

Knowledge

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"Paradigm shift - New generation prefers 'Earn & Learn' MBA program"

Earn & Learn MBA clicks more success than regular MBA

A paradigm shift has been noticed in the new generation student's thinking pattern & aspirations. They are confident, ambitious and achievement-oriented. They want new challenges wherein they can work & study at the same time. Today's generation wants to be self dependant at an early stage without giving any financial burden to their parents.

After achieving grand success in International MBA program, Jaro Education now embarks on Earn & Learn MBA Program (2 years). This program will help students to understand the management concepts better since they can relate management theory to daily working which provides reinforcement of learning.

Prof. Sanjay Salunkhe, Director – Jaro Education & architect of online education in India briefs us why there is more demand for "Earn & Learn" MBA program than Regular full time MBA.

Q. What are the advantages of Jaro Education's Earn & Learn MBA program over Regular full time MBA program?

A: It has been observed that last year more than 1 lakh regular full time MBA seats have gone vacant in India. A survey conducted by the Graduate Management Admission Council's (GMAC) - 2011 on application trend for full time 2 years MBA program has shown a decline of 67 % worldwide. Whereas, demand for "Earn & Learn" MBA and EMBA programs has increased. GMAC Survey shows that EMBA has received 42% of more applications in 2011 worldwide.

MBA (2 Years Duration) – Earn & Learn MBA Program
UGC Recognized MBA + International MBA



Advantages of Earn & Learn MBA program over Regular full time MBA program

Sr	Earn & Learn MBA program from Jaro Education	Regular MBA Program
1	MBA degree - (UGC recognized MBA + International MBA)+ 2 years work experience certificate after completion + Monthly Salary	Only MBA degree after completion
2	Learning of management concepts & relating it to daily working = " Reinforcement of learning"	Only theoretical learning
3	Classroom lectures + Work Experience	Only Classroom Lectures
4	International subject knowledge + subject knowledge pertaining to domestic market	More knowledge relevant to domestic markets
5	Institute culture exposure + Exposure to organization work culture & business environment	Only Institute culture exposure
6	Interaction with faculties & superiors in the organization. Also get experience of organization's expectations	Only Faculty Interaction
7	Hones business communication skills and develops Leadership & Entrepreneurship capabilities because of practical work experience	Lack of practical experience restricts development of such skills
8	Undergo job Interview immediately after enrollment for MBA & start working at the earliest	Wait till completion of the program (2 years) & even after completion , not sure of employment
9	As students have MBA degree + 2 years of work experience, earn better salary than regular MBA	Only MBA degree , hence may draw lesser salary than Earn & Learn MBA students

Q Why companies should prefer students from Earn & Learn MBA compared to regular full time MBA students?

A: Organizations look out for students with knowledge of organization's expectations, organization work culture exposure & work experience so that they are ready to deliver from day one. These students already have effective business communication &

negotiation skills as they have work experience. They prefer such students because they do not have to put in extra efforts in grooming & developing them for deliverables in the organization.

Q Has innovations done by Jaro Education being well accepted & recognized?

A: Jaro Education has already achieved great success in Online Education through its International MBA program which has been awarded "India's Best International MBA program" by India's premier Management Body - Bombay Management Association (BMA).



BMA Award being presented to Mr. Sanjay Salunkhe by famous actor of "Shaktimaan" fame - Mr. Mukesh Khanna

Recently Jaro Education has also won the prestigious e-INDIA ICT 2011– Champion Innovator's award conducted by India's largest ICT event – eINDIA ICT Awards dedicated to paying tribute to the landmark endeavours made by public and private entities for using Information and Communication Technology (ICT) in the fields of governance, health and education.



Ms. Sawant receiving the "Champion Innovator's Award" from Prof. Sudhir K. Jain, Director, IIT Gandhinagar at eINDIA ICT 2011 award ceremony

Q Does Jaro Education have dedicated placement cell?

A: Yes, Jaro Education has well trained recruiters in the placement team and also has its own recruitment firm - 'NET HR' to support. 'NET HR' is India's leading recruitment company.

Q How affordable is this program?

A: It is economical as the program fees is Rs.1.80 lakh p.a. + tax & the salary offered to student will be between Rs. 7000/- to Rs.10,000/- per month + incentives depending upon the caliber of the student & the choice of specialization. Above all bank loan installments can be paid by students through salary earned every month.