



Multinational Business Academy

. . for extra employability

Monthly Newsletter

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From the Director

Dear Students,

It is my pleasure to introduce our first issue of our monthly e-newsletter to you. This is in line with our goal to stay green, send monthly updates digitally and invite your insights and blog postings through a newly launched online blog at our website (www.mbxchange.com/blog)

We welcomed the new year of 2009 with several international alliances under which our MBA Academy students got the opportunity to learn from international faculty and students. Such alliances widen their thinking, and improve their job prospects and international qualifications.

Our 1-year Diploma in Retailing is getting stronger every month. In the words of newly elected US President Barrack Obama, we are going to get there "block by block" and "brick by brick".

I am very confident that you will enjoy going through the newsletter. I welcome your feedback at director@mbxchange.com

With best wishes,

Sunita Agrawal

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In this issue:

- Symbiosis International University, Bangalore invited Dr. Mohan Agrawal to deliver talk on Global Economic Slowdown
- Dr. Mohan Agrawal Delivers keynote session in School of Business, JSS-Noida
- A contingent of students from University of Massachusetts, Boston USA studies at the Multinational Business Academy
- UMass students interacted with MBA students of various institutions during their visit
- UMass students underwent industrial and socio-cultural visits with Multinational Business Academy

US MBAs study India's economic and socio-cultural environment at MBA Academy

A leading university of USA, University of Massachusetts, Boston sent its MBA students to **study at our Academy** in January 2009. They discussed case studies of jet Airways, Titan Watches and ITC e-Chaupal. The students visited Dell Computers, where Dell brand managers briefed them about Dell operations in India. The students toured the Knowledge Park, Greater Noida, met senior HR managers of LG India to learn their insights and difficulties in working in India. Finally they met the CMD of Amrapali Group- our industry partner in India.

The American MBAs did a thorough social economic study of NCR and went to visit Agra for Taj Mahal, one of the Seven Wonders of the World. The moment at the Taj was most touching and emotional. The students were amazed at the Indian architecture and glory. Check their feedback at www.mbxchange.com/blog

Symbiosis International University, Bangalore invites Dr. Mohan Agrawal

Dr. Mohan Agrawal, formerly a senior professor of Marketing at Indian Institute of Management (IIM Lucknow) and XLRI Jamshedpur and our Chief Mentor, recently visited Symbiosis World International University, Bangalore and interacted with the faculty and MBA students.

Dr. Agrawal gave them a background of the current financial crisis in the world and changing expectations from MBA students. He gave them new tips on **extra employability** for the emerging economy of India.

Many other MBA schools of the USA, Canada, Singapore, Dubai, Taiwan, and India and in the NCR region have also invited Dr.Mohan Agrawal to interact with their faculty and students and help their MBA students with skills on extra employability / **super specializations** with the MBA Academy.

Dr. Mohan Agrawal delivers keynote at JSS-Noida

Dr. Mohan Agrawal, formerly a senior professor of Marketing at Indian Institute of Management (IIM Lucknow) and XLRI Jamshedpur and our Chief Mentor delivered a keynote in School of Business, JSS-Noida on the "impact of Global Financial Crisis in India".

Dr. Agrawal guided JSS students on the key areas in which India is affected by the global slowdown. Dr.Agrawal threw light on the impact of the crisis on the IT sector of India and asked the MBA students to get extra employability by learning special skills and understanding emerging sectors such as retailing to get quick jobs in even challenging economic slowdown.



Placement at MBA Academy

Students of the 1-year Diploma in Retail management have successfully entered their third trimester in January 2009. The students studied with the MBA students of the University of Massachusetts, Boston USA who were at the Academy in January 2009 as well as with the selected MBA students of other business schools in Noida, Ghaziabad, Gurgaon and Greater Noida. For the students it was a 'new and exciting experience'.

The students also got HR interviews with several retail organizations to get internship, training and eventual jobs. It is a part of the MBA Academy 'Learn and Earn' method of teaching' where students study at the Academy, get qualifications to work at the retailing community and get jobs and internships with them.



The MBA Academy **congratulates students for their successful placement**, internships and jobs. Visit www.mbxchange.com for placement details.

Admissions Open for Summer Vacation

MBA Academy offers admission to short term professional programs every 3 months so that our students anywhere can take admission any time. You need not waste your important time in just regular degree programs as you can study for both at the same time especially during the vacations such as Christmas and summer vacations etc.

Since your final exams will also be ending soon and you will get 4 months long vacation, you should join our industry approved 1 year Diploma in retailing or 3-months certificate in retailing, supply chain management, IT, Real estate and Telecom. You will get an immediate opportunity to **learn, train and work during summer vacation.**

Our classes are held weekends so that even if you are in regular jobs, you can attend classes

2-year MBA

MBA Academy invites all of you who have taken CAT, MAT and XAT tests this year, not to lose heart and visit our Academy for a free counseling to join our world class 2-Year PGDM program.

Those of you, who want to study at a foreign university, are welcome to study at our partner university in Taiwan and get a government approved degree, training and job opportunities in Taiwan.

Meet our Academy counselors for more information and counseling.

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