

Nomor : 391 /UNISVET.H/F/III/2021
Lampiran : 1 Berkas
Perihal : **Surat Pemberitahuan *Guest Lecture* Semester Genap Tahun 2020/2021**

Kepada
**Para Mahasiswa/i
di Universitas Ivet**

Sesuai kalender akademik Universitas Ivet Tahun 2020/2021 hari ini adalah kuliah perdana semester genap 2020/2021. Kami segenap jajaran pimpinan civitas akademika UNISVET mengucapkan selamat melaksanakan semester Genap 2020/2021.

Pada semester ini salah satu peningkatan kualitas layanan bidang akademik adalah menghadirkan *guest lecture* dalam bidang *Entrepreneurship* dan *Digital Marketing* yang harapannya adalah dapat meningkatkan kemampuan *hardskill* serta *softskill* lulusan mahasiswa/i UNISVET. Adapun pelaksanaan kegiatan tersebut pada:

Topik : **Entrepreneurship**
Hari : Kamis, 1 April 2021
Peserta : Mahasiswa/i Reguler Semester I – V
Topik : **Digital Marketing**
Hari : Kamis, 3 Juni 2021
Peserta : Mahasiswa/i Reguler Semester VI – VIII
Narasumber : **Rahul Bhandari (Dy Director, Office of International Affairs Global Initiatives, O.P Jindal Global University – India).**
Tempat : Virtual Zoom
Pukul : 15.00 – 17.00 WIB

Mengingat sangat pentingnya kegiatan tersebut, kami **mewajibkan** seluruh mahasiswa/i UNISVET agar mengikuti perkuliahan tersebut sesuai jadwal dan dapat memaksimalkan pelaksanaan perkuliahan tersebut.

Demikian pemberitahuan ini kami sampaikan, atas perhatian dan kerjasamanya diucapkan terimakasih.

Semarang, 02 Maret 2021

Rektor,



Prof. Dr. Rustono, M.Hum
NIP. 195801271983031003

Tembusan:

1. Yayasan Pembina IKIP Veteran Semarang
2. Wakil Rektor I, II dan III
3. Para Dekan
4. Para Kepala Lembaga
5. Para Kepala Unit
6. Para Kepala Biro
7. Para Kaprodi
8. Arsip



CURRICULUM VITAE

RAHUL BHANDARI

Director- International Relation & Outreach, SPECS, United Kingdom

Dy Director- O.P. Jindal Global University, India

Email : rahulbhandari1983@gmail.com **Mobile :** +91- 8396-9074-67

Innovative, task-oriented **Director- International Relations and Outreach** provide the establishment, development, and implementation of direct contacts with educational and scientific institutions of foreign countries; coordinates and ensures the participation of representatives of higher education institutions in international events. Organizes the development of priority areas of cooperation through the relevant department of the Ministry of Education to ensure his University's involvement in international programs and projects. Takes a direct charge of the teaching-educational and methodical affairs of international students and is responsible before the Rector for the fulfilled duties. Studies the structure of education in foreign countries, as well as the content and characteristics of teaching and educational affairs in some countries. The responsibilities include the following: responsible for nurturing and expanding the existing institutional relationships with more than 300 partner institutions spread over 55 countries, liaison with the Embassies / High Commissions and Education Offices / International Organizations such as USIEF, British Council, Australia-India Education Council, Education France to name a few, for their support towards Internationalization, delivered lectures in the areas of international relations, history, business management in India, Indonesia, U.A.E., Lebanon universities; chair the work of training support structures (training workshops, training farms, etc.); monitor the implementation of internationalization policies and practical internships for students; provide leadership for the organization in case of absence of Rector.

PROFESSIONAL EXPERIENCE:

2018-Till: Director- International Relations & Outreach, Specs, United Kingdom

Key Responsibilities

- Overseeing an entire Asia, Africa, the Middle East, and Europe to develop strategies and tactics that will increase relationships through digital media and marketing strategies.
- Drive testing, reporting, optimization, and analysis channel performance to identify key levers and opportunities for improvements.
- Continue to evolve web, CRM, and other digital assets in partnership with the Information Technology team and our external agency.
- Build and maintain digital marketing analytics and reports, predict trends, create forecasts, and measure the effectiveness of marketing investments and activities.

- Creating personalized and memorable experiences through dynamic, relevant content delivered across multiple media platforms for Ministries, Universities, and other key stakeholders.
- Interpreting data to hone engagement strategies and mechanisms.
- Conducting R.O.I. analysis to identify the highest value interactive marketing campaigns.
- Actively participates in the development of new ideas, valuable content, interactive features, and functionality to different stakeholders to ensure the delivery of experiences that result in significant and measurable improvements in understanding, conversion, and revenue in support of established goals.
- Developing an outbound marketing strategy.
- Identifying opportunities and executes membership acquisition and retention marketing programs; prepares summary reports of outcomes against goals.
- Leading interactive marketing campaigns including development, execution, and analysis according to schedule and within budget.
- Assisting the Board of Members with executive-level presentations.
- Ensuring brand consistency across all ASIA, Middle East, Africa, and Europe channels, guiding internal and external stakeholders.
- Testing a new part of the world and evaluating marketing & communications strategies.
- Mentoring and cross-training team members in different areas of knowledge.

2017 -Till Dy. Director- International Affairs, O.P. Jindal Global University, India

Key Responsibilities

- Work with different departments to develop and frame their international agenda.
- Build relationships with foreign universities/institutions.
- Support the delivery, logistics, and documentation of academic and non-academic partnership and the related communication and coordination.
- Lead and manage a range of projects to support the development and maintenance of international partnerships.
- Liaise with partner universities in different countries and to identify and build opportunities for partnership activities.
- Organize high-profile incoming and outgoing visits linked to the development and maintenance of international partnerships
- Inviting eminent speakers for knowledge sharing and attending international exhibitions, educational fairs as University representatives.
- Supervise the International Relations Office, administration for their duties concerning international partnerships.

- Interfacing with embassies and consulates of various countries, engage with them on frequent intervals, and solicit feedback on behalf of the University.
- Organizing Student and Faculty Abroad Program.
- Invite the expression of interest from students and faculties for the program, select students and faculties for the program, and provide visa assistance to them.
- Ensuring FRRO compliance for our International students, assist them in visa procurement and visa inquiry support.
- Facilitating the arrival of new international students, organize orientation and events for them in collaboration with Student Affairs and event management team.
- Oversee the operation of - Student Drop-in- center for international students.
- Monitor and review the performance and value of international partnerships.
- Produce analysis of the University's performance against international benchmarks or of potential international partners, and produce and coordinate briefings for university management.

2014-2017: Manager- International Relations, University of Northampton, U.K.

Key Responsibilities

- Strategic Planning and Execution, Leadership & Organisation Development, Representation on External Platforms and Governance (ensure compliance of the team with board-approved internal policies and governance framework)
- Support the delivery, logistics, and documentation of academic and non-academic partnership and the related communication and coordination.
- Lead and manage a range of projects to support the development and maintenance of international partnerships.
- Liaise with partner universities in different countries and to identify and build opportunities for partnership activities.
- Organize high-profile incoming and outgoing visits linked to the development and maintenance of international partnerships.
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- Supervise the International Relations Office Administration for their duties concerning international partnerships

2011-2014: Manager- Student Support, Al Khwarizmi International University, Abu Dhabi, U.A.E

Key Responsibilities

- Responsible for planning, executing, overseeing the overall management of the student services department.
- Responsible for the welfare of all students, mainly the International student.
- Responsible for student billing and payment collections.
- Monitor and maintain student listing, detailing student statistics, account receivable collection status, maintain enrolment report.
- Overseeing all pedagogy matters like preparing timetable, students progress assessment, provide counseling, lecturers evaluation, transcripts, retain students from dropping and defer.
- Organize and coordinate Orientation Day, graduation ceremony, events, and recreational activities throughout the year for students.
- Prepare and maintain all data needed by the Ministry of Higher Education and immigration, especially for database, auditing, and survey.
- Handling inquiries and complaints and handle the harmonious relationship with students and parents.
- Collaborate with other departments to ensure a positive student experience.
- Perform other related duties as required.

2007-2011: Head- Corporate Relations, SDGI Group of Institutions, India

- Plan strategy for the Career Development Office and ensure that all Graduate / Post Graduate students are suitably placed with reputed corporates in roles suitable/relevant to the student's capability & competencies
- Develop & maintain a strong mutually baneful relationship with Corporates at the Senior Management level
- Groom students to deal with real-life challenges and help them identify their areas of interest.
- Planning events for prospective Corporate employers to interact with the University students and promoting the University to be a preferred recruitment destination.
- Creating processes and systems which maximize the potential of the recruitment process for both recruiters and students.

Educational Background:

- 2019- till **Doctorate Candidate**; Research Area- Internationalization in Higher Education
- 2005-2007: **Master's Degree in Management** (PGDBM), Symbiosis University, India
- 2004- 2006: **Master Degree in Finance**, H.N.B. University, India
- 2001-2004: **Bachelor's Degree in Finance**, H.N.B. University, India
- 2000-2003: **Bachelor Degree in Computer**, MCRP University, India

KEY SKILLS	
• Internationalization in Higher Education	• Quality Assurance policy
• Education Management	• Strategy planning
• Leadership	• Digital Marketing
• Policies and Procedures of development	• Academic consulting
• Corporate Relationship	• International Conference & Workshop
• Student Mobility	• International Relations
• Globally Connected	• Strategic Thinker

INTERNATIONAL CERTIFICATION	UNIVERSITY
Dynamic Public Speaking	University of Washington, U.S.A.
Storytelling and influencing: Communicate with impact	Macquarie University, Australia
Professional Academic English	Georgia Institute of Technology, U.S.A.
Assessment in Higher Education: Professional Development for Teachers	Erasmus University Rotterdam, The Netherlands
Understanding International Relations Theory	National Research University Higher School of Economics, Russia
Build personal resilience	Macquarie University, Australia
University Teaching Methodologies	The University of Hong Kong
Future of Higher Education	University of London
e-Learning Ecologies: Innovative Approaches to Teaching and Learning for the Digital Age	The University Of Illinois At Urbana-Champaign
Conflict Resolution	University of California, Irvine
Intercultural Communication and Conflict Resolution	University of California
Multilingual and Multicultural Education	National Research University Higher School of Economics, Russia
Digital Marketing and Branding	Digital Vidhya
Inbound Marketing	HubSpot Academy

Articles & Publication:

- IJLLE (International Journal of Law and Legal Ethics). *Internationalization of Indian Higher Education- A Case Study*
- Easy Shiksha (Online Magazine) “National Institutional Ranking Framework: An aspiration without essentials <https://news.easysiksha.com/indian-universities-ranking-system/>

- ABDC (The Empirical Economics Letters). *Internationalization of Quality Assurance in Indian Higher Education System*

INVITED TEACHING, WORKSHOPS, AND TALKS:

- 2020- International Accreditation, APTISI Group, July 14th.
- 2020- The New Normal in the Global Economy, Kadri University, July 11th.
- 2020- New Normal Era with Academic Culture, UMM University, July 4th
- 2020- International collaboration for support independent campus, Kadri University, June 24th
- 2020- Challenges and Strategies for enhancing digital literacy in higher education, Pansakti University, Tegal, Indonesia, June 10th.
- 2020- International Accreditation as a quality indicator in higher education, May 30th.
- 2020- Narrowing digital gaps in learning Society capacity- ADRI, Indonesia, May 9th.
- 2020- Development of curriculum and Instructional in Era of Covid-19, Maarif Hasyim Latif University, Indonesia, April 25th.
- 2020- World Trade Organization for business students of V.N.U. School of Economics.
- 2020- Webinar with Vietnam National University on Challenges on Internationalization process during COVID-19, April 4th
- 2020- Webinar with Thailand universities on The Future of Higher Education Internationalization: 2020 and Beyond, April 1st
- 2020- Internationalization in Universities, ADRI, Semarang, Indonesia, February 27th.
- 2020- Developing world-class universities, Pansakti University, Tegal, Indonesia, February 28th.
- 2019- Future of Internationalization, Airlangga University, Faculty of Business and Economics, Indonesia, December.
- 2019 - Developing World-Class Universities in India, SDGI Group of Institutions, India, August 20th
- 2019- Impact of Education policy on Country Foreign Policy, ITS University, India, May 31st.
- 2018-Globalization to Internationalization in Higher Education- GNIT, India, April 3rd.
- 2017- Internationalization in Universities- A Student Perspective, UNSOED, Faculty of Law, Indonesia, September 27th.
- 2017- Importance of Institutionalization of Environment in Universities, Lebanon, August 18th.
- 2017- Internationalization: Past and Present, Syria, July 14th.
- 2017- The Changing Roles of universities during Internationalization, January 29th.