



Highlights

- More than 60 participants from 40 cities interact face-to-face with IIMB professors every Saturday.
- Working professionals benefit from acquiring a management education from IIMB without having to take leave or travel out of their cities.
- IIMB is able to meet the high demand for management education from geographically dispersed executives without having to compromise on the high interactivity that on-campus sessions offer. Till date, IIMB has successfully completed 11 batches on the Virtual Classroom platform.

Virtual Classroom helps us better utilise our resources and extend our management programmes to busy executives & managers who have no time to attend regular classes.

— Dr. M S Narasimhan, Professor of Finance & Control, and Chairperson— Executive Education Programmes, IIMB.

Virtual Classrooms enable Indian Institute of Management, Bangalore to offer Management Programmes to working professionals across India

- A case study



About IIMB

The Indian Institute of Management Bangalore (IIMB), established in 1973, is a premier centre for management education & research. The Institute's Executive General Management Programme (EGMP), designed for working professionals who have not had the benefit of a formal B-School education, is highly sought after by practicing managers from a broad spectrum of industries.

The Challenge

Every year IIMB receives thousands of applications from across the country for its EGMP. Seats, however, are limited and not everyone is assured admission. To meet the demand, IIMB increased its faculty strength. Nevertheless, they were unable to accommodate the large numbers.

On the other hand, several working professionals refrain from applying for the EGMP, as they are unable to break away from work for full days or weeks at length.

Clearly, there was a need to bridge the demand for executive education and leverage the faculty and intellectual property at IIMB effectively by reaching out to working professionals who were unable to move out of their cities and, in some cases, their offices.

The Solution

In 2004, IIMB started using Reliance World's Virtual Classrooms to offer the Executive General Management Programme. Video Conferencing was used to transmit the live, interactive sessions conducted at the IIMB campus to several Reliance World Virtual Classrooms spread across India.

Life without boundaries...
RELIANCE World

Executives were able to participate in the live and interactive classroom sessions from a Reliance World Virtual Classroom in their city or in some cases from a Video Conferencing room in their office. The Programme was delivered in three phases—the first and final module of 1 week each was conducted on campus and the rest of the sessions on Saturdays on the Virtual Classroom platform.

The Result

IIMB was able to reach out to geographically dispersed management education aspirants through more than 240 Virtual Classrooms in 100 plus cities and towns across the country. This resulted in a considerable increase in enrollments in the EGMP.

Working professionals applied and even organisations willingly nominated their staff for IIMB programmes as classes were conducted in their cities on weekends at timings that didn't interrupt work. Participants benefited from the live interaction with their professors and co-participants in other cities. Since 2004, IIMB has successfully completed 11 batches of EGMP on the Virtual Classroom platform.

For more information about Reliance World Virtual Classroom, call toll free 1800-200-9191 between 10 AM and 6 PM or write to reliance.world@relianceada.com.