

INTERVIEW

Flying high

K. C. Deepika



Dean of Toulouse Business School Francois Bonvalet (right) says TBS's strong links with aerospace establishments is one of the assets of the GMAE programme which it is offering in partnership with IIMB. S. Raghunath, Professor- Corporate Strategy & Policy, and Devanath Tirupati, Chairperson of Executive Education Programmes, IIMB, are also seen.

IIMB ties up with French B-school to offer a programme for aerospace and aviation executives

The Indian Institute of Management-Bangalore, along with Toulouse Business School, France, recently launched a General Management Programme for aerospace and aviation executives, which is supposed to be a first in India.

In an interview with *The Hindu EducationPlus*, François Bonvalet, Directeur / Dean, Toulouse Business School, shared details about the programme.

Question: The General Management Programme for Aerospace and Aviation Executives is supposed to be a first in India. Why was it brought to India and why was IIMB chosen to deliver it?

Answer: “It is the first in India! This programme is a professional one, which means that it makes sense when the industry needs it. This is the case regarding the main figures around aviation and aerospace sector in this country. Moreover, in Bengaluru, Airbus has a strong activity and required this kind of leaders and managers, specially educated and trained, to help the sector develop. IIMB was the right institution due to its very high academic level, in the right place at the right time.

Who is the target audience for the course? What will they gain out of it?

“The criteria are very clear: a bachelor’s degree at least with a minimum of five years’ professional experience. We select, of course, people with high potential and a strong interest for aerospace and / or aviation sector. Those who dream when they see a plane taking off, to allow more people travelling, thanks to this extraordinary media. The gain is obvious.

This sector will required a lot of leaders and managers very well trained and prepared to face its growth. Do you know that only 20 per cent of the world population travel by plane today? So, the development is huge for this sector.”

To this, S. Raghunath, Professor Corporate Strategy and Policy, IIMB and one of the Programme Directors of the Aerospace and Aviation Management Programme, added: “The objective of this programme is to groom aerospace and aviation industry professionals for leadership roles in the sector, that requires

a fine balance of technical skills and managerial acumen. The programme, therefore, targets mid-career professionals from the aerospace industry. Apart from the classroom learning, it also helps the participants to learn from their peers and develop life-long professional networks.”

Are courses similar to this offered in other countries, including France?

“Absolutely, this is part of the added value base to the TBS experience. Some particularities will be taken into account about the Indian market, thanks to the IIMB.”

Any plans of extending this course to other centres/institutes in India?

“In India no, in other areas yes. TBS has decided to make this Aerospace MBA the worldwide reference as the better MBA in this sector. That will give this programme in India added value. Next targets will be for the forthcoming years, among North America, South America, Eastern countries and the Middle East.”

Keywords: [IIMB](#), [Indian Institute of Management-Bangalore](#), [French Business school](#)

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