

 **EAST POINT** COLLEGE OF HIGHER EDUCATION

Course guide. MBA, M.Com

Education is more than what is taught in the classrooms. The world has so much to offer and to limit ourselves to the confines of norms set by the society is but ordinary. We are more than that. Welcome to the world of East Point.

While we deliver the highest quality of education, we also encourage our students to nurture their extracurricular interests. Because, we believe in a system of education where there is humanity. That's what we do at East Point - adding humanity to education.

MBA at East Point

This course is for those who aspire to become entrepreneurs or get into business firms. MBA is one of the most sought after degree in the world and is considered to be very prestigious. Students of the MBA program in East Point learn the

theory and application of business and management principles. This program equips students with knowledge which can be applied to a variety of real world business situations. An MBA covers the many aspects of a business including marketing, finance, human resources etc.

Approved by AICTE and affiliated to Bangalore University, with specialization in Marketing, Finance and Human Resource. The students have choice to go in for either dual specialization or single specialization depending upon their interest. In case of dual specialization, the students could opt for any two out of the specialization streams offered by Bangalore University.

MBA : Master in Business Administration

There is an urgent need for high performers. Strong communicators. Creative thinkers who can adapt to a changing needs of the world. Developing these skills requires something different. Something revolutionary. To meet this challenge East Point has reinvented our MBA program to position for success in today's marketplace.

MBA : Master in Business Administration - Professional

The professional MBA course is designed to focus on the fundamental business challenges. This course comes with the added certificate courses exposing students to new tasks putting them into a practical hands-on workshops, corporate experiences and live case studies.

Qualifying in the Certification courses in Digital Marketing (Google Certification), SAP (ERP), Soft Skills, Tally, Microsoft Excel and interaction during guest lecture Series provide students an abundant opportunity to fortify their talents to excel in the real world.

MBA : Master in Business Administration - Global

MBA program at East Point combines a dynamic classroom experience while exposing students to a global business challenges. In today's competitive job market, it is very important to strike a winning element which would stand out from the competition. Mastering in global



administration course opens doors to unending career opportunities and kindling of new start-ups for entrepreneurial mind-sets.

Along with Qualifying Certification courses in Digital Marketing (Google Certification), SAP (ERP), Soft Skills, Tally, Microsoft Excel and placement training, students also are offered a foreign trip which covers industry visits to global companies, participating in global seminars, interaction on intercultural business and investment opportunities. Students are provided with a Laptop/ Tablet for their academic quality enhancement.

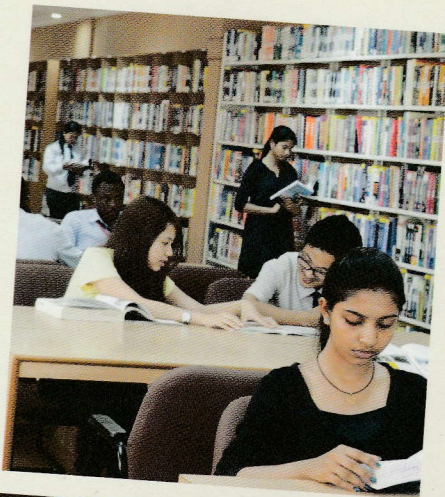
Eligibility: Graduates with any discipline of any university recognised by the Government of India, passing with 50% marks in aggregate.

M.Com : Master of Commerce

Our college offers Master in Commerce a two years Post Graduation course affiliated to Bangalore North University. The course prepares students to meet the challenges of emerging business environment, where in they participate and execute various strategic management and

business decisions, hone skills in HRM, Marketing, Finance, Entrepreneurial Development, Business Information System, Ethics, International Business, Accounting, Taxation and Banking. This course not only provides a strong base to enter the banking, financial and management job segments but also to pursue research at higher levels.

Eligibility: BBA / B.Com from any University recognised by the Government of India, passing with 50% marks in aggregate.



Placement at East Point.

An MBA / M.Com degree is considered as the most valuable post graduate degree in the world and has exciting career opportunities in every industry. Some of the biggest jobs in the world are filled by MBA / M.Com graduates.

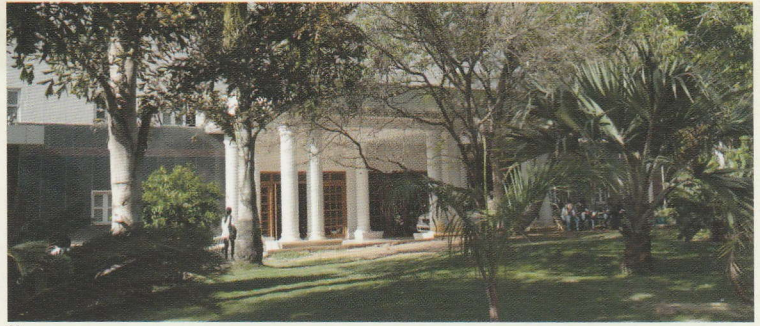
Students at East Point graduate to work at some of the biggest Multi National Corporations of the world. The education and exposure here preps them for a lucrative career. Over the years, the placements at East Point have become excellent.

Following is a list of some of the companies that recruit from East Point,

- Infosys (campus connect)
- Wipro
- TCS
- Tech Mahindra
- L&T Infotech
- Oracle Financial Services Software Limited
- Accenture
- Cognizant
- Tata Elxsi
- Integra
- Cap Gemini
- Keane Software
- ICICI
- UTI
- MetLife
- Aviva
- Titan
- Reliance Trendz
- Mind Tree
- HCL Technologies
- IBM India Limited
- Toyota Kirloskar
- ITC Infotech
- Subex Limited
- Robert Bosch
- Accord Software
- Global Automation
- Monsanto
- Sasken Communication Technologies
- Quinnox



01



02



03



04



05



06



07

- 01. Nursing Block
- 02. Mechanical Engineering Block
- 03. Women's Hostel
- 04. Engineering Block
- 05. Higher Education Block
- 06. Pharmacy College
- 07. EEE+Civil Engineering Block

East Point Campus

Jnana Prabha
East Point Campus
Virgo Nagar Post
Bangalore-560049
Karnataka
India

www.eastpoint.ac.in