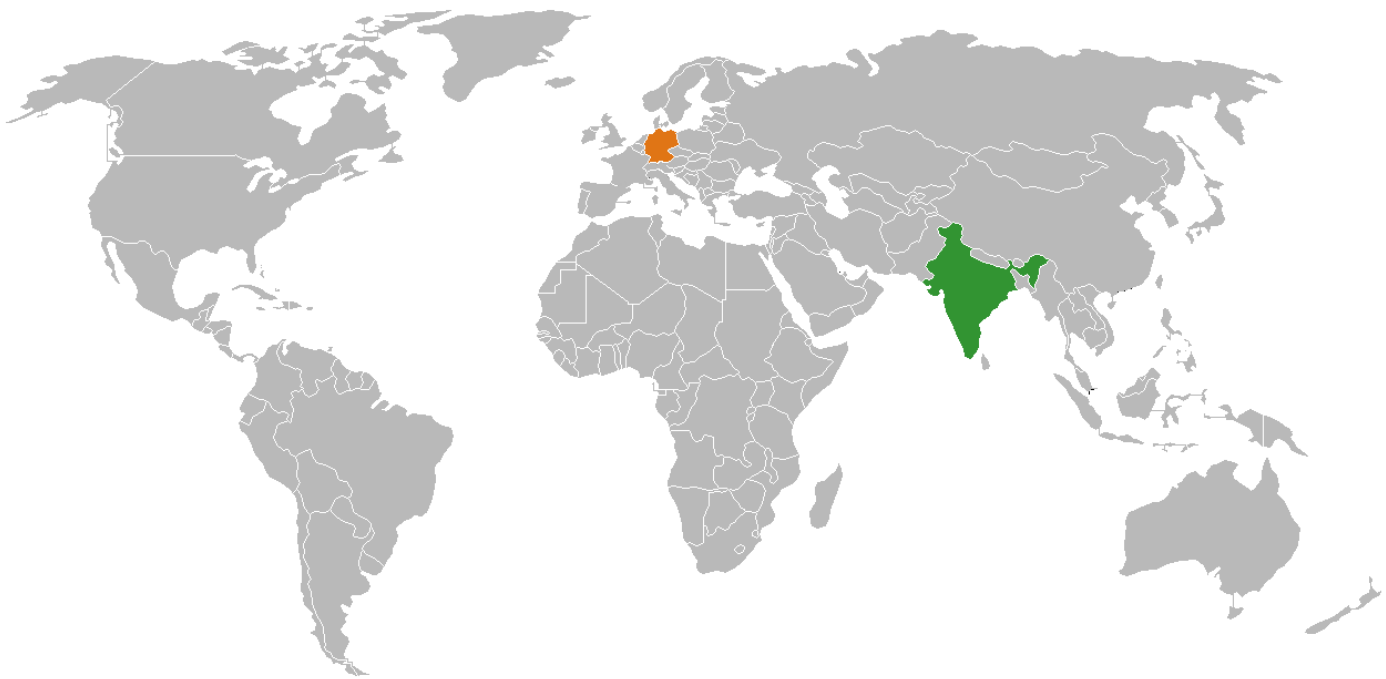




Gujarat Technological University



**NEWSLETTER FOR
INDO-GERMAN STUDY CENTRE**

MESSAGE FROM VICE-CHANCELLOR



Germany and School of Global Business Studies

Global Business Studies is an important part of the Global MBA program, implemented in August 2011 in all the MBA Colleges, affiliated with GTU.

Gujarat Technology University initiated the process of revising the MBA syllabus on 13th July 2010, at a meeting of all the Directors of the MBA Colleges. Professor Bhavin Pandya submitted a note on the changes required in the syllabi on 17th July 2010. On 21st July, Dr. N.M. Khandelwal submitted a detailed note on the requirements for a new syllabus for MBA. On 29th July 2010, Dr. Khajuria wrote a paper on “10 Point Agenda for MBA Reforms” and submitted it to the Vice-Chancellor. A Committee chaired by Dr Rajesh Khajuria was established to create the new MBA syllabus.

Besides many other changes, the new syllabus requires every student of the MBA program to prepare a two-semester country study report. Every College at GTU is required to select a country for an intensive study for every group of about 60 students.

During 2011-12, 140 students chose to study Germany. On Monday 23rd January 2012, Prof. Dr. Budde, Dean of Techn./Eng, Prof. Dr. Uwe Rössler, Dean of Bus. Management of University of Applied Sciences, Bielefeld, Germany, accompanied by Dr Devanshu Patel of Parul Group and Prof. Dr. Ramesh Shah, visited GTU. Prof. Dr. Uwe Rössler applied for a grant under the Passage to India project of Federal Government of Germany for collaborative work with GTU. He was able to get the grant and he visited GTU again on 10th January 2013. He had discussions with Dean Dr S.O. Junare, Dean Dr S.C.Reddy and Professor Samir Rohadia about carrying forward the collaborative work with GTU after receipt of the grant.



Gujarat Technological University

GTU is working on two joint research projects with DHBW, Stuttgart, Germany. A first set of meetings was held with Professors Friedrich Augustein and Prof Ramesh Shah on 16th -17th August 2012. It was followed by a 2-day workshop on 28th -29th November 2012 by Prof Ramesh Shah. Professors Friedrich Augustein and Prof Ramesh Shah again visited GTU in February 2013 to discuss the progress of the project.

Dr. (Rector) Norbert Gulerwald of University of Applied Sciences, Technology , Business and Design , Wismar, Germany visited GTU on 21st-22nd August 2012 for signing an MOU with GTU. At that visit, the Indo-German Study Centre was inaugurated.

The Indo-German Study Centre should in course of time become an authentic centre of information about Germany. Besides it would be able to host visiting professors, delegations from Universities and Industries and Businesses. It would also help businesses in Germany to establish mutually beneficial inter-actions with businesses in Gujarat/ India. Lastly it would be able to organize public events and lectures bringing scholars, diplomats and politicians from all over the world to the campus. This Centre will establish relationships with other similar centres in the world and it hopes to become a magnet for visiting scholars from Germany.

Dr. Akshai Aggarwal
Vice-Chancellor,
Gujarat Technological University

Saturday, 18th May 2013

Gujarat Technological University is a relatively new technology University established by Government of Gujarat vide Gujarat Act No. 20/2007. The University caters to the entire field of engineering, pharmacy, business studies (MBA programs) and Computer Applications (MCA) in Gujarat. Today the University has about 4, 00,000 students, a large number of Master's programs and a robust doctoral program. It has about 500 Colleges affiliated to it. It is today the largest University in Gujarat.

GTU have around 251 affiliated engineering colleges offering diploma / degree / masters in engineering. When we talk about engineering one cant ignore Germany and so GTU. Engineering giants like Mercedes Benz, Bosch, Siemens, Audi and many more, where an engineer dream of working , are the German origin companies. Today, when Germany is facing the problem of aging population resulting into the lack of workforce, the country is keen on inviting young talent from all over the world and so from India. The United Nations Population Fund lists Germany as host to the third-highest number of international migrants worldwide. On other side many German companies are also working either in collaboration with Indian companies or have a unit/branch in Gujarat/other states in India. GTU has been in association with several German Companies and Universities for different projects and programs.

Beginning of Indo-German Study Centre



The Indo-German Study Centre was launched on 21st August, 2012. On the same day GTU has signed MOU with a German University “University Of Applied Sciences Technology, Business and Design” The Centre was inaugurated by Dr. Akshai Aggarwal, Hon’ble Vice Chancellor of GTU and Dr. Norbert Gulerwald, University of Applied Sciences Technology, Business and Design, Germany.

Projects with DHBW Stuttgart & GTU at Indo-German Study Centre

GTU has started working for two collaborative research projects with Duale Hochschule Baden Wuerttemberg(DHBW) Stuttgart, Germany under the Indo-German Study Centre. Two research projects (I) Cooperation Management among Businesses & (II) Do's & Don'ts for cross-cultural businesses are being conducted by the Indo-German Study Centre.



Dr. Aggarwal presenting a memento to Dr. Friedrich Augestein from DHBW during his visit to GTU in February 2013.

Many Indian companies face problems in doing business in Germany as well as German companies face problems doing business in India. Joint Research between Gujarat Technological University (GTU) and DHBW Stuttgart is being taken to understand the challenges to improve the Indo-German Business.

To get some deeper insight in today's cooperation management the DHBW Stuttgart and the "Bundeshverband Deutscher Untemehmensberater (BDU)" (German Association of Management Consultant) conducted an online survey on cooperation management in Germany. The survey covers the objectives and areas of cooperation, risks and reasons for failure and success in cooperation, and organizational structures of cooperation. Around 150 German companies took part in the online survey. The results were found very interesting and should be compared to a similar survey in an "emerging market". Because of the close economic relationship between India and Germany the second corresponding survey is taking place in India with GTU at the Indo-German Study Centre.

On the other project the Do's & Don'ts for the Indo-German Business Activities will be prepared. The objective of the activity are such as to develop success criteria for market entry approaches and develop guidelines for successful market entry approaches in India & Germany.

Currently the project has reached the next level. Around 150 companies have given their feedbacks and filled up the Questionnaire specially designed for the project. The forms are forwarded to the DHBW Stuttgart University in Germany. Now further reports are awaited from DHBW Stuttgart to come.

About DHBW Stuttgart University

With more than 7,000 students, the Baden-Wuerttemberg Cooperative State University (DHBW) is one of the largest universities in the Stuttgart and Upper Neckar regions. In cooperation with about 2,500 carefully selected companies and social institutions, the dual partners, the Schools of Business, Engineering and Social Work offer more than 40 nationally and internationally approved Bachelor courses.



Growth is a painful process and hard work is essential

Two days workshop on joint research was organized on 28th & 29th November 2012 at GTU Gandhinagar Campus by GTU School of Global Studies Indo- German Study Centre and GHBW University, Stuttgart, Germany.

The programme highlights were as per mention below.

28th November 2012 : A Research Project on “Survey on Cooperation Management “

29th November 2012”: A Workshop on “Do’s and Don’ts “in the context of Indo-German Business Activities.

Many dignitaries including Dr. Akshai Aggarwal Vice Chancellor of GTU, Dr. Ramesh Shah, Associated with the Research project at Stuttgart University, Germany, Mr. Jagdish Shah , a businessman from Vadodara, were present at the workshop.



Dr. Akshai Aggarwal addressed the conference on the 1st day of the workshop. He said that “Our University has a lot of competence and skill and to tap this opportunity, we have undertaken joint research projects with German University. He also said that “Growth is a painful process, and hard work is essential”. He shared his experience of working with foreign universities and stated that many of our students as well as teaching faculty members have even a higher standard of knowledge, but we have to work as hard as our foreign counterparts, if we want to be respected as much as they are.

Dr. Ramesh Shah made the workshop a very interesting event by conducting various group activities on Self – Perception & Perception of Others and Building Relationship. Dr. Shah discussed two types of determinants – internal and external.. He explained meticulously the Success Factors of the Cooperation Management and reasons for failure. He also said that as a part of Indo –German Research Project hypothesis and questioners will be prepared and the actual survey will be undertaken in February 2013 during the next visit of Dr Shah with Dr. Augentein. He also said that all GTU MBA colleges will be divided into different zones and students and faculties will work in their respective areas. The work then will be compiled, analyzed and sent to GHBW Stuttgart, Germany.

At the end of the workshop a list of 10 Indo-German Research Group Members from different MBA Colleges of GTU was announced to begin the research work.

12 GTU Students travelled to GERMANY for the Training Programme with Wismar University

Study and Internship Programme was held as a part of academic collaboration between the two universities Gujarat Technological University, India and University of Wismar, Germany. The Programme was conducted between 1st October 2012 to 30th November 2012. Twelve graduates and postgraduates from Gujarat Technological University, Ahmedabad were selected for it. The participants selected from a variety of engineering disciplines like Mechanical, Mechatronics, Electronics & Communication, Aerospace, Thermal, Chemical and Information Technology travelled to Germany under the programme.

The programme was offered by Robert Schmidt Institute at University of Wismar, Germany. The Programme was designed with six different activities for the Indian students.

- ⇒ Expert lectures and seminars in engineering fields
- ⇒ Excursions and field visits to prominent German industries like Schottel GmbH, EGGER, EnviteC, Honeywell and other companies in the state of Mecklenburg Vorpommern.
- ⇒ Interactions with “German Chamber of Industry and Commerce” at Schwerin
- ⇒ Interactive sessions with “Mayor’s Office” (City Hall) in Wismar, Member of Parliament at State Parliament of Mecklenburg-Vorpommern as well as Member of European Parliament
- ⇒ Basic German language training
- ⇒ Cultural training and exchange

About the Hochschule Wismar.



Hochschule Wismar, University of Applied Sciences, Technology, Business and Design. The concept of the university is three modern disciplines and practice oriented. Wismar University often scores high in national and regional rankings. Wismar University works hand in hand with academic institutions and business partners in the region and around the globe.

Students visited the Honourable Vice Chancellor of GTU Dr. Akshai Aggarwal and Registrar Dr. Gitesh Joshi before leaving for Germany and took some advises from Dr. Aggarwal. The Students were quite excited for the project. The training they got in the German University was like a milestone in their career. They also enjoyed the culture and living in Germany during the training programme. Looking at the success of the programme GTU is going to conduct the same programme in 2013 also. The process of the student selection has already began.

PICTURE GALLERY



Inder bilden sich in Wismar weiter

Spezialisten absolvieren an der Hochschule ein zweimonatiges Praktikum.

Wismar – „Als Ingenieure sehen wir Deutschland, wenn wir nach Europa schauen. Frankreich verbindet wir mit Architektur, Italien mit Design und Großbritannien mit dem Finanzplatz. Im Allgemeinen ist Europa für uns der wirtschaftlich leistungsfähigste Kontinent“, erklären einbellig indische Ingenieure, die im Rahmen der Hochschulkoope-
 ration zwischen der Hochschule Wismar und der Gujarat Technological University (GTU) in Ahmedabad im Nordwesten des indischen Subkontinents derzeit in Wis-
 mar weilen.
 Die GTU, Teil der Gujarat Univer-
 sity, ist die größte und älteste Univer-
 sität des Bundesstaates Guja-
 rat, an der über 200 000 Studen-
 ten eingeschrieben sind. 25 indische
 Ingenieurwissenschaftler abso-
 lvieren an der Hochschule eine
 Weiterbildung, die einen zweimon-
 atigen Theorieteil und ein dreimon-
 atiges Praktikum in einem deut-
 schen Unternehmen umfasst.
 „Deutschland ist für uns die Inge-
 nieurstaaten weltweit“, bekräftigt
 der Informatiker Parth Mistry. An-
 dererseits 6004 Studenten an drei Fakul-
 täten immatrikuliert, hinga kommen
 rund 3000 Fernstudenten.
 Vor Kurzem bot sich Mecklen-
 burger Vizeparlamentarier Abge-
 ordneter des Europäischen Parla-
 ments, Werner Kuhn (CDU), von
 Hause aus Schiffsbauingenieur, ein
 vierstündiges Seminar mit den Abso-
 lventen. Dabei kam es zu Diskus-
 sionen mit den jungen Männern,
 die die verschiedensten Ingenieur-
 wissenschaften vertreten: Angewand-
 terte Raumfahrt-ingenieurwesen,
 Wärmemechanik, Elektronik, Chemie,
 Informatik- und Chemieingenie-
 uren. Dabei: Möchten sie in
 Deutschland arbeiten, streben sie
 vielleicht eine Grenzstadt auf
 „Neuland“, sagt Ravi R. Rami, Aero-
 space Ingenieur, „wir würden hier
 gern Erfahrungen sammeln, das
 aber zurückgeben. Dasehäft ist
 besten wollen wir hier nicht.“
 Auf Unverständnis stieß alle
 dings die gegenwärtig spürbare Er-
 gänzungsforschung in Teilen d
 deutschen Bevölkerung angesichts
 der Wirtschaftskraft trotz Kris
 Nach dem Seminar waren die ind
 schen Ingenieure am Abend im
 Casino eines Forums der Ke
 rad-Adenauer-Sitzung mit Wert
 Kuhn über Perspektiven der In
 pakischen Union, im Haus des G
 tes in Wismar, an dem rund 60 Be
 cher teilnahmen. Foto: Se



German Students visited Parul Institute , Baroda

Parul Institute of Management invited the University of Applied sciences , Bielefeld–Germany and its students for Student–Exchange Program in March, 2012. The

students arrived at Baroda after exploring places like Juhu, Hotel Taj Residency and Gateway of India at Mumbai. During the programme students went for an industrial visit to Bombardier, Manjusrar GIDC and General Motors, Halol GIDC. Students also attended experts



lectures at Parul Institute. Students of Parul Group of Institutes performed a cultural dance to showcase the cultural heritage of India. Students also came to Ahmedabad to visit Gandhi Ashram and Adalaj Step Well. Last two days of the programme were full of cultural exchange as the German students enjoyed playing holi and garba in Indian traditional outfits and visited Champaner Fort, Laxmi Vilas Palace, Sayaji Golf Club and Jami Mosque in Vadodara. The programme ended with a farewell party on the last day.

About University of Applied Sciences



The University of Applied Sciences Jena is one of the town's most important educational institutions. The university, which is part of a network of science and economy known as 'the Cluster Jena', is a modern, transparent educational institution. The university of Applied Sciences awarded to be a 'Selected landmark in the land of Ideas 2007' and being an important partner of the 'town of science 2008', strives for the best teaching, research and working conditions possible. The young university offers 32 different courses of study in the fields of engineering, business administration and the social sciences. All courses of study now lead to Bachelor's and Master's degrees. The intensive research and practically oriented education offered by the school provide excellent career prospects.

GERMAN EXPERTS @ GTU



Prof. Dr. Friedrich Augenstein, Head of Department Business Administration, DHBW Stuttgart, Germany,

⇒ Dr. Friedrich Augenstein is associated with the GTU Indo-German Research being conducted jointly with DHBW Stuttgart.

⇒ Dr. Friedrich has been the guest at GTU on 8th and 9th Feb. 2013. He attended the 3rd International Conference on Business Ethics, Governance and Sustainable Enterprises. He shared on Cost Management Approach adopted

by Conmethos. He also spoke on Hands-on 'operating manual' for various Management disciplines through his 'click-by-click' Management Methods, using computer-based tools and templates, in order to follow the standards ethically.

Mrs. Irmel Marla

Chairperson—International Institute for Holistic Research & Voluntary Action (India-Germany)

⇒ Mrs. Irmel Marla have been to GTU several times in 2010 and in 2012.

⇒ She had attended the workshop on “Revival of 23 low admission MBA Institutes in Rural Areas of Gujarat under GTU” on 1st October 2010. She shared that the development of a nation was possible if there was a holistic development of the villages and this could be fulfilled if there was the Dual system of Education which is closely interlinked and coordinated: professional schooling and knowledge and skills development through private-public Enterprise.

⇒ She have also attended the conference on “Business Ethics for Global Success of Indian Business ”as a guest speaker on 25th & 26th September 2010.

⇒ Mrs. Marla had given presentation on “Leadership as a Principal/Director ”at a workshop on “Excellence of Education & Viability of MBA Colleges”28th September 2012.

⇒ She has also attended several other events at GTU.



GERMAN EXPERTS @ GTU



**Dr. Juergen Schneider , Germany,
Member of Pan-Pacific Business Association, Nebraska,
USA, and the International Forum of Consulting Science,
Zurich, Switzerland**

Dr. Juergen Schneider was one of the expert speakers at the conference on “Meeting the challenges on Global Market” He addressed the conference on the topic of “The carrying amount of cash generating units” with respect to international finance reporting system. The Second International Conference was organized by GTU in collaboration with Parul Group of Management Institutes at GTU Campus, Chandkheda, Ahmedabad on 23rd, 24th and 25 January, 2013. The conference theme was “Meeting the challenges of a globalised Market: Perspectives of Corporates, Financial Institutions, Governments, Educational Institutions & Civil societies”.

Mr. Bernd Wagner, MD, Siemens Hearing Instruments, Bangalore (German Company)

Mr. Bernd Wagner was the Guest of Honour at the 3rd International Conference on Business Ethics, Governance and Sustainable Enterprises. He shared the journey of Siemens as a case-study and the various measures the company took to reach at its present position. He spoke about reasons for change like change in the world situation, world climate, demographic change and globalization. He also talked about the three core values of Siemens: Excellence, Responsibility and Innovation

Dr. Charles M. Savage, President and Mentor, Knowledge Era Enterprises, Inc. Germany.

Dr. Charles was at GTU to attend the two days conference on “Good Governance” as a guest speaker on 19th & 20th April 2013. He addressed the conference with a motivational presentation on the Importance of “Karma & Guna” in today’s time. He also attended the Management Research Week at GTU.





Gujarat Technological University

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