

IIM-L signs up with Singapore mgmt varsity

SHARING EXPERTISE Institutions to collaborate for research and faculty & student exchange programmes

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LUCKNOW: The Indian Institute of Management, Lucknow (IIM Lucknow) and the Singapore Management University (SMU) entered into a long-term relationship on Monday to mutually support each other in global business education.

Both the institutions would closely collaborate for research, executive education programmes and faculty & student exchange programmes.

An MoU to this effect was signed by provost and deputy president of SMU, Prof Rajendra Srivastava and director, IIM-L, Devi Singh.

SMU and IIM Lucknow would explore avenues to enhance the research mission. Collaborative case studies would be developed which would be then used for teaching purpose.

They would also look into the possibility of jointly designing, developing and delivering executive education programmes in specific areas of interest to both institutions to companies co-located in Singapore and Lucknow/Uttar Pradesh.

A joint workshop by SMU and IIM Lucknow was also organised as a kick-start to this collaboration. The theme of the workshop was 'Innovation and Entrepreneurship'.

Four sessions (Business Model Innovation: Value of Technology and Brand Platforms; Marketing and Business Innovation in Asia; Motivating Smart People



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to. Learn; Innovate and Become Entrepreneurial: Transforming Ideas into Solutions - Recent Case Studies from Singapore Management University) were taken by the members from SMU while another four were taken by the IIM-L faculty from.

This workshop was attended by senior members from the corporate world, educationists and academicians.

Devi Singh said: "As the world gets globally connected, unification of professional education enriches the process of learning and reaches a greater potential. With globalisation come in the opportunities that have been created in various domains of learning. Research cannot be confined to geographies."

IIM Lucknow and SMU keenly look forward to this association to widen the horizon of innovative professional education on the international platform.