

MEMORANDUM OF UNDERSTANDING

between

Management Development & Consultancy, Singapore

and

International School of Management Excellence

Management Development & Consultancy, Singapore (hereinafter referred to as "**MDC**"), a wholly owned subsidiary of **Management Development Institute of Singapore (MDIS)** and the **International School of Management Excellence** (hereinafter referred to as "**ISME**") are linked by common interests and wish to enable cooperation in the areas of mutual interest.

ARTICLE I

The purpose of this MOU includes but is not limited to, the following:

- 1) Collaborated development of training programmes for **ISME**;
- 2) Development of training activities for **ISME's** students;
- 3) Provision of consultancy services and advice to **ISME** and/or **ISME's** students;
- 4) Organisation of collaborated training programmes such as conferences, short courses, workshops, talks and symposiums in Singapore; and
- 5) Other directions of cooperation in professional development and soft skills.
- 6) Collaborations for joint research activities
- 7) Promoting of **ISME's** India Business Study Program to **MDIS** students, where applicable

Cooperative projects under this MOU may include any discipline to be mutually agreed upon by each organisation.

ARTICLE II

In order to carry out and fulfill the aim of this MOU, **MDC** and **ISME** will appoint an authorised representative at each of their offices to coordinate the development and conduct of joint activities. Through these contact persons, either party may initiate proposals for activities under this agreement. Specific details of any activity will be set forth in a Letter of Agreement which, upon signing by appropriate authorities at both organizations, and approved pursuant to Article III, will become an integral part of this general agreement. Letters of Agreement will include items such as:

1. Elaboration of the responsibilities for the agreed-upon activity;
2. Schedules for the specific activities;
3. Budgets and sources of financing of each activity; and
4. Any other item necessary for the smooth and efficient conduct of the activity.

Acceptance of Proposals will be approved at each organisation according to the normal procedures, monitoring and controlling the types of activities proposed herein.

ARTICLE III

This MOU shall be identified as the parent document of any program agreement executed between the parties. Further proposals concerning any program shall provide details concerning the specific commitments made by each party and shall not become effective until they have been submitted in writing, signed by the duly authorised representatives of the parties, and approved in writing by MDC and ISME authorized bodies.

ARTICLE IV

This MOU shall not be construed in any way as imposing any financial obligations on either Party nor as impending nor as either Party from establishing or participating in similar arrangements with other organisations.

ARTICLE V

This MOU shall remain effective for **36 (THIRTY SIX) MONTHS** upon signing by the representatives of both Parties or terminated by either Party upon one month's prior written notice to either Party, whichever is earlier.

IN WITNESS WHEREOF, the parties hereto, each act through its authorised representatives have signed this Memorandum of Understanding (MOU), in two copies in English.

MDIS Corporation Pte. Ltd.
20 Orchard Road
Singapore 238830

ISME
88, Chembanahalli, Near
Dommasandra Circle
Sarjapura Road, Bangalore, KA,
India-562125


Sharmila Naidu
Manager, MDC
Date: 12 July 2018




Kiran Kumar K V
Program Coordinator, ISME
Date: 12 July 2018

MoU Summary Report

International School of Management Excellence (ISME)

And

Management Development Institute of Singapore(MDIS)

The following activities have been conducted between MDIS and ISME as per the Memorandum of Understanding (MoU) dated 17/07/2018.

SL No.	Start Date	Completion Date	Activity Details
1	8/01/2020	15/01/2020	Training Program - SINGAPORE IMMERSION FIELD TRIP



Name: Sharon Wang

Designation: Head, Overseas Business, MDIS



Signature and Seal On behalf of
Management Development Institute of Singapore

Date: 31/01/2020



Name: Dr. Rony G Kurien

Designation: Dean, ISME



Signature and Seal On behalf of
ISME

Date: 23/01/2020

REPORT ON SINGAPORE IMMERSION TRIP 2020
INTERNATIONAL SCHOOL OF MANAGEMENT EXCELLENCE

Students Participated: 34

Faculty Coordinator: Prof.Anilkumar.R

Names of the 2nd year BBA students participated in the trip:

Abhimanyu Goel, Devdeep Chakraborty, Janhavi Arvind Jain, Lucky Sharma Adhikarimayum, Meerakani hariz, Niceson Joe Vetticadan, Pawan, Prubseerat singh Budhiraja, Prince kumar Jha, Raghav Goyal, Rithik Suresh, Ruthvik kumar Achettipalli muniyappa, Sakshi Kumari, Shrishti Pathak, Siddharth Ostwal, Subhashree Mukherjee, Tarun Manjunath reddy, Tracy Thangjam, Ceona Dsouza, Shayantan Ganguly, Varun Singh, Kishore Lokesh, Srikrupa Sreenivasa, Kiran mayi Hari babu, Srinith Kandikanti, Gopi krishna Karnati, Pavan kalyan Lingam, Balasubramanyam Pachipulusu, Sree sai manogna Paduchuri, Sai prudhvi Raghupatruni, Bhavani Talapagala, Deepthi Talapagala, Anbuselvan Kottapatti subramani, Walter Samuel Dheeraj Dommeti

DAY 1: 08-JAN-20

2.00 PM Students left to Airport (BIA) from ISME

4.30 PM Students reached to BIA

9.25 PM Flight departure from BIA to Singapore Airport

Industry visit	Address	Visiting time	Back to MDIS	TRAVEL ARRANGEMENT
Industry Visit (ISME-Tiger Brewery) Asia Pacific Breweries (Singapore) Ltd 459 Jalan Ahmad Ibrahim, Singapore 639934	459 Jln. Ahmad Ibrahim, Singapore 639934, +65 6860 3005	1.30 pm	5.00 pm	Travellers Connexions +65 682637546 (Mr.Vijay Suppiah) travellersconnexions@hotmail.com

The tour guide "Mr.Nick" briefed about the history of Tiger Beer Industry, Singapore's earliest commercial beer. Tiger Beer was created through a joint venture amongst Heineken & Fraser & Neave which gave birth to Malayan Breweries (later **Asia Pacific Breweries**) in 1931. Asia Pacific Breweries is the largest brewery in the Malayan Peninsula, acclaimed many awards.

Established in 1931, Asia Pacific Breweries Singapore (APB Singapore) is a leading brewer in Southeast Asia with a rich long history of success in developing premium beer and cider brands. Its flagship product, the world-acclaimed Tiger Beer, is born and brewed on local soil since 1932 and is now available in more than 50 countries around the world. Additionally, APB





Singapore's wider range of portfolio includes ABC Stout, Anchor Beer, Baron's Strong Brew, Erdinger, Guinness, Heineken, Strongbow and the range of Archipelago craft beers.

APB Singapore is highly committed to achieving a positive environmental and social impact through its Brewing a Better World sustainability strategy. These include lowering carbon emissions, protecting water resources, and reducing waste.

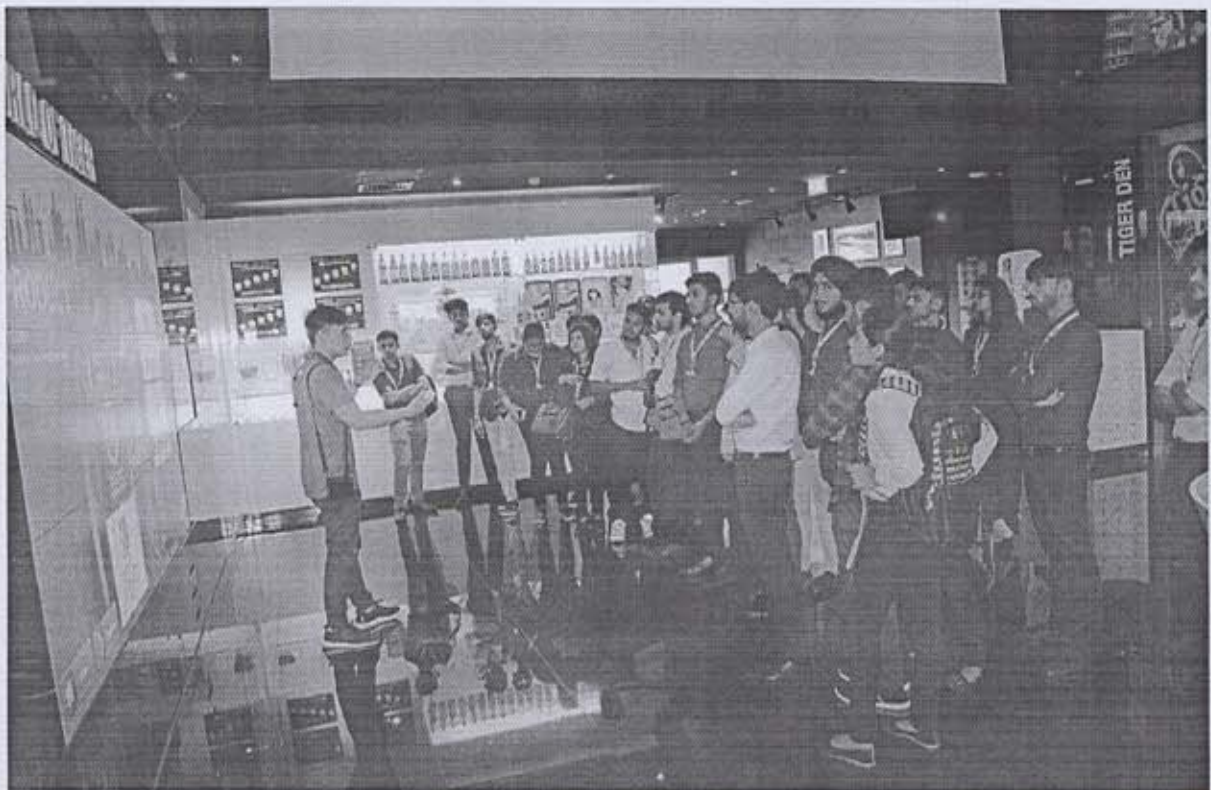
APB Singapore is part of the HEINEKEN Company.

The Industry tour after discussion, followed with walk-through of some of the brand's merchandise from the olden days until 2020. Then, the best part was tour inside the factory, where guide explained about brewery's nine-step process: milling, malting, mashing, lautering, boiling, fermenting, conditioning, filtering, and filling. The factory was completely atomised and operated without human intervention.

To note few achievements of Tiger Breweries Industry:

Singapore's largest commercial brewery produces less than 1 per cent waste

- Collects and reuses 87 per cent of glass bottles that are released to the on-premise market
- Reuses 100 per cent of its steel kegs
- Upcycles its spent grains as animal feed
- Prevented more than 21,000 tons of waste from going into landfill



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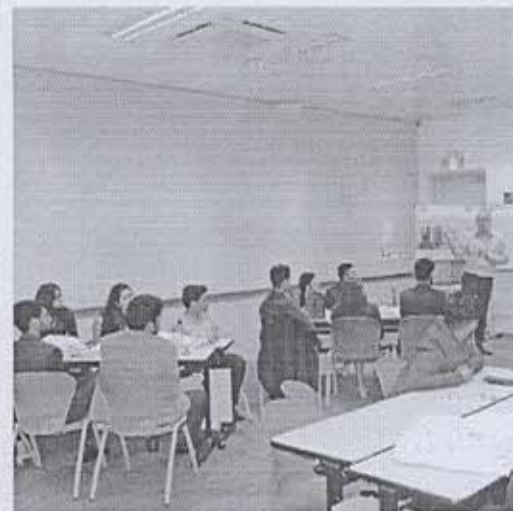
DAY 2: 09-JAN-20

Workshop/Industry visit	Address	Visiting time	Back to MDIS	TRAVEL ARRANGEMENT
Workshop at MDIS	Mr.Vincent, +65 98523688	9.00 AM	11.00 AM	NOT REQUIRED
Industry Visit - Volvo Volvo : 33 Joo Koon Circle, Singapore 629111	Mr.Pronob, Volvo +65 98316795	1.45 pm	5:00 PM	Travellers Connexions +65 682637546 (Mr.Vijay Suppiah)

Workshop-1: Exceptional customer service

Students learnt following attributes:

- The importance of service culture
- The 3 pillars of exceptional service experience
- Needs and wants of today's customers
- Customer satisfaction factors
- Social media and its impact on organisations
- Engaged employees do deliver exceptional customer service



09-Jan-20	Day 2	1:00 PM	Industry Visit - Volvo. Back to MDIS by 5 PM Location : 33 Joo Koon Circle, Singapore 629111
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Students after the workshop at MDIS, left for Volvo reached by 1.45 pm. Students walked around the Volvo corporate campus and were amazed to see the prototypes of their vehicles which is considered the best in the world for its quality and efficiency later were addressed by Mr. Pranob, HR Manager of Volvo, Singapore at the Board room.

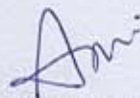
During the seminar, students learnt about the organization. i.e. Volvo was established in 1915 as a subsidiary of SKF, a ball bearing manufacturer; however both the Volvo Group and Volvo Cars regard the rollout of the company's first car series, the Volvo ÖV 4, on 14 April 1927, as their beginning. 1924, Assar Gabrielsson, an SKF sales manager, and a KTH Royal Institute of Technology educated engineer



Gustav Larson, the two founders decided to start construction of a Swedish car. They intended to build cars that could withstand the rigors of the country's rough roads and cold temperatures. AB Volvo began activities on 10 August 1926. After one year of preparations involving the production of ten prototypes, the firm was ready to commence the car-manufacturing business within the SKF group.

Volvo Group's operations include: Volvo Trucks (midsize-duty trucks for regional transportation and heavy-duty trucks for long distance transportation, as well as heavy-duty trucks for the construction work segment), Mack Trucks (light-duty trucks for close distribution and heavy-duty trucks for long distance transportation), Renault Trucks (heavy-duty trucks for regional transportations and heavy-duty trucks for the construction work segment), UD Trucks (midsize-duty trucks), Dongfeng Commercial Vehicles (45%) (trucks), VE Commercial Vehicles (Eicher) Ltd., India (VECV), a joint venture between Volvo Group and Eicher Motors Limited in which Volvo holds 45.6% (trucks and buses), Volvo Construction Equipment (construction equipment), SDLG (70%) (construction equipment), Volvo Buses (complete buses and bus chassis for city traffic, line traffic and tourist traffic), Volvo Financial Services (customer financing, inter-group banking, as real estate administration), Volvo Penta (marine engine systems for leisure boats and commercial shipping, diesel engines and drive systems for industrial applications), Arquus.

After the seminar, students asked doubts and room became very vibrant with Q and A's. We departed at 5 pm from the Volvo campus to MDIS campus.



DAY 3: 10-JAN-20

Workshop/Industry visit	Contact Person	Visiting time	Back to MDIS	TRAVEL ARRANGEMENT
Industry Visit to Financial District – URA visit and Marina Barrage	Ms. Esther, +65 91018943	9.00 AM	1 pm	Ms. Esther, +65 91018943
NUS Visit (National University Singapore) and Museum Visit	Mr.Vijay Suppiah, +65 682637546 for Guide service	1.45 pm	5:00 PM	Travellers Connexions +65 682637546 (Mr.Vijay Suppiah)

We started for Industry visit to Financial district – URA visit early at 8:15 am, the tour was arranged by Ms.Esther from SIM, reached URA at 9.00 am where we met the Guide, who escorted and briefed us about Urban Redevelopment Authority. URA's main responsibility is land-use planning. URA planners devise both long-term strategic land use plans and medium-term plans which are reviewed every five to ten years. These plans designate the land use and urban density for the entirety of Singapore, which is divided by URA into 55 planning areas. This is the responsibility of URA to evaluate and grant planning approval for development projects from the public and private sectors. In approving development applications, the URA states its goal is to foster orderly development conforming to the planning guidelines as stated in the statutory Master Plan and the existing control factors. URA tries to provide quality service when working in partnership with building industry professionals and the general public to foster development.







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Visit to Mariana Barrage:



This innovative facility not only supplies water to Singaporeans and helps alleviate floods, but also doubles up as a place for family fun. The Marina Barrage is an ideal spot for a dose of education, mixed with fun in the sun and recreation on the water.


In Singapore, even something as common as a reservoir can be turned into a hotspot for recreational activities. Built across the mouth of the 350-metre-wide Marina Channel, the Marina Barrage creates the country's 15th reservoir, with a catchment area that spans a whopping 10,000 hectares. As the water in the reservoir remains calm all year around, it's ideal



for some soaking wet fun, whether it's kayaking or, for the more team-spirited, a dragon boat race.

If water sports is not your thing, head to the rooftop of the barrage, which boasts a green space that's popular for flying a kite, or just to chill out with the family. The Marina Barrage also plays an important part in helping to alleviate flooding in some of the lower lying areas of the island. During periods of heavy rain, a series of nine crest gates will be opened to release excess storm water into the sea when the tide is low. When the tide is high, seven giant pumps that are capable of pumping one Olympic-sized swimming pool per minute whirr into action, draining water into the sea. The facility is also a showcase for Singapore's push to be a greener country. The Solar Park, for instance, features one of the largest collections of solar panels in Singapore, with over 400 panels providing electricity needed for lighting at the barrage during the day.

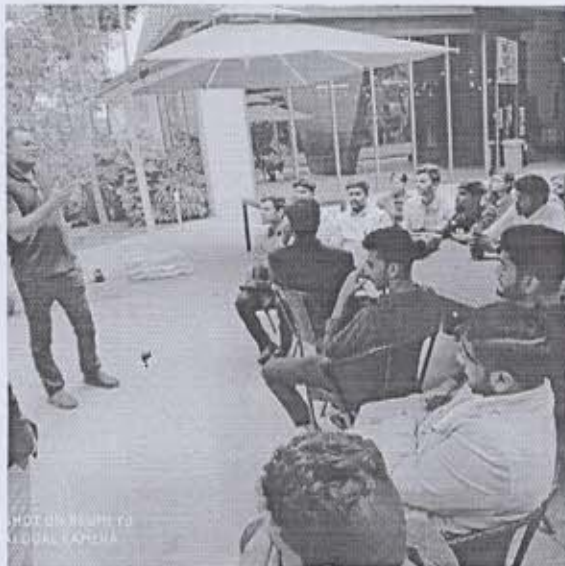
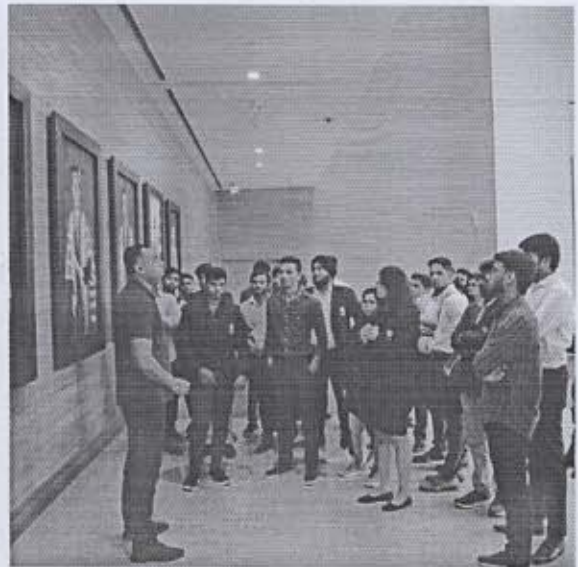
We found more about the country's efforts to go green, head to the Sustainable Singapore Gallery at the barrage's ground floor. This educational space illustrates environmental and water issues through interactive multi-media displays, exhibits, with the help of guided tour.



VISIT TO NUS CAMPUS:

We visited NUS campus accompanied by Mr. Vijay and his accomplice Mr. Mutthaiah who was former Singapore Military Intelligence officer. They both guided during the visit, various sections and buildings in the campus were explored. Later visited the NUS museum.

NUS Visit and Museum Visit : Location 50 Kent Ridge Crescent, National University of Singapore, Singapore 119279



NUS is ranked 1st in Singapore & Asia Pacific, and 22nd in the world according to the 2018 Times Higher Education World University Rankings, and 11th in the world according to the 2019 QS World University Rankings. NUS was named the world's 4th most international



university. In the QS Graduate Employability Rankings 2018, an annual ranking of university graduates' employability, NUS was ranked 30th in the world.

The QS World University Rankings 2019 ranked NUS 11th in the world and 1st in Asia. The Times Higher Education World University Rankings 2018 placed NUS at 22nd in the world and 1st in Asia Pacific, while its 2018 reputation rankings placed it at 24th globally. In 2019, it ranked 27th among the universities around the world by SCImago Institutions Rankings

The National University of Singapore (NUS) is a public research university in Singapore. Founded in 1905 as the Straits Settlements and Federated Malay States Government Medical School, NUS is the oldest higher education institution in Singapore. It is consistently ranked within the top 100 universities in the world and the top 3 universities in the Asia-Pacific. NUS is a comprehensive research university, offering a wide range of disciplines, including the sciences, medicine and dentistry, design and environment, law, arts and social sciences, engineering, business, computing and music at both the undergraduate and postgraduate levels. NUS's main campus is located in the southwestern part of Singapore, adjacent to Kent Ridge, accommodating an area of 150 ha (0.58 sq mi). The Duke-NUS Medical School, which is a postgraduate medical school in collaboration with Duke University, is located at the Outram campus. Its Bukit Timah campus houses the Faculty of Law and Lee Kuan Yew School of Public Policy. The Yale-NUS College, which is a liberal arts college created in collaboration with Yale University, is located at University Town. NUS incorporates four national level institutes, honoured as research centre of excellence in Singapore, which includes the Mechanobiology Institute.

The NUS Art Museum aims to create an enriching experience of the social history and the art of Asia to NUS and the nation through strategic acquisitions, exhibitions and research of an extensive range of artworks.

After the visit, we departed from NUS campus to MDIS at 5.30 pm.



DAY 4: 11-JAN-20

Workshop/Industry visit	Contact Person	Visiting time	Back to MDIS	TRAVEL ARRANGEMENT
Tour to Universal Studio (USS)	Travellers Connexions +65 682637546 (Mr.Vijay Suppiah)	9.00 AM	7.30 pm	Travellers Connexions +65 682637546 (Mr.Vijay Suppiah)



Singapore's only movie-theme park features 24 rides and attractions, including a pair of dueling coasters that brush past one another in several near misses in their aerial combat. Thrill-seekers can choose between a coaster where they are seated or the other where riders are

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suspended. Exciting loops, sudden turns, breathtaking drops and thrilling near-collisions will make you scream your heart out. Dinosaurs, lemurs, ogres and Egyptian mummies add to the thrills and adventures. With 18 attractions created or redesigned for Singapore, Universal Studios Singapore gave an everlasting experience that we will not forget. Laughter and screams are heard around every corner, and lasting memories are made on that day.

Breathtaking rides

Sci-Fi City features the famous TRANSFORMERS The Ride: The Ultimate 3D Battle ride where you fight evil forces in heart-pounding 3D combat. Move on to Ancient Egypt and face mummies and scarab beetles on an indoor roller coaster in total darkness—all the better to ignite your fears. In Madagascar, prepare to be drenched in a river boat ride.

Thrills and spills

Performances at Universal Studios Singapore™ are equally spectacular. The young ones will love the Shrek 4-D Adventure at Far Far Away, a cinematic experience that allows visitors to physically feel the action of the movie. Located in the Lost World zone, The Waterworld performance—based on the blockbuster film—features death-defying stunts and jaw-dropping explosions. After an exhilarating day out, replenish your energy between the attractions and step in to the many themed restaurants across the parks.



DAY 5: 12-JAN-20

Workshop/Industry visit	Contact Person	Visiting time	Back to MDIS	TRAVEL ARRANGEMENT
Sentosa Island	Travellers Connexions +65 682637546 (Mr.Vijay Suppiah)	9.00 AM	7.30 pm	Travellers Connexions +65 682637546 (Mr.Vijay Suppiah)

Before it was known as Sentosa, this island just off Singapore's southern coast was a British military fortress. After the Japanese Occupation in World War II, Singapore returned to British rule, and the island was renamed "Sentosa" which translates to "peace and tranquility."

Over the course of its remarkable history, Sentosa has transformed into a beloved island resort, best known for its tropical beaches, luxurious hotels and thrilling attractions. Whether you're looking for an adrenaline rush or a day of bold exploration, a world of adventure awaits you at Sentosa.

The full-day Sentosa tour package has been planned in such a way that you get to enjoy the major attractions of the island completely. Starting from the Beaches tours to the Resorts World Sentosa tour, we promise you with a day filled with lots and lots of fun.

Fun we had at Sentosa Island:


Took an exciting cable car ride to get the most imposing views over the island and beyond

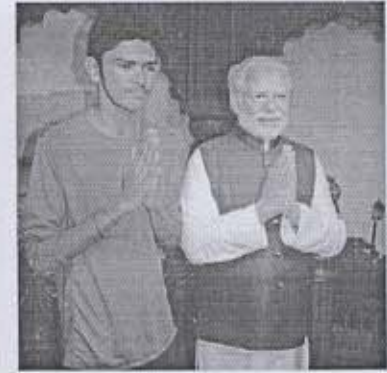
Experienced attractions such as the iconic Merlion Statue from a breathtaking perspective, Madam Tussads, etc.

Choose from diverse Fun Token Passes

Visited Sea aquarium







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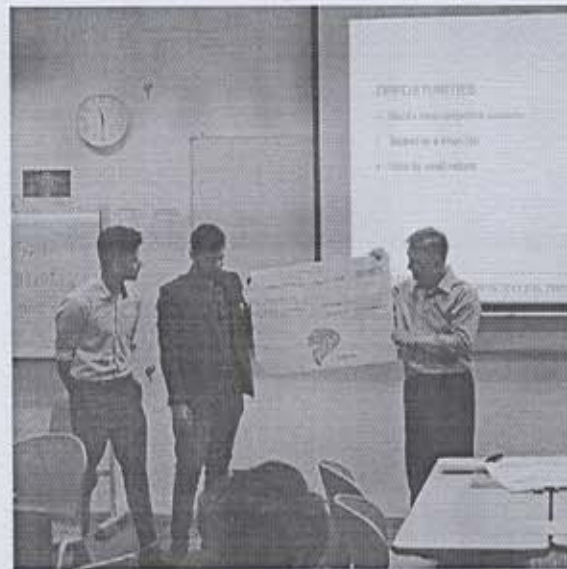


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DAY 6: 13-JAN-20

Workshop/Industry visit	Contact Person	Visiting time	Back to MDIS	TRAVEL ARRANGEMENT
Workshop at MDIS	Mr. Vincent, +65 98523688	9.00 AM	12.45 AM	NOT REQUIRED
Industry Visit to HDB Singapore (Housing & Development Board)	Mr. Vijay Suppiah, +65 682637546 for Guide service	1.35 pm	5:00 PM	Travellers Connexions +65 682637546 (Mr. Vijay Suppiah)

Workshop at MDIS



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Visit to HDB, Singapore

The Housing & Development Board (abbreviation: HDB, often referred to as the Housing Board) is the statutory board of the Ministry of National Development responsible for public housing in Singapore.

HDB is credited with clearing the squatters and slums, and resettling residents into low-cost state-built housing in the 1960s. By 2019, 78.7% of Singaporeans live in public residential developments, ranging from studio units to executive condominiums provided by the HDB, a major factor in Singapore having one of the highest home-ownership rates - over 90% of the resident population - in the world.



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DAY 7: 14-JAN-20

Workshop/Industry visit	Contact Person	Visiting time	Back to MDIS	TRAVEL ARRANGEMENT
Workshop on International Business at SIM	Ms. Esther, +65 91018943	9.00 AM	6 pm	Travellers Connexions +65 682637546 (Mr.Vijay Suppiah)



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DAY 8: 15-JAN-20

Workshop/Industry visit	Contact Person	Visiting time	Back to MDIS	TRAVEL ARRANGEMENT
Industry Visit Yakult	Travellers Connexions +65 682637546 (Mr.Vijay Suppiah)	9.00 AM	12.30 pm	Travellers Connexions +65 682637546 (Mr.Vijay Suppiah)
Industry Visit - NEWATER - Singapore National Water Agency	_____	2pm	4.30 pm	Travellers Connexions +65 682637546 (Mr.Vijay Suppiah)

Industry Visit to Yalkult Factory



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This was an educational visit for students to have an overview of the production, packaging process and the distribution channel of the fast moving consumer product.

Discovery of Biotechnology Plant: Yakult Singapore

It started with a presentation on the background of Yakult and the company. Our students and staff also watched a scientific documentary on the advantages of probiotics and an animated video on the role of how probiotics plays in the maintenance of the digestive system. Our students and staff even got the opportunity to enjoy a complimentary bottle of Yakult.

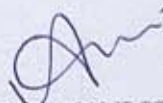
Some interesting facts that we had learned during the tour was that Singapore is the only country that Yakult produces 4 flavours whereas the other countries only produce the original flavour. The Yakult bottles are also bigger in Singapore, Hong Kong, China and Taiwan as compared to other countries. It was an eye-opening visit for students as they got good understanding of how Yakult was produced.

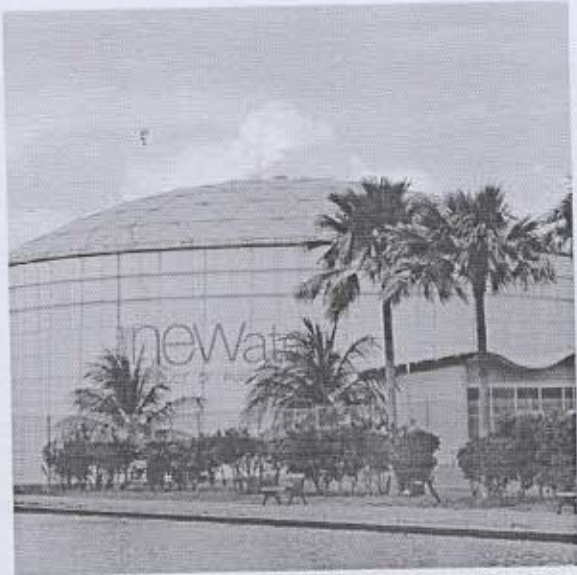
The students enjoyed the visit and found it insightful and enriching.

Visit to NEWATER:

It has been 17 years since Singapore's first NEWater plant opened in Bedok in 2003. This working factory also houses the NEWater Visitor Centre where you can learn about one of Singapore's National Taps. The tour at the NEWater Visitor Centre started off with a video screening on the importance of water to Singapore. It emphasised the need to conserve water, a central theme that underpins the visit. There are exhibits such as information displays providing facts and figures about water usage and the importance of water conservation.

The Factory Floor: After a run-through of the Deep Tunnel Sewage System and an introduction to NEWater, comes the highlight of the visit to the NEWater Visitor Centre, we had a chance to view the NEWater factory including the gallery. The tour at the NEWater Visitor Centre concludes with a look at the factory control room and an opportunity to pledge to conserve water.





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SL No.	Start Date	Completion Date	Activity Details
2	1/02/2023	8/02/2023	Training Program - SINGAPORE IMMERSION TRIP
3	20/06/2023	28/06/2023	Training Program - SINGAPORE IMMERSION TRIP

Name: Sharon Wang

Designation: Head, Overseas Business



Signature and Seal On behalf of
Management Development Institute of Singapore

Date: 24/07/2023

Name: Dr.Rony G Kurien

Designation: Dean



Signature and Seal On behalf of
ISME

Date: 13/07/2023

Report on Students' Immersion Trip 1st February 2023 to 8th February 2023

Day 1 - 1st Feb.,2023

On the first day of the Immersion trip we had a brief orientation at MDIS. They explained about the courses offered and the various partnering Universities.

Students were told about the eligibility criteria and the evaluation method used for the various courses.

An overview of the week's program was presented to the students. We were taken on a city tour. We visited Little India, China Town, Kampong Glam and the Merlion statue.

We checked into the hotel at 4.30 pm.

Day 2 - 2nd Feb.,2023

It started with a session on International Trade by Professor Philip Yu. It was an experience based session. Prof Yu has been trading with different parts of world (more than 68 countries.) for over 45 years. The students were given an assignment to make a presentation on a product that they would like to export from their country. Students have to make a presentation on 7th Feb.

After that students visited the URA centre. At the URA (Urban Redevelopment Authority, Singapore) centre they learnt how Singapore was developed into a modern city state. They learnt how the land was reclaimed for development and the water purification process and desalination plants introduced in order to ensure sustainable development.

Singapore is a city in a garden where there are more trees than there are residents.

In the evening most of the students headed out for the Night Safari.

Day 3 - 3rd Feb.,2023

It began with a session by Prof Clement Ng on Leadership. The session was case study based. Students were divided into groups and after each concept was explained a case was presented for which the students had to use the concepts explained to find a solution.

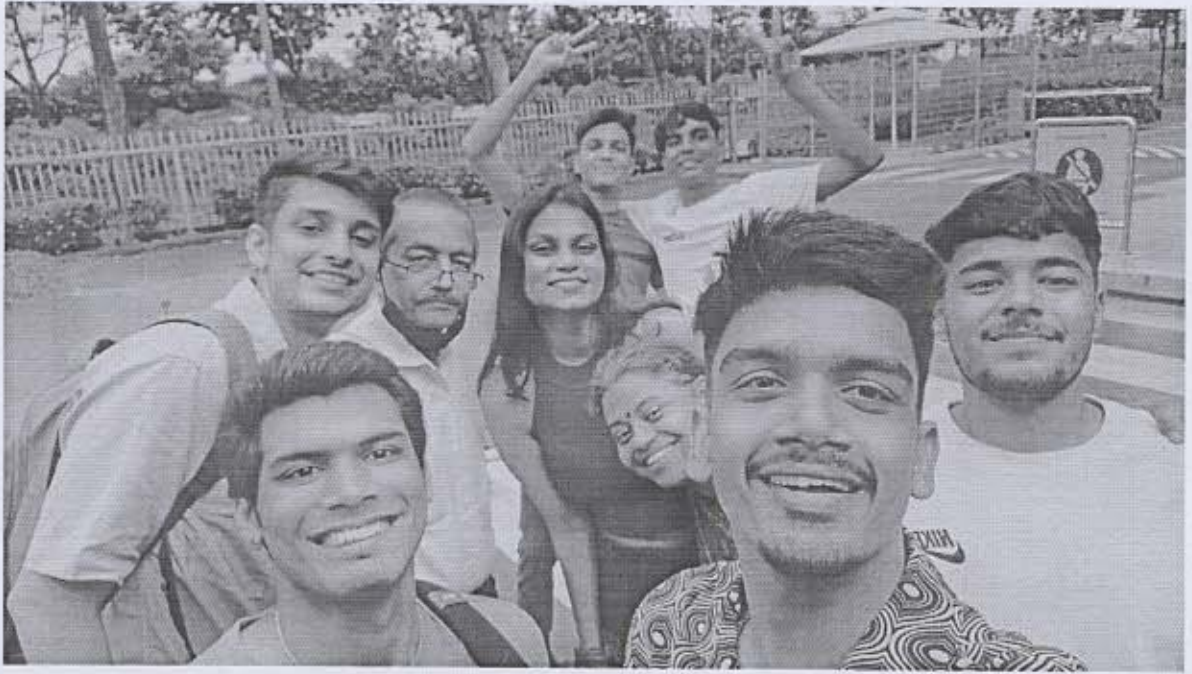
In the afternoon one group of students visited the Volvo factory and the other group went to Tiger Brewery.

At Tiger Brewery, the history of the Brewery and the brewing process was explained to the students. The students were given free samples of different beers at the in-house Tavern. Each student was given a complimentary bottle of Tiger beer bottle as a souvenir.

Shreethi

Alumna





At the Volvo factory the students were given a presentation about the factory and the rules and regulations observed within the factory. A management trainee shared her experience at Volvo. Students were also given a high tea at the factory.



Abhinav
Abhinav





Day 4 - Feb 4 - Saturday

Visited Universal Studios, Sentosa Island

Day 5 - Feb 5 - Sunday

Students visited Clark Quay, Marina Bay Sands.

Day 6 - Feb 6 - Monday

- Met Paddy Padmanabhan in INSEAD. Had a good meeting. He will connect us with INSEAD Corp Training team for IBSP and will connect select ISME faculty with faculty at INSEAD and Fontainebleau for research.

Day 6 - 6th Feb., 2023

Morning session was on 'Out of the Box Thinking and Problem Solving' by Prof Caroline Dawson. Prof Dawson discuss the difference between the right brain and the left brain and the importance of integrating both. She also discussed the different learning styles, 8 - IQ Skills, 5 Why's etc. She explained what Mind Mapping was and asked the students in groups of 5 to create a mind map on their Singapore Study Trip.

Abhinav
Abhinav





She discussed the 6 Thinking Hats and the importance of each of the hats and how they could be used in corporate life. The session was extremely interesting and the students enjoyed themselves as there were several activities involved.

The most important highlight of her session was that everyone is capable of learning, anything can be learnt if they just started doing things.

In the afternoon we visited the Volvo Logistics centre at Singapore. This trip was organised by Mr Pronob Chetia , Director HR Volvo and Board Member ISME. Students were given a company overview of the products, the values and the foundations on which the company was built.

The MD of Volvo, Singapore, Mr David Bazyn addressed the students and shared his life long experience with compounding and the significance of compounding which was explained even by Albert Einstein.

Mr. Bazyn explained how he had found his way of unwinding through biking and reading which was his "white space" allowed his brain to generate new ideas and relax. Students and Prof Shyam Prasad posed a number of questions to Mr Bazyn on supply chain management for Logistics.

Ms. Caroline, Volvo apprentice from Lyon France shared her experience of working with Volvo France and Volvo Singapore.

Mr Pranav Kaul of BBA 5th semester proposed the vote of thanks on behalf of ISME.

Pranav Kaul
Shyam Prasad



Day 7 - 7th Feb.,2023

In continuation with his lecture on International Trade Prof Philip Yu delivered a lecture on E - Commerce and Cross Border E-commerce.

He used the examples of Amazon and Alibaba to illustrate E Commerce and Cross Border E Commerce.

Prof Yu gave an over view of all the requirements and the salient points to be followed while engaging in Cross Border E Commerce.



After this the students were divided into 6 groups and each group had to pick a product they wanted to export to a specific country and come up with a concrete plan to do the same. They were also made to present their plan for E Commerce to the class.

Students picked commodities like coffee, tea, saffron, gold jewellery etc.

The best presentation was selected and the winners were given a small gift as a prize.

At 2.00 pm we visited NeWater water purification and desalination plant. Here the entire process of cleaning and purifying used water was explained with the help of short audio visual presentations and simulations that were explained to the students.

Various measures taken by Singapore to reduce water wastage in order to conserve water were also explained. Singapore has won several international awards for its water purification and water conservation efforts. Also we had a good meeting with Esther Tong at 11.00 am in SIM. We discussed Singapore Study program, Corporate Training, IBSP and faculty exchange for delivering lectures.

Day 8 – 8th Feb, 2023

On the last day of the Student Immersion trip the Closing ceremony was held at MDIS, where the director of MDIS Prof James addressed the students and gave away certificates to the students. Dr Rony Kurien also addressed the students. Ms Sahithi from BBA and Mr Manjyot from BCom shared

Manjyot
Sahithi



their experiences and the learnings from the study trip. The master of ceremonies for the programme was Ms Poorvi from BBA. MDIS hosted a farewell lunch for the students after the Closing ceremony.

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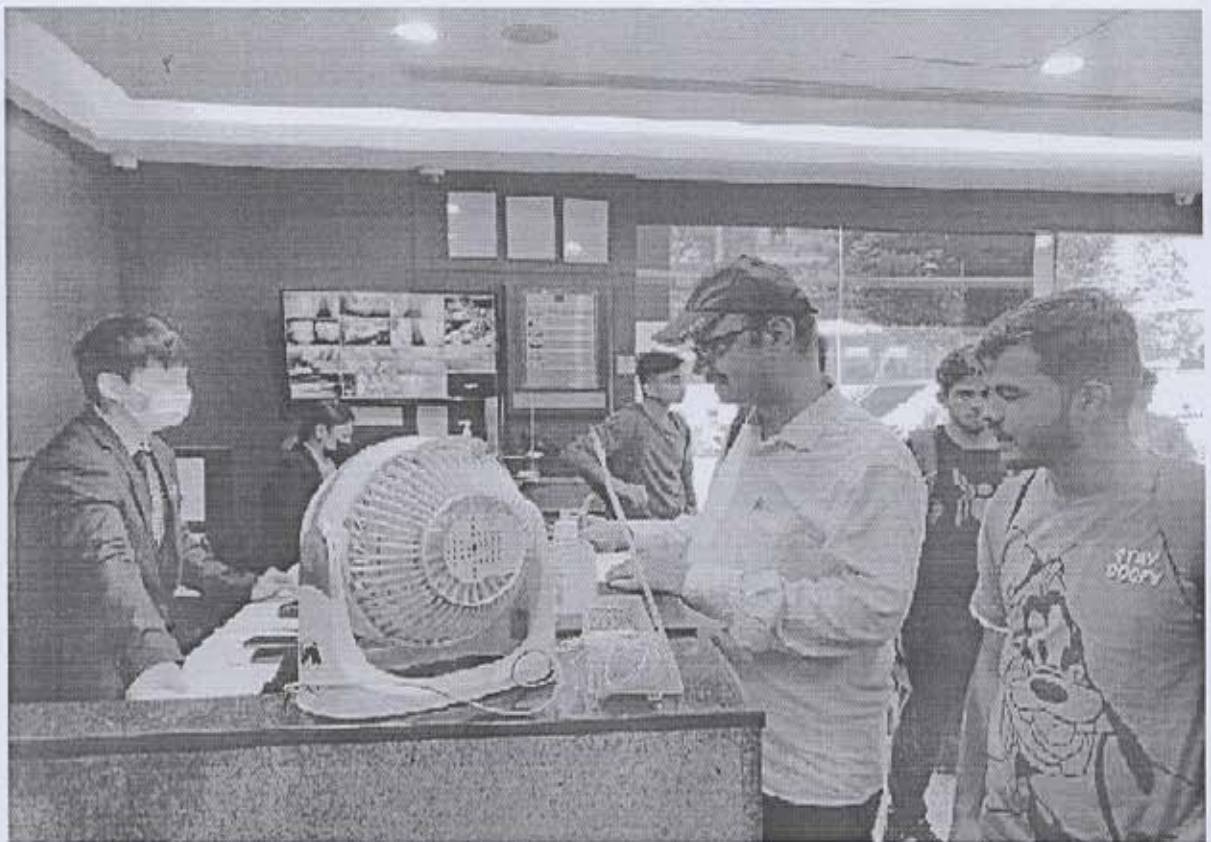
1. The trip went off extremely well. Some students did not attend all days of the Classroom session. Their certificates were not given at MDIS. It will be given at a later date after consultations with Director.
2. One student Pratham Ahuja tested positive for the mandatory RTPCR test and had to stay back for 3 days. MDIS made special arrangements for his stay.



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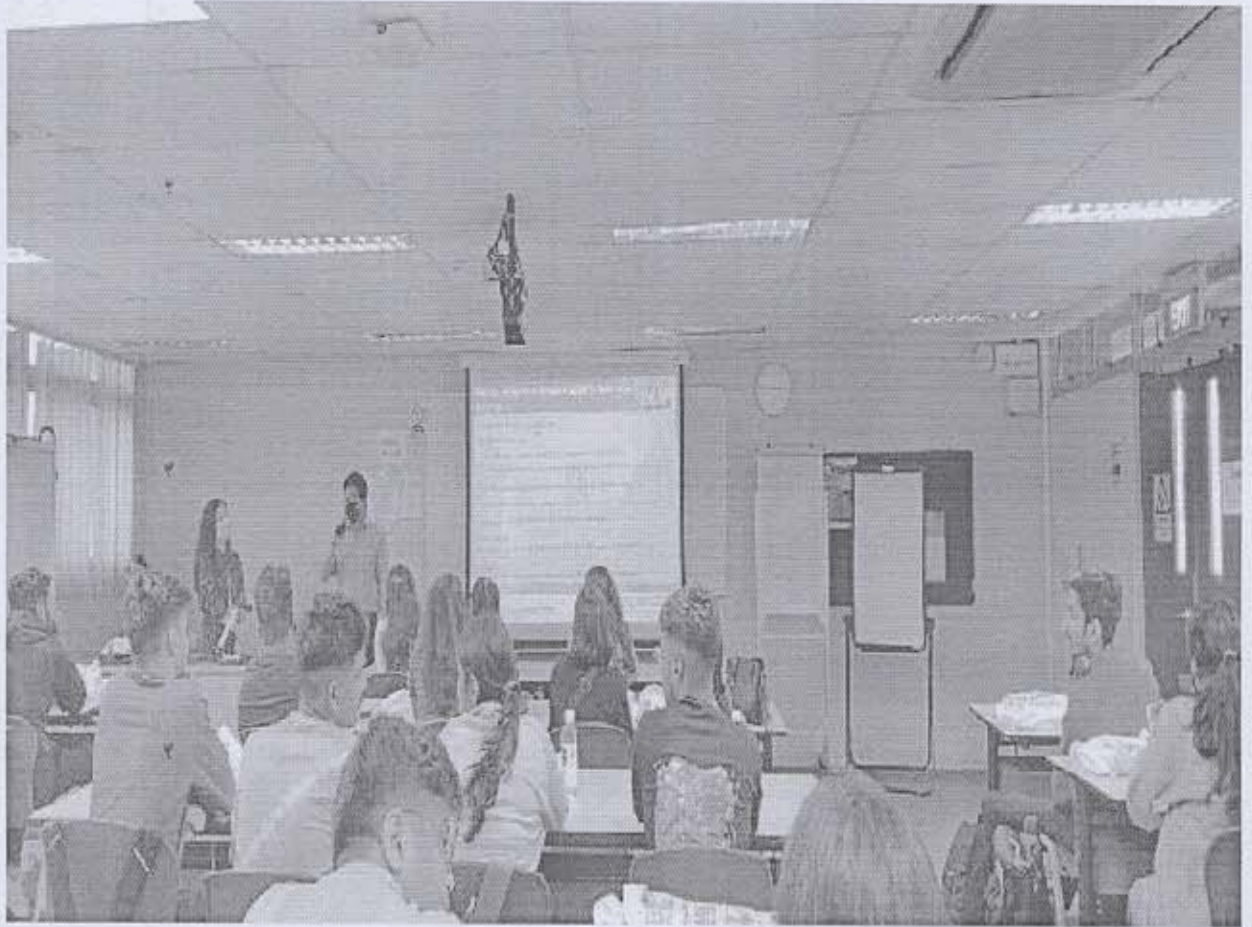
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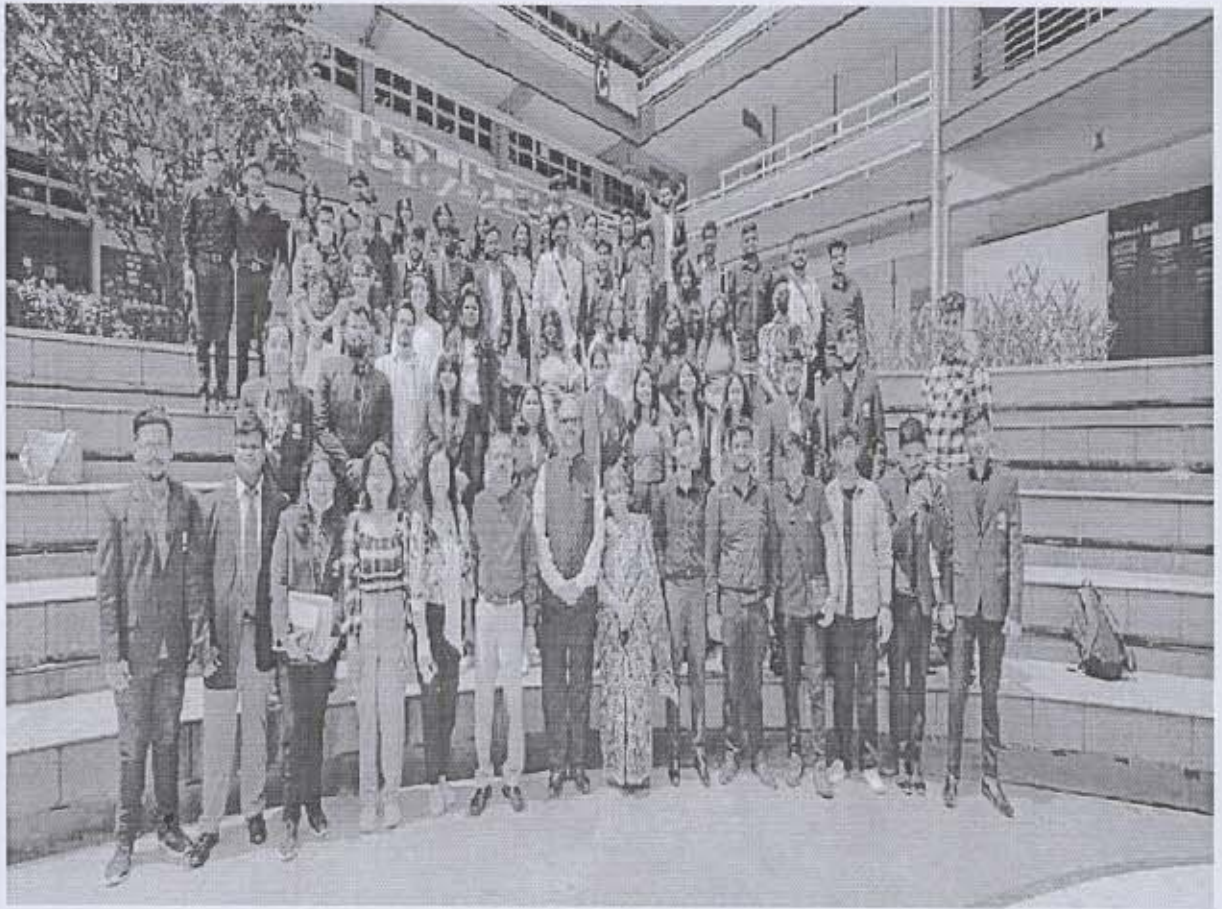
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Alhamdulillah
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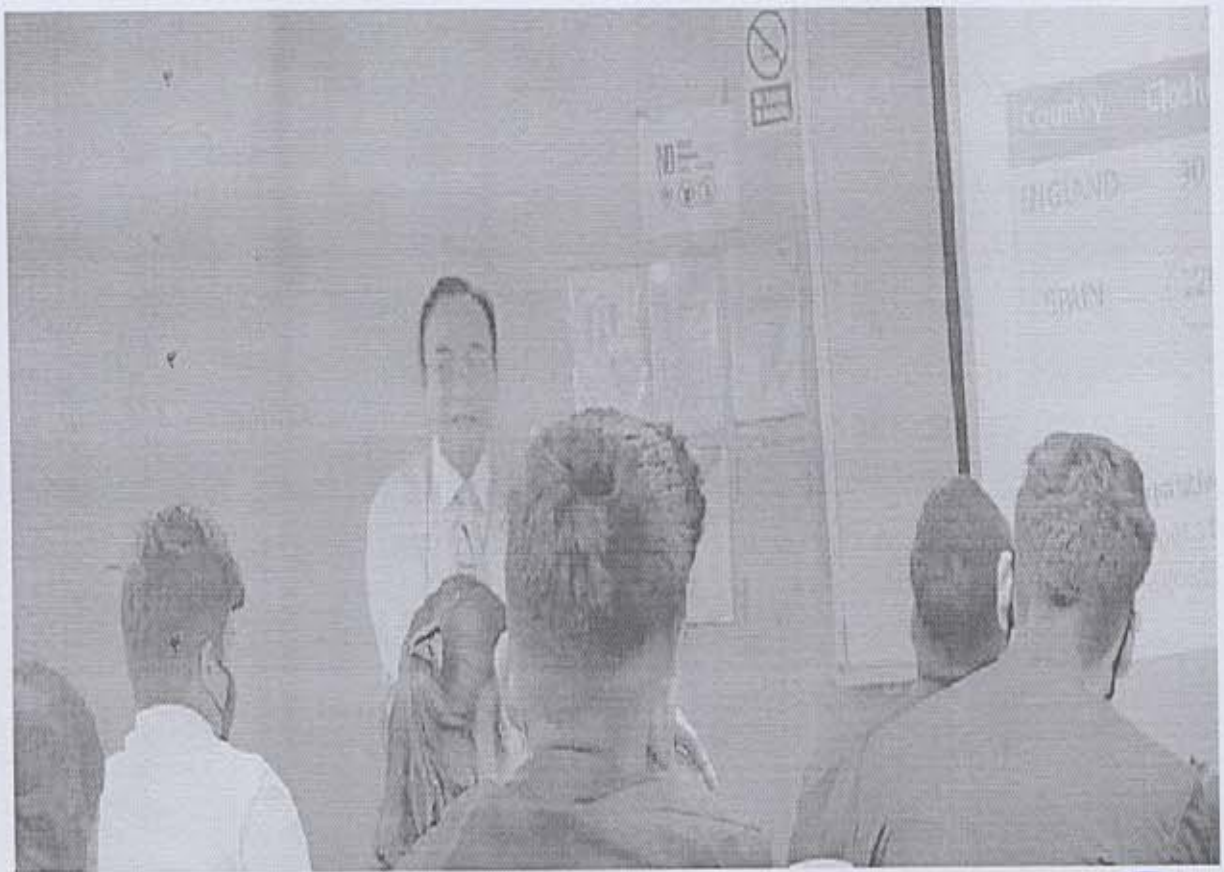
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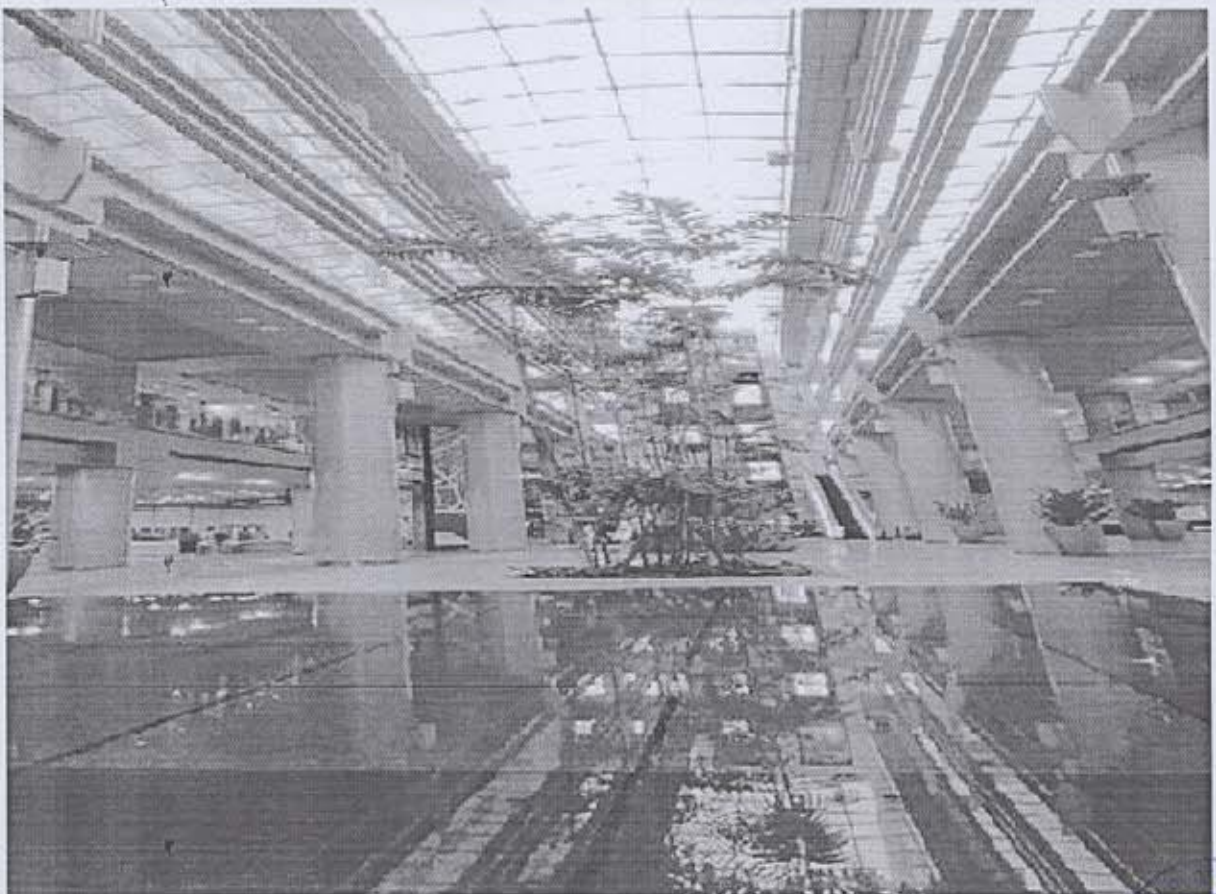
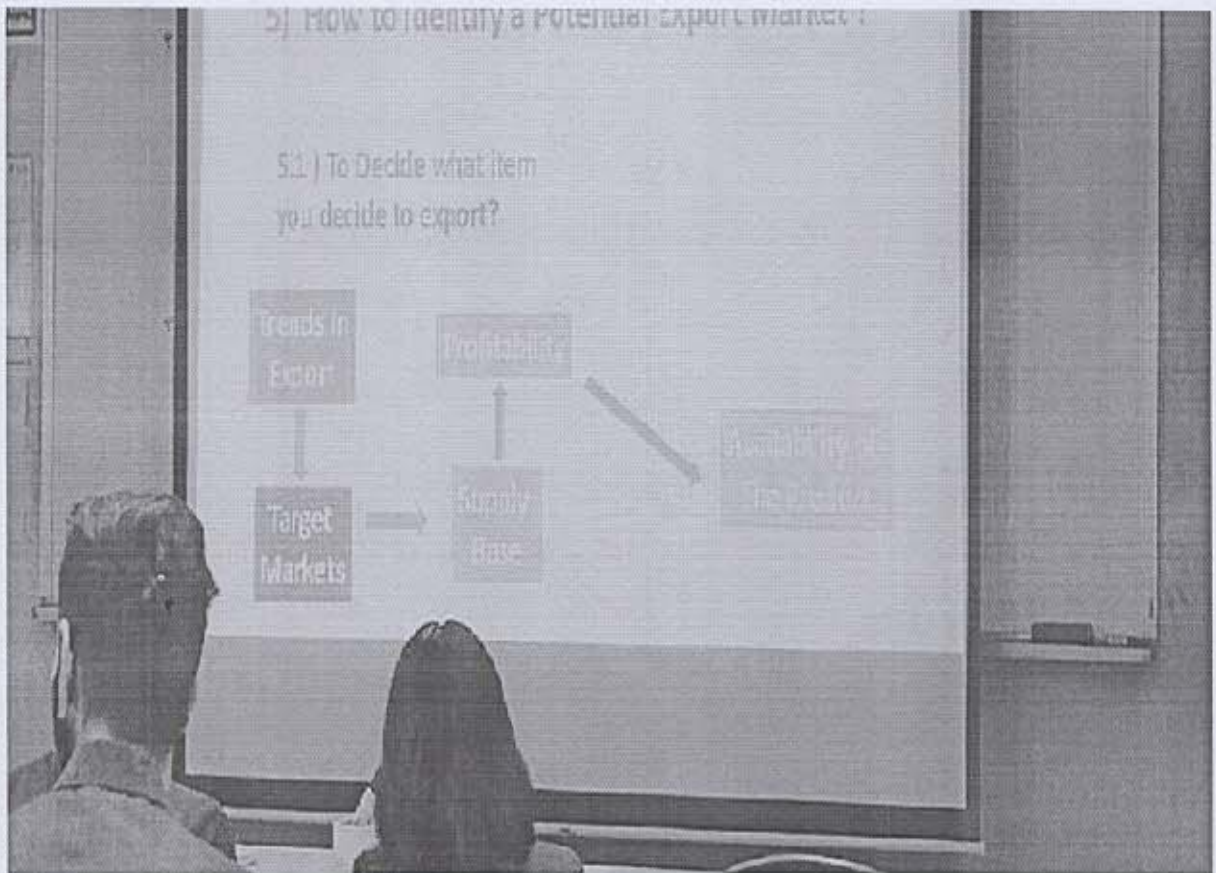
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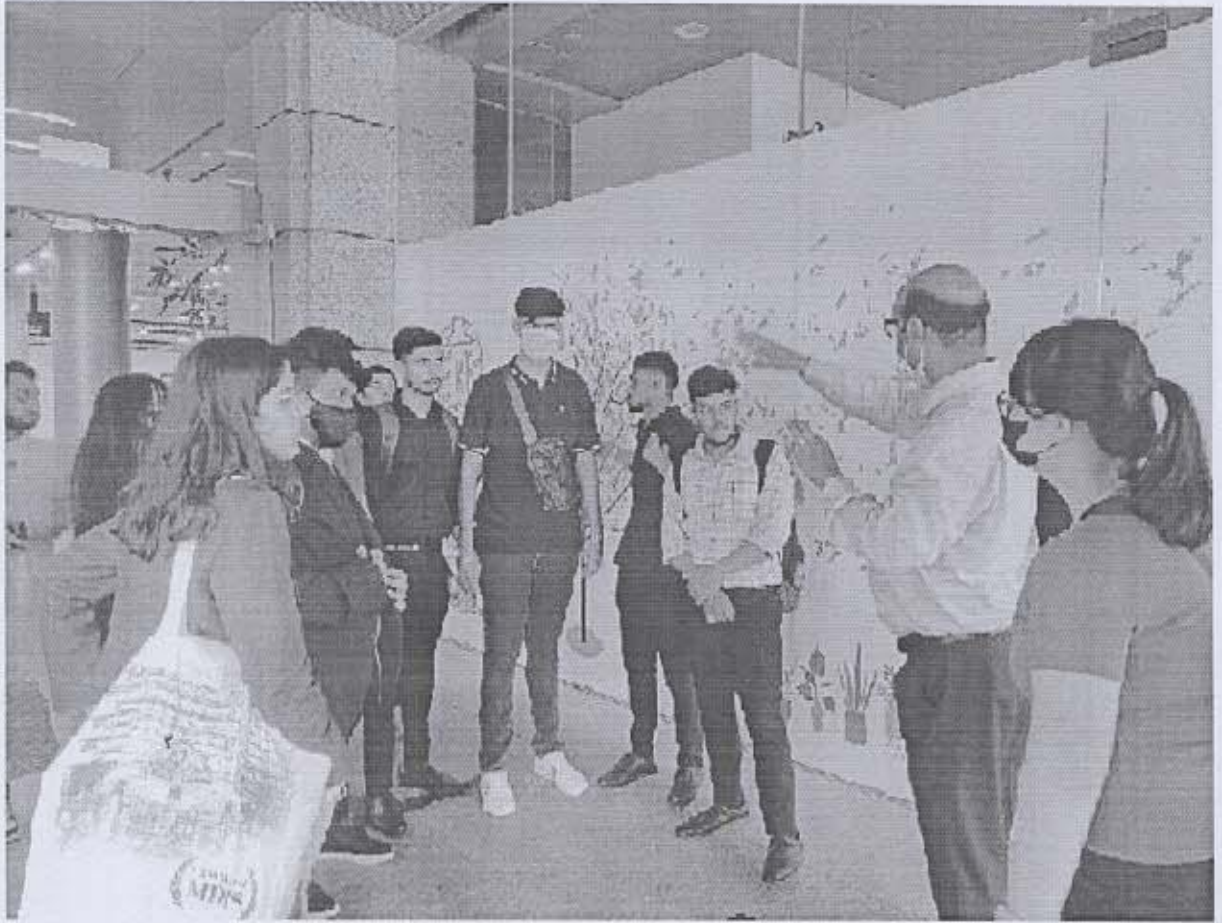
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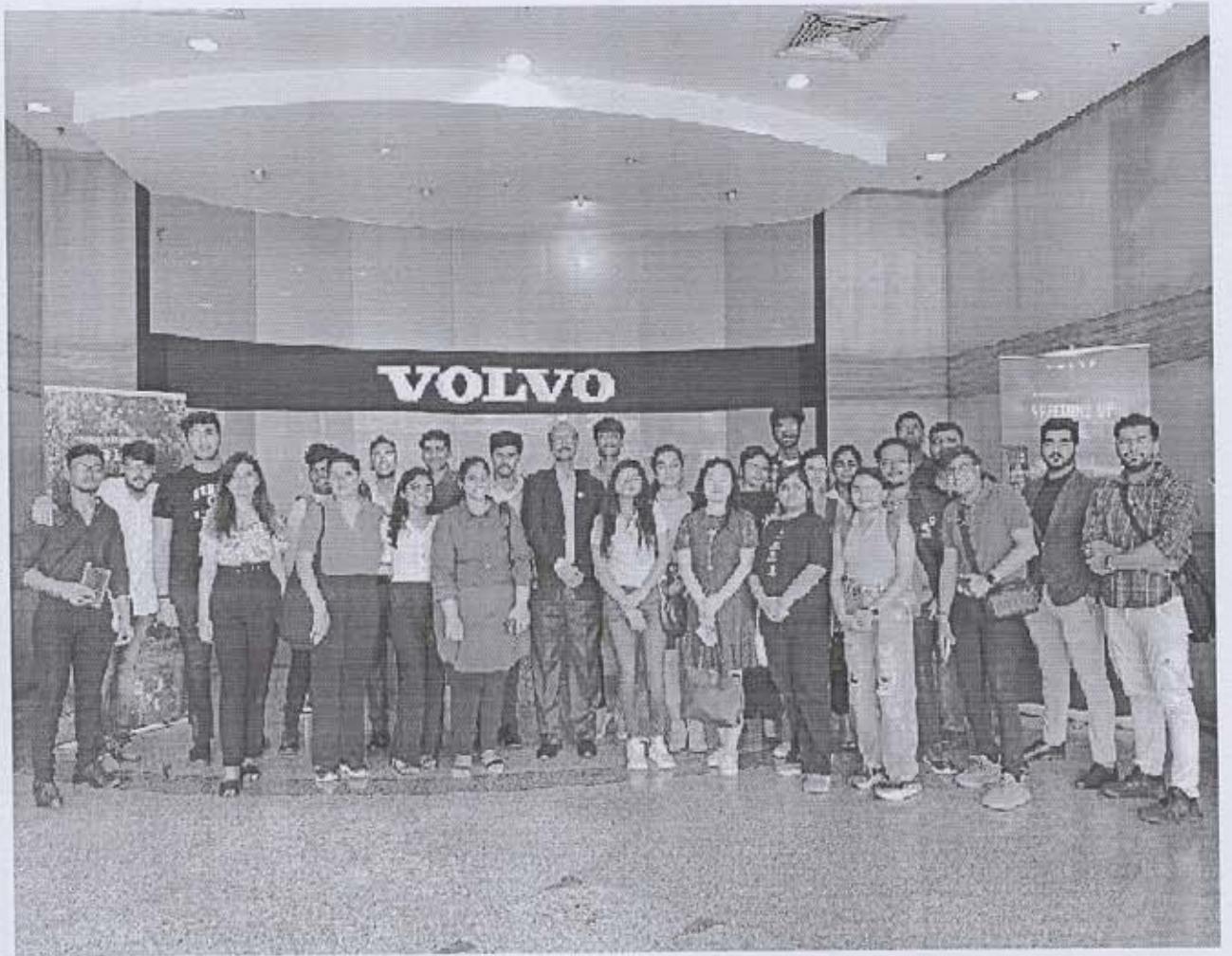




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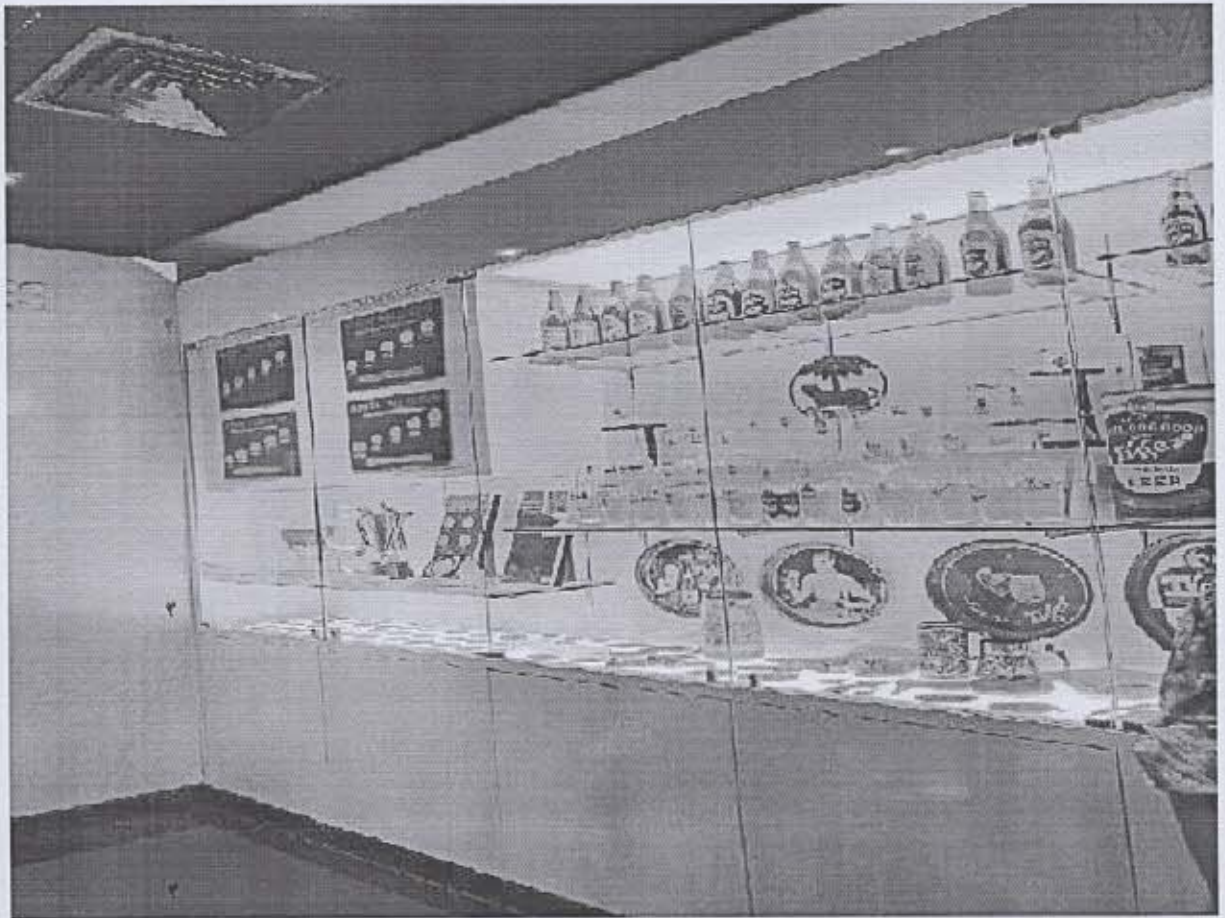
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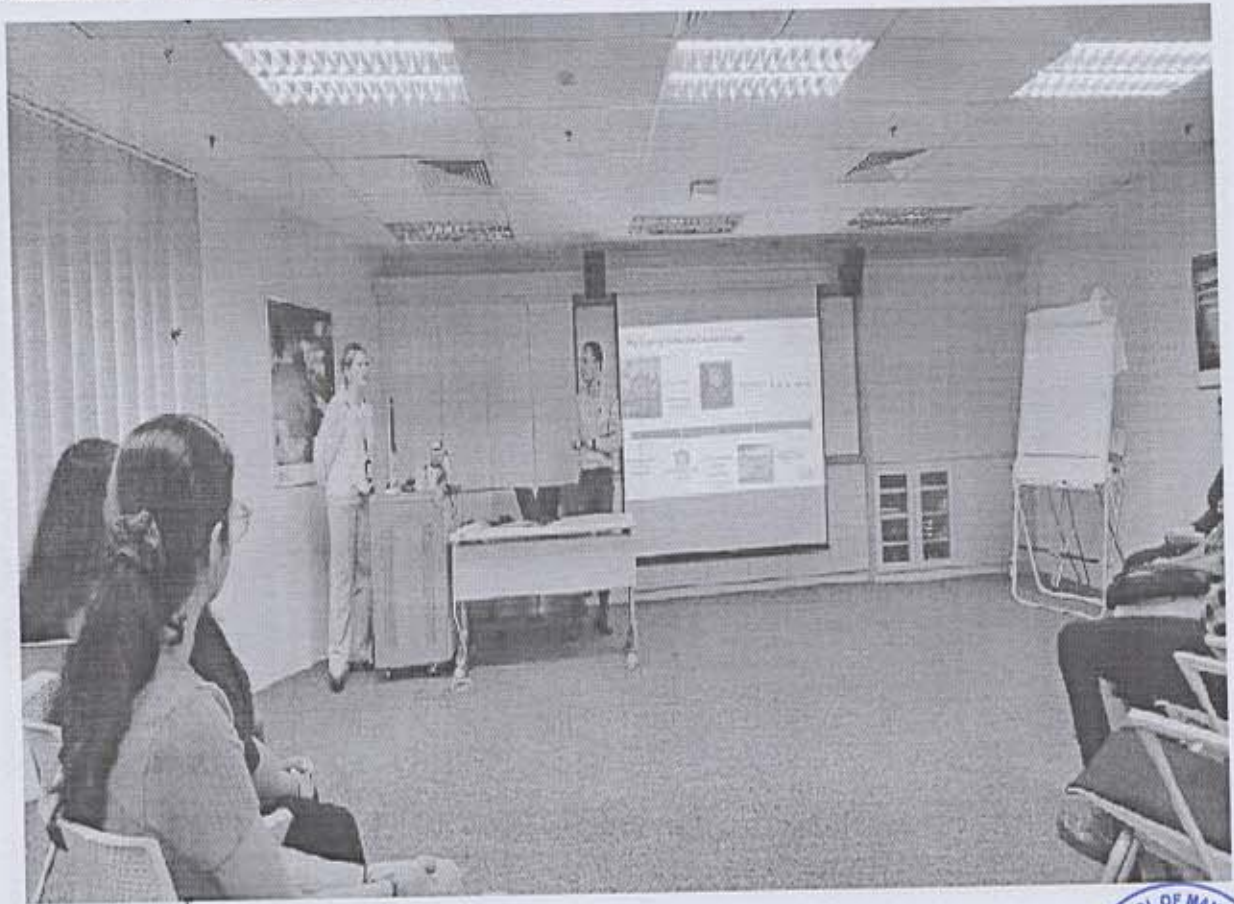
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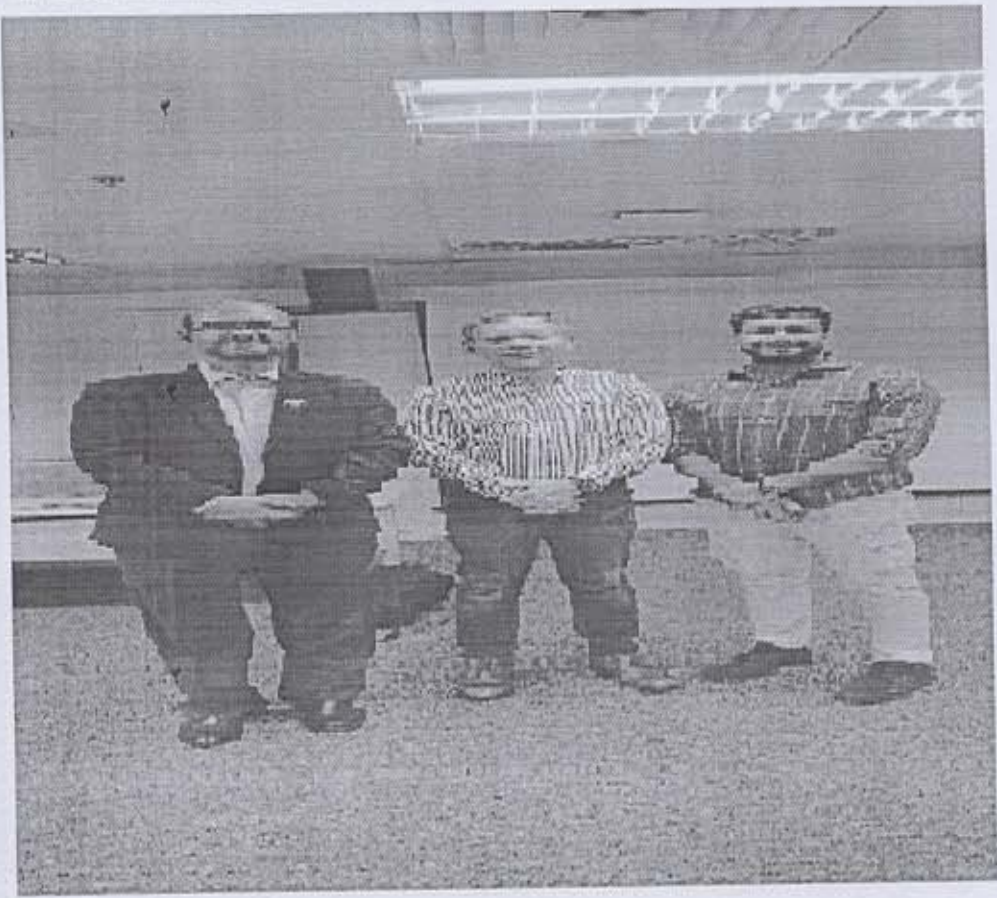
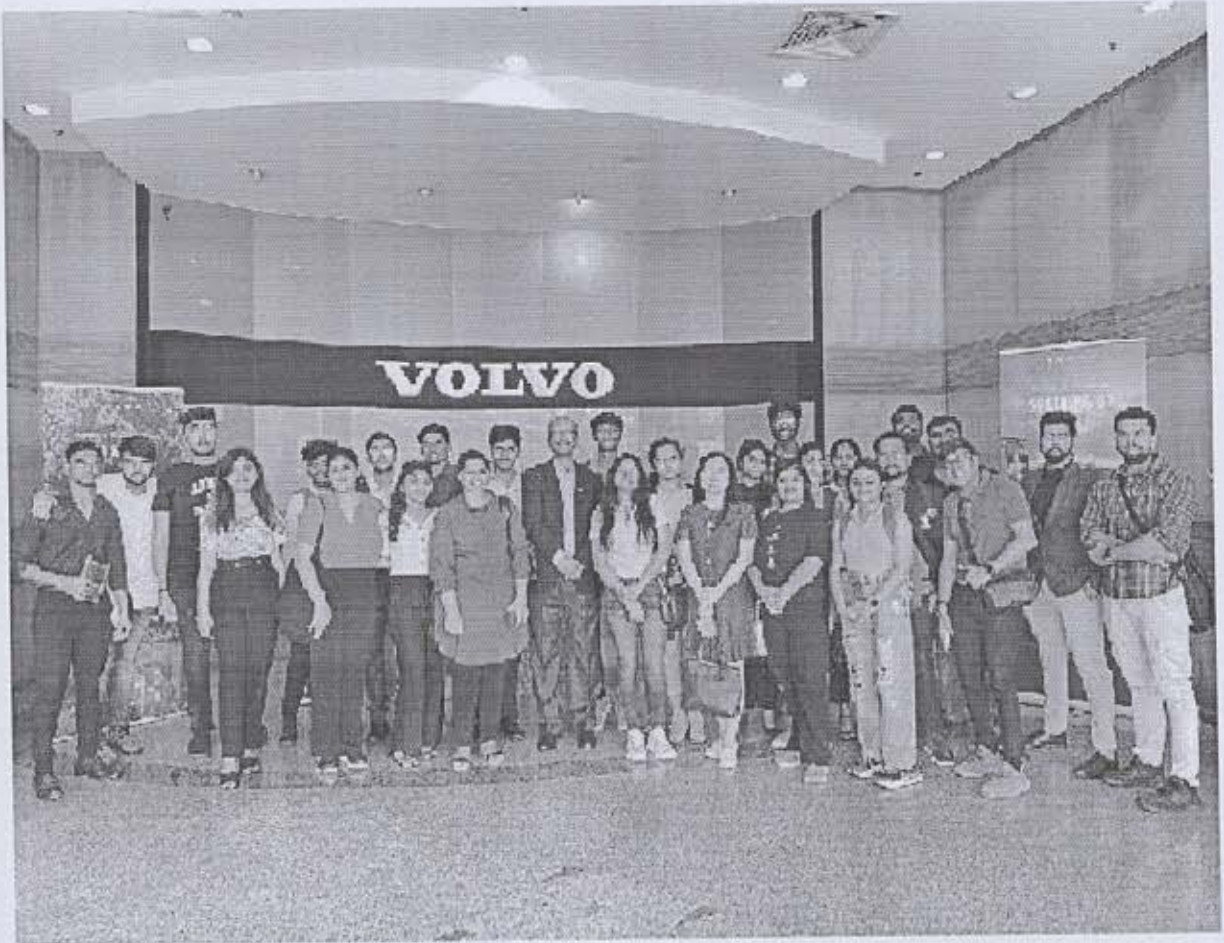
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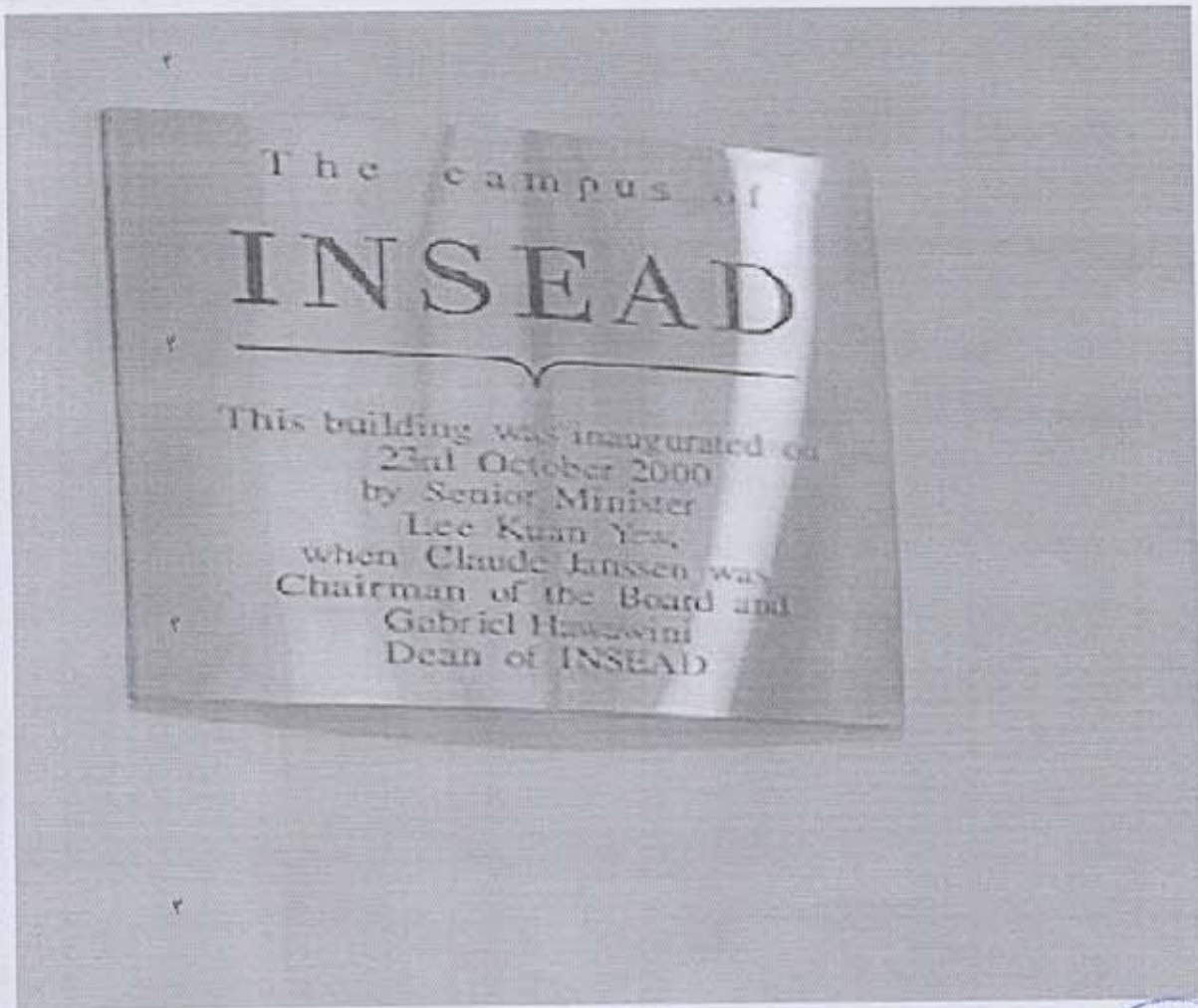
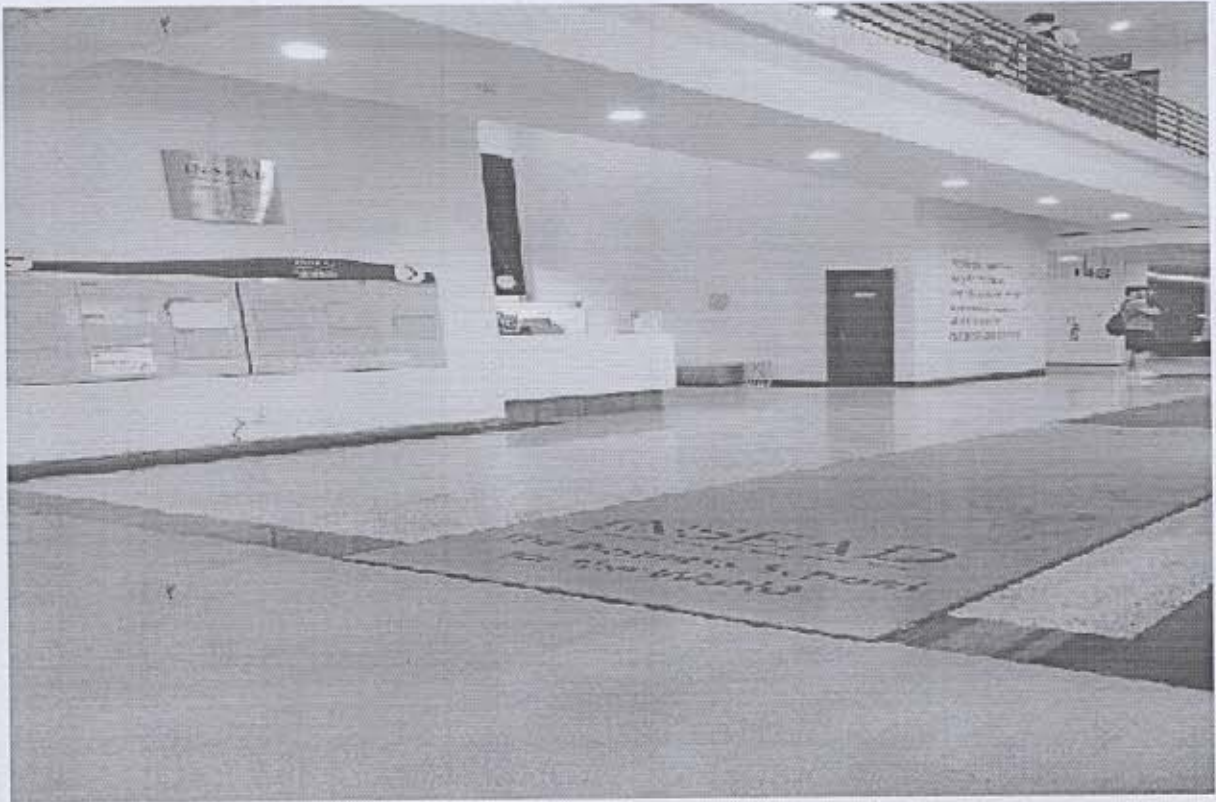


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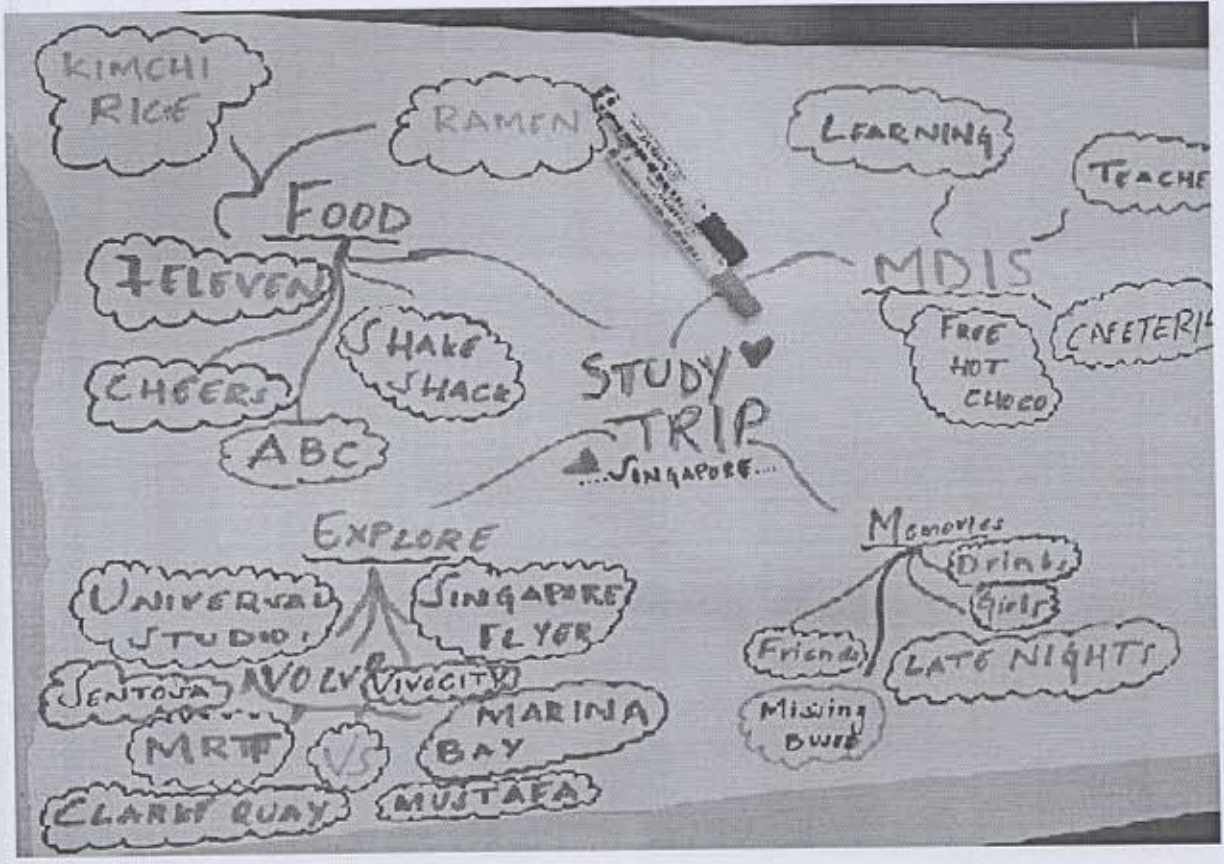


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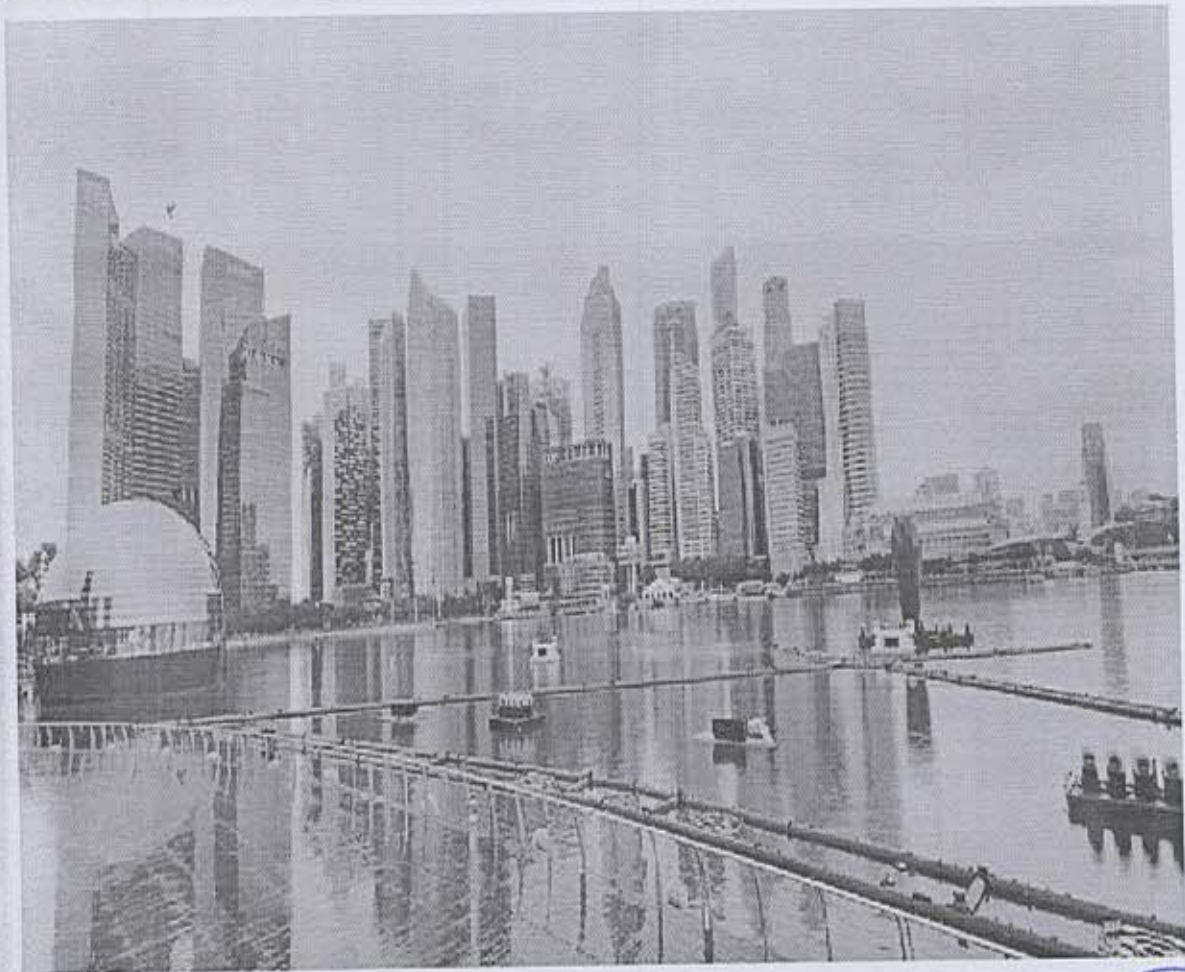
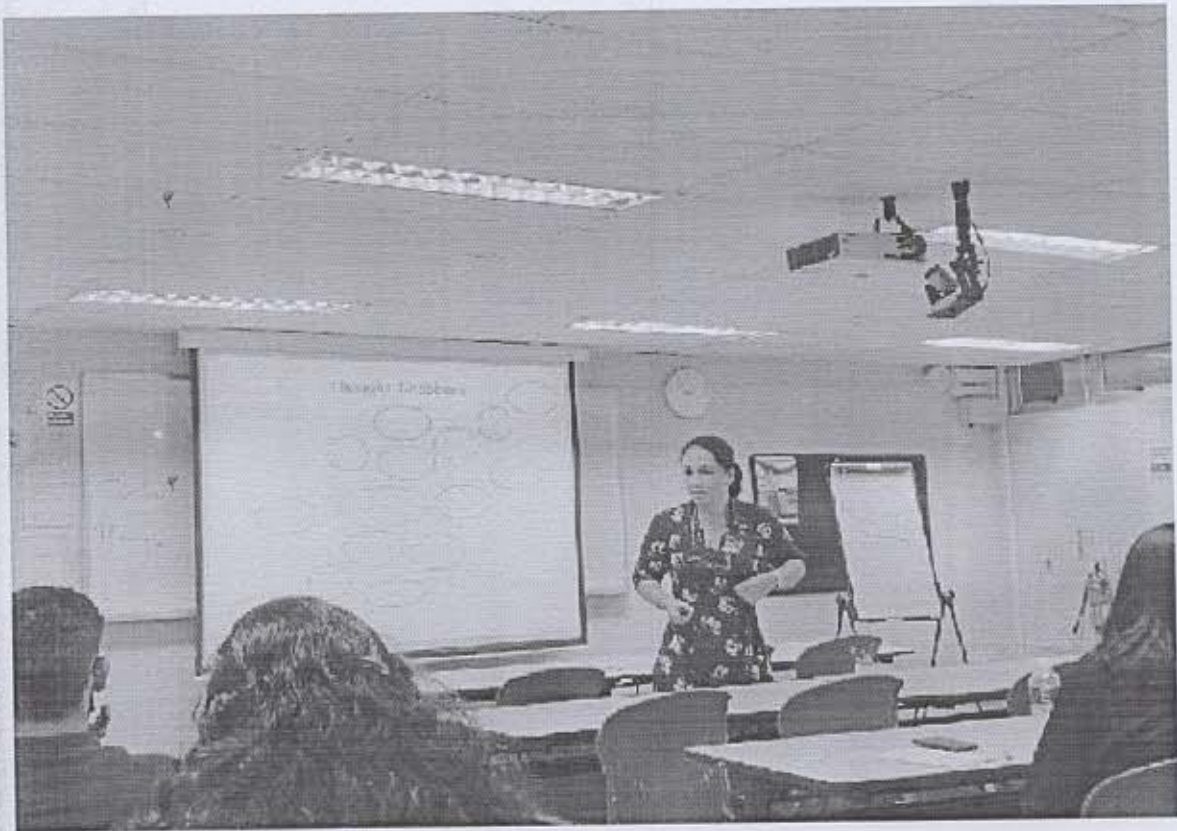
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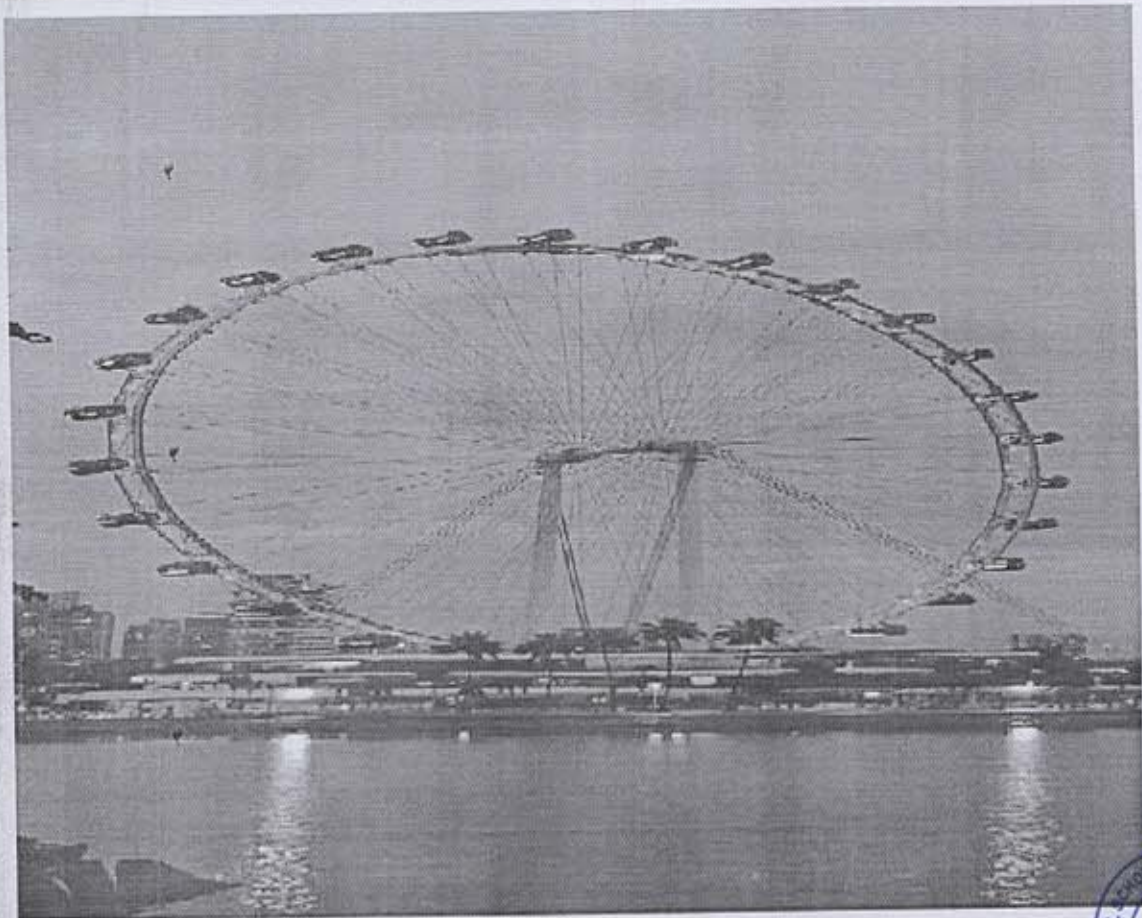
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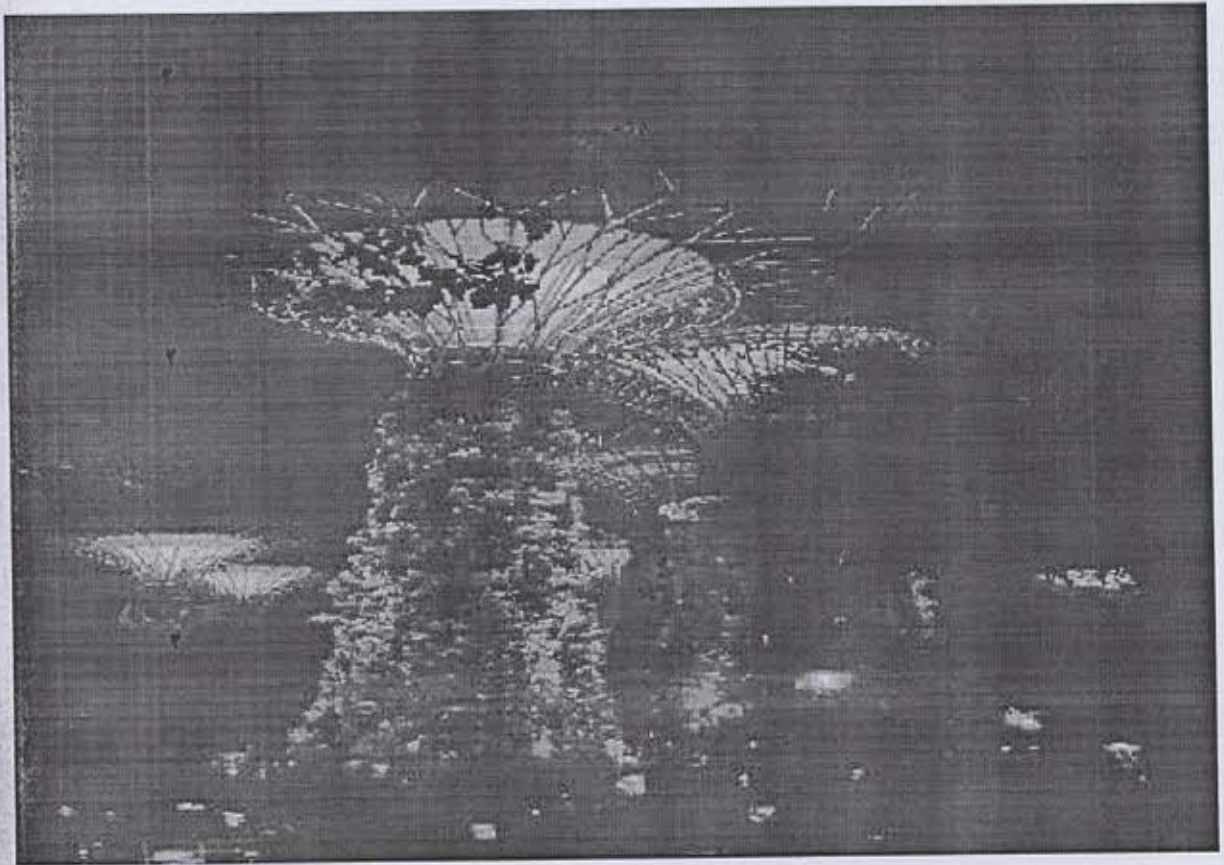
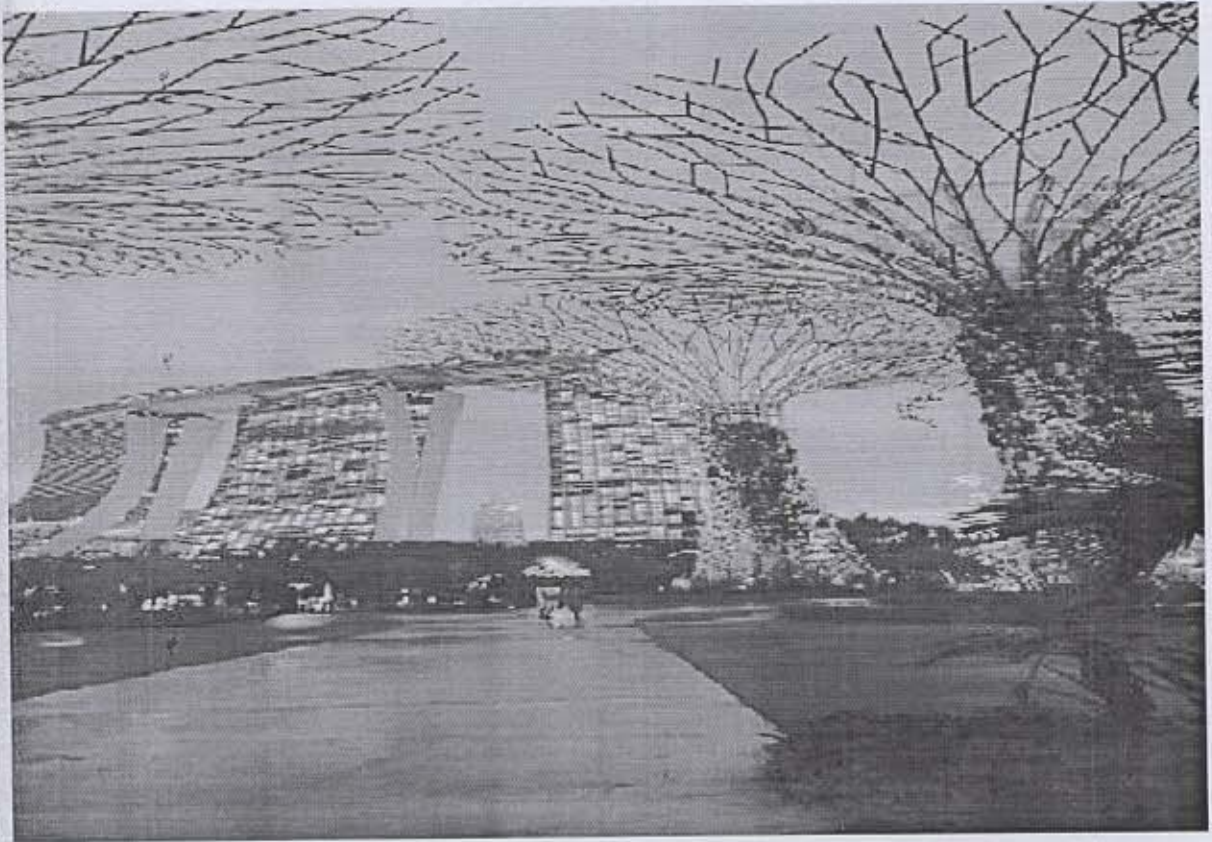
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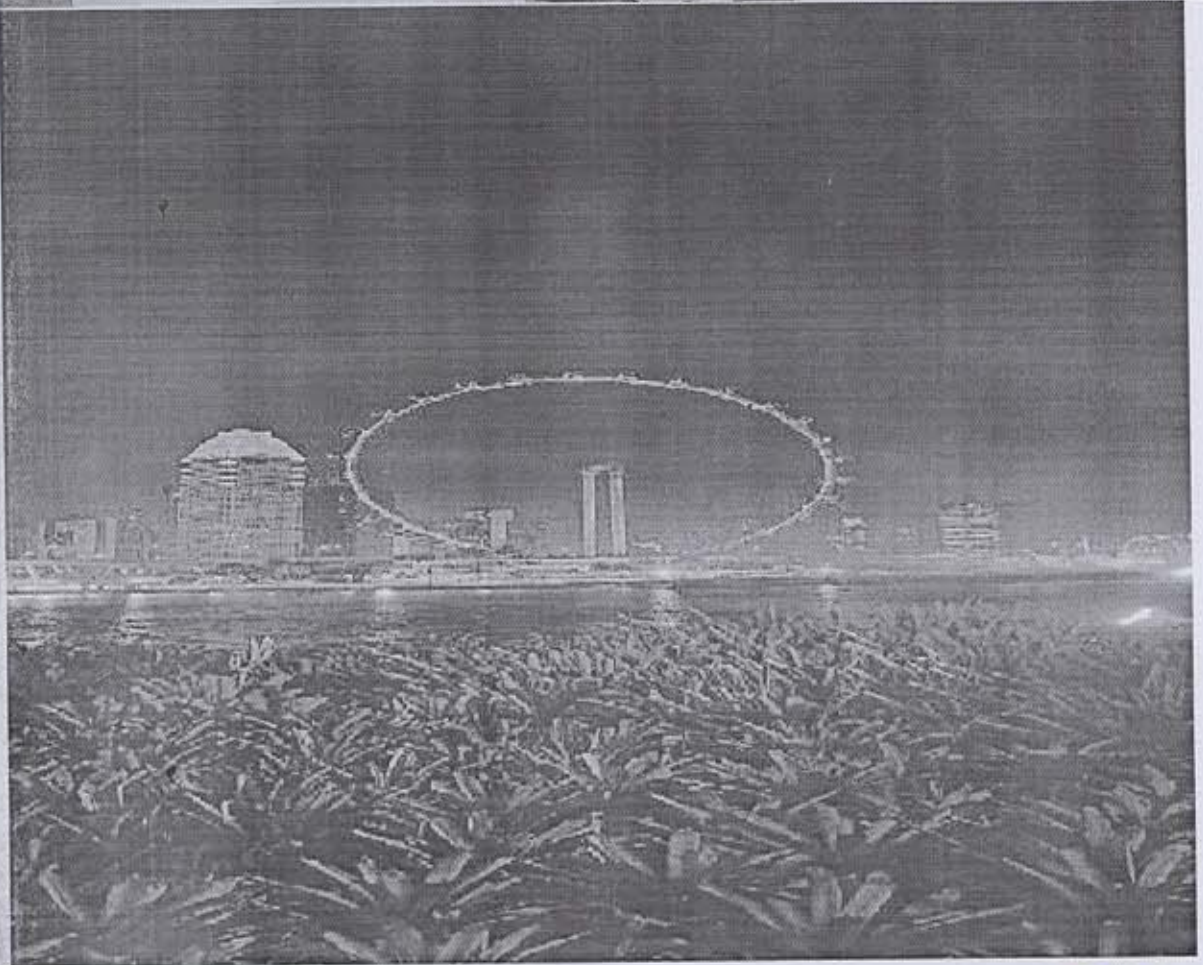




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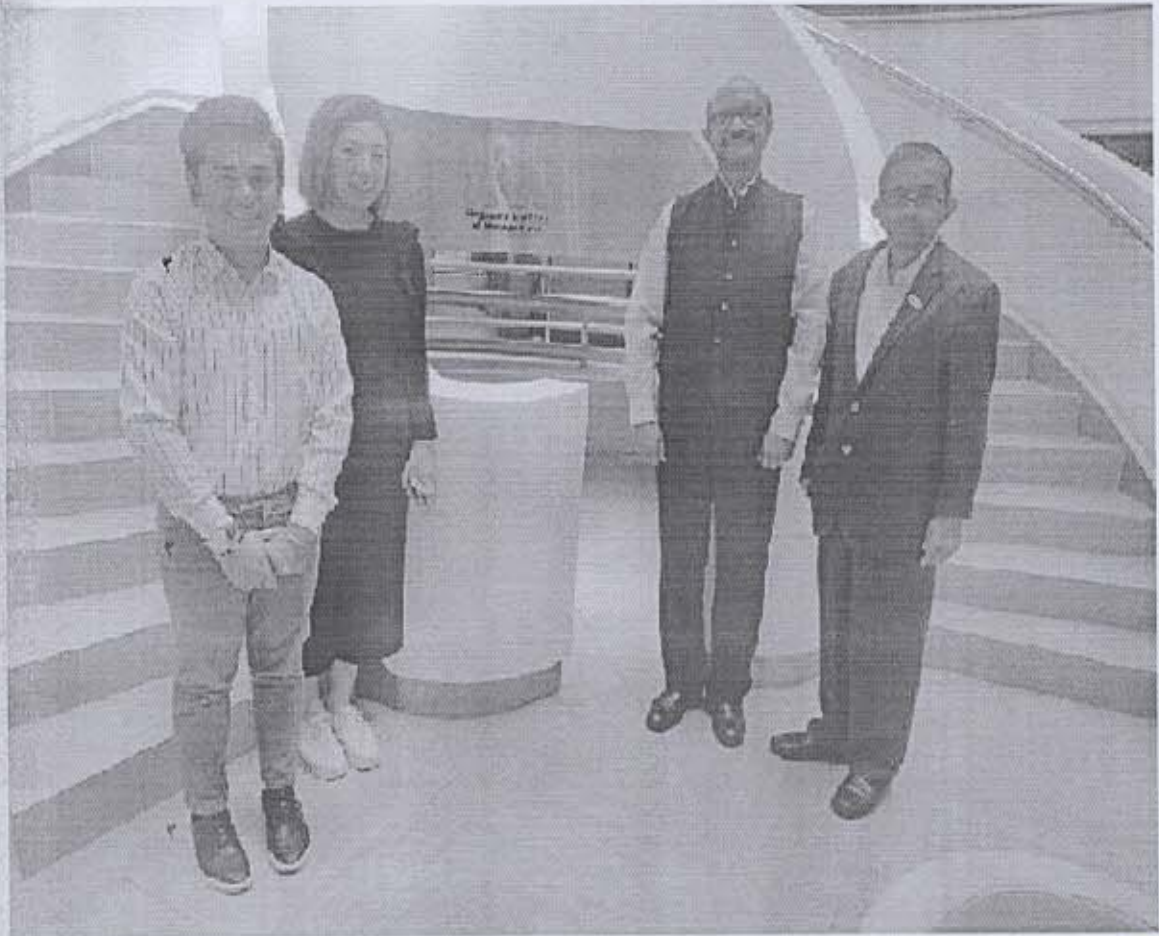
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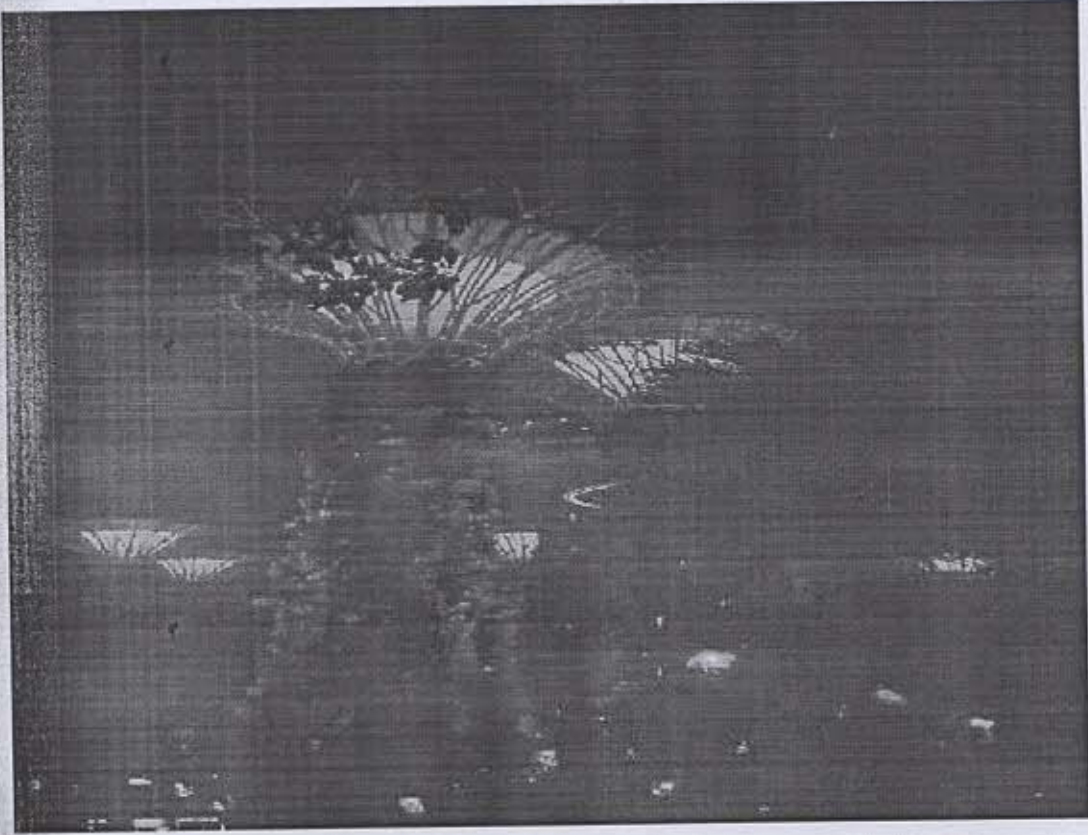
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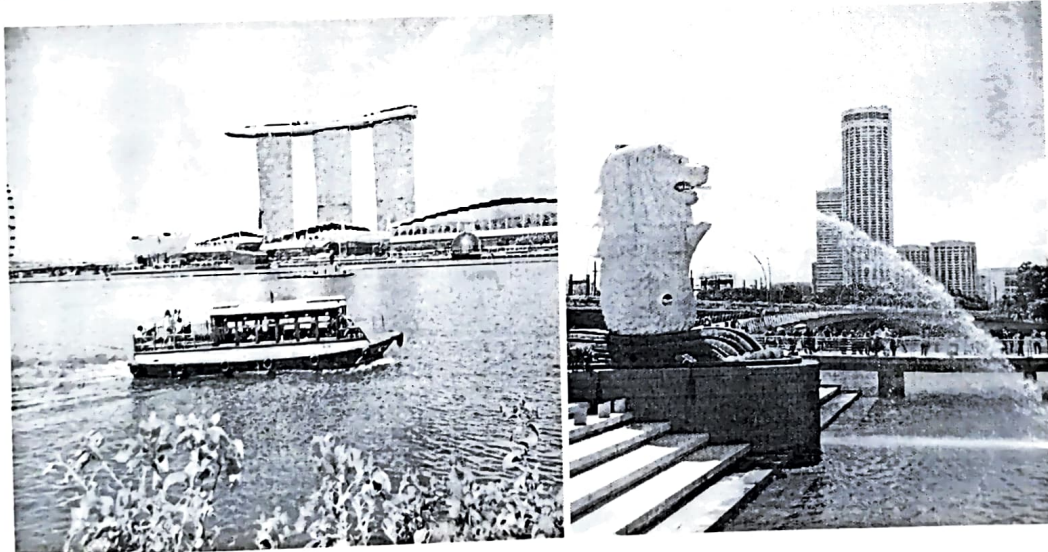




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ISME x MDIS
Singapore Student Immersion Camp - UG
20th June to 28th June 2023



Photos & Report by Dr. R.Ratchana

with additional inputs from Prof. Sriram Prabhakar



Date: 20th June 2023 (Tuesday)

Departure to Kempegowda International Airport from ISME Campus

The Singapore Student Immersion Camp, organised by International School of Management Excellence (ISME), Bengaluru in association with Management Development Institute of Singapore (MDIS), commenced on June 20, 2023. The camp aimed to provide a unique learning experience to 89 undergraduate 4th semester students of BBA and BCOM of the batch 2021-24, and was led by two faculty members, Prof. Sriram Prabhakar, and Dr. R.Ratchana.

On June 20, 2023, at 2:15 pm, the camp participants gathered at ISME Campus to commence their journey to Singapore. The students and faculty members assembled with their luggage and necessary documents to reach the International Airport. As a gesture of support and encouragement, the faculty members and the principal of UG ISME were present at the send-off ceremony. They cheered and motivated the students for an enriching and memorable camp experience.

The flight was scheduled to depart at 9:30 pm IST from Terminal 1. The participants boarded the flight and embarked on their journey to Singapore, eagerly looking forward to the immersive camp experience. The flight was scheduled to arrive in Singapore at 4:35 am local time on 21st June 2023.



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Date: 21st June 2023 (Wednesday)

Session: Forenoon

Orientation Programme

Upon arrival at the airport, the participants were welcomed by Mr. Kenny, a local guide, who assisted in facilitating comfortable transportation for the participants. Three buses were arranged to transport the students from Changi International Airport - Singapore to MDIS Singapore.

Upon reaching MDIS Singapore, the participants were warmly welcomed by Ms. Sharon Wang, Head of Overseas Business, MDIS Singapore, and her team. They ensured a smooth transition for the participants and facilitated their tenancy arrangements. They ensured that the students were comfortably accommodated during their stay, providing guidance and support throughout the process.

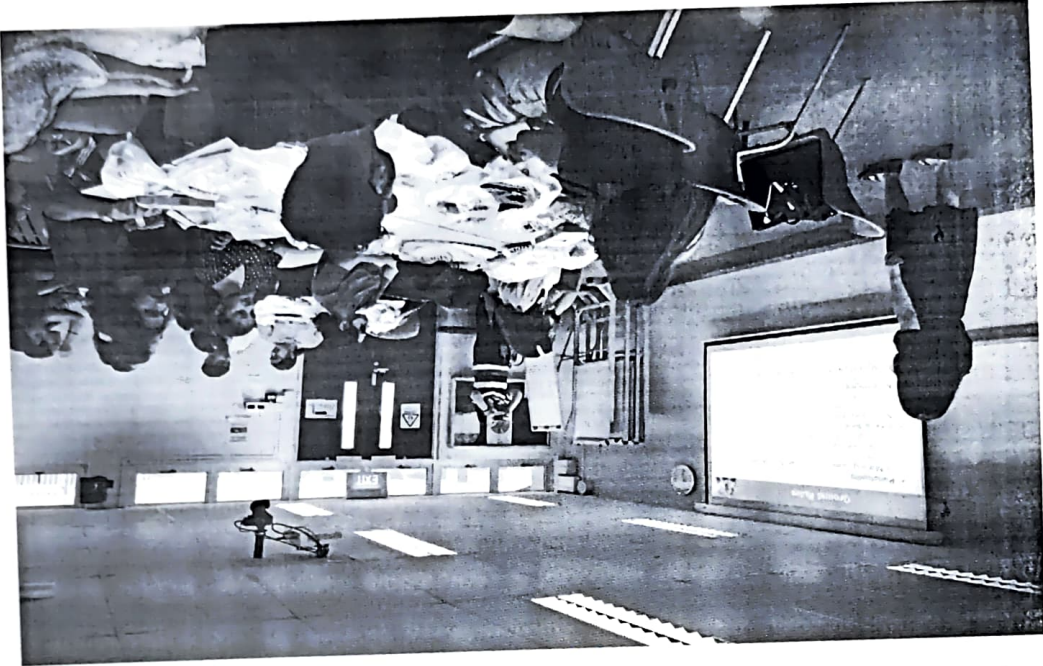
Mr. Kenny, in coordination with the camp organisers, facilitated the acquisition of local SIM cards for those participants who required them. This initiative allowed the students to stay connected during their time in Singapore, enabling easy communication and access to necessary resources. This was followed by a refreshment period for the participants to check in to their rooms and to catch a quick nap.

Following the refreshment, the participants were instructed to assemble in the lecture room at 11 am for the orientation session. Ms. Sharon Wang, Head of Overseas Business at MDIS Singapore, conducted the session. As part of the orientation session, Ms. Sharon Wang provided a brief about MDIS, the Management Development Institute of Singapore. She shared information about MDIS's history, its mission and values, and its commitment to providing quality education and industry-relevant programs. She highlighted the diverse range of programs offered at MDIS, including business, engineering, media and communications, hospitality, and more.

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She also discussed the state-of-the-art facilities available to students, such as well-equipped classrooms, laboratories, libraries, and recreational spaces. During the orientation session, Ms. Sharon Wang presented the ground rules for the camp, ensuring that the participants understood and adhered to them throughout the program. Ms. Sharon Wang provided an overview of the camp's itinerary, including the various activities, workshops, and field trips that the participants would engage in. She emphasized the educational and cultural aspects of the program, encouraging active participation and open-mindedness from the students.

As a gesture of warm welcome, each participant received a welcome kit upon their arrival at MDIS Singapore. The welcome kits were thoughtfully prepared to enhance the participants' experience during the camp.

As part of the camp's itinerary, Ms. Sharon Wang invited the participants for a welcome lunch. The students enjoyed a sumptuous vegetarian Indian lunch, which provided them with an opportunity to savour delicious food and interact with their peers.



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Date: 21st June 2023 (Wednesday)

Session: Afternoon

Guided City Tour

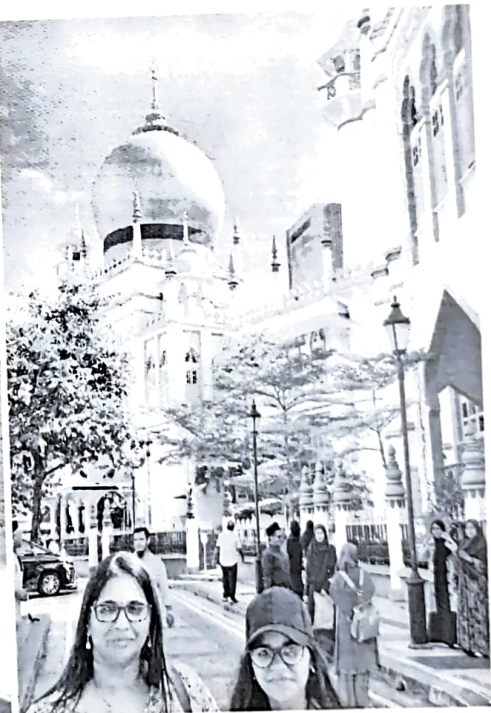
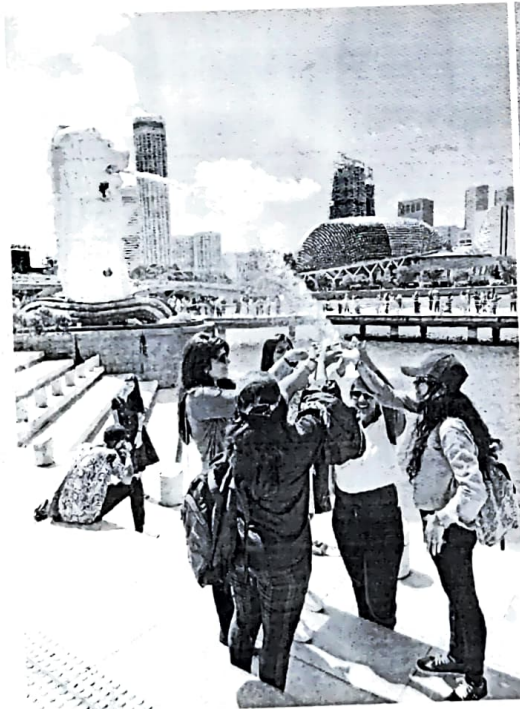
Following the welcome lunch, the students were divided into two groups and accompanied by guides Mr. Pacer and Mr. Selena. They boarded two buses for a city tour to explore the vibrant attractions of Singapore.

The city tour included a visit to the iconic Marina Bay Sands, known for its stunning architecture and panoramic views of the cityscape. The students had an opportunity to appreciate the grandeur of this landmark. The tour continued to Merlion Point, where the students encountered the famous Merlion statue—a symbol of Singapore. They learned about its significance and captured memorable photos.

The tour then continued with a visit to Haji Lane, a trendy and artistic alley known for its vibrant murals, boutique shops, and charming cafes. The students enjoyed strolling through the vibrant street and experiencing its unique atmosphere. They were taken for shopping souvenirs to a local shop at Haji Lane. The city tour also took the students to Little India, a bustling neighbourhood known for its vibrant colours, aromatic spices, and cultural diversity.

The tour concluded with a visit to China Town, where students immersed themselves in the rich cultural heritage of Chinatown, exploring the vibrant streets lined with traditional shops, markets, and temples. The students paid a visit to the Buddha Tooth Relic Temple. The tour hopped past Bugis Street, Orchard Street, and Suntec City, allowing the students to experience the vibrant street markets, luxury boutiques, and modern entertainment facilities paving way for a real-life exploration of Singapore in the next few days of their stay.





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Date: 22nd June 2023 (Thursday)

Time: 9:00 AM to 12:30 PM

Workshop on "Great Team, Great Work"

Prof. Dr. Phyllis Chew, conducted an interactive workshop on the Power of Teamwork. The workshop aimed to explore effective teamwork strategies, focusing on the use of positive language, psychological safety, and techniques to become better team players. The session also introduced the ACT (Acknowledge, Correct, and Thank) approach, combined with TACT (Positivity Sandwich) for effective communication within teams.

During the workshop, Prof. Chew emphasised the importance of using positive language and words in fostering a constructive team environment. Participants engaged in practical exercises to identify and implement positive language in their everyday communication.

The concept of psychological safety in teamwork was discussed, highlighting its significance in promoting trust, collaboration, and innovation within teams. Prof. Chew shared strategies and techniques to create a psychologically safe space, accompanied by relevant examples and case studies.

The workshop also focused on individual growth as team players. Prof. Chew provided insights and practical tips for participants to contribute effectively to their teams. Through group activities and discussions, participants identified their strengths and areas for improvement in their teamwork skills.

The ACT with TACT approach was introduced as a constructive feedback technique. Prof. Chew emphasised the importance of framing feedback using the TACT method, sandwiching constructive feedback between positive elements. Participants practised giving and receiving feedback using this framework.

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Date: 22nd June 2023 (Thursday)

Time: 1:30 PM to 4:30 PM

Workshop on "Introduction of International Trade"

Dr. Philip Yu, also fondly referred to as The Flying Horse, covered the various topics related to international trade. Dr. Yu, an experienced International Trade businessman with over 45 years of expertise and extensive travel experience, provided an overview of basic concepts and benefits of international trade, historic development, GATT and WTO, Free Trade Zones (FTZ), identifying potential export markets, and an introduction to INCOTERMS 2022.

The workshop included discussions on the importance and advantages of international trade for businesses and economies. Dr. Yu highlighted the historical development of international trade and its current status quo, focusing on key players and emerging markets. The role of GATT and WTO in promoting fair trade practices and resolving trade disputes was explained. Participants gained insights into the concept of Free Trade Zones and their benefits in facilitating international trade by reducing barriers and encouraging investment.

Dr. Yu shared techniques and strategies for identifying potential export markets, emphasising the significance of market research, target audience analysis, competition assessment, and cultural considerations. Furthermore, participants received an introduction to INCOTERMS 2022, which plays a crucial role in international trade contracts by defining responsibilities and costs between buyers and sellers.

The workshop concluded with an assignment for participants to create group presentations identifying potential export markets for any chosen product in any market of their choice. These presentations are scheduled for 26th June 2023.



Date: 23rd June 2023 (Friday)

Session: Forenoon

Field Visit to Nanyang Technological University (NTU), Singapore

On 23rd June 2023, Mr. Pacer and Ms. Selena, our tour guides reached the MDIS campus at 8 am and divided the camp into 2 groups and led them to the comfortable coaches to explore Nanyang Technological University (NTU) and spend some time at the university's vibrant social hub called "The Hive" as well as the food court. The participants reached the NTU campus at 9:30 am local time.

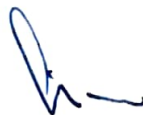
Nanyang Technological University (NTU) is a leading research-intensive university in Singapore. Known for its strong emphasis on technological and scientific education, NTU offers a wide range of programs and boasts state-of-the-art facilities. The university campus spans across a vast area, providing a conducive learning environment for students. The guides took the participants through the campus and gave a guided tour to NTU and The Hive.

The Hive, officially known as the Learning Hub, is an iconic building at NTU designed by the renowned British architectural firm, Heatherwick Studio. It serves as a versatile space for learning, collaboration, and socialising.

The Hive's design is striking and innovative. Its honeycomb-like structure, comprising 12 eight-story towers interconnected by sky bridges, creates a visually appealing and functional space. The unique layout promotes movement, interaction, and the exchange of ideas among students and faculty.

The Hive offers a diverse range of study spaces to cater to different preferences and needs. From traditional classrooms to informal discussion areas, cozy corners, and open-air terraces, students have plenty of options to choose from.

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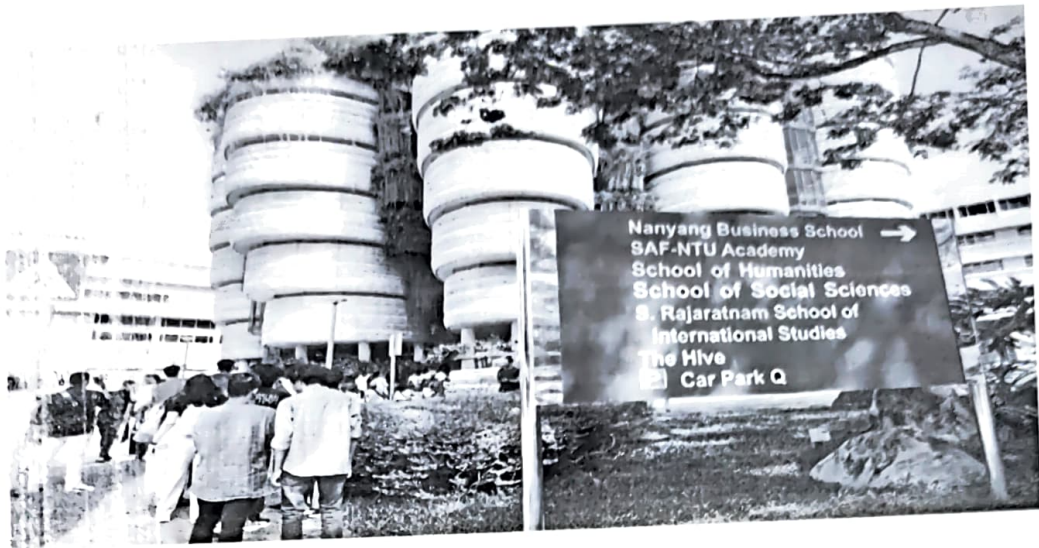
The abundance of natural light and greenery enhances the overall ambiance, making it an enjoyable space to work and learn. In addition to individual study areas,

The Hive features numerous collaborative spaces. These include project rooms, group discussion pods, and multimedia rooms equipped with modern technology. These facilities foster teamwork and encourage students to engage in interdisciplinary activities.

Adjacent to The Hive is a bustling food court that caters to the culinary needs of the NTU community. The food court offers a wide array of cuisines, ranging from local Singaporean delicacies to international dishes. Whether one craves Chinese, Indian, Malay, or Western food, there is something to suit every taste. The availability of vegetarian and vegan options was also notable, accommodating various dietary preferences. The prices at the food court were generally reasonable, catering to student budgets.

With various stalls and food vendors, students and staff have access to affordable meals without compromising on quality or taste. The food court serves as a social hub where students and faculty gather to share meals, catch up with friends, and relax. The lively atmosphere and communal seating arrangements encourage interaction and foster a sense of community within the university.





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Date: 23rd June 2023 (Friday)

Session: Afternoon

Tiger Brewery Guided Tour

On June 23rd, 2023, the camp visited Tiger Brewery for an industrial visit. The purpose of the visit was to learn about beer production and observe the operations of a large-scale brewery. The visit was divided into two batches. The first batch, consisting of 40 students, arrived at Tiger Brewery at 1 PM. They were guided by Prof. Sriram Prabhakar. The second and third batches were combined due to scheduling reasons. This combined batch, comprising 52 students, visited Tiger Brewery at 3 PM. They were guided by Dr. R. Ratchana.

Upon arrival at Tiger Brewery, both the batches were warmly welcomed by the staff members who provided a brief introduction to the brewery's history and significance in the beer industry. The visit was guided by an experienced tour guide who led the participants through the various sections of the brewery.

The tour started by visiting the brewhouse, where the beer production process begins. The tour guide explained the key steps involved in brewing beer, including malt milling, mashing, boiling, fermentation, and filtration. The participants observed the large vessels used for each step and gained a comprehensive understanding of the complex brewing process. Tiger Brewery emphasized its commitment to maintaining high-quality standards throughout the production process. The visitors were shown the quality control laboratory, where rigorous testing and analysis are conducted on raw materials, intermediate products, and finished beers. The tour guide explained the importance of quality control in ensuring consistent taste and meeting customer expectations.

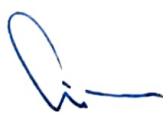
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Next, the batches were taken to the packaging area, where the freshly brewed beer is packaged into bottles, cans, and kegs. They observed the automated machinery in action and learned about the labelling and packaging procedures. The tour guide also discussed the logistics involved in distributing the beer to various markets, highlighting the importance of efficient supply chain management. The tour guide explained the implementation of energy-efficient technologies and waste management practices, which impressed us as environmentally responsible measures. Throughout the tour, the visitors noticed the brewery's strict adherence to safety and hygiene protocols.

During the visit, Tiger Brewery incorporated fun activities to enhance the visitor experience. Volunteers from the batches were taught how to fill beer mugs and create a frothy head. They were given the opportunity to pour beer into a mug, create a froth, and then chug the beer as a demonstration of the beer drinking experience. This hands-on activity allowed the visitors to actively participate and get a taste of the beer culture.

After the interactive activity, the visitors were led to the cafe and bar area of Tiger Brewery. Each visitor was provided with a complimentary sample of lager beer, allowing them to savour the taste of the brewery's signature offering. In addition, they were given five sampling tickets, which they could use to try different beer varieties offered by the brewery. This allowed the visitors to explore a range of flavours and experience the diversity of Tiger Brewery's beer portfolio. As the sampling period came to an end after one hour, the visitors were given a special token of appreciation. Each visitor received a lager beer as a souvenir to take home. This not only served as a memento of their visit but also allowed them to enjoy the brewery's beer even after leaving the premises.





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Date: 24th June 2023 (Saturday) and 25th June 2023 (Sunday)

Singapore Tour, NightLife and Shopping

During the weekend of June 24th and 25th, the participants of the camp had a free and easy schedule, allowing them to explore the vibrant city and rich culture of Singapore. They engaged in various activities and visited popular attractions, immersing themselves in the unique experiences the city has to offer.

The participants had the opportunity to visit Universal Studios, a renowned theme park where they enjoyed thrilling rides, live entertainment, and interactive shows. They also ventured to Sentosa Islands, where they indulged in water park adventures, experienced cable car rides offering breathtaking views, and explored the fascinating underwater world at the SEA Aquarium.

Additionally, the participants had the chance to immerse themselves in art and culture by visiting the Van Gogh Immersive Experience, a captivating exhibition that brought the artworks of Vincent van Gogh to life through innovative technology. They also witnessed the mesmerising Wings of Time show, an outdoor night spectacle featuring a combination of water, light, and sound.

To appreciate the city's skyline, the participants took a ride on the iconic Singapore Flyer, a giant observation wheel that offers panoramic views of Singapore's iconic landmarks and breathtaking scenery. They also explored the stunning Gardens by the Bay, marvelling at the unique flora and iconic Supertrees.

Singapore's beautiful beaches were not to be missed, and the participants enjoyed their time at Siloso Beach and other prominent beach destinations. They basked in the sun, participated in water activities, and relished the tranquil coastal ambiance.



Exploring culinary trails was another highlight for the participants, who sampled a diverse range of local delicacies and international cuisines. They discovered the culinary wonders of Orchard Street, Bugis Street, Chinatown, Haji Lane, and Mustafa Center, experiencing the flavours and cultural diversity of Singapore's food scene.

The participants also had the opportunity to immerse themselves in Singapore's vibrant nightlife and party atmosphere at Clarke Quay RiverWalk area. They enjoyed the energetic ambiance, live music, and a wide range of entertainment options.

Throughout their exploration, the participants familiarised themselves with Singapore's efficient public transportation system, including the MRT (Mass Rapid Transit), and experienced different modes of transportation available in the city.

Shopping enthusiasts indulged in retail therapy at popular shopping destinations such as Orchard Street, Bugis Street, Chinatown, Haji Lane, Mustafa Center, and IMM shopping mall. They had the chance to explore various stores, boutiques, and malls, including popular sports footwear stores like Footlockers.

Overall, the weekend offered the participants a diverse range of experiences, allowing them to immerse themselves in the vibrant city life, cultural attractions, culinary delights, shopping adventures, and exciting entertainment options that Singapore has to offer.





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Date: 26th June 2023 (Monday)

Time: 9:00 AM to 12:00 PM

Workshop on "Out of the box Thinking and Problem Solving"

Caroline Josephine Dawson conducted an interactive workshop on Out-of-the-Box Thinking and Problem Solving. The workshop aimed to equip participants with essential thinking skills and techniques to approach problem-solving creatively and analytically. Various topics were covered, including how to receive information, understanding learning styles, the importance of thinking skills, creative and analytical thinking, and specific processes such as creative visualisation, root cause analysis, brainstorming, mind mapping, radiant thinking, idea blooming, affinity diagrams, and Edward de Bono's thinking hats.

The workshop began by discussing how individuals receive information and the role of the five senses or learning styles in processing and comprehending information effectively. Participants gained insights into their preferred learning styles and how to leverage them for improved thinking and problem-solving.

Caroline Josephine Dawson emphasised the need for thinking skills in today's fast-paced and complex world. The participants learned about the importance of developing both creative and analytical thinking abilities to approach problems from different angles. The creative thinking process was explored using techniques such as creative visualisation, which involved using mental imagery to generate innovative ideas and solutions.

Root cause analysis was discussed as a tool for identifying the underlying causes of problems and finding effective solutions. Brainstorming and mind mapping techniques were introduced to encourage participants to generate a wide range of ideas and organise them visually. Radiant thinking, employing thought grabbers and mind associations, was explained as a method to enhance



Activity: International Immersion Program

Date: 5.10.2023

Time: 4:00 PM

Location: ISME

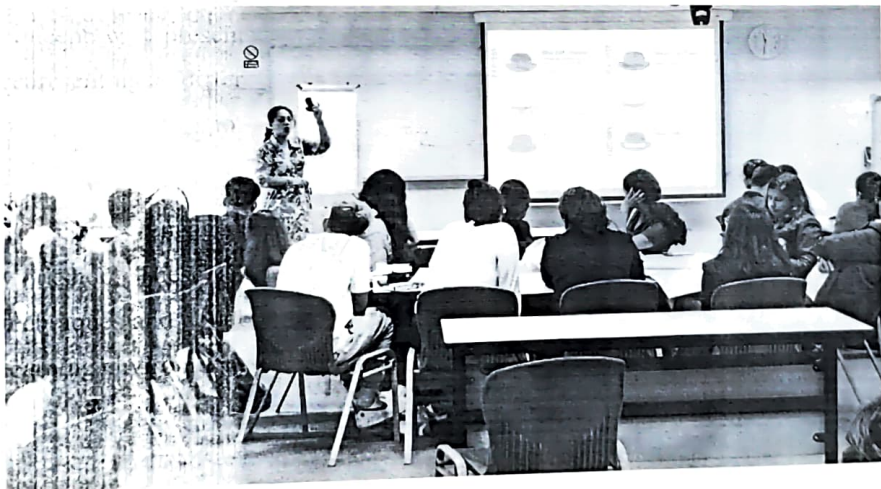
Resource Person(s): Ms. Audrey

Chokoni

creativity and expand thinking horizons. Participants also learned about idea killers and how to overcome them to foster a more open and supportive environment for ideation. Idea blooming, the process of nurturing and developing initial ideas into fully-formed concepts, was explored.

The workshop introduced affinity diagrams, a visual tool to categorise and group ideas, and discussed how they could be used to organise and prioritise information during problem-solving sessions. Edward de Bono's thinking hats concept was presented as a structured approach to thinking, with each hat representing a different thinking style. Participants were encouraged to wear different "hats" to explore problems and generate ideas from various perspectives.

To actively engage the students, several activities were incorporated into the workshop. These activities allowed participants to apply the newly learned techniques and collaborate with their peers, fostering a dynamic and interactive learning environment.





Date: 26th June 2023 (Monday)

Time: 3:30 PM to 4:30 PM

Workshop on "Introduction to Cross-border E-commerce"

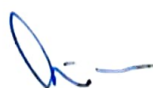
Prof. Dr. Philip Yu conducted a workshop on the Introduction to Cross-Border E-commerce. The workshop aimed to provide participants with a basic understanding of the key concepts and fundamentals of cross-border e-commerce. Prof. Dr. Philip Yu, an expert in International Trade with extensive experience in import, export, and cross-border e-commerce, shared valuable insights on various aspects related to international trade.

During the workshop, Prof. Dr. Philip Yu covered topics such as the benefits and challenges of cross-border e-commerce, the role of technology in facilitating global trade, and strategies for successful cross-border business operations. Participants gained knowledge about the potential opportunities and market trends in the cross-border e-commerce landscape.

Prof. Dr. Philip Yu also discussed the importance of understanding cultural differences, consumer behaviour, and legal frameworks when engaging in cross-border e-commerce. Participants learned about key considerations for conducting market research, identifying target markets, and tailoring products and services to specific regions or countries.

The workshop included case studies and real-life examples to illustrate practical aspects of cross-border e-commerce. Prof. Dr. Philip Yu shared insights on logistics, payment systems, customs regulations, and the role of intermediaries in facilitating cross-border transactions.

Participants had the opportunity to ask questions and engage in discussions throughout the workshop, allowing for a dynamic and interactive learning



environment. Prof. Dr. Philip Yu provided guidance and advice based on his extensive experience in international trade.

The group presentations which were scheduled for the day about finding potential markets for a chosen product of the group's choice were made. Each team had chosen interesting products and markets to explore.

The presentations provided an opportunity for participants to demonstrate their understanding of the concepts covered in the workshop. They showcased their ability to analyse market trends, consumer behaviour, and cultural factors to determine the feasibility and potential success of conducting cross-border e-commerce in their chosen markets.

Participants showcased their ability to analyse potential export markets and apply the knowledge gained from the workshop. The presentations not only provided valuable insights but also fostered collaboration and critical thinking skills among the participants.

