

We really mean business, B-schools tell students

Management institutes offer 'placement holiday' to encourage entrepreneurship

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Are everyday worries clipping the wings of your entrepreneurial ambitions? Did your dream project get snagged mid-flight? Don't throw in the towel yet and despair. Your management institute might be ready with a security backup plan for you.

To keep alive the entrepreneurial spirit among students, management institutes across the country are coming up with innovative ideas. The Jannalal Bajaj Institute of Management Studies (JBIMS), for example, has decided to allow students who opt out of regular placement to start their own ventures to participate in the placement for the next two years.

The idea, says JBIMS, is to extend maximum support to students willing to take up the

challenges of entrepreneurship by providing them with security backup and reassurance.

"Each year, we have students who are keen on starting their own businesses. But they eventually opt for the more secure campus placement. This is because they don't want to take a big risk at the beginning of their careers with nothing to fall back upon," said Sagar R Nikam, member of JBIMS's entrepreneurship cell.

According to the proposal of the cell, if the student fails in his venture he can always come back for the regular placement process within two years. "It (the proposal) was approved recently. Students will no longer be afraid to take the plunge," said Nikam, adding it would be applicable from the current batch which will pass out next year.

Mahavir Jain, JBIMS placement committee member, concurs. "Some students have shown inclination to picking up this 'placement holiday' to start on their own. They know they have something to rely on."

The system is already in place in XLRI-Jamshedpur, IIM-Bangalore and Vinod Gup-



VENTURE CAPITAL: The B-schools want students to start their own businesses and create jobs for others

ta School of Management among others.

"The good news is that ventures started by IIM-B graduates are doing very well and they don't need to come for placements. It's just an option before them to reduce the risk perception," said Sourav Mukherji, an IIM-B professor.

Symbiosis Institute of Business Management (SIBM), Pune, has started allowing stu-

An institute in Pune has started allowing students to opt out of placement and come back after a year if their business fails to make the cut

dents from 2009 to opt out of placement and come back after a year if their business fails to make the cut.

"We wanted to encourage students to become entrepreneurs and create jobs for others. For that, initial support is required from the institute," said SIBM director Arun Mudbidri.

SIBM, he said, will also introduce "from idea to innovation" beginning next academic year. "Here students will ideate in the first semester and in the second semester, we'll gauge the feasibility of their ideas. In the third semester, the entrepreneurship cell will give them shape," said Mudbidri.

SP Jain Institute of Management and Research (SPJIMR) in Mumbai also has a similar policy in place. "We had introduced deferred placement to enable students to come back within two years. This option exists for students who may want to start a venture and also for those who want to work in developing countries and social sectors," said Abbasali Gabula, chairperson, external relations, SPJIMR.

Media and entertainment go hand-in-hand with MBA

How does an MBA fit into the Media and Entertainment industry? GEMS B School answers that with qualifying authority as it aims to bridge the acute shortage of managers with necessary industry knowledge and orientation. Facilitating a unique convergence of media and management, GEMS B School's MBA in Media and Entertainment is a 2 year full time MBA built with premium content from global players like CNBC TV 18, Harvard Business Publications and 24x7 Learning.

Being supported by the Network 18 Company, the program covers the world of television, film, music, radio(FM), live events management, and offers special insight into the India Premiere League (IPL) allowing students to better understand the strong connection between management and media.

Rightfully so, as the Indian entertainment industry is poised to grow from Rs58,000 crore to Rs1,05,200 crore by 2013, a course specifically catering to the industry comes at an appropriate hour. This opens up various opportunities for talented youth in India. The programme offered at GEMS B SCHOOL is a UGC-recognised MBA from Annamalai University. The programme will be delivered by faculty members from IIMs across India and other top B-schools. Guest lecturers from the media industry will be visiting the campus on a regular basis allowing the students to gain some much required industry perspective.

The school comes under the umbrella of the Mysore Maharaja Institute of Higher Education whose chief patron is Sri Srikantadutta Narasimha Raja Wadiyar, MA, LLB. The school's academic advisor is professor Chambi Puranik, former dean of KSOU and former acting vice chancellor of Mysore University. Apart from the respectable academic banner, the industry partnership is also well sorted out, just so the students know



they are in good hands. For this purpose, the programme is supported by Network 18, the country's largest and most versatile media house which offers channels like CNN IBN, CNBC, Nickelodeon, Network 18, IBN 7, MTV, VH1, Colors, Forbes, E18, Studio 18, Home Shop 18, Info media 18 and Support 18.

The full time five-days-a-week two years programme will be conducted at GEMS B School campus located amidst sylvan surroundings in the heart of the city very close to the Bangalore Palace.

In the first year, students will internalise general management subjects like Management Process and Organisation, Organisational Structure and Behaviour, Business Communication, Financial Accounting, Quantitative Techniques, Business Law, Marketing Manage-

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ment, Managerial Economics, Financial Management and Strategic Management. In the second year, students will focus on media related subjects like Media Management, Media Business, Sound Production and Music Industry Management, Event Management and Stage Production, Film and TV Production and Programming Management. The 2 year pro-

gramme also facilitates opportunities for internships and placements with any one of the Network 18 group of companies like CNN IBN, CNBC, MTV, VH1, Colors, Nickelodeon, Studio 18, Forbes India or the others.

The course has limited seats and is open to only 40 students. Admissions are currently open and students can join the course by filling an application form and paying the first installment fee. The classes will commence from the first week of January. As the entertainment industry requires computer savvy individuals, every student will be provided with a laptop at the commencement of the course. The fee structure for the programme is affordable and payable in seven installments. On campus hostel accommodation is available for both boys and girls.