



PGDM- International Business

July 2021-Oct 2021



OUR VISION

To be an Institute of Academic Excellence with total commitment to quality education and research in Management and Information Technology with a holistic concern for better life, environment and society.

OUR MISSION

To serve the society and improve the quality of life by imparting high quality education in management and information technology, providing training and development services, fostering research, giving consultancy services to industry and disseminating knowledge through the publication of books, journals and magazines

ABOUT THE COURSE

PGDM-International Business (Two year programme) is accredited by NBA and granted equivalence to MBA by AIU with a dual specialization in Marketing OR Finance AND International Business along with an option to choose credits from Business Analytics Specialization.

PGDM in International Business program provides an eclectic mix of inbound and outbound learning. The teaching methodology focuses on industry and academic exposure. While the classroom modules lay emphasis on introduction to concepts and build theoretical foundation using multimedia presentations, role-plays and case studies, it is the live projects, internships, on-the-job trainings, and industry projects that facilitate hands-on learning.

It prepares an individual for a professional career in the field of business management so that they contribute to the industry in India and world at large.

The program is a window to global career building opportunities in the fields of Export-Import, Foreign trade, Logistics management, Foreign Exchange Departments of banks and many more. With India making waves in the International arena, the program's popularity is soaring because of its distinctiveness in offering dual major specialization, proposing an opportunity to choose either Finance or Marketing as major elective besides International Business.

"Believe you can and you're halfway there."

– Theodore Roosevelt

Orientation Week

FROM 7TH JULY 2021 ONWARDS

Ensuring that students don't miss out on campus life in the new academic year the Institution planned to kick off a few activities for the students in the month of July with the purpose of laying a foundation to groom them. A number of sessions were organised on "Goal setting for management students, moving beyond Covid and taking inspiration", "Digital Transformation for any Business", "Mentoring to leadership success and networking", "Mental Health, Boosting Immunity through laughter and managing stress", "Critical Thinking/Train your Brain to focus", "Personal Excellence through Virtual etiquette and presentation advantage", etc by prominent people of the industry.

ICE BREAKING SESSION

Mr. Yuvraj Singh Shekhawat (L&D Professional, Co-founder at PristineXperia Pvt. Ltd)

"Lay the First Stone"

On 27th July 2021



It's difficult for some people to interact with strangers, but with the right guidance, a student can come out of his shell and find friends and companions for himself. The Resource person Mr. Yuvraj Singh Shekhawat is working is an L&D professional and Co-founder of PristineXperia. His approach towards students was the most innovative out of all the resource people.

The session started and ended with a simple activity and even though the activity was termed as simple it served its purpose of each student knowing something about everyone in the batch. Segregated into several groups the students showed their competitive spirit and strove to win the games and activity set up by Mr. Yuvraj.

"Mentoring is a brain to pick, an ear to listen, and a push in the right direction." — John Crosby

His session was very interactive and students found themselves motivated by his speech and actions.

ALUMNI INTERACTION

By

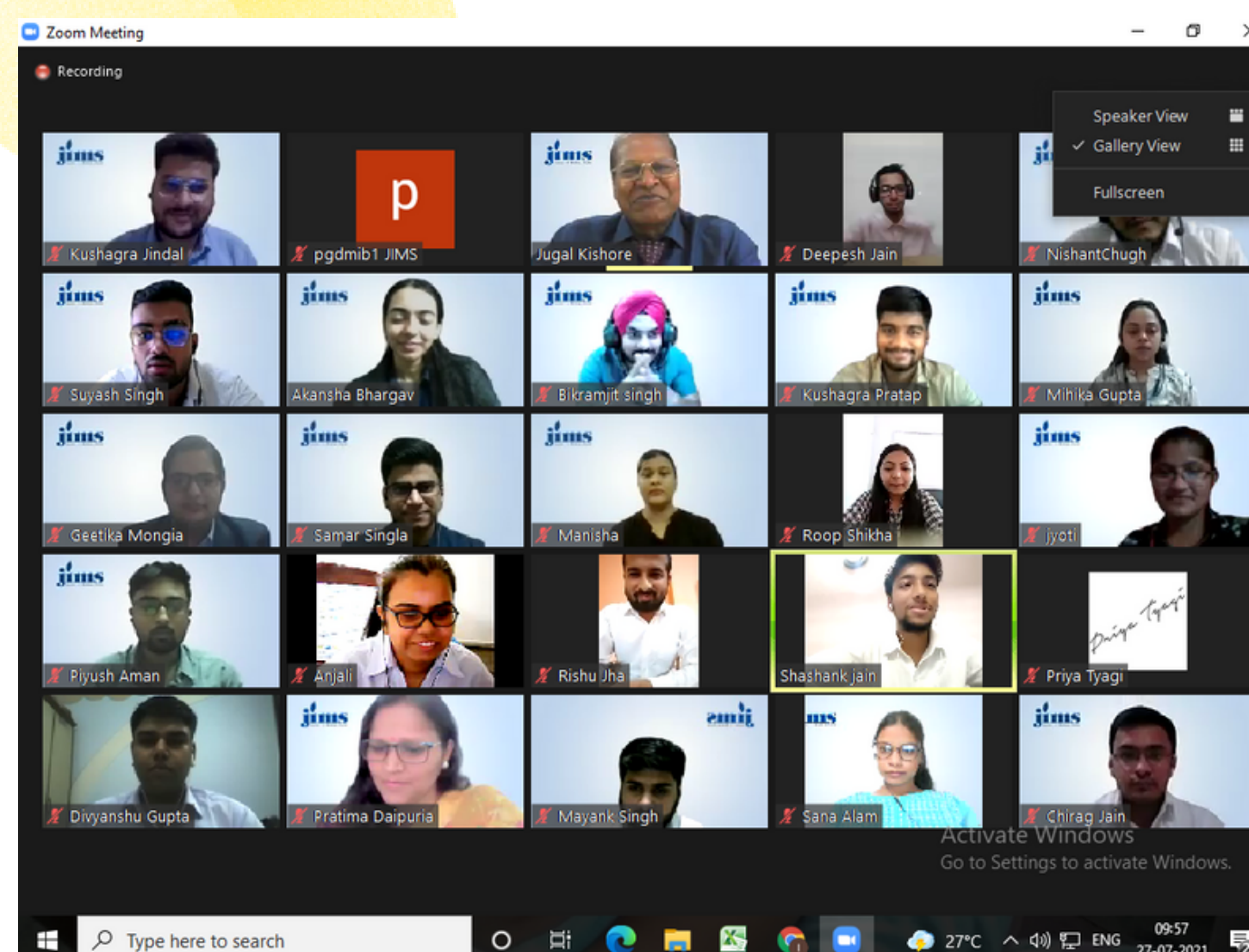
- Ms. Sneha Hissaria (Batch 2013-15), Entrepreneur, Nyari
- Mr. Taffy Gill (Batch 2014-16), Manager-Customer Success at WebEngage
- Mr. Sarthak Singh (Batch 2016-18), Tax Consultant, Deloitte

On

"Know Your Alumni"

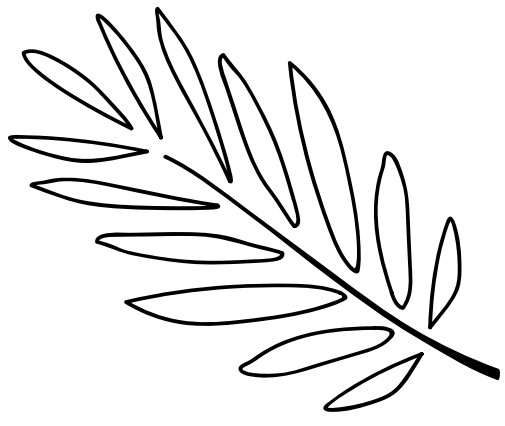
On 31st July 2021

Venturing on a new path can be sometimes nerve-racking, a student can find himself lost with a plethora of doubts stacked up in his head. A mentor or rather an Alumni who has already designed his own path could be the best guide for a lost soul. The Alumni of JIMS came forward to extend a warm welcome to the new students and threw some guiding light on the future they are about to face.



The students were not shy in asking their doubts on various topics and the alumni too enthusiastically took up their queries and answered them.

This session was interactive, inspirational, and educational for students and they were also eager to put forward their doubts and concern in front of the alumni.



IB-CORNER

ACTIVITIES



Guest Sessions & Student Activities

25/06/2021

Short-Term Training Program on 'Decision Making using Data Analysis'

07/07/2021

On "Goal setting for management students, moving beyond Covid and taking inspiration"

10/07/2021

On "Digital Transformation for any Business"

14/07/2021

On "Mentoring to leadership success and networking" "

17/07/2021

On "Mental Health, Boosting Immunity through laughter and Managing stress"

27/07/2021

on "Lay the First Stone"

31/07/2021

Alumni Session on "Know Your Alumni")

07/08/2021

"Use of Digitalization in current Pandemic Situation- Pros and Cons"

14/08/2021

"The New age Manager"

25/08/2021

on Attitude Decides Altitude: Change Begins from Within

01/09/2021

Alumni Session on The coordination of E Commerce and Logistics

during Pandemic

09/09/2021

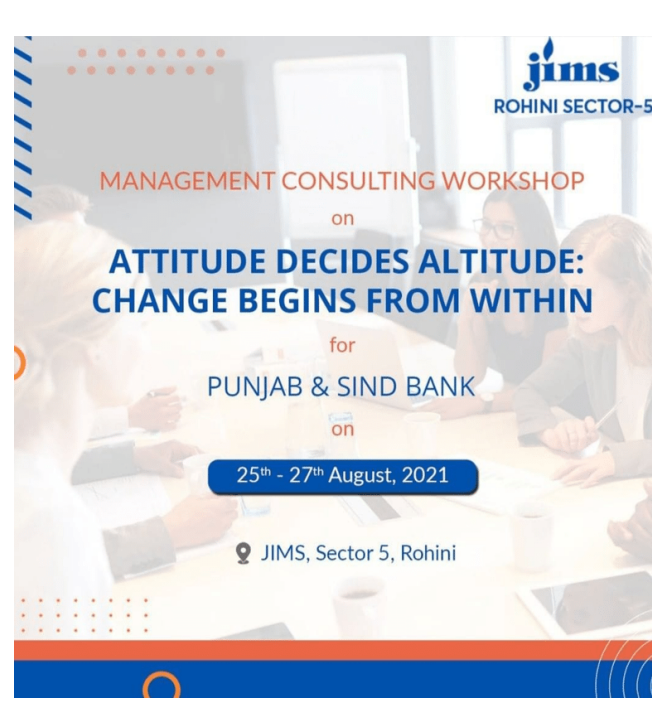
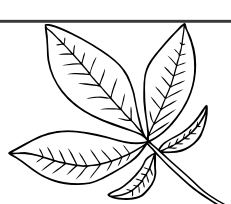
MDP for Leadership and Team Effectiveness from concept to application

29/09/2021

Expert Talk on Capability Analysis with Internships and Live Projects

11/10/2021

MDP on Attitude Decides Altitude: Change Begins From Within



Guest Session for PGDM-IB

By Mr. Gaurav Vashisht

"Your attitude will decide your altitude"

On 3rd September 2021



Personality grooming is an important component for the curriculum of the programme like PGDM. It has become very important to seek guidance from professionals who are acclaimed to be their domain experts and are well versed with Industry's expectations. To fulfil the same PGDM-IB organised a Guest Session so as to motivate the students and show them right path. The resource person of the session was Mr. Gaurav Vashisht who is Founder Green Decor which specializes in providing indoor and outdoor plants for home decor and business spaces.

He initiated the session by motivating the students and shared his real life stories and experiences including his struggle.

Mr Gaurav shared his views on how he accomplished his mission of getting placement by showing his soft skills and intellectual. He emphasized on positive attitude which enables students to set a difference in the world around them. He further explained that remaining positive helps an individual to shape up their future well. "An attitude of gratitude will determine the level of altitude at which you are able to soar"

The session was filled with numerous queries. Students also took advice of the speaker on their business ideas. The students seemed to enjoy the session and were curious to know more about Mr. Gaurav Vashisht real life experience to which Mr Gaurav reverted with motivational quote

21/06/21

IB GALLERY



Three Series Seminar

Business Transformation In

Uncertain Times

AT THE INDIAN HABITAT CENTRE

The Seminar consisted of three tracks with eminent panelists

The sessions circled around the topic of how companies are trying to get back on their feet and how marketers are now using the current scenario to their advantage and tapping into new markets.

The discussion started off with the question of the difference between risk and uncertainty in the current scenario to which the speakers replied:

Mr. Siddarth said that many businesses have started shaping up and there is a massive amount of data to synthesize and make use of it to generate profit. Learning to synthesize the data is a necessity in current times.



Mr. Ankur stated that covid started out as a devil but now it has turned out to be a known friend. The surge of international funds in the market has surpassed the domestic funds and a lot of opportunities have come up for companies to grab.

Mr. Siddarth took up the mantle and spoke about understanding the post-pandemic customers. He said that different markets focus on different customers and emotions play a huge role in the buying habits of the customers.

TRACK -I

THEME: WHAT'S NEXT: NAVIGATING THE NEW MARKETING LANDSCAPE

PANELLISTS:



Mr. Siddharth Singh
Associate Director
Abbott diagnostics



Mr. Ankur Handa
Assistant Vice President
Banking Mirae Asset
Investment Managers



Mr. George Mathew
Faculty in Marketing
OP Jindal University



Ms. Palak Magon
State President Haryana
Media & Communications
Council WICCI

TRACK -II

THEME: FUTURE OF WORK AND WORKPLACE

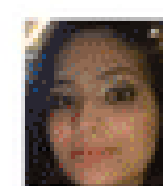
PANELLISTS:



Mr. Abhay Kapoor
Group HR Head Somaany
Impresa Group



Mr. Mohd Mateen
Ex Sr VP
Berger Paints



Ms. Priya Bhatnagar
Senior Manager Change
Management, Fareye



Ms. Anisha Gupta
HR Specialist Boston
Consulting Group

TRACK-III

THEME: REDEFINING RETAIL: THE NEXT ROUND OF INNOVATION

PANELLISTS:



Dr. Sheetal Jain
Founder & CEO
Luxe Analytics



Mr. Saurabh Bansal
Head Digital
TCNS Clothing



Ms. Charneeta Kaur
VP, Product and Design
ExtraMarks India Pvt Ltd



Dr. Bhawna Chadha
Founder & CEO
"Adhyapann": The Skills Hub

Few Things change but fundamentals remain the same. Change in the buying behavior of the customer has become from optic to neuro. Even in recent times the need and value of the customers influence how the customers buy a product.





SSO VISIT

HEAD HELD HIGH



The PGDM IB batch 2021-23, visited the Head Held High foundation on 23rd September 2021 for our SSO project which was a part of self directed learning. We met with the students of HHH over there and talked and had a long discussion on a lot of Social Taboo Topics which people don't talk about easily. We discussed about Harassment at workplaces, Eve teasing, Male Dominance at home, Domestic violence, Women empowerment, Gender Inequality and also talked and helped those children by guiding them with their career choices and telling them about other opportunities





IB CONNECT

BY - BIZINTRUDERS



IB Connect - "An Interaction between Seniors and Juniors"

IB Connect organized by the IB club and was a great chance for the new IB batch to meet with their seniors and teachers and interact with them. There were lots of fun activities and games planned for the IB batch. Apart from formal meet, there were also titles such as Mr. & Mrs. and many others given to those who participated, people also showcased their talents. The event was a complete hit with delicious food, music and dancing.



TALENT CORNER

प्रकृति

पेड़ों के जब पत्ते टूटे , बिछरे उससे इक इक कर
क्या वो भी रोया होगा , बसन्त की खुशीयां हमे देकर

जब उस बूढ़े पेड़ों पर, नए पत्तों ने जन्म लिया
क्या वो भी झूमा होगा , बिछरे अपनो से मिलकर

जब दो नदियां बहते बहते , किसी किनारे मिलती होंगी
किसपे कितना जुल्म हुआ , ये एक दूजे से कहती होंगी

तारों की महफिल से जब , टूट कोई जाता होगा
हां किसी की मन्नत पूरी होगी , पर आसमां रोता होगा

जब बारिश की बूंदे लेकर , सूरज की किरणों का साथ
आसमां को रंगता होगा , 7 रंग की धनक के साथ
क्या खूब नज़ारे होते होंगे, गांव में मेरे हर बरसात

पर्वत अपनी दुख की बातें , सोचो किस्से कहता होगा
बारूदो के हमले खुद पे, कैसे वो सहता होगा
जब कतरा कतरा तोड़ के उसको, शहर नया बस जाता है
पंछी के घर में रहने जब , कोई और चला आता है

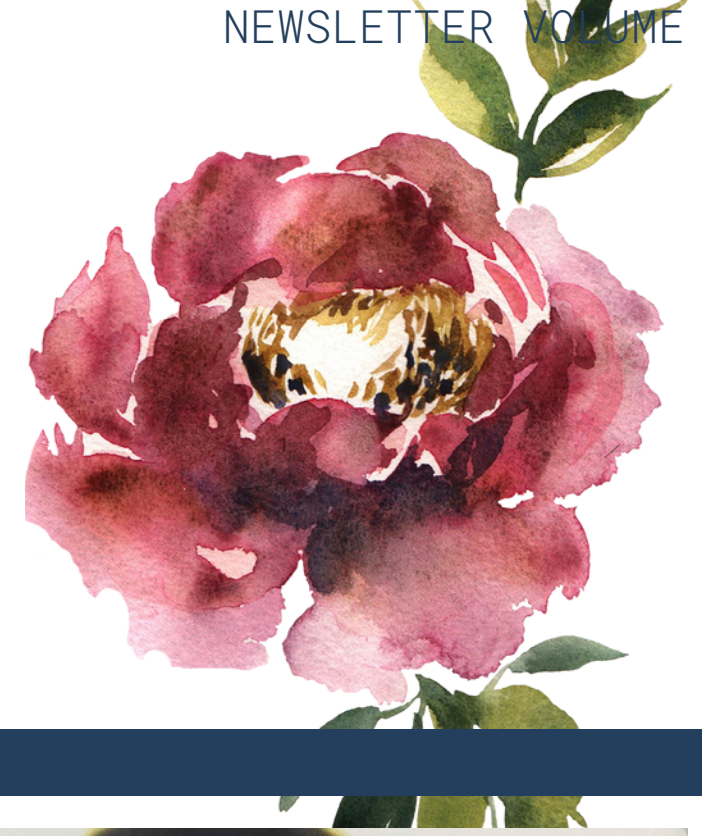
जब वापस से पर्वत नदियां, प्रलय का रूप ले लेती हैं
तब याद खुदा की आती है, और गलती खुद की होती है ।

- सुदत्त



By- Vidhi Yadav

IB Seniors: Experience Sharing



CONGRATULATIONS



Lisha Nihalni -placed atHCL

Starting with the Coordinates and the faculty members who are very considerate when it comes to interacting with the students. The extra activities such as Alumni Sessions and certain club events also help a person get exposure in various aspects. The CRMC department is the one that guides a student to get into the dream company with all the support and guidance needed. In short, I can say that these years with JIMS have proved to be the most fruitful in achieving my dreams and better personality.



Rachel John - Placed in EY

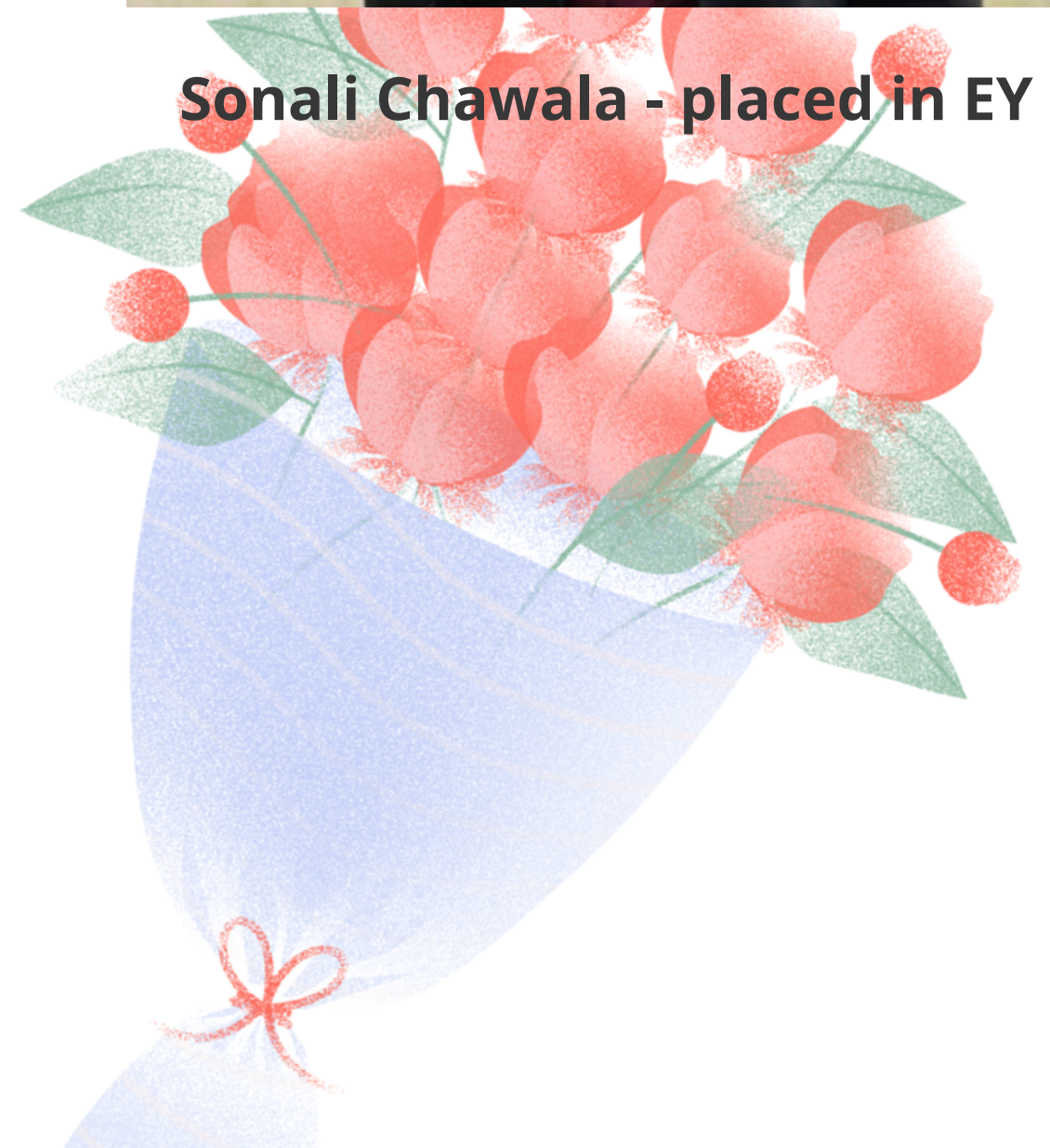


PGDM- international business focuses on overall grooming of personality by providing exposure through live projects, multiple training sessions with industrial experts. The relationship between students and faculty is very cordial which allowed me to excel in my area of interest and shaped up my career in the way I thought off.

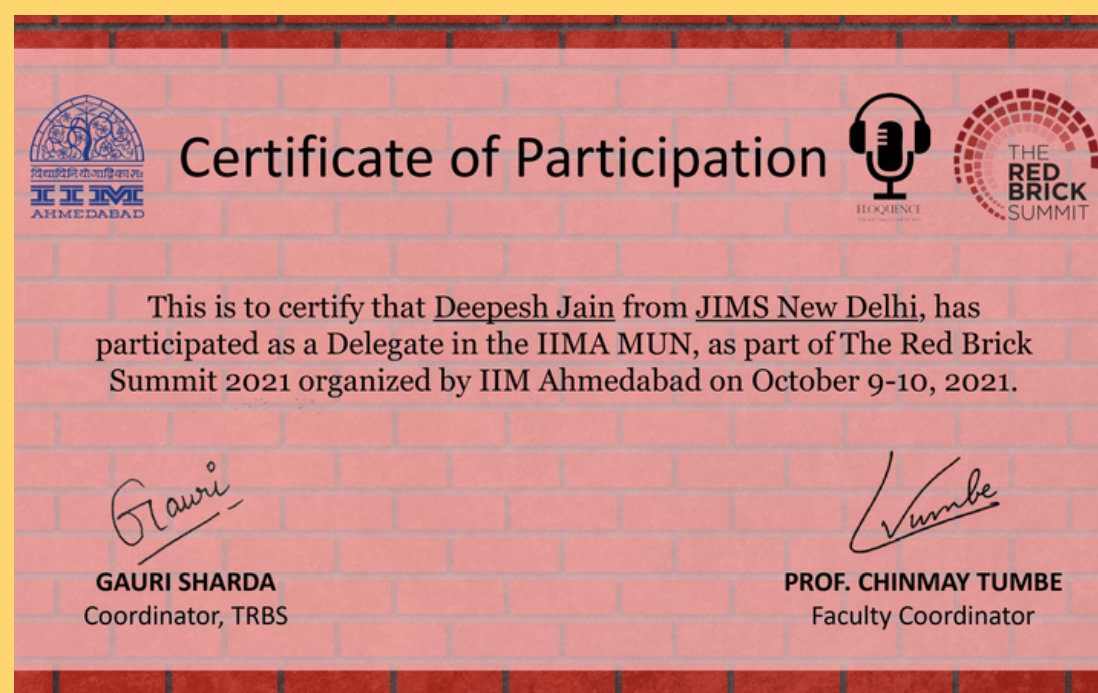


Sonali Chawala - placed in EY

The journey at JIMS so far has been really good. The faculty here is friendly, understanding and supportive. Although during my 1st year, most of the classes have been conducted online, the faculty tried its best to make the sessions interesting, knowledgeable and interactive at the same time. Beyond academics, the college also provides practical exposure in terms of corporate sessions, live projects and many events are organized by the different clubs of the college throughout the year giving you a chance to explore and unleash your potential. Corporate Grooming sessions, training sessions and technical skills sessions, etc are being organized by the respective Department and CRMC to help the students in their placement preparation. Overall, the college provides great exposure to the students which helps them in their professional as well as personal growth.



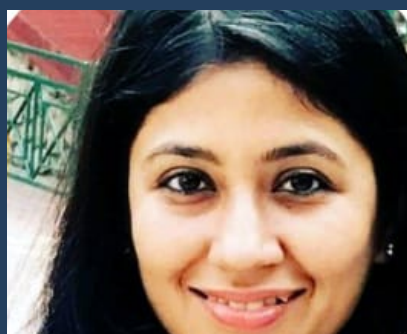
ACHIEVEMENTS



EDITORIAL CREDENTIALS

FACULTY EDITORS

Dr Yukti Ahuja
Dean (PGDM-IB)

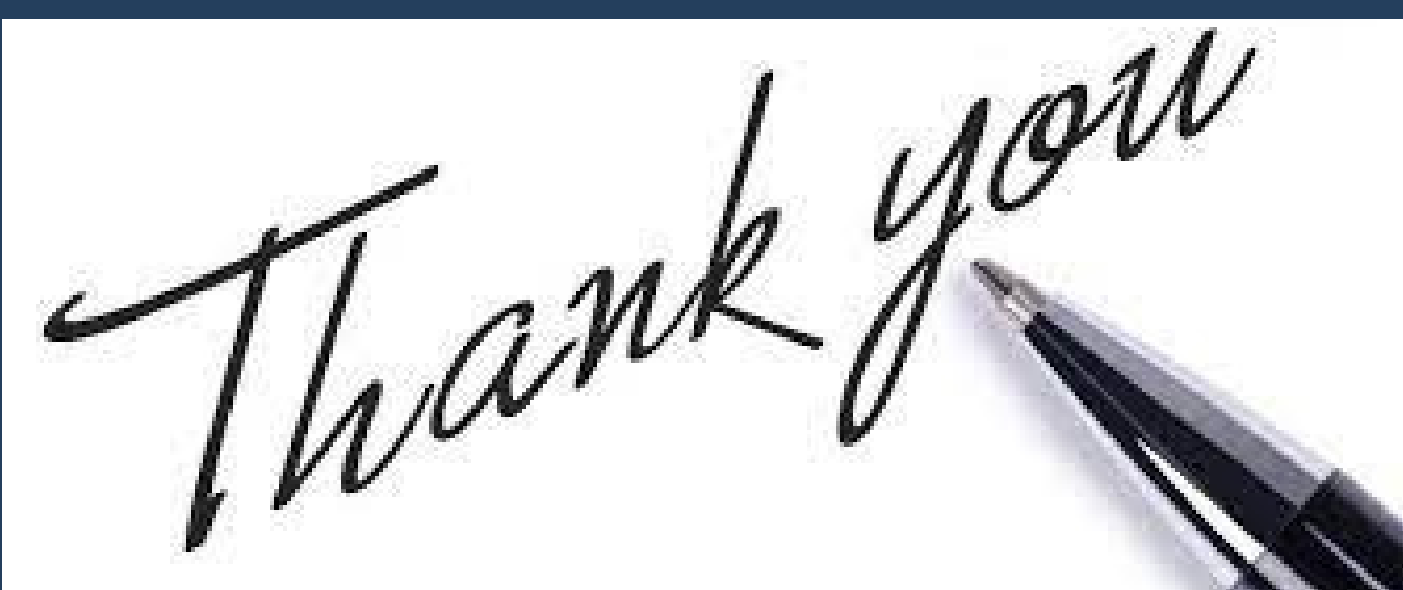


STUDENT EDITORS

Amitoz Kaur
PGDM-IB(2021-23)



Vanshika Duggal
PGDM-IB(2021-23)



We'd like to hear from you!

Drop your feedback at : vanshika.duggal02@gmail.com

PGDM-IB : 2021-23