

EDUCATION ROUND UP

Feeling Stuck in Job
Profile, Executive Management
Course will Accelerate your Career



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The story sounds all too familiar. A few years into your corporate career, prospects do not look as bright as they did in the first couple of years. The excitement of starting off, the initial sharp learning curve, and the joy of demonstrating your capabilities are beginning to wane. Moreover, peers and superiors had relatively lower expectation from a fresher; this is now starting to rise, and you are at times paradoxically beginning to feel both boredom and pressure!

This story is increasingly common across domains and industries. As businesses integrate and get disrupted, executives may feel they are ill-equipped to handle this kind of change. Moreover, some roles begin to seem mundane after years of doing the same thing, and a role change or career step up becomes difficult without retooling. But traditionally Indians have also been very sequential in their life journey. Learning is something one completes in its entirety in one's youth BEFORE embarking on building a career. How does one get out of this spiral?

This is where Executive Education, in the form of Management Development Programs or Executive PGDM, can help.

In recent years, in response to industry needs and candidate demand, management schools have come up with formal courses targeted at experienced executives. These programs offer targeted intervention across common domains - finance, leadership, operations, technology, and marketing - besides subsets within these. Executive PGDM programs, on the other hand, provide the same exposure as a full-time two-year PGDM, but through periodic classroom sessions spanning a longer period. The idea is to help executives build on their corporate experience in a classroom setting.

The advantages are obvious. Consider fresher graduates stepping into the classroom and learning management theory, versus an executive with 5+ years of experience who has lived through the issues that are being taught. The ability of the experienced executive to relate to the theory and maximise its utility is very different. The whole teaching experience is also enhanced by the fact that faculty members usually have either year of industry experience or expertise in working with industry as consultants. Current and world-class pedagogy is usually employed for such programs.

The outcome: career acceleration enabled through structured courses that help in continuous retooling. Courses are now offered by reputed and top-ranked B-Schools, which further enhance the credentials of the candidate.

Innovative programs for working executives are available over three decades. The programs cover multiple functional areas of management such as OB, HRM, leadership, information technology, business analytics,

marketing, finance, strategy, international business, operations, communication, and business policy. This includes short-term open programs, customized in-house training for corporates, and online certification courses. Staying up-to-date with the time, short term courses in niche areas such as Big Data Analytics for Business and Management, Digital Marketing, Machine Learning & Deep Learning are a taste of the industry.

As the job market gets both demanding and volatile, executives will prefer courses that allow continuity in employment as well as quality in education delivered. This will help quality institutions to expand their offering into new and emergent areas and fill the demand gap for others.