

# CAREERCONNECT

The link to your future

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# Bringing about a change in Executive Learning landscape

As has been noted many times, mid-career executives face the heat of the industry as they venture out on their path of success. In such circumstances, Executive Education Programs serve as a bridge between the professionals and their career goals, giving them optimum global exposure as well as focused education. **Mohit Jain & Tamhant Jain, Founder Members of Northwest Executive Education**, in an interview with **Tariq Ahmed** talks about how they aim to bring about significant difference in executive learning landscape in India. Excerpts:



**How is Northwest Executive Education associated with International Universities? What sorts of benefit one can expect from Northwest's collaboration with international universities of such repute?**

Northwest is a program partner for select top tier International Universities for specific programs, where it works with the Universities to design, market and deliver the programs in specific geographies such as India / South Asia, Middle East, etc. The programs offered by Northwest are exclusive to the relationship between Northwest and the university partners.

The biggest benefit that Northwest programs bring, is that of providing very high quality learning experience to mid-career executives at their door step in India and the region as the faculty travel from home campus to deliver the program. Also, the program is an affordable mid-career intervention, compared to an Executive MBA from either the same universities or even compared to Executive programs from IIM's or ISB, and provides Alumni status as well as access to global networks of universities which makes it a great investment with a fabulous ROI.

**Being a graduate from Harvard Business School yourself, how important do you think is the need for a global edge in today's cut throat professional scenario?**

The need for global exposure, relevant and

focused learning, a top-tier global school pedigree and access to networks is more pronounced than ever before in a highly competitive professional environment both in India and outside. We have had great benefits of instant recognition and ability to stand out from crowd due to the Harvard brand and it has helped us with securing important conversations, post which it has been our ability to convert them into business. Its almost imperative for high potential and high performing executives to associate with a global education brand to ensure that their growth continues with the right support network in industry. To that extent, not just Harvard, but all of the global top 20 brands enjoy great recognition and prestige in work place in India and outside due to their selection process and emphasis on quality education.

**Though Executive Education programs aren't that common in India, there are still a number of institutes offering programs for working professionals that help them upskill and progress in their careers. Is Northwest promising something different?**

Northwest has collaborations with universities that are recognized within the top 10 ranks in the world for their brands, quality of faculty, curriculum and alumni networks. Our programs are with validated partners who have been recognized for excellence in Management and Engineering education in US over more than 100 years of existence. Most Indian institutions do not have equivalent offerings in terms of curriculum quality, faculty experience, global exposure to the University in US (at main campus), alumni networks, affordability and access to career support services. Most important is that our programs allow participants to benefit from

a brand association with a globally known institution such as UC Berkeley – Haas School of Business, University of Chicago Booth School of Business, Yale SOM, UCLA Anderson School of Management and USC Viterbi School of Engineering, which is unmatched with any local institution.

**Talking about Executive Education Programs exclusively in India, how do you see the graph moving in the near future?**

Most of the global top 10 brands now present in India, including our partners and past participants of our programs are doing well, climbing the corporate ladder and progressing to senior leadership roles, including CXO roles. With a combination of factors such as success of participants, history of participants taking a program, the brand of the school, the alumni networks and their success, we expect to see continued double digit growth of executive education for emerging economies. There has been a significant level of interest in our Executive Education Programs and we see many enquiries that are ineligible currently for our programs due to lack of significant experience, support from organizations or funding requirements.

It is important to also point out that Executive Education becomes even more important in countries like India with a culture of early management education where an MBA graduate is only 22 years old and by 35, needs to be retrained and repositioned for further growth.

The combined output from top 10 institutions in India is less than 2000 graduates a year, leading to a significant gap between demand for quality management intervention for majority of mid-management employees and that is the gap that we are addressing with our offerings in India. 