

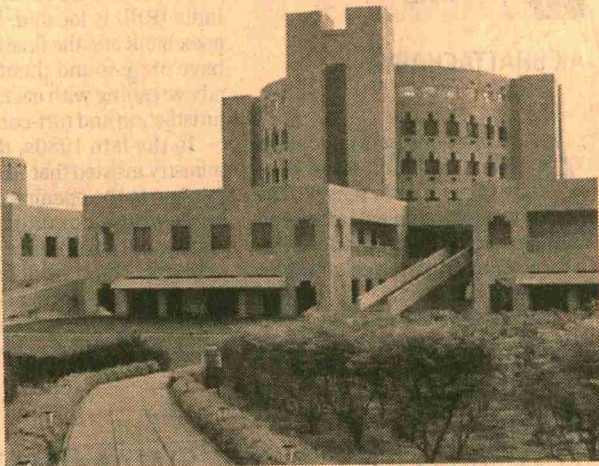
Executives lap up customised courses at Indian School of Business

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The Hyderabad-based Indian School of Business (ISB) Centre for Executive Education (CEE), which conducts customised programmes for companies, has witnessed a double digit growth with over 2,600 participants across 83 programmes.

The centre, along with ISB's six centres of excellence, is responsible for customising and creating industrial 'Learning Models' that can be applied across various executive education programmes imparted by the ISB. Launched in 2001, the CEE has conducted more than 200 programmes, educating over 5,300 professionals from almost 1,600 corporations across India and abroad.

"When we started the executive education programme, our focus was on senior management in the private sector. Gradually, we plan to expand the scope to the un-



derserved part of the society which needs quality education but does not have funds for the same," says ISB's deputy dean Deepak Chandra.

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DEEPAK CHANDRA

Deputy Dean, ISB

of small and medium enterprises by working with Special Eco-

nomnic Zones for virtual incubation. Virtual incubation would mean giving them leadership lessons that go beyond the regular classroom teaching.

"We are using both classrooms and technology assisted learning because it allows us to scale and experiment with learning," added Chandra.

ISB boasts of having taught 10,000 people by way of technology assisted learning since 2002. Recently, it launched its PGPMAX, a Post Graduate Programme in Management for Senior Executives and is also undertaking a training project for the railway ministry.