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Campus Buzz

NEWS, VIEWS AND TRIVIA STRAIGHT FROM SCHOOLS AND COLLEGES

A DREAM COME TRUE



A view of the campus of the University of Cincinnati

I never dreamt of going to the US. Winning the business strategy games with American teams gave some of us the opportunity to participate in the case study competition in Cincinnati. This was my first trip outside India and hence I was very excited about the whole experience. We landed in Chicago airport on March 11. Then we boarded a connecting flight to Cincinnati. Professor P.K. Sen met us at Cincinnati airport. The scenic beauty of Cincinnati cannot be expressed in words. We had a meeting scheduled with professor Susan

Sadlier.

On our first day, we went to the restaurant on the university campus for lunch. I could not sample much from the array of 150 dishes available but I later learned to savour the gastronomic delights of America. In India, we had participated in an online business strategy game organised by the University of Cincinnati. There were 12 teams in all, with four members in each team. We were required to make an online presentation regarding our strategies and goals. After analysing our performance and presentation, the university selected us for the 17th Annual Case Competition.

In the US, criteria such as ROE (return on equity), EPS (earnings per share), revenue, stock price, credit rating, image rating are all taken into consideration, unlike management games in India where one element is the sole criterion.

We gained a lot of experience from the case competition. Their concept of slide design, slide layout and animation is quite different from ours.

The strategy adopted by our American team members Diana and Dan was more aggressive than ours. We got valuable insights into the consumer behaviour of the two countries, which helped us in understanding pricing and advertising strategy in different countries. In the final presentation, we got a very warm reception. We met Sharon McFarland, director of communication programmes. She asked us to mail our resumes to her; saying she would forward them to Fidelity Investment.

Finally, a few observations I made on my first trip to the land where people across the globe arrive to realise their dreams. People there are very co-operative, cordial and disciplined. Their professionalism and punctuality is something to be emulated by all. Most of the graduate students are employed and they finance their studies. A professor-student relationship is not formal as it is in India. The numerous lunches and dinners with the professors enriched us.

In the case competition, we met Peter Drechsler, the managing director of Azoli. He invited us to dinner. He also acted as our guide and took us to shopping malls.

Sourav Das, Eastern Institute of Management,
Calcutta

AHMEDABAD

The fire within

The College of Fire Technology in Ahmedabad is the first institution in the country to offer a BSc in fire training. It also offers specialised ITI fireman and ITI safety and security courses. Our college offers professional training in fire fighting, safety, protection, engineering, and disaster management. It is also the first in its field to