



Manav Rachna Educational Institutions

MREI BRIDGING THE GAP BETWEEN 'DESIRED' AND 'PRODUCED'

Continuous learning is not a choice in today's business environment but a necessity. It is a challenge for management education to keep pace with the ongoing dynamics, which has necessitated a total metamorphosis.

Manav Rachna Educational Institutions (MREI) offer industry-ready Master of Business Administration (MBA) and Bachelor of Business Administration (BBA) programmes with niche specializations. The institute is ranked among the Top Management Institutions of the country in the prestigious 'India Rankings 2018' by HRD, Ministry of Human Resource Development, Govt. of India.

With contemporary pedagogy, exposure to real life projects, industrial visits, guest lectures, top rankings, and internships, the MBA and BBA programmes at Manav Rachna are highly sought after.

Programmes & Specializations
At the Faculty of Management Studies (FMS), Manav Rachna International Institute of Research and Studies (Deemed-to-be-University and NAAC

'A' Grade accredited); Management education is customized to suit today's market dynamics. The **B-School** offers **MBA (2-Year)** with **Dual Specialization** in the fields of:

- Finance (in collaboration with KPMG)
- Event & Media
- Marketing
- Human Resource
- International Business
- Information System
- Business Analytics
- Digital Marketing and
- Entrepreneurship.

40 Hours Business Process Course of SAP has been embedded as a part of curriculum for this programme to make our students recruitment ready for job opportunities in varied industries and other enterprises. MBA students who opt for Finance as one of the specializations get academic delivery of about 400 hours by experts from KPMG.

That apart, **MBA with Healthcare Management** (in collaboration with Fortis Hospital); **MBA in Human**



Resource Management and PhD in Management are also widely sought-after. The Institution has maintained a healthy placement track record since 2011, when the first batch graduated. It runs an entrepreneurship cell - UDYAM (E-Cell) to encourage students to pursue the path of entrepreneurship.

Manav Rachna offers **BBA (General)**; **BBA (Banking & Financial Markets)** where practical banking sessions are delivered by the experts from ICICI Direct; **BBA (Global) International Business** offered in association with Auckland Institute of Studies, New Zealand; **BBA (Finance & Accounts)** CMA USA Integrated; **BBA in Healthcare Management** with Cygnus Hospitals; **BBA (Entrepreneurship & Family Business)** in association with National Entrepreneurship Network and National Institute

for Entrepreneurship and Small Business Development (NIESBUD), Govt. of India; and **BBA (Operations Management)** with specialization in Logistics, Supply Chain Management and Project Management).

Holistic development

40 Hours Business Process Course of SAP has been embedded as a part of curriculum for BBA (General); BBA (Banking & Financial Markets) and BBA (Global). For law aspirants, a BBA LLB is on offer with specialization in Business Law & Intellectual Property Rights. A unique Enrichment Lecture Series Programme (ELSP) is also conducted apart from regular teaching to broaden the mental horizon of students, improve their general awareness and strengthen critical thinking.

Industry-Academia interface has

been the bedrock of all BBA courses at Manav Rachna. 12-week summer training along with Industrial visits, lectures from Industry experts, seminars, panel discussions, case discussions, and business news analysis have been included in the curricula. BBA (Global) International Business is offered in association with Auckland Institute of Studies (AIS), NZ (a unique tertiary Institution providing NZQA Accredited programmes) with in-built 4-week Internship programme at AIS. In addition to all these, stock market training programmes are conducted by the Bombay Stock Exchange to make students understand real stock market operations.

BBA (Finance & Accounts) CMA USA Integrated comprises training on CMA integrated curriculum in Semesters 2, 3 & 4 by IMA, USA certified professionals. The BBA Healthcare program offered in collaboration with Cygnus Hospitals comes with assured internship and guaranteed placements. The curriculum for BBA Operations Management is designed in association with APICS USA and CII- Institute of Logistics for SCM and Logistics with compulsory internship (in 2nd and 3rd year). The programme design and delivery of the BBA (Entrepreneurship & Family Business) is in association with the National Entrepreneurship Network and NIESBUD, Govt. of India.

Such niche, industry-backed programmes at Manav Rachna Educational Institutions reiterate that the Institute is committed to update and revise the course curriculum in tune with the dynamic needs of the business world, thereby abridging the gap between the 'desired' and the 'produced'.