



NIIT UNIVERSITY ANNOUNCES THE NU-MBA PROGRAM

- *Mentorship Program to Provide Personalised Guidance from Eminent Corporate Leaders*
- *International Immersion Program to shape understanding of emerging economies*
- *Strong Industry Connect to ensure first-day-first-hour productivity after MBA -*

New Delhi, April 16, 2010: The not-for-profit NIIT University today unveiled its MBA program – the NU-MBA – and commenced admissions for the 2010 batch. This new-age MBA program seeks to create *industry-linked, future-ready, better-connected* and *complete* Management graduates, and is packed with several innovative features.

A unique initiative by which every MBA student is assigned a mentor from industry who guides him throughout the program, has brought together 15 CEOs from some of the most reputed companies in the country. Names like Manoj Kohli (Airtel), Raghupati Singhanian (JK Industries), and Bhaskar Pramanik (Oracle India) are a few who have agreed to mentor the NU-MBA students through structured personalised interactions. The Mentorship Program is supplemented by other distinctive industry-linked elements, so that students are immediately productive at their post-MBA jobs.

The NU-MBA also offers students a structured exposure to an emerging economy like China or an African country, with the idea that these economies will dominate the world when the graduates are in leadership positions. A 4-week Immersion Program in the country includes participation in ongoing classes at a reputed B-School, followed by a supervised study of local industry.

Speaking about the NIIT University MBA program Mr. Rajendra S Pawar, Chairman, NIIT Ltd. and Founder, NIIT University, said, “We are delighted that the distinctive features of the NU-MBA program have been warmly received by industry, and that a group of seven reputed companies have already committed placement to all students of the first batch.” These companies comprise Biocon, Ernst & Young, Fortis, ICICI Bank, Jubilant Organosys, and of course NIIT Technologies and NIIT, Mr. Pawar added.

The NU-MBA program is a 2-year fully residential program offered at the University’s sprawling campus at Neemrana in the NCR. The program consists of a rich set of 36 courses delivered over 6 terms, and requires a specialisation in one Concentration Area out of the 6 areas offered: Strategy & Leadership, Marketing, Finance, Operations Management, Human Resources and Information Systems. In addition to Summer Internship, which is supervised on-the-job by NU faculty, students additionally take up 3 real-world projects.

Dr. Rajeev Shorey, President, NIIT University, said, “The NU-MBA is one of the few MBA programs that resides within a multi-disciplinary University and a thriving 24x7 campus. This gives the MBA students several advantages, from selecting a few electives from among emerging technology areas to participation in cross-disciplinary projects, and makes them holistic and seamless.”



Another special feature of the NU-MBA program is its emphasis on **Management Perspectives** that shape the *attitudes* of NU-MBA students. Special courses deal with issues like Ethics, Human Values, Inclusive Growth, Environment and Innovation, and an individual *Social Connect* project deals with a Management problem sourced from an NGO. Equally, there is an emphasis on *Professional Life Skills*, with a set of courses dealing with communication, personality, personal quality and individual productivity

NIIT University offers programs from Bachelors to Doctoral levels in areas of emerging Engineering technology and Management. Founded on the core principles of industry-linked, research-driven, technology-based and seamless education, the University admitted its first batch of students in 2009. Its 100-acre campus is being developed using fully-green and sustainable principles.

Admissions for the MBA program have commenced. Graduates from any discipline with a minimum of 50% marks, or final-students awaiting results, are eligible to apply. The Selection Process seeks to identify meritorious men and women with effective personalities who possess a spirit of inquiry, excitement and daring. Candidates can obtain Application Forms from the website www.niituniversity.in/mba or from the NU Admission Office in Delhi. Completed Application Forms will be accepted until May 15, 2010.

Candidates have to appear for the NUMAT – NIIT University Management Aptitude Test – as a part of the Selection process. Candidates with valid CAT/MAT/ATMA/XAT or GMAT scores are exempted from appearing for the NUMAT. Other elements of the selection process, where industry representatives participate, include a communication proficiency test, a presentation and a personal interview. In the interests of fair selection of candidates with diversity, all eligible students undergo the entire selection process, without elimination based on intermediate cut-offs.

About NIIT University

Nestled in the foothills of Aravali, in Neemrana, Rajasthan, the picturesque 100 acres fully residential green campus of NIIT University is equipped with state-of-the-art technology enabled teaching methodology backed by a strong research focused curriculum for facilitating a continuous process of learning and development.

The emblem of NIIT University depicts a Mobius ring, symbolising eternity. The sides of the Mobius ring merge in and out, back and forth to create the most graceful, seamless and complete structure imaginable to the human mind. Similarly, the knowledge that NIIT University imparts is the foundation for multifaceted careers, endless in their potential.

Set up in 2009, with the vision of being the leading centre of innovation and learning in emerging areas of the Knowledge Society, the University is dedicated towards building great careers and ensuring exceptional job opportunities to all its students. **It has been developed as an institute of excellence based on the four founding principles of providing industry linked, technology based, research driven, seamless education.**



The NIIT University offers **BTech Programs** in Computer Science & Engineering, Information & Communication Technology and Biotechnology; **MTech Programs** in Computer Science & Engineering, Information & Communication Technology, Bioinformatics and Educational Technology. **PhD programs** in Computer Science & Engineering, Information & Communication Technology, Educational Technology and Bioinformatics & Biotechnology are available to students. The University's **MBA Programs** have just been announced.

In the years to come, many new courses and academic areas will be established with an aim to help students build great careers across a wide range of emerging areas spanning the breadth of the Knowledge Society.

Vibrant social and recreational activities form the heart of Campus Life at NIIT University. A host of activities are interspersed along the shaded walking spine, including volleyball, golf/putting, basketball, gym and tennis. Furnished student hostels ensure comfortable temperatures year round with an energy-efficient geothermal comfort cooling system which leaves minimal carbon footprint. Each room is positioned to offer a direct window view of the nearby Aravali Hills. The fully-residential NIIT University campus offers the clean air and safety of a small town, while being located remarkably close to major metros.

The NIIT University, a not-for-profit institution, has received recognition vide Government of Rajasthan Ordinance No. 4 of 2009 dated 14th October 2009.

For further information please visit www.niituniversity.in

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