

## **Pearson and NUS Business School Launch Executive Education Business Program**

### **Source: BusinessWorld Education**

Partnering for the first time, Indian arm of Pearson and the National University of Singapore (NUS) Business School launched the Emerging Leaders Management Acceleration Program (ELMAP), a blended executive program for young business professionals in India.

Commencing on 14 October 2017, the program aims to bring together business skills and superior content from NUS to offer in-depth understanding of various functional areas of management and leadership.

"People who want to study in India but are seeking that global skill set and knowledge but at an Indian price point; that's the segment of working professionals we are aiming at. There is a huge unfulfilled need, and we plan to fill it," said Varun Dhamija, Director, Pearson Professional Programs in an exclusive chat with BW Education.

Working professionals with 2 to 10 years of work experience, keen to work in cross-functional teams or coordinate with multiple business functions, would benefit most from the six-month part-time weekend course.

"With this specially customized program curated for India, we aim to develop the tools needed for emerging leaders to diagnose and solve business problems, effectively lead individuals, groups, and organizations, and ultimately rise to the next level in their enterprises," Varun added.

The program will equip participants with the fundamental concepts of leadership, business strategy, marketing and sales management, big data, service operations, supply chain management, business innovation and finance analytics.

Dr. Vishal Narayan, Program Director, NUS Business School said, "In an increasingly competitive business landscape, skilled professionals progressing into leadership roles often require a range of a different skill sets. These professionals need to be able to offer broad cross-functional perspectives and adopt a holistic approach to problem solving."

The business school has students from across the globe and while they provide global knowledge and skill set, their context and practical specialization is focused in Asia. Highlighting the expansion to Indian soil with an affordable fee, Vishal stated, "Our presence is strong in Asia but not really in India other than the export market (Indian students in their university). The price point is very important for us. The program is much lower than the lowest price that we have and it is a conscious strategic plan."

The direct-to-desktop 'live-online' classroom sessions with NUS Business School faculty members can be consumed by students from anywhere.

