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News Details

IIM Jammu MBA Students off to Germany for International Immersion Program for four Weeks

Jammu, June 02 (Scoop News)-IIM Jammu sends its 3rd batch of MBA students to ESCP Europe, Berlin Campus Germany, for a four week International Immersion Program on 3rd June 2019. ESCP Europe is a world renowned institution as well one of the oldest International Business School of the world.

IIM Jammu believes that globalization is a reality that continues to impact all businesses and economies. Therefore, this immersion programme is designed to give perspectives, knowledge and skills to the future managers/leaders to manage in an increasingly globalized world, with confidence. It will help students appreciate and be more sensitive towards working in a multicultural environment.

The students will be exposed to Creativity, Technology Management, Innovation Management, Entrepreneurship, Digital, New Business Models. During the programme the students will study various courses like: Strategies of Internationalization - European and Global Perspectives, Cross-Cultural Environment, International Marketing and International Finance. Other than class room teaching by International faculties, students will invest significant part of their time in visiting various international companies and banks to further understand and indulge in the organizational functions.

They will visit companies such as, Volkswagen Automation city for full day, BMW Motor Manufacturing unit in Berlin and The Central Bank of Germany. The students will have rigorous work schedule to immerse into the work method of the international culture and business sense, to develop competencies to become better leaders of tomorrow.

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