

## **Joint Venture between Northwestern University School of Continuing Studies, Chicago, USA with the Bridge School of Management, India.**

New Delhi, 10<sup>th</sup> April 2014

Chicago, USA - Northwestern University School of Continuing Studies has entered into a joint venture with the Bridge School of Management, a part of India's leading media company that brings Hindustan Times and Mint newspapers to more than 5 million readers everyday, to deliver innovative blended online and in-person professional certificate programs in India, with the first program to be launched early this summer in Predictive Business Analytics.

At a time the Indian education marketplace is in great need of high-quality professional education programs, the Northwestern and Bridge School initiative will combine online content developed and taught by Northwestern faculty with weekly in-person sessions led by local specialist faculty at the Bridge School's new state-of-the-art learning centers in Delhi.

The Agreement memorializing the venture was signed on March 20, 2014, in Evanston, Illinois, by Northwestern University Provost Daniel Linzer and HT Media CEO and Bridge School Director Rajiv Verma.

"We are proud to join the Bridge School of Management in offering exceptional professional education in India via a cutting-edge delivery model," said Northwestern University Provost Daniel Linzer. "The Bridge School has demonstrated a deep understanding of the needs of industry and employees and is creating highly effective links between industry and academia."

Talking about this collaboration, Rajiv Verma said, "We at Bridge School are elated about this new collaboration with the world's foremost university. The need of the hour is for Indian management schools to adopt the best practices of world-class management institutions and this collaboration bears testimony to our efforts in this direction. We hope that this joint venture between Northwestern University and the Bridge School of Management will help in building strong human capital in India."

The Predictive Business Analytics certificate, modeled after Northwestern School of Continuing Studies' successful online Masters in Predictive Analytics, will be a one-year program for Indian professionals seeking to hone their skills in the field of big data. Analytics professionals are in tremendously high demand – they are helping lead companies to make better business decisions, improve operations, and increase profitability. This certificate will give students in India a comprehensive and practical understanding of how to harness data and analytics. Students will learn to bring highly-valued data modeling and analysis into a business context.

The Bridge School of Management opened its doors late last year as part of a larger strategy to equip working professionals in India with key business skills and practical knowledge. The Bridge School has a deep understanding of the needs of industry and employees, creating highly effective links between industry and academia.

The joint initiative, championed by Dean Thomas F. Gibbons, Dean of Northwestern University School of Continuing Studies, and Rajesh Puri, CEO of the Bridge School will soon launch other hybrid professional certificate programs to meet the needs of industry in India, starting with Delhi NCR.



(L-R **Daniel I. Linzer**, Provost, Northwestern University, **Rajiv Verma**, CEO, HT Media Ltd. and Director, Bridge School of Management, **Rajesh Puri**, CEO, Bridge School of Management, **Thomas F. Gibbons**, Dean, Northwestern University School of Continuing Studies)

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#### **ABOUT NORTHWESTERN UNIVERSITY**

Northwestern University combines innovative teaching and pioneering research in a highly collaborative environment that transcends traditional academic boundaries. It provides students and faculty exceptional opportunities for intellectual, personal and professional growth in a setting enhanced by the richness of Chicago. Applied in practice, discovery at Northwestern translates into ideas, products, and organizations that make the world a better place for all.

**ABOUT NORTHWESTERN UNIVERSITY SCHOOL OF CONTINUING STUDIES**

Northwestern University School of Continuing Studies (SCS) extends the resources of Northwestern University to adult learners.

**ABOUT BRIDGE SCHOOL OF MANAGEMENT**

BRIDGE School of Management, promoted by India Education Services Pvt. Ltd., has been conceived to address the 'employability' gap to help India's rapidly growing Service and Manufacturing Industry educate and empower employees for a 21st century global workplace. Leveraging the best-in-class knowledge, experience, expertise and technology, BRIDGE will aim to provide an innovative learning environment and industry focused management programs for working adults to boost their career.