

# Breaking through the recession

Weekends can be the most productive days of the week for executives who want to forge ahead in their careers with the help of Executive MBA programs



Part-time MBA programs are proving popular with working professionals

For most young professionals, the weekend signals a welcome break from the stress and grind of work life. Most of us spend time with our families, catch up on personal errands and head off to the malls and markets to stock up on essentials and a few luxuries. With a recession and rising prices, even weekends are getting stressful for many, left with shrinking budgets and limited choices.

For some executives and entrepreneurs, however, weekends have become the most productive and future focused days of the week. These are the days when they spend their weekends preparing themselves for career challenges and business opportunities by investing their time in an Executive MBA program.

Part-time MBA programs have been around for generations, and have proven very popular amongst working executives. Many management institutions in Mumbai offer part-time programs of 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.

**Executive Masters programs at ITM Executive Education Center**

**16-month Executive Masters program in Business Administration**

**24-month Masters program in Business Administration (with specialization)**

Many executives have found that with ever increasing responsibilities at work, the once sacred concept of a 9-to-5 workday no longer exists.

What's more, in the face of increased competition in the job market, three years is too much time to invest in a much-needed Masters qualification.

**ITM Executive Education Center**

Realising that working professionals needed a faster, but enriching Executive Masters program, in 2005 ITM Executive Education Center started offering its students the choice of a weekend class schedule for its Executive Masters programs. Students could choose to attend classes on Saturdays and Sundays, rather than during the week. This format proved so popular, that within a year all new batches were following the weekend format.

Today ITM Executive Education Center is considered the institute of choice for part-time executive education

in Mumbai. The numbers speak for themselves, with over 2,000 students currently enrolled in Executive Masters programs at its 11 centers, spread across Mumbai and Navi Mumbai.

"Our focus is very clear and simple" says Dr. J.D. Mehta, Dean of ITM Education Center, "we want to give working professionals a competitive advantage over their peers who do not have a Masters qualification, and we want to do it in the fastest, most convenient and academically enriching way possible."

The Center has focused all its efforts in offering Executive Masters programs that are designed for working professionals. Everything from specially developed curricula and industry experienced faculties, to conveniently located centers and a variety of amenities for students, has been created with the needs of its students in mind.

**CLOSE TO HOME OR WORK**

"Earlier we had just one campus in Mumbai and students would have to travel for hours to reach us. But we realized that it would be better to come closer to our students' offices or homes. So we started looking at center locations that would be convenient to our students", said Dr. J.D. Mehta, ITM Executive Education Center now has centers in Sion, Matunga, Churchgate, Marine Lines, Malad, Vile Parle, Chembur, Vashi and Kharghar. "We are still expanding" ITM has upcoming centers in Oshiwara, Dombivli and two other locations in suburban Mumbai" he said.

But it's not just convenience of timing and location that makes ITM Executive Center so popular amongst working professionals. The Center offers two programs - a 24-month Masters program in Business Administration, which is for young professionals and a 16-month program, which is for experienced professionals. This distinction allows the faculties to design and deliver the right level of learning to their students. "Young executives who have under 3 years of work experience need a good grounding in business fundamentals and concepts. Older executives bring a wealth of experience in the classroom and



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require more advanced, exploratory learning," said Prof. Jaywant Shelar, Deputy Director. "Our faculties are also able to adapt course content and subject coverage based on the age and experience of the batch."

It's no surprise that students find the programs very rewarding. "My biggest worry was that I would have to go through all the old theories and mull up the definitions as if I was a

ceive student assignments via email. All this technology really comes to the fore when students have to work on 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.

So what's the real benefit in signing up for an Executive Masters program? Dr. J.D. Mehta 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 job, business deals, and even start new ventures while 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 organizations within a year of completing the program".

For professionals who want to study and work abroad, ITM Executive Education Center has a long-standing collaboration with Southern New Hampshire University in USA. Students can opt to transfer to the US, getting credit for the courses they have taken at ITM, and continue their studies in the USA, graduating with an MBA from this highly respected and fully accredited US university. In the last 10 years, hundreds of students have taken up this option and made their careers in the US.

Weekends have become the most productive days of the week for so many working professionals who realize that they need to get qualified, get an edge and get hired.

**FOR MORE INFORMATION ABOUT ITM EXECUTIVE EDUCATION CENTER AND TO CHOOSE A PROGRAM THAT'S RIGHT FOR YOU, CONTACT THE CENTER. TOLL-FREE AT 1-800-22-9727 OR EMAIL AT admissions@itm.edu.**



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freasher" 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 already know", she said.

Technology is a major component of studies at ITM Executive Education Center. Students get state-of-the-art laptops and a customized book-kit as a part of the program. What's more, all classrooms are fitted with LCD projectors and A/V equipment. Faculties are able to deliver lectures enhanced with multimedia and re-

