



ARE YOU A WELL-ROUNDED MBA?

Think. How can a recruiter hire an MBA who knows how to brand a product, but not which brands died because of marketing myopia? Or, how have the Tatas become what they have? Or who is a Yellow collar employee? How can you be hired if you are not a well-rounded MBA?

Given a chance, every company would hire a well-rounded MBA who's quite aware of the facts and happenings in business, because it shows her passion for the field. An MBA without such awareness is deemed B-grade and a burden, who's just dragging along because he had nothing better to do. But you are serious about business & management. Aren't you?

Trust us. You need to develop a passion for business, know a lot of things like how empires are created... how brands beep... How business leaders checkmate...These add the real feathers to your MBA cap.

Welcome to **CORPOLOGY™**. India's first, smartest and the most fluorescent module on how business beats worldwide. Have an eye-ful. Enrol now.

*Add new-dimensions
TO YOUR MBA NOW*

CORPOLOGY™

Your Window To The World Of Business

*A mindblowing 2-day seminar
for MBA students!*

SEG-1: Exposure to the dynamics of most important industry verticals and domains in the world

SEG-2: Awareness about world's leading business houses, corporate groups and their evolution

SEG-3: Understanding on leading business/ investment performance indices like S&P, D&B, CRISIL & ICRA etc.

SEG-4: Learnings on processes and practices of incorporating and operating companies in different countries

SEG-5: Exposure to international and Indian brands across product and service categories

SEG-6: Exposure to Indian and international stock market operations and understanding of stock-indices calculation

SEG-7: Exposure to the lives and leadership styles of business stalwarts, entrepreneurs, CEOs and top managers globally

SEG-8: Development of a feel and instinct for business through knowledge about history of business in India and globally

Agenda

Hot Domains/ Verticals

Hot Companies & Organizations

Hot Indices & Business Rankings

Hot Brands & Products

Hot Legalities in Business

Hot Stocks & Markets

Hot Business barons & Legends

Spicy History of Business

Attention Areas

The Take-Aways...



- ✓ 20 Hours dedicated to generating Rare Understandings In 8 Key Business Critical Areas
- ✓ A CD of perhaps the world's first Information & Facts Organizer for MBAs called **Sponges™**
- ✓ Drills on 8 state-of-the-art exercisers called **TreadMills™**
- ✓ Sophisticated Self-evaluation through a set of 8 powerful assessments - with 2 unique **Squeezes™**
- ✓ Expanded Learning through 24 smart **Thought Triggers** embedded into keynote presentations
- ✓ A Smartly packaged take-home **CORPOLOGY FactsPack™**



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