

Telecom-IMT: India Immersions Programme

Telecom Ecole De Management, France
(March 14 – 20, 2016)

IMT Ghaziabad has several exchange programmes for students ranging from Short Term Exchange Programmes (STEPs), which last for 1-2 weeks, to longer duration student exchange programmes which are usually a term long. The STEP or Immersion programmes offer students an insight into the various facets of cross cultural differences, business ethics and modus operandi. 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 such as AMBA and 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.

Day 1

Theme of the day : *DIGITAL BUSINESS & HUMAN CAPITAL MANAGEMENT IN INDIA*

Students were welcomed by Dr. Surinder Batra, Dean (Academics) and Dr. Jayanthi Ranjan, Associate Dean, International Relations. A brief introduction was given by Prof. Olivier Epinette to the students about the program and their expectations from it. This was followed by the first industry visit which was to *91 Spring Board* (Noida) which is a Co-working space for start-ups. The students met some really enthusiastic entrepreneurs and were presented with some first-hand information on how start-ups work in India. They were really fascinated by the diversity of the different ventures working under one roof.

The students, then returned to the campus to attend classroom sessions on 'Digital Business Opportunities – Indian Landscape' and 'Human Capital in India: Unique Challenges and Opportunities for Industry' by Prof. Reema Khurana and Prof. Uday Bhaskar respectively.

Day 2

Theme of the day : *INDIA: CULTURE, BUSINESS & WORK PLACE*

The students had some very interesting sessions lined up for Day 2 allowing them to interact with our esteemed professors and gain some valuable insights about the way business is done in our country. The various topics were: 'Persuasive Communication with Historical Context' by Prof. Lipi Das, 'Innovative business models in India' by Prof. Sita Mishra, followed by a session on 'Demographic Challenge and Growth Story: An Indian Perspective' by Prof. V.P. Ojha, and finally, 'Making sense of Indian Workplace: A Cultural Perspective' by Prof. Rakesh K Singh.

After such intense lectures, it was time to let them unwind by screening one of Bollywood's best creations so far – '3 Idiots' for them, along with some yummy pizzas to munch on. The students thoroughly enjoyed both – the movie and pizza.

Day 3

Day 3 was a balanced combination of industry and cultural visits. They started by visiting *Taxmann Group* in Delhi which is a start-up aiming to transform the mentoring space in India. After a short tour of the organisation they had a brief interactive session with the founders and the employees.

After the visit the students had an authentic South- Indian lunch and proceeded to Delhi Haat for some local shopping. This was followed by a rich buffet dinner organised on campus on account of convocation. The students also got a chance to interact with families of the graduating students.



Institute of Management Technology, Ghaziabad India Immersions Programme Executive MBA – Telecom Ecole de Management, France March 14 to 20, 2016



Standing 1st Row (L to R) : Vincent Ledoux, Ksenia Duarte, Emmanuelle Chatelain, Olivier Epinette, Dr. Jayanti Ranjan, Deepti Gupta, Imed Boughzala, Roméo Afouda.
Standing 2nd Row (L to R) : Robert SE-Ondoua, Maëlle Kervarec, Krishna Murari Sinha, Oscar Botero, Victorien Bussiere, Aurel Proorocu, Eric Nassor, Alexandru Grosu.
Standing 3rd Row (L to R) : Laurence Fornari, Frédéric Boutaud, Alain Darribau, Franck Simon, Omar Sidikou, Ousmane Fouty Diop, Hakima Chaouchi.

Day 4

Theme of the day : *BUSINESS INNOVATION IN INDIA*

The students started by visiting two start-ups - *BILLION ABLES* and *ESPARK VIRIDIAN ACCELERATOR*. Billion Ables is India's first fully accessible one stop online platform where products and services for persons with disabilities and special needs are available. The students learnt about their operation and marketing strategies and the challenges faced by an e-commerce start-up.

Espark-Viridian, on the other hand, provides a platform to aspiring and early stage entrepreneurs through a world-class business acceleration program. It is a joint venture of two companies - UK-based Entrepreneurial Spark and India's Viridian Ventures. The students had an enriching experience interacting with the mentors, understanding the mind-set of budding entrepreneurs in India.

This was followed by a classroom session about 'Innovation trends & motivation in India' by Prof. Vikas Gupta and a cultural programme which included Indian classical musicians performing some mesmerising instrumental and vocal songs.

Day 5

Theme of the day : *ELECTRONIC BUSINESS, GOVERNMENT POLICY & SOCIETY IN INDIA*

Day 5 had many enriching classroom sessions lined up for the students to help them understand the start-up culture better. The following were the sessions planned: 'Regulatory & Policy implications on International Business' by Prof. Rashmi Kumar Aggarwal, 'Entrepreneurial landscape of India: Opportunities' by Prof. Mrinalini Shah, on 'Digital Marketing – Ideas, Execution and outcomes' by Prof. Bikramjit Rishi, followed by 'Odd-Even Dilemma' by Prof. Parijat Upadhyay, and on 'Changing face of Indian Economy' by Prof. Shalini Rahul Tiwari.

The students participated in all the sessions enthusiastically and were very inspired by some of the key learnings about our country and its business culture.

Day 6 & 7

The students visited the magnificent Taj Mahal and explored New Delhi and the near-by regions.

