

PGDM INTERNATIONAL BUSINESS NEWSLETTER

Trimester I
(July 2019 - September 2019)



ORIENTATION DAY

The orientation programme for PGDM- International Business, batch 2019-2021, was held on July 3, 2019. Mr. Sediqullah Sahar, Education Attache at Embassy of Afghanistan, New Delhi, was invited as the Chief Guest for the programme. Mr. Sahar discussed about Afghanistan and briefed everyone about various business opportunities. The event was a great success and proved to be a great learning experience for students.



CARVE OUT THE REAL YOU IN YOURSELF FOR PGDM-IB BATCH (2019-2021)

Workshop for PGDM-International Business (2019-21 batch) on 6th July 2019 "Carve out the real you in yourself" by Mr Gaurav Vashisht.

A workshop was organised by International Business department for the new batch (2019-21) by Mr Gaurav Vashisht who heads the operations and business development team at Panache Tech Solutions (P) Ltd. as Executive Director. He focussed on importance of self assesment and evaluation in a student's career which can lead them towards success. He enlightened the topic with actual facets that how importance is it to understand your own self in professional career. The session helped the students to understand how to improve their own self and what all practices has to be followed for the same. Overall the session was very interactive.



STUDENTS OF PGDM-INTERNATIONAL BUSINESS (2019-21) ATTENDED A WORKSHOP ORGANISED BY FIEO ON 11TH JULY 2019 ON "BUILDING EXPORTERS ECOSYSTEM"



A two-hour long workshop on Building Exporters Ecosystem was organised by FIEO at Niryat Bhyawan, Delhi on 11 July 2019. Nirmal Tete, Regional Head took the lead by introducing 4 panelists for the workshop. Mr. Ashwini Handa, Sunrise Freight Forwarders briefed the audience with the logistics services the company offers within and across India for exporters. Second Speaker was Col. Sudip Mukherjee, Anchor NLP who edified on how communication is an essence of an organisation and shared examples on conflict resolutions. Furthermore, Arundhati Mukherjee, Aaroh Marketing and Communication Pvt. Ltd. introduced her 18 month old start up and detailed their services in marketing sector and achievements of few pilot projects. At last head, Alliance Services took the league by highlighting significance of Marine Insurance for exporters, coverage of insurance and how they cater needs of clients within and across country. It was an interactive workshop where people of key positions from company of repute came and discussed how an ecosystem can be created for exporters for their holistic development and further adding value to India's growth.

WORKSHOP ON POWER OF LINKED IN FOR PGDM-INTERNATIONAL BUSINESS STUDENTS

In order to meet up the challenges of social and professional networking, A workshop was organized on the topic "Power of LinkedIn" by Dr. Bhavleen Rekhi on 13th July 2019 for PGDM-IB (2019-21) batch.

Dr Bhavleen Rekhi is a Digital Marketing Trainer. She elaborated on the use and benefits of LinkedIn. A Demo was given to the students for opening and managing a LinkedIn account in a professional manner. A Demo was given to the students on how to open an account and how to use LinkedIn to make professional contacts in the corporate.



GUEST LECTURE ON FINANCIAL RISK MANAGEMENT FOR PGDM-IB(2018-20) BATCH

A Guest Session was organized on the topic "Financial Risk Management" by Ms. Priyanka Girotra" on 13th July 2019 for finance specialized students of PGDM-IB (2018-20) batch.

Ms. Priyanka Girotra is an alumna of IIM Bangalore and currently working as a Branch Manager in HDFC Bank with 15 years of work experience in Banking. She presented the real-time challenges that a financial institution has to face in day to day working. She explained different levels of risk. The session was helpful as the students were able to bridge the gap between theory and practice.



IB-CONNECT

PGDM-International Business second year students organized 'IB CONNECT' on July 27, 2019 for the first year students with the aim of creating a connect between the two. The event comprised various extracurricular cultural activities and performances such as solo dance, group dance, singing, instrumental performance etc. The highlight of the event was Mr. and Ms. IB competition. The competition comprised of three rounds. 12 students from PGDM IB 2019 - 21 batch participated in the event. The Alumni of PGDM IB were invited to judge the competition. After three rounds of talent showcasing Mr. Aayush and Ms. Muskan were declared Mr. and Ms. IB respectively.



QUIZ FOR PGDM-IB(2019-21) BATCH

A Quiz is organized for PGDM IB 2019 - 21 batches on 20th July 2019. The quiz comprises of five rounds. Each round tested the ability, smartness and general knowledge of the students. The students were awarded with cash prizes. Audiences were also awarded with the surprise gifts. The quiz was a learning experience for all the students.



GUEST LECTURE ON EXPORT/IMPORT FUELLED BY TECHNOLOGY

PGDM International Business department of JIMS conducted a guest lecture on "Export/Import Fuelled by Technology" on 3rd Aug 2019. The Resource person was Mr Praduman Gupta who is currently associated with Lasco Shipping Co. Pvt. Ltd as Manager (SALES & MARKETING). He spoke about the career opportunities available in International Business and Export-Import Industry. The session was a great learning experience for the students of PGDM International Business since the speaker himself was from the shipping background who explained the concepts of logistics.



INDUSTRIAL VISIT TO MOTHER DAIRY



An Industrial visit was organized for the students of PGDM-IB students to the Mother Dairy plant, Patparganj on 9th August 2019. Students were shown entire operational process of Mother Dairy product range, taken on a tour of fun filled Mother Dairy plant along with the product lines and told about various CSR activities undertaken by the beverage company. The growth of Mother Dairy and its product range since 1974 were also highlighted during the visit.

SESSION ON “ME/WE ATTITUDE”

A workshop on “Me/We Attitude” was conducted by Mrs. Rashmi Agarwal who is a Freelance corporate trainer for soft skills, recruiter for MNCs, Counsellor and CV Consultant on 21st August 2019.

She explained the difference between We and Me Attitude, Importance of Important work and Urgent work in Time Matrix and how these things would help us in achieving our goals. The session was very interactive with many activities team building activities.



DEBATE COMPETITION

Debate is one of the best exercises that can be practiced for raising the intellectual capabilities of individuals. In the same context; A debate competition was held on 31st Aug 2019 for PGDM-International Business (2019-21) batch.

The competition was designed in two stages first an essay competition took place the shortlisted teams then participated in the final round of debate. A total of 2 teams with 5 members reached the final round. The topics for these rounds were:

- 1.) How might a US-China exchange war sway financial development?
- 2.) “Indian Business people are looked with occasions of duty psychological oppression influencing their resolution.”
- 3.) “Development is your association's stepping stool or to utilize the parlance of the day, profession grid.”

The winners of the competition were:

- ✎ Star Performer: Prashant and Shiva Trivedi
- ✎ Winning team: Shiva Trivedi, Avneet Kaur, Swati, Muskan and Abhay Gupta



GUEST LECTURE ON "PROCEDURE OF EXPORT AND IMPORT" BY MR AMIT BUDHIRAJA (FOUNDER AND CEO OF UTOPIA FREIGHT LOGISTICS PVT LTD)

A Guest Lecture on "Procedure of Export and Import" by Mr Amit Budhiraja (Founder and CEO of Utopia Freight Logistics Pvt Ltd) was organized for PGDM-International Business students (2018-20 batch) on 1st Aug 2019.

The students learnt about real-world challenges of import and export business. The discussion revolved around, "Challenges of establishing import and export business". In addition to that, he further explained about shipping and customs clearance of goods. He also updated students about placement opportunities in export and import area. He also explained the various online portals like Niryat Bandhu which provides the update of this industry.

GUEST SESSION BY MS. DIVYAA GUPTA (CEO-UINCEPT)

A guest session was taken by Ms. Divyaa Gupta (CEO-UIncept) for PGDM-International Business (2019-21) batch.

The much demanding and contemporary theme, "Entrepreneurship" was at the core of the session. Ms Gupta explained the benefits, career opportunities and career progression associated with entrepreneurship. She also introduced "UIncept", a start-up incubator that is working rigorously in the area of funding and hand holding the start-ups! She encouraged the students to make their career as entrepreneurs.

The session was very interactive and motivated the students to think like innovators.

