

ISCTE Business School, Portugal

January 20 - 25, 2018

Introduction

The second STEP for academic year 2017-2018 at IMT Ghaziabad was held in the month of January. It was a 6-day immersion of ISCTE (Instituto Universitario De Lisboa) at IMT Ghaziabad which included 15 MBA students and Professor Antonio Robalo. The program included a number of activities like cultural visits, industrial visits and tailored sessions for the industrial students.

Welcome session

On day 3, the guests were received at IMT with a welcoming session hosted by Dr. Jayanthi Ranjan, Associate Dean, International Relations. She addressed the gathering about how India has become a force that just cannot be ignored in any field even in international business. Dr. Antonio Robalo, Associate Dean for International Relations at ISCTE then introduced the students participating in the IMT-ISCTE STEP.

Academic sessions

The first lecture scheduled for the day was a session on “Doing Business in India” by Prof. Shalini Tiwari and this was followed by another session on “Demystifying Digital India Landscape” by Prof. Susmi Routray.” Prof Rakesh Gupta then took the session on “Corporate Social Responsibility” and provided students with a broader perspective on CSR in Indian scenario. Some other interesting sessions scheduled on day 5 were on “Diversity and Corporate India” by Prof. Bhavna Bhalla and “Financial institutions and markets in India” by Prof. Anshul Verma. All these sessions proved to be very insightful and gave detailed information about the Indian Business Ecosystem.



Cultural visits

On day 1 and day 2 the students were taken on multiple visits to places of cultural importance like Qutub Minar, Akshardham Temple, Jama Masjid and Red Fort. On the 2nd day the students visited Dilli Haat (traditional haat) which is a treasure trove of Indian culture, handicrafts and ethnic cuisine. Students of IRC acted as cultural buddies of the

Portuguese students and accompanied them on both the days. The IRC student volunteers helped the exchange students with whatever they needed.

Industrial visits

On day 4, the group prepared early to leave for Mother Dairy, Patparganj. The second visit was to IBM Research facility in Vasant Kunj. The company representative guided them through the firm explaining various domains and functions.



The IMT Factor

IMT always preserve its uniqueness in every exchange program they conduct. For the first STEP participants, a movie night where the movie "3 Idiots" was screened along with pizza night were organised. On Day 4, after the company visits the students arrived at IMT and participated in a fun India-Portugal quiz, which was followed by a classical music performance by musicians Mr. Shahnawaz Ahmed Khan and Mr. A. Mishra. On Day 5, after the feedback session and a farewell session, followed by farewell dinner, the students of IMT gifted them paintings depicting the vivid culture of India. Early in the morning of Thursday, the 25th of January, 15 students and their professor boarded a bus to Agra to continue their journey in India. The STEP IMT-ISCTE was concluded.