

IILM welcomes PGP 2010 – 12 batch.

Cheerful and lively campus, excited and overwhelmed students and nervous parents – this was the situation on 7th June, 2010 when IILM welcomed its new Post Graduate (2010 – 2012) batch. The first day of college is exactly what we might have always dreamt of. As the new students entered the campus, questions of uncertainty boggled their minds. They started exploring the campus with the desire to establish connections with their peers. Though there was a lot of excitement but the fear of being in this completely new environment was tremendous.

The students registered themselves at the registration desk and were escorted to their respected classrooms for the inception of the Bridge Course. Bridge Course is a one week introductory course which all the students have to study before the starting of the PG Programme.

After the successful completion of the Bridge Course, Ms. Sapna Popli, Director and Executive Dean, IILM, officially welcomed the students on the Orientation Day that was held on 11th & 12th June, 2010 at Gurgaon and Lodhi Road campus respectively. She held an interactive session with the new set of students seeking answers on what their expectations were. Popli pointed out that students would be informed about the academic structure of what they will study in the next two years. For academic and non academic needs they would be allotted a mentor, who would be their friend and philosopher and guide them consistently through their journey at IILM. Further, she motivated the new batch to bring on board positive energy with new ideas and learn to widen their horizons and be updated with what is happening around them. Employability skills is an area, she focused on, that would help students bring innovative ideas to work place and create talent leaders.

“Enriching student experience is our main focus” said Mrs. Popli to which Professor Yavar Ehasan further elaborated “Most of us have experienced or realize the difference between a person traveling in an unreserved compartment of a train versus traveling in First Class AC. Similarly there are a variety of things a person can relate to during their 2 years at a college or educational Institute which can leave a positive or negative impression. At IILM we would like that the Student Experience should mean that students are proud to be members of the IILM community of learning and when they move on in life they are proud to be IILM alumni. The experience should be such that our students can remember IILM positively for the rest of their lives”. Further he encouraged the students to participate in the various Clubs and Societies and give their feedback so that any short coming in the system can be rectified.

Sujit Sengupta, area head sales was the next speaker. Before introducing the course to the students he gave them five tips to succeed - to practice some discipline, arrive in class on time and stick to the lunch hour; to dress appropriately; to mind their manners; to stick to deadlines and last but not the least not to pretend to know things

when you don't. He also introduced students to the Sales electives and explained the differentiation between Sales and Marketing areas.

Next speaker, Ms Vandana Srivastava, Assistant Professor and Area Chair IT threw some light on the IT Area. According to her “organizations today cannot survive without Information Technology. IT plays the critical role of streamlining and integrating all business functions in an organization. Over the past several years, the IT area at IILM has expanded its research, course development, and course offerings to encompass new issues in information technology and meet the requirements of the Industry”. The electives offered by IT area cover contemporary applications areas such as Enterprise Resource Planning, E-Business Strategy, Business Intelligence, Database Management systems and Telecommunication Management.

After the IT introduction, Ms. Neeti Sanan took over to orient the students to the Area of Finance. She talked about the relevance of the Finance Area as regards the placements at IILM. Focusing on the background of finance jobs that have been coming, she highlighted the three best job profiles – Financial Research Analyst by Capital IQ, Senior Research Analyst by Copal Partners and Financial Research Analyst by Grail Research. Lastly she introduced the finance faculty at IILM to the students and briefed them about the course and curriculum.

Then came the most important aspect which the students were most excited and curious to know about, that is, Placements at IILM. The session began with the introduction of the Placements Managers with their respective sectors which continued with the power point presentation given by Mr Rajesh Sokhal, Head-Sales, Brightpoint India Ltd and Mr. Aayushman Gupta, ex-CEO of VeeTee Foods plc on Corporate Expectations. It was an interactive session where in the students were told some important points to get a job. They were : set realistic targets, focus on personal discipline, assess what you are, focus on learning, be market savvy, participate in as many leadership and team work activities as possible and work hard during the summer internship.