



# THE TIMES OF INDIA

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Career Options

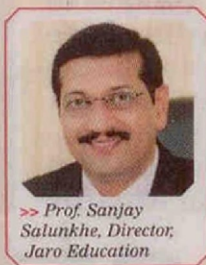
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## Online MBA Need of the Day

Prof. Sanjay Salunkhe, Director - Jaro Education and architect of online education in India, tells us why now a days Online MBA is preferred by working professionals over a full time / part-time MBA

Online Education has become the most preferred mode of learning because of the flexibility, convenience, efficient use of time and reinforcement of learning that e-learning provides to a person who can pursue his choice of course while working in an organisation or while balancing professional and family commitments.

To everyone's surprise, in 2010, in government approved colleges, almost 6500 MBA seats remained vacant in Maharashtra despite the state government permitting the students to take admissions who did not even appear for the common entrance test. Now, like U.S., in India also, students prefer to have two to three years of work experience and then go for MBA because learning of management concepts becomes easier and they can relate theory to management practices. But it has been observed that once they start working, earning and learning good management



>> Prof. Sanjay Salunkhe, Director, Jaro Education

practices, they prefer to do MBA without disrupting the continuity of working in an organisation.

**How convenient and affordable is an Online MBA?**

An Online MBA is convenient because working professionals can study at any time, from anywhere - be it late night or on holidays from home/ office etc.

Because of technology support, one senior faculty teaches 10,000 - 15,000 students hence cost is less and so the programme becomes affordable.

**Why is online learning more effective?**

Senior faculty offer lectures with corporate case studies which are webcast throughout India ensuring the uniformity of quality education

even at tier - II, tier III cities like Kolhapur, Patna, Surat etc which otherwise lack quality education.

Online MBA also ensures better learning because the student can attend the same lecture two to three times and can even clear doubts online or during week-end lectures or doubt solving sessions.

**Do working professionals complete their MBA or leave it halfway?**

Given the convenience and flexibility to the working professionals in online learning, almost 90% of working professionals complete their MBA because it provides flexibility in terms of studying from anywhere, any-time and also allows the student to appear for the exam online at his own convenient day (holidays) or time (before or after office hours etc) at his nearest possible exam centre.

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