

THE TIMES OF INDIA

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Bradley varsity students visit VIT

TIMES NEWS NETWORK

Vellore: A team of 19 management students and two faculties from the Bachelors of Business Administration, Bradley University, Illinois, US, came to Vellore Institute of Technology (VIT) University as part of a ten-day educational and cultural visit to India. According to

VIT University sources this is the first time a team of students from USA have come to the university for an interactive session.

Assistant professor, marketing, Bradley University, Rajesh Iyer said that Bradley University would be signing an memorandum of understanding with the VIT university on April 13 which would include exchange of faculty and students between the

India visit, which was the first for all the 19 students, was aimed at providing them light into Indian culture and how business takes place across various industries

two universities, enabling access of the Bradley university library to VIT students and so on. Dr Rajesh

said their team which came to VIT on Wednesday was spending a day on the campus during which the students interacted with faculty and students of the VIT. He told The Times of India that the students had come to In-

dia as part of their course on "Doing Business in Indian Culture."

He said this course was one of the five courses for the students this semester, where they will be taught Indian history, the various dynasties and rulers who shaped Indian culture and doing business with India in the pre and post-independence era. He said this visit to

India, which was the first for all the 19 students, was aimed at providing them light into Indian culture and how business takes place across various industries.

Talking about their experience in India, Jake, a student, said culturally India was far different from home with too many cultures, languages and a huge population. Another student Charlie Lordo said India was entrepre-

neurial in nature and added that their team had learnt a lot from the visit. Vanessa called this short trip as interesting, shocking and amazing coupled with scary traffic. She said India had diverse businesses and industries compared to the USA.

Earlier, the team interacted with the VIT chancellor G Viswanathan, pro-chancellors Sekar Viswanathan and G V Selvam and pro-vice chancellor Anand A Samuel on the various aspects of how business takes place in India and the upcoming Lok Sabha polls.

The Bradley University team has started to Mumbai last night to interact with the Dabbawalas and have a run with them for a day to witness how they do business.

7 9 MAR 2009

" THE HINDU "

VIT, U.S. varsity to ink pact for student exchange

Students from U.S. visit VIT as part of a week-long tour to India

Special Correspondent

Vellore: "I am impressed with the multi-religious and multi-lingual character of India, with people professing different religions and speaking different languages remaining united," said Charli Lordo, a woman student of the Bachelor of Business Administration (BBA) programme, who was among the students of Foster College of Business Administration, Bradley University, Illinois, U.S. They were visiting VIT University as part of a week-long visit to India for a course in 'Business Indian Culture.'

"It is amazing that there are 32 languages in India," said Caleb Schleder, who was usually amazed at the way people speaking different languages co-existed, collaborated and coordinated for common purposes in VIT in particular and in India in general.

One thing all of them did not like was the chaotic traffic in Vellore, Chennai and other

- Visiting students were particularly interested to know about populous nature of the country
- They arrived in Delhi on Saturday and visited places of historic importance

parts of the country which they visited.

Charli Lordo, doing senior entrepreneurship programme in BBA, said that he was impressed with the population of India. "In the U.S., though we have towns of the same size as those in India, we have less number of people." The students who were on their first visit to India were particularly interested to know about the populous nature of the country.

Rajesh Iyer, assistant professor, Marketing, Foster College of Business Administration, Bradley University, who was one of the two faculty representatives accompanying the students said that the Bradley University and the VIT University would be signing a Memorandum of Understanding on April 13 to

facilitate student and faculty exchange programmes. It would also facilitate collaboration in other miscellaneous aspects such as the use of libraries of each other's universities.

The decision to visit VIT was prompted by his earlier visit to the VIT in March 2008 for logistic work connected with the Executive MBA Programme of Bradley University.

James F. Foley, Director of International Programmes, Foster College of Business Administration, the other faculty representative, said that India was one of the two "countries of emphasis" in the U.S.

The students had to travel to other countries twice during their course. During their first international tour, they

should visit Mexico and China or India, while on their second, they have to visit Australia and a European country. Mr. Iyer said that the university chose India, in view of the language barrier, which the students would have in China.

During their interaction with the media, none of the visiting students failed to mention the intense heat in Vellore. "We discussed with the VIT students how we enjoyed the heat," said one of the students in a lighter vein, when asked about what she discussed with the VIT students.

The visiting students said that they were impressed with the VIT campus, and especially technological advancements in the field of education. "I feel like being in the U.S. The VIT is westernised. The facilities are similar to what we find in the educational institutions in the U.S.," said Krishna.

G. Viswanathan, VIT Chancellor, explained the admission process in the VIT, and

political system in India, especially its multi-party character, compared to the two-party system in the U.S.

He said that 1.50 lakh candidates had applied for VIT Engineering Entrance Examination for admission to 2000 seats in B.Tech. programmes this year. Sekar Viswanathan and G.V. Selvam, Pro-Chancellors, Anand A. Samuel, Pro-Vice-Chancellor of VIT University, and Bhushan D. Sudhakar, professor & division leader (International Business), VIT Business School, also interacted with the visiting students.

The students, who landed in Delhi on Saturday, visited places of historic importance in and around Delhi, including the India Gate, Humayun's Tomb, Raj Ghat and Taj Mahal.

In Chennai, they visited Prasad Studios and CGN (a consulting group handling Asia-Pacific Operations).

Later, they would be proceeding to Mumbai where they would interact with the famous Dabbawalas.

9 MAR 2009

US students all praise for India

DC CORRESPONDENT

VELLORE

culture

March 18: Amazed by the work culture of Indians and the developments in the industrial sector here, a group of 14 students from an American university said they fell in love with India and were taken by surprise to see people from all walks of the life work together and march towards development on all fronts.

"We are scared about the traffic, hot climate and spicy food here. But it is amazing to see the number of people from various walks of life working together and able to achieve great feat with very little resources. Life will come to a standstill in our country if people speaking different languages and practising different religions are put together to work," said Charlie, a senior student of the batch from Bradley University in Illinois, America.

The students, from various disciplines of Bachelor of Business Administration (BBA) class of Bradley University, have a subject called 'Doing Business in Indian Culture' in one of the semesters.

They were here on

aim "We brought the students here as India is an important topic in the industrial sector in the US. The programme aimed to expose our students to the different culture of India."

Wednesday to interact with their counterparts in VIT University as part of a 10-day programme under the Students and Faculties Exchange Programme.

"We brought the students here as India is an important topic in the industrial sector in the US. The programme aimed to expose our students to the different culture of India," said Rajesh Iyer, Assistant Professor, Marketing, Bradley University.

He added that his university and VIT University would sign a memorandum of understanding on April 13 to kick-start a students and faculties exchange programme formally.

After an interactive session with MBA students in VIT University, the foreign students said the education system in India is "rigorous and effective".

Indian businesses impress students from America

A group of 14 students of Bradley University visited the VIT on Wednesday

V NarayanaMurthi | ENS
Vellore, March 18

"WE are amazed to see that with limited resources, diversity, contradictions and chaos, India has contributed a lot to lead International business ventures," said a group of 14 students, 10 girls and four boys, of Bradley University, Illinois, USA, who had visited VIT University here on Wednesday.

These students of undergraduate management course observed: "People here are so diverse with different languages, religions, cultures, but they work together to do much better as compared to what we do in our country."

Their visit to India was part of the course on business culture of India and was aimed at providing firsthand experience on the business climate here and how the country was overcoming the challenges of resource crunch. This would also enable them to change their attitude towards developing countries.

Interacting with their counterparts in VIT, they



Students from Bradley University interacting with VIT University students at VIT on Wednesday

gathered information about the student perspective of the classroom culture, Indian job culture, impact of the economic meltdown and opportunities for international entrepreneurship.

One of the visiting students, Sara, said she was convinced that India appeared to be more sociable though she was not comfortable with the heat and the traffic.

Another student, Scan, noted that he was impressed by the new courses and the placement record of the VIT, while Madora said that the Indian education was rigorous as compared to the flex-

ible system in the US.

While admitting that all of them had the initial culture shock, they felt that they could not have managed things here, if left alone.

The students also interacted with VIT chancellor G Viswanathan and pro-chancellors Sekar Viswanathan and G V Selvam to know about the admission and placement procedure. They praised VIT campus which, they said, was better than theirs.

James F Foley, director of international programme who led the group said it was for the first time he had visited India and for many this was their first international tour.

Assistant professor Rajesh Iyer of Bradley University, who coordinates the visit, noted that the American students evince interest on India, which was emerging as a business leader, next only to China.

He stated that Bradley would soon sign an MoU with VIT to share educational resources, besides student and faculty exchange programme.