

Manipal University and Whistling Woods International, India come together to offer a first of its kind MBA in Media and Entertainment

Manipal Education, India's leading education group, in association with Whistling Woods International, an **initiative of the well-known and acclaimed film maker, Subhash Ghai**, is introducing a two year MBA degree in Media and Entertainment, for the first time in India.

In the recently concluded FICCI Frames, PWC has projected that the Indian Entertainment industry would be a Rs. 1 trillion industry by 2011 with a CAGR of 18%. If this growth is to be achieved or exceeded, skill sets with appropriate management capabilities would be needed, more so because of increased participation of corporate entities in media. Manipal Education, having identified a niche market is introducing this programme and has tied up with Whistling Woods International to provide the technical support and also conduct the industry internship and training.

The 2 year MBA Program in Media & Entertainment will have specialization in Film, Broadcasting, New and Interactive Media and Event Management. The first year of the Program would be conducted at the Manipal University campus in Bangalore, covering all General Management Subjects and Media Case Studies. And the second year of the Program will consist of 'Hands On' training at the Whistling Woods premises located at Film City, Mumbai. The MBA in Media & Entertainment will be granted by Manipal University on completion of the course.

Shri Subhash Ghai speaking on the occasion said, 'We have admired the growth of Manipal Education and its contribution to education. We are happy that they are moving into higher technical areas that would support the kind of explosive growth in entertainment that the IT sector has shown in the last few decades. Whistling Woods International, which has partnered with major technology players globally, and enjoys goodwill in the industry, is pleased to offer value to the students through its industry programme while adding value to education offered by Manipal Education. We are looking forward to a meaningful association'.

Speaking on the occasion **Anand Sudarshan, MD & CEO of Manipal Education** said, "The new generations of youngsters are looking for education in areas of high growth and opportunity, and Media offers both the scope for creative and managerial growth. We are confident that students would seek this opportunity to further their prospects. We are pleased with the industry tie-up offered through Whistling Woods International which is based in the heart of the [Mumbai](#) Film Industry

The course begins in July 2008 and admissions are open. Details are available on www.whistlingwoods.net and www.manipal.edu.

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