

COVER STORY

Booster shot

Executive education helps managers weather the constantly changing economic environment

BY SHARMISTA CHAUDHURY

Rajoo Natekar, executive director at Bharat Petroleum, had an MBA when he started working 25 years ago. Realising that he needed something more to remain relevant today, he enrolled for Indian School of Business's Postgraduate Programme in Management for Senior Executives.

The idea behind the course is simple: "High achievers feel the need to learn," as ISB's deputy dean Deepak Chandra put it. In a constantly changing economic environment where there are no set norms, learning helps. Natekar said the course gave him a holistic view of management. "Earlier I would look only at the balance sheet and financial health of the company, but now I look also at the marketing strategy and

people skills, and understand what the future holds," he said.

A new degree could also mean a better opportunity. Said Subramanian Suryanarayanan, head (human resources), Tata AIG General Insurance: "Practical understanding of work life gained from prior work exposure clubbed with a structured industry interface can offer an edge to the incumbent. Industries always look for candidates who can appropriately apply the knowledge and skills learnt in the working scenario."

An added incentive is that these courses offer professionals a chance

to interact with peers from various backgrounds and encourage knowledge sharing. Going back to school, therefore, is becoming as important as getting an MBA. "People are now realising that doing the MBA once is not like attaining nirvana," said Prof. Uday Salunkhe, group director, WeSchool, Mumbai. "Over the years a part-time or executive programme is a step towards career progression."

ISB's executive education programme has also been attended by many foreign managers who wanted to understand the way the Indian market works. ●

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Prof. Uday Salunkhe, group director, WeSchool, Mumbai

TOP 20 Government Schools

	Composite score
1 Indian Institute of Management (IIM), Ahmedabad	1,000
2 Indian Institute of Management (IIM), Bangalore	981
3 Faculty of Management Studies (FMS), Delhi	754
4 Indian Institute of Management (IIM), Lucknow	742
5 Indian Institute of Management (IIM), Indore	713
6 Indian Institute of Management (IIM), Kozhikode	680
7 Indian Institute of Foreign Trade (IIFT), Delhi	604
8 Jammalal Bajaj Institute of Management Studies (JBIMS), Mumbai	592
9 Department of Management Studies, IIT Delhi, Delhi	556
10 National Institute of Industrial Engineering (NITIE), Mumbai	526
11 Vinod Gupta School of Management, IIT Kharagpur (VGSOM), Kharagpur	522
12 Tata Institute of Social Sciences (TISS), Mumbai	496
13 Indian Institute of Management (IIM), Shillong	487
14 Department of Management Studies, IIT Madras, Chennai	485
15 Indian Institute of Management (IIM), Ranchi	457
16 Indian Institute of Forest Management (IIFM), Bhopal	454
17 Sydenham Institute of Management Studies, Research and Entrepreneurship Education (SIMSREE), Mumbai	446
18 Department of Management Sciences (PUMBA), University of Pune, Pune	425
19 Institute of Rural Management (IRMA), Anand	415
20 Indian Institute of Social Welfare and Business Management (IISWBM), Kolkata	388

TRADE WINDS



Hands-on learning: Students of NITIE, Mumbai, organising an event on the campus

Bitten by the entrepreneurship bug, B-schools are helping students look beyond placements

BY SHARMISTA CHAUDHURY

▶ THE WEEK-HANSA RESEARCH SURVEY

TOP 25		ALL INDIA B Schools	Composite score
1	Indian Institute of Management (IIM), Ahmedabad		1000
2	Indian Institute of Management (IIM), Bangalore		981
3	XLRI, Jamshedpur		811
4	Faculty of Management Studies (FMS), Delhi		754
5	Indian Institute of Management (IIM), Lucknow		742
6	Indian Institute of Management (IIM), Indore		713
7	Indian Institute of Management (IIM), Kozhikode		680
8	S P Jain Institute of Management & Research (SPJIMR), Mumbai		621
9	Indian Institute of Foreign Trade (IIFT), Delhi		604
10	Jamnalal Bajaj Institute of Management Studies (JBIMS), Mumbai		592
11	Narsee Monjee Institute of Management Studies (NMIMS), Mumbai		562
12	Management Development Institute (MDI), Gurgaon		558
13	Department of Management Studies, IIT Delhi, Delhi		556
14	National Institute of Industrial Engineering (NITIE), Mumbai		526
15	Vinod Gupta School of Management, IIT Kharagpur (VGSOM), Kharagpur		522
16	Symbiosis Centre for Management and Human Resource Development (SCMHRD), Pune		516
17	Institute of Management Technology (IMT), Ghaziabad		504
18	Xavier Institute of Management Bhubaneswar (XIMB), Bhubaneswar		500
19	Tata Institute of Social Sciences (TISS), Mumbai		496
20	Indian Institute of Management (IIM), Shillong		487
21	Department of Management Studies, IIT Madras, Chennai		485
22	T A Pai Management Institute (TAPMI), Manipal		482
23	International Management Institute (IMI), Delhi		478
24	Amity Business School, Noida		477
25	Symbiosis Institute of Management Studies (SIMS), Pune		472
25	ICFAI Business School (IBS), Hyderabad		472
25	Institute of Management, Nirma University, Ahmedabad		472