

SUMMER SCHOOL

PREPARING FOR THE FUTURE
ONLINE PROGRAM

27th June - 1st July, 2022



LIMITED SEATS AVAILABLE
In case of higher demand, selection
criteria may apply

Indian Institute of Management Jammu
Announces
Online
Summer School
(Preparing for the future)
27th June to 1st July, 2022

About IIM Jammu

The Indian Institute of Management (IIM) brand has now become synonymous with innovation, talent, zeal for success, and contribution to management. Building on this legacy, IIM Jammu was established in the beautiful state of Jammu and Kashmir by the Government of India in 2016. From the very beginning, IIM Jammu has set high standards for outstanding value-based quality education, high-quality research, executive education, consultancy, and strong corporate as well as international linkages. The Institute also encourages, and subtly emphasizes contemporary research - concentrating on regional, national, and global issues alike. Presently, IIM Jammu operates from the Old University Campus, Canal Road, Jammu, with a new off-campus being set up in Srinagar very soon. The proposed 200 acres of state-of-the-art campus is coming up at Jagti, 14 Kms from Jammu City. The new campus will be a blissful mix of modern architecture, culture, and heritage of Jammu and Kashmir.

Program Overview

The Indian Institute of Jammu introduces its online summer school for 10th, 11th, and 12th-grade students. The program will allow students to expand their perspectives across various subjects and disciplines. The program would provide an excellent opportunity for young students to prepare for higher education and student professionalism. It will also introduce them to new topics related to Entrepreneurship, Marketing, Finance literacy, personal growth etc. The innovative teaching pedagogies used by IIM Jammu faculty will create a positive learning environment by engaging the students in the best possible way. Thus, the program will help the students cope with the demand of student life and prepare them for the future.

Program Objectives

- To help students prepare for the future
- To create awareness among students through new learning methods
- To invoke critical and creative thinking and make them more responsible
- To make the students more aware of the business environment and current trends

Who Should Attend?

Applicants who are currently studying in class 10th, 11th, or 12th.

Teaching Pedagogy

The pedagogy would include participatory learning through student-faculty interactions, videos, experiential learning, and storytelling.

Program Highlights

- **Program Duration:** 1 week
- **Program Dates:** 27th June to 1st July, 2022
- **Session Timings:** 4 to 6 PM (2 sessions of 1 hour each)
- **Mode of Delivery:** Online
- **Application Deadline:** 20th June, 2022
- **Registration Fee:** No Registration Fee (IIM Jammu sponsored Program)

Inaugural		
Module 1- Future /College Readiness		
Date	Time	Session Topic
27.06.2022	4:00 to 5:00 PM	Stepping into Higher Education – What after 12 th ?
27.06.2022	5:00 to 6:00 PM	Importance of Student Professionalism
Module 2- Learn about Business Strategies and Skills		
28.06.2022	4:00 to 5:00 PM	Entrepreneurship is the future
28.06.2022	5:00 to 6:00 PM	Marketing in the Meta world
Module 3- Being Responsible		
29.06.2022	4:00 to 5:00 PM	Know your pocket
29.06.2022	5:00 to 6:00 PM	Caring for the Planet
Module 4 -Learning about New trends		
30.06.2022	4:00 to 5:00 PM	Responsible Creation and Consumption of Social Media Content
30.06.2022	5:00 to 6:00 PM	Data is the new fuel
Module 5 – Believe in yourself		
01.07.2022	4:00 to 5:00 PM	Holistic Self-Care
01.07.2022	5:00 to 6:00 PM	Making an Impact -Building Self Confidence
Valedictory		

Application Procedure

Please apply online by completing the application form on our website (www.iimj.ac.in) or register through this [link](#).

Registration Fees

The Summer School is sponsored by IIM Jammu, and there is no registration fee.

Program Directors

Dr. Archana Sharma



Dr Archana Shama is an Assistant Professor in Marketing at IIM Jammu at the Indian Institute of Management Jammu. She has done her Ph.D. from the Department of Management Studies, Indian Institute of Technology Delhi and has been associated with the Indian Institute of Management Bangalore as an Academic Associate. Ms. Archana comes with 8 years of experience and has worked with Standard Chartered Bank as a financial consultant and later on with IKEA India private limited in the area of Marketing, Communication and Customer Loyalty.

Dr. Parvathy B

Dr Parvathy is an Assistant Professor in Marketing at IIM Jammu. Before completing her PhD from IIM Bangalore, she was a consultant with Deloitte US. Dr Parvathy combines textual data from eCommerce and social media sources with lab-based experiments to understand consumer behaviour on online platforms. She applies perspectives from social psychology and consumer culture theory to understand how others' opinions on social media can shape consumer behaviour and chatter online.

Contact Us

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Certificates

“CERTIFICATE TO BE ISSUED TO ATTENDEES WITH A MINIMUM OF 80% ATTENDANCE.”