

IIM Jammu announces the 5 Year Integrated Program in Management (BBA & MBA)



Jammu 08-02-2021: IIM Jammu today announced the launch of its new 5-year Integrated Program in Management (IPM) (BBA & MBA) from the academic year 2021-22. The announcement was made through a Press Conference held at IIM Jammu. The new program entails a course of 5 years, with eligibility conditions, combining the BBA and MBA courses. IIM Jammu has been a few of the IIMs in India who has taken the initiative to start the 5 Year IPM.

“The IPM program has been designed with the prime objective of preparing the young professionals with full managerial and decision-making capabilities using ultra-modern academic pedagogy of global standards based on the holistic and multidisciplinary curriculum” said Dr. Nitin Upadhyay, Chairperson IPM, IIM Jammu. Dr. Upadhyay, through the presentation, also highlighted the unique features of the IPM with the particular emphasis on the process of shortlisting the candidates. The same will be done through the “Joint Integrated Program in Management Admission Test”, to be known as JIPMAT and will be conducted by the renowned NTA, Ministry of Education.

The IPM also has a holistic and multidisciplinary approach as the course itself has been divided into three parts, namely “Foundation, Core and Electives”.

Prof. Jabir Ali, Chairperson Training and Placement, IIM Jammu talked about the program’s uniqueness as the students will be exposed to international teaching and learning quality and standards in Jammu, itself.

“IIM Jammu was established in 2016 with the flagship program of MBA. In 2020, IIM Jammu also started the PhD program for Management. Now, IIM Jammu plans to expand learning horizon by starting the 5 Year Integrated Program in Management. It is very needful to prevent the outflow of the

bright and talented students from the country and provide them a learning environment according to the global standards in India, itself. This has been the prime driving force in designing of a course like 5 Year Integrated Program in Management.” Prof. B. S. Sahay, Director, IIM Jammu. Prof B. S. Sahay highlighted the need to establish a program like 5 Year IPM in India as it caters to the needs of the Indian students who search for quality education in the international market.

With globalization as a critical aspect of our lives, a program like 5 Year Integrated Program in Management empowers the student as well as the country. The 5 Year Integrated Program in Management is a high-quality, cost-effective program that will provide quality education and learning. It also caters to the market’s need by training the students into young professionals with brilliant managerial skills. Further information about the 5 Year Integrated Program in Management for academic year 2021-22 will be available on the website shortly.