

MBA Rural Management



IIHMR UNIVERSITY

School of Development Studies

IIHMR University, Jaipur is a post-graduate research University established under the IIHMR University Act, 2014 (Act No 3 OF 2014) by the state government and recognised by University Grants Commission (UGC). Earlier known as Institute of Health Management Research, the knowledge institution was established in 1984. IIHMR University undertakes education, capacity building programmes for executives, research and consultancy in hospital management, health management, pharmaceutical management and rural management.

www.iihmr.edu.in

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PROGRAM OVERVIEW

In view of the burgeoning demand for development professionals who can hit the ground running in a variety of sectors, MBA Rural Management is committed to developing a cadre of trained professional managers who are capable of managing rural development organisations and programs, both in the public and the private sectors. The in-take capacity of the program is 30.

The primary objective of the course work is to facilitate integrative learning, so that graduates are able to walk into professional roles with ease and play a vital role both at the operational and strategic levels in their jobs. Furthermore, the course will allow the students to specialize in domains such as Financial Inclusion, Rural Health, and Livelihood Enhancement, all of which are areas of high demand.

OBJECTIVES OF THE PROGRAM

The broad objective of the program is to facilitate integrative learning in the deepest sense of the term, so that graduates can walk into professional roles with ease and play a pivotal role both at the operational and strategic level in their jobs. Currently, students in mainstream MBA Rural Management programs are largely being prepared for an “operational” engagement. For this to change, the course outline of the IIMMRU MBA (RM) strikes a balance between three things:

- Critical thinking, active engagement with multiple stakeholders, and lateral thinking that allows students to think practically and strategically.
- Foundational managerial skills associated with development praxis, ideally for all sectors (government, civil society sector, and private sector); and more specifically, those skills relevant for the specializations that the students choose.
- Strong fieldwork and organizational skills based on off campus learning experiences so that once they graduate, students can hit the ground running.

PROGRAM OUTCOME

The course is positioned to cater to needs of a rapidly transforming India where developmental challenges are not limited to rural areas; indeed, the rural-urban continuum has made it virtually impossible to speak of rural or urban spaces in isolation.

This program aims at preparing professionals for a challenging career in public, private sectors, NGOs, Corporate Social Responsibility (CSR), national and multinational organizations that are committed to erasing rural-urban inequities by promoting "rurban" infrastructure and amenities that emphasize a growing confluence of cities and the countryside. Hence the program outcomes for MBA Rural Management are as follows:

- Program develops a strong conceptual and an analytical framework on rural development issues in the students. It also gives appropriate attitudes that are required for a professional rural manager
- Students can work in rural enterprises in form of policy makers, managers, analysts, and consultants advising on operational efficiency and program efficiency
- Program develops appropriate attitudes and value required of a professional for becoming rural manager and to meet the increasing demands of national and international development organizations

- Willingness to work in rural areas as it requires resilience, perseverance, emotional, social intelligence and courage of conviction.

FACULTY

The faculty consists of the crème de la crème of the development sector and health sector. The faculty members are highly qualified, experienced and have an unmatched subject expertise. They continuously engage themselves in research, teaching and raising the bar in rural management education.

ELIGIBILITY CRITERIA

- Recognized bachelor's degree of minimum three-year duration with at least 50% marks in aggregate.
- MAT/ CAT/ CMAT/ATMA/XAT/GMAT/IIHMR-U MAT score.

For candidates who do not have MAT/CAT/CMAT/ATMA/ XAT/GMAT scores but wish to apply for MBA Rural Management, IIHMR University will conduct IIHMR-U MAT at the IIHMR University Jaipur on March 23, 2018; April 27, 2018; May 25, 2018; and June 29, 2018.

Candidates appearing in the final year examination of the bachelor's degree program or awaiting results of their final year examination in 2018 may also apply. Such candidates, if selected, will be given provisional admission. They will be required to produce evidence of their graduation within two months of the start of the session.

Working professionals with relevant work experience are encouraged to apply.

APPLICATION SUBMISSION

The admission form is available on IIHMR University website (www.iihmr.edu.in) under the category "APPLY NOW". The eligible candidates can download the admission form. The filled-up application form can be submitted at admissions@iihmr.edu.in or in-person/ by post to the Dean (Academics), IIHMR University, 1, Prabhu Dayal Marg, Near Sanganer Airport, Jaipur – 302 029, Rajasthan.

- **Last date to request application form : June 21, 2018.**
- **Last date for submission of application form : June 23, 2018.**

SELECTION PROCESS

The eligible candidates will be invited for Group Discussion (GD) followed by Personal Interview (PI). The final selection of the candidate will be based on their performance in the qualifying examination with a proportional score in MAT/ CAT/ CMAT/ATMA/XAT/GMAT/IIHMR-U MAT , the Group Discussion (GD), and Personal Interview (PI).

The GD/PI for qualified candidates are scheduled on these dates: March 23-24, 2018; April 27-28, 2018; May 25-26, 2018; and June 29-30, 2018.

COURSE FEE

The course fee for the two-year MBA Rural Management is Rs. 4.40 lakhs, payable in five installments. For details visit our website.

SCHOLARSHIPS

Scholarships are available for meritorious students. Please visit the IIHMR University website for details.

LIFE AT IIHMR UNIVERSITY

Infrastructure and Facilities

The University campus is an exquisitely landscaped, lush green estate with aesthetically designed classrooms, open spaces, library, auditoriums, hostels, and canteen. The serene ambience is conducive to learning and pushing the boundaries of excellence.

Sports and Recreation

IIHMR University conducts various sports and extra-curricular activities for its students to encourage 360-degree development of their personality. The facilities on the campus include swimming pool, gymnasium, tennis court, volleyball court, cricket ground, football ground and basketball court, etc. The students get hands on experience of organizing conferences through the University's flagship event Annual Conference (Pradanya), besides celebrating various festivals and participating in the cultural events.

Our Alumni

On completion of the program, students become part of a robust network of alumni which plays an important role in the professional development of students. Our alumni have done their alma mater proud by rising above the rest in all their endeavors and have earned the respect of the industry.

CONTACT

Dean, Academic and Student Affairs (Admission Authority)

IIHMR University

1, Prabhu Dayal Marg, Near Sanganer Airport

Jaipur – 302 029, Rajasthan

Mobile: 08890627155; Phone: 0141-3924700

Toll free: 180030105700

Mail: admissions@iihmr.edu.in

