



CHRIST
(DEEMED TO BE UNIVERSITY)
BANGALORE · INDIA

INTERNATIONALISATION OF HIGHER EDUCATION: A CASE WITH SPECIFIC REFERENCE TO CHRIST UNIVERSITY, BANGALORE, INDIA

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MISSION

CHRIST is a nurturing ground for an individual's holistic development to make effective contribution to the society in a dynamic environment

VISION

Excellence and Service

CORE VALUES

Faith in God | Moral Uprightness
Love of Fellow Beings
Social Responsibility | Pursuit of Excellence

Bangalore
CENTRAL CAMPUS



Bangalore
BANNERGHATTA ROAD CAMPUS



Bangalore
Kengeri CAMPUS



Delhi NCR
OFF CAMPUS



Pune Lavasa
OFF CAMPUS



VISION: Inspire Global Learning

MISSION: To lead, coordinate and provide comprehensive internationalization with the goal to contribute to society and develop excellence in sustainable global competencies for academicians and graduates and to provide the university as a learning ground for international scholars



- Christ University is the only University adopted by the 25 member Universities Study Abroad Consortium (USAC) of U.S.A for hosting short term U.S students in India.
- Christ University admits around 250 foreign students every year to its regular programmes
- We have professional collaborations with more than 8 globally recognised professional bodies.
- Student Exchange Program
- Credit transfer Program
- Joint research work
- Joint student projects



Department of International Studies, Political Science and History

Future of Internationalization

- Can not be limited to physical exchange programs
- Gives an opportunity to reach out to more students
- Students and faculty interaction conducted through online forums
- Global exposure through multi class engagement

Collaborative class with KU Leuven, Belgium

- On Post colonialism conducted in October and November with Dr Vagishwari and Dr. Idesbald Goddeeris - 3rd year
- Culture and Language exchange with Kanagawa
- Student Interaction with Singapore University of Social Sciences
- Webinars with Scholars from around the world,



History of Migration, Subalternity and Postcolonialisms

Roos Muis – r0779421 – Master of European Studies

Reflection paper Bangalore – Group 38 – 9 December 2019

Reflection paper

Intercontinental dialogue on multiculturalism and postcolonialism

Wherever you are is called Here,
And you must treat it as a powerful stranger
– David Wagoner

On Thursday 21 November, Sreetama Chakraborty, Rachel Dougherty and I had a one and a half hours long Skype conversation on topics relating to multiculturalism and postcolonialism. Whereas Sreetama grew up in Calcutta, Rachel moved from India to Dubai at a young age before returning to Bangalore to take part in the Master's of International Studies at CHRIST College deemed to be University. I grew up in the South West of The Netherlands and moved to Belgium earlier this year for the Master's in European Studies: Transnational and Global Perspectives at KU Leuven. In our conversation, this was how we set the scene: sharing where we come from so that we knew the geographical and academic backdrops that inform our experiences of postcolonialism and multiculturalism. After introducing ourselves, Sreetama opened the conversation with the Sanskrit

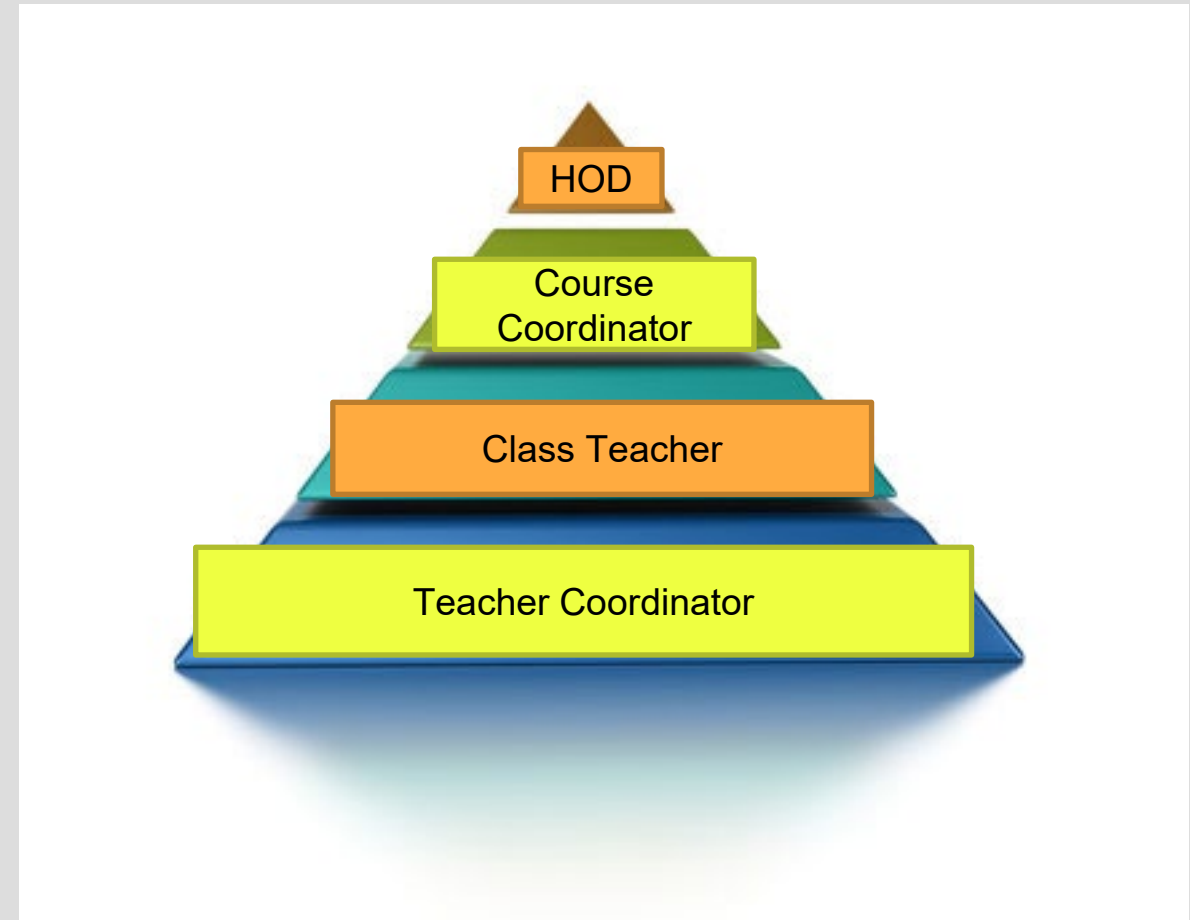
SCHOOL OF COMMERCE. FINANCE & ACCOUNTANCY

PURPOSE OF STUDENT EXCHANGE

Student exchange gives an opportunity for students to gain global exposure in different areas within their discipline by way of an international curriculum, pedagogy and multi faceted learning environment. In the process, students enhance their knowledge on global issues and learn to appreciate and accept different cultures and perceptions.

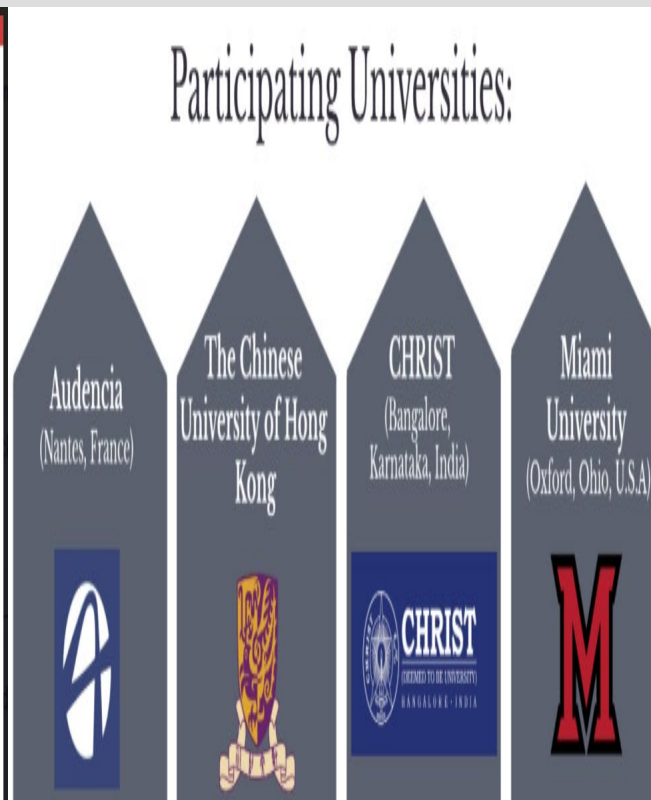
A Virtual Student Exchange Process and Outcomes

- Virtual Learning
- Virtual Internship
- Virtual Evaluation

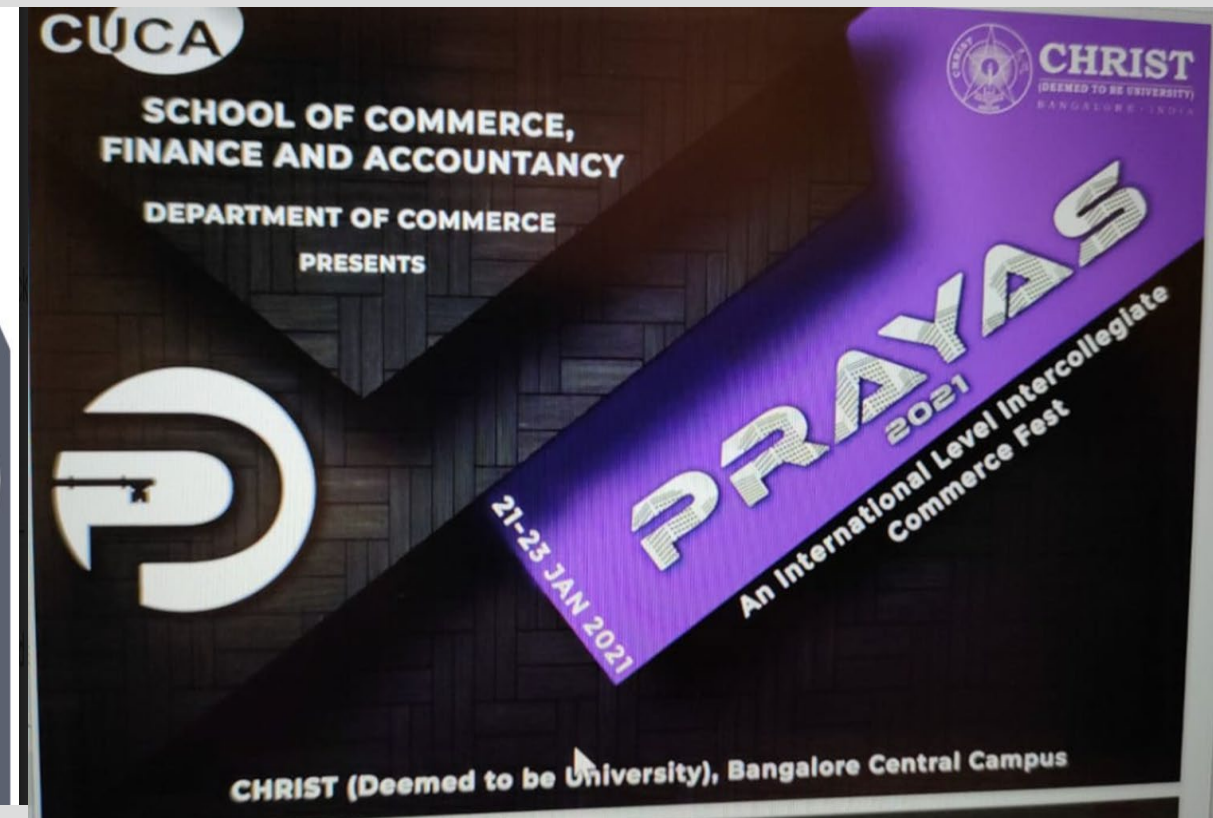


New Initiatives During the Covid-19 Global Pandemic

Global Case Competition



International Business Fest



ICF - Leadership Accelerator Programme

LETTER OF AGREEMENT

BETWEEN



ICF Bengaluru Chapter



DEPARTMENT OF COMMERCE
IN ASSOCIATION WITH
INTERNATIONAL COACH FEDERATION,
ICF Bengaluru Chapter
PRESENT

WEBINAR ON
WINNING FROM WITHIN



16 OCTOBER
2020



3 PM
to
4:30 PM

Virtual Webinars and Conferences



Beyond Boundary Research and Collaborations

INSURANCE COVERAGE FRAMEWORK FOR ASSISTED REPRODUCTIVE TREATMENTS FOR WOMEN

*PhD Thesis submitted to CHRIST (Deemed to be University)
as partial requirement for the award of the Degree of*

**DOCTOR OF PHILOSOPHY
IN
MANAGEMENT**

by
IYER ANUSHA BALACHANDRAN

Under the Supervision of
Ganesh L
Professor



CHRIST
(DEEMED TO BE UNIVERSITY)
BANGALORE - INDIA

CENTRE FOR RESEARCH
CHRIST (Deemed to be University)
BENGALURU



Empowering Communities

LET US DREAM 2020 TRIENNIAL INTERNATIONAL CONFERENCE

Connecting Local Communities and Service Initiatives
Through Global Networking

Curriculum Review & Benchmarking

Course: Marketing Management

Code: MCO133

Hours: 60

Credits: 04

Course Description:

This course provides the knowledge base for understanding the depth and breadth of the principles and handy techniques of contemporary marketing management. The primary objective is to provide a framework for understand the dimensions of new age marketing. Along with, the students will be getting familiar with the advanced concepts of the various branches of marketing management viz., Brand Management, Advertising Management and service marketing. Basic concepts on digital marketing and marketing analytics will enable the students to get acquainted with the emerging trends of the marketing world.

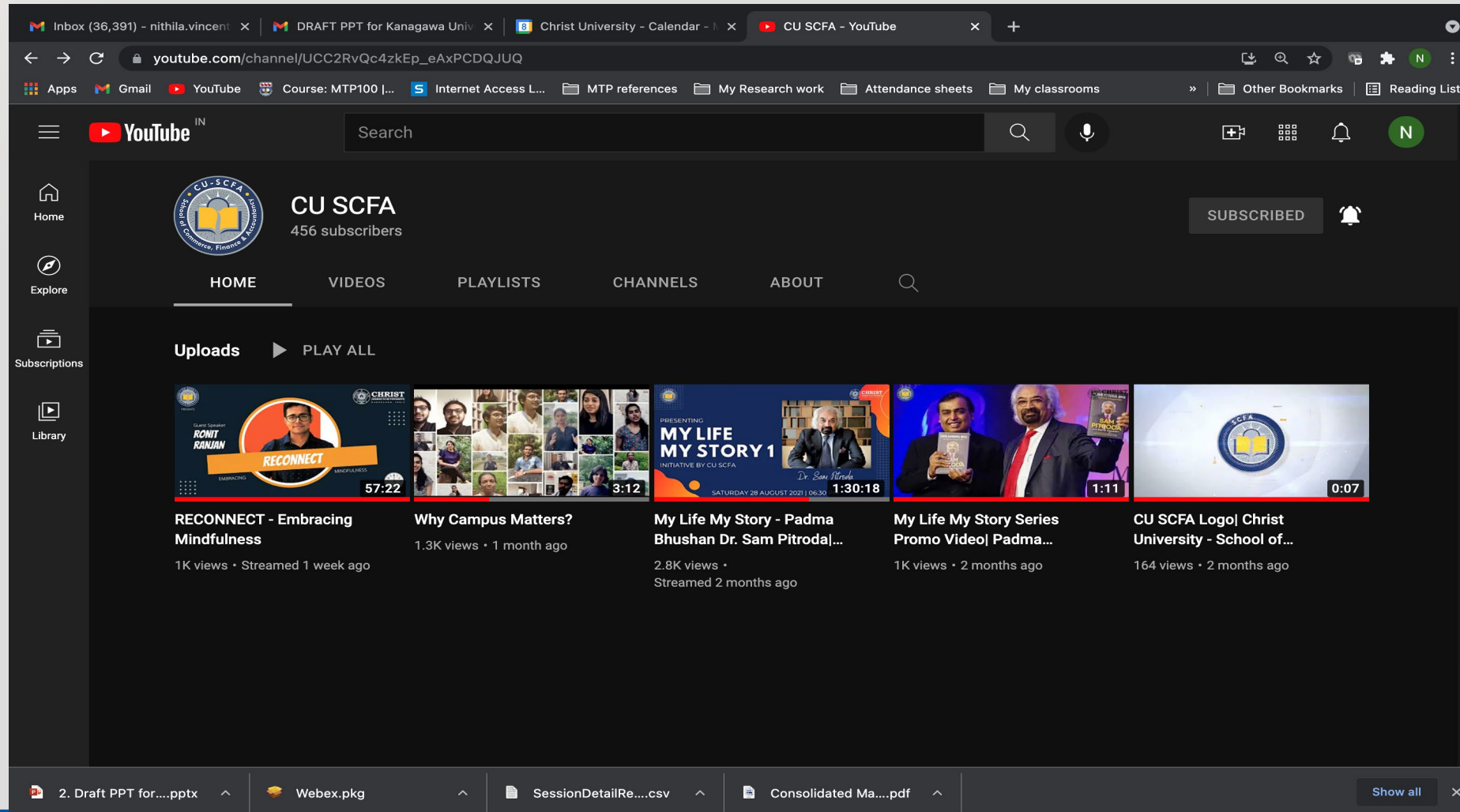
Course Objective:

- To equip them with various theories and modern Marketing Mix
- To acquaint the student with the concept of brand management.
- To develop understanding of students with service marketing.
- To familiarize them with conceptual framework of advertising.
- To accustom them with digital marketing

International Connect

The poster is for the official launch of the CU-SCFA YouTube channel. It features the logos of CU-SCFA and CHRIST Deemed to be University, Bangalore - India. The text reads: "School of Commerce, Finance and Accountancy CU-SCFA INVITES YOU FOR THE OFFICIAL LAUNCH OF CU-SCFA YOUTUBE CHANNEL". A central image shows Padma Bhushan Dr. Sam Pitroda, identified as the Chief Guest. Below his name, it says "Telecom Inventor, Entrepreneur, Development Thinker, and Policy Maker". The event is scheduled for "AUG - 16 - 2021" from "07:30 - 08:30 PM". The contact email is "cu.scfa@christuniversity.in". The event is a "WEBEX EVENT" and includes social media icons for Twitter, Instagram, YouTube, LinkedIn, and Facebook. The contact details at the bottom are: "Contact: Prof. Rishikesh KB 9916868160, Or Prof. Krishna Prasath S 7204050748 for details".

Connecting with past, present and prospective students via YouTube & So Media



Future Course of Action

- CoTeaching/ Joint Teaching with Partnering University
- Joint Student Projects
- Joint Research Collaboration and Publication
- Other events like Guest Lectures, Panel Discussions, Learning beyond classroom

Thank you