

International Practicum – University of San Diego

A significant part of management education is to put theory into practice and then use the experiential knowledge gained to improve an existing platform or create a new one.

In consultation with Dr Bibek Banerjee, Director, IMT Ghaziabad, the International Relations envisaged a customized program that gave the course participants rich and varied insights. IMT played host to a team of 26 faculty members hailing from the University of San Diego, United States, from March 25-29, 2013, as part of an International Practicum. A part of the delegation was or esteemed alumni, Dr. Vivek Shah who did his MBA (Part-Time) from IMT Ghaziabad and Denise Damon, Associate Provost for International Affairs, who helped us in establishing this platform. The following is a brief account of the same:

Day 1

The first day i.e. March 25, 2013: The delegates interacted with selected faculty members, students and staff on campus.

The most interesting component of the day was attending the knowledge sessions conducted by the faculty members. Dr VP Ojha talked about 'Business Environment and Economics in India'; Dr Seeta Gupta and Dr Lipi Das focused on 'India – Culture and History at a Glance'. Dr V K Gupta and Dr Sadananda Prustry spoke about 'Business emerging avenues in India'; Prof Anand Khanna emphasized on 'Business, Training and Research opportunities'.

Apart from the lectures, there were discussions on Alumni, Research Centers, and Student Clubs & Committees. An Indo-US quiz was also organized, which was widely appreciated.

Day 2

On the second day, i.e. 26th March 2013, industry visits were scheduled starting with the **Mother Dairy** plant at Patparganj, New Delhi. Over there the team observed the different processes and operational procedures of the largest milk and milk products producer of the Delhi NCR region. The delegates were very impressed with the automated processes of the plant and their supply chain management.

The **HCL Technologies** visit was up next to understand the rapid growth in the field of Information Technology (IT). The delegates were very eager to know more about the working of a typical Indian IT company. They were given a presentation about the roles, vision, mission and responsibility of IT Companies towards the industry.

Sakha Consulting was the next destination and the USD faculty members were very enthusiastic to know about an organization which is driven by women and their work for the society. The meeting with women cab drivers and their trainers especially was very enlightening.

The last destination for the day was **GENPACT**, Gurgaon. The faculty members were eagerly awaiting this visit to learn more about the GENPACT since there were many IT professors in the

group who had worked on case studies based on this company. There was an impressive presentation which followed by an interactive session with company representatives. As part of the of the GE conglomerate, Genpact is very unique and it seems they are on the right path to prove to be one of the best.

Day 3

We started this day with a visit to one of the top FMCG and Ayurvedic companies in India, **Dabur India Ltd.** We were welcomed by Mr. Sudhakar A., Global Head-HR and Senior Vice President. It was enriching to know about their research work and their commendable effort to promote a green environment by helping out Indian farmers. Their network across the globe is wide spread.

From Dabur, we moved to **Mahindra**. The company's portfolio is very widespread. The focus was on automobile products and more so because of the work on a battery driven car 'REVA'. Their presentation was extremely impressive and it was a good experience travelling in a green car. The visitors were very satisfied with this experience.

For our final destination of the day we reached **DLF, Gurgaon**. The talk and presentation were very laudable as this company boasts of being the largest Real Estate player in India. It was a pleasure to visit them and know more deeply about their work style and the *charisma* of Mr. K.P. Singh.

Day 4

One of the most awaited visits was to **Maruti Suzuki India Ltd.**, Gurgaon, leaders in the Indian four wheeler automobile segment. Knowing that they produce a car in every 12 seconds was indeed an eye-opener for us all. The delegates saw the processes and the Japanese collaboration was clearly evident in their work culture while visiting the plant.

The last program for the day was a visit to the **Hotel Taj Mahal** (Taj Man Singh) to know about their traditions, businesses and more about their great mentors like Jamshedji Tata who was a great pioneer in the Indian industry. Their vision and mission were very different and how they serve their clients and customers as 'TAJ' was interesting to know. Also their second string of hotels chain called 'GINGER' was something to learn about in the budget hotel sector.

Apart from the above organizations we missed in the list were EVALUESERVE and FUTURE GROUP because of the time constraints and fewer numbers of participants.

The International Practicum was a grand success on all fronts and there were a lot of exchanges of thoughts and ideas. The delegates were extremely satisfied with the exchange of intellectual ideas and also the insights they got from industrial visits. We look forward to hosting them again in future on more such collaborations.



