

PGDM- INTERNATIONAL BUSINESS

NEWSLETTER

Trimester 1

July 2022 - September 2022



"THERE IS NO END TO EDUCATION. IT IS NOT THAT YOU READ A BOOK, PASS AN EXAMINATION, AND FINISH WITH EDUCATION. THE WHOLE OF LIFE, FROM THE MOMENT YOU ARE BORN TO THE MOMENT YOU DIE, IS A PROCESS OF LEARNING."

— JIDDU KRISHNAMURTI

Dear readers,

Have you ever picked up a product in one country only to realize it was made in another? This is just one example of the growing importance of international business in today's globalized world. Companies of all sizes are expanding across borders and seeking professionals trained in handling international trade and business practices. Do you want to be one of these in-demand professionals? If so, then a PGDM in International Business may be the right choice for you. This specialized course will provide you with a deeper understanding of global business and inculcate the necessary business and management skills to succeed in the international market. There is a wide range of career options available for those with a PGDM in International Business, from export managers and executives, to marketing managers, international business consultants, and trade analysts. The sectors you can work in are just as diverse, ranging from export-import companies, e-commerce firms, and pharmaceuticals, to banking and digital marketing. The benefits of pursuing a PGDM in International Business go beyond just the job opportunities and salary potential. This degree will equip you with advanced skills and add value to your resume, making you a more competitive candidate in the global job market.

Join us as we explore the exciting career prospects and scope of PGDM in International Business, and discover how it can open doors to a world of opportunities.

ORIENTATION

Week

The new batch started its journey in PGDM International Business with the orientation. Where college organized Orientation Day for students (2022-24) on 5th July 2022. The day started with the motivational talk by our Esteemed Guests Mr. Ashish Bhalla (Associate Director, HCL), Mr. Puneet Grover (President, Yes Bank), Mr. Arup Sinha (Executive Director, IOCL) sharing their experiences and corporate expectations. The session was insightful for the students who are starting their transformational journey with PGDM course at JIMS Sector 5, Rohini.

Personal Branding

"Your brand is what people say about you when you are not in the room." As rightly said by Jeff Bezos, one can't ignore the power a brand holds. To explain this concept of Personal Branding in detail JIMS, Rohini organized a workshop on "Personal Branding" during the orientation week for the new batch of PGDM. The speaker Ms Aarti Sharma is a founder of 360° Image makeover. Ms Aarti Sharma started 360 Degree Image Makeovers with a vision of enabling people to realize their latent exclusivity through a process-driven methodology targeting holistic amelioration of Appearance, Behaviour, and Communication. As a result of the three-hour session and several interactive games, the students had a clear understanding of the personal traits they wanted to popularize and develop into their brand. The session culminated in the students wanting to create an impactful and powerful identity for themselves.



TIME MANAGEMENT

Time management is one of those issues we all face, but (ironically) feel like we don't have the time to address. But, as Benjamin Franklin once said, time is like money. Without being managed properly, how do you know where it's going? Time management is essential because it allows you to regulate your workday and grow your business without jeopardizing your work-life balance. It is the technique of organizing your available time and controlling how much time you spend on specific tasks to perform more efficiently. Some people find it easier to manage their time than others, but everyone can establish routines to enhance productivity. JIMS organized a Workshop on Time Management, by Mr. Monis Shamsi, Chief Strategist BNPS International.



TEAM BUILDING

Team building can only occur when relevant and timely activities that address specific needs are a part of your organization's culture. One-off exercises can help with this, but they are not a shortcut to success.

The purpose of team building activities is to motivate people to work together, to develop their strengths, and to address any weaknesses. So, any team building exercise should encourage collaboration rather than competition.

JIMS organized a Workshop on Team Building by Dr. Subrat Kumar, CEO People Labs Pvt. Ltd. Students learned the importance working together, developing their strengths, and social skills.



SELF DIRECTED LEARNING

Societal club organized an immensely unique activity for all the students so that we can connect with NGOs. They gave us the opportunity to spend 8 weeks in NGOs. So that we could understand their consequences, problems and their way of living. After spending 8 weeks in different NGOs we realized that no one's life is easy and everyone is struggling but finding happiness in little things. That program is basically called SSO i.e self directed learning. "If you are willing to be a self-learner, you will develop yourself."

BUSINESS COMMUNICATION CLASSES

Businesses run on an effective communication from the top tier to the front runners. That is why it's imperative for business communication classes that the student put more effort in improving the communication skills.

One of the most significant reasons for teaching business communication skills is to prepare the students for managerial positions at top organizations. Leadership roles require a candidate to have constructive communication skills to keep every member of a team aligned towards the goals and objectives of a project or the overall values of an organization. Effective business communication is essential for organizations, especially in this digital age. It helps build teamwork, aids collaboration, boosts productivity, and ensures that organizations meet their goals.

Business communication skills enable the students to become an excellent listener. If we listen well, we will be able to understand the problems at hand as well as others viewpoints more effectively, thereby enabling you to arrive at a well-informed solution or decision

These classes give enhanced clarity on how to prepare for an interview, how to perform in group discussion, how to write an effective mail, how to prepare ourselves for presentation, how to make ppts and how to grab every opportunity and perform well as a manager.



EVENTS & ACTIVITIES

VISIT TO GIFTS WORLD EXPO

On 29th July 2022, the IB department organized a visit to the Gifts World Expo held in the Pragati Maidan, Delhi. JIMS organized a knowledgeable industrial visit for the PGDM-IB students to enable them in practically understanding the fundamentals of warehousing business. The visit provided the students a practical exposure of concepts taught in the class.



SPORTS DAY



On 6th August 2022, JIMS organized sports day for the students. Playing sports builds one's personality and teaches to live in a better way. It's important for the physical development of the students. Getting involved in such activities teaches good values, ethics, and skills in our life. There were 2 sports, badminton and volleyball. Overwhelming participation was seen. In badminton a girl from PGDM-IB bagged a 3rd position.

INDEPENDENCE DAY CELEBRATION

On this Independence Day, JIMS Rohini celebrated Azadi ka Amrit Mahotsav from 12-14 August 2022. The cultural club organized slogan & banner competition, in which the two students sent their entries for the competition and one of them bagged the first position in the banner competition.



KHOJ-E-HUNAR

On 30th August 2022, an event named “Khoj-E-Hunar” was organized by JIMS. This event provided exposure to the students for developing the ideas to start their own business in near future. The event also helped students to have an exposure of sales, promotion, finance and business management. Overwhelming participation from the students of PGDM-IB was seen. One of the groups secured a 2nd position in this event.



THE IPL AUCTION 3.0

Investofin- The finance club of JIMS organized an event IPL Auction 3.0 for the PGDM students. PGDM-IB students took participation and one of the groups bagged the 2nd position in the event.

PORT VISIT

IJIMS Rohini organized a Port visit to Delhi International Cargo Terminal PVT LTD for PGDM International Business students (Batch 2021-23)



FRESHERS' PARTY

On 10th September 2022 JIMS, organized a freshers' party for the first-year students. It was a great exposure for the students as they got to understand each other and shared their experiences. The young and fresh energy of the students made the party very enjoyable and fun. PGDM-IB students show cased their talent by performing in the contest.

Placements Batch(2021-23)



Mihika Gupta
Bain and Company



Pranav Kumar
Egon Zehnder



Amitoz Kaur
Egon Zehnder

Deloitte.



Srishti Sharma



Su Dutt
E&Y



Deepesh Jain
Egon Zehnder



Ruchika Suri
Egon Zehnder



Rajshree Jain
Bain and Company



Rajat Grover
E & Y



Parangat Sharma
Asian Paints



Aditya Raj Mishra
HCL

IB Ke Hunarbaaz



Singer
Gulab Chhabra



Dancer
Prerna Priya



Fashion Model
Aryan Sahai



Ashima Sharma



Youtubers
Sahej Bajwa

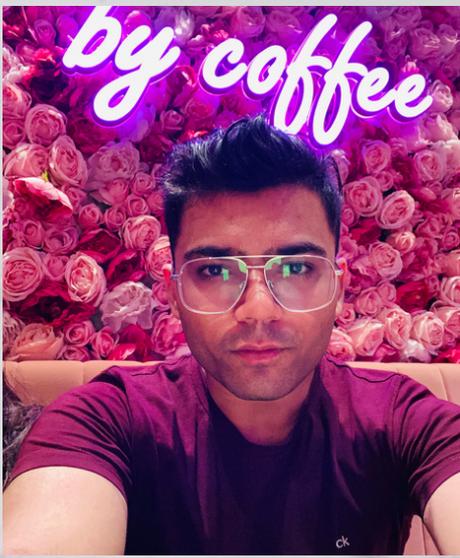


Players

Abhishek Nirmaan



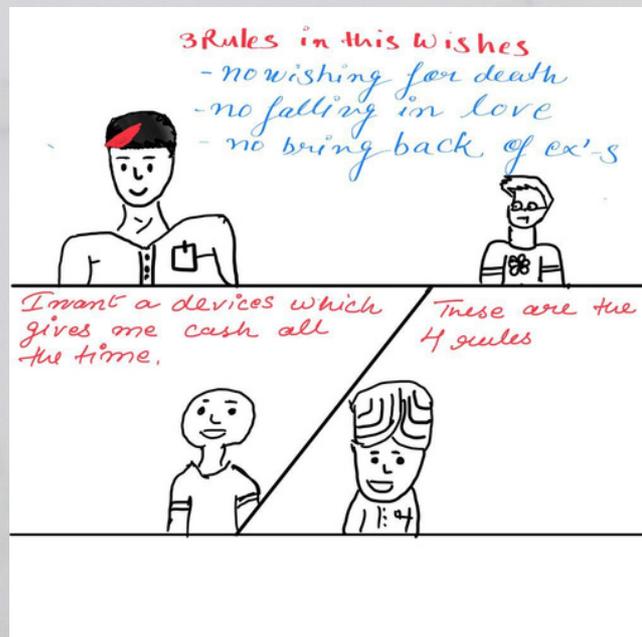
Aditya Rathore



Photographer
Aditya Bhushan



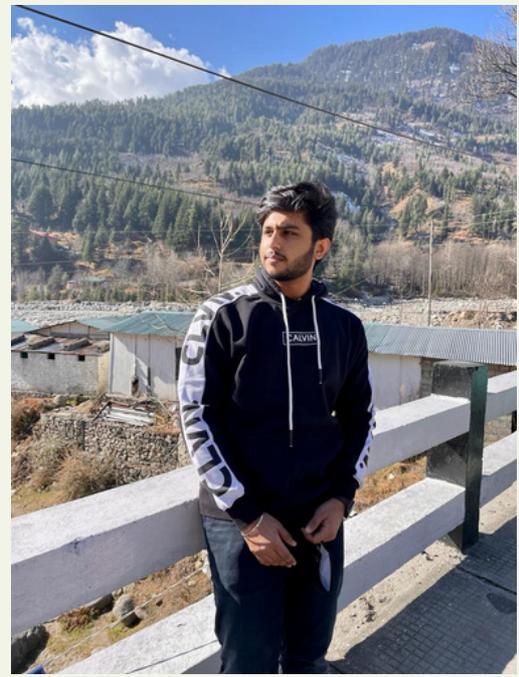
Memer
Sameer VR



Kalakaar



Art By: Lavit



Art By: Khyati Goel



Mandala Artist Sahej Bajwa



Incredible India



PGDM- IB

ACHIEVERS

SPORTS DAY

Badminton

Ashima Sharma - 3rd Position



THE IPL AUCTION 3.0

Team Eagles - 2nd Position

Sahejpreet Kaur

Raunak Sethia

Shruti Sharma

INDEPENDENCE DAY

Banner Making competition

Sahejpreet Kaur-

1st Position

Incredible India



KHOJ-E-HUNAR

Brew on the rocks - 2nd Position

Shruti Sharma

Ansh Gupta

Mohini Tripathi

Sakshi Sharma

Gurnish Singh

Dhodi

Bikramjit Singh



EDITORIAL TEAM

STUDENT EDITORIAL TEAM

Khyati Goel

Sahejpreet Kaur

Shivam Sharma

Surbhi Sharma

DEPARTMENT EDITORIAL TEAM

Dr. Yukti Ahuja

(Dean PGDM-IB)

Ms. Indu Loura