

EIM: B-School with an edge

Springing towards its mission of imparting globally recognised superlative management education, Eastern Institute of Management (EIM) is raring to go. Since the time of its inception in December 2002, this has been its single-minded pursuit. An eminent group of industry professionals and academicians are at the helm of the affair. EIM has been seeking to disseminate holistic education and towards this end it amalgamates technical know-how with hands-on experience.

Bearing testimony to this geometric progression, the institute has been ranked 76th among India's top B-Schools in the *Business World* Survey conducted in 2009. Through its endeavours, EIM has attained a meteoric growth in terms of physical resources, intellectual capital,

The University regularly supplements the curricula with additional courses to develop support skills in students and equip them with knowledge inputs in relevant areas. An eight-week summer training follows the second semester, where students work with organisations and deal with live problems and projects enabling hands-on experience. The programme includes five full courses in communication, soft skills and personality enhancement, apart from training in self-management, time-management, corporate orientation and the like.

An effective combination of various teaching methods is used for delivering the course modules during the tenure of the programme. These include:

- Classroom teaching
- Video-conferencing by professors from the US and the European

students- have graduated from EIM and the institute's alumni are employed nation-wide and across a wide range of industries vis-à-vis, manufacturing, retail, finance, media, banking and insurance, FMCG, telecom, tourism and hospitality, IT, ITeS and so on. Here's a glimpse of the various recruiting firms -

- The Times of India
- India Bulls
- Hindalco
- Pepsi
- Britannia
- Emami
- Standard Chartered
- Coco-Cola India
- Zee TV
- Simoco
- Hindustan Unilever
- Dabur
- Naukri.com
- ABP

1st Semester

Core courses - theories of management and development of basic skills

2nd Semester

Core courses together with major areas and function of management

3rd & 4th Semester

Specialisation along with the core courses

courseware, pedagogy-related infrastructure, global connections, student activities, placements and goodwill.

The institute is an off-site campus of the University of Kalyani's AICTE-approved Department of Business Management (Kolkata) and follows the courses based on the UGC guidelines. It is recognised by the University as the Centre of Excellence in Management Studies.

A two-year full-time programme in Business Management is the flagship course of the institute and this is seconded by:

- Short-term, part-time PG Diploma courses in specialised management areas
- Tailor-made MDPs
- In-company training programmes for organisations
- A wide array of consulting assignments in India and abroad. The two-year degree programme is divided into four semesters (refer box above)

B-Schools and universities

- Case-studies
- Projects and assignments
- Web-based learning

The efficacious faculty also regularly posts study materials and assignments on the campus intranet for the purpose of downloading by the students. Frequent seminars are also organised, where leading people from the industry and senior working professionals share their invaluable experience with the students. Students are also encouraged to test and develop their skills against peer groups through participation in inter-college competitions, management games and other cultural activities both in the country and abroad.

EIM ensures that its students are recruited by the best employers and to this end a wide spectrum of industry leaders visit the campus every year. Since 2002, a total of six batches- comprising over 340 stu-

- Kotak
- Asian Paints
- ITC Ltd
- Birla Sun Life Insurance

Within a short span of nine years, the institute has already scaled new heights and has earned a goodwill that comes with years of experience and exposure in the industry. EIM is steadily moving towards the zone of the established and reverential B-Schools and is striving to carve a niche with its path-breaking approach.

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