

IIM-B partners German institutes for programme for technologists

OUR BUREAU

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The Indian Institute of Management Bangalore (IIMB) has partnered with two German B-schools – the Friedrich Alexander University of Erlangen-Nuremberg (FAU) and the Fraunhofer Institute for Integrated Circuits IIS – for an International Management Programme for Technologists (IMPT)..

The innovative Executive Education Programme is de-

signed by the three management schools to enable technology leaders respond effectively to the challenges and complexities they face. Offered to engineering and technology managers, R&D leaders, product designers and architects and managers in charge of large and complex projects in India and Europe, the two-week programme will be offered at both locations, with participants travelling to Nurem-

berg and Bangalore for a week each.

Innovation focus

The focus of the programme is on innovation, technology-driven business models, intrapreneurship and platform business models.

R Srinivasan, Chairperson, Executive Education Programmes, IIM Bangalore, highlighting the key takeaways of the new programme, said: "The IMPT dis-

tils the key elements of Indian and German technology ecosystems to deliver the competencies required for global business. The Erlangen Nuremberg area in Germany is the origin of Industry 4.0 and is known for its manufacturing excellence.

"Bengaluru is home to a vibrant technology start-up ecosystem and is widely considered to be the Silicon Valley of India."