



# Weekdays are for work, Sundays for career building!

**'SUNDAYS ARE LAZY NO MORE' AS WORKING PROFESSIONALS HEAD FOR THE CLASSROOM ON WEEKENDS, HOPING TO GET AN EDGE OVER THEIR PEERS!**

Centre is one of the most popular choices for part-time executive education in Mumbai. The numbers speak volumes about the success of the program, with over 2,000 students currently enrolled in weekend programs at its 11 centres, spread across Mumbai and Navi Mumbai. "Our focus is very clear and simple," says Mr. Rajesh Pillai, Dean of ITM Education Centre, "We want to give working professionals a competitive advantage over their

"It feels like years since I've woken up late on a Sunday!", says Akash K., 28, single and a second generation entrepreneur. "My friends wonder why I don't party on Saturday nights anymore. They don't realise that Sundays are the most challenging days of the week for me".

Most budding professionals look forward to the weekend as a welcome break from the stress and grind of their manic work life, choosing to spend quality time with family, catching up on personal errands, heading off to malls and markets or just sleeping in.

Limited time availability makes it difficult to manage this during the week. However, some executives and entrepreneurs are keen on turning this disadvantage into an excellent opportunity to further develop their skill sets and boost their careers. Weekends become the most productive and future focused days of the week for them. If you're wondering how, it is through ITM's Executive Education Centre that offers programs tailor-made for the weekday-busy professional.

Part-time MBA programs have been around for decades and have proven very popular amongst working executives. Many management institutes in Mumbai offer part-time programs affiliated with the Mumbai University.

These programs are usually of three years' duration, with a course schedule that sees students attending classes on weekday evenings after their work hours.

With ever increasing responsibilities at work, the 9-to-5 workday culture is long gone, making it nearly impossible for executives to attend MBA classes every evening. With the speed at which careers are moving today, many feel that three years is too much time to invest in a much-needed Master's qualification. Distance Education programs are a popular choice for executives who feel the need to add to their qualifications. However, many graduates have realised that employers give little value to these degrees, especially when there are candidates with full-time MBA degrees waiting in line.

This is where the genius of ITM EEC comes in. Empathising with the lifestyle of today's working professionals, ITM realised that a faster but equally intensive Executive Masters program was a much sought-after solution. Consequently, ITM Executive Education Centre

started offering students the choice of a weekend class schedule for Executive Masters programs in 2003. Students could choose to attend classes on Saturdays and Sundays rather than during the week. This format proved so convenient that within a year all new batches were following the weekend format.

Today, ITM Executive Education

*"We want to give working professionals a competitive advantage over their peers who do not have a Masters qualification, in the most convenient and academically enriching way possible!"*



peers who do not have a Masters qualification, and we want to do it in the fastest, most convenient and academically enriching way possible!"

All efforts are concentrated towards enhancing the productivity of the schedule for working professionals. The entire infrastructure of ITM EEC is designed around the Weekend Education Programs and this is evidence to the thought put into meeting a very essential need, that of saving time.

Convenient travel from home or work is a big perk: "Earlier we had just one campus in Mumbai and students living far from it would have to travel for hours to attend classes. But we re-

## EXECUTIVE MASTERS PROGRAMS AT

### ITM Executive Education Center

>> 16-month Executive Masters program in Business Administration (For graduates with upto 3 years work experience)

>> 24-month Masters program in Business Administration (with specialisation) (For graduates with minimum 5 years work experience)

alised that since our sole purpose is time-saving we have to be located closer to clients' offices or homes. So we started looking at centre locations that would be more convenient," said Mr. Rajesh Pillai. The ITM Executive Education Centre now has active centres in Sion, Matunga, Churchgate, Marine Lines, Malad, Vile Parle, Dombivili, Chembur, Vashi and Kharghar. "We are still expanding! ITM has upcoming centres in Oshiwara, Thane and other locations in suburban Mumbai," he added.

ITM EEC offers two programs, a 24-month Masters program in Business Administration, which is for young professionals and a 16-month program for experienced professionals. This distinction allows the faculty to design and deliver the right level of education to students. "Young executives having less than three years' work experience need a good grounding in business fundamentals and concepts. Older executives bring in a wealth of experience to the classroom and require more advanced, exploratory learning," says Mr. Pillai. "Our faculty are capable of adapting the course content and subject coverage based on the age and experience of the batch."

Students believe that the programs offered are very rewarding and worth the

time they spend on it. "My biggest worry was that I would have to go through all the old theories and mug up definitions like a fresher," said a student of the 16-month program, "but I was relieved to see that my batch was full of experienced people like me, who don't need to be taught the basics. I want to build upon what I fundamentally know!" she said. Another student of the 24-month program says, "I'm getting to understand my basics and have very flexible-minded and experienced faculties guiding me towards achieving my personal goals."

"We are amazed at how many new candidates come to us through the reference of their colleagues or friends who are studying with us! Offhand, I'd say that 60% of our students come through the recommendation of a colleague," said Dr. P.V. Ramana, Chairperson, ITM Group of Institutions. "ITM EEC has been so successful with its weekend Masters Program that we have launched it in Chennai, Hyderabad and Kolkata, with similar responsiveness!" he said.

ITM EEC's centers and classrooms are well-equipped for modern teaching methods using LCD projectors and other A/V equipment. All students get top-of-the-line Acer laptops along with their book-kits. All this technology really comes to the forefront when students have group assignments and projects. With a busy work-week ahead of them, most students meet virtually, over chat-rooms and email, to work on their group projects.

Stressing on the benefits of the Executive MBA, Mr. Rajesh Pillai says, "Career progression is our main objective but our students experience many more benefits. The professional and social networking possibility is a big bonus. Many students find their next jobs, business deals and even start new ventures while they're enrolled with us. The big benefit is getting promotions and new jobs. Most of our students are able to move up to management positions in their organisations within a year of completing the program".

Weekends have now become the most productive days of the week for many working professionals who realise the need to get qualified, gain an edge and get hired.

**FOR MORE INFORMATION ABOUT ITM EXECUTIVE EDUCATION CENTRE AND TO CHOOSE THE RIGHT PROGRAM FOR YOU, CONTACT OUR TOLL-FREE NO AT 1 800 22 9727 OR SMS "ITM EEC" TO 58888. [www.itm.ac.in/eec/](http://www.itm.ac.in/eec/)**

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