



IIMB
on **SWAYAM**

Quality education for all

THE LEARNER'S DREAM

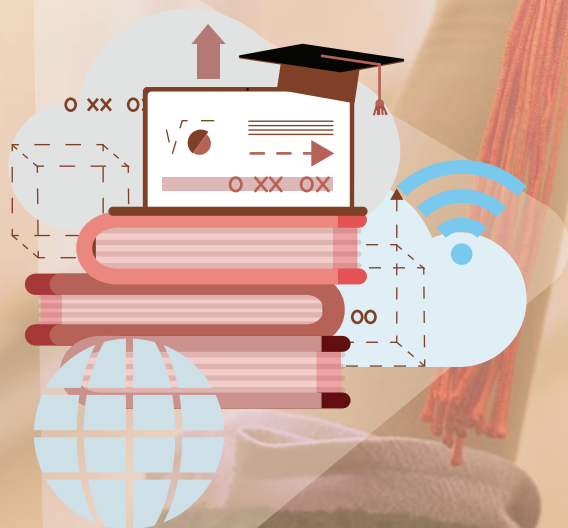
It is every student's dream to obtain the highest academic qualifications, from a premium learning institute. However, due to economical constraints, personal circumstances and tough competition, it is not always possible to achieve this dream.

Being rejected by top ranked institutes, is an experience many students have faced. But now, times have changed. It is never too late to fulfil your academic goals. It is possible to attend classes taught by esteemed faculty members from reputed institutes, thanks to the advent of digital learning. The statement, 'It is never too late to learn' has been proven true.

A recent initiative by Government of India is the 'SWAYAM' initiative, which is now considered India's leading e-learning platform, to help promote the Digital India initiative. Learning from other top-notch institutes, the Indian Institute of Management Bangalore (IIMB) too is offering courses on SWAYAM, since 2017.

Digital learning has managed to break all the barriers that earlier prevented students from learning from world-class faculty and institutes. Platforms like edX, Coursera, Udemy, Future Learn, LinkedIn Learning, Udacity and Skillshare, through partnerships with leading universities and educational institutions, have helped students obtain the necessary skills and education. Most of these were started by organisations or Governments in United States, the United Kingdom, Germany or other developed countries. However, no one is left behind in this revolution.

India too has adopted educational technology. In fact, distance and online learning were started in India many decades ago through the inception of IGNOU and other open universities. There are many measures adopted by the Ministry of Human Resource Development to facilitate technology enhanced learning. National Programme on Technology Enhanced Learning (NPTEL) is one of the major initiatives in India started in 2003, where the focus was to build on the engineering and core science courses.



What is SWAYAM?

SWAYAM is an online learning platform started by MHRD, Government of India. SWAYAM stands for: 'Study Webs of Active-Learning for Young Aspiring Minds'. It is a Massive Open Online Course platform, which provides free courses to all students from Class IX to the postgraduate level. It was launched on 9th July 2017 by the former President of India, Pranab Mukherjee.

The main aim of this learning platform is to ensure that all learners, especially Indian learners, irrespective of their geographical location and economic background, can obtain top-notch education from the best education institutes in India. Currently, there are over 2,000 courses on SWAYAM, with over 1 crore enrolments, and many students have successfully received their certificates on completion of the course.

So, no matter where you are located, you can enrol to study a course offered by IIMB!

BENEFITS OF STUDYING AN IIMB COURSE ON SWAYAM

IIMB offers a wide range of about 30 management courses for learners interested in management subjects. From accounting, to innovation and corporate strategy, all the courses that suit the learners needs are available. These courses are taught by IIMB faculty. The courses range in duration from 5 weeks to 12 weeks depending on the type, complexity, and level of the course.

There are many benefits of studying through an IIMB course on SWAYAM :

Free courses

Yes, all our courses are offered on SWAYAM are completely free to access. Learners who are interested in obtaining a certificate will have to pay an exam fee of ₹1000 and pass the final examination.

Once the results are announced, learners will receive the certificate within two months of the announcement.



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"Swayam is a landmark initiative in providing access to higher education using digital technology. Through Swayam, you can learn any subject from renowned faculty from across the country. The platform allows you to brush up your fundamentals or delve deep into a subject. You can learn and master the subject of your interest at your own pace and convenience."

Vasanthi Srinivasan,
Chairperson, IIMBx

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SWAYAM is a great initiative of the Government of India. Learners can choose from variety of courses available. There are courses from various disciplines and areas. SWAYAM learners get to learn from some of the best teachers in the country. They can learn at their own pace and convenience. In addition, learners will also get a certificate once they meet the passing criteria.

Girsh VG,
SWAYAM Lead at IIMB

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Annual schedule

SWAYAM courses usually are offered during two semesters, between January to May and from July to November. Learners can enrol into any number of courses, but they will be able to take the final exam for a maximum of 'four' courses in one semester, as per the present rule, since exams are conducted only on two days during each semester, with morning and afternoon slots.

Short duration courses

Unlike taking a course on campus, learners do not have to spend months and years studying the subject. As the courses range from five weeks to 12 weeks, most of the courses require a minimum of four to five hours of study per week. Just like a normal university, learners will have to complete the online assessments and write the final exam, to obtain the course completion certificate, which will be issued by IIMB. In case learners have any trouble understanding the course content, they can post the queries in the Discussion Forum.

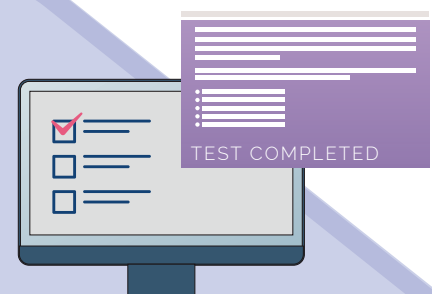


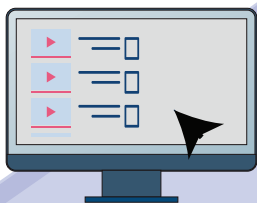
Learner engagement

Faculty at IIMB believe in constant engagement with the students, irrespective of whether they are studying on campus or not. They will answer the learners' subject matter questions, on the Discussion Forum. To make the interaction much easier and direct, many courses have live webinars which helps learners to interact with the faculty and get their doubts clarified. The date and time of the webinar will be predetermined, and the learners will be informed accordingly. In case there is any change in timings, the learners are intimated well in advance.

Weekly assessments

IIMB also values assessment and evaluation of its students. Most IIMB courses have weekly assessments, which have to be submitted before the given deadline. The weekly assessments comprise 25% of the learners' overall grade.





Easy navigation

Learners do not have to be a digitally savvy to study on SWAYAM. The process of submitting assignments, registering for the exams, are all simple and straightforward. In case of any other technical difficulties, the SWAYAM Technical Team is always ready to help.

Let's hear from some of the learners!

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My current engagement as MD of Indicoserve requires an understanding of Finance and Accounting. The course 'Finance Accounting and Analysis' available on Swayam, suited my professional needs. The scenario description and lucid style of presentation by Dr Padmini Srinivasan made the subject easy to understand. The quality content and any time access provided by SWAYAM by computer and mobile platforms made the course completion effortless. Thanks to SWAYAM Team and the academic fraternity associated with SWAYAM for this great initiative.

Vineeth S, IAS Officer,
Managing Director of Indicoserve

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I undertook the subject 'Financial Accounting and Analysis' online course through SWAYAM. I must say that I have attended many online courses on same subject lines, but this is the best one so far. Your lucid explanation of concepts and its application helped me understand and absorb them completely. Through this note, I would like to extend you my sincere thanks for your initiative.

Praveen DP,
Chennai, Ford

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IIMB Courses on SWAYAM:

● Accounting and Finance

- Accounting for Decision making
- Banking and Financial Markets : A Risk Management Perspective
- Financial Accounting and Analysis
- Introduction to Accounting - Part 1: Basics of Financial Statements
- Introduction to Banking and Financial Markets
- Introduction to Corporate Finance
- Introduction to Investments
- Management Accounting for Decision Making

● Business Communication

- Effective Business Communication

● Decision Sciences

- Predictive Analytics
- Statistics for Business

● Economics and Social Sciences

- Introduction to Managerial Economics

● Entrepreneurship

- Entrepreneurship: DO Your Venture

● Information Systems

- Innovation and IT Management
- Innovation and Start-up Policy

● Law and IPR

- Intellectual Property Rights: A Management Perspective



● Marketing

- Brand Management
- Customer Relationship Management
- Introduction to Marketing Essentials
- Introduction to Retail Management
- Quantitative Market Research

● Organisational Behaviour and Human Resource Management

- Creating a Happy and Meaningful Career
- Organizational Design: Creating Competitive Advantage
- Introduction to People Management

● Production and Operations Management

- Operations Management

● Strategy

- Advanced Corporate Strategy
- The Essence of Leadership: Explorations From Literature
- Introduction to Strategic Management
- Managing Innovation
- New Product Development
- Strategic Management
- Strategy and the Sustainable Enterprise



IIM Bangalore

The Indian Institute of Management Bangalore (IIMB) is a leading graduate school of management in Asia. Under the IIM Act of 2017, it is recognised as an 'institute of national importance'. Established in 1973, IIMB today offers a range of postgraduate, doctoral level courses, as well as executive education programmes. With world-class faculty, IIMB has emerged as a leader in the area of management education, research and consulting. IIMB focuses on leadership and entrepreneurial skills that are necessary to succeed in today's dynamic business environment.

IIMB has obtained the European Quality Improvement System (EQUIS) accreditation awarded by the European Foundation for Management Development (EFMD). IIMB has been ranked No.2 in the Indian Rankings 2018 in the Management Education category under the National Institutional Ranking Framework (NIRF) by the MHRD. IIMB has been ranked among the Top – 70 global schools by the Financial Times Education Rankings 2017.

Our logo carries a proclamation in Sanskrit, तेजस्वि नावधीतमस्तु (tejasvi navadhitamastu), which translates as let our study be enlightening. We nurture leaders and entrepreneurs by imparting holistic, innovative education that is transformative. We create impact through thought leadership.



VISION

To be a global, renowned academic institution fostering excellence in management, innovation and entrepreneurship for business, government and society



Contact Details

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