

Tuesday 18th April 2022

Innovative courses that will shape the business world

Nafisa Khatoon | TNN | Apr 18, 2022, 17:34 IST



A-

A+

Management courses in hospitality, health administration to sports management are gaining popularity



Representative Image.

New IIMs with their industry-specific courses have managed to respond to the tough competition thrown at them, by their big brothers. To compete and stay relevant, the new IIMs knew that they have to be trailblazers in terms of the contemporary course module. Most courses are focused on industry-specific, unique business potential. For exploring the same, they

identified a few industry-skill gaps, which needed customised business acumen.

MBA aspirants can choose from a wide range of sectoral MBA courses ranging from hospitality to health administration to sports management and many more:

IIM Sirmaur: MBA (Tourism & Hospitality Management) The institute understood the course' role in bridging the gap of economic, social and cultural development of the state. The course launched in 2020, integrates management education with local and global hospitality concepts, and is currently running its second academic batch.

- Eligibility-CAT score or IIM Sirmaur test score

2- IIM Rohtak: MBA (Sports Management)

MBA aspirant or anyone who is hardcore sport lover, on securing admission here will be learning various domains of sports management like sports marketing, sports law, financials of sports, event management, sports infrastructure management, sponsorship, sports organizations. The institute is happily hosting its fourth batch.

- Eligibility- CAT score or IIM Rohtak test score

3-IIM Visakhapatnam: MBA (Digital Governance and Management)

The course is designed to enhance the digital-management capacities. The course module is in sync with the implementation of the 'Digital India' mission. IIM-V has the status of Institute of National Importance (INI), under the aegis of the National e-Governance Division (NeGD), Ministry of Electronics and Information Technology (MeitY). The 2022-24 academic session is its fourth batch of students.

- Eligibility- CAT score or IIM Visakhapatnam test score

4- IIM Jammu: MBA (Hospital Administration and Health Care Management)

The course prepares students to understand overall clinical/non-clinical functioning of the hospitals including the socio-economic, technological, and legal aspects. The IIM Jammu's flagship management course was launched in in the year 2016 and the degree is jointly awarded by IIM Jammu, AIIMS Jammu, and IIT Jammu.

- Eligibility- Only CAT score

<https://timesofindia.indiatimes.com/home/education/news/innovative-courses-that-will-shape-the-business-world/articleshow/90913998.cms>