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ITM business school's unique initiative

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Kharghar: Corporate2Campus is a distinct initiative taken by the marketing department of ITM Business School, Kharghar, to express their gratitude to the corporate mentors who guided the students by taking them under their wings during the internship programme. The programme was conducted at the ITM campus on July 12.

"Corporate2Campus is a first-of-its-kind corporate interface day engineering programme organised by a business school," states Dr Ganesh Raja, director of ITM, Kharghar.

The event created interaction between the corporate mentors, faculty guides and students through entertainment, games and exchange of thoughts. The companies that became a part of the programme are Godrej Chemicals, Eveready, TNS India and GWS Life Science, among others.

"This initiative has helped us strengthen the bond between corporate, faculty and students. It also gave a greater exposure to ITM students, thus enhancing their value," says Dr Veni M Nair, associate professor and HOD (marketing).

"For every MBA institute, corporate is the most important stakeholder. Corporate2Campus helped us further cement the relationship with the corporates. It developed with the unique six-month internship which students underwent through the i-connect programme of ITM Business School," said Professor Prachi Gupta, coordinator, marketing.

The radically different part of the ITM PGDM programme is the i-connect Core which is a six-month industry internship. But, the internship is designed to be much more than an extended summer project. Nearly 1,000 PGDM (batch 2012-14) students got this internship. Through this program, ITM shows the way for training highly employable PGDM graduates.