

Career Launcher to open B-school in Greater Noida

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Come June and Career Launcher, which has been primarily training aspirants of Masters in Business Management (MBA) for entrance exams, is all set to launch the Indus World School of Business (IWSB). The residential B-School will kick off at a six-acre campus in Greater Noida. CL will give away a two-year MBA degree from Punjab Technical University (PTU) and a diploma from ISWB, upon completion of the course.

The firm has no plans to get an All India Council for Technical Education (AICTE) approval for, according to Satya Narayanan, director, IWSB, "AICTE adds a lot of restrictions, so going through PTU becomes much easier for us."

When asked what a B-school aspirant will find unique about IWSB, Narayanan said, "Industry interface and entrepreneurial leadership form a major focus of our B-school's syllabus." The syllabus has been designed under the supervision of Philip Anderson, dean, IN-SEAD Singapore, who is one of the board members along with



Sridhar Iyengar, former chairman and CEO, KPMG India, Ishwar Dayal, former director, IIM-Lucknow, and Mirza S Siyadain, former professor, IIM-Ahmedabad. Among some of the faculty members at IWSB are Sanjeev Bikhchandani, founder, Naukri.com and Shantanu Prakash, MD, Educomp Solutions.

The firm will invest a seed money of \$1 million to help students of the B-school express their entrepreneurial skills. An approval of a project-plan through a special board will enable students actualise their business plan. The board will consist of industry experts, who would guide these students in setting up their enterprise.

With an initial investment of Rs 70 crore, the B-school will bring a student a two-year MBA course for about Rs 5 lakh and a three-year Bachelor in Business Administration (BBA) course for about Rs three lakh.