

Ensuring Global Competitiveness in the Knowledge Economy

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IIMB's Vision

To have *a unique understanding of what it takes to make businesses in emerging markets succeed and to be known thereby as one of the leading management institutes in the world.*

As India becomes one of the world's largest economies, we will

- Contribute towards a knowledge base that provides a backbone for this growth
- Create generations of new business leaders who will build successful global enterprises from India
- Help existing enterprises enhance their competitiveness

By

1. Offering cutting edge MBA programmes, considered to be the best in India and among the top programmes in Asia;
2. Doing contextually-relevant, international quality research in all the functional areas of management and the foundation disciplines, as evidenced by publications in leading academic and practitioner journals, and influential professional books and monographs;

3. Innovative executive education initiatives either focused on senior management or based on long-term partnerships with selected corporations and industries;
4. Supporting faculty development initiatives at other management institutions in India.

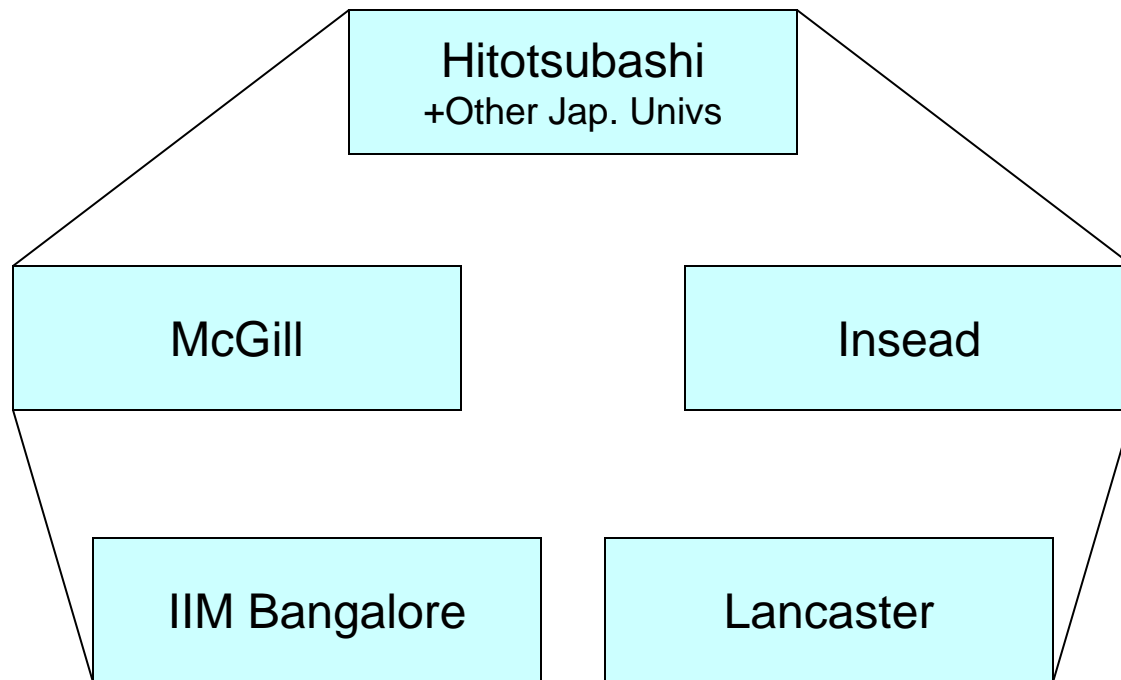
To achieve these, we will leverage the power of technology wherever possible.

Several Developed Country MNCs want to learn about India, Indian Companies, and Indian Thought...

A Unique Programme in Management Education

IIMB has developed considerable expertise in acquainting managers with a connected & worldly mindset

Global Leadership Programmes for Companies such as BAE Systems, Rolls Royce, & Aviva



International Masters Programme in Practising Management

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Using our Expertise on Business in India

- We have hosted MBA and other students from several institutions on their study visits to India:
 - Stanford GSB, Sloan, Minnesota, Maryland
 - AESE, Lancaster
- Programmes for Trade Councils
 - Sweden, Denmark
- Companies

At the same time, Indian Companies are expanding internationally

We have worked with several Indian companies/groups in their efforts ***to enhance global competitiveness:***

- Mahindra & Mahindra
 - Leading Automobile company, now Renault partner
- Murugappa Group
 - Leading South Indian conglomerate
- Aditya Birla Group
 - One of India's largest diversified industrial groups

through the design and offering of innovative executive education programmes

Ensuring International Exposure for our MBA Students

- Student Exchange with 60+ Universities
- Internships for our MBA students outside India
- Joint Projects with students from foreign universities (e.g. Stanford GSB)
- International Business in Practice (IBP) course
 - Students spend 2 weeks in a company outside India doing an intensive project

The Best of Management Theory with the ability to work across cultures

In 1998, we entered into a unique partnership with the Indian Software Industry

With an endowment from 5 leading companies, we helped the Indian software industry transform software professionals into managers through

The Post Graduate Programme in Software Enterprise Management (PGSEM)

This helps us leverage our physical location in Bangalore, the capital of the software industry

The endowment helps us fund research related to the software industry which in turn helps us offer better courses in the PGSEM.

Two years ago, we used Edusat and a partnership with Infosys Technologies Ltd. to expand PGSEM to Chennai, an emerging hub of software

In 2000, we scaled up our activities in the field of entrepreneurship.

With a generous endowment from one of the co-founders of Infosys Technologies, we created the

N.S. Raghavan Centre for Entrepreneurial Learning (NSRCEL)

Last year, we started a programme for entrepreneurs and family businesses in a collaborative arrangement with U21.

- **Research on entrepreneurship and clusters**
E.g. how is entrepreneurship in Bangalore different from elsewhere? Implications for policy?
- **Incubation of high potential enterprises**
- **Business Growth Programme (developed with faculty from Oxford Brookes University)**
- **Annual Programme for Women Entrepreneurs**
- **Faculty Development (with NEN)**
- **Boot camps, business plan workshops**
- **Courses for our students**

To deal with the challenges of managing a liberalised and de-regulated economy, India needs a bureaucracy that understands how a modern market economy functions

The Post Graduate Programme in Public Policy & Management (PGPPM)

was started to provide such a perspective to mid-career civil servants.

In the long run, this will help build the competitiveness of the Indian economy

The PGPPM is now being enlarged to include non-government and international candidates

How we contribute to Competitiveness

Our own in the education space

- Unique understanding of what it takes to succeed in India (emerging markets?)
- Based on research, case writing, intense engagement with companies, & whole industries

Indian Industry

- Analytically rigorous but culturally aware MBA students
- Executive education for corporates
- PGSEM, PGPPM
- Support for entrepreneurship