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MBA or Masters in Business Administration has become a career choice for many of us. Fat salaries and a five star lifestyle associated with MBA could be one of the reasons. But with so many MBA grads coming out of B-schools and the roller coasters of global economies, the picture of business is changing.

Organizations are now looking for managers with skills that are beyond the usual. People/ Human resource is the key asset of any organization. A fresh approach in managing these resources, relationships with clients, analysis and leadership qualities are considered vital. If you are a peopleâ€™s person with strong networking, analytical and communication skills with a mix of technical know-how, then MBA is just right for you.

Selling, research, implementation and administration are the basics of any MBA course. At B-schools, students learn business theories and practices through assignments, presentations and reporting. Eventually, understanding business is the idea behind the course. For example, a road-side cobbler runs his tiny shop by following business principles in the same way as a multinational shoe company would. Both entities consider sales, mark-up costs, raw materials, locality of sale, labour, customer, etc. Thus, students learn strategies that are helpful for building an organization.

Apart from learning the intricacies of business, a studentâ€™s communication and vocabulary also strengthens. Managing people and clients through right communication is an art in itself. This can be very useful in marketing and sales of products or services. Managing resources always affects a companyâ€™s overall performance and growth. Hence, the main focus of MBA courses is marketing and Human Resource that go beyond sales. Poor people skills or poor network and dull analysis can lead to failure.

There are various areas of interests or specialization in MBA. There are executive jobs like CEOs and recruitments; banking and financial firms, corporate finance and accounting for students with finance background; while marketing has become a major area. With automation in all areas of production, the only area untouched is marketing. Strong skills and innovative ideas in marketing make a candidate stand apart. Students from technical background like engineering can benefit through MBA to hold executive levels in organizations. A degree in Business Administration can also help to start your own business.

MBA can be pursued by those who are already working. In such cases, work experience is an added advantage in understanding strategies and details. A good work experience and MBA degree will help you grab a lucrative job. Some institutes also offer MBA courses as a part time study. There are universities as well that offer distance learning in Management. MBA graduates often get their dream jobs through campus recruitments. Fresherâ€™s can expect around Rs 2-3 lakhs annually and with experience one can command a higher scale.

There are about 1700 business schools and several more coming up. Proper training and guidance can channelize the right talent and skills in students. Once a dream job, it is said that MBA is now losing its glory. But if you have the right talent and networking skills then MBA is the path to your future.

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