

Press Release

IIM Jammu announces the launch of its online Summer School for students of 10th, 11th, and 12th classes

17th May 2022 Jammu: Based on the overwhelming response to the Summer School programme for students of 10th, 11th, and 12th classes held at the Indian Institute of Management (IIM) Jammu in the last year 2021, the Institute is pleased to announce its next session, to be held from 27th June -01st July 2022. The idea of Summer School was initiated by Prof. B.S. Sahay, Director IIM Jammu to engage young students positively during the pandemic with an aim to expand students' knowledge across various disciplines and help them explore new career options. The unique element of this Summer School programme is that it includes week-long interactive sessions with interesting programme modules from the faculty of IIM Jammu. Being an IIM Jammu-sponsored program, the Institute is not charging any fees from the students.


The program structure has been carefully developed after rigorous research and post consultation with senior faculties of IIM keeping in mind the young audience and focusing on the five main modules. The first module aims to focus on college readiness, an overview of the future career opportunities after the completion of 12th standard, the importance of professionalism in their respective career journey, and on making the students future-ready. The second module focuses on the global business environment, entrepreneurship where students will be able to learn about business strategies needed for marketing in the meta world and thereby honing new skillsets. The third module emphasizes the role of being a responsible citizen where the session moderator will highlight the importance of caring for the planet. The fourth module stresses the importance of new trends with a focus on data being an essential component along with the creation and consumption of responsible social media content. The fifth module is all about believing in yourself with an emphasis on making an impact, holistic self-care, and building self-confidence. The overall program will help the students in their holistic development and help them realize their true potential.

According to Prof. B.S. Sahay, Director, IIM Jammu says, "IIM Jammu being an Institute of national importance has always been at the forefront in serving humanity, society, and the nation. The Institute is taking special initiatives for the development of the youth of the country and working towards shaping the future of Indian education. The Summer School at IIM Jammu would benefit thousands of students across India and will provide them an excellent opportunity to learn new skills, explore new interests, and find new ways for self-development. IIM Jammu is committed to working for the economic growth and prosperity of the Union territory of Jammu & Kashmir (J&K) region and thereby contribute to the nation-building exercise."

The Summer School programme involves a preparatory-based approach keeping in view the new trends making the sessions more impactful. The core objective of the programme is to create awareness among students through new learning methods by inculcating critical and creative thinking by providing a proper understanding of the business environment and upcoming trends. The programme directors are Dr. Archana Sharma, Assistant Professor, and Dr. Parvathy B, Assistant Professor, IIM Jammu who played a major role in developing the program modules through extensive research and are working hard to make this program a great success. The pedagogy would include participatory learning through student-faculty interactions, videos, experiential learning, and storytelling. The innovative teaching pedagogies used by IIM Jammu faculty members and subject experts are sure to create a positive learning environment by engaging the students in the best possible way.

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भारतीय प्रबंध संस्थान जम्मू
Indian Institute of Management Jammu

FOR THE STUDENTS OF
CLASS 10th, 11th AND 12th

SUMMER SCHOOL

PREPARING FOR THE FUTURE
(ONLINE PROGRAM)

27th June - 1st July, 2022



APPLICATION DEADLINE:
20th June, 2022

FREE REGISTRATION
(IIM Jammu Sponsored Program)

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



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For more details;

Kindly visit www.iimj.ac.in;

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