

### **ISB launches PGPMAX – a Post Graduate Programme in Management for Senior Executives**

The Indian School of Business (ISB) announced the launch of PGPMAX - a Post Graduate Programme in Management for Senior Executives. The programme incorporates best practices and knowledge from Kellogg School of Management and The Wharton School. It will be offered part time over a period of 15 months and is specifically designed for senior industry executives with an average work experience of 15 years.

ISB's name is synonymous with quality management education and launching pioneering programmes. PGPMAX, the second Post Graduate Programme in Management from the ISB, is intended for senior executives who have excelled in functional domains such as finance, marketing, sales, operations, healthcare, information technology, customer service and are now aspiring to move into general management positions. The part time model of the programme supports these senior executives to pursue a post graduate programme in management equivalent in rigour and content to an EMBA without having to leave their jobs. The programme design also ensures that location will not be a constraint for participants to take up this course. They will participate in classroom sessions of six days every six weeks, over the 15-month duration.

Senior faculty from the ISB, industry leaders and experienced faculty from other global schools provide the latest in management erudition, often basing classes on their own recent research. They offer a unique combination of research-based rigour and relevant real-world applications that is tailored for senior professionals. As a result, participants take what they learn in each module back to their work place and apply it immediately.

The tuition and fees for the programme are INR 25 lakhs (approximately USD 53,800). The fee includes Admission fee, tuition fee, course material, accommodation and food during days of classes.

Executives aspiring to apply to the PGPMAX need to possess a bachelor's degree and minimum of 10 years of full time work experience. Participants will undergo a rigorous selection process.

The PGPMAX expects to attract participants not just from large private corporations, but also from PSUs, NGOs, SMEs and family run businesses. The programme will commence from June 2010 onwards at the ISB campus at Hyderabad.