

Industry Exposure & Leadership Immersion

Management Immersion Programme (MIP) at IIM Jammu

At IILM University, Gurugram, placements are strengthened through **deep industry exposure, leadership development, and experiential learning**. A key highlight of this approach is our **Management Immersion Programme (MIP)** conducted in collaboration with the **Indian Institute of Management (IIM) Jammu**.

The programme was organised in two batches:

- **27 - 31 October 2025**
- **12 - 16 November 2025**

Each batch comprised **60 MBA students**, providing them with an intensive, real-world management learning experience at one of India's premier management institutes.

Programme Objective

The Management Immersion Programme was designed to:

- Bridge the gap between classroom learning and industry practices
- Build leadership and decision-making capabilities
- Expose students to contemporary management frameworks and real-world business challenges

Academic & Leadership Exposure

The programme was inaugurated by **Prof. B. S. Sahay, Director, IIM Jammu**, who emphasised the importance of **experiential learning, innovation, and leadership** in modern management education.

Over five days, students attended sessions conducted by eminent IIM Jammu faculty on key areas such as:

- Strategic Management & Leadership
- Innovation & Entrepreneurship
- Business Analytics & Decision Making
- Financial Modelling & Risk Management
- Communication & Negotiation Skills

Industry Visits & Experiential Learning

In addition to classroom sessions, students participated in:

- **Interactive workshops and case discussions**
- **Industry visits and corporate interactions**
- **Cultural and regional exposure activities**

These experiences offered students a holistic understanding of business environments, organisational dynamics, and socio-economic contexts—critical for placement readiness.

Faculty Mentorship

The IILM University delegation was accompanied by experienced faculty members:

- **Batch 1:** Dr. Tushar Gahlaut & Prof. Sanju Rani
- **Batch 2:** Dr. Poornima & Prof. Vikrant

Their mentorship ensured academic rigour, reflection, and alignment with IILM's placement-focused learning outcomes.

Placement Impact

The Management Immersion Programme significantly enhanced students':

- Managerial confidence
- Strategic thinking and problem-solving skills
- Industry awareness and leadership mindset

This collaborative initiative between **IIM Jammu and IILM University, Gurugram** was highly appreciated by both students and faculty, reinforcing IILM's commitment to **industry-integrated education and strong placement outcomes**.