

Thursday, 01 July 2021

IIM Jammu holds orientation prog for EPGM



**NL CORRESPONDENT
JAMMU TAWI, JUNE 30**

The Indian Institute of Management Jammu (IIM Jammu) launched its first batch of the Executive Programme in General Management on 26th June 2021. The Program was inaugurated in the virtual mode by Prof. B. S. Sahay, Director IIM Jammu. Addressing the participants, Prof Sahay said, "This is a great opportunity for participants to work and study simultaneously and learn from faculty who are

experts in their domains. This is going to be a fantastic experience for all of you". Earlier, Dr Pankaj K. Agarwal, Chairperson-Executive Education, welcomed the batch and introduced the participants to the Executive Education vertical of IIM Jammu, which runs various professional advancement programmes for working executives in general management, digital marketing, AI & ML, amongst other in-demand programs. The inaugural ceremony was held in online mode on Eruditus, the Market-

ing partner of IIM Jammu for EPGM. The inaugural ceremony proceeded with the online academic orientation of the participants, who were offered a detailed and thorough insight into the programme's industry-oriented curriculum, immersive pedagogy, and hands-on learning. Prof Manoj Kumar, Programme Director and Professor, Finance and Accounting, then took the participants through the eight comprehensive programme modules covering all areas of general management. The academic orientation ended with an interactive Q&A round where the faculty addressed participants' questions. Sixty-six cross-sector professionals with work experience ranging from two to more than thirty years attended the orientation. While most participants were from the IT sector, participants from various other sectors like FMCG, consulting, retail, BFSI, and telecommunications were also present.

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A view of webinar

EARLY TIMES REPORT

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wal, chairperson- executive education, welcomed the batch and introduced the participants to the Executive Education vertical of IIM Jammu, which runs various professional advancement programmes for working executives in general management, digital marketing, AI & ML, amongst other in-demand programs.

He stressed that IIM Jammu's key differentiator is its pedagogy which revolves around case studies, discussions, role-plays and assignments. Further he wished to see a positive change in their professional lives through the learning of the EPGM.

The inaugural ceremony was held in online mode on Eruditus, the Marketing partner of IIM Jammu for EPGM. The inaugural ceremony proceeded with the online academic orientation of the participants, who were offered a detailed and thorough insight into the programme's industry-oriented curriculum, immersive pedagogy, and hands-on learning.

The participants also learned about the faculty members at IIM Jammu. They individually introduced themselves and shared their insights with the participants on how this year-long programme would help sharpen their cross-functional competencies, data-driven decision-making skills, and creative problem-solving abilities. Prof Manoj Kumar, Programme Director and Professor, Finance and Accounting, then took the participants through the eight comprehensive programme modules covering all areas of general management.

Whether the participant is an aspiring manager or an experienced professional, this high-impact programme, delivered via interactive live online sessions and on-campus immersion, will enable the participant to accelerate their career growth.

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■ **STATE TIMES NEWS**

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भारतीय प्रबंधन संस्थान जम्मू में एग्जिक्यूटिव प्रोग्राम का बैच शुरू

जम्मू। भारतीय प्रबंधन संस्थान जम्मू में बुधवार को एग्जिक्यूटिव प्रोग्राम का पहला बैच शुरू किया है। संस्थान के निदेशक प्रो. बीए शाह ने ऑनलाइन इसका शुभारंभ किया। उन्होंने कहा कि विशेषज्ञ और अनुभवी स्टाफ से प्रतिभागियों को काफी कुछ सीखने को मिलेगा। डॉ. पंकज अग्रवाल ने बैच में आए सभी प्रतिभागियों का स्वागत करते कहा कि संस्थान में डिजिटल मार्केटिंग इत्यादि का प्रशिक्षण दिया जाएगा। प्रोग्राम निदेशक प्रो. मनोज कुमार ने बताया कि प्रतिभागियों से आठ प्रोग्राम तैयार करवाए जाएंगे। इनकी सामग्री संस्थान में उपलब्ध करवाई जाएगी। मौके पर डॉ. विजय, डॉ. जुबेर भी मौजूद रहे। संवाद



IIM Jammu Launches the Executive Programme in General Management

Jammu, June 30 (Scoop News)-The Indian Institute of Management Jammu (IIM Jammu) launched its first batch of the Executive Programme in General Management on 26th June 2021. The Program was inaugurated in the virtual mode by Prof. B. S. Sahay, Director IIM Jammu. Addressing the participants, Prof Sahay said, "This is a great opportunity for participants to work and study simultaneously and learn from faculty who are experts in their domains. This is going to be a fantastic experience for all of you". Earlier, Dr Pankaj K. Agarwal, Chairperson- Executive Education, welcomed the batch and introduced the participants to the Executive Education vertical of IIM Jammu, which runs various professional advancement programmes for working executives in general management, digital marketing, AI & ML, amongst other in-demand programs. He stressed that IIM Jammu's key differentiator is its pedagogy which revolves around case studies, discussions, role-plays and assignments. Further he wished to see a positive change in their professional lives through the learnings of the EPGM.

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Whether the participant is an aspiring manager or an experienced professional, this high-impact programme, delivered via interactive live online sessions and on-campus immersion, will enable the participant to accelerate their career growth.