



**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.

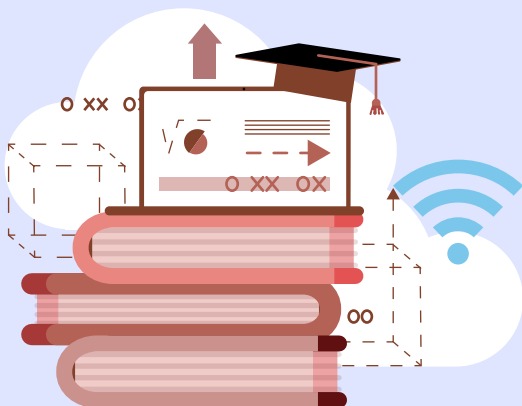
A recent initiative by Government of India is the 'SWAYAM' initiative, which is now considered India's leading e-learning platform, to help promote the Digital India initiative. Learning from other top-notch institutes, the Indian Institute of Management Bangalore (IIMB) too is offering courses on SWAYAM,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



IIMBx, the digital learning initiative of IIMB, started in the year 2014. Our vision is to be a global, renowned academic institution fostering excellence in management, innovation and entrepreneurship for business, government and society

IIMBx, the digital learning initiative of IIMB, is founded on the philosophy that everyone – regardless of their financial, academic, or social backgrounds – should have access to high quality education. Led by IIMB's world class faculty, IIMBx started offering Massive Open Online Courses (MOOCs) in 2014 in partnership with edX – a not for profit online initiative of Harvard and MIT. Today IIMBx courses are available on multiple platforms including SWAYAM, the national learning portal of India, edX and IIMBx (open edX).

IIMBx's vision is to create a positive social impact by leveraging educational technology to create a world-class repository of digital courseware in management for learners across the globe. In the long run, IIMBx aims to be a thought leader and preferred digital hub for management education supporting managers, academics and institutions across Asia and Africa.



## 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 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 :**



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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, an innovative initiative by the Government of India, offers learners access to a diverse range of courses across various disciplines. Designed to provide high-quality education, SWAYAM enables learners to benefit from the expertise of some of the finest educators in the country. With the flexibility to learn at their own pace and convenience, participants not only gain valuable knowledge but can also earn certifications and academic credits upon successfully meeting the passing criteria.

**Shweta Shree**  
Program Manager – SWAYAM

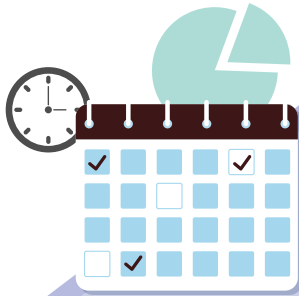
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### Free courses

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 ₹750 and pass the final examination.

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





## 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 8 courses in one semester, as per the present rule, since exams are conducted on 4 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

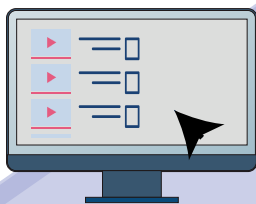


Faculty at IIMB believe in constant engagement with the students, irrespective of whether they are studying on campus or not. They will answer the learners' subject matter questions, on the Discussion Forum. To make the interaction much easier and direct, many courses have live webinars which helps learners 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.





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 : July 2025 semester

### Strategy

- Corporate Strategy: Advanced Concepts and Applications
- Digital Transformation: Theory and Applications
- Gamification as a Business Strategy
- Strategic Management
- Sustainable Development Goals
- Design Your Career

### Entrepreneurship

- Marketing for Entrepreneurship
- New Age Business Models
- Setting up a Business Entity:  
A Guide for Indian Entrepreneurs
- Business Skills: A Global Perspective - I
- Mastering Emotional Intelligence for Professional Growth

## Communication

- Business Communication
- Business Communication Essentials
- Crafting Influence: The Art of Media Management
- Foundations of French
- Health Communication
- Media Management
- Soft Skills for Business
- Verbal Aptitude
- Strategic Communication for Business
- Communicative Harmony: A Guide to Conflict Management
- Essential Leadership Communication
- Strategic Corporate Communication in the Digital Age

## Data Science

- A Basic Course in Machine Learning for All
- Foundation of Data Science
- Generative AI and Large Language Models
- Mastering Deep Learning
- Prescriptive Analytics: Strategies and Applications
- Statistical Analysis using SPSS for Beginners
- Data Analytics and Visualization with MS Power BI
- Business Intelligence with PowerBI: From Data to Strategic Decisions

## Environmental Systems and Societies (ESS)

- Business Ethics and Corporate Governance
- Introduction to Financial Econometrics
- Introduction to Financial Econometrics

## ESG & Sustainability

- From Theory to Practice: Implementing ESG and Sustainability in Business

## Decision Sciences

- ABCs of Supply Chain
- Design Thinking
- Machine Learning with Python for Managers

## Information Systems

- Introduction to C Programming
- Technology for Business Management
- Business Oriented Computer Application

## Finance

- AI in Accounting
- Banking and Financial Markets: A Risk Management Perspective
- Banking and Insurance
- Beginners Blueprint to Cost and Management Accounting
- Behavioural Finance
- Business Negotiations
- Derivatives Mastery: From Theory to Practice in the Indian Market
- Financial Accounting and Analysis
- Fintech: Foundation and Applications
- Introduction to Banking and Financial Markets
- Microfinance and Self-help Groups
- Strategic Financial Management: Managing for Shareholder Value
- Valuation and Creating Sustainable value
- Finance Analytics for Decision Making using Excel
- Entrepreneurial Finance and Accounting Toolbox
- Building Wealth – Personal Financial Strategies for Portfolio Management
- Merges and Acquisition
- Investment
- Banking
- Introduction to Insurance
- Finance Sense: Finance for Non-Finance Executives
- GST
- Excel for Finance - From Basics to Advanced
- Basic Python Programming and its Application in Finance

## Education Management

- Innovation & Design Thinking for Educators

## Project Management

- Introduction to Project Management: Principles & Practices

## Public Policy

- Infrastructure Development, PPPs and Regulation
- Public Health Management

## Commercial Law

- Company Law and Administration

## Organisational Behaviour and Human Resource Management

- Advanced Topics in Organizational Behaviour
- HR Analytics
- HR Analytics Using Excel
- HRM Strategy Execution
- Organizational Design
- People Management for Entrepreneurs
- Performance Management System
- Understanding Organizational Behaviour  
The Leadership Equation: Balancing Vision, Strategy, and People

## Indian Knowledge System

- IKS: Concepts and Applications in Management and Governance
- Indian Knowledge System: Concepts and Applications in Engineering
- Indian Knowledge System: Concepts and Applications in Science
- Indian Knowledge System: Humanities and Social Sciences
- Indian Knowledge System (IKS) and Human Resource Management (HRM): Work, Wisdom and Wellbeing"

## Marketing

- Advanced Product Quality Planning (APQP)
- Advances in Tourism Marketing
- Advertising and Sales
- Affiliate Marketing
- B2B Marketing
- Business Environment
- Consumer Behavior and Insights
- Customer Centricity
- Customer Relationship Management
- Data-Driven Marketing Decision Making
- Digital Marketing
- E-Commerce
- Essentials of International Marketing
- Foundations of Marketing Essentials
- Sales Distribution and Supply Chain Management

## Research Methodology

- Quantitative and Mixed Methods Research for Management
- Research Methods

## Economics

- Economic Sutra: Modern Economic Policies and Ancient India
- Fundamentals of Monetary Economics
- Macroeconomics
- Managerial Economics: Concepts and Applications
- Microeconomics for Beginners
- Fundamentals of Economics

## Data warehouse & Data Mining

- Introduction to Data Warehousing and Data Mining

## Journalism

- Journalism in the Digital Era Data Driven Journalism

## Multidisciplinary

- Emotional Intelligence and Effective Change Management
- Essential Values and Ethics
- Campus Recruitment Training

- Integrated Retail Marketing Communication
- International marketing
- Marketing Management
- Marketing of Technology Products and Services
- Marketing to Bottom of Pyramid
- Personal Branding
- Services Marketing: Concepts & Applications
- Luxury Branding
- Advertising and Public Relations
- Rural Marketing Dynamics
- Retail Management in the Digital Era
- International Marketing Dynamics
- AI in Digital and Social media Marketing
- Consumer Behaviour in Digital World
- Consumer Buyer behaviour

Scan the QR code to know more -  
<https://swayam.gov.in/IIMB>



# 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

### SWAYAM Team

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