

Rajalakshmi Group now launches business school

OUR BUREAU

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Rajalakshmi Group of Educational Institutions has launched a B-School offering a two-year post graduate diploma programme in management.

Announcing this at a press conference, Thangam Meganathan, Chairperson of the group, said the B-School was the institution's "most ambitious venture".

She said there was a great demand for management graduates with a clear focus and understanding of marketing, and not 'graduates' who have no grasp of what really happens in the industry. "We hope we will plug that gap," she said.

According to her, the institution will have a strong and organic connect with trade and industry. A Satish Kumar, IIM-A graduate and former Managing Director of Henkel, will mentor the course. He said the AICTE-approved full-time residential programme



A Satish Kumar, Chief Mentor, RSB, Thangam Meganathan, Chairperson, Rajalakshmi Group of Institutions and Subhendu Dey, Director, RSB at the press conference.

is designed to provide the students an in-depth knowledge of marketing.

The business advisory council for this venture includes well-known industrialists and senior executives such as CK Ranganathan, Chairman and Managing Director of FMCG major Cavin-Kare; Bhaskar Bhat, Managing Director of Titan Industries; and Ambi Parameswaran, Ex-

ecutive Director and CEO of DraftFCB Ulka.

Subhendu Dey, Director, Rajalakshmi Group, said the programme will boast a differentiated curriculum, unique pedagogy, industry affiliations and continuous mentoring by experts in the industry. Besides, academicians from the US, Australia and the Philippines have also been invited to teach.