



# THE TIMES OF INDIA

## New trend in MBA at CMS Business School – Jain University

A new trend in business school education is securing offer letters for internship for students from leading companies at the start of the MBA programme. With a blend of 'required courses' and 'choice-based courses', the curriculum is customised to suit the specific requirements of each industry. The MBA student is trained to be in sync with his/her chosen industry vertical. Upon completion of the programme, the student is placed in a company with attractive packages ranging from Rs 6 lakhs to Rs 9 lakhs per annum.

CMS Business School, Jain University, has pioneered this trend. The Business School delivers the programme using a unique pedagogical approach referred to as '4-stroke'. 4-stroke is a reality model where courses are delivered in four distinct phases – Bridge, Primer, Learning Tracks and Interactive Tutorial. The Bridge serves as an aide memoir for concepts and principles learnt



previously by the student. The Primer provides a strong conceptual and theoretical foundation. The Learning Track is purely application-oriented and is delivered in the backdrop of real time exposure to industry practices. The Tutorial cements the learning. The student thus graduates from a beginner level to an expert level.

To ensure success of the intensive programme, best-in-the-class faculty and industry experts are the course leaders. The Busi-

ness School offers a choice to students of single or dual specialisation in the functional areas of marketing, finance and human resource management. The MBA student thus emerges as a functional specialist with deep insight into an industry vertical. The learning is tailored to the student's individual learning style and pace. Besides the mainstream programme, the school offers a 2-year MBA to students with a dissertation option followed by a MIB programme at Brest Business School, Brittany, France.

The important areas of focus for CMS Business School, Jain University, are entrepreneurship, sustainable development and Indian values/ethos. The academic delivery and the research interests of faculty are aligned to deliver industry-ready professional

graduates who are ready as plug-and-play intrapreneurs in the corporate

sector or potential entrepreneurs.

[www.bschool.cms.ac.in](http://www.bschool.cms.ac.in)