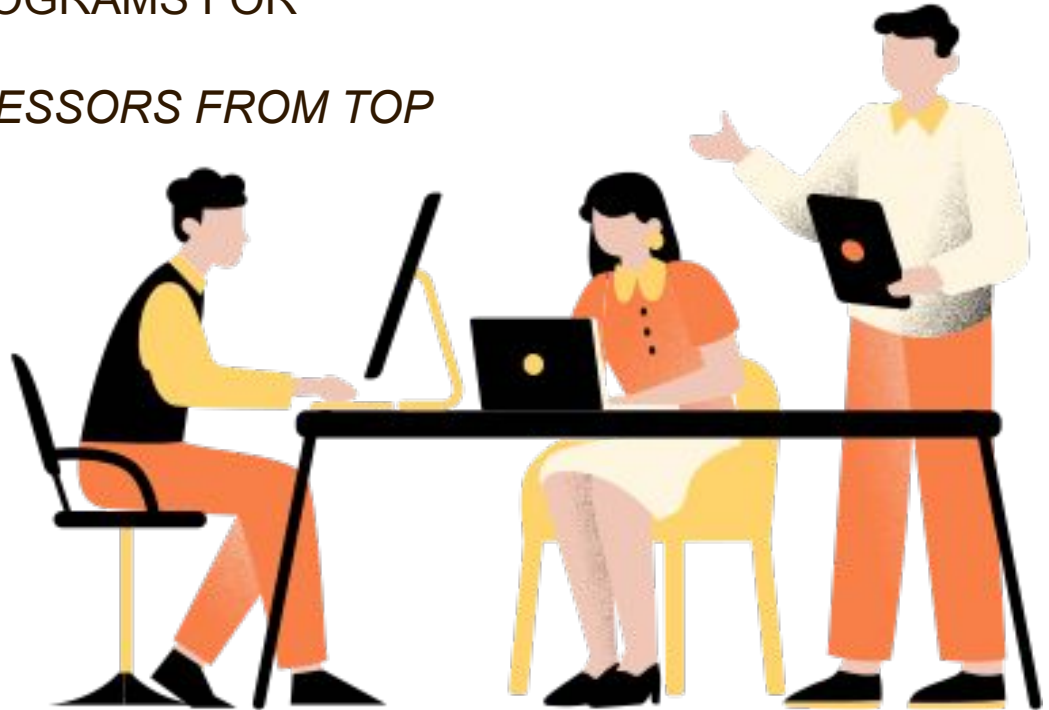


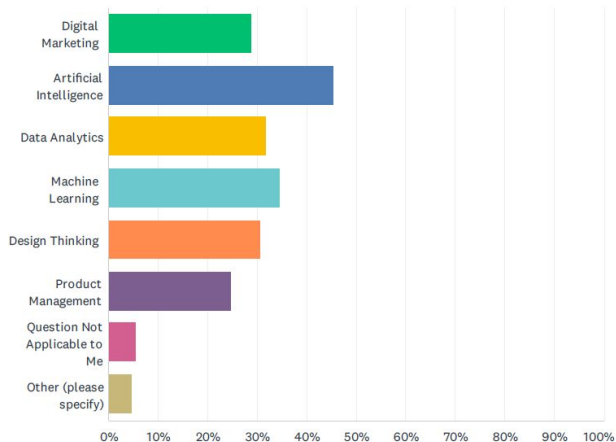
EMPLOYER ACADEMY x [InsidellM.com](https://insidellm.com)

CO-CREATED UPSKILLING PROGRAMS FOR
B-SCHOOL STUDENTS
*(IN PARTNERSHIP WITH PROFESSORS FROM TOP
B-SCHOOLS)*



Q30 Which of the following is not a part of your curriculum over 2 years, but you want to get upskilled in it?

Answered: 1,039 Skipped: 852



CONTEXT

- InsidellM.com's Annual Brand Perception Survey reveals that current MBA students (1st and 2nd years) have a strong demand for upskilling in key areas such as Artificial Intelligence, Data Analytics, Design Thinking, Digital Marketing. etc.
- This gap exists because these skills are not comprehensively covered in campus curricula, despite being highly sought after by recruiters.
- **This is an opportunity for recruiters to solve a student's most pressing needs and in the process carve a niche for their employer brand.**

CONCEPT OVERVIEW

- We collaborate with your team to develop a series of educational modules and short certification courses designed specifically for b-school students.
- These courses focus on Artificial Intelligence, Data Analytics, Digital Marketing, etc with a strong emphasis on their application in relevant industry contexts through real-world case studies and examples from the partnering company.
- We'll collaborate with top business school professors who will serve as instructors and co-create the curriculum. These faculty members will be recruited through our professional network.



FORMAT

Recorded and Live Industry-Expert
Led Masterclasses

TARGET AUDIENCE

MBA Students Across Top 25
B-School Campuses

PLATFORM

Delivered through InsidellM's
Learning Management System

FREQUENCY

Weekly Live Sessions

WHY WILL B-SCHOOL STUDENTS ENGAGE IN THE PROGRAM?

INDUSTRY-RELEVANT LEARNING

Learn contemporary, in-demand skills from high profile industry experts. This learning goes beyond lectures and textbooks.

BRIDGING CURRICULUM GAPS

The courses will be specifically tailored to fill learning gaps that exist in the curriculum

ZERO COST

Extremely high-quality learning without any investment

APPLICATION-ORIENTED LEARNING

Students will gain practical experience by working on real-life projects and case studies from industry partners. This enhances their industry readiness and serves as a valuable addition to their CVs.



OPPORTUNITIES FOR TOP PERFORMERS



INTERNSHIP FAST-TRACK

Top performers will receive priority consideration for internship opportunities



LIVE PROJECTS

Opportunities to work on live projects with guidance from internal teams



EARLY RECRUITMENT ACCESS

Guaranteed interviews ahead of campus recruitment season



EXCLUSIVE MENTORSHIP

One-on-one sessions with senior leaders from your organization



OUTCOMES FOR YOUR ORGANISATION



EARLY EMPLOYER BRANDING

Build deeper meaningful relationships with the potential talent even before the academic year begins in full swing

THOUGHT- LEADERSHIP

Showcasing partner's expertise in cutting-edge business areas

BUILD A TALENT PIPELINE

Case studies and projects throughout the course will help partners do preliminary evaluation, helping identify high-potential candidates

DIRECT ENGAGEMENT WITH RELEVANT TALENT

Opportunity to mentor and evaluate students in an intimate, practical setting

DEEPER ENGAGEMENT (BEYOND JUST A COMPETITION)

Exposes the students to the inner workings of the partner organization

Why InsideIM.com

**Access to over 100k
registered MBA aspirants**

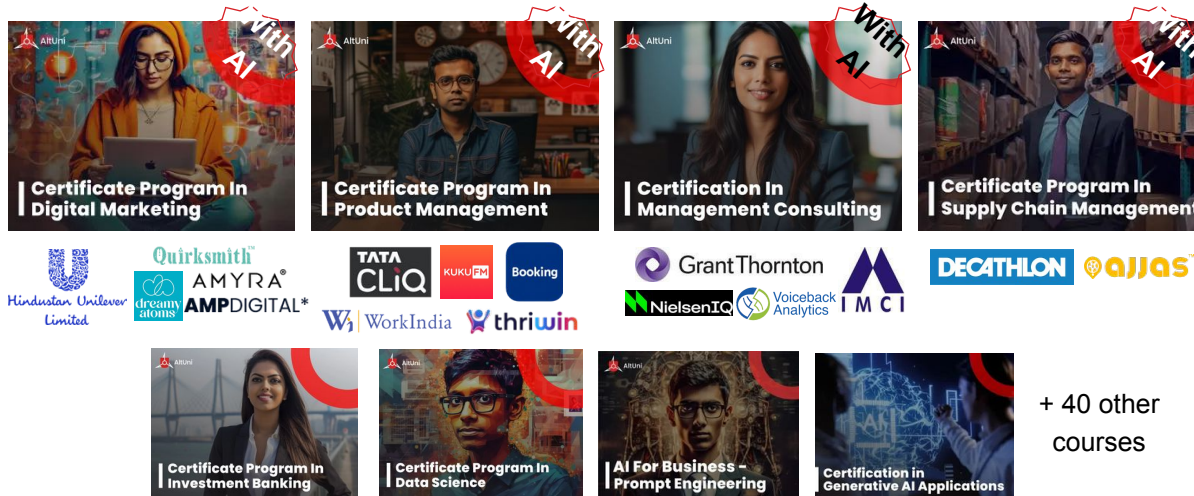
We are the only platform to
provide early access to potential
MBA talent/MBA final admits.

Experience In Building Certificate Courses across domains - Digital Marketing/Supply Chain/Consulting etc (Trained 15,000+ candidates)

We have a consumer edtech business. Altuni.in where we developed courses in the above
mentioned areas. Here are [links](#) to the courses.

Successful streak in building co-branded programs with employer brands

We have built programs with HUL, Decathlon, Grant Thornton, Aditya Birla Capital and many
more. [Our star program is Certificate Program In Digital Marketing with Unilever.](#) We have run
15 batches of the program with Unilever.



Case Study: Digital Marketing Program Co-Created With Hindustan Unilever



Aditya Kashyap, GM
Home & Hygiene - Unilever

- **Co-created curriculum** - Analysing talent needs of HUL and co-creating a targeted learning program
- **Live Project:** Participants worked on actual challenges faced by HUL brands
- **Industry-Ready Talent Pipeline** - Over 300+ candidates identified

Learning Journey

Co-Creating Curriculum



SEO



Content
Marketing



Performance
Marketing



Growth
Marketing



Artificial
Intelligence



Industry experts to deliver content and train students



INSTRUCTORS FROM FORTUNE 500 COMPANIES



Amitabh Verma
Founder & CEO at AMP Digital
Former Head of Global SMB
Services - Google



Anurag Singh Rathour
Senior Manager (Digital
Marketing) - Mahindra ex-Social
Wavelength, ex-TWGN



Maanav Mohan
Director at Comovision, Ex-Co-
Founder at The Blue Digit & The
Blue Beans, ex-Zomato, ex-BCG,
IIM-K Alum



Maanas Mohan
Media Marketing @ CEAT | Ex-
Medulance, Digiaccel Learning |
MICA | INSEAD



Pragya Batra
Co-Founder- Quirksmith Lifestyle,
ex-Bain & Co., ex-inMobi, INSEAD
Alum

4.52
Program
Rating

4.64
Instructor
Rating

100+
Hrs of
Content

10+
Industry
Projects

Content Delivery &

Hands-on exposure to real-life problem statements from brands across industries



Industry Readiness

1-2 Months of mentorship from BMs and company POCs

Case Study - Digital Marketing Program with



Outreach



46K+ Interests

<1% Criteria based Enrollment Rate

463 learners enrolled | 15 Batches



MULTI-DOMAIN EXPERTISE

- We've successfully designed and delivered programs across diverse domains including **Data Analytics, Product Management, Management Consulting, Investment Banking, Supply Chain Management, and Data Science.**
- All programs are co-created with **industry experts** and **academic partners**, ensuring practical relevance and theoretical rigor



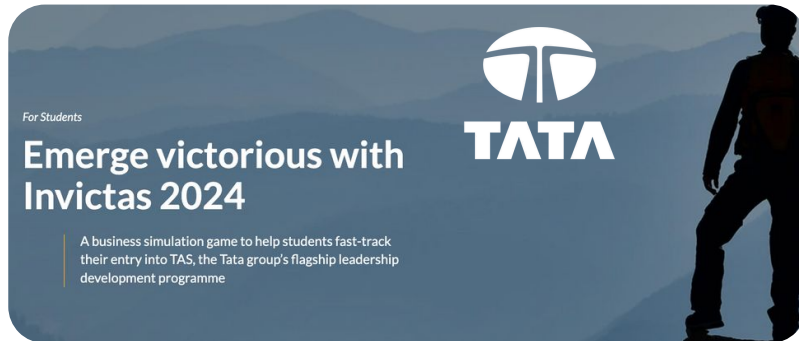
KEY CURRICULUM COMPONENTS

- **Supply Chain Introduction & Strategy:** Alignment of SCM strategies with organizational goals through case studies
- **Supply Chain Network & Design:** Network optimization for cost and efficiency
- **Supply Chain Planning & Execution:** Forecasting, inventory planning etc using simulation tools
- **Purchasing & Procurement:** Key drivers for sourcing decisions and technology integration in procurement
- **Warehousing & Transportation:** Warehouse management systems, warehouse optimization, and transportation logistics
- **Technology in Supply Chain:** Current and emerging technologies transforming supply chain operations
- **Applied Learning:** Harvard Business School case studies, simulation tools, and capstone projects

Performance Evaluation & Talent Pipeline Assessment

(Custom Simulations, Case Studies & Live Projects)

- We can also evaluate these students through custom simulations, live projects, and case studies. This approach helps you identify high-potential candidates early on and build a talent pipeline before the hiring season.
- Students can work on custom simulations based on your real business challenges and problem statements. We've delivered 30+ projects for partners including **Grant Thornton, HUL, Decathlon, and KukuFM.**



Case Study: **TAS Marathon Event Simulation**

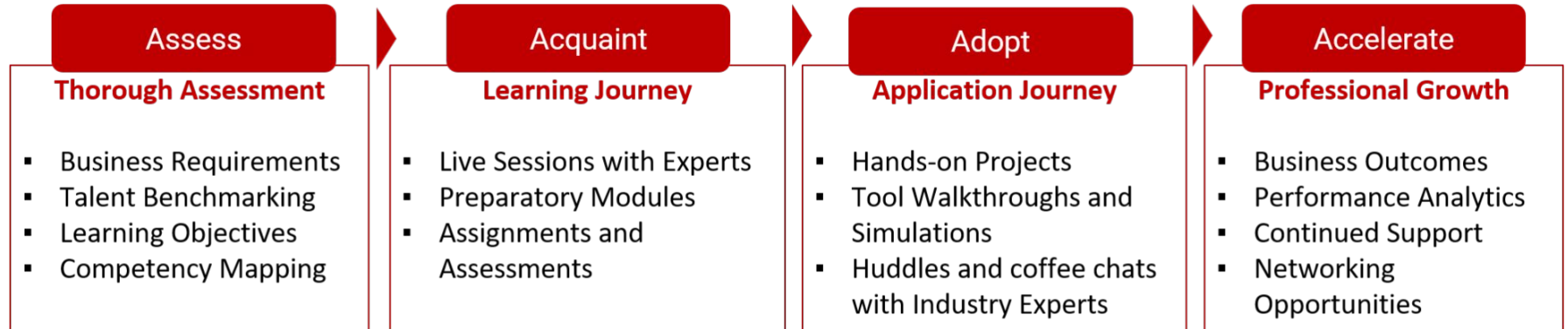
Developed for pre-campus B-school engagement, this customized simulation challenged participants to:

- Plan and execute a marathon event
- Manage budgets and sponsorships
- Make data-driven decisions across multiple phases
- Handle real-time crises during the event

Outcomes: Created a pipeline of final admits from target campuses for TATA Administrative Services (TAS), with pre-evaluated candidates

How We Do It

We offer personalized training services, from onboarding campus hires to providing interventions for CXOs



About Us

India's Most Trusted Career OS

From Aspiration to Outcomes

5M+
Annual Users

600k+
Social Media Followers

25,000+
Career Stories

200+
Employer Partners

100+
University Partners

15+
Years of Trust

2000+
AI-ready Workforce

100+
Business Schools Covered



Ankit Doshi
CEO
IIM Indore
Ex- Bank of America



Anshuman Ghosh
CTO
IIT Delhi
Ex - Oracle



Vignesh Sreenivasan
VP - Programs
IIM Kozhikode
Ex- Samsung



Hiral Sanghvi
CRO
NM
Ex - Directi



hiral.sanghavi@insideiim.com



+91 9769476005

