Corporation of India Ltd.
13. Mr. Rajiv Kumar, Senior President, Sonalika, Tractors

**BIMTECH Members:-**

1. Dr. Anupam Varma, Dean- Academics
2. Dr. A.V.Shukla, Chairperson, Doctoral Programme
3. Prof. Rajeev Sharma, Course Co-ordinator - CIBP
4. Dr. Ritu Srivastava, Assistant Professor



### **MAIN POINTS OF DISCUSSION :-**

Dr. Anupam Varma welcomed all members present in the room and requested everyone to introduce themselves for the benefit of other members. He reiterated that changes have been made in the Program Objectives and Program Goals keeping in mind the AACSB accreditation that BIMTECH is aiming at. The discussion centered around changes in the program design for the batch 2016-18.

**1. H.E. Ton Sinh Thanh, Ambassador,  
Embassy of the Socialist Republic of Vietnam**

- He suggested that the module on WTO should include regional trade agreements (RTA) especially their business implications for the Asian region, which is emerging as the centre for economic development globally.
- He appreciated the prospects of learning business environments in these countries through these projects.

**2. H.E. Elizabeth Napeyok, High Commissioner,  
Uganda High Commission**

- She stated that Africa is emerging globally especially East African countries and COMESA (Common Market for Eastern & Southern Africa) and there was a lot of scope for educational institutions to work together for India and Africa.

**3. Mr. Mohamed Ali Osman, Counselor Education,  
Kenya High Commission**

- He pointed out that Group project on Doing Business in specific region in trimester III should be based on developing economies with the inclusion of Africa also.

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

- He appreciated the inclusion of the topic on intellectual property rights in the module on WTO & its agreements and stated that its impact on business should be highlighted during course delivery.

**5. Mr. Amritpal S Bedi, Country - Supply Chain Head,  
Johnson S C**

- He suggested including a module on sourcing/procurement within the paper on Supply Chain Management.
- Suggested on the use of IPR for risk mitigation and acquiring IPR.

**6. Mr. Animesh Gupta, President – Commercial, Gulf Ispat**

- He stressed on increasing the credits of projects involving industry interface to not less than 5% of the entire course credit structure.
- He appreciated the addition of the two credit module on geopolitics and risk analysis and stated that it is important to analyze the geopolitical situation for international business students.

**7. Mr. Arbind Prasad, Director General, FICCI**

- He suggested adding module on Globalization of Indian Healthcare Service Industry as a module in future.
- He also stated that international laws can be appreciated only in the context of the Indian laws on discussing about the conversion of the paper on 'Legal aspects of Business (India & International)' to a module on 'International Business Law'.

**8. Prof. Cherian George, Professor & Head – MDP Cell, Jagan Institute of Management Studies, Rohini**

- Appreciated the extension of the duration of the summer internship from two months to three months.
- Stressed on the role of faculty in mentoring the projects and dissertation of students.

**9. Mr. G.C. Mondal, Director - Finance & Co. Secretary, IDFC Foundation**

- He suggested inclusion of double taxation avoidance agreements in the unit of RTA.
- He suggested inclusion of the section on the overview of compliances for understanding the business environment.

**10. Mr. Jaydip Sinha, Managing Director, Madison Street Capital India Pvt Ltd.**

- He suggested working towards industry commitment to specific papers/ whole program thereby involvement of corporate on day-to-day basis with the students for the course delivery and final placements too.

- He circulated the idea of creating chair professors and stated that not more than 5% of the course should be taught by internal faculty.
- He graciously volunteered for the papers – Supply Chain Management, International Finance and Strategic Management for initiating the industry connect.
- Mr. Sinha also stressed on the role of faculty in the finalization of the project during summer internships.

**11. Mr. M.R. Rajaram, Advisor,  
Akzo Nobel India**

- He suggested inclusion of dispute settlement process in the module of WTO.
- He stated that a broad idea on the topic of 'Legal aspects of Business (India & International)' to a module on 'International Business Law' would be helpful and useful for the students.

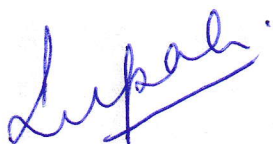
**12. Mr. Nirmal Sinha, CMD,  
The Handicrafts & Handlooms Exports Corporation of India Ltd.**

- He suggested including a separate unit on compliances in the module on 'International Business Law' on which is region specific and sector specific.
- He stressed the importance of analyzing risk and mitigating & factoring risk for the students.

**13. Mr. Rajiv Kumar, Senior President,  
Sonalika, Tractors**

- He suggested that the Centre should connect with the Indian MNCS in the developing economies so that the students can prepare a high quality group project on Doing Business in specific regions in trimester III.

The discussion ended with a vote of thanks by Dr. Anupam Varma, Dean Academics.





**POINTS OF DISCUSSIONS – GROUP 2 (Conference Room)**

**Industry - Academia Council Members of Centre for International Business & Policy of Birla Institute of Management Technology (2016 – 17)**  
**held on 16<sup>th</sup> April 2016 at Bimtech Campus, Greater Noida**

**Members present :-**

1. H E Asfaw Dingamo, Ambassador, Embassy of Federal Democratic Republic of Ethiopia
2. HE Lars-Olof Lindgren, Special Advisor to the President & CEO of Saab
3. Mr. Anil Gupta, VP Apps & Platform Strategy, DataWind Innovation
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6. Mr. Praveen Tandon, Head- Exports & Business (Consumer Durables), LG Electronics,
7. Prof. R.M.Joshi, Professor & Chairperson, Indian Institute of Foreign Trade
8. Mr. Rajiv Wahi, Head-International Business, Escorts Agri Machinery
9. Mr. S. P. Sharma, Chief Economist & Head of Research, PHD Chamber of Commerce & Industry
10. Mr. Suprio Bose, Managing Director, Catalonia Trade & Investment
11. Mr. Ramesh Krishnan, President, Distribution, Logistics, Infrastructure Ltd.
12. Mr. Vijendra G. Gupta, Senior Associate VP, Eicher Tractors

**BIMTECH Members :-**

1. Dr. Anuj Sharma, Chairperson, CIBP
2. Prof. K.R. Chari, Dean - Students Welfare
3. Prof. Sunil Sangra, Head – Innovation & Strategic Area
4. Dr. Rahul Singh, Professor
5. Prof Girish Jain, Head of Finance Area
6. Prof. Sangeeta Shukla, Head of Business Communication
7. Ms. Rupali Singh, Sr. Manager, CIBP

## **MAIN POINTS OF DISCUSSION :-**

Dr. Anuj Sharma welcomed all members present in the room and requested everyone to introduce themselves for the benefit of other members. He reiterated that changes have been made in the Program Objectives and Program Goals keeping in mind the AACSB accreditation that BIMTECH is aiming at.

### **1. H E Asfaw Dingamo, Ambassador,**

#### **Embassy of Federal Democratic Republic of Ethiopia**

- HE appreciated the way in which we have conducted the meeting and also applauded the presentation made by Dr. Anuj apprising the facts
- Focus on Globalization and its impact in Global Business in different countries/ regions
- Spanish language should also be offered to students

### **2. HE Lars-Olof Lindgren, Special Advisor to the President & CEO**

#### **Saab**

- Appreciated the efforts of Centre for bringing industry-academia close to each other and seriousness with which suggestions are implemented
- Emphasis of multi-cultural and inter-cultural in syllabus is good
- Extra courses and certifications should be a part of the foreign language courses so as to facilitate understanding of new languages in two trimesters
- Special programme for exporting and importing to other countries of the world other than BRICS, Asia pacific or Middle east also to be included

### **3. Mr. Anil Gupta, VP Apps & Platform Strategy,**

#### **DataWind Innovation**

- Should introduce Mentor – Mentee Programme, as in some other colleges so as to give real-time experience of the market
- Mentor is from Industry for the student

- Students should be exposed so as to practically be able to launch a product in Africa or South-East Asia market
- Patents and IPR to be included in syllabus
- Students should be exposed to international conference and exhibitions abroad
- Topic on “What Governments of different countries are doing?” to enable MNC’s / entrepreneurs to do business in different countries / regions

**4. Mr. Avinash Arora, Director - Supply Chain Management  
New Holland Tractors P Ltd.**

- There should be a course of 1 or 1.5 credit on IT
- Spanish, Italian alongwith German to be included in syllabus
- There should be IOT topics in addition to digital marketing as there is a paradigm shift towards data analytics and business intelligence and is being applied in supply chain
- He could extend help to BIMTECH if required, for developing Technology base and digital collaboration tool so as to get live experiences
- He also supported the mentee-mentor relationship of industry and student

**5. Mr. Pranav Kumar, Director & Head International Trade,  
Confederation of Indian Industry**

- Students should be able to analyze contemporary issues like why FTA’s are not working? Preferential market access from various countries to India being taken away – Why?
- There are 3 major trading blocks, which should be known to students
- Students should be able to connect dots in international business e.g., lost out on GSP for Indian companies, manufacturing being shifted to LDC’s



- Internships should also be explored in Ministries/ Trade Associations / Embassies for students to be able to know the latest trends in international business

**6. Mr. Praveen Tandon, Head- Exports & Business (Consumer Durables),  
LG Electronics**

- We should have tie ups with Embassies for giving students more practical insights into inter-cultural business communication
- Not to concentrate too much on teaching foreign languages only but also emphasize on business etiquettes and do's & dont's of different countries
- He was of view that business mindset is more important and language is a tool. A clear demarcation should be there between business and cultural mindset

**7. Prof. R.M.Joshi, Professor & Chairperson,  
Indian Institute of Foreign Trade**

- He complemented CIBP for elaborating the goals and objectives and ILO's for each programme aligned with program objectives
- In geopolitics to include countries like Vietnam, China and Korea
- Inter-cultural business communication course outline to be improved from theoretical to more practical
- International Shipping & Chartering paper to be renamed as International Shipping
- Doing Business with Africa should be also included in the new proposed projects
- WTO paper should be renamed as WTO & its implications

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

- He emphasized on e-platform and use of technology and the course to be included in curriculum
- He impressed on practical approach for students so as to include more field visits to companies, its production and manufacturing sites so that students are able to integrate knowledge and transition is smooth
- Grooming for first job is very important, hence, students should be vigorously exposed to group discussions and interviews

**9. Mr. S. P. Sharma, Chief Economist & Head of Research,  
PHD Chamber of Commerce & Industry**

- More guest lectures on contemporary issues like Why FTA's are not effective and why exports of India are still less etc.
- He suggested two guest lectures' every month on operational issues
- Structured programmes to be conducted so as to understand developments in different countries like China, Indonesia and Korea

**10. Mr. Suprio Bose, Managing Director,  
Catalonia Trade & Investment**

- He emphasized the importance of IOT smart city and increased digitization space as now the world is in palms of each one
- Students should be exposed to Apps management and its effective use and design and included in syllabus

**11. Mr. Ramesh Krishnan, President,  
Distribution, Logistics, Infrastructure Ltd.**

- Start ups and funding course should be included for students
- Students should learn how networking is done
- Tie ups for enhancement of foreign language from cultural offices of Embassies and other organizations

**12. Mr. Vijendra G. Gupta, Senior Associate VP,**

**Eicher Tractors**

- Students are taken as MT's or Managers, hence; they should have all requisite knowledge related to the same e.g., how to launch a product in Africa?
- Focus on practical aspects to students
- Emphasis of multi-cultural and inter-cultural in syllabus is there but need to be made more practical

The meeting ended with a vote of thanks by Dr. Anuj Sharma, Chairperson, CIBP.





Dated :- 2<sup>nd</sup> May 2016

To,  
The Dean Academics  
BIMTECH  
Greater Noida.

Dear Sir,

**Re:- Changes proposed in Syllabus for PGDM (IB) 2016-18 batch**

This is with regards to the meetings that were conducted by the Centre towards revision of Syllabus for 2016-18 batch of PGM (IB). We conducted an internal syllabus review meeting on 22<sup>nd</sup> March 2016, wherein benchmarking of PGDM (IB) syllabus was done with national and international Business B- Schools namely – Indian Institute of Foreign Trade, New Delhi & Gitam Institute of International Business, Vishakhapatnam and Asian Institute of Mgt, Manila & Nanyang Business School, Singapore.

The proposed changes were put for consideration before the Industry-Academic Council members of CIBP in the meeting held on 16<sup>th</sup> April for their suggestions/ views thereof.

After reviewing all suggestions, the internal Syllabus Review Committee met and has proposed the following changes in Syllabus for 2016-18 batch of PGDM (IB):-

1. **Swapping of two papers** namely "Introduction to ERP" from Trimester 1 to 2 and "Intercultural Business Communication" from Trimester 2 to 1.
2. Project on "**Export Cluster**" to be included in Trimester 1 for one credit.
3. Syllabus of "Global Business Environment" modified to include topic of management of Asian Multinationals and course credits reduced to 2 from 3. It is included in Trimester 2.
4. "Excel for Managers" paper shifted from Trimester 2 to 3 to manage the overall load.
5. **Electives offered** have been increased from 8 to 10, as per last recommendations. Accordingly, one elective each added to Trimester 3 and 4, following is the bifurcation:-

Trimester 3 – 3 electives

Trimester 4 – 4 electives

Trimester 5 – 3 electives

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Total            - 10 electives  
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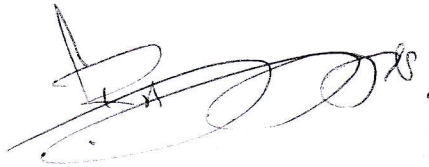
6. New student project namely "Doing Business with Middle East/ Asia Pacific Countries / BRICs / Africa" introduced in trimester 3 so as to choose any one country / region of 1 credit
7. New subject introduced in trimester 3 for 2 credits- "Geopolitics & Global Risk Analysis"
8. "Legal Aspects of Business (Indian & International)" paper has been revamped to "International Business Laws" and made a module of 2 credits in Trimester 5.
9. Existing Syllabus of "WTO & its Agreements" modified to give more emphasis on IPR and nomenclature changed to "WTO Agreements & Intellectual Property Rights" of 2 credits in Trimester 5.
10. "International Shipping & Chartering" paper nomenclature to be changed to "International Shipping"
11. Based on students' feedback, "Mergers, Acquisitions & Re-structuring" paper removed from core course and introduced as a finance elective.

The above change may please be approved.

Thanking you,

With best regards,

Anuj Sharma



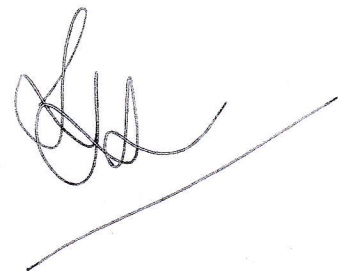
Dr. Anuj Sharma

Chairperson – CIBP

Enclosed :-

1. Minutes of Meeting dated 22<sup>nd</sup> March 2016 and 19<sup>th</sup> Feb 2016
2. Revised Syllabus of courses mentioned above

May please approve. Post  
facto approval of Academic Council  
will be taken by the Centre.  
Shame



**Minutes of meeting of CIBP held on April 8, 2016 for proposed changes in the program design of 2016-18 Batch**

**Members present :-**

- |                           |                     |
|---------------------------|---------------------|
| 1. Dr. Anupam Varma,      | Dy. Director        |
| 2. Dr. Anuj Sharma,       | Chairperson – CIBP  |
| 3. Prof. Rajeev Sharma,   | Co-ordinator - CIBP |
| 4. Prof. Arindam Banerjee | Asst. Professor     |
| 5. Dr. Ritu Srivastava    | Asst. Professor     |
| 6. Ms. Rupali Singh       | Manager - CIBP      |

Dr. Anuj Sharma welcomed all members present for the meeting. This meeting was basically to finalise the changes proposed for PGDM (IB) 2016-18 batch syllabus with regards to IB courses. The points raised regarding the same by advisory members to be reviewed.

**Points of Discussion and proposed changes:-**

1. The existing syllabus of the **module on WTO & its Agreements** is to be **expanded** to include the issue of Intellectual Property Rights in international trade. The credits allocated to this course are increased to two credits with twenty hours of classroom teaching.
2. The **group project work on Export Clusters** done by students in trimester I will be allocated one credit in the course structure.
3. An **individual student project on three region specific trade prospects** – ‘Doing Business in Asia-Pacific / BRICS / Middle East’ with allocation of one credit.
4. The paper on ‘Legal Aspects of Business (Indian & International)’ is to be converted to a **module on ‘International Business Law’** with focus on international perspective.



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4. The paper on ‘Legal Aspects of Business (Indian & International)’ is to be converted to a **module on ‘International Business Law’** with focus on international perspective.

5. The syllabus of '**Global Business Environment**' has to be modified to include the topic of management of Asian multinationals and the course credits are reduced two with twenty hours of teaching.
6. Introduction of a two credit course on '**Geopolitics and Global Risk Analysis**' in the third trimester.

It was decided that Ms. Rupali Singh prepare a summary of all modifications including the deletions and additions of courses made to the curriculum of 2016-18 batch for final approval by Advisory Council members and subsequently by Dean Academics.

Best regards,



Rupali Singh

Manager - CIBP

## **Writeup on Industry Academia Council Meeting of Centre for International Business & Policy (CIBP) - April 16, 2016**

The Centre for International Business and Policy (CIBP) of BIMTECH has been striving to be a leader in providing students and business managers with the skills to understand foreign cultures and the management challenges faced by companies in a global geopolitical environment. 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 pursuit of this and in the context of the present and future needs of the International Business Industry, CIBP has constituted Industry-Academia Council. The Council comprises of Ambassadors of Embassies, 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. The meeting is usually held once in a year.

The preparation of the meeting started two months in advance. CIBP team comprising of Dr. Anupam Varma, Dr. Anuj Sharma, Prof. Rajeev Sharma, Dr Ritu Shrivastava, Ms Rupali Singh, Mr. Arun V.S. and Mr. Murali V N 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 16, 2016 at Bimtech Campus with around 25 members attending the same. The Council had representation from the Embassies, IT, Retail, Electronics & Consumer Durables, Investment & Banking, Operations & Manufacturing, Service Industry, Government organizations and academics.

Diplomats and Ambassadors from Catalonia, Uganda, Ethiopia, Vietnam and Kenya participated in the discussions. Head – International Business, Director, MD, Head-Exports & Business, President- Commercial, Country Head, President and Senior Associate Vice President of various well known companies like Nokia, New Holland, Gulf Ispat, LG, Escorts, Eicher, Sonalika etc took time out of their busy schedule to meet up and give their valuable comments towards the growth of the Centre. Former Director General of FICCI, CMD of Handicrafts & Handlooms Exports Corporation of India Ltd., Head – International Trade of CII and Chief Economist of PHD Chamber of Commerce & Industry 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 like IIFT were a part of the meeting who added their views on the revamping of syllabus for the upcoming batch of international business.

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

1. Review of course curriculum



2. Bridging the gap between industry expectations and students readiness.
3. How to bring industry practices into the class room and improve industry-institute engagement.

Soon after the registration and tea, meeting was started with corporate movie of BIMTECH and a film of CIBP made by students of previous batch of PGDM (IB). The proceedings started with the welcome address of Dr. H Chaturvedi, Director, BIMTECH. This was followed by the Annual performance report of CIBP presented by Dr. Anupam Varma, Dean Academics & Dr. Anuj Sharma, Chairperson, CIBP which included Highlights of the Centre of last one year, system of curriculum revision, action taken report of last Academic Advisory Committee meeting and proposed changes in curriculum for the next academic year. Dr. Ritu Shrivastava highlighted the mapping of skills of students through the programme "Reflect" introduced this year for the students.

Soon after this the members present were divide into two groups for indepth discussions on agenda points. The members participated in discussions with full energy and excitement and gave very valuable comments on the present and proposed syllabus as per industry requirements. Some portions were felt redundant and some new additions were proposed for the coming syllabus. Leaders of corporate were very kind to extend their full support in terms of projects, internships and guest lectures for the students and faculties. Even tie ups with foreign land universities came up in discussions by the Ambassadors of different countries in terms of faculty and students exchange, joint research and consultancy projects.

After the discussions in the respective groups, all the members assembled again to share the proceedings of their respective groups. The proceedings were shared by Dr. Ritu Shrivastava and Mr Anil Gupta with all members of the Council. The recommendations made were accepted by all the esteemed members of the Council. The meeting concluded with vote of thanks proposed by Prof. Rajeev Sharma, Course Co-ordinator – CIBP. Group photograph as a memorialia was also taken which was followed by lunch.

Industry-Academia Council meet proved to be very fruitful and it paved path for future growth of CIBP in terms of curriculum, tie-ups with industry and academia, bringing industry practices into the classroom and opportunities for research, training and consultancy.

Rgds,



Rupali Singh

Manager



## ACTION TAKEN REPORT

### INDUSTRY ACADEMIA COUNCIL MEETING OF CIBP HELD ON 16<sup>th</sup> April 2016

Sr. No.	Name of Advisory Member	Suggestion	Action Taken
1.	H.E. Ton Sinh Thanh, Ambassador, Embassy of the Socialist Republic of Vietnam	To include regional trade agreements (RTA's) in WTO Paper, especially their business implications for the Asian region	Included in course of Geopolitics & Global Risk Analysis
2.	H.E. Elizabeth Napeyok, High Commissioner, Uganda High Commission	To increase educational tie-ups of India with African nations	Institute is making efforts through Centre for International Affairs (CIA) to increase tie-ups with African nations
3.	Mr. Mohamed Ali Osman, Counselor Education, Kenya High Commission	Group project on Doing Business in specific region in trimester 3 should be based on developing economies with the inclusion of Africa also.	Doing Business with Africa included in students project.
4.	Mr. Ajay K Agarwal, Director-Operations, Nokia Corporation	Impact of business should be highlighted through delivery of WTO & IPR module	Suggestion accepted. Asked the faculty taking the course to include in the course
5.	Mr. Amritpal S Bedi, Country - Supply Chain Head, Johnson S C	1.To include a module on sourcing/procurement within the paper on Supply Chain Management.	To be taken up for discussion by Syllabus Review Committee for 2017-19 batch
		2. Suggested on the use of IPR for risk mitigation and acquiring IPR	To be taken up for discussion by Syllabus Review Committee for 2017-19 batch
6.	Mr. Animesh Gupta, President – Commercial, Gulf Ispat	He stressed on increasing the credits of projects involving industry interface to not less than 5% of the entire course credit structure	Emphasis given to increase experiential learning component in most of the courses through projects component. Added project works in Trimester 1 & 2.
7.	Mr. Arbind Prasad, Director General, FICCI	He suggested adding module on 'Globalization of Indian Healthcare Service Industry' as a module in future	- To be taken up for discussion by Syllabus Review Committee for 2017-19 batch
8.	Prof. Cherian George, Professor & Head – MDP Cell, Jagan Institute of Management	Stressed on the role of faculty in mentoring the projects and dissertation of students.	-Short Term Projects (STP's) and Summer Internship Projects (SIP's) are mentored by faculty. Faculties





	Studies, Rohini		have been requested to increase rigor.
9.	Mr. G.C. Mondal, Director-Finance&Co. Secretary, IDFC Foundation	He suggested inclusion of double taxation avoidance agreements in the unit of RTA.	-Included in Global Business Environment (GBE)
10.	Mr. Jaydip Sinha, Managing Director, Madison Street Capital India Pvt Ltd	1.He suggested working towards industry commitment to specific papers/ whole program thereby involvement of corporate on day-to day basis with the students for the course delivery and final placements too  2. Stressed on the role of faculty in the finalization of the project during summer internships	-10-20% of course is covered by lectures from experts from Industry to add practical aspect to the course  -Faculty mentors visit students undergoing summer internships and keep in touch with industry mentors for the same
11.	Mr. M.R. Rajaram, Advisor, Akzo Nobel India	He stated that a broad idea on the topic of 'Legal aspects of Business (India & International)' to a module on 'International Business Law' would be helpful and useful for the students.	- Changed a full time paper to module on International Business Law
12.	Mr. Nirmal Sinha, CMD, The Handicrafts & Handlooms Exports Corporation of India Ltd	1.He suggested including a separate unit on compliances in the module on 'International Business Law' which is region specific and sector specific.  2.He stressed the importance of analyzing risk and mitigating & factoring risk for the students	- To be taken up for discussion by Syllabus Review Committee for 2017-19 batch  -It is included in Intl. Financial Management , Intl. Marketing and Intl. Business Law papers
13.	Mr. Rajiv Kumar, Senior President, Sonalika, Tractors	He suggested that the Centre should connect with the Indian MNCS in the developing economies so that the students can prepare a high quality group project on Doing Business in specific regions in trimester III.	-Centre connects through various forums and is continuously increasing connections with various Indian MNC's
14.	H E Asfaw Dingamo, Ambassador, Embassy of Federal Democratic Republic of Ethiopia	1.Focus on Globalization and its impact in Global Business in different countries/ regions  2.Spanish language should also be offered to students	-Done through subjects like Intl Marketing, Intl. Strategic Management & GBE  -It is part of bouquet of foreign languages offered to students. Running of a course depends on minimum no. of students opting





<p>15. HE Lars-Olof Lindgren, Special Advisor to the President &amp; CEO Saab</p>	<p>1. Extra courses and certifications should be a part of the foreign language courses so as to facilitate understanding of new languages in two trimesters</p> <p>2. Special programme for exporting and importing to other countries of the world other than BRICS, Asia pacific or Middle east also to be included</p>	<p>- To be taken up for discussion by Syllabus Review Committee for 2017-19 batch</p> <p>Included in Doing business with Middle East/ Asia Pacific countries / BRIC's / Africa project</p>
<p>16. Mr. Anil Gupta, VP Apps &amp; Platform Strategy, DataWind Innovation</p>	<p>1. Topic on "What Governments of different countries are doing?" to enable MNC's / entrepreneurs to do business in different countries / regions</p> <p>2. Students should be exposed so as to practically be able to launch a product in Africa or South-East Asia market</p> <p>3. Patents and IPR to be included in syllabus</p> <p>4. Students should be exposed to international conference and exhibitions abroad</p>	<p>- Included in Doing business with Middle East/ Asia Pacific countries / BRIC's / Africa project</p> <p>- Paper on International Marketing covers major project on the same</p> <p>- Included in WTO Agreements &amp; IPR module</p> <p>- Students are motivated to participate in national &amp; international conferences</p>
<p>17. Mr. Avinash Arora, Director - Supply Chain Management New Holland Tractors P Ltd.</p>	<p>1. There should be a course of 1 or 1.5 credit on IT</p> <p>2. Spanish, Italian along-with German to be included in syllabus</p> <p>3. There should be IOT topics in addition to digital marketing</p> <p>4. Mentee-mentor relationship of industry and student</p>	<p>- Being Included in Knowledge Enhancement Bouquet of courses</p> <p>- It is part of bouquet of foreign languages offered to students. Running of a course depends on minimum no. of students opting</p> <p>- Suggested to Marketing Area for inclusion in 2017-19 syllabus</p> <p>- Floated this idea to Alumni in alumni meet, recd. Positive feedback</p>
<p>18. Mr. Pranav Kumar, Director &amp; Head International Trade, Confederation of Indian Industry</p>	<p>1. Students should be able to analyze contemporary issues like why FTA's are not working?</p> <p>2. There are 3 major trading blocks, which should be known to students</p> <p>3. Internships should also be explored in Ministries/ Trade Associations / Embassies</p>	<p>- To be covered through Guest Lectures</p> <p>- Covered in Geopolitics course</p> <p>- Started approaching &amp; students are encouraged to do internships in Ministries</p>



<p>19. Mr. Praveen Tandon, Head- Exports &amp; Business (Consumer Durables), LG Electronics</p>	<p>1.We should have tie ups with Embassies for giving students more practical insights into inter-cultural business communication</p> <p>2.Emphasize on business etiquettes and do's &amp; dont's of different countries</p>	<p>- Have tie ups and Ambassadors / Attache' visit the Campus also for interaction with students</p> <p>-Done through Intercultural Business Paper and separate workshop</p>
<p>20. Prof. R.M.Joshi, Professor &amp; Chairperson, Indian Institute of Foreign Trade</p>	<p>1.In geopolitics to include countries like Vietnam, China and Korea.</p> <p>2. Inter-cultural business communication course outline to be improved from theoretical to more practical</p> <p>2.International Shipping &amp; Chartering paper to be renamed as International Shipping</p> <p>3.Doing Business with Africa should be also included in the new proposed projects</p>	<p>Suggestion Accepted. Chinese and Japanese Model included in Geopolitics paper</p> <p>-BC area requested to increase practical aspects</p> <p>-Done</p> <p>-Done</p>
<p>21. Mr. Rajiv Wahi, Head- International Business, Escorts Agri Machinery</p>	<p>1. He emphasized on e-platform and use of technology and the course to be included in curriculum</p> <p>2.He impressed on practical approach for students so as to include more field visits to companies.</p> <p>3. Students should be vigorously exposed to group discussions and interviews</p>	<p>-Two courses of IT and introduction of MOODLE platform</p> <p>-More emphasis for field visits through STP's, SIP's, Industry visits, course projects</p> <p>-Done through full paper of 40 hours of Business Communication -2</p>
<p>22. Mr. S. P. Sharma, Chief Economist &amp; Head of Research, PHD Chamber of Commerce &amp; Industry</p>	<p>1.More guest lectures on contemporary issues like Why FTA's are not effective and why exports of India are still less.</p> <p>2. Structured programmes to be conducted so as to understand developments in different countries like China, Indonesia and Korea</p>	<p>-Suggestion accepted. Conducting Guest lectures</p> <p>-Covered through course Geopolitics &amp; Global Risk Analysis</p>
<p>23. Mr. Suprio Bose, Managing Director,</p>	<p>1. Students should be exposed to Apps management and its effective use and</p>	<p>- To be taken up for discussion by Syllabus Review Committee for</p>





	Catalonia Trade & Investment	design and included in syllabus	2017-19 batch
24.	Mr. Ramesh Krishnan, President, Distribution, Logistics, Infrastructure Ltd.	1.Start ups and funding course should be included for students.  2.Students should learn how networking is done	- Suggestion forwarded to CIED for deliberations  -Students given opportunity on different forums. They interact with Alumni & industry experts
25.	Mr. Vijendra G. Gupta, Senior Associate VP, Eicher Tractors	1. Focus on practical aspects to students  2.Emphasis of multi-cultural and inter-cultural in syllabus is there but need to be made more practical	-Done through Guest lectures, SIP's, STP's and field visits  -Modules like X-Culture, Doing Business and Cluster Project giving practical aspects

*Rupali*

Rupali Singh  
Sr. Manager