

Rajalakshmi Launches its first B-School

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Chennai: The Rajalakshmi Group of Educational Institutions, which has been in the field of higher education in Tamil Nadu for the last 17 years launched the Rajalakshmi School of Business in Chennai. The programme is aimed at offering the industry highly qualified and skilled marketing professionals.

“Although there are over 4,000 B-Schools in India, there is still a great demand for management schools. We aim at focusing on quality, and even if we have 40 or 50 students per batch, they will come out highly skilled,” said Thangam Meganathan, Chairperson, Rajalakshmi Group of Institutions. She also added that Tamil Nadu would be a good place for starting a B-School where schools of excellence with high standard are required. According to A Satish Kumar, management expert mentoring the course PGDM-Marketing has a curriculum comprising of courses that are taught by very few business schools in India. The AICTE approved full time two-year fully residential programme is designed to provide the students an in depth knowledge of marketing.



The School will offer a two-year post graduate diploma programme in Management. “We are also going to offer scholarships to deserving students and are planning to tie up with banks for collateral-free student loans,” said Meganathan.

“With the rapidly increasing middle

class consumer base having more disposable income than before, India as a market has never been friendlier. This has also created more opportunities by opening up the demand for marketing professionals much more than before,” said Subhendu Dey, director of the new school.