

ICONNECT: WELCOME TO THE NEXT-GEN BUSINESS EDUCATION

CONNECTING THE INDIVIDUAL, INDUSTRY AND INSTITUTE- THE ITM PGDM ICONNECT HAS TRANSFORMED THE MBA AS WE KNOW IT.

Just a month ago, in January 2013, Amit reported for his first day of work at the Indian head office of a global electronics giant. Nervous, hesitant and worried whether he could handle the challenges of what lay ahead, Amit quietly took his place in the plush, well furnished training room, alongside four other new recruits, waiting for the induction session to start.

The silent tension in the room was palpable as they waited. Suddenly, the door whooshed open, and a familiar face entered the room, immediately bringing a bit of relief to the nervous group. "Hey guys, your reporting manager will be coming in a few minutes...don't worry ok? I am going to be right by your side for the next 6 months!" said Prof. Dutta to his group of students, "Guys, this is a terrific opportunity, and I've mapped out your job profiles

experiences"

More importantly, a faculty guide is embedded right alongside the student in the internship. The faculty guide visits the internship company on a monthly schedule, spends quality time with the intern and his manager, to teach and guide the intern right where he is working, and to ensure the job requirements and expectations of the company are being satisfied. "Its like having a batting coach by my side, giving me advice on my form and posture, how to play shots I've never attempted" beams Amit, who in just 2 months has made his first quarterly-sales forecast report and presented it to his team...something he had never done before!

The PGDM iConnect Core internship is the center-piece of the radically different, totally redesigned PGDM program at all ITM Business School campuses. "When we say 'Radically different' we really mean it! We have completely redesigned the PGDM program, literally from the first session right up to convocation. We've left nothing untouched in developing the most unique postgraduate business program any B-school offers in India, and perhaps in the world" says Nitin Putcha, VP Operations at ITM.

The ITM PGDM iConnect program came out of a pressing need to respond to the feedback that the industry has given us about their expectations of business graduates. While the ITM PGDM program has been well accepted by employers for over 20 years, the requirements of business have changed dramatically in the last 5 years.

The worlds of business and technology have converged, and the complexity and volatility of the business environment demands that aspiring managers be able to produce results on Day One. Employers have told us "There is no more time for management trainee programs, no more time to give a fresh MBA graduate the space to learn the ropes of the business...we need Day One Productivity! Can you deliver that?"

This realization sparked off a profound discussion within ITM. We needed to look at the implication of this environmental shift and its effect on how we teach and coach aspiring managers.

"To ensure that our response to the industry would be a serious, game-changing effort, I personally assembled and led a high-level research team over 14 months. We conducted extensive 'open-ended' discussions with over a hundred CEOs and business heads across India. We wanted to tap into their thoughts and critical ideas in an unfiltered, unprompted manner", says Dr. P.V. Ramana, Chairperson of ITM Group.



The crucial discoveries we made were in four areas: Day One Productivity, Attitudinal Change, Real-world work-skills and in-depth functional knowledge. The research team then went into ideation-mode, to come up with a model of business education that could really, seriously address these four areas. The result of this ideation is the ITM PGDM iConnect program, launched in June 2012.

WHATS ICONNECT?

The ITM PGDM iConnect program has been redesigned to deliver updated, streamlined industry relevant curriculum, in an interactive and activity focused method. Doing away with the usual 2-month summer internship, the ITM PGDM features a 6-month internship, which will provide immersive industry experience, with continuous on-site faculty support, employer feedback and tangible skill development. In addition, the program features a concurrent NGO project.

Realizing that students from different backgrounds and development levels come together at ITM, and need different types

of training and support in non-academic areas, the iConnect program features a 2-year long 'Insight Sessions' track which delivers continuous interventions in professional and personal growth. "The Insight Sessions focus on building the essential work-skills of the students all through the 2 years, making them immensely employable and confident of their capabilities" says Prof. RSS Mani, VP Institutional Development.

Whats more, throughout the 2-year program, students are prepared for their future employment through a set of intensive 'Career Management Sessions' which focus on getting ready for the all-important placement process. "Most b-schools just manage to squeeze in some last-minute 'interview skills' and resume writing workshops before placement season. We realized that this was just not enough, and that this is a major development requirement for our students", says Dr. P.V. Ramana.

iConnect is the term we have coined for this never-before attempted idea, of really connecting the individual, industry and the institute in a way that enhances the experience for all stakeholders.

ITM Group offers the AICTE approved ITM PGDM iConnect program at its campuses in Bengaluru, Chennai, Mumbai, Navi Mumbai, Warangal and Hyderabad. The ITM PGDM iConnect 2013-15 will offer specializations in Marketing and Digital Media, HRM, Finance, SCM and Logistics, Information Technology and Pharma Management, with the choice of specializations varying by campus.

ITM-Global Leadership Centre is a 'b-school for specialists' that offers specialized PGDM iConnect programs in International Business, Human Resources and Retail Management, at our campuses in Navi

Mumbai and Chennai. ITM-Institute of Financial Markets offers India's first and most respected specialized PGDM: Financial Markets program, at our Navi Mumbai campus.

Our newest specialization, Digital Media Marketing, is the hottest new field for marketers in India, and ITM has worked closely with industry leaders and marketing gurus to develop a full-scale PGDM program that will produce fully-trained digital marketing professionals, with in-depth knowledge of social media, digital and mobile marketing and online media strategy. With the iConnect Core digital media internship, and training by experts from the industry, this program can be a career defining experience for students.

ITM PGDM programs enjoy a 100% Placement track record at all our campuses, with many alumni reaching top levels of their professions in their respective industries in a very short period of time.

"Many of our alumni have progressed very rapidly in their careers, with some of the younger alumni reaching levels of Vice President and Director in as short a period as seven years", says an alumnus Dr. Ramana.

Over the last 2 decades, ITM has launched the careers of thousands of business professionals in India and the world over. With 7 highly ranked B-schools in operation over 2 decades, the ITM Group of Institutions is truly an industry leader in management education.

The application deadline for all ITM PGDM iConnect programs is March 30, 2013.

Reach out to us, connect with us and visit our campuses and learn about the iConnect experience! Speak to an Admissions Counselor on the ITM Admissions Helpline at 1800 209 9727 or email at admissions@itm.edu. Website: www.itm.edu



WE HAVE COMPLETELY REDESIGNED THE PGDM PROGRAM, LITERALLY FROM THE FIRST SESSION RIGHT UP TO CONVOCATION

together with your manager, and its going to be a real learning experience for you!"

And so began Amit's 'iConnect Core' 6-month internship experience, as part of the ITM PGDM iConnect 2012 program. In boardrooms and training rooms across India, over seven hundred ITM PGDM iConnect students have begun their 6 month long internships, at companies like Volkswagen, Godrej, Aditya Birla Group, Taj Hotels, Pidilite and more. In fact, over 20 Pre-Placement Offers (PPOs) have already been made just 30 days into the internship.

"These are no ordinary internships", says Dr. P.V. Ramana, Chairperson of the ITM Group of Institutions. "These are not like your typical 2-month summer internships, these are not part-time jobs; each internship company is carefully selected, the work profiles are clearly defined to include specific learning outcomes, research objectives and real 'get-your-hands-dirty' work

PGDM-FINANCIAL MARKETS: CREATING VALUE FOR FINANCE AND BFSI CAREERS

PGDM-Financial Markets: Creating Value for Finance and BFSI careers.

The industry of financial markets and products persistently become more complex because of technology advancement, increasing needs of users and competition among providers.

The 1990s witnessed the emergence of the securities market as a major source of finance for trade and industry. Equity markets provided the required platform for companies and start-up businesses to raise money. Today, the business sectors have reached almost every doorstep in the country, attracting a larger crowd.

Finance leaders such as advisers, traders, operations financial, salespeople and IT personnel including high-level managers - need to understand the products, the markets they deal in, and the users and risks involved. Lawyers, accountants, consultants and regulators who frequently interact with financial firms also need this knowledge.

Established in 2003, ITM-Institute of Financial Markets grew to create financial market leaders with the know how that is required by leading players in the global financial markets. ITM-IFM's most respected program is the PGDM: Financial Markets, designed to qualify you to take on careers within the dynamic global economic spectrum. With well-equipped technology & professional faculty, ITM-IFM has achieved top ratings from CRISIL-scoring 'A*' in Maharashtra & 'A' at

Pan-India level.

As part of the program, ITM-IFM gives you the opportunity to further refine your business talents by adding well known and industry accepted certificates to your PGDM iConnect: (FM). Students can qualify for certification from the Global Certifications: Chartered Institute for Securities and Investment (CISI), the Certified Personal Financial Advisor (CPFA), NSE's Cer-

ITM IFM'S PGDM: FINANCIAL MARKETS PROGRAM INCLUDES CERTIFICATION TRAINING FROM CISI UK, CPFA, NCFM AND PRMIA, HIGH VALUE CERTIFICATIONS VALUED BY FINANCE COMPANIES

tification in Financial Markets (NCFM) and the Professional Risk Managers International Association (PRMIA).

What makes this program unique is its in-depth exposure of the best practices of financial markets, focusing on equity analysis, financial research, trading of equities, forex, commodities and derivatives and more. With Finance, Capital Markets, Insurance and Risk Manage-

ment, there is a wide range of courses that the students can choose from.

"We designed this program keeping in mind the fast growth of the financial sector in the country today. We believe that financial markets offer excellent and lucrative career opportunities for professionals looking to make their mark in this field, as it is a highly evolving and challenging field", said Dr. K.S. Murthy, Director of ITM Institute of Financial Markets.

As a student of the PGDM iConnect: (FM) student at ITM-IFM, you will be absorbed in a hands-on program of higher learning. With valuation training, Applied Portfolio Management Practicum, Business simulation Lab & Experience-based Learning, you will journey through to strike the soil. Live Dealing Room is available to students each day to simulate trading where the daily feeds from NSE & BSE are mapped for real-life experiences. The program has successfully managed to bring out a number of successful graduates and alumni who have profited tremendously from the program.

"ITM has given me enough knowledge and exposure and given me the confidence of achieving something significant in life. With this confidence I have now entered the new and booming industry of commodities. Now after 5 years of experience in this field, I have attained a reputation of well-versed technical expertise and media exposure", says Dharmesh Bhatia, an alumnus of ITM-Institute of Financial Markets who is currently working as an Associate Vice President - Research with Kotak Commodities Ltd.

The PGDM: Financial Markets program from ITM-Institute of Financial Markets is a suitable choice for aspirants who are seeking growth in finance and other related industries. The application deadline for the program is March 30, 2013.

For more information, students may request an information brochure or speak to an Admissions Counselor by calling the ITM Admissions Helpline at 1800 209 9727 email: pgdm.admissions@itm.edu



SPECIALIZED MBAS: ZEROING IN ON THE HOTTEST SECTORS

B-school trends come and go, but one innovative trend that has gained a foothold in the MBA field is the creation of specialized MBA/PGDM programs. Some of the top B-schools across the world are creating this new breed of specialized programs, attracting students and cementing their brand identities at a time when competition among schools for the best students is intense.

YOUR CHOICE: GENERAL OR SPECIALISED?
The choice between a specialised MBA/PGDM or a mainstream program depends a lot on the specializations offered and the track record of the B-school. Also important is the extent of industry-linkage - a specialized program that just offers more courses and topics in the field is just doing lip-service to the concept. Students should look out for programs that have established collaborations with industry, provide targeted internships and focused real-world experience in the chosen field.

For aspirants looking for a reputed PGDM program and a specialization that is in demand by industry, ITM-Global Leadership Centre (ITM-GLC) is an excellent choice. Founded in 2002, as a part of the ITM Group of Institutions, ITM-GLC has emerged as a leader in the development of specialized professionals. The Centre's specialized PGDM programs are more advanced, more intensive and deliver deeper and wider exposure to students. ITM-GLC offers AICTE approved, specialized PGDM programs in Navi Mumbai and Chennai.

ITM-GLC's programs have been thoroughly redesigned as part of a radical rethink of the PGDM program offered by the ITM Group in all its member institutes. ITM has branded these redesigned programs as "iConnect" - featuring redesigned curriculum, an in-depth six-month industry internship with an integrated professional and career development track throughout the programs.

DEEP INSIGHTS INTO A FIELD, RATHER THAN WIDE COVERAGE OF GENERAL MANAGEMENT IS THE CONCEPT DRIVING SPECIALIZED MBAS

CREATING GLOBAL MANAGERS

The PGDM iConnect: International Business program is designed to with a 10-week European Study Tour, taking students to its partner B-Schools in Hungary and France to be trained by international faculties and get directly exposed to the realities of business in the Europe. ITM-GLC has partnered two of the EU's top b-schools, Groupe ESSCA in Hungary and EM Normandie in France to develop a program that focuses on the nuances of business practices in both Western and Eastern Europe through company visits, interactions with executives from top corporate organizations and live projects.

With the tremendous success of the IB program the Centre has launched a parallel program at ITM's Chennai campus. ITM-GLC has partnered with East Asia Institute of Management, a premier b-school in Singapore to deliver an Asia focused study and industry experience. "With East Asian economies leading the way in growth and innovation, this program has the potential to become the premier IB program in coming years," says Prof. Lakshmi Mohan,

Dy. Director of ITM-GLC Chennai. **MANAGING THE MANAGERS: THE HR SPECIALIST PROGRAM**

The PGDM iConnect: Human Resources Management has emerged as one of the most popular choices at ITM-GLC. With the iConnect redesign, program participants shall get an even more in-depth exposure to the operational and strategic aspects of HR, through live projects and the opportunity to gain valuable insights through the six-month internship. The program is powered by a terrific group of core faculties and industry experts, with a slew of top companies and consulting firms that regularly recruit here.

SERVING UP RETAIL CAREERS

Designed in collaboration with industry professionals and tailored to the modern retailing scenario in India, the PGDM iConnect: Retail Management & Marketing program has evolved with changing times. The program now focuses on retail technology, service innovation, logistics, and supply chain management among other key areas, which are the leading issues in the retailing sector today. Supported by collaborations with the Industry's top retail companies, the program is one of ITM's most successful specialized programs. This is evident when one looks at all the top retail and marketing companies that are snapping up graduates from this program.

The admissions deadline for ITM-GLC is March 30, 2013. For more information on the specialized PGDM programs at ITM-GLC, call 1800 209 9727. You can also email pgdm.admissions@itm.edu or visit <http://www.itm.edu/pgdm/glc.php>

