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Course on needs of emerging markets

CHENNAI: The Great Lakes Institute of Management on Friday launched a postgraduate diploma programme commencing in July 2012, focussing specially on the manpower needs of emerging economies. The two-year programme would cost Rs 12.75 lakh, inclusive of accommodation, tuition and other expenses. “A new world order has emerged following shifts in the power balance across the globe. This has put a few emerging economies in focus and we initiated this programme to serve their needs. While the core-product is similar to that offered at the Indian Institutes of Management, at the augmented level, the course will prepare students to work in other countries like China, South America, Africa and far East countries by not simply understanding their language, but by making them aware of the business and legal cultures,” said Dr Tapan Panda, director, PGDM, GLIM.

Ahead of starting the course, a study was undertaken on Indian companies that set shop in these countries, and interaction with them hinted that there were hardly any fresh B-school graduates who are directly employable there, he explained. The programme was launched by Dr Srikant Datar, an Arthur Lowes Dickinson professor of Accounting at the Harvard Business School.

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