



International Relations Center

RADIUS

December, 2016



Institute of Management Technology

Ghaziabad | Nagpur | Hyderabad | Dubai



CONTENTS

Editor's Note	1
Meet the Directors	3
The year gone by...	5
IRC in numbers	10
Short Term Exchange Program	13
Testimonials	17
Faculty Interviews	19
Student Interviews	26
Meet our Team	34

From the Editor's desk

Dr. Jayanthi Ranjan

Associate Dean, International Relations Center, Group IMT

“IMT has always given equal importance to the exchange of ideas and academic collaborations between faculty members of IMT and our partner institutes”



Greetings from the International Relations Centre, IMT Ghaziabad!

IRC continuously endeavours to increase the international presence of brand IMT and it is indeed an honour for me to spearhead Group IMT in this regard. We want to provide our students and faculty with every possible opportunity to widen their horizons and gain international exposure. Credibility of our work can be seen in IMT Ghaziabad being consistently ranked among the best Business schools in India in terms of International collaborations and mobility.

The year gone by saw us increase our presence by leaps and bounds. I am proud to say that my team has done a spectacular job this year right from fastidious planning to flawless execution. All colleges under Group IMT yet delivered phenomenal numbers on the number of incoming students and the number of Short Term Exchange Programmes engaged in by Group IMT. Moreover, IMT has always given equal importance to the exchange of ideas and academic collaborations between faculty members of IMT and our partner institutes. IMT now boasts of an enviable repository of over 50 partner institutes from top universities all over the world.

This year we aspire to conduct something different, something on a large scale, which will prove to be a hallmark event. I look forward to the forthcoming year with huge enthusiasm and I am sure my team will make me proud for yet another year. Radius is an attempt to bring together all that has happened in the past year. We try to connect to all the lives that IRC has touched through Radius and set our goals for the next year.

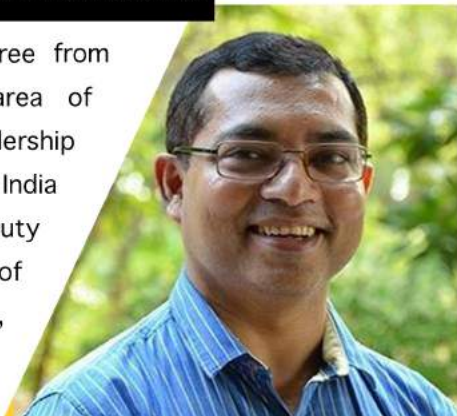
Enjoy reading!

Meet the Directors

3

Dr. Atish Chattopadhyay – Director, IMT Ghaziabad

Dr. Chattopadhyay holds a PhD degree from Aligarh Muslim University in the area of Marketing Strategy. He has held leadership positions in two leading institutions of India as Dean, MICA, Ahmedabad and as Deputy Director at S P Jain Institute of Management & Research (SPJIMR), Mumbai. Dr. Chattopadhyay's teaching and research interests are in the area of Retail Shopper Marketing and Strategic Marketing. He has been an entrepreneur, educator and an institution builder. As consultant he has advised leading companies in the area of 'Shopper Marketing'. He was the lead consultant for 'Project Corner' at Johnson and Johnson - which entailed the study of the shopper behaviour in general trade retail covering South East Asia and Latin America. Dr. Atish has presented papers in number of international conferences and published in various journals of repute, in areas like India's emerging retail system.



Dr Subhajit Bhattacharya – Director, IMT Nagpur

Dr. Bhattacharyya has completed his M.sc. in Applied Mathematics from Indira Gandhi Institute of Development Research, Mumbai. He further went on to obtain his PhD in Economics from the same institute. He has over ten years of academic experience in teaching as well as research in a number of domains such as Macroeconomics, Managerial Economics,



International Business Strategy and Strategic Games in Marketing.

"Economic prosperity of a country depends greatly on the degree of partnership that exists in the country between the educational institutions and the corporate world in creating pool of rich human capital. At IMT Nagpur, we are soulfully dedicated to this philosophy. Our programs are designed to cater to the increasingly complex skill need of industry in today's globalised environment. Academics at IMT Nagpur therefore are centred on continuous dialogue with the industry, discussing contemporary management practices in classrooms, application oriented pedagogy, creating capacity of innovative thinking among the students and developing entrepreneurial acumen in them with an aim of eventually making technocrats out of naïveté. During our decade long existence, we have been successful to a great extent, which is apparent in achievements of our strong alumni base."

Dr. Satish Ailawadi - Director, IMT Hyderabad

Dr. Satish Ailawadi is a Graduate in Chemical Engineering from University of Roorkee, now known as IIT, Roorkee and MBA from University of Poona with dual specialization in Marketing and Operations Management. He is also M.Phil in Entrepreneurship from Madurai Kamraj University and Ph.D in R&D Management from Pandit Ravi Shankar Shukla University, Raipur. Dr. Ailawadi has worked in the areas of Sales Administration, Product Management, International Trade, Vendor Development, Materials Management, Supply Chain Management and General Management for 27 years in reputed business organizations such as Mitsubishi Corporation, NELCO, NIRLON, and Bombay Dyeing & Mfg. Co. Ltd. He has an experience of 14 years in academics.



The year gone by...

5

Group IMT prides itself in its global network of over 50 B-schools it has built over the course of its existence, and the IRC stands at the very heart of this accomplishment. From hosting exchange students belonging to some of the most renowned colleges all over the world, to encouraging our students to quench their penchant for management education outside of IMT, IRC has

“IMT has more than 50 partner institutes all over the world”



been consistent in its efforts for widening the scope of learning at IMT.

Keeping our goal in mind, IMT entertained students and faculty alike to round off an eventful year. Group IMT welcomed 10 faculty members from esteemed institutes like, Wayne State University in the USA, Warsaw School of Economics in Poland and Burgundy School of Business in France, among others. Moreover, IMT Ghaziabad sent 64 of its students for exchange programmes while receiving 48 incoming students from our various partner institutes from around the world.

Highlights from the year gone by include

1. IMT hosted an Australian delegation from the Australian Trade Commission (India) on 12th August, 2015. The delegates were from University of South Australia and Commonwealth Research and Education Foundation. Apart from establishing new collaborations with Australian Universities and IMT Ghaziabad, the collaborating parties also conducted a lively discussion on “Global Partnering for Excellence, Growth and Sustainability”

2. IMT hosted Prof. Ajay Vinze from W. P. Carey School of Business, Arizona

“IMT hosted some of the best faculties & students from around the world”



State University, USA along with Dr. Allen Morrison from Thunderbird School of Global Management, USA on 25th August, 2015. An interactive session with the students was organized which was subsequently followed with the formalization of agreements between IMT and ASU

3. In 2015, Group IMT was allotted the highest number of seats allotted to any B-school in India, for its outgoing exchange program. IMT was commemorated in the NHRDN rankings with a ranking of 3rd for its international relations programme.

6

4. Language classes were conducted from September 20 to December 19, 2015 at IMT Ghaziabad. German, French and Spanish were taught as a part of this program which received a very enthusiastic response from the students of IMT Ghaziabad.

5. International Relations Centre had organized an outgoing STEP with IMT Dubai from 7th October to 15th October with a major focus on understanding business operations and cultures of both the nations. The program had a blend of industrial visits and guest lectures. 18 students were part of this study tour.



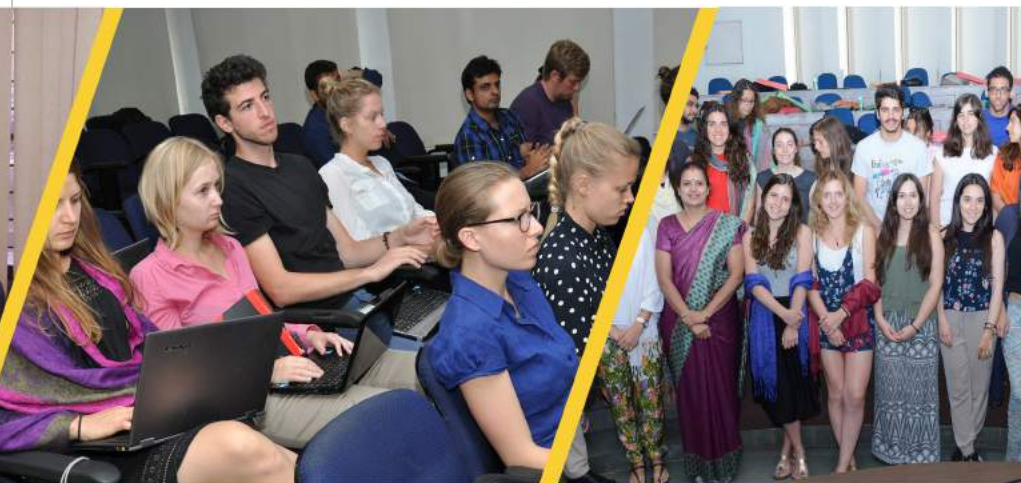
6. IMT hosted the Circul'R team on October 20th 2015 from Toulouse Business School. They delivered an inspirational talk on the benefits of a circular economy and its role in combating environmental pollution

7. Conducted a guest lecture on Dec 12, 2015 given by Dr. Andrew Bradly and Dr. Adam Butt from Australian National University (ANU), Canberra, Australia. They spoke on international business, political risk and actuarial sciences.

8. IMT hosted Professor David Newlands, an Associate Professor of Operations at IÉSEG School of Management, France as part of the class

of 2016. IMT, over the course of the year hosted many more incoming faculty members from its partner institutes, including, Professor Marko Jaksic from University of Ljubljana, Slovenia.

9. IMT conducted a Short Term Exchange "India Immersions Program" with our partner institute Telecom Ecole de Management, France from March 14 to 20, 2016. The program saw participation from executive MBA students at TBS. The Exchange included in-house lectures on emerging topics, visit to a few Startups and cultural visits as well.



10. IMT hosted Masters' students from ISCTE Portugal for the second consecutive year as a part of a Short Term Exchange Programme (STEP) from March 19 to 24, 2016. The incoming lot consisted of 23 students and 2 faculty members. The program consisted of interactive classroom sessions, visits to manufacturing facilities which gave the contingent an insight into the manufacturing infrastructure in India and included visits to Taj Mahal and other tourist destinations.

11. IMT hosted a group of 25 students from ISCTE Portugal on 20th June 2016 for Short Term Exchange Program.

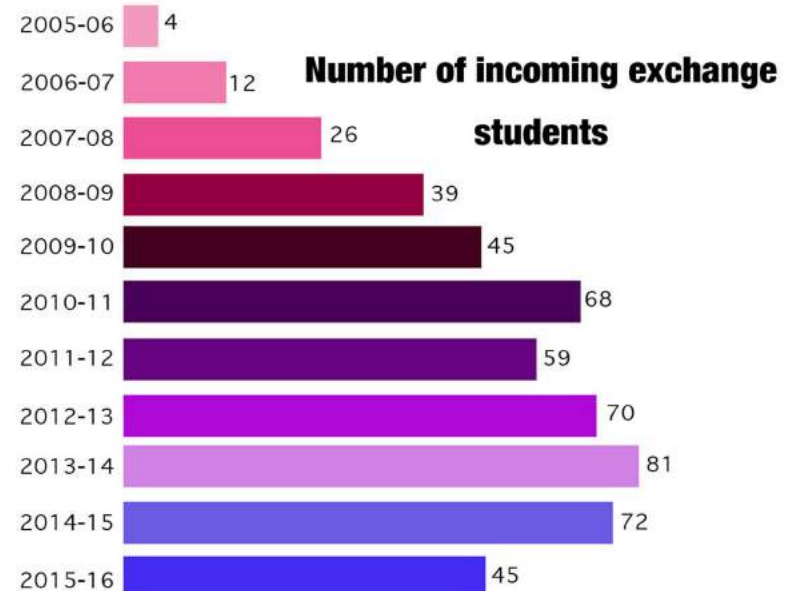
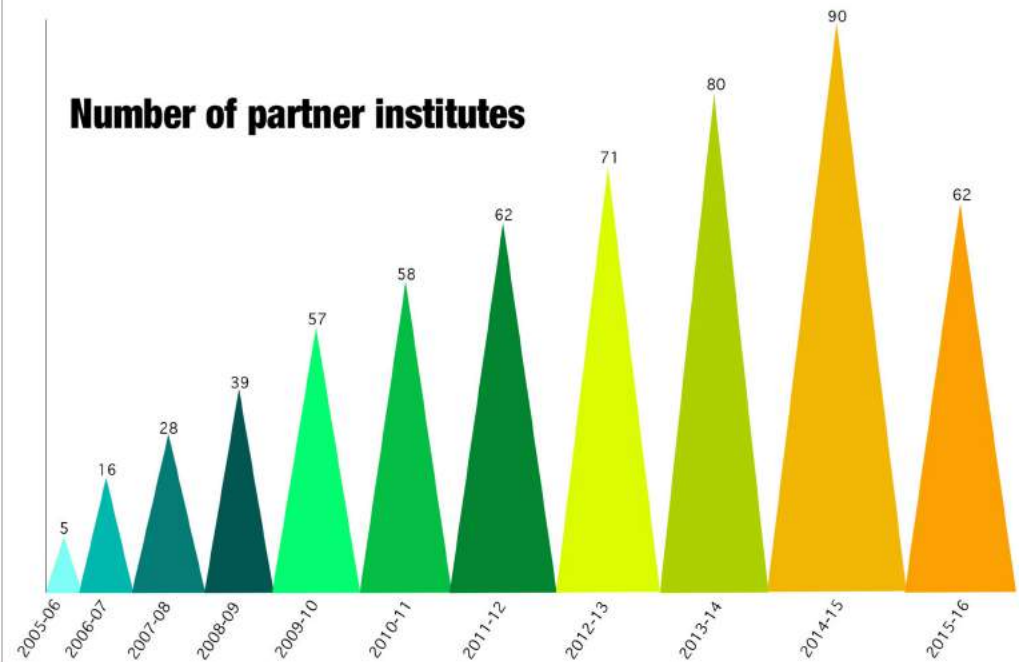
12. IMT hosted Mr. Thomas J. Simon, Administrative Director and Mr. Vinod Radhakeesoon, Senior Director, Babson Executive and Enterprise Education, Babson Global Inc, USA on 23rd July, 2016. A possible collaboration regarding "Entrepreneurial Education" between the two institutions was discussed.

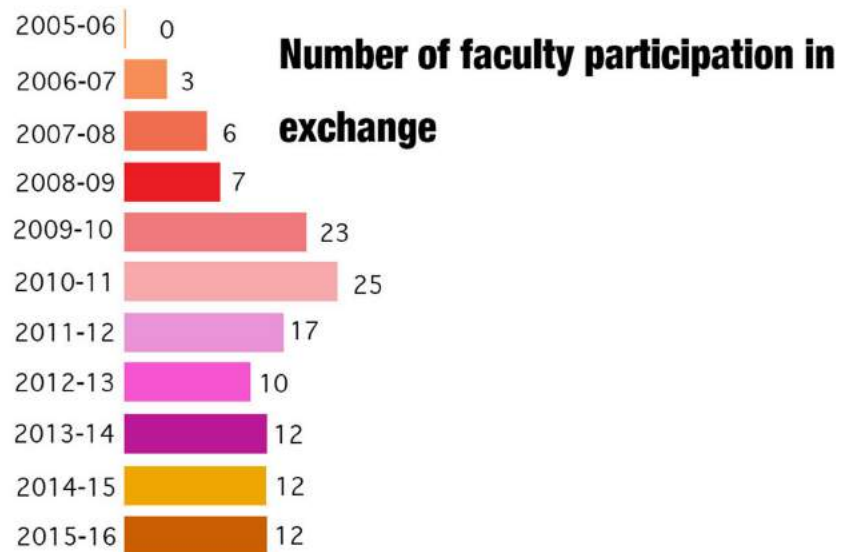
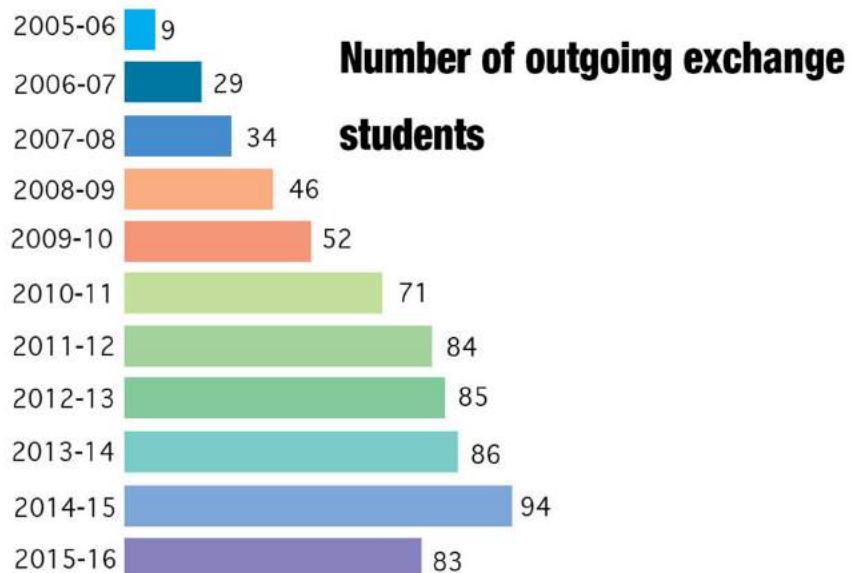
13. In August 2016, IMT hosted delegates from Ball State University in Indiana, USA and Kabul University, Afghanistan. The delegates were given a tour of the campus of IMT Ghaziabad and were subsequently addressed by the Dean and the Director of IMT Ghaziabad. The contingent discussed the scope for future collaborations with Group IMT and were also given insight into the accreditation procedure from IMT's AACSB team.



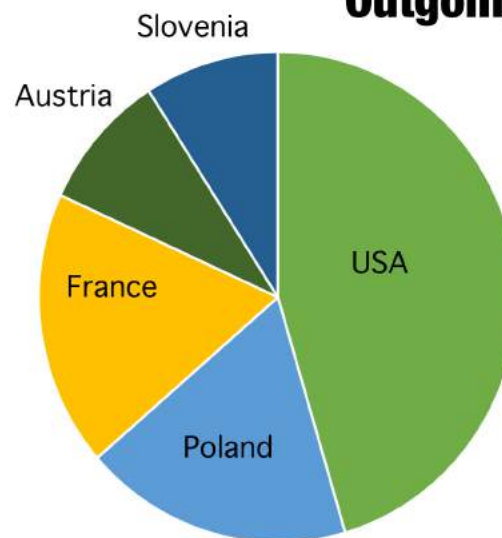
IRC IN NUMBERS

Number of partner institutes

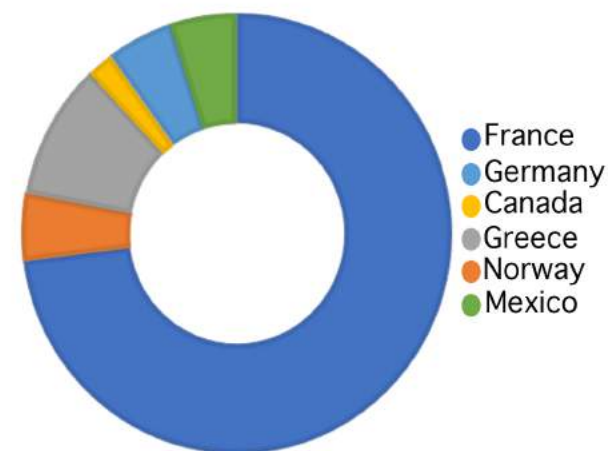




Outgoing Faculty Exchange 2015-16



Outgoing students from IMT to the world 2015-16



Short Term Exchange Programmes

Telecom-IMT: India Immersions Programme Telecom Ecole De Management, France (March 14 – 20, 2016)

IMT has often hosted Short Term Exchange Programs, or STEPs, which are typically exchange programs for 1-2 weeks aimed at providing students a more focussed and expedited experience of an exchange program. The Immersion programmes offer students an insight into the various facets of cross cultural diversity, business ethics, modus operandi and the complexity of Indian markets taking into account the regional and cultural aspects. IMT Ghaziabad had organised an incoming STEP with Telecom Ecole De

Management, France. The program took place

from March 14 to 20, 2016. The programme had a major focus on understanding the Start-up culture in India, which is ranked as the fourth largest start-up hub in the world, according to the Economic Survey 2014-15.



Telecom Ecole De Management is a prestigious Management school located in Evry, France. It is state-funded and has various distinguished accreditations including AACSB. The Telecom-IMT India Immersions Programme was attended by 21 students pursuing Executive MBA at (from) Telecom Ecole De Management. They were accompanied by their Associate Academic Dean, Prof. Oliver Epinette.

The programme consisted of a theme for each day, which was delivered through lectures from IMT faculty members, guest lectures, movie screenings and industrial visits. Some of the topics that were covered over the course of the programme were “Digital Business and Human Capital Management in India”, “India – Culture, Business and Workplace and “Electronic Business, Government Policy and Society in India”.

Instituto Universitário de Lisboa, Portugal(March 19 – 24, 2016)

IMT Ghaziabad had organised an incoming STEP with Instituto Universitário de Lisboa, Portugal scheduled between the 19th of March and 24th March 2016. ISCTE - University Institute of Lisbon (ISCTE-IUL) is a public university established in 1972. Pursuing teaching, research and community service, ISCTE plays a major role in educating qualified specialists and personnel, whose cultural, scientific and technical skills enable them to contribute to sustainable development both at the national and the global level. The strategic objectives of ISCTE - University Institute of Lisbon are: innovation, quality, internationalization and development of an entrepreneurial culture. The Immersions Programme was attended by 23 MBA students which included 14 females and 9 males. They were accompanied by Prof. Antonio Robalo and Prof. Álvaro Augusto da Rosa.

The programme featured various lectures in the fields of “Economics”, “Digital Media and Marketing” and “Indian Perspectives of doing Business”. The six day programme also consisted of a visit to the manufacturing facility of Mother Dairy, an Indian dairy giant, and visits to various tourist destinations, including the iconic Taj Mahal.

Outgoing STEP : DUBAI 2015

In October 2015, International Relations Center organized an outgoing Short Term Exchange Program (STEP) for 17 PGDM-II year students to IMT Dubai, with focus being on a capsule module of information, knowledge and practical experience in a short span of 5 days. The programme had a blend of industrial visits and guest lectures. The Industrial visits helped the students understand how various activities were carried out in Dubai. The guest lecturers provided them with insights from senior management level personnel in how managing a global workforce is very important in today's world of globalization. The visits and discussions were a holistic learning experience as they integrated concepts of Islamic finance, marketing in the Middle East and operations. Some salient features of the visit were :

→ Industrial Projects and Visits to some of the most valuable companies worldwide like:

- Dubai International Financial Centre (DIFC)
- Abu Dhabi National Oil Company (ADNOC)
- Abu Dhabi Port
- Al Rawabi Dairy
- Dubai Aluminum (DUBAL)
- Gulf Oil
- Atlantis Operations (Atlantis, The Palm)
- Hilti Group (construction company)
- Harwal Group(manufacturing company)
- Multiforms(leading architectural façade specialist company)
- Cosco Container Lines
- Emirates Airport Services(the Emirates Group)

→ Some of the emerging ideas discussed by senior personnel in reputed companies based in the UAE included :

- Banking in the age of Technology Innovations

- Challenges of Localization (Emiratization) in Multi-Cultural workforce
- Branding Challenges in the Middle East
- Evolving Landscape of Consumer Electronics Retailing in UAE
- Marketing of Healthcare Services
- Digital landscape and its impact on Marketing
- Talent management- A challenge



TESTIMONIALS FROM PREVIOUS SHORT TERM IMMERSIONS PROGRAM STUDENTS

17



"The industrial visits were pretty good especially Coca – Cola Al – Ahlia plant visit and Lamprell visit which provided adequate information on their operations and industry standards in their specific industries. Onisha (vegetable market) visit was also illuminating. All of these helped me gain insights on how things work in Dubai and what are the best practices in some of the industries. Plus, Dubai is an eminent trading port other than being a major consumer of products and services. Also, SHORT TERM IMMERSIONS PROGRAM gives one good opportunities to develop contacts if one is interested. Hence, it makes sense to have knowledge of how things work in Dubai and around, academically, businesswise and otherwise"

- Satyam Agrawal (PGDM 2013-15)



"Industry visits were quite useful in understanding the way Dubai functions. As Dubai does not produce anything of its own, it relies heavily on imports from a small pin to human resource. These visits helped us learn & understand the business policies, HR policies, land acquisition policies and many more which Dubai follows. We also learnt how individuals from various nationalities hold together and work for the betterment of the state. Right from logistics to manufacturing to dairy, we experienced a lot."

- Pranuj Singhal (PGDM 2013-15)



STEP India: Visit to the Taj Mahal, Agra



Dubai STEP: Industrial visit to the Coca Cola Al-Ahlia plant

18

FACULTY INTERVIEWS

19

PROF. SHALINI RAHUL TIWARI

IMT has, over the years, fostered a close relationship with French B-schools. To reinforce our long standing relationship with France, IMT was represented at Groupe ESC Dijon Bourgogne, France by Professor Shalini Rahul Tiwari, who delivered a 21 hour course on “Doing Business in India” in February 2016.



Could you please describe your experience of the faculty exchange.

What was the course you taught at ESC Dijon ? How did you find the students at the college?

The course that I taught at ESC Dijon was titled as “Doing Business in India”. As for the students in my class, I have to say that I have rarely seen such a diverse mix of individuals under one roof. My class was represented by students coming from 4 different continents with people belonging to India, China, France, various countries from Africa and French immigrants from around the world. The diversity in the group is, according to me very important because diversity ultimately brings in a lot of key issues to the class in terms of discussion and how ultimately the different viewpoints on a singular managerial problem at hand can contribute to providing a better solution. Professional experience and prior education of students contributed hugely to the intellectual capital of the class as students belonged to extremely varied and unconventional streams. Moreover a course like “Doing

Business in India” is only relevant through practical examples and comparisons to various other cultures, something which was not in dearth in my classroom.

How has this experience helped you as a teacher?

It is an irrefutable fact that diversity is a key element which fosters your growth and I found this to be true while visiting Burgundy. I earnestly feel that the value addition to both parties is unique in terms of both intellect and otherwise. You get to learn a lot from other’s experiences and how others are used to solving problems at hand. There were times when questions from students actually made me stop and ponder. What we teach and perceive about business environment in different sectors may be completely different from their viewpoint or as per their experiences in that sector which really makes you introspect and look at doing business in particular sector more holistically.

Could you please throw light on any teaching methods and courses that you found to be unique and would like to bring to IMT?

The teaching pedagogy followed there in general is a mix of case studies, presentations and example based learning but it is unique in the sense of the emphasis they place on field based research projects which encourages the students to move out and experience the realities of the sector they are working on. The class consisted of students coming from varied sectors including construction, healthcare, sales, banking, and social sciences, all having industry based experience which ultimately adds value to the class.

Could you describe any one incident/learning that would make you want to be a part of such exchanges again?

Burgundy has a unique 2 week session in which they invite professors from all over the globe to deliver lectures and courses. Though I was the only one from India, it was indeed an enriching experience to interact with professors from Korea, Italy, UK and various other parts of the globe. It enabled me to gain an insight as to how they follow their teaching pedagogy in their respective home institutes and as to how they perceive doing business in India from an

20

outsider's perspective.

21

Could you elucidate, based on your observations if you found any differences in fundamental approach taken towards MBA by both students and in terms of college pedagogy?

Since the students there came with a lot of experience from different industry backgrounds, the learning was an inclusive one which fosters the importance of the practical understanding of a course. The college arranges a lot of IMMERSION programs which give the students a key insight into different aspects of management like Entrepreneurship, Doing business in countries like China (The China Immersion Program). Although the curriculum there is not jam packed with courses, but their assignments as well as projects are very research heavy and mostly field based, which require the student to read lot of literature as well as incorporate primary data collection from the field into their reports.

PROF. POONAM GARG

Professor Poonam Garg on an All New Experience in Telecom Ecole De Management in the suburbs of Paris!

Could you please describe your experience of the faculty exchange. What was the course you taught at TEM? How did you find the students at the college?

The faculty exchange was a wonderful and enriching experience for me. I taught the course 'Management Information Systems' at Telecom Ecole for duration of two weeks. The students were very receptive, focussed and enthusiastic. There was a lot of diversity in the class, both in terms of demography as well as the educational background which they came from. The class was represented by students from more than 6 countries including Spain, Switzerland, India and China as well.

In terms of the educational background, the class consisted of students belonging to extremely varied sectors and had very different experiences.



How has this experience helped you as a teacher?

Interaction with students in a class, which consists of such a diverse group consisting of diverse cultures and practices, is something so alien to the rest of us that one is bound to educate themselves. Effective teaching is, I believe not only dependent on your depth of the subject knowledge but also what your outlook towards the subject is and how different experiences shape that outlook of yours. This faculty exchange not only provided me with the opportunity to teach students there but also to learn how differently the subject is perceived as well as taught there.

Could you please describe the teaching pedagogy implemented there and your classroom experience along with the students?

In terms of the approach the students took towards MBA, they preferred an interactive and peer learning focussed approach. The class was very interactive and keenly wanted to share their knowledge and experiences. This was, according to me very beneficial as all the students had a rich trove of experience in the domains of "Marketing", "Finance" and HR field as well and they were able to share valuable insights as well as actual problems they faced while working and discussing the possible solutions through which they could be solved. The college also stressed on maximum application based learning, and implemented steps to encourage the same amongst its students.

22

What are some of your key takeaways from your experience during the exchange?

During my tenure there, I observed that the teaching methodology followed there is highly practical and application based. The class generally consists of students with a decent amount of work experience, about an average of 5 years and the program structure is designed such that class size there is kept low, about 30 students and peer learning combined with a practical oriented learning is given high importance. There is also a 100 percent continuous week based evaluation process, which we do not follow in India currently and can think of adopting. Another thing that I observed was that the students there were encouraged to take real life – application based projects containing extensive field visits, which was a very valuable learning experience for the students, especially in sectors like marketing, sales and market research. Such projects were also made a part of their curriculum and had credits attached to them.

In what other ways do you think the faculty program is significant?

Despite my hectic schedule there, I was able to forge useful connections and interact on a regular basis with some of the faculty there. I am also looking forward to collaborating with professors of Telecom Ecole De Management for a research project in the field of MIS. For a researcher, I believe that the faculty exchange program is a very important platform through which one can form connections and explore the plethora of research opportunities and collaborations that come your way.

PROF. MARKO JAKSIC

ON HIS JOURNEY FROM SLOVENIA TO INDIA

Professor Marko Jaksic is an expert authority in the field of Operations and Supply Chain Management and Economics. He currently teaches at University of Ljubljana, Slovenia and is also a researcher at School of Industrial Engineering, Technical University of Eindhoven, The Netherlands.



Describe your experience of the faculty exchange. What was the course you taught at IMT Ghaziabad? How did you find the students at IMT Ghaziabad?

I visited IMT in 2015 to lecture on the “Operations Strategy” course. Despite the fact that this was my first visit to India, the friends at IMT made it a very pleasant experience, both in terms of the aspects related to my teaching assignment, as well as spending a month socializing with the students discovering the places in Delhi and its surroundings. While the timing of my visit was perfect, sunny, and not too hot, weather made it very pleasant, it was the most stressful time of the year for the students who were approaching the end of their studies and preparing for the placement week. Nevertheless, the students were eager to learn and were very motivated to discuss the topics, which after the initial period resulted in a lot of in-class and after class discussions.

How has this experience helped you as a teacher?

While I have had some experience with lecturing Indian students before, it was still different to do it at IMT Ghaziabad. It took some time till I could find the best way to approach the whole class, as I always want to

to motivate all the students, despite the fact that this often is not feasible. Having lectured at universities in Slovenia and universities abroad, it is interesting that while you may be getting more confident, the new batch of students in a new environment still requires the teacher to seek for the right approach every time, and it is usually a different one from the one that worked in the past. This makes our work challenging and brings the rewards afterwards if the feedback from the students is a positive one.

Please throw light on any teaching methods and courses that you found to be unique at IMT and would like to inculcate that in your personal curriculum.

From the limited insight I have gained about the program at IMT, I would conclude that the program is well set-up and it follows the directions of the best business programs in the world. It is also well suited to the type of students (with mostly the engineering background) attending the program with the right mix of qualitative and quantitative skills. A vital aspect of this is also a number of good researchers within the faculty. Coming from a business school myself a lot of the topics overlap, however there may be some differences in how a particular topic is conveyed to the students, depending on the lecturer's background. Especially the specifics of "doing business in India" would be interesting for the students at my institution (similar course is already in place for the Chinese market), not just taking India as an example of a new developing economy, but also due to its presence within the global supply chains, where every major multinational company is present in India for a number of different reasons.

Describe any one incident/learning that would make you want to be a part of such exchanges again.

I would certainly consider coming to IMT again, and I believe the majority of the reasons I have already given in the reply to the previous questions. Having gained a lot of experiences during my previous visit I am confident that the next visit will be even more fruitful for students, colleagues at IMT and for me, of course.

STUDENT INTERVIEWS

Letting loose of apprehensions in Toulouse!

TRISHALA SINGH, IMT Ghaziabad

"Toulouse Business School is one of the oldest and the most prestigious B-Schools in France. It forms a part of the prestigious group of French institutions, 'Grande Ecoles de Management'. It carries the triple crown of accreditations, AACSB, EQUIS and AMBA."



I visited Toulouse Business School, France from January to March, earlier this year. There were obvious nerves on the day of arrival as the biggest hurdle we were expecting was the language barrier and how we were supposed to find our way in a new country. However, the exchange team was extremely supportive and helped us with everything, from basic necessities like procuring our travel passes to the first welcome get together organised by the "Welcome Team" for the visiting students. The students during the orientation were both from bachelors and masters programmes. The students at TBS often organized dinners and walking tours which allowed the entire visiting contingent to get to know one another and served as a good ice breaking session. The exchange programme at TBS involves one of the biggest incoming contingents and hence, this allowed us to interact with students from all over the globe. However, I felt most

Trishala Singh giving an insight into one of the most memorable trips of her life

27

hospitable when the Welcome Team took regular updates from us regarding our stay and regularly organized meet ups and get-togethers to ensure that we are well settled at Toulouse.

TBS had wonderful faculty members who delivered interesting subjects not normally taught to us in our regular course curriculum. Our “major term” subjects were based on a focussed study method, which effectively involved following a rigorous course structure aimed at testing the stress handling ability of the students, and were a part of a fast track programme which expedited our learning and made our courses very relevant. Moreover, the courses became more contemporary when professors from USA and Chile were flown down to deliver these courses who gave more practical examples and cases pertaining to their local cultures.

Finally, I carry with myself a bag of memories which last much beyond academia. I visited The Netherlands, Belgium, France, Switzerland, Czech Republic, Italy and Spain, visiting multiple cities in each country. It was a truly enriching experience as right from traveling constantly, to the ever changing itineraries, to doing your basic tasks and finally cooking your own food while maintaining academic discipline. Basically, we had to manage everything in the budget allotted to us by our parents. In a nutshell, we gained experience on how to be safe and secure in a foreign land and yet enjoy ourselves. Would be ever so grateful to my parents for allowing me to experience something like this!

The trance in France

SHREY SHARMA, IMT Nagpur

Which Institute did you go on exchange to?

I attended Université Paris-Dauphine, France for International Student Exchange Program (ISEP).

Briefly describe your stay, covering everything, from the day of your arrival to your classroom experience!

As soon as I completed my second trimester at IMT Nagpur, one of the things which I was excitedly looking forward to was attending Université Paris-Dauphine in Paris, the city of lights. As soon as I set my foot in Paris, I realised that great things were about to happen. Our Welcome Day was held on 20th January, 2016. Students from diverse backgrounds and nationalities marked their presence with much excitement. The day commenced with a welcoming ceremony with refreshments and a university t-shirt presented as a welcome gift to every international exchange student. We then proceeded for orientation. Little did we know that it was going to turn out to be something more than just a regular orientation ceremony. After the university Dean’s motivating and inspiring speech, the international relations team hosted a couple of games which gave us the chance to win a ticket to a sightseeing cruise on the river Seine. In no time the entire hall was filled with an air of exhilaration. I was one of the lucky ones to have won the ticket to the popular sightseeing cruise on the very first day at the university. Nothing could have compared to such a memorable start. The day ended with a guided university tour which explained how it feels to be a part of one of the *crème de la crème* institutes in the country. By the end of the day I had already befriended few of the exchange students, a fitting end to a memorable day!

Shrey Sharma from IMT Nagpur talks about his experience in France!

28

The classroom learning was an enriching experience and involved lot of interaction between the students and faculty. The pedagogy was excellent and encouraged students to think out-of-the-box and interact more with students of different nationalities. I witnessed a completely different approach towards academics which not only helped me widen my perspective but also develop a niche for cross-cultural and cross-functional business practices. Interaction with students from other nationalities helped me understand their culture and their perspective towards business. The professors were at their best to deliver what it takes to impart knowledge of the concepts concerning their respective subjects, and were always approachable, whenever necessary. Moreover, travel expeditions and frequent events organised by the university made my stay even more worthwhile.

Which places did you travel to and how was your overall travel experience during the exchange?

It is difficult to abstain oneself from exploring a city which has a huge historical significance. I started with exploring Paris whenever there was a day off and ended up falling in love with the city even more with each passing day. Hitherto, I was a person who did not enjoy visiting historical places and had no interest in history, but while exploring the city and visiting museums, I started developing interest in history and appreciating it too.

During the spring break I flew to the neighbouring countries like Germany, Belgium, The Netherlands and Switzerland. Each country acquainted me with new and different experiences which had their own significance. Travelling to different countries was not only relaxing and enjoyable but it also helped me grow as a person. I can confidently say that a person never remains the same as before after having travelled places and I am no exception. This experience has transformed me into a person who is now more confident and open to challenges than ever before.

Apart from the learning through your travelling expeditions, how was your academic experience? What courses did you undertake? Throw some light on the teaching methods at the college and your interaction with the faculty.

I had taken up subjects in Marketing and Entrepreneurship. The teaching methodology and approach towards academics is more relaxed but focused in comparison to Indian institutes. The approach is more practical and emphasises more on producing global leaders than just managers for corporate institutes.

It is worth mentioning a fact that the curriculum at esteemed Indian institutes like Institute of Management Technology (IMT) is at par with that of foreign universities and is extremely competitive which makes it an indispensable part of overall learning.

Describe one key incident that makes this exchange memorable for you.

Honestly, I would not do justice by mentioning just one experience that made the exchange program memorable. It was a series of events and incidents that helped me evolve as an individual and made it memorable. With every experience from classroom to travelling countries, there were associated learnings which altogether made this program memorable. But what I shall never forget was being complimented by one of my professors to be one of the best students he had ever come across. It boosted my confidence to a greater level and encouraged me to vouch for more challenges and emerge as a winner in all the endeavours I shall pursue in the future.

The Edge of Kedge

"Kedge Business School is a French B-School which has consistently been ranked in the top 5 B-Schools in France. It carries the triple crown, consisting AACSB, EQUIS and AMBA accreditations. It forms a part of the prestigious group of French institutions, "Grande Ecoles de Management". It is a long standing partner of Group IMT."

ROHAN AGARWAL, IMT Ghaziabad



Rohan Agarwal sharing his experiences at Kedge Business School

I visited Kedge Business School, Bordeaux and indeed, most of Europe, at the start of this year. While Delhi allows one to experience all possible weathers and temperatures, the European winter was something that I was looking forward to. Having arrived two days prior to the start of the semester, I was aided by the students over there who acquainted me with the campus and the surroundings. After the initial jitters, began the orientation and the ice breaking sessions which lived up to the hype. The entire visiting contingent was allotted points of contact and was introduced to the rules and regulations of Kedge. The formal sessions were followed by a bus tour around the campus and the beautiful city of Bordeaux which helped us settle and was a good way to ensure that all exchange students get a chance to interact with each other.

The pleasant beginnings were followed with 3 months of intense academic perseverance. The courses I chose included, "Marketing for services", "Wine Marketing", "Leadership" and "Supply Chain

Management".

While I was initially surprised with the demographic diversity of the classroom, by the end of my stay I had interacted with more than 20-25 nationalities from all over the world, including places like Brazil, Mexico, Hong Kong, USA, Greece, Portugal and China and many more. Such diversity served as a boon for the classroom as classroom discussions were intense and varied, with each individual bringing their own perspective to classroom discussions which helped me learn about the management practices followed all around the globe. This was especially helpful for a subject like supply chain, as practices with regards to this subject are peculiar in each country. Through this subject, I also got a deeper understanding of the French culture as the examples quoted in class were very contemporary and pertained to dominant French industries like fashion. Moreover, with a unique subject like wine marketing, which included a visit to the vineyards, the practical aspect of management learning was addressed. However, the best thing about Kedge was the teachers and the pedagogy, which was holistic and intense, and the teachers aided us in every way possible to ensure that the exchange students maximise their learning over the short duration of their stay. The professors also made a consistent effort in increasing our interactions with different nationalities. A particular instance which served as a real life simulation of cross cultural business interactions was when we were asked to present a role-play on a certain topic. Even though it was a small part of our assessment, it was a huge learning experience for me.

However, the visit to Kedge gave me much more to take with myself. Over the course of my stay I visited many countries in Europe. With the luxury of time at our hands as the course was nearing its completion, I decided to visit



Switzerland, Austria, Germany and Hungary as a lone traveller. What followed were the 10 best days of my life, as I explored uncharted territories and made friends along the way. I also visited Spain, Italy and The Netherlands, with Barcelona being my favourite destination of all. The one memory that still stays with me is how the new friends that I had made over the course of my trip helped me in making a video for my father's 50th birthday, with each one of them contributing to a video which included birthday wishes from all over the world. It is memories like these which made the Kedge experience extremely special and would make me want to visit Kedge and Bordeaux again.

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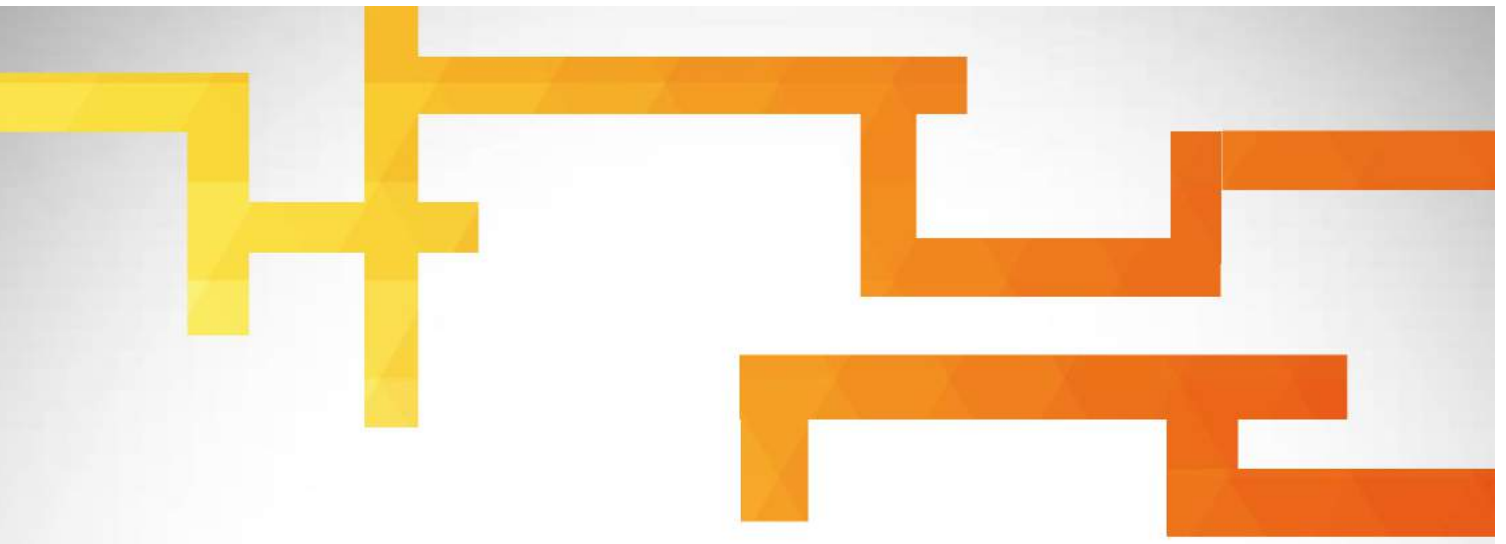


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