

Tête-à-tête #16



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About the Institution:

Established in 1973, the [Indian Institute of Management, Bangalore](#) is one of the top management schools in India. IIMBx programme was started in August 2014 by IIM Bangalore with the aim of providing access to world-class education in management to every interested learner in India and across the world. The Institute aims to achieve this goal by offering Massive Open Online Courses (MOOCs) through edX, a not-for-profit online initiative of Harvard and MIT that offers online courses from the world's best universities and organisations.

I. Could you tell us about the IIMBx initiative of the IIM Bangalore and its current global reach?

The digital learning initiative of IIM Bangalore had commenced in late 2014, and the first course was offered on edX in 2015. To date, IIMBx has created over 30 unique Massive Open Online Courses (MOOCs), and the number is increasing steadily. Today it has a strong presence across three platforms: edX, SWAYAM and the recently launched [IIMBx platform](#). IIMBx has also been appointed by the Ministry of Human Resource Development, Government of India as the national coordinator for MOOCs on management education.

In 2017-18, IIMBx ran two Micro Masters Programmes on edX:

- IIMBx Micro Masters in Business Management
- IIMBx Micro Masters in Entrepreneurship; with the first set of students receiving a pathway to the in-campus Accelerated Advanced Management Programme of IIMB.

More recently, we have launched two more open enrolment programmes, the Young Leaders Programme for young professionals and the Certificate Programme in Technology and Management (CTM) in collaboration with IIT Madras. Both of these are offered in a blended mode. IIMBx also works with academic institutions and corporates in a partnership model to create programmes for developing institutional capacity and facilitating skills development. At a high-level, IIMBx has delivered online certificate programmes in the following formats:

- Open MOOCs (on edX and SWAYAM platforms)
- Blended MOOCs for Academic partners & Corporate Partnership Programme
- Programme on entrepreneurship for Women Startup Programme
- Faculty Development Programme (for blending and adopting MOOCs)
- MOOC Development Workshops for those interested creating MOOCs

Cumulatively over edX, Swayam and IIMBx, we have over 750,000 students from over 190 countries. IIMBx MOOCs attract learners from almost every country in the world; with Indians comprising 30%, followed by the U.S. with 17%, U.K. with 3% and other countries like Egypt, Canada, Brazil, Kenya, Nigeria, Mexico, Germany and France. We have also worked with over 1000 faculty members from B-schools to help them adopt MOOCs in a blended mode in their classrooms.

In partnership with IIT Bombay, IIMBx had organised the first edition of the 'Future of Learning Conference 2018' at IIM Bangalore recently. We are planning to make this an annual event. This event brought leaders of higher educational institutions, educational policy makers, practitioners and L&D Technology providers on a single platform to provoke thought, showcase innovation and share knowledge along three dimensions of the future of learning: Pedagogy, Policy and Technology. Excerpts from the conference are available on the [website](#).

2. **There are reports that IIMB is partnering with the Indian Institute of Technology (IIT), Madras to offer a Certificate Programme in Technology and Management. Is the IIM-B interested in similar partnerships with international universities?**

IIMBx has joined hands with the Centre for Continuing Education at IIT Madras to offer a joint online programme titled 'Certificate in Technology and Management.' The first batch of CTM will run from June 2018 to April 2019 and admissions are now [open](#).

The programme modules comprise of technical and managerial courses. A unique learning element of this programme is the opportunity to interact with the course instructors in person at IITM and IIMB campuses at least once during the run of each module through planned campus connect sessions.

We are open to partnerships with international universities especially to deliver our programmes such as the CTM. For instance, in the South Asian and Middle East regions, there is an acute shortage of opportunities for a world-class education. Programme such as the ones offered by us allow students to access a highly valued certificate from top-ranking institutions without being limited by finances or geography.