

Firebird International Link



Open to all Firebird PGDM students, these international programs allow you to tailor your education to meet your professional goals. PGDM students may combine certificate requirements with an elective curriculum.

Bootcamp at Skyline University, Sharjah

Leadership development is one of the main goals of business. Yet not many realise that leadership can also be groomed and strengthened beyond the classroom. The Boot Camps, organized by Skyline University, Sharjah, reinforced the students to experience how theory works in concrete business contexts while allowing them to interact with senior level executives. Students select courses from a range of emerging management topics such as big data, entrepreneurship, and design thinking. With the diverse culture of international environment, bootcamp also present an excellent arena to network and meet other aspiring leaders

Bootcamp was designed to combine different trainings and activities spread throughout one week. Their focus and structure was as diverse. It also included company visits and interpersonal exercises. These events bring immense value in terms of teamwork and communication skills, problem-solving, multicultural awareness, and leadership that are in high demand in the corporate world.



Photos: <https://www.skylineuniversity.ac.ae/gallery/ccl-activities?suc-held-a-boot-camp-for-students-from-india>

Inbound Exchange Program by MMU, Malaysia

MMU, Malaysia offered of our PGDM class in fourth term the course on offering is Sustainable Marketing Management. It is a virtual week end program and two students from your PGDM programme benefitted from this course.

Virtual e-Exchange Programme with Multimedia University, Malaysia 8th - 22nd Nov 2020 “Making an Impact via Social Innovations” through International Student e-Exchange Programme

8th - 22nd Nov 2020

the International Student e-Exchange Programme was organised by Multimedia University along with University (Malaysia), Universitas Mercu Buana (Indonesia), and Universitas Pakuan (Indonesia), Birla Institute (India). This was an excellent opportunity for students to exchange their ideas or views to enhance their knowledge on how social innovations will overcome the various challenges on sustainable development in order to achieve the 17 United Nations Sustainability Development Goals. In addition, within this current Covid-19 condition, there is an immediate need for the businesses today to adapt the changes of the business environment and transform themselves radically. Through this International Students e-Exchange Programme, the students had mutually beneficial sharing as the basis to contribute to the industry after graduating

The companies have to come up with innovative ways in the highly competitive and how to change VUCA (Volatile, Uncertain, Complex, Ambiguous) to be VUCA (Versatile, Upbeat, Creative, Agile).