

Making networks vital

THE University of Greenwich has announced the launch of the "Centre for Indian Business" — its first centre in India — that aims at working closely with institutions, industry and communities to forge a strong and mutually beneficial knowledge bank with Indian businesses and educational circles to afford inroads into the UK and Europe. The Centre guarantees expertise in generating and applying practical knowledge as well as new and innovative techniques to business needs.

Baroness Blackstone, vice-chancellor of the university, announced as much in Delhi. Among the dignitaries present were TKA Nair, principal secretary to the Prime Minister, government of India, and Mukul Kasliwal, chairman, MW Corporation Ltd and chairman of the Advisory Board for the Centre for Indian Business. The Centre intends to generate research and knowledge relevant to industry and enterprise in India and the UK. It will act as a hub for networking, discussions and access a wealth of information.

Blackstone said, "I am delighted to be announcing the launch of the Centre for Indian Business which will serve the communities in India and the UK through education and knowledge generation and inclusive practices."

Expressing his satisfaction at being associated with the centre, Kasliwal said, "The Centre is developing a range of partnerships with a

The University of Greenwich has announced professional courses to serve the communities in India and the UK through education and knowledge generation and inclusive practices.

Kamalika Bhattacharya elaborates

selection of Indian management schools that will provide opportunities to many students to study

Greenwich University programmes and some short courses in India. The interchange of

prospective MBA graduates and academic specialists through this programme will make a valuable contribution to the growth of Indo-European business. Given the change in the international climate, the Centre makes immense sense in today's scenario, as there is a lot of knowledge and experience that Indian companies can share with the world."

According to Tim Gore, director, Centre for Indian Business, University of Greenwich, "Knowledge is a crucial and scarce resource for operating businesses in a time of great economic uncertainty". A sustainable competitive advantage is increasingly based on the ability to

learn and apply knowledge rapidly. Knowledge also works through social channels and, thus, relationships and networks become



Statesman

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vital. The Centre for Indian Business brings together education and business in a unique way. Building on the University of Greenwich's long and productive partnership with India, it connects relevant practices in the UK with India through a commitment to partnership, learning and knowledge. He said, "Our partners, colleagues and friends are based in the major centres of learning and industry in India and the UK and include a great



Baroness Blackstone

range of experts and expert practitioners on India and its business relations with the world."

The Centre has expertise in management training in various areas such as finance, leadership, human resources and marketing and also conducts research into Indian business and can advise Indian and UK businesses on building their practices outside domestic territories.

The Centre already offers an MBA International Business in India taught at its campus in Greenwich, London, including modules in the regulatory environment in India, financial services in this country, international trade and institutions, customised production processes and e-logistics and an international supply chain management

in India. It also offers short executive programmes for companies that want to develop in-house capacity and expertise.

This course equips professionals to work effectively in a globalised business context with a particular understanding of Indian business and is suitable for Indians and non-Indians interested in this country's interest. The fee is £10,750, but Indian students are eligible for a nationality scholarship of £1,000. The eligibility criteria for enrolment offered by the University of Greenwich involves the necessity for a first class first degree and English proficiency equivalent to 6.5 on the scale of the International English Language Testing System test. This is a two-year programme and aspirants can join without work experience but they will need to acquire a year's certified work experience after completion of the taught courses.

For details, contact www.gre.ac.uk.

