

Coolstory

A Newsletter of Centre for Online Studies, (COOLS), BIMTECH, Greater Noida
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CENTRE FOR ONLINE STUDIES

“COOLS is a part of BIMTECH to promote higher education in and outside India through collective apparatus of On-line Teaching, Learning and Research. It also aims to impart best theoretical knowledge, analytical & technical skills to produce better future professionals.”

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Academic Round-Up

BIMTECH hosts Convocation for the first batch of PGDM Online



BIMTECH, one of India's leading business schools and a recipient of AACSB accreditation, recently hosted its convocation ceremony for the Post Graduate Diploma in Management (PGDM) in online Class of 2023 at its campus. The online programme is offered in collaboration with the technology partner upGrad.

The convocation ceremony was attended by distinguished guests including top management professionals, academicians, and industry leaders who shared their insights and experiences with the graduates. The ceremony was conducted in a hybrid mode with many students receiving degrees in person and others attending the live ceremony online. 75 percent of the learners enrolled in the programme were awarded degrees. The ceremony also included the conferment of degrees and the presentation of awards to outstanding students. Late Sarla Birla Award was given to Sanghamitra Sahoo (DM21A085) and Late B.K Birla award was given to Prashant Nair (DM21A183).



Chief Guest of the occasion Mr. Arvind Gupta, Head, of Digital India Foundation said that we need to change 'Bharat' using digital technology. While discussing various growth prospects of India he discussed five major themes for the growth of India i.e. Technology, Talent, Trade, Tourism, and Textiles. He further highlighted various benefits that higher education institutions can get with digitalization.

Dr. H Chaturvedi, Director, BIMTECH commenting on the uniqueness of the PGDM programme said, "We are excited to celebrate the achievements of our PGDM graduates. They have worked hard to earn this degree and have demonstrated a commitment to excellence in management education. We are confident that they will make significant contributions to the business world and bring pride to their alma mater."

The guest of honour for the event Ankur Dhawan, President UpGrad Abroad highlighted 3 important points and take away : (a) It is perfectly fine to say I do not know (b) Don't evaluate your life based on the opinion of others (c) Have fun in the present moment and live it to the full.

On BIMTECH's aim to techify the learning experience, Professor SS Dubey, Chairperson, COOLS, BIMTECH remarked, "We use online tools for quizzes and case studies and are also planning to introduce the first-ever metaverse learning experience in India by using virtual reality (VR) headsets and gamification for an immersive experience. This is to give online learners a feel of the campus and the classroom environment."

Outreach Activities

Indian International Education Expo

The India International Education Expo was held in India Expo Mart Ltd in Greater Noida during 28- 30 April 2023. The Centre for Online Studies (COOLS), BIMTECH also established its stall there. Various colleges and universities from different parts of the country participated in the event. During this 3 days event, many students and their guardians visited our stall and showed keen interest in our PGDM online Programme. Overall it was a well-attended education Expo.



Glimpse of India International Education Expo 2023

Engagement Activities

Virtual Immersion

Centre for Online Studies (COOLS) organized the Virtual Immersion on 8th January 2023 for all the batches of PGDM online. It was well attended by 62 learners. The main purpose of this program was to groom the overall personality of students and make them familiar with the culture of the institution. The Chairperson, COOLS, Prof S. S. Dubey shared his thoughts with the learners. Thereafter, some online management games were organized for the learners to develop their management skills and their self-awareness in a safe environment. Learners thoroughly enjoyed the session.

Webinar on Learn How to Turbo Charge Your Career

The Centre for Online Studies (COOLS), BIMTECH organized a webinar on Learn How to Turbo Charge Your career. Prof. S S Dubey, Veteran Wg Cdr Vijay

Kumar Verma, Business & IT Consultant, and Mr. Amar B Singh, Growth Leader, Tech Mahindra were the panelists of the webinar. The session was moderated by Prof. Jyoti Das.

Mr. Amar interacting with the participants



Mr. Amar interacting with the participants

Career Enhancement webinars

The Centre for Online Studies (COOLS) organised various Career Enhancement webinars to give a chance to the learner to learn how they can develop the most in-demand skills and upgrade themselves. In this direction, one webinar was organized on the topic 'Will AI and Large Learning Model Take Away our Jobs' on 28 April 2023. Similarly, COOLS organized another webinar on Career Enhancement Program with Digital Transformation on 19 May 2023.



Similarly, the centre also organised another webinar on the topic "2023 specialisation that will pay big off in management education" on 13 June 2023. Prof. S.S. Dubey gave various tips to the learners for identifying specializations with high industry demand and hiring trends.

The Centre for Online Studies, BIMTECH & IID also organized a Free webinar on Entrepreneurship Program on 24th April 2023. During the webinar, the basics of Entrepreneurship have been discussed.



Partnership

BIMTECH Signs MoU with The Institute of Industrial Development



Dr. Harivansh Chaturvedi, presenting a coffee table book to Mr. Bhola

Birla Institute of Management Technology (BIMTECH) and The Institute of Industrial Development today signed a Memorandum of Understanding (MoU) on 3 March 2023 to offer industry-specific training programs and certificate courses in Marketing with Specialization in Digital Marketing, Finance with Specialization in FinTech, BFSI, Risk Management, Digital Transformation, Entrepreneurship, Supply Chain & Logistics Management, and related areas.

The certificate program will benefit professionals with an entrepreneurial mindset to convert innovative business ideas into sustainable business plans. Graduates from recognized universities are eligible to enroll in this program. The duration

of the program is 12 weeks of live classes and 4 weeks for capstone projects, with a total duration of four months. Dr. Harivansh Chaturvedi, Director of BIMTECH, said, "Two premier institutions of India have come together to resolve one of the most significant problems of today – unemployment. BIMTECH as a business school has been

providing excellent education on entrepreneurship and startups for many years. IID on the other has a track record of making around 1300 modules on the broader topic of entrepreneurship. They have the resources and mentors, who can help entrepreneurs with a plan and a path. I would like to complement the efforts of IID co-founder, Mr. Mukesh Shukla.”

Mr. Kamal Bhola, Director, The Institute of Industrial Development, further added, “With the help of BIMTECH, we can reach out to a vast section of the youth. Entrepreneurship certification is the need of the hour and producing capable leaders essential to sustain business growth. The program aims to develop entrepreneurship among the youth so that they can become job providers in the future.”

The MoU signing ceremony was attended by dignitaries from both BIMTECH and The Institute of Industrial Development. The event marked the beginning of a promising partnership between the two organizations, aimed at fostering entrepreneurship and contributing to the growth of the SMBE sector.



Panorama of Events

Orientation Programme for the Fifth Batch of PGDM (Online)

The Centre for Online Studies, BIMTECH organized an orientation programme on 4 March 2023 for the 5th batch of PGDM Online at the BIMTECH campus. The programme aims to equip students with the necessary corporate expectations, communication, and digital skills required to succeed in their academic journey. The orientation programme saw an overwhelming response, with several students from different parts of the country joining online.

Some of the dignitaries who presided over the event were Dr. H Chaturvedi, Director of BIMTECH, Prof. Raj Sethuraman from Southern Methodist University, Mr. Satish Jha, Entrepreneur, Mr. Varun Garg, President of Learning Experience at upGrad, Mr. Parikshit Markanday, Chief Partnership and Growth Officer, TimesPro, and Prof. S S Dubey, Chairperson, COOLS, BIMTECH. Talking on the occasion Dr. Harivansh Chaturvedi, Director of BIMTECH, said, “During and after the covid, online education has provided able support to the young students, who are studying in schools and universities to continue their education.”

Prof. S S Dubey, Chairperson, COOLS, BIMTECH, introduced the students to the curriculum and the various career opportunities available after the programme. He urged the students to develop a winning mindset to succeed in the competitive environment. Prof. Raj Sethuraman from Southern Methodist University said, "Passion,



Perseverance, Patience, and Planning are the essential 4Ps of life that can pave the way for the other two P's - Peace and Prosperity. Mr. Satish Jha, an Entrepreneur, emphasized on the importance of learning and developing skill sets according to the industry.

The centre for online studies in collaboration with UpGrad has taken another initiative to Launch Advanced Certificate in Management. This Certificate program is for freshers and working professionals looking to fastrack their career by upskilling themselves in core areas of management and deep-diving into a specific domain of their choice.

The distinguished guests inspired the students to explore different opportunities and industrial learning, concluding the event with a vote of thanks and wishing the students the very best for their upcoming academic journey.

Campus Immersion Programme for the PGDM (Online) Students



Centre for Online Studies (COOLS) organized a campus immersion programme for online PGDM students of C2, C3, C4 & C5 batches during 11- 14 May 2023. The main purpose of this program was to groom the overall personality of students and make them familiar with the culture of the institution. On the first day of the programme students met with COOLS Team and Chairperson Prof. S.S. Dubey. The session was inaugurated in the post lunch session. Mr Jaideep Ghosh was the key note speaker. During the inaugural session the vision of the institute was shared with the students. After the welcome address, a number of sessions were organized for the students. These sessions include Dissertation Writing, Management Games, Yoga Sessions to name a few. During the immersion students also got a chance to interact with their programme management team. Finally, winners were awarded for different activities during the closing ceremony.

Faculty Achievements

Dr. Poonam Vyas

Dr. Poonam Vyas has been awarded a Major Research Project by the Indian Council of Social Science Research (ICSSR), New Delhi in April 2023.



Students' Corner

Club Activities

Website Designing Competition

The centre organised a website development competition on **21 April 2023** for PGDM online learners. Learners have shown a lot of interest in the activity. Each team was given 5 minutes to demonstrate the website which was followed by Q&A. External jury members were invited to evaluate their performance. Attractive prizes were given to the winners and runner-ups. Mr. Mayank Soni (DM22A063) stood first in the competition Suruchi Garg (DM23A115), Vanadan (DM23A122), Deepika Singla (DM23A030) stood second. While Shalini Chouhan (DM22B076), Kamal Singh Airy (DM22B028), Yuvraj Miyawara (DM22B098) stood third in the competition.



Learners Participating in Website Designing Competition

Creative Writing

The Book Chapter

"Life can be dreadfully predictable, and I've grown weary of its monotony," I would often lament to anyone who cared to listen. Alas, my words fell upon deaf ears, for no one truly believed me.

Allow me to introduce myself properly. My name is Hikara, a high school senior who also happens to be the top student at my school. I consistently score full marks in all my tests and manage to steer clear of any trouble that may come my way. However, my life hasn't always been so picture-perfect. To provide a brief summary, I was an orphan who roamed the streets until the age of ten. Loneliness, hunger, and thoughts of ending my life were all too familiar to me. But one fateful day, as I scoured the trash for morsels

of sustenance, a woman approached me with a proposition that would alter my existence.

"Do you yearn for a life filled with happiness? If so, I can bestow upon you the power to change your circumstances," she whispered, her voice carrying an air of mystery. Without a second thought, I replied, "Yes." In response, she handed me a peculiar book devoid of any cover or title, but that wasn't the strangest aspect.

The book simply refused to open, no matter how hard I tried. Sensing my confusion, the woman reassured me, "Fear not, for it shall open. However, you shall only be granted access to one page per week. Each page shall unveil a glimpse into your predetermined future, guiding your actions accordingly. Follow its guidance faithfully, and success shall be yours." With those

cryptic words, she vanished without uttering another syllable. A gentle smile adorned her face, leaving me utterly perplexed. Had I fallen victim to an elaborate prank? Regardless, I resolved to keep the book and patiently awaited the stroke of midnight.

As the clock struck twelve, I gingerly attempted to open the book once more, and this time, it yielded. The first page revealed the words "Week One" and a single directive: "Proceed to the alley door of Jinpaku Restaurant on 48th Street and await further instructions." Obliging the book's command, I stationed myself outside the designated entrance, scouring nearby trash cans for sustenance while my stomach growled relentlessly. After a few agonizing minutes, a passerby approached me and kindly offered the remnants of a meal, remarking, "Are you hungry? There's an abundance of leftovers from the restaurant. I was about to discard them. Feel free to take them." Gratefully accepting the unexpected reprieve, I savored the delicious flavors, tears streaming down my face as I indulged.

The subsequent instruction was clear: "Seek the restaurant's chef, disclose your situation, and offer your services in exchange for food and shelter." I obediently followed the book's counsel, sharing my tale with the chef, who, despite regarding me with skepticism, decided to lend a helping hand. In the span of one night, I secured both sustenance and a place to call home by adhering faithfully to the book's enigmatic guidance. It proved to be the lifeline I desperately needed.

Thus commenced the incredible journey that has shaped my remarkable life. Every week, I unwaveringly followed the book's instructions, and now, it stands at nearly one-third completion. My existence unfolded precisely as foretold by the mysterious woman, whom I hope to encounter someday, should fate be so kind. Presently, I find myself on the precipice of high school graduation, adored by my foster parents and beloved by all. This extraordinary life would have remained an unattainable dream if not for my unwavering commitment to the book's revelations.

However, as my life flourished, a nagging curiosity tugged at my heart. What if I were to deviate from the book's path? What secrets lie within its final pages? Countless unanswered questions linger, yet I resolve to savor this existence until...

Hence, I find myself reiterating to all who listen, "Life can be excessively predictable, and it sickens me." With this sentiment, I have decided to alter the course of events that await me next week, delving into the unknown with an open heart. The consequences of willingly straying from the book's path remain shrouded in uncertainty, but such is the nature of discovery. There is so much more to unravel, and I am prepared to embark on this new journey of self-determination.

Bhavesh Singhal
DM23A021-CS

New Joining



Dr. Ruchi Garg
Assistant Professor
IT

How Indian B-Schools are Meeting Challenges in the Turbulent Era?

Introduction

In an ever-evolving global landscape marked by rapid technological advancements, changing economic dynamics, and unprecedented disruptions, higher education institutions need to take a STEP Up. This acronym emphasizes the key aspects that institutions must focus on: Speed of Change (S), Technology (T), Environment (E), and People (P). Indian business schools (B-Schools) have embraced the challenges of the turbulent era, including the profound impact of the Covid-19 pandemic, economic crises, rising unemployability, geopolitical conflicts, and climatic disasters, equipping students with the necessary skills, knowledge, and resilience to excel in the competitive business environment. This article examines the strategies employed by Indian B-Schools in meeting the demands of the current era and fostering a new generation of business professionals.

Agile Curriculum Design: Emphasizing Skill Development

To address the challenges posed by the turbulent era, Indian B-Schools have revamped their curriculum, emphasizing the Speed of Change (S) and the need to equip students with contemporary knowledge and relevant skills to meet evolving market demands. They have incorporated emerging disciplines such as comprehensive skill development programs, crisis management, remote leadership, sustainable business practices, social entrepreneurship, data analytics, and artificial intelligence into their course offerings. These programs focus on honing communication, leadership, problem-solving, and critical thinking skills, fostering an entrepreneurial mindset, and nurturing emotional intelligence. By nurturing well-rounded graduates equipped with diverse skill sets and blending theory with practical learning experiences, B-Schools empower students to tackle complex business problems and make informed decisions, bridging the gap between academia and industry and boosting employability in an uncertain job market.

Nurturing Entrepreneurial and Innovative Spirit

The challenging times and economic uncertainties and disruptions have given rise to a spirit of entrepreneurship and innovation, addressing the Speed of Change (S) and the need to embrace emerging trends and technologies. Indian B-Schools



are harnessing this potential by establishing incubation centers and entrepreneurship cells to provide aspiring entrepreneurs with the necessary resources and mentorship to turn their ideas into viable business ventures. They are encouraging students to think creatively, identify opportunities, and develop entrepreneurial mindsets by organizing entrepreneurship competitions, hackathons, and startup weekends. By fostering an entrepreneurial mindset and providing the necessary resources, Indian B-Schools are empowering students to create opportunities for themselves and contribute to economic growth and the creation of a vibrant startup ecosystem in the country.

Responding to the Covid-19 Pandemic: Embracing Digital Transformation

The Covid-19 pandemic wreaked havoc on the global education system, forcing institutions to swiftly transition to online learning. Indian B-Schools, known for their agility and foresight, quickly adapted their teaching methodologies by embracing technology (T) and swiftly transitioning to virtual classrooms, ensuring uninterrupted education for their students during lockdowns and restrictions. They integrated technology into teaching, learning, and the overall delivery and management of their affairs. By harnessing digital platforms, virtual classrooms, online collaboration tools, and data analytics, B-Schools enhanced the learning experience and streamlined administrative processes. Moreover, they focused on enhancing the digital skills of students, equipping them with the knowledge to thrive in the era of remote work and digitization.

Fostering Industry-Academia Collaborations for Experiential Learning

Indian B-Schools are increasingly fostering interdisciplinary learning, addressing the need for practical exposure and industry-relevant knowledge. They have recognized the importance of the Environment (E) and the inclusion of courses and programs that address environmental sustainability, climate change, and other related topics.

Furthermore, they have fostered strong collaborations with industry partners, aligning with the Speed of Change (S) and the need to adapt and respond to emerging trends. These collaborations involve partnerships with companies, startups, and industry experts to provide students with exposure to practical scenarios, internships, live projects, guest lectures, and mentorship programs. By engaging students in experiential learning, B-Schools are nurturing their ability to apply theoretical knowledge to real-world situations. Moreover, staying closely aligned with the business community, B-Schools ensure their curricula remain dynamic and responsive to industry trends and challenges.

Addressing Societal Challenges

Indian B-Schools recognize that today's business leaders must not only drive economic growth but also address pressing societal challenges, aligning with the Environment (E) aspect of higher education institutions focusing on environmental sustainability and societal issues. They are incorporating modules on sustainability, ethics, and corporate social responsibility (CSR) into their curricula. By integrating these subjects, B-Schools instill a sense of social consciousness in future leaders, ensuring that business decisions are made with consideration for environmental sustainability, ethical practices, and social welfare. B-Schools are also encouraging students to engage in community service and volunteering activities, fostering a sense of responsibility and empathy.

Emphasizing Emotional Intelligence and Resilience

The turbulent era demands leaders who possess emotional intelligence and resilience, addressing the People (P) aspect of ensuring equal access to quality education. Indian B-Schools recognize the

importance of these qualities and are incorporating them into their curriculum and co-curricular activities. Through workshops, seminars, and mentorship programs, B-Schools are developing students' emotional intelligence, helping them understand and manage their emotions, and fostering empathetic leadership. They are also providing platforms for students to engage in mindfulness practices and stress management techniques, equipping them with the tools to overcome adversity and thrive in challenging circumstances.

Conclusion

Indian B-Schools have embraced the challenges of the turbulent era by taking a STEP-up approach. They have responded to the Covid-19 pandemic by embracing digital transformation and ensuring uninterrupted education through virtual classrooms, aligning with the Speed of Change (S) and the Technology (T) aspect. B-Schools have redesigned their curriculum to emphasize skill development, incorporating emerging disciplines and fostering an entrepreneurial mindset. By fostering industry-academia collaborations, they provide students with practical exposure and experiential learning opportunities, addressing the Environment (E) and the People (P) aspects of higher education institutions. Additionally, Indian B-Schools are nurturing emotional intelligence and resilience in students, recognizing their importance in leadership. They are also addressing societal challenges by integrating sustainability, ethics, and CSR into their curricula, aligning with the Environment (E) aspect. Through these initiatives, Indian B-Schools are equipping students with the necessary skills, knowledge, and values to excel in the competitive business environment and make positive contributions to society. As the business landscape continues to evolve, Indian B-Schools remain committed to nurturing a new generation of leaders capable of navigating the challenges of the turbulent era.

Dr. H. Chaturvedi

Director, BIMTECH

This article was first published in Business -Today

India's Growing Influence: Unlocking Opportunities for Global Education Collaborations

Introduction

The recent UN report has revealed India's remarkable ascent as the world's most populous nation and its impressive rise as the fourth-largest economy. In parallel, India's higher education system has established its reputation for excellence, standing shoulder to shoulder with renowned global institutions. Particularly in the technology sector, India has demonstrated its prowess, as a significant number of leading technology companies are presently led by Indian graduates from local higher education institutes. This write-up explores four key themes that serve as pillars for potential collaborations in the field of education.

1. India as a Market of the Future

India has the largest consumer market which is domestic consumption. Consequently, brands across various sectors aspire to capture a share of this thriving market. To meet this demand, there is a pressing need to revamp curricula, enabling students worldwide to understand Indian customers, laws, logistics networks, and other vital aspects. Adapting educational programs to cater to the Indian market will position students for success in a rapidly evolving global landscape.

2. India as a Global Teaching Hub:

With the rise of online education, India's position as the largest base of English-speaking STEM education instructors presents a remarkable opportunity. Leveraging India as a hub for remote teaching can significantly reduce the cost of education worldwide. By injecting best practices and curricula from leading US institutions, a collaboration between educators in the US and India can revolutionize the cost of education delivery. This transformative shift has the potential to mirror the ground-breaking impact witnessed in the software industry three decades ago. Both US and Indian institutions stand to gain immense opportunities from such collaborations.

3. India as a Base for Prospective Students:

Each year, millions of Indian students travel abroad to pursue higher education in countries like the US and Europe. By fostering collaboration and offering a portion of the curriculum in India, the cost of



education can be lowered, expanding the student base. With intense competition and a limited seat-to-applicant ratio in the top 100 Indian institutions, collaborations between US and Indian institutes can help fulfill the dreams of millions of students who aspire to receive a quality education. This mutually beneficial partnership can tap into an untapped reservoir of talent.

4. Plan in the US, Teach in India:

Another exciting avenue for collaboration is for US-based institutes to partner with Indian institutions, jointly delivering a comprehensive curriculum. By combining teaching resources from both nations, students can benefit from a blended learning experience, with a portion of the curriculum taught in the US and the majority conducted at Indian campuses. This innovative approach has the potential to drastically reduce costs while significantly expanding the student base.

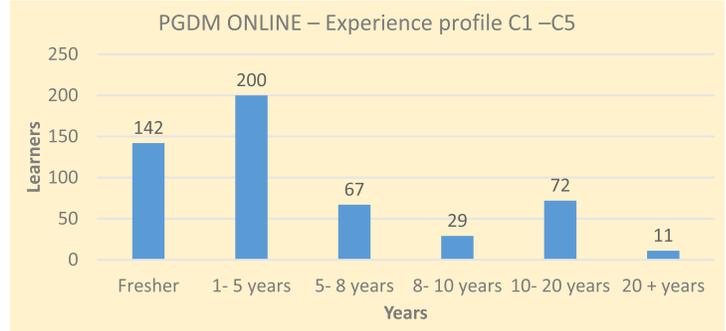
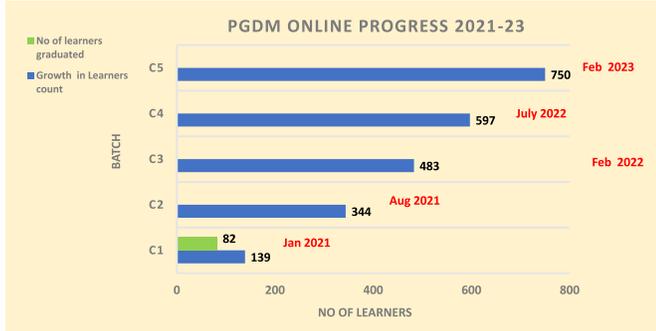
Conclusion:

India's emergence as the most populous nation and a major economic power, combined with its robust higher education system, presents tremendous opportunities for global collaborations in education. By recognizing India as a market of the future, a teaching hub, a base for prospective students, and a destination for blended learning, institutions from both the US and India can unlock new horizons in education. Through strategic partnerships and curriculum enhancements, we can shape a more accessible, affordable, and inclusive educational landscape that benefits students, institutions, and economies around the world.

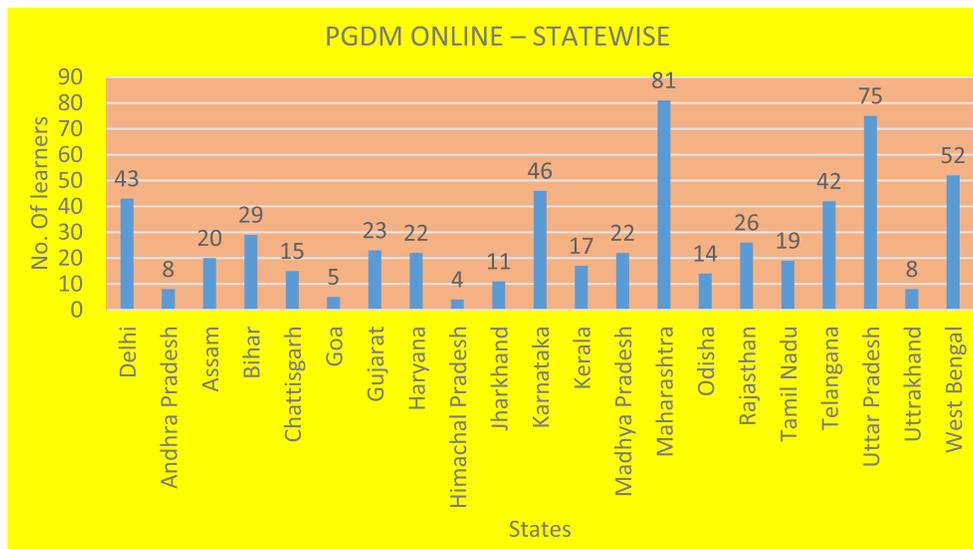
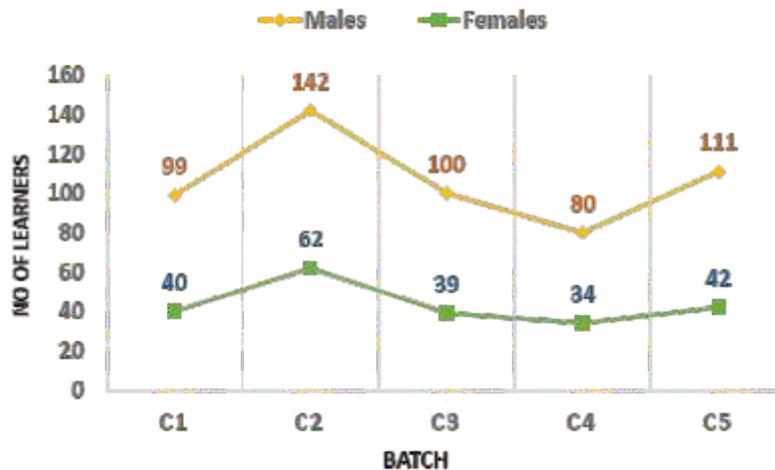
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This article was first published in EPSI Magazine

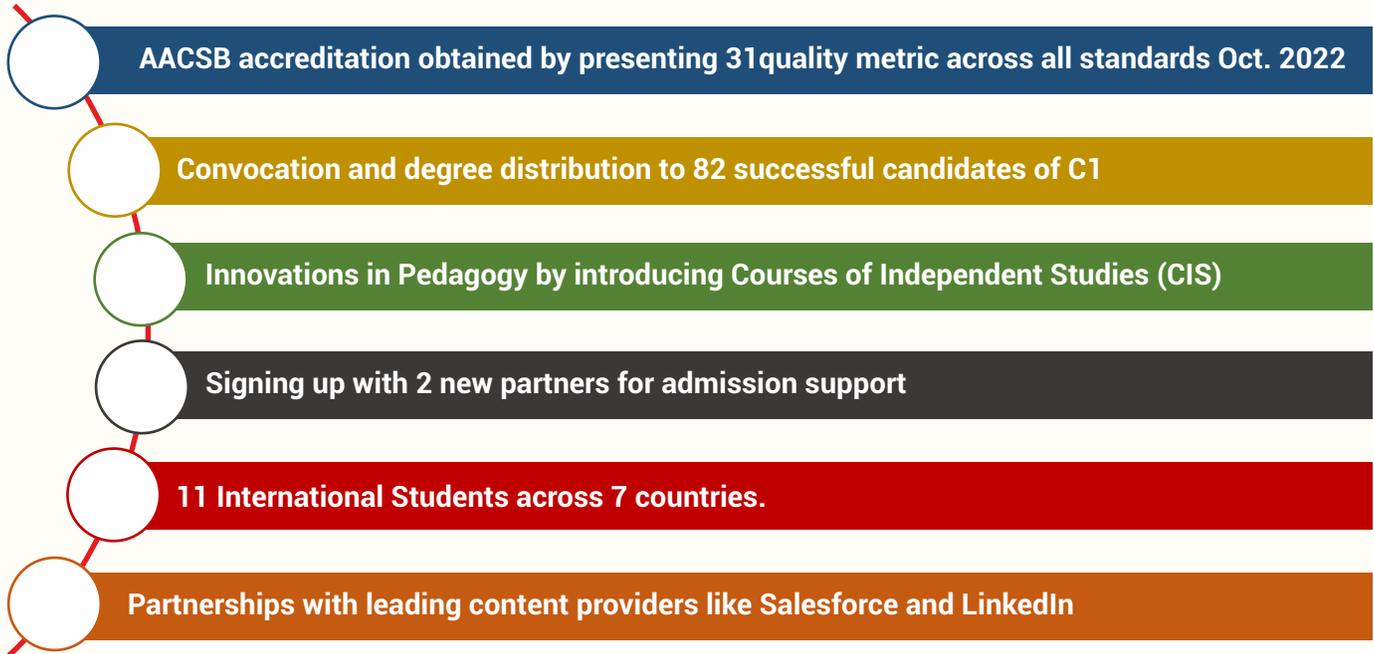
Growth of PGDM (Online)



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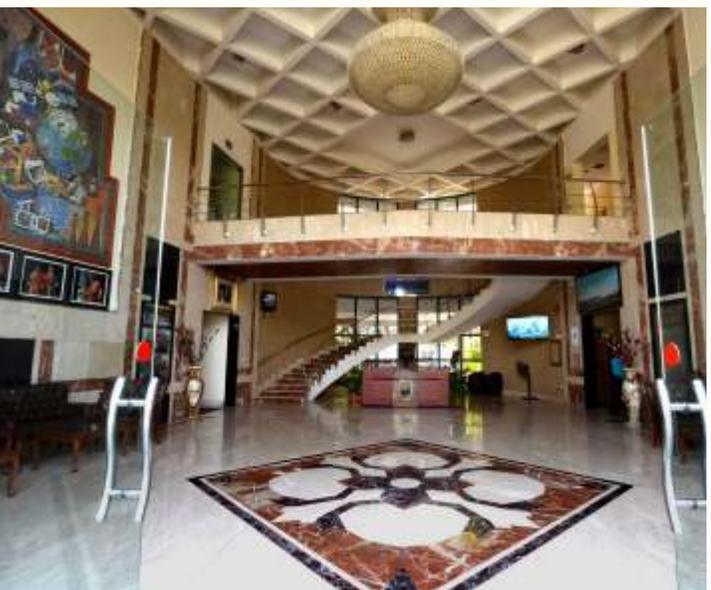
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