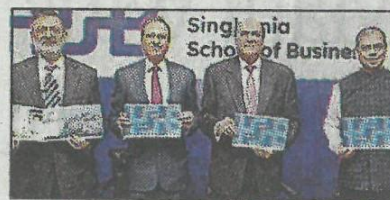


HSB offers MBA in product mgmt

Rajlakshmi.Ghosh
@timesgroup.com

In its efforts to meet the shortage of formal holistic education for product managers, who hold the key to innovations and their company's overall strategies and goals, Hari Shankar Singhania School of Business (HSB), set up under the aegis of Jaipur's JK Lakshmipat University (JKLU), has launched the country's first full-time MBA programme with a niche product management specialisation. The two-year MBA programme focused on three tracks — general management, product management, and leadership — will be taught by faculty drawn from the key IIMs and practising industry experts.

"The new programme will ensure learners are equipped with cutting-edge skills that will empower them to navigate seamlessly in a tech-driven



Hari Shankar Singhania School of Business is set up under the aegis of Jaipur's JK Lakshmipat University

world," said R P Singhania, chairman and MD, JK Tyre & Industries and also pro-chancellor, JKLU.

Highlighting that product managers are integral to the digital transformation, vice chairman and MD, JK Paper, and pro-chancellor, JKLU, H P Singhania, said, "The programme will meet the huge demand for full stack product managers who will have the capacity to innovate." Admission to the MBA programme will be open to young candidates who have a STEM background with 2 to 4 years of full-time work experience.