

IIM Bangalore: Building Values

Uses of flexibility in the digital age

IT IS A privilege to write about the Indian Institute of Management Bangalore (IIMB), an institution whose impressive achievements and global influence in management education continues to inspire and raise the bar of excellence. Our vision is to become a globally renowned academic leader that champions excellence in management, innovation, and entrepreneurship across business, government, and society. To make this vision a reality, we have launched a range of strategic initiatives, partnerships, and programmes. Through this write-up, I hope to highlight how these efforts are creating a strong foundation for impactful learning, research, and leadership development—positioning IIMB as a transformative force in education and a driver of positive societal change.

We are passionate about continually raising the bar in our degree programmes to deliver an education that meets the highest standards of academic excellence. Our dynamic curriculum reflects current trends and industry demands, featuring specialised courses designed to equip students with the skills to lead in a rapidly changing world.

Our ongoing and recent course offerings include a focus on digital transformation and business innovation, which delves into digital ecosystems and platform-based business models; data analytics, with applications in artificial intelligence and machine learning across functions like marketing, finance, and supply chains; sustainability and social impact, exploring strategies for meaningful social and environmental impact; and design thinking for innovation, a creative problem-solving approach for designing user-centred products, services, and processes.

To make our courses even more impactful—alongside organisational visits, field trips, and other such practices—we invite industry leaders and faculty from top global institutions to collaborate with us, adding unique perspectives and expertise. These partnerships enrich our curriculum and enhance the learning experience, preparing our students to drive innovation and sustainability in modern business.

Our recent rankings reflect our commitment to excellence: we are ranked #1 in Central Asia by EduUniversal 2023, we hold top spots in India across our multiple degree granting programmes, and we are consistently placed in the top 50 global schools. Highlights include our MBA and EMBA programmes, ranked #1 in India and within the top 50 globally by the QS World University Rankings 2025, being recognised as a ‘pioneering school’ in the Positive Impact Rating, and being the only Indian business school in the prestigious Global Network for Advanced Management. These accomplishments underscore our commitment to excellence in management education and the institute’s influential role on the global stage.

To reach individuals from underrepresented communities and equip them for doctoral studies in management and related fields, our year-long full-time Pre-Doctoral Programme provides foundational training in research methods, data analysis, and academic writing, along with hands-on experience through faculty-mentored research projects. Participants receive a monthly stipend and access to academic resources, with the aim of equipping them to succeed in competitive PhD programmes and fostering diversity in academia.

More recently, in September 2024, we launched the Bachelor of Business Administration in Digital Business and Entrepreneurship to develop tomorrow's digital business leaders. This dynamic three-year online programme seamlessly integrates digital technology, business management, and entrepreneurship to empower students for the future of digital industries. Our curriculum dives into digital strategies and entrepreneurial practices, offering live sessions, expert mentorship, and hands-on projects for real-world experience. With a focus on the latest digital technologies and business growth strategies, we hope to impart the skills to identify new opportunities and drive success in today's fast-paced digital landscape.

WE CONTINUE TO be dedicated to creating a profound social impact through technology-enabled education. As the only management school in India offering MOOCs on edX, we provide 84 unique courses, two MicroMasters, and three Professional Certificate Programmes. Our courses have attracted over 37.6 million learners from 220 countries. Ranked #3 globally by MOOC Lab in 2020 for business schools offering MOOCs, we are also the national coordinator for management education on SWAYAM, India's official online learning platform.

Of course, for our institution to grow sustainably, we are mindful of the challenges ahead. Our focus needs to be consistently maintained on practical steps that help us adapt and evolve. Here are a few things that come to my mind. First, we should continue to actively foster an entrepreneurial mindset—not just in encouraging startups but also in promoting intrapreneurship within, so that we are better prepared for the rapid changes in our field. We also have a continued responsibility to act ethically and with social awareness, making choices that benefit both our community and society. Embracing online learning and hybrid models, by leveraging our online learning resources, must enable us to reach more people and cater to a wider range of learning needs. Finally, we must remain committed to keeping our curriculum current. This means balancing essential concepts with real-world applications to ensure our students are well-prepared.

However, these challenges are not obstacles. They are opportunities to enhance our impact and relevance in the years to come. Addressing each will help us in opening up new avenues for success. Encouraging an entrepreneurial mindset, for example, equips our students and faculty with the skills to innovate, whether they are starting new ventures or finding creative solutions within established organisations. Prioritising ethics and social responsibility allow us to position ourselves as a leader in values-driven education. It is an opportunity to build a

culture of integrity and empathy, drawing students and partners who are committed to making a difference. Similarly, by investing in online learning and hybrid models, we expand our reach and make education accessible to a broader audience, including non-traditional students and professionals looking to upskill. This flexibility proffers us a distinguishing strength in an increasingly digital landscape. And finally, keeping our curriculum up-to-date and balancing theory with real-world application positions us as an institution that truly prepares students for the demands of today's workplace. I am truly excited to see how IIMB continues to shape the future of transformative education with its innovative initiatives.

About The Author



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