



**CHRIST (Deemed to be University)**  
**SCHOOL OF BUSINESS AND MANAGEMENT**  
**Bachelor of Business Administration (BBA)**  
**Academic Year 2023-24**  
**International Cell**  
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The International Cell, dedicated specifically to the School of Business Management, facilitates student mobility through 158 partnership universities by offering exchange programs, summer/winter schools, credit transfers, and dual degree programs. The Student Mobility Program is integrated into the BBA curriculum for interested students in their fourth semester, aligning with the department's vision of nurturing globally-minded leaders for business enterprises. This initiative emphasizes acquiring functional knowledge and practical skills from a global perspective, which is a key program learning Goal (PLG 2) of the BBA Program. Through this program, students have the opportunity to experience diverse educational systems, cultures, and business practices by studying or interning abroad.

This initiative supports Sustainable Development Goal (SDG) 4, "Quality Education," by providing students access to diverse educational environments that enhance their learning outcomes. By exposing students to different educational systems, cultures, and business practices, the program ensures that they gain a well-rounded, high-quality education that prepares them to excel in a globalized world.

In addition, the program is a direct contributor to SDG 17, "Partnerships for the Goals." The International Cell's collaboration with universities across the globe exemplifies the importance of partnerships in achieving sustainable development objectives. These strategic alliances enhance the program's ability to provide quality education and facilitate economic growth, reinforcing the idea that global cooperation is essential for addressing complex global challenges and achieving the SDGs.

### **Brief report on various Guest Lectures/Speaker Sessions**

#### **Speaker Session on "Fostering Global Vision: Exploring Entrepreneurship in the 21st Century."**

Date: 4th January 2024

Time: 11:00 AM - 1:00 PM

Venue: ROOM 801, Ground Floor, Audi Block, Bangalore Central Campus

Speaker: Dr. Blaine McCormick, Associate Professor at Baylor University

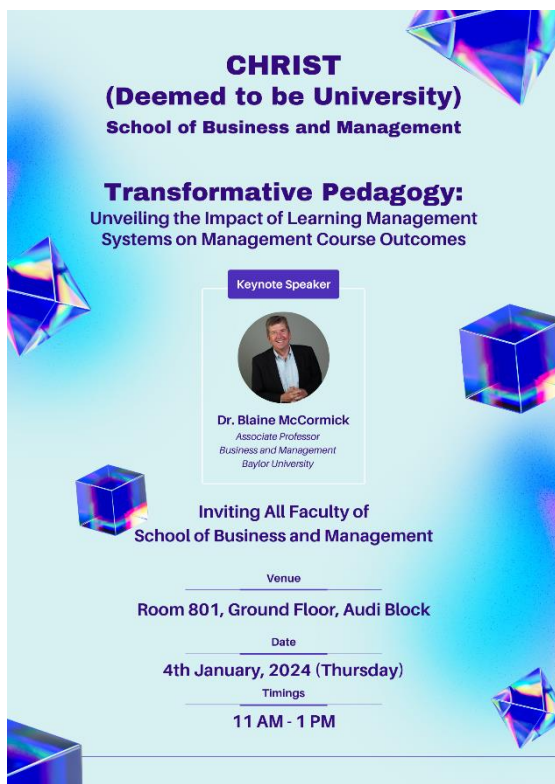
On January 4, 2024, a guest lecture titled "Transformative Pedagogy: Unveiling the Impact of Learning Management Systems on Management Course Outcomes" was held from 11:00 AM to 1:00 PM in Room No. 801, Ground Floor, Audi Block, at Bangalore Central Campus. The session was delivered by Dr. Blaine McCormick, an Associate Professor at Baylor University, and was attended by 40 faculty coordinators from the School of Business and Management.

A key highlight was Dr. McCormick's analysis of the Coca-Cola case study, which he used to illustrate his global workshop experiences. He expertly applied the 4Ps of Marketing—Product, Price, Place, and Promotion—to various scenarios, offering practical insights into real-world applications. Additionally, he presented a research paper listing the top 15 businessmen in the United States over several decades, explaining how these leaders' contributions shaped the country's infrastructure.

Dr. McCormick's lecture centered on the evolution of teaching methodologies in management education, with a particular emphasis on the pivotal role of Learning Management Systems (LMS) in enhancing course outcomes. He began the session by posing a thought-provoking question regarding the fundamental management courses that underpin effective teaching strategies. Drawing from his extensive experience, Dr. McCormick shared research conducted by both himself and his students on intriguing topics such as theft and drug usage, which captivated the audience. This enlightening session has also laid the groundwork for COIL (Collaborative Online International Learning) projects in areas like marketing, supply chain management, and finance. These projects involve students from both universities collaborating on a joint project, with guidance from professors at each institution. The duration of each project is expected to be around 15 hours.

The session concluded with a discussion on the intersection of Christian ethics and business concepts, where Dr. McCormick emphasized the importance of wisdom and resource management, reflecting the teachings of Bible scholars. This lecture provided participants with a rich understanding of transformative pedagogy in management education.





## **Guest Lecture on "Fostering Global Vision: Exploring Entrepreneurship in the 21st Century."**

**Dates:** 4th January 2024

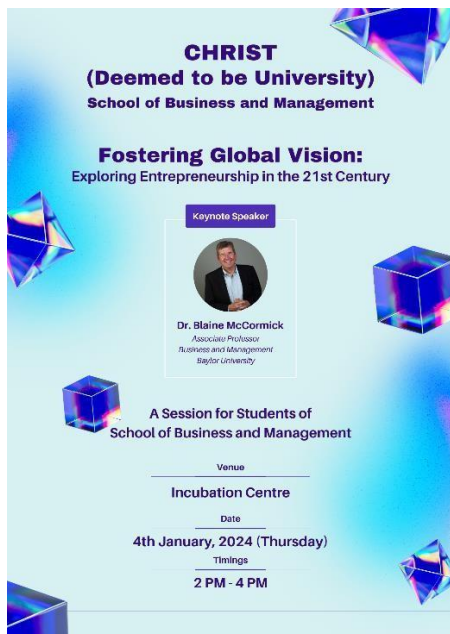
**Time:** 2:00 PM - 4:00 PM

**Venue:** Christ Incubation Centre, Bangalore Central Campus

**Speaker:** Dr. Blaine McCormick, Associate Professor at Baylor University

On January 4th, 2024, Dr. Blaine McCormick, Associate Professor at Baylor University, delivered a guest lecture titled "Fostering Global Vision: Exploring Entrepreneurship in the 21st Century" at Christ Incubation Centre. Attended by 79 students from 4th BBA C and 3rd Year Specialization, the session highlighted the contributions of Indian entrepreneurs to U.S. infrastructure and examined Benjamin Franklin's business achievements. The session was a blend of historical and modern perspectives on business, with discussions on Benjamin Franklin's biography, Indian contributions to U.S. infrastructure, and marketing analytics. Students gained a deeper appreciation for the role of historical figures like Benjamin Franklin in shaping modern business practices, particularly in the context of entrepreneurship. Also, the discussion on Indian entrepreneurs' contributions to U.S. infrastructure expanded students' awareness of the global impact of entrepreneurship.

Dr. McCormick's insights, including his research on top U.S. businessmen, provided valuable lessons on modern entrepreneurship. The event was well-received, broadening the students' entrepreneurial perspectives.



## **Navigating the Present: Contemporary Perspectives in Various Functional Areas**

**Date:** 5th January 2023

**Time:** 11:00 AM – 1:00 PM

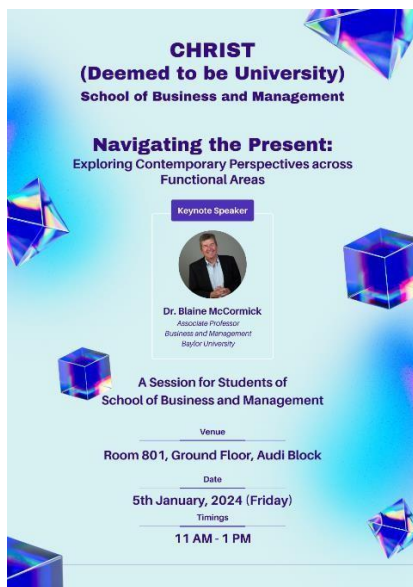
**Venue:** Room No: 802, Audi Block, Central Block, Bangalore Central Campus

**Speaker:** Dr. Blaine McCormick, Professor, Baylor University

On January 5th, 2023, Dr. Blaine McCormick, a professor from Baylor University, led a guest lecture titled "Navigating the Present: Contemporary Perspectives in Various Functional Areas."

The session, which included 39 class representatives and SDG members, began with an introduction to the purpose of the meeting, creating a welcoming and comfortable environment for participants. Dr. McCormick shared his expertise in brainstorming techniques and effective case study analysis, which provided participants with practical tools for navigating complex business issues.

Participants gained more insights on modern perspectives in various functional business areas. This exercise encouraged them to explore multiple problem-solving approaches, offering practical insights into contemporary business challenges. The session featured an engaging debate on the provocative topic, "Is capitalism soulless?" The diverse viewpoints presented by the participants enriched the discussion, offering a broad spectrum of perspectives on the ethical and moral implications of capitalism in today's society. The lecture was highly interactive and engaging, offering valuable insights into contemporary business issues. The combination of case studies, discussions, and a thought-provoking debate made the event a highly enriching experience.



## External Expert Validation for Board of Studies

Dr. Blaine McCormick, an Associate Professor at Baylor University, has served as an external expert for the validation of the following subjects for the Board of Studies. Dr. McCormick's extensive experience in management education, combined with his scholarly contributions, brings valuable insights into these key areas of business education.

In **Human Resource Management**, Dr. McCormick emphasized the need for contemporary approaches that address the evolving nature of the workforce, including the integration of

technology in HR practices and the importance of fostering a diverse and inclusive work environment.

For **Production and Operations Management**, Dr. McCormick validated the inclusion of innovative production techniques and operations strategies that align with global best practices. He highlighted the importance of sustainability in operations and the need to incorporate lean manufacturing principles to enhance efficiency and reduce waste.

In the field of **Entrepreneurship Development**, Dr. McCormick endorsed the curriculum's focus on nurturing entrepreneurial skills and mindsets among students. He advocated for a practical, hands-on approach to learning, where students are encouraged to develop their business ideas, understand market dynamics, and navigate the challenges of starting and growing a business.

Dr. McCormick's validation ensures that these subjects are aligned with global standards and are designed to equip students with the skills and knowledge required to succeed in the dynamic business environment.

The Semester Exchange and Summer School programs offered by the School of Business Management are integral components of the BBA curriculum, designed to provide students with international exposure and a global perspective on business education. These programs are facilitated by the International Cell through partnerships with prestigious universities around the world.

### **Description on Semester exchange and summer school**

#### **Semester Exchange Program:**

The Semester Exchange program allows students to spend an entire academic semester at one of the partner universities abroad. This immersive experience enables students to engage with different educational systems, cultures, and business practices, thereby broadening their understanding of global business environments. The program is typically offered during the fourth semester of the BBA curriculum, aligning with the department's vision of nurturing globally-minded leaders. Through this program, students can transfer credits earned at the host university back to their home institution, ensuring that their international experience contributes directly to their degree requirements. The exchange experience also fosters personal growth, adaptability, and a deep appreciation of diversity, all of which are essential qualities for future business leaders. Approximately 9 students have successfully completed their semester exchange programs with various universities.



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Christ University,  
Central campus



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(DEEMED TO BE UNIVERSITY)  
BANGALORE · INDIA



Shivansh Singh  
2220615



Saakshi Kothari  
2220473

*"I learnt how to leave my own opinions behind and be open to other perspectives"*

Technical University of  
Applied Science  
Würzburg Schweinfurt, Germany



*"Leaving my comfort zone to find a new space I found calling home."*

Manchester Metropolitan  
University,  
Manchester, UK



**Manchester  
Metropolitan  
University**



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Srikriti Kancherla  
2220478

*"Freedom comes with its own pros and cons"*

Technical University of  
Applied Sciences,  
Warburg, Germany



K Shivika  
2220476

*"Enhanced global perspective and academic skillset through a semester of study and life in Germany."*

Hochschule Mainz  
University of Applied Sciences,  
Germany



WIRTSCHAFT  
**HOCHSCHULE MAINZ**  
UNIVERSITY OF  
APPLIED SCIENCES

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Central campus



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BANGALORE · INDIA



Ashra Shrestha  
2220522



Srujitha Akula  
2220674

*'Broadened my knowledge about the course  
along with myself and the world around me.'*

HAN University of  
Applied Science  
Arnhem, Netherlands



*"I've learnt that practicality always  
beats classroom learning"*

Australian Catholic  
University,  
Fitzroy, Australia





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Christ University,  
Central campus*



**CHRIST**  
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BANGALORE · INDIA



*Mohit Mundra  
2220109*

*'I learned to navigate new challenges and adapt to different  
cultural and academic environments.'*

Hochschule Mainz University of Applied Sciences,  
Mainz, Germany



WIRTSCHAFT  
**HOCHSCHULE MAINZ**  
UNIVERSITY OF  
APPLIED SCIENCES

## **Summer School Program:**

The Summer School program offers a shorter, intensive international experience during the summer break. It is designed for students who wish to gain global exposure without committing to a full semester abroad. The program typically lasts for 2-4 weeks and focuses on specific business topics or themes relevant to the global market. Students participate in workshops, lectures, and cultural activities, gaining insights into the host country's business practices and economy. The Summer

School program is an excellent opportunity for students to enhance their academic knowledge while building an international network of peers and professionals.

Both the Semester Exchange and Summer School programs play a crucial role in preparing students for the challenges of the global business world. These initiatives support the Sustainable Development Goals (SDG) by promoting quality education (SDG 4) and fostering global partnerships (SDG 17). Through these programs, students develop a global mindset, enhance their cross-cultural communication skills, and build a foundation for successful careers in international business.14 students have successfully completed their summer school programs at different institutions.



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CHRIST UNIVERSITY, CENTRAL CAMPUS

**HAN University of Applied  
Sciences , Netherlands**

**EDGE HILL  
UNIVERSITY, UK**

• **PUNEET KUMAR NAHAR-2320586**

• **ESHIKA VERMA - 2320126**

• **NAMAN P GANDHI-2320551**

• **PRANAV NAIKAR - 2320655**

• **PRITHVI MODI - 2320659**

Summer exchange is like a box of chocolates,  
you never know what you're gonna get .  
~ Pranav Naikar.

**HAN\_ UNIVERSITY  
OF APPLIED SCIENCES**



**Edge Hill  
University**





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**UNIVERSITY OF  
BRISTOL, UK**

- GAUTHAM KRISHNA - 2220679
- MEERA SALIL - 2220630
- PRANIT CHOWHAN - 2220211
- ADITH BAGRECHA - 2220211
- UNNATI CHAUDHRY - 2220640
- KRISHNA KARNANI - 2320336
- AANCHAL P - 2220265

**LONDON SCHOOL OF  
ECONOMICS, UK**

- CHINMAYEE KRISHNA S - 2320621
- DARSHAN MEHTA A - 2320601

Over three transformative weeks at LSE, I immersed myself in the world of business analysis and valuation, mastering finance from the best of the best. collaborated with a global cohort, and gained tools & insights from talents peers, professors & professionals essential for my future endeavours . This wasn't just education; it was a leap forward not just in my career but life too.  
-DARSHAN MEHTA



University of  
**BRISTOL**



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OF ECONOMICS AND  
POLITICAL SCIENCE ■