



IIM Tiruchirappalli's International Week conducted through online

IIM Tiruchirappalli hosted its annual International Week, from 28th December 2020 to 2nd January 2021. Started in 2017, International week brings leading academicians from prestigious universities around the globe to IIM Trichy, where they impart their knowledge on a diverse range of topics. This year, the entire event was conducted online because of travel restrictions necessitated by the ongoing pandemic.

In an increasingly globalized world, IIM Trichy recognizes the importance of creating leaders who are well versed with the business demands of global markets. A student's learning can no longer be limited by geographical boundaries. With this aim in mind, the International Week helps students connect with professors who provide them with a broader and deeper understanding of the complexities of business from a global perspective. A variety of electives across different domains are floated, so that students can understand the nuances of each from the viewpoint of different geographies.

In this edition, 21 faculty members from Australia, Finland, New Zealand, Norway, Philippines, U.S., and U.K. took a total of 21 courses. This included professors from leading Universities such as Harvard University, Cornell University, University of London, Asian Institute of Management, Bond University, Iowa State University, Bowling Green State University, and Auckland University of Technology, among others. The courses offered covered a wide range of topics, including 'Digital Platforms and Platformization', 'Ethics in Finance', 'Financial Innovation', 'Contemporary Issues in Marketing Ethics', 'Introduction to Public Policy for Business Leaders', 'Bankruptcy Prediction and Fraud Detection', 'Sustainable Entrepreneurship' and 'Design Thinking for Established and Emerging Business'.

The 4th edition of International Week was also a landmark in that it saw the maximum registrations overall, with over 270 students participating. This includes students from the PGPM (MBA, Trichy Campus) and PGPB (MBA for working professionals, Chennai campus) courses. The sessions were organized from 7:30 AM to 11:30 PM, driving day long student engagement, with lectures seeing active participation and interaction from the students. "I thoroughly enjoyed teaching this class and had a very pleasant experience interacting with the MBAs", one professor wrote. The students also found the experience extremely fulfilling. "I was very happy with my learning outcomes", said one student. "A great amount of learning within a short period of time!", another opined.

Overall, International Week 2020-21 was a great success, with both Professors and Students finding the experience enriching. This sets the stage for the next edition of International Week to be even bigger and better.