

IFIM launches LFH, Online ‘Learn From Home’ PGDM Program

LFH, a ‘Learn from Home’ portmanteau from IFIM, gets a further boost with QS I-GAUGE E-Learning Excellence for Academic Digitisation (E-LEAD) certification



Faculty Led, Live Learning Programmes

Bengaluru, Aug 17, 2020 (Issuewire.com) - IFIM Business School, an AACSB accredited B-school, one of the first six in India to receive it, has launched the PGDM LFH, a unique learn from the home program which brings in the similar experience of learning from campus while at home. The program provides opportunities to specialize in new-age areas for new age

roles and grooms ‘T’ shaped professionals aligned to Industry 4.0.

Unique Features:

- **New Age Specializations, namely, Sales & Service, Digital Marketing & Consumer Insights, Communication Design, Banking, Capital Markets, and Digital Business Analytics.**
- **500 hours of face-to-face faculty interaction over weekends**
- **Tutorial support during weekdays**
- **Top-end faculty including international faculty from top global schools**

Mr Sanjay Padode, Secretary, Centre for Developmental Education, said, “I am happy to share that IFIM Business School is QS I-GUAGE E-LEAD certified, which further validates our readiness status for online teaching and learning. High level of digital readiness at IFIM group of institutions ensured that all our programmes have continued as per schedule, which includes classes, examinations, admissions, E-Convocation, and new batch commencement. PGDM LFH is conceptualized around our native Keep Learning platform, which encompasses interface for live, synchronous classes, student information system, digital library, and internal social networking, among others.”

Speaking on the occasion, Dr Atish Chattopadhyay, Director, IFIM Business School, said, “Industry is passing through a challenging phase right now and arming oneself with the skills to suit the post-COVID workplace is one way to future-proof one's career. Despite a desire, many professionals find it difficult to leave their jobs for two years and invest in costly, full-time programmes. PGDM LFH enables them to pursue a contemporary PGDM programme, with equivalent learning outcomes of a full-time program.”

“PGDM LFH features numerous innovations such as stagewise certifications and over 500 hours of live, synchronous classroom experience that prepares today’s professionals for new-age opportunities in new-age industries. PGDM LFH is driven by top-end faculty drawn from India and abroad, who bring in rich, learning experience for practising executives willing to prepare for a leadership role”, said Dr Atish Chattopadhyay.

The programme is open for admissions for the cohort starting in October and the fee for the programme is Four Lakh Rupees (USD 5000 for international applicants). For more details, visit <https://lfh.ifimbschool.com>

About IFIM Business School

Established in 1995, IFIM Business School, Bangalore, is currently amongst the top 6 Business Schools in India to have been awarded the AACSB accreditation. IFIM is also accredited by National Board of Accreditation (NBA), and South Asian Quality Assurance System (SAQS), and is ISO 9001:2015 certified. Various programmes at IFIM includes (1) PGDM (FT): 2 Year residential Post Graduate Diploma in Management (PGDM) with international super-specializations in Martech, Fintech, Big Data Analytics, Digital Transformation & HR (2) SpecX: With experiential specialisations for new age roles: 2 Year PGDM Marketing and 2 Year PGDM Finance (3) PGDM IB: Dual Degree Pathway Program in association with State University of New York (Albany) and Sydney Business School (UOW) (4) PGDM LFH: A unique learn from home program which brings in the experience of learning from campus while at home and (5) BBA at Vijaybhoomi University, Greater Mumbai having pathway options with ESCP Europe, ESC Rennes, UOW Australia and SUNY Albany.

Actively engaged in research and consulting, IFIM hosts several Centres of Excellence such as AIM-

Parasuraman Centre of Service Excellence and Centre for Consulting in Digital Leadership. IFIM has an elite set of international academic partners including leading institutes such as ESCP-London, Darden Business School (University of Virginia) and McCombs Business School (University of Texas at Austin). IFIM Business School has four distinct anchors that support its overall educational philosophy:

- Grooming T shaped professionals with a unique curriculum aligned to the needs of industry 4.0.
- A mix of scholars with PhD and experienced practice-oriented best-in-class faculty.
- Global connect with partnerships with world-renowned business schools offering super-specialisations in new-age courses.
- Industry-connect programmes to groom “Beyond Tomorrow” professionals.

For more information, visit www.ifimbschool.com

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