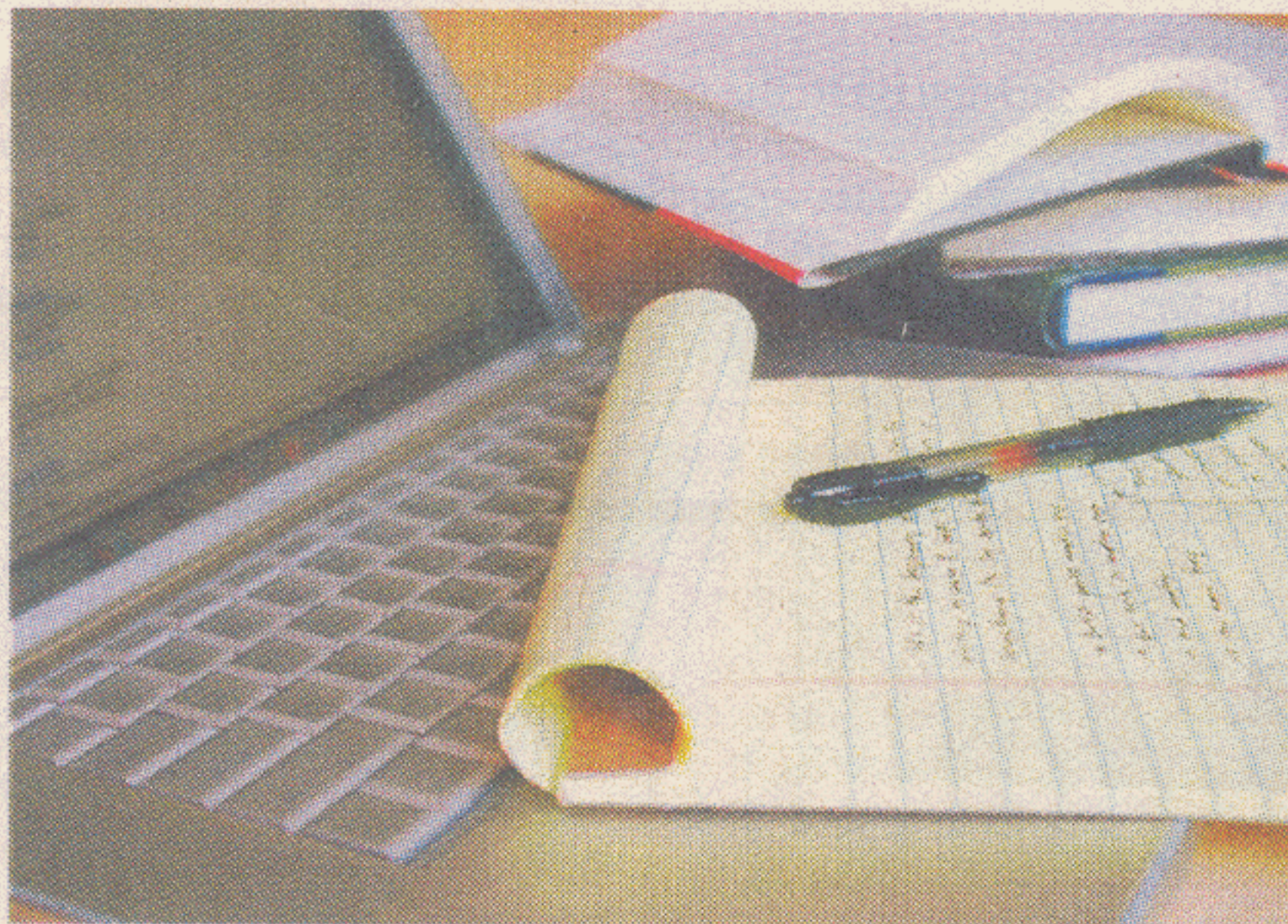


Online MBA for executives

IIM-Lucknow's Noida campus has rolled out online courses for working executives. SHIBAJI ROYCHOUDHURY brings you a report on this growing trend



the basis of that, the students are awarded a certificate by IIM Lucknow," added Singh.

These online courses offered by the institute have steadily increased in popularity and there are currently over a thousand people from all over the country participating in them.

Enrollment is currently open for the Executive Programme in general management for young managers, which has been introduced for the first time. The programme aims to provide participants with the framework to allow them to structure their understanding of business fun-

damentals. Also it gives the students a platform to learn from and interact with other executives from different organisations who are facing similar problems. This is a course that will last for a year and will start in October. It requires the participants to have at least two years of work experience.

"IIM-Lucknow and the Noida campus have a common pool of resources. We aren't limited by Geography when it comes to questions about the faculty. Students have the opportunity to learn from the best professors of both campuses have," said Archana Shukla, Dean, Noida campus IIML.

"We aspire to cater to the needs of those who can't join a regular MBA school. Yet, they require advanced training in their respective fields. These short-term courses are not just specialised, but also effective," she added.

In order to apply for these courses one can either go to the website or visit the Noida Campus. A typical course is for a one year duration. While the application fee for the course is ₹2000, the candidate needs to spend around ₹15000 as the campus fee. Total course fee may vary around ₹1,50,000.

TAKE YOUR PICK

- General Management Programme (GMP) for Defence Personnel
- Executive Programme in Sales and Marketing Management (EPSMM)
- Executive General Management Programme (EGMP)
- Executive Programme in Human Resource Management (EHRM)
- Executive Global Business Management Program (EGBMP)
- Senior Management Program (SMP)
- Executive Programme in General Management For Young Managers (EPYM)

There's hope for those who wanted to join IIM but couldn't do so due to financial reasons or time constraints. IIM-Lucknow's Noida campus brings world-class education to the students all over the country through online courses.

The institute offers satellite-based courses for executives who are currently working and can't commit to a full time residential course. Instead, these virtual classrooms give them the opportunity to attend classes over the weekend or in the evening without having to move out of the city they live in.

There are nine different programmes that are available for the students to enrol in. This also includes programmes in global business management and sales and marketing management. Each of them is unique, but generally they tend to range over a period of one year. Candidates should have a work experience of a few years to be eligible for the course. They are selected on the basis of the assessment of their background profile and a statement of purpose that the candidates must write.

"The courses are designed in such a way that we can cater to executives who are currently working but believe that knowledge in management would benefit them in their careers. Courses like this provide options to executives in the middle stages of their career that weren't previously available," said Dr Devi Singh, Director of IIML-Noida.

Even though these courses are part-time they aren't to be taken lightly. "It's a very challenging course and virtual attendance is compulsory. At the end of the course there is a comprehensive exam and on