

# IIM-R to offer 5-year integrated programme in Mgmt

PNS ■ RANCHI

Indian Institute of Management, Ranchi is going to launch an Integrated Programme in Management (IPM), which is a full-time five-year blended course of business studies from undergraduate to postgraduate level (Integrated BBA-MBA). Students will be awarded a Master of Business Administration (MBA) degree at the end of the programme. Admission to the programme will be based on SAT exam scores, a written ability test, a personal interview, and overall academic performance at the secondary and the higher secondary levels.

Students admitted to this program will get a longer duration to develop their practical leadership and managerial skills. They will be exposed to rigorous course work within a caring environment that places equal importance on learning and development and student well-being. The curriculum has been deliberately prepared to balance cognitive development with cultural growth by engaging students both in and outside the classroom.

The program has been designed to provide a multidisciplinary foundation borrowing from humanities, social sciences, arts and sciences. The cross-disciplinary business core of the program builds on such a foundation. It comprehensively covers subjects from management, marketing, accounting, finance, economics, information systems, data science, and strategic management. Lectures, classroom discussions, experiential lessons, case analyses, simulations, group projects, internships, and mentorships create a learning environment that is active and immersive. Additionally, the program offers several life-skill courses that focus on their holistic development as professionally and socially responsible individuals. Students will get the opportunity to learn and grow in a premier business school and develop skills that send signals to the marketplace.