

# NEWSLETTER



## PGDM INTERNATIONAL BUSINESS 2020-22 **AUGUST 2020 – OCTOBER 2020**



**“LEARNING IS NOT ATTAINED BY CHANCE. IT MUST BE  
SOUGHT FOR WITH ARDOR AND ATTENDED WITH  
DILIGENCE.”  
– ABIGAIL ADAMS**

The Post Graduate Diploma in Management : International Business is a highly demanded course in the modern milieu. The emergence of a global economy has changed the equations in the business market. Nowadays, multinational companies expect that their employees must be well versed and ready to deal with clients in different countries characterized by different culture, laws and norms and business conditions. PGDM in International Business is all about learning and gaining exposure to business in the international context that invariably opens job opportunities in foreign markets as well.

The course explores Marketing Management, Financial Management, Laws, Business Ethics, Logistics and Supply Chain Management, Trade Practices, Economics, Global Markets, Cross-Cultural Management and Strategic Management in the international context.

**Various workshops, guest sessions and events were conducted throughout the course of the trimester to disseminate further knowledge for the enhancement of the skillset and to inculcate such professional behaviour and attitude in the students.**

JIMS Welcomed

## **XI<sup>TH</sup> BATCH OF PGDM-INTERNATIONAL BUSINESS (2020-22)**

on 4<sup>th</sup> August, 2020

### **ORIENTATION ADDRESS**

The Orientation Address for the PGDM-IB Class of 2020-22 was delivered by Mr. Anil Kumar Misra, CHRO, Magicbricks.com. In this session, he motivated students to learn professionalism and imbibe the trends of management philosophies. Mr. Misra is a Human Resources leader with over 22 years of experience across diverse industries, from Manufacturing to Hospitality, IT, e-Commerce, Title Insurance & Mortgage and Consumer Internet Services.

### **ART OF WORKING**

This session was delivered as a part of the orientation programme at JIMS by Mr. Atul Holkar, Sr. Vice President, Varun Beverages Ltd. (Pepsico), who spoke about his start-up Art of Working, providing training to corporate professionals. Students were addressed on how to work happily for their better career growth. He shared his LinkedIn profile with the attendees to get prompt updates about the same. After all the discussions, Mr Atul Holkar welcomed students doubts and ended the session on a positive note of always being there for the students to help them regarding their career prospects.

### **DECODING THE HACKS OF ENTREPRENEURSHIP**

Decoding the Hacks of Entrepreneurship was organized by IIC of JIMS, the motive of which was to make students aware of entrepreneurship and think of providing employment rather than just finding an employment. Mr. Pankaj Bansal, Co-Founder & CEO People Strong Technologies, delivered the session about how to be a successful entrepreneur.

Also, GETT (General Enterprising tendency test), a self- assessment test for checking entrepreneurship skills was also conducted. The test depicted some traits for students to know if they possess entrepreneurship skills or need some improvement in the concerned area. At the end of the session, students were invited for their queries and were encouraged that they can approach ICC, JIMS at any point of time if they had any ideas for their startup.



Session on


## **ART OF WORKING**

Resource Person

**Mr. Atul Holkar**  
Sr. Vice President  
Varun Beverages Ltd. (Pepsico)

4th August, 2020 | 2:30pm to 4:00pm





# JIMS BRINGS CLASSROOM TO YOUR HOME

ONLINE CLASSES  
AMIDST COVID-19  
LOCKDOWN

## ICE BREAKING SESSION

Ice breaking session was organised on August 05, 2020 for the students of PGDM-IB. The session was given by Mr. Yuvraj Singh an alumni of JIMS and co-founder of Pristine Xperia Pvt. Ltd.

The session started with an activity itself where students were given different tasks and because of those tasks students got to know each other better. They got to know each other's hobbies and skills. The session was very interactive and all of the students enjoyed and had great fun during the session.

## INSIGHTS FROM DATA

Insights from Data was delivered by Ms. Garima Chawla, one of the alumni of PGDM-IB, JIMS who happens to be a Financial Modeler in KPMG.


She first invited students for questions, what they wanted her to touch upon in this session. Then she started with her experience as a JIMS student and also her corporate life. She shared about how to manage time during PGDM because this is the problem faced by most of the students. She talked about techniques to crack corporate interviews to get their dream job. At the end, it ended as an interactive session and many query solving of students.

## ADAPTABILITY

Adaptability was all about KSAP (Knowledge, Skill, Ability and Personality), factors that can help students adapt in the corporate culture better and with a strong position.

Mr. Abhyudya Sharma (Batch 2012-14), Sr Manager in AON, Solutions spoke to students about their LinkedIn profiles, how important it is to update their profiles which can help build their connections and create future possibilities for them. Some of the courses and certifications were discussed for students to go for to enhance their knowledge. At last participants were allowed to raise their questions regarding the session.








**ALUMNI TALK**  
TOPIC  
**INSIGHTS FROM DATA**

RESOURCE PERSON  
**MS. GARIMA CHAWLA**  
ALUMNI-PGDM-IB (2017-19)  
FINANCIAL MODELER  
KPMG

11<sup>th</sup> August, 2020  
11:30 am onwards





**ALUMNI SPEAK**  
TOPIC  
**ADAPTABILITY**

RESOURCE PERSON  
**ABHYUDYA SHARMA**  
ALUMNI, PGDM IB (2012-14)  
SENIOR MANAGER - OPERATIONS  
WITH AON SOLUTIONS

14<sup>th</sup> August, 2020 | 15:30 to 17:00 pm



## EXPORT & IMPORT OPPORTUNITIES

JIMS Rohini organised a Guest Lecture on Export Import Opportunities: The Bright Side of the Pandemic on August 20, 2020 for the students of PGDM-IB (Batch of 2020-22), with the objective of providing an insight on the working of the international supply chain.

The resource person for the session was Mr. Praduman Gupta; Manager, Sales and Marketing, Lasco Shipping Co. Pvt. Ltd. Mr. Praduman started by stating the reality as to how we are facing challenges in every field today, owing to the pandemic, but how it's a great reset simultaneously having immense impact and implications on business.

## BRANDQUEST

With the motive of stimulating out of the box thinking and unleashing the creative marketing personas of the students; MARQUEST, The Marketing Club of JIMS organized its first event for the academic session 2020-21 called BrandQuest, which was held on August 22, 2020.

Each team was given a product on the spot for which they needed to decide a brand name, prepare a tagline and a thirty second TV commercial.

### Participating Team:

Nabiha Umar  
Rashika Sharma  
Sonali Chawla

## COMMUNICATION SKILLS WORKSHOP

Communication Skills workshop was conducted by Ms. Ruchika Dugal, a Soft Skills & Communication trainer with over 20 years of experience in the industry, for the students of PGDM-IB. MS. Ruchika stated how one should understand their weakness so that they can work upon it.

She talked about one of the most important, 41 day challenge which one should take up to change their weakness. She also emphasized on how reading, writing and listening can help with one's accent and improve the verbal skills. Ms. Ruchika also gave an insight about how grooming is important. Overall, the session was very helpful for the students.







## CRMC: INTRODUCTION

CRMC Session was conducted by the Placement Cell of JIMS on 26th August. Resource Person: Prof. Ashok Bhagat Dean-Corporate Relations & Placements.

In this session students of PGDM-IB of batch 2020-2022 were introduced to the Cell and the respective members. It covered through the login details, internships, placements, different programs and opportunities provided by the cell to the students for building and helping them through the new journey of success.

## MEME-O-MANIA

Meme-o-Mania was a club activity conducted by the Finance Club. In this activity, there were 2 rounds on the basis of which the winning teams were selected and the winners were awarded with the certificates and cash prizes. First round was basically about questions related to finance and the second round was to make memes as per the templates given by the club coordinators to the respective teams.

### Participating Teams:

Lisha Nihlani  
Mani Ranjan  
Maulik Chauhan

### Winning Team:

Sonali Chawla  
Sagar Pahwa  
Sreelakshmi Mohandas  
Rashika Sharma

Muskaan Khandelwal  
Dipti Sharma  
Rishabh Jain

## EXPORT INCENTIVES

JIMS Rohini organised a Guest Lecture on Export Incentives on August 29, 2020 for the students of PGDM-IB, with the objective of acquainting them with the export incentives; numerous policies and their working. The resource person for the session was Ms. Chandrima Chatterjee, Advisor and Senior Director at Apparel Export Promotion Council (AEPCC), Ministry of Commerce.

Ms. Chatterjee began with the introduction of the concept of neutralization and discussed the objectives of the export incentives and their benefits to the domestic content of a country. While mentioning schemes such as "Aatma-nirbhar Bharat"; and many more such crucial ones, she further elucidated their types and the functioning.





Guest Session  
on  
**ENTREPRENEURIAL  
MOTIVATION  
ACHIEVEMENT**

7<sup>th</sup> September, 2020  
12:30 pm – 1:45 pm



## ENTREPRENEURIAL MOTIVATION ACHIEVEMENT

Entrepreneurial Motivation Achievement was organised on September 02, 2020 for the students of PGDM-IB. Session was delivered by Mr. Sunny Seth, Mr. Sanjiv Saxena and Ms. Jyotsna Oswal, faculty at JIMS Rohini.

The sole objective of this session was how one can be a successful entrepreneur. Many points were discussed during the session however notable points were, an entrepreneur focuses on every aspect but a businessman focuses only on profit and that differentiate between an entrepreneur and a businessman. GETT (General enterprising tendency test) a type of self-assessment test was also done by students during session.

## ENTREPRENEURIAL OPPORTUNITIES

A Guest Lecture on Entrepreneurial Opportunities was organized on 4<sup>th</sup> September by the Institution Innovation Cell, JIMS. Resource Person: Dr. H.P Singh, NIESBUD.

This session started with discussing a great scope to be an entrepreneur and follow our passion with full dedication. Later, Government initiatives and steps were also discussed which can help us build our passion into a reality.



INSTITUTION'S  
INNOVATION  
COUNCIL  
(Ministry of HRD Initiatives)



Guest Session  
on  
**ENTREPRENEURIAL  
OPPORTUNITIES**

4<sup>th</sup> September, 2020 | 2:15pm-3:30pm

Resource Person

**Dr. H.P Singh**

NESBUD, Ministry of Skill Development  
& Entrepreneurship, Govt of India



JIMS Drama & Literary Society  
Presents

## NAV-RASA

(Expression & Drama)

12<sup>th</sup> September, 2020  
10:55am – 12:15pm

## NAV-RASA

Nav-Rasa was conducted by the Literary and Drama Society of JIMS on 12 September, 2020. According to the theme of the event, the team has to choose any one of the emotions from love, fear, courage, disgust, joy, wonder, peace, sadness, anger. The script and the enactment should involve one of these emotions. It was a great opportunity to showcase talent and communicate feelings through drama and script writing.





## BADSHAH-E-HIND

Badshah-e-Hind was conducted by Creador: The retail club. In this session different teams participated with 4-5 participants in each team. Each team was given a retail brand and an ad appeal which was different from usual ad appeal used by the brand. The teams were given time slots to re-create the ad with the allotted appeal.

This activity was very engaging and allowed students to brainstorm and showcase their creativity in designing ads for different brands.

## MENTAL HEALTH WORKSHOP

JIMS Rohini organised a workshop on Mental Health on September 18, 2020 for the students of PGDM-IB, under the Life Skills Education with the objective of acquainting them with the mental health issues, what leads to such conditions and how to deal with them. The resource person for the session was Ms. Sheetal Agarwal; Founder, Clownselors and also a TEDx speaker. Ms. Sheetal introduced the fundamentals of mental health and also discussed why concentrating on mental health is vital to our growth and persistence. She explained thoroughly the difference between mental health issues and mental illness as people usually puzzle these two. She discussed the determinants of mental health and what good mental health looks like.

## FUTURE CAREER OPPORTUNITIES IN FINANCE

The resource person for the Future Career Opportunities in Finance was Ms. Nikita Chhetri, credit analyst at Barclays. Ms. Nikita began the session by telling about the career opportunities during this pandemic time and also discussed how one should enhance his/her career in finance keeping this tough time in mind. She also stressed about how the healthcare industry, pharma industry, consulting sectors are rising. She also told us how communication skills are important in the corporate world. She finally concluded her session by telling us to always keep a backup plan.

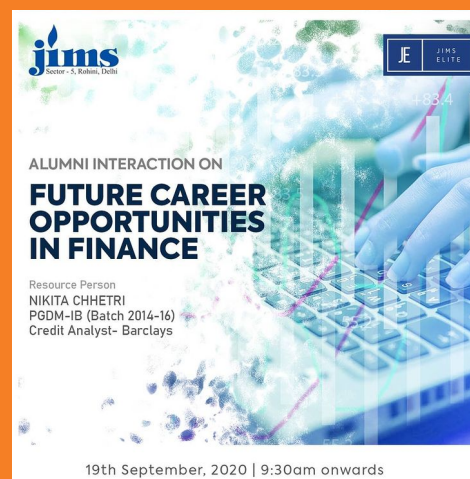


jims  
Jawahar Institute of Management Studies

Creador-Retail Club is organizing

### BADSHAH-E-AD SANGRAM

19<sup>th</sup> September, 2020  
11:00am-12:15pm



### ALUMNI INTERACTION ON FUTURE CAREER OPPORTUNITIES IN FINANCE

Resource Person  
NIKITA CHHETRI  
PGDM-IB (Batch 2014-16)  
Credit Analyst- Barclays

19th September, 2020 | 9:30am onwards





## PANEL DISCUSSION : IB CLUB

A panel discussion was organised on India's Trade Relations with China During Covid by "BizIntruders", the International Business Club of PGDM-International Business Program, JIMS Rohini, on September 21, 2020; with an objective of providing an insight on the working relations between India and China before, during and post Covid.

The panelists for the session were:

- Mr. Nitin Dewan; Head-International Business and Exhibitions, AVN Logistics.
- Animesh Saxena; Managing Director M/S Utopia Freight, Neetee Clothing Pvt. Ltd.
- Amit Budhiraja; CEO & Founder, M/S Utopia Freight Logistics Pvt. Ltd.
- Rashima Taneja; Assistant Director, Gem and Jewellery Export Promotion Council.

The discussion started with India being a bilateral country in terms of trade with China and revolved around how Covid works in favour or against the Indian Trade.

## BUILDING A BRAND FROM SCRATCH





Building a brand from scratch was organised on September 30, 2020 for the students of PGDM-IB. The session was given by Ms. Mahima Gupta, Founder, BHU Botanicals; a teacher turned into a successful entrepreneur. The sole objective of this session was informing students how to build a brand from scratch. She discussed various factors, like how to find a gap in the market, the main difference between marketing and sales, how one should position his brand, and which audience should brand target like the age group. She took example of her own brand i.e BHU botanicals, she discussed how she faced many problems while setting the brand, how she targeted the audience and how her brand got an image.

Panel Discussion on

**INDIA'S TRADE RELATIONS WITH CHINA DURING COVID**

21<sup>st</sup> September, 2020 | 11 AM

**PANELISTS**

			
Mr. Animesh Saxena Managing Director, Neetee Clothing Pvt. Ltd.	Mr. Nitin Dewan Head-International Business & Exhibitions, AVN Logistics	Mr. Amit Budhiraja CEO & Founder, M/S Utopia Freight Logistics Pvt. Ltd.	Ms. Rashima Taneja Assistant Director, Gems & Jewellery Export Promotion Council



## SAFARNAMA

Safarnama was organized by the Drama and Literary Club, JIMS Rohini, on 8th October 2020. The event celebrated the life journeys of two recognized actors of Bollywood, Mr. Nishikant Dixit and Mr. Gulshan Pandey. We also got to interact with Mr. Banwari Lal Jhol, the artist who introduced mime in the industry and is an acting coach. It was a great experience overall. The talk show consisted of questions to get to know the celebrities better; the hard work and efforts they have put into making their lives a success. The audience was also given a chance to interact with the celebrities and ask their questions. Students asked questions regarding career, following their dreams and struggles in life.

Everyone's perspective of themselves and others is based on the limitations of their exposure. While the trimester had to be conducted virtually owing to the pandemic, the exposure and possibilities were never limited.

### EDITORIAL MEMBERS:



NIKITA

MAULIK  
CHAUHAN

RISHABH  
JAIN

SUPRIYA  
SINGH

SREELAKSHMI  
MOHANDAS

VAGISHA  
PRATAP

