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Education Spotlight

IIM Rohtak



07 October 2019

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Prof. Dheeraj Sharma, Director IIM Rohtak

Commercial and IT hubs such as Gurgaon, Faridabad, etc., have an extensive corporate culture, how compatible is your Executive Programme to cater to this segment of working class?

I believe that primary drivers of Delhi NCR growth are juxtaposition to

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opportunities for IT, Finance and allied industries. Therefore, IIM Rohtak's strategic location in the NCR region and state-of-the-art facilities at its 200 acres campus has enabled us to further aid the development activity in this epicenter of business activities of the world.

Consequently, I envisioned introducing several cutting-edge long duration and short duration programs at IIM Rohtak exclusively designed for working professionals. All these programmes like Executive Post Graduate Programme in Management (ePGPx), Certificate Programme in Family Business and various Executive Management Development Programmes in Data Analytics, HR Analytics, Project Management, and Strategic Management among others have been designed exclusively keeping in mind different needs of working professionals across various domains and industries.

As IIMR has a strong belief in the rich repository of ancient management practices of India, is the institution giving focus on research based on the old and modern techniques of management?

In line with our vision, the primary mission of IIM Rohtak is to educate (corporate and non-corporate) leaders and managers with a sense of excellence and strong social commitment. Our continuous interactions with the government bodies and policymakers provide us opportunities that provides us unique capabilities to marry old and new practices in imparting management education. More important, we recognize the unique nature of Indian business environment and business practices that allows us to prepare a curriculum that is apt for businesses operating in India. In other words, we specifically adapt our management interventions taking into account unique cultural aspects of starting, managing, operating, and closing businesses in India.

What are the different programs unique to IIMR and what has been the response?

During my tenure at IIM Rohtak, I have tried to meet as many faculty, staff, students, and corporate leaders as I could. Through many exchanges, I have come to appreciate that the uniqueness of IIM Rohtak's learning experience that ties us together. Hence, there has been a continuous effort to develop unique and innovative programmes that will be beneficial for participants with focus on niche areas of management education.

Therefore, this idea to create a holistic programme that is unique and free from curriculum redundancies led us to introduce Five Year Integrated Programme in Management (IPM). This programme

business for the participating students. The participants of the programme will be awarded dual degree of BBA and MBA. IIM Rohtak is the only IIM that offers BBA plus MBA integrated program.

Executive Post Graduate Diploma in Sports Management (ePGDSM) is another unique programme designed for sports enthusiasts who wish to excel in the area of sports management. IIM Rohtak is the only IIM to provide a sports management programme.

Executive Fellow Programme in Management (EFPM) is also specially designed for working professionals working with industry, government and social sector and interested in pursuing research in the field of Management.

The overall objective of the programme is to leverage young talents to business leadership role. The program will specifically equip the participants with analytical thinking, interpersonal competence, and decision making with an ethical orientation.

With businesses going global, how is IIMR gearing up to bridge theory and practical to make it relevant to the futuristic management practices?

Institute constantly reviews the curriculum in view of industry expectation, latest management concept, and dynamic global business environment. A regular interaction with industry, management thinkers, alumnus, and faculty ensures that most optimal curriculum is implemented. Faculty members regularly explore new trends or demands of the industry and ensure that the latest courses are added to the curriculum accordingly. It is mandatory at IIM Rohtak that all faculty members write a case every year that elucidates unique business situation and dilemma, which keeps faculty topical, relevant, as well as far-sighted. Hence, the faculty continues to contribute to several executive education and consulting to link theory with practice. Also, to we introduced simulation-based learning using live data to augment decision making in our student. Simulation allow application of theoretical knowledge in business decision making thereby immediately augmenting its relevance.

What is IIMR's road map for the next five years?

IIM Rohtak is major aim for the coming five years is to increase the student capacity to meet the growing demands for industry leaders from domestic and international markets. Along with this, we target to achieve international standards in student-faculty ratio, research output, publications in quality journals, and placement of students. We

spectrum of life such as high school students (BBA program), graduate students (MBA program), post graduate students (PhD program), working executives (ePGPx, ePGDSM, and eFPM), and family business owner (family business management program). As part of social responsibility, we are determined to actively participate in various critical policy-making studies and projects that may eventually benefit various sections of the society.

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