



MBAESG

GET READY FOR **BUSINESS**

ADMISSIONS OPEN

LIVE YOUR PASSION



Alain KRUGER, Ph.D.

Director, MBA ESG

MBA ESG is a business school that links you to the global corporate world. Our aim is to impart professional training that is focused on equipping you with operational skills and making you job-ready. MBA ESG in India is designed for students who wish to specialize in domains such as sport, luxury, and hospitality. MBA ESG already enjoys a formidable reputation in the professional world, thanks to its 14,800 alumni, who are known for their excellent professionalism. Our pedagogy also focuses on projects where students need to find a solution to the problems faced by a real company. Our goal is to actively maximize business-student ties.

How our students perceive the quality of the training they have received is the best way to know how we have scored. We evaluate every class and every semester. And we know that professional integration is a good evaluation method. In the years to come, we will continue to do what we have been doing in the past and that is to focus on the development of the skills required by companies. Our pedagogy is ever-evolving. Our objective is to produce employable professionals. We will continue to cater to their demands even for new professions that arise in terms of knowledge and employment.

A GROUNDED PATH TO EMPLOYABILITY



Nirmaalya B BISWAS

Dean, MBA ESG, India

With India looking at a five-trillion-dollar economy in the next five years, interest in growth has graduated beyond traditional sectors of manufacturing and services. Recent research indicates that recession-proof growth would be in sunshine sectors such as Sports, Luxury, and Hospitality, among others.

The Indian sports market, valued at INR 185 billion, includes sectoral components of infrastructure, media, ground and team sponsorship, franchisee, ticketing, and endorsement. Interestingly, these sectors require specific skill sets, revolving around the hands-on variation. The Sport, Luxury, and Hospitality Management programs at MBA ESG offer just that.

With the underlying pedagogical philosophy of 'Learning by Doing', blended with academic rigour, these programs address the changing needs of today's industries. Interactive classroom sessions with distinguished academicians and practitioners of relevant sectoral domains, business simulation activities, and continual industry visits and internships immerse students in real-life work environments, making them eminently employable.

We, at MBA ESG, dedicate ourselves to encouraging and supporting our students, of all hues, not only to dream but to dream big. We believe that in imagination lies the true unfolding of the human spirit. We feel proud when our students find their calling and experience immense satisfaction in guiding them to their grounding. And therein lies our redemption.

We look forward to welcoming all; to add to our ever-increasing student body and colleagues of tomorrow.



OUR SCHOOL

THE COMPANY AT THE HEART OF TRAINING



MBA ESG, Paris, is ranked amongst Europe's leading business schools. It has been producing talented industry-ready professionals for more than 30 years. Each year, through various industry-interaction initiatives, the school offers students the opportunity to explore real-world scenarios by visiting reputed companies.

Efficient and interactive teaching tools made available to students enable them to fulfil the demands of the business world. In a constantly evolving economic context, the use of interactive teaching tools combined with intensive workshops and practical sessions ensures that students undergo thorough training in the principles of management.

By bringing its highly-ranked management programs to Bangalore, India, MBA ESG is looking to expand its horizons in an emerging market with a tremendous consumer base. The association with Jain [Deemed-to-be University] further adds to the school's credibility and reputation in India.

ONE OF THE TOP MANAGEMENT SCHOOLS IN FRANCE

- MBA ESG is among the top 20 business schools ranked under the category 'Excellent Business School with Reinforcing International Influence' by Eduniversal.
- The MBA ESG programs rank among the top 20 in Eduniversal's 'Best Masters Ranking' under their respective categories.

OFFBEAT PROGRAMS



The ever-changing environment of the business world, the exposure, experience, and higher earning capacity offered by today's workplaces, and the abundance of opportunities in the market over the past few years have created the need for top-notch professionals. To address this changing scenario, there is a need for niche programs that cater to persistent changes and resource challenges.

THE FRENCH TOUCH

The French are renowned for their immense professionalism, eloquence, subtlety, and high intellect. Their adherence to these qualities is what makes them a formidable force in any industry. In offbeat sectors such as sports, luxury, and hospitality, France holds a unique place among others.

France is host to many of the world's most popular sporting events. Superior infrastructure, substantial investments, and several corporate sponsors are a testament to France's position as a critical player in the management and promotion of professional sports.

France is synonymous with Luxury. It is the birthplace of high-end luxury brands, which encompass the sophistication, authenticity, and timelessness of France. As a result, France has become a pioneer in the creation of unique products, brands, and experiences you rarely find elsewhere.

With over 100 million tourists visiting the city every year, France is also one of the most popular tourist destinations in the world. Landmarks such as the Eiffel Tower, Louvre (one of the most visited museums in the world), and the Palace of Versailles are almost always on everyone's bucket list. With its homely ambiance, thriving culture, and delectable cuisine, France is indeed a traveller's dream.

As India races towards becoming an economic superpower, a touch of France will boost its position in the global market and cement its status as a connoisseur of sports, luxury, and hospitality.

PEDAGOGY AND FACULTY



The pedagogy at MBA ESG connects students to the global corporate world through a case-study-based teaching model. The Learning by Experience is an active consulting engagement undertaken by our students during the program. Two or three students work together as a team to develop practical and implementable solutions that serve to support as well as enhance the client's business potential.

French industry professionals teach all elective subjects of the Sports Management, Luxury Management, and Hospitality Management programs at MBA ESG. They are researchers, experts, and leaders in their domains and many top business organizations from around the world seek their specialist analysis. These practitioners bring market insights derived through consumer research straight to the classroom.

MBA ESG already enjoys a formidable reputation in the professional world across the globe thanks to the 14,800 alumni who are known for their excellent professionalism. While the instructors assess students' performance and work throughout the year, students too get a chance to evaluate their teachers. By assessing the quality of training, students are empowered to have a say in their learning.

INDUSTRY CONNECT



As a part of the program and development of the skills required by the industry, we engage with top leaders in respective domains. Some of the companies we are associated with in India include DNA Networks, Decathlon, Bangalore Football Club, SportsKPI, EduSports, Genesis Luxury, Christian Dior, Hyatt, Le Meridian, Go Sport, PSG Store, Lacoste, any many more. We also engage with Olympic committee members to understand and remove roadblocks in the sporting industry.

OUR PARTNER COMPANIES

MBA ESG has strong tie-ups with numerous companies in the sport, luxury, and hospitality industries. These companies have recruited many of our students in Paris after their graduation. Some of these partners include,





OUR PROGRAMS



FUEL YOUR PASSION

Professionalization is at the heart of the MBA ESG pedagogy. Each program includes live projects and practical hands-on training, which enable students to face, analyze, and find solutions to problems as they would in an actual organization. The programs ensure students are able to apply what they learn in a real-world scenario.

A key differentiator of MBA ESG is the emphasis on global learning. Core subjects are taught by professional and international speakers who provide their expertise to young minds. These master classes provide a global understanding of business by imbuing in them industry culture, trends, and growth.

In addition to problem-solving, students learn how to be a team player, develop the right skills and attitude, and face challenges with confidence. This professionalization, thus, enables them to succeed in their chosen career path.

PROGRAMS OFFERED

- MBA SPORTS MANAGEMENT
- MBA LUXURY MANAGEMENT
- MMS HOSPITALITY MANAGEMENT

Eligibility:

A graduate degree (10+2+3 or 10+2+4) in any discipline, securing at least 50% marks from a recognized university.

Duration:

2 years | Full-time



MBA SPORTS MANAGEMENT

MBA SPORTS MANAGEMENT

Sports is an ever-expanding, billion-dollar industry across the globe. India is one of the emerging sports capitals of the world for traditional and non-traditional sports, demanding high-caliber leaders to break new grounds in taking them forward. IPL, ISL, Pro Kabaddi and Hockey India League are some of the sports leagues that are flourishing. There are many levels and streams of management in organized sports, resulting in the need for professionals with excellent skills in finance, marketing, management etc.

The MBA in Sports Management program equips you with management skills in the key areas of sports and interrelated fields. This program prepares you for a variety of employment options in this exciting and fast-growing sector.



STUDENT TESTIMONIAL

Kunal D Banik

Class of 2019

The trip to Paris provided a great exposure in the field of sports. It helped me learn the areas of development and opportunities in the different sectors of sports. The trip helped me to learn how advancement in the field of sports is benefiting society in France and the same can be done in India to grow the sports ecosystem. Meetings with different sports agencies and visits to different sports venues in France helped me understand the future prospects of sports in India.

PROGRAM HIGHLIGHTS

Program aimed at creating outstanding sports managers and leaders

Endorsed by DNA Entertainment Networks, India's leading sports management organization

Courseware vetted by French sport industry professionals

Two-week trip to Paris – classes with MBA ESG students and first-hand experience of French sporting culture and the administration of sports*

Internships and employment opportunities with global sports companies and leagues in India, including Decathlon, ISL, DNA Networks, IPL, Bengaluru FC, Gaames Unlimited, and many more

Exclusively taught by a mix of French and Indian industry leaders and professionals

Certificate from MBA ESG, Paris, and MBA degree from Jain [Deemed-to-be University]

Alumni base of over 14,800 professionals, who work in organizations such as Nike, Reebok, and Lacoste CA

* Terms and conditions apply

PROGRAM ENDORSED BY:





PROGRAM CURRICULUM

● Core Subject ● Elective ● Project

Semester 1

- Computer Applications for Business
- Business Communication
- Legal and Business Environment
- Organization Design
- Managerial Economics
- Marketing Management
- Organizational Behaviour
- Business Statistics and Analytics for Decision Making
- Financial Reporting, Statements and Analysis

Semester 2

- Indian Financial Systems and Financial Markets
- Corporate Social Responsibility & Sustainability
- Marketing Research
- Corporate Finance
- Indian Economy and Policy
- Human Resources Management
- Organization Study
- Consumer Behavior and CRM
- Sports Merchandizing
- Sports Financing
- Sports Management & Sports Diplomacy

Semester 3

- Operations Management
- Project Management
- Management Skills for Effectiveness
- Quantitative Techniques
- E-Commerce for Sports
- Retail Management for Sports
- Brand Management for Sports
- Sports Marketing
- Integrated Marketing Communications
- Indian Sports Management Activities

Semester 4

- Entrepreneurship
- Indian Ethos and Business Ethics
- Corporate Strategy SIP + Research
- Services Management
- Sports Analytics
- Sports Marketing – II
- Sports Media

*Subject to changes if any

MARKET POTENTIAL

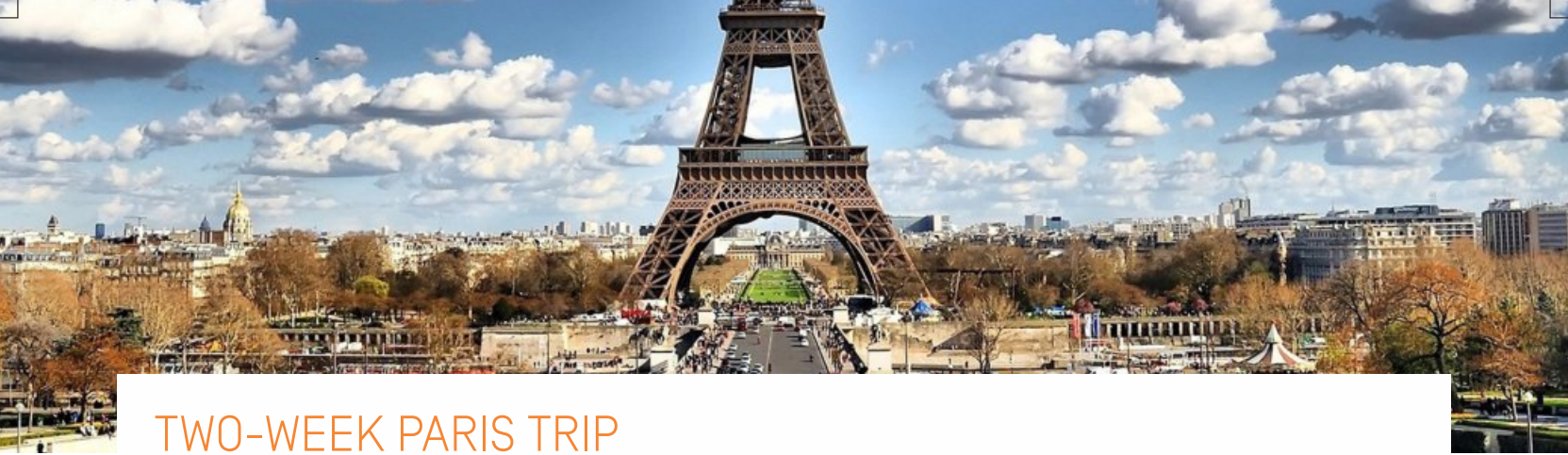
Sports is one of the world's fastest growing industries that makes up for about 1% of the global GDP. India's sports goods industry is nearly a century old and has flourished since, driven by a skilled workforce.

There has been a tremendous shift in the way sports is perceived in India. Initiatives such as "Khelo India" launched by the Government of India have been established to identify and nurture budding talents in sport. According to Sanjay Gupta, Managing Director, Star India, the Indian sports industry can become a \$10 billion industry in next 5-7 years.

CAREER OPPORTUNITIES

MBA ESG, Paris has an alumni base of over 14,800 professionals who work in global sports companies in roles that include Project Manager, E-Commerce Assistant Manager, and Product Manager.

Currently many of our students in Bangalore are engaged with internships in companies such as Indian Super League, IPL, Decathlon, Bengaluru FC, and Gaames Unlimited as Fan Engagement Coordinators, Ticketing Coordinators, Player Management Interns, Marketing Researchers, Sports Leader, etc.



TWO-WEEK PARIS TRIP

Week 1

Days	Theme	Activity
Day 1	STADIUM	Parc des Princes and Stade de France.
Day 2	MEDIA	Visit of the office of sports TV Channel Bein Sport or Lequipe.
Day 3	STORE	Discover leading sports stores in Paris (Go Sport, Decathlon, PSG store, Lacoste) and meeting with Lacoste.
Day 4	EVENT	Attend a running race Paris & Village of the event.
Day 5	CONFERENCE	Attend les Rendez-vous du Sport, a sport conference organized by ESG sports MBA Students.
Day 6	OLYMPICS	Visit of Paris 2024 office & visit of Brand new stadium Arena92.

Week 2

Days	Theme	Activity
Day 1	CORPORATE	Visit of Soccer League Office & an event organized by a sponsor.
Day 2	ARENA	Visit of St Quentin Cycling arena & a Golf course.
Day 3	DAY OUT	Full day at Reims, visiting the facilities of Reims Soccer Club.
Day 4	NEW SPORTS USAGES	Visit of Urban soccer, Hoop Factory facilities and e-sport gaming house.
Day 5	ARENA	Visit of Tennis French Open facilities & museum.
Day 6	DAY OUT	Visit of Insep or Clairefontaine (sport facilities for young talented children).

*Subject to changes if any



MBA
LUXURY MANAGEMENT

MBA LUXURY MANAGEMENT

India is one of the emerging hubs of luxury with its burgeoning number of billionaires and millionaires generating huge demand for luxury goods and services. India is ranked 6th in terms of ultra-high net worth individuals (UHNWI). Mumbai leads the pack for UHNWI, followed by Delhi and Bangalore. Since 2000, the number of millionaires in India grew from 39,000 to 3.43 lakh. With projected growth in economy, global luxury brands have been increasingly focused on Asia, specifically the Indian market, for their expansion.

Through the MBA Luxury Management program offered at MBA ESG, students gain an opportunity to learn the principle concepts of luxury from one of the leading global business schools and gain exposure to present day market through industry interaction sessions.



STUDENT TESTIMONIAL

Claire Ing

Digital CRM, Saint Laurent Paris

"I wanted to specialize in the luxury sector and more particularly in the fashion domain. MBA in Luxury Management enabled me to discover an extended panorama of job opportunities in the luxury domain. The year was interesting and equally challenging. It culminated with an internship at Saint Laurent. I had the 360° vision of the operational side of a shop. Thanks to this experience, I now have the opportunity to integrate the digital department of Saint Laurent as a CRM [Customer Relations Manager]."

PROGRAM HIGHLIGHTS

Program from Paris, France, the luxury capital of the world

Aimed at creating world-class leaders in luxury management

Courseware vetted by French luxury industry professionals

Curriculum includes Haute Couture, Haute Jewelry, Gemology, Haute Horlogerie, Luxury Merchandising, Oenology, etc.

Employment opportunities with global luxury brands

Two-week trip to Paris and Florence – classes with MBA ESG students and first-hand experience of French luxury

Exclusively taught by a mix of French and Indian industry leaders and professionals

Certificate from MBA ESG, Paris, and MBA degree from Jain [Deemed-to-be University]

Alumni base of over 14,800 professionals, who work in organizations such as Yves Saint Laurent, Christian Dior, and Estee Lauder

* Terms and conditions apply



PROGRAM CURRICULUM

● Core Subject
 ● Elective
 ● Project

Semester 1

- Computer Applications for Business
- Business Communication
- Legal and Business Environment
- Organization Design
- Managerial Economics
- Marketing Management
- Organizational Behaviour
- Business Statistics and Analytics for Decision Making
- Financial Reporting, Statements and Analysis

Semester 2

- Indian Financial Systems and Financial Markets
- Corporate Social Responsibility & Sustainability
- Marketing Research
- Corporate Finance
- Indian Economy and Policy
- Human Resources Management
- Organization Study
- Consumer Behavior and CRM
- Luxury Merchandizing
- Sectorial Activities: Oenology, Gastronomy, and Art Market
- Luxury Retailing Management

Semester 3

- Operations Management
- Project Management
- Management Skills for Effectiveness
- Quantitative Techniques
- E-Commerce for Luxury
- Retail Management for Luxury
- Brand Management in Luxury Industry
- Luxury Marketing
- Sectorial Activities: Perfumery and Cosmetics, Luxury Hotels, Clock Making Industry [Haute Horlogerie]
- Integrated Marketing Communication & New Media

Semester 4

- Entrepreneurship
- Indian Ethos and Business Ethics
- Corporate Strategy SIP + Research
- Services Management
- Social Media Marketing
- Luxury Marketing – II
- Buying and Forecasting

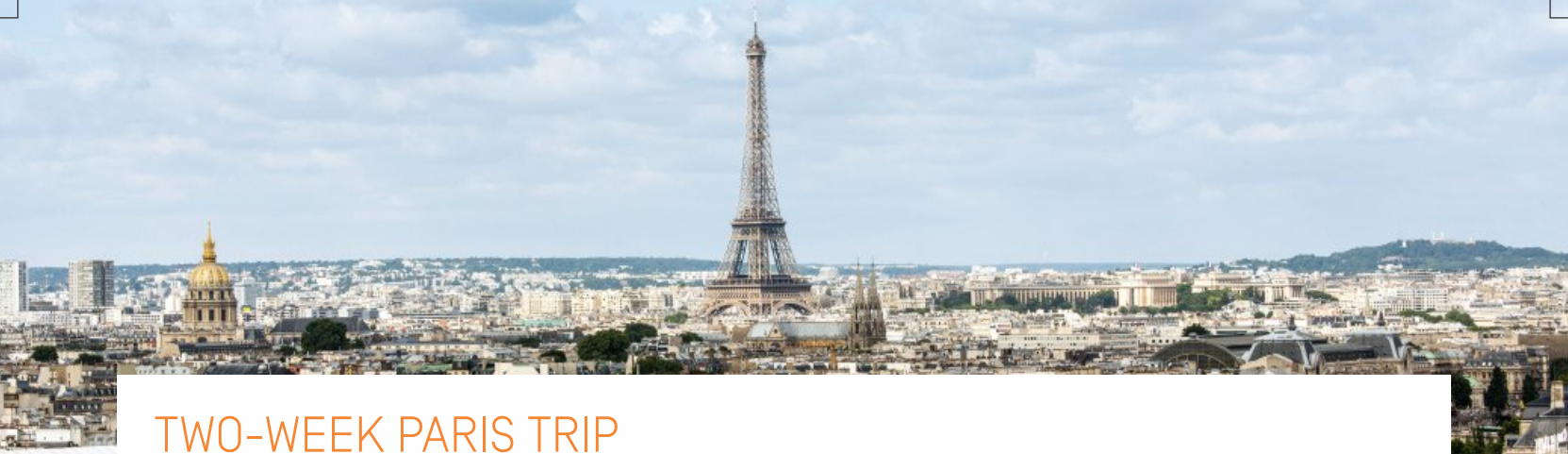
*Subject to changes if any

MARKET POTENTIAL

The luxury market has been witnessing promising growth in the past few years. Experts believe that growing disposable income in middle class and upper middle class families is one of the key factors that has enabled this growth. According to a report from Euro monitor International, the country's luxury market is expected to grow 86 per cent in constant value terms between 2016 and 2019. The industry is expected to touch US\$ 50 billion by 2020 and US\$ 180 billion by 2025.

CAREER OPPORTUNITIES

MBA ESG, Paris has an alumni base of over 14,800 professionals who work in companies such as Tiffany & Co, Estée Lauder, Bobbi Brown Cosmetics, Christian Dior, and Yves Saint Laurent in roles that include Product Manager, Assistant Project Manager, Marketing Manager, Assistant Digital Brand Manager, Retail Manager, and Visual Merchandising Manager.



TWO-WEEK PARIS TRIP

Days	Activity
Day 1	Luxury Codes at the Château de Versailles.
Day 2	Luxury jewelry – Place Vendôme.
Day 3	Arts and Luxury – The Opera Garnier and the Louvre Museum.
Day 4	Perfume – The birth of perfume at the Perfume Museum.
Day 5	The tradition of French luxury manufactures: The Manufactures of the Gobelins.
Days 6 & 7	Oenology & Champagne – Visit of 2 wine caves and wine tastings [2 days].
Day 8	The communication of major luxury brands: The Louis Vuitton Foundation.
Day 9	Luxury Merchandising – Department stores in Paris.
Day 10	Haute Couture in Paris – Avenue Montaigne and Rue du Faubourg Saint Honoré.
Day 11	Luxury Hotels and the French label – Visit to a luxury Hotel.
Day 12	French Gastronomy – Cellars of the Louvre.

*Subject to changes if any



OUR PARTNERS

JAIN (DEEMED-TO-BE UNIVERSITY)



Jain (Deemed-to-be University) is a cerebral destination that draws inspired students from more than 35 countries to one of the world's greatest cities - Bangalore. Our education empowers individuals to challenge conventional thinking in pursuit of original ideas.

A place for highly ambitious students and professionals who want to excel in career and become hard core experts in their area of interest. In all we do, we are driven to dig deeper, push further, and ask bigger questions and to leverage our knowledge to enrich all human life.

A deemed-to-be-university since nine years, it is now ranked consistently among top universities in India by India Today Nielson Best Universities Survey. Founded in 1990 as SBMJC by Dr. Chenraj Roychand, an eminent entrepreneur and educationist with over 35 years of experience, it has the vision to foster human development through excellence in quality education, research and entrepreneurial development. Jain (Deemed-to-be University) advocates sports and creative talents. Jain (Deemed-to-be University) alumni have emerged as successful sportsmen, entrepreneurs, and celebrities globally.

GALILEO GLOBAL EDUCATION



Galileo Global Education is a global leader in education with partnerships with 37 reputed schools in 10 countries across the world with the aim of “Transforming your enthusiasm into professional success.” With bases in France, Italy, UK, Germany, Mexico, China, India, and Senegal Galileo truly deserves the tag of a global education leader.

Galileo Global Education strives to instil in each student the dedication to originality, perseverance, innovation and selflessness to move the world toward a greater goal. Its mission is to be the world education leader in innovation, creativity, arts and culture – one of the most promising higher education segments over the short and long term, everywhere in the world.

During their studies at these schools, students can redirect themselves toward a wide range of other educational channels. The right to make a mistake, to be supported along non-linear educational paths and a wide spectrum of academic options are other strong components of the global experience offered by Galileo.

Marketing, Advertising, Design, Graphic Design, 3D Design/Animation, Fashion, Art Appreciation, Cultural Management, Art Business, Events, Audiovisual, Media, Web Marketing; Galileo Global Education gives students the best possible training in their field of choice. It brings the design and management worlds together, thus boosting innovation in all related areas.



iNURTURE EDUCATION SOLUTIONS



iNurture is a pioneer in enabling career-ready formal higher education in India. It powers new-age UG and PG programs through its unique University-Industry Partnership (UIP) model. As a knowledge partner to universities, iNurture has a synchronous mix of industry-relevant, career-ready, and pedagogically-advanced education delivery mechanism that is unique and unparalleled.

The content for the new-age courses at iNurture is developed in association with over 200 industry professionals who are actively involved in validating and endorsing the programs. iNurture also leverages its strong industry association by providing guest lectures, internships, industrial visits, live projects, and placements to students.

iNurture strives to strengthen the “employability quotient” across the complete spectrum of adult learning – from college to corporate.

With a pan-India presence and association with leading institutions across the globe, iNurture focuses on fast-growing domains that are specifically designed to “intelligently nurture” students for emerging industries and prepare them for “new collar” careers.





MBA ESG India students at Stade de France



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mba-esg.in

Campus Location:

MBA ESG India

Jain University, #17, 6th Floor
Babburkamme Seva Samithi
Next to TCS, Sheshadri Road
Bangalore – 560 009.

Admissions Office:

Jain University

#44/4, District Fund Road
Jayanagar, 9th Block
Bangalore – 560 069.