

**Centum U announces the successful launch of its international student exchange programme with a study tour to Coventry University**

**New Delhi, XXXX , 2011:** Centum U, an initiative of Centum Learning - a Bharti Associate Company provided an opportunity to a group of students to learn the nuances and ways of European Business and Global Management by virtue of a guided study tour to Coventry University in the heart of England.

This tour presented a rare exposure to the business practices of an economic powerhouse which helped them gain a global perspective on business and management. Such international tours are an integral part of the MBA / BBA Programme - Coventry University curriculum, as they ensure that Indian students are at par with their peers from developed countries, not just through knowledge imbibed in textbooks.

With India rapidly emerging as a global economic and political power, students and faculty from overseas are increasingly interested in studying and learning more about the region. This led to Centum U deepening its relationship with Coventry University with the successful launch of the international student exchange programme. For a duration of seven days, both Centum U and Coventry University played host to a group of students and faculty at each of the respective campuses in Coventry, England and Pune, India. The exchange programme provided valuable insight for students to better understand the degree of industry and culture in both India and England.

Speaking on the launch of the International Student Exchange Programme and the success of the tour, Mr. Sanjeev Duggal, CEO & Executive Director said, *"The international exchange student programme demonstrates the intent and commitment of Centum U to provide international study opportunities for students. Providing exposure to a global economy in a developed market like the UK is just one of the ways we can help our students compete on an even platform in a highly competitive globalized world. Not only did the tour prove to be a real eye opener for our students but it also gave them the chance to experience the culture of another country. In the future, to help our students gain similar experiences, we will look at forming more strategic tie-ups with other such universities."*

With the global borders shrinking and the World becoming one, a lot of multinationals are fast buying into the India Growth Story and are investing in our country. On a similar note, a lot of Indian corporate houses have either gone on a buying spree in Europe and America or are setting up Greenfield operations all across the globe.

The programme was well balanced to ensure that the students got their fair share of learning by attending sessions conducted by the esteemed faculty of Coventry University and also gained valuable practical knowledge through a visit to a blue-chip organisation like Jaguar Land Rover and Tabesia, an NGO. This trip also gave students an opportunity to experience a cultural high by visiting London and returning with enriched knowledge about the living standards, working environment and lifestyles of the European milieu.

During the ensuing week, students had intensive sessions on topics like Strategic Corporate Finance, Fair Marketing, Merger and Acquisition, Business Strategy, Research Methodology. The students were also asked to present a small report to the Faculty of Coventry University on "Automobile Industry moving towards the East?" and "Overall Learning experience from the Coventry Trip". The ProVice Chancellor, Coventry University handed over the certificate to the students.

Bidding good-bye to Coventry University the students acknowledged the contribution of CentumU which conceptualized, created and facilitated the whole trip. In the words of Ishank Chibber, one of the students *"Thank you Centum U for the experience and trip of a lifetime. Our learning cannot be replicated on paper and the practical insight to the way management is conducted is something that we will remember forever."*

More details about Centum U can be obtained by visiting [www.centumu.edu.in](http://www.centumu.edu.in)

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