

The Short-Term Executive Programmes

A Report by: v3solutions.in

Why executive education and programmes? The answer to the question is three dimensional (i) There are practitioners who strive for the knowledge. The hunger to learn more and keep themselves updated with the knowledge drives few to take the short-term executive programmes. (ii) The knowledge acquired by the individuals become outdated and the firms or individuals look forward to upgrade themselves in order to compete with cutting edge contemporary businesses and (iii) the programme in a specific area becomes the need to start the career. It is always a tough choice for offerors to identify the areas in which the executive programmes are most sought after by the aspirants and the prime considerations while selecting an executive programme. These fundamental questions are captured through primary research. The first question is which kind of programme you are willing to take most if there is an opportunity for short-term programme. Figure – 1 explains it all.

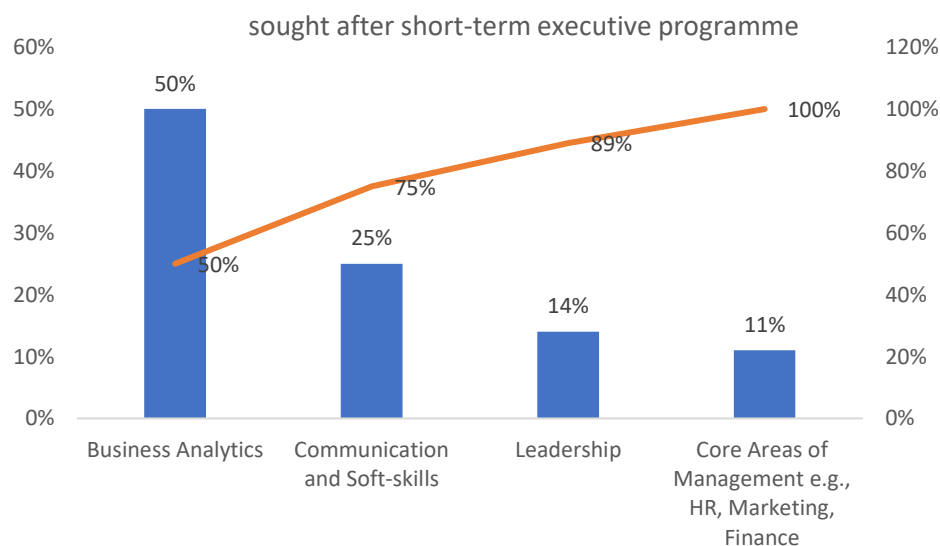


Figure – 1

It is evident that the people are not looking forward to take classical programmes through executive education. The people are more prompt in taking business analytics programmes. Tons of data is produced every second and using this data wisely can result in efficient decision making that will produce an effective outcome. This argument will trigger the need

of analysts who can read the data like fundamental language and provide firms alternatives for right decision making. Further, the boundaries of the world are fading away and businesses are becoming more global in the dotcom era. The professional needs to communicate more than often to keep the business going and growing and hence the second most preferred choice is programmes related to communication. The competition invokes the individual’s sense of ambition and people seek for their growth in the organization or in the business. The leadership thus is third sought after course amongst the takers. Collectively

business analytics, communication & Soft-skills along with Leadership contribute to 89% of the choices.

It is very important to understand, which factors an aspirant considers while selection an executive program. Figure – 2 provides the considerations of the people.

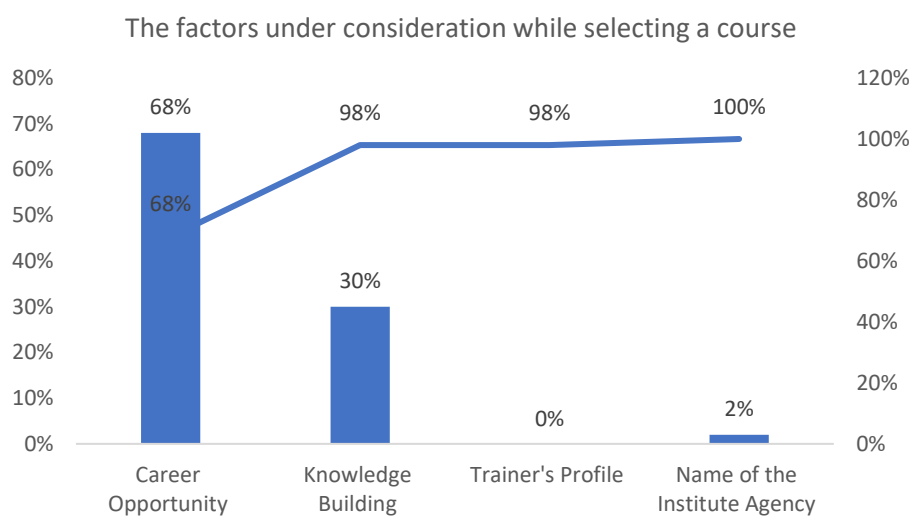


Figure – 2

It is found that 68% people look forward to the value addition in their career opportunity. The second considered component is knowledge building and 30% of the respondents have this as their primary consideration. Surprisingly, the people are none of the respondents show interest in trainer’s profile and very less respondents considered the name of the institute or agency. This may be the changing thought process of the aspirants.

Scope and limitation *Limitation of the study is a moderate sample size.*
