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Beyond the basics: How MBA programmes are redefining career possibilities

In today's evolving business landscape, MBA programmes are diversifying, offering specialised courses tailored to niche industries like international business, energy management, and emerging technologies.

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India Today Education Desk

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The Master of Business Administration (MBA) degree has long been revered as a cornerstone of business education, moulding adept leaders capable of driving success in organisations. Traditionally, MBA programmes are honed in on finance, marketing, and operations as core focal points.

However, the ever-changing business landscape has spurred top business schools worldwide to broaden their horizons, offering specialized MBA courses tailored to niche sectors and emerging industries.

By continuously updating their curricula, embracing emerging technologies, and fostering a culture of creativity, these institutions equip their students with the necessary skills and knowledge to navigate the unpredictable challenges of the modern business world.



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Rahul Nainwal, Director of UPES School of Business and CEO of Runway Incubator has shared how this shift allows students to choose programs that align with their career goals and equips them with the skills needed to excel in the ever-changing business world, offering a diverse array of career opportunities.

CHOOSING THE RIGHT MBA PROGRAMME



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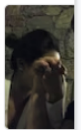


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In today's time, choosing the right MBA program plays a vital role for students to establish a strong foothold in the respective industry. Students should keep the following in mind while choosing an MBA course:

INDUSTRY SPECIFIC-SPECIALISATIONS

Specialisation or not has long been a question both for business schools and graduates alike. For instance, Harvard Business School recognizes the importance of international perspectives in business education and offers an insightful International Business specialization. This specialisation equips students with cross-cultural competencies, global market insights, and negotiation skills, essential traits for succeeding in international settings.

EMERGENCE OF COURSES BASIS CURRENT TRENDS



Top-notch institutions like UPES have taken it a step further by introducing specialised courses in energy, such as Oil and Gas Management. These programs meticulously prepare students to navigate the complexities of the energy sector while addressing pressing sustainability challenges. Upon graduation, participants are well-prepared to spearhead initiatives in energy exploration, production, distribution, and environmental conservation.

RELEVANCE OF SPECIALISED MBA COURSES

Relevance of Specialised MBA Courses: In an era dominated by technology, leading business schools recognize the need to equip students for the digital frontier. For instance, UPES has been offering off-beat courses in emerging fields like blockchain and digital innovation. These programmes cover concepts such as Metaverse and Web 3.0, empowering graduates to seize opportunities in virtual economies, decentralised finance, and digital marketing.

HOW SPECIALISED MBA OPEN THE DOOR TO DIVERSE CAREER CHOICES?

MBA courses pave the way for diverse career opportunities for graduates. Business schools have recognised the dynamic and rapidly evolving nature of the business world. They have responded to these changes by developing and providing specialized MBA programmes that cater to the specific needs and demands of modern business environments. ■

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