



Short-term courses catch on in India Inc

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WITH a year-long MBA already in vogue, the traditional two-year management course may be frowned upon by time-conscious career professionals. But with India Inc shifting gears ever so quickly, even one full year appears to be an unaffordably long time to spend over management education.

Leadership training specialists Par Excellence, which has offices in India and the US, for instance, has designed a mini MBA that is, hold your breath, all of 18 days long.

The fee for the programme is between Rs 1.5 lakh and Rs 1.75 lakh, but for what is packed into the course, the promoters are assuring value for money within the short time frame.

“What we have done is to capture the essence of a one-year MBA and design a method to deliver its equivalent value in an 18-day high-impact, high-intensity programme to aspirants, using top faculty drawn from leading B-schools in the world,” says Par Excellence CEO Rajeshwar Upadhyaya.

Besides the mini MBA, crash training courses for employees are also gaining in popularity. According to P T George, HR head of Kochi-based FCI OEN Connectors, “There is a strong demand for shortterm employee training programmes, and in the area of soft skills, there is a particularly latent demand for regular employee training.”

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