



For years we've trained managers.  
**NOW WE TRAIN YOU, THE FUTURE MANAGERS.**



An MBA has been on your mind for quite some time. Maybe, your current position in the organization holds no great potential for growth. If you are a fresh graduate, again, maybe the road ahead in the job market does not look too bright. And you know an MBA in your CV will make a big difference, both in terms of growth opportunities and landing a very good entry-level job. Well, it's clear – an MBA is just the thing. No second thoughts. But, equally important: "Where? Will it be convenient for me? Will it offer me choices regarding duration and content? Can I learn at my own pace? Will I be able to afford a worthy MBA?"

### Enter 361 Degree Minds –

*the game-changing player in the MBA arena*

For years, 361DM were involved in elaborate research into adult learning and remote instruction methods before we went ahead: to design, develop and deliver an MBA program that would engage you, be fun to learn and offer you choices, and therefore be totally effective.

For over a decade, the company has conducted training programs for educational institutions, individuals and, most importantly, corporate teams comprising business leads and managers – just the kind of people you are aspiring to become. 361DM have delivered learning and education programs in 5 countries, for managers of over 20 nationalities, coming from diverse industries including Education, IT Software, IT Hardware, Process Outsourcing, Pharmaceutical, and Telecom. This track-record translates into concrete benefits: Your program has the flavour of global cultures and also gives you broad-based industry exposure.

### If MBA is your new journey,

**you now have a great companion**

*In a decision as important as MBA, you'll find us with you, throughout your MBA journey... to guide, motivate, and boost your confidence.*



### Great higher education at affordable fee

*A decent MBA education from a regular business school can cost lakhs of rupees, beyond the affordability limits of many. On the other hand, a much lower costing MBA through correspondence does not attract students who are looking for peer interaction, experience, and exposure.*

### Get the best of both worlds.

*361DM's MBA program is crafted to equip you for the modern times, providing convenient, interactive, next-gen learning environment, niche functional and entrepreneurship skill training, internships & assured placements, and ample peer group learning opportunities... all at incredibly affordable fees.*

### 361DM's MBA Program –

*Distance Learning has never been this CLOSE*

When your mind is set on an MBA, 361 Degree Minds (361DM) is set on the same mission. That's simply because we share your aspiration and have all it takes to get you there. When you realize your goal, our joy is as much as yours.

Yes, our program, powered by the latest technology, comes alive in every one of its interactive learning modules. Yet, we are committed to being your companion in the journey towards your destination. Regular interactions, assessments and feedback, and the presence of program coordinators at the learning center make sure that you will never feel alone. You might even wonder why it is called a Distance Learning Program!

### 361DM's MBA Program develops your skills, aptitude, and attitude all along

Conventionally, PPTs, videos and recorded lectures form a large part of distance learning programs. Instead, the 361DM's MBA Program draws from the learning process that we have successfully used for our corporate programs across cultures and industries. This ensures that you learn soft skills, absorb them and shape your attitude for your future role as a manager. To be precise, you will learn as if you are handling an assignment or a project or solving a problem at workplace.

What's more, there is fun and participation all the way. As you set your performance level, you will meet challenges, tackle them and earn points. We have even designed segments that help you relax and continue learning with renewed eagerness.

### i-meta... the next generation learning interface

i-meta is our state-of-the-art, unprecedented learning system that creates a unique learning environment for thousands of students, hence providing peer group learning atmosphere all the time.

It is designed to generate high interest and involvement in you while you learn, through an intelligent blend of human interaction and individual learning, self-controlled as well as monitored performance. You are also provided with a wide array of learning support features that add fun to meaningful learning and widen your exposure.



### Modes of learning

We at 361DM realize that students look for great learning environment along with great learning content.

361DM's MBA is delivered via a host of learning modes to keep you engaged and motivated. There are online live sessions, onsite live sessions, online interactive "catalyzer" sessions, mentor feedback and rating, discussion forum, buddy exchanges and interactions, performance tracking, group and universal benchmarking, and more... to make learning an effective, enjoyable, and desirable experience for you.



### 361DM's MBA Program imparts academic & real-world knowledge plus their application

Most programs simply unload ready-made content, and offer very little for debate and discussion. On the contrary, our program fires your enthusiasm by inviting you to analyze business scenarios and suggest solutions through our unique "catalyzer" sessions. This exercise prepares you for the tough challenges you are bound to face later in your job. Experts from IT, BPO, KPO, Manufacturing, Finance, HR and Education industries will engage with you in interactive live sessions, thereby making you see and relate to real-time business environment.

Right through the program, you will be so alert and excited, brimming with knowledge and insights, that dropping out due to monotony, as is the case with many other programs, will be a non-issue.

### 361DM's MBA Program delivers skill sets, internship and placement

- Our program packs in features\* that deliver experience and value, thereby increasing your employability.
- Soft Skills – help you gain a comprehensive understanding of the nature and dynamics of the business world, and sharpen your analytical and problem-solving capabilities
- Functional Skills – equip you with specialized knowledge in your field of choice
- Entrepreneurship Suite – imparts insights to look at a business as an entrepreneur, and trains you to launch your own start-up

In addition to the above, fresh graduates who enroll in the program\* enjoy:

- Internship Opportunities – enable you to pick up valuable industry exposure and work-experience, and earn simultaneously
- Assured Placements – help you realize your ultimate career goal

\* Depends on program variants



### 361DM's MBA Program

*absorbing as it happens, but afterwards?*

An MBA enters your CV. So what? You feel that the real worth of an MBA lies in what it does to your career prospects. You are absolutely right. Well, let's collect the main points for the evaluation\*:

- 361DM, an organization led by people with more than 15 years of experience
- A complete and comprehensive program made affordable
- MBA certified by a reputed university
- Research-based & methodology, and technology-driven delivery
- Training on functional skills
- Sizable interaction with industry experts
- Accessible, expert guidance right through
- Entrepreneurship orientation
- Internship opportunities
- Assured placements\*

At the end of the program, it is entirely in your hands... you will perhaps launch your own firm, or go a rung or two up the ladder in your company, or secure a job that matches your potential. One thing is for sure: you will always feel nice and happy that you took the journey towards MBA and that you travelled with 361DM.

\* Subject to specific criteria

### 361° minds

*what we stand for*

The logo of 361° minds (361DM) reflects human resoluteness of constantly striving to do better today than yesterday, resulting in continuous improvement and development.

### Our philosophy

We believe in deep research before taking a step.

We believe that even a small shift - in attitude, in behaviour, in action - made by an individual or an organization can make all the difference to where they reach and what they achieve in the long run.

### Our vision

We aim to make available accessible, effective, and affordable learning solutions to learners in large numbers.