

## New Initiatives at IMT

A press meet was organised at IMT Ghaziabad on the sunny afternoon of 16<sup>th</sup> October, attended by eminent members of the media and the esteemed faculty.

The agenda of the press meet was to unveil to everyone the new initiatives taken recently in IMT and also launch the new face given to the PGDM executive program. The press meet started with an opening by Dr.Rao, who is the group advisor to IMT Ghaziabad. He started by highlighting the new initiatives taken at IMT that have lead to an increase in the overall educational value , especially the increase in the quality of international relations where in besides the exchange of students and faculty, more focus is being placed on establishing dual programmes for scholars.

Another initiative that is being taken is to incorporate an excellent PHD programme which helps to increase the diversity and also solve the faculty issues most Business schools suffer from. After this Dr. Rao Invited Dr. Khurana , Head of admissions to talk about the Executive Programme in detail. She highlighted that the programme was for duration of 15 months which included 3 months of industrial training and that it was specifically meant for students who have at least 3 years of work experience.

After this Dr. Sandeep Puri was called upon and he talked about the need for remodelling the entire executive programme. He highlighted that the major reason was the feedback given by industry specialist that the students of the executive programme needed to be more industry oriented. To accommodate the same, certain key changes have been introduced in the executive programme which includes the introduction of five courses sponsored by the industry itself in place of having just a few industry sessions. Along with this five courses from Harvard have also been brought into the ambit and an international immersion programme has been introduced. Under the international Immersion Programme the students will spend two weeks in two different countries to get industry experience.

Next up placements related to the executive programme were discussed and it was very encouraging to hear that some of the biggest names in the industry come for hiring like The Trident, Honda, Infosys , SMS India, MU-Sigma and given the new face of the programme this year, the placements started from September itself. Interviews this year have already been lined up with big companies like agro Foods, HSBC, H&M, Oracle, Absolute data and many more big names. The focus has been to bring as many varied profiles as possible. Towards the end of the session Mr. Vishal Goyal, the corporate placement head shared with everyone some encouraging placement figures where the collage has been able to place 99 % of its batch in 2015 from about 94% in 2012. The Top 50 of IMT Ghaziabad get an average package of 15.23 lakhs and the top 100 get 13.57 lakhs with the number increasing every year. He even highlighted that the number of companies presently hiring is 181 which has increased significantly from a number of 141.

At the end a Q & A session was held where the press asked their questions, where an important point regarding the fees and ROI was raised. Dr. Khurana exclaimed that the institute has taken a very calculated decision to keep the fees of the Executive course only 12 lakhs which is about 50 % less than course fees at other B schools. This has been done to give an enriching course for the students so they get maximum return out of the programme.

The major prospective to give a new face to the executive programme remains that IMT wants to create a pull rather a push factor for the industry when they come to hire the students from the executive programme.