

Weekends Can Transform Your Career

'Sundays are lazy no more' as working professionals head for the classroom on weekends, hoping to get an edge over their peers!

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 any more. They don't know that my Sundays are the most challenging days of the week!"

Many a budding professional looks forward to the weekend as a welcome break from the stress and grind of their manic work life, choos-

ing to spend time with family, catching up on personal errands, heading off to the 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 using the same disadvantage, of being pressed for time, to outdo their peers. Boost their skill-sets and enhance their careers. They make their weekends the most productive and

future-focused days of the week. How? The answer is ITM's Executive Education Centre that offers programs tailor-made for the weekday-business 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 dura-

tion. Distance Education programs are a popular choice for executives who feel the need to add to their qualifications. However, many graduates have realized that executives give little value to these degrees, especially when there are candidates with full-time MBA degrees waiting in line.

This is where the simple genius of ITM EEC comes in. Emphasizing with the lifestyle of today's working professionals; ITM realized that a weekend program. Today, ITM Executive Education Centre is one of the most popular choices for part-time executive education in Mumbai. The numbers speak volumes for the success of the program, with over 2,000 students currently enrolled in weekend 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 Centre. "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!"

All efforts are concentrated towards enhancing the productivity of the schedule for working professionals. The



that it was obligatory for us to be located closer to our clients' offices or homes. So, we started looking at centre locations that would be convenient," said Dr. J.D. Mehta. ITM Executive Education Centre now has active centers

in Sion, Matunga, Churchgate, Marine Lines, Malad, Vile Parle, Dombivli, Thane, Vashi and Kharghar. "We are still expanding! ITM has upcoming centers in Oshiwara, Thane and other locations in suburban Mumbai," he said.

So convenient and comfortable are the weekend class schedules, that executives from outside Mumbai commute to the centers. "We have students coming in from the further suburbs of Mumbai, even Vapi and beyond. One senior manager, who got transferred to Hyderabad was flying in every weekend to complete the program!" said Dr. Mehta.

The Centre 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 facilities to design and deliver the right level of education

to their students. "Having executives who have below 3 years of work experience need a good grounding in business fundamentals and concepts. Older executives bring a wealth of experience into the classroom and require more advanced, exploratory learning," said Prof. Jaywant Shelar, Deputy Director. "Our faculties 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

reason for enrolling into our studies through the reference of their colleagues or friends who are studying with us! Of late, 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. So, how would one benefit from 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 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 organizations within a year of completing the program."

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 LATEST INFORMATION ABOUT ITM EXECUTIVE EDUCATION CENTRES AND TO CHOOSE A PROGRAM TEAM'S RIGHT FOR YOU, CONTACT THE CENTRE TOLL-FREE 800 28727 or SMS "ITM EEC" TO 58588 YOU CAN ALSO VISIT ONLINE AT www.itm.ec/veec/

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Executive Masters Programs at

ITM Executive Education Centre

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

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

fastest but equally enriching and intensive Executive Masters program was the much sought after solution. Consequently, ITM Executive Education Centre started offering its students the choice of a weekend class schedule for its Executive Masters programs in 2002. Students could choose to attend classes on Saturdays and Sundays rather than during the week. This format proved to be a convenient that within a year all new batches were following

entre infrastructure of ITM EEC is designed around the Weekend Education Program and this is evidence to the thought put into meeting a very essential need – the need to save time.

Convenient travel from home or work is the perk: "Earlier we had just one campus in Mumbai and students that lived far from it would have to travel for hours to attend their courses. But we realized that our sole purpose is time-saving and



ing to spend time with family, catching up on personal errands, heading off to the malls and markets or just sleeping in. Limited time availability makes it difficult to manage this during the week.

tion, with a course schedule that sees students attending classes on weekday evenings after their work hours.

With ever increasing responsibilities at work, the 9-5 workday is long gone, making it nearly impossible for many executives to attend MBA classes every evening. What's more, with the speed at which careers are moving, many feel that three years is too much time to invest in a much-needed Masters qualification.