



MASTER OF BUSINESS ADMINISTRATION Curriculum

RAAK College of Engineering & Technology offers a two-year MBA degree program, aligned with the Pondicherry University syllabus.

The Curriculum Focus Areas are:

- Financial Management
- Business Analytics
- Operations Research
- Strategic Management
- Quality Management
- Management Information Systems

Career Pathways

- ✔ Chief Executive Officer
- ✔ Management Consulting
- ✔ Marketing Management
- ✔ HR Manger
- ✔ Product Management
- ✔ Operation Research Analyst
- ✔ Fianancial Analyst
- ✔ Chief Financial Officer
- ✔ Business Operations Manager
- ✔ Investment Fund Manager
- ✔ Information Technology Director



MASTER OF BUSINESS ADMINISTRATION (MBA)

In today's disrupted business world, a Master of Business Administration (MBA) allows individuals to effectively manage technology and its applications. An MBA degree provides aspiring professionals with the opportunity to develop leadership skills necessary for managing technology-based businesses. The economic and industrial landscape across the world is undergoing transformation through digitization and artificial intelligence.

A technology-based MBA program equips students with essential digital skills required to transition into digital technologies and virtual work environments. It prepares them to develop new strategies to adapt to disrupted environments and foster innovations. Additionally, it teaches resilience practices to ensure employee wellbeing and the sustainability of business models. Furthermore, it provides a platform for students to understand the policy and governance aspects of modern digital business.

By pursuing an MBA with a focus on technology, individuals can better navigate the complexities of today's business world and drive success in an increasingly digital environment.

SALIENT FEATURES

- 01 **ICT Classrooms** 
- 02 **Wi-Fi Campus** 
- 03 **A/C Classrooms** 
- 04 **Experiential Pedagogy** 
- 05 **STEM Education** 
- 06 **Go Green Campus** 
- 07 **Transport Facilities** 
- 08 **Hostel Facilities** 
- 09 **100% Placements** 
- 10 **Sports Activities** 

Our Major Recruiters



Highest CTC : 7 LPA

Average CTC : 4 LPA

ZOHO : 7 LPA

VWR : 5.4 LPA

Odoo : 5 LPA

Get In Touch



99437 66786, 88254 12450
93848 22653, 91591 19966



raakengg@gmail.com
www.raakengg.edu.in



No.1, Muthupillai Palayam Road,
G.N.Palayam, Sulthanpet Post,
Puducherry - 605 110.



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COLLEGE OF ENGINEERING & TECHNOLOGY

Affiliated to Pondicherry University, Approved by AICTE, New Delhi
(A Unit of Farouk Educational Trust)



MASTER OF BUSINESS ADMINISTRATION

