

Introduction:

IDRAC Business School, France

The mission of IDRAC Business School is to educate future executives to an outstanding level. Founded in 1965, the school offers undergraduate and postgraduate programs in Management, Marketing, Business, Finance, and International Management.

IDRAC Business School's philosophy of extraordinary education is first and foremost about enabling students to navigate the professional world so that they can learn about themselves, pinpoint their strengths and unlock their potential for leading extraordinary careers.

Thanks to IDRAC Business School's close ties with local economic players, students and alumni benefit from a powerful and inspiring network of companies.

Join IDRAC Business School and develop new ways of thinking as well as an innovative vision to shape your career.

IDRAC India Centre, Pune

We are delighted that you are considering pursuing your studies at IDRAC Business School through the IDRAC India Centre.

Our philosophy of extraordinary education is first and foremost about enabling our students to navigate the professional world so that they can learn about themselves, pinpoint their strengths and unlock their potential for leading extraordinary careers.

It is also about providing them with insight into the realities of the corporate world so that they can "put words" to their specific skills, preferences and ambitions.

Choosing to attend IDRAC Business School also means choosing a different approach to learning and to meeting future career challenges. IDRAC Business School has campuses in 9 cities around France – Amiens, Bordeaux, Grenoble, Lyon, Montpellier, Nantes, Nice, Paris, and Toulouse. It is continuing the international expansion it embarked on more than 50 years ago and now has six associate campuses in Cork and Dublin, Ireland, Barcelona and Santander, Spain, and Brno, Czech Republic and **Pune, India.**

This centre in Pune, India under the aegis of Swami Sevabhavi Sanstha, has been established to bring to the Indian shores the various niche programs available at IDRAC, France Campuses through a unique Pathway arrangement.

Why you should opt for IDRAC India Centre:

1. Unique and niche programs and career opportunities:

The pathway arrangement of these programs not only gives a chance to Indian students to learn and pursue these niche programs but also brings to them a chance to have a great career in the respective domains of the industry. With the huge talent pool of ambitious graduates that we have in India, these unique career opportunities are a big leap towards one's success.

2. Advantage of having exposure to French Language and Culture:

As a part of this arrangement the student is exposed to the French Language and culture while he is completing the modules in India. Compared to a student moving directly to France, a student going through this Pathway arrangement has a good advantage as he is aware of the language and culture of the French people, thereby easing his life out as one can easily get good Internships and Placements due to language proficiency.

3. Cost saving program:

As a result of the pathway arrangement, the student completes his BAC+4 level credits here in India itself, thereby making him eligible to complete his Full Masters or BAC+5 level program in just one year in France. This results in huge cost savings and both the education and living expenses in India (Pune) are not as high as in France. A student ends up saving up to INR 9-10 lakhs.

4. 120 ECTS Credits leading to Visa Extension:

On successful completion of BAC + 5 level Full Masters program, the student gets the required 120 ECTS credits which help him to get good career opportunities as well as Visa Extension.

5. IDRAC Rankings:

The various schools and programs conducted by IDRAC have been ranked amongst the TOP 30 schools/ Programs in France by various agencies. Amongst a Pool of 200+ Business Schools in France this is a great achievement.

In the POST BAC level, IDRAC was ranked 7th in the year 2014 and consistently has been amongst the top ranks since then.

Courses Offered:

a. **MBA in International Luxury Management**

The Postgraduate International Luxury Management Program allows students to acquire advanced knowledge and skills in Luxury Business, Luxury Brand Management, Marketing, Sales, International Business etc

Who should Apply: BBA- Marketing/ Retail, BHMCT, B.Sc-Hotel Management, BBA- Event Management Graduates

b. **MBA in Management and Entrepreneurship**

This program helps students acquire a global understanding of the business world and the leadership skills they need to realize their goals throughout their professional careers.

MBA in Entrepreneurship provides an academic curriculum that focuses on preparing students for a future as an entrepreneur. Students will master core theory and concepts of entrepreneurship, the financing of emerging enterprises, and business plan development.

Who should Apply: B.com, BBA, BA, B.Tech/ B.E. graduates having a decent sized Family Business or who aspire to become entrepreneurs and have the necessary financial backup.

c. **Professional Masters in Wine Industry Management**

The Postgraduate Wine Industry Management Program allows students to acquire advanced knowledge and skills in Wine Marketing, Wine as a Luxury product, Food pairing, Wine Tasting, International Business etc

Who should Apply: BHMCT, B.Sc-Hotel Management, B.Sc – Food Technology, B.Sc – Biotech, B.Sc- Agri, Travel Tourism graduates.

d. **Professional Masters in IT**

The Postgraduate IT Program allows students to acquire advanced knowledge in skills across all IT skill sets like software development, database engineering, network security, project management, etc.

Who should Apply: B.E/ B.Tech in CS/IT/ENTC/Electronics , B.Sc-CS/IT, M.Sc-CS/IT, MCA, BCA, BCS

e. **Professional Masters in Business Engineering**

The Postgraduate Business Engineering Program allows students to acquire advanced knowledge and skills in Marketing, Sales, Business Communication, International Business etc.

Who should Apply: B.com, BBA, BA, B.Tech

Eligibility:

- Graduation in disciplines given above for respective courses, with Aggregate 55% Marks from a Recognised university
- IELTS Score of 6.0+ preferred
- Work Experience in relevant Industry and profile will be added advantage
- Valid good scores of GMAT/ GRE/ CAT will be a added advantage