

**INTERNATIONAL CENTRE FOR CROSS CULTURAL RESEARCH AND  
HUMAN RESOURCE MANAGEMENT  
UNIVERSITY OF JAMMU**

**PRESS RELEASE  
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**MBA (INTERNATIONAL BUSINESS) ONE WEEK INDUCTION PROGRAMME INITIATES AT ICcCR & HRM, UNIVERSITY OF JAMMU**

International Centre for Cross Cultural Research and Human Resource Management (ICcCR & HRM), University of Jammu organised **One Week Induction Programme** for the students of **MBA (International Business)**. The intent of Induction Programme was to serve as an introduction to the academic, social, and professional aspects of pursuing an MBA (IB) programme as at ICcCR & HRM, we believe in nurturing future leaders and entrepreneurs, fostering innovation, and imparting knowledge that transform lives. The annual Induction Programme, marks the beginning of an exciting academic journey for our incoming MBA (IB) students and this immersive event is meticulously crafted to introduce our students to the ethos of our institution, its values, and the rich learning experiences that await them.

**Objectives of the MBA (IB) Induction Programme:**

**Orientation:** The primary objective of the Induction Programme at ICcCR & HRM is to provide a comprehensive orientation to students, ensuring a deep understanding of the institution's vision, mission, and values. It offers a holistic overview of the MBA (IB) curriculum, specialization options, academic policies, and extracurricular opportunities, enabling students to align themselves with University of Jammu ethos and chart their academic path effectively.

**Academic Preparedness:** The programme aims to prepare students to navigate the academic rigors of the MBA (IB) program with confidence and competence. Through carefully curated sessions, students are equipped with the necessary study techniques, research skills, case analysis methodologies, industry centric sessions and critical thinking frameworks. This emphasis on academic preparedness ensures that students can seamlessly integrate into the MBA (IB) program and maximize their learning outcomes.

**Personal and Professional Development:** ICcCR & HRM recognizes the importance of holistic development in its students. The induction programme focuses on nurturing personal and professional growth by incorporating workshops on self-awareness, goal-setting, ice breaking sessions, management games, career planning, and resume building. By fostering self-reflection, enabling students to set meaningful goals, and equipping them with the requisite career planning tools, ICcCR & HRM ensures that its post graduates are well-prepared to make apt decisions and excel in their chosen career paths in industry.



The maiden session was deliberated by Ms. Namrata Modi, Executive Director, Prevest Denpro Ltd, wherein she reflected upon the entrepreneurial journey of Prevest Denpro, thereby tabling the challenges, opportunities and strategies that an entrepreneurs need to incorporate at initial stages of business plan development. She also highlighted the role of dedication, hard work and ethics that need to be upheld by the younger generation so that future organisations are morally

conscious institutions. She also emphasized upon the importance of business sustainability in today's business environment, thereby impacting local and national economy in long run.

Prof. Hardeep Chahal, Director, ICccR & HRM, University of Jammu, deliberated that Induction Programme holds immense significance in shaping the future of incoming MBA (IB) students. It serves as a pivotal event that lays the foundation for their academic journey, providing a comprehensive platform to develop essential skills, adapt to the rigorous academic environment, and foster a strong sense of camaraderie among peers. By facilitating a seamless transition, fostering relationships, and focusing on skill enhancement, the programme sets the stage for a transformative academic journey.

Dr. Isha Sharma, Assistant Professor, ICccR & HRM, Dr. Shivani Rana and Dr. Parul Mahajan coordinated the event.