

## **IMI Kolkata to be a part of “Study In India” Initiative**

In the eight years since its inception, IMI-Kolkata has carved out a name for itself in the academic environment of India. For IMI Kolkata, an international research focus is inextricably linked with effective management training. IMI Kolkata has active collaborations with globally reputed institutes and universities. The partnerships encompass areas of mutual benefit and interest in terms of research and consultancy projects, joint conferences/seminars/workshops/publications, and exchange programme for students and faculty members.

IMI Kolkata has a number of foreign collaborations with ESC Rennes School of Business and IDRAC Business School, France, Emporia State University, Kansas, USA, Xunta De Galicia, Spain, University of Guelph, Canada etc.

Taking this road ahead, IMI Kolkata is all set to be a part of “Study In India” which is an initiative launched by Ministry of Human Resource Development. It was launched by Minister of External Affairs, Ms. Sushma Swaraj, on 25<sup>th</sup> April, 2018. The implementing agency for the initiative is EdCIL (India). In this endeavor IMI Kolkata is striving to offer twenty one new courses for international students, as listed below:

- Data Mining, Business Analytics and Forecasting
- Fundamentals of Digital Marketing Social Media and E- Commerce
- Entrepreneurship
- Corporate Governance and CSR
- Rural Marketing
- Basics of Finance and Accounting
- Supply Chain and Operations Management
- Emerging Areas in Information Technology: ERP, Cloud and Cyber Security
- General Management
- Women Entrepreneurship and Leadership

- Branding and Marketing Communication
- Understanding Public Policy
- Business Communication & Soft Skills
- Foreign Exchange & Risk Management
- Technology in HR & HR analytics
- Using Artificial Intelligence in Business decisions
- Micro Finance
- Fundamentals of Economics: Understanding Economic Policies
- Social Entrepreneurship
- Project Finance and Social cost Benefit Analysis
- Design thinking and Innovation