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EXPANDING THE IIM FOOTPRINT:

An Interview with Prof. Dheeraj Sharma, Director IIM Rohtak

Q IIM ROHTAK is now going to be the largest IIM? How has IIM Rohtak managed to expand so quickly?

IIM Rohtak will be the largest IIM in 2022 with more than 1600 students in its long duration programs. IIM Rohtak was quick to identify the need for unique programs that can cater to demands of the industry and also the aspiration of Indian youth. Therefore, we have introduced several new long duration programs already and we will be introducing at least one more long duration program in the upcoming Campus in Gurgaon. You may already know that IIM Rohtak has been allotted prime land in the heart of Gurgaon city. We hope to capitalize on this opportunity to offer largest number of programs to deserving candidates who wish to pursue higher education.

Q IIM Rohtak was the first IIM to

introduce the BBA+MBA degree programme in 2018. What has been the response for this programme till now and how is it different from other undergraduate programmes?

IIM Rohtak inducted the third batch of Integrated Programme in Management (IPM) this year. Since inception of the programme, the institute has received an overwhelming response from both student and business community. It has become one of the best undergraduate options for the students who aim to pursue their career in the domain of business management. I believe that one of main reasons for the sharp increase in the demand for this programme is our unique curriculum. During the tenure of five years of programme, there is no direct repetition of course material between bachelor's and master's degree. Thus, this program offers a unique learning experience and offers holistic

development. Finally, the programme offers several internships, simulations, live projects, seminars, and project courses. All these factors have made the IPM programme a unique learning experience. The students of this programme will emerge as the uniquely qualified management specialist.

Q IIM Rohtak is the only institution that has offered a two year Post Graduate Diploma in Sport Management since 2018. How do you see the success of this programme in coming years?

Sports industry is important and fast growing. Haryana offers a nurturing environment to sportspersons and has a very large contribution to India's medal tally in any international event. Therefore, it was an opportunity for IIM Rohtak to start a post graduate program in sports management. This program is



likely to offer opportunities to sports enthusiasts, sports administrators, and sports professionals to get higher education so that they can leverage their extant knowledge and skill base to contribute to the development of the sports industry. The Sport Management program at IIM Rohtak is expected to produce professionals who have the competence in various domains of sports management. With a vision to provide more opportunities to sportspersons to pursue higher education, IIM Rohtak has proposed a scholarship worth Rs. 5 Lakh for any participant of the programme who has participated and represented India at any International level sports. This activity is supported by the Ministry of Youth Affairs and Sports, Govt of India. Further, IIM Rohtak entered into an MoU with Ulster University, UK. Thus, the participants of this programme will also have an opportunity to obtain additional MSc in Sports Management from Ulster University, UK on successful completion of EPGDSM programme. IIM Rohtak also collaborated with eminent faculty specialized in sports management domain from international universities. I believe that there is a lot of potential in the sports management domain in India in coming years. Hence, we expect that more participants will be interested in pursuing this specialised programme.

Q How has IIM Rohtak made the BBA+LLB Integrated Degree Programme attractive to students?

The Commercial Courts Act 2015 was enacted to establish a distinct procedural framework for dealing with commercial disputes. This makes it mandatory to set up separate commercial courts. Further, arbitration in India has increased manifold. Finally, intellectual property issues and international law are gaining prominence. Management students were already learning business law and contracts in their course work. An amalgamation of BBA and LLB will provide the industry astute lawyers who have management understanding. Thus, through Integrated BBA+LLB programme, IIM Rohtak aimed to provide high quality management education along with the expertise in legal education. The institute interacted with various stakeholders from business domain, academia, and legal fraternity for over a year to design an exclusive curriculum that provides a unique blend of foundational knowledge in humanities, social science, Information Technology, mathematics, along with the legal education at par with global standards. The students of this programme will undergo one internship and three individual projects in a year. Apart from academic delivery, students will be involved into various extracurricular activities, workshops, seminars, etc. conducted regularly. We believe that this programme will be able to add value and unique advantage to various public and private business organisations who are currently struggling with the gap of understanding the businesses with excellent legal education.

Q What has been the success of short duration executive education programmes for working professionals?

The industry today is constantly looking for committed professionals who can analyse problems and articulate solutions in the most efficient manner. Short duration certificate programmes provide inputs in specialized domains or skill sets, which can be a significant benefit when it comes in handy for the professionals to navigate business problems, clients, or projects more effectively. These programs can likely

help in boosting efficiency, establishing professional credibility, and increase the earning potential of any professional. IIM Rohtak at a very early stage, identified the scope of short duration specialised programme for such experienced professionals and is now successfully running a pool of Executive Management Development Programmes in the domain of HR Analytics, Data Analytics, Project Management and Analytic, Strategic Management, Supply Chain Management, Strategic Digital Marketing and Analytics, Product and Brand Management among others.

Q What are the innovative and specialised programs that IIM Rohtak offers and plans to provide (especially from the academic year 2022) for undergraduate and postgraduate students?

The major upcoming project for IIM Rohtak is to develop its extension campus in Gurgaon. IIM Rohtak has been allotted land in the heart of Gurgaon by the Govt. of Haryana. Therefore, a centre of excellence can be developed soon in Gurgaon. IIM Rohtak will offer several non-residential courses, training and development programs for corporations and government, and some specific programs targeting the entrepreneurs and family business owners in its Gurgaon campus. Overall, we hope to serve the nation by providing the opportunity of getting top-class management education for individuals from all spectrum of life. Delhi NCR has a GDP of \$370 billion (PPP basis) according to Oxford Economics forecast. This creates exciting opportunities for educational institutions that need to provide a talent pool that can aid the growth of economic activity in this region. I believe that primary drivers of NCR growth are a juxtaposition to policy-making, availability of superior and growing infrastructure, and excellent education and research institutions. IIM Rohtak's presence in Gurgaon can help it create a talent pool that can have a dynamic interplay with this fountainhead of economic activity through live projects, internships, consulting, and on-the-job learning. We will continue participating in various critical policy-making studies and projects that may eventually benefit various sections of the society.