

Scaler invests INR 50 crore in Scaler School of Business to build the next generation of business leaders

Dais World | 31/05/2024 04:40 PM

Scaler, a leading education provider in India, has today announced that it has earmarked **INR 50 crore towards developing its recently launched Scaler School of Business (SSB)**. These funds will be used to build offline infrastructure, design and update curriculum, establish partnerships with industry, and onboard world-class leaders as coaches, mentors, and instructors.

Deloitte Touche Tohmatsu India LLP's (Deloitte India) latest campus workforce trends 2024 study revealed that attrition rates remain an area of concern among MBA graduates, especially among entry-level jobs for top-tier campuses. The report also highlights that there is a need for educational institutions to equip students with the multifaceted skills to succeed in the digital age. Traditional MBA programs are built and taught by academic scholars who can only impart theoretical knowledge in business principles. While institutions are attempting to teach practical skills through case studies, more often than not, these are insufficient to prepare graduates to thrive in the fast-paced world of business. Scaler School of Business has been built to tackle these very challenges. It is India's first business school built by industry leaders for future industry leaders, offering a meticulously crafted curriculum that mirrors the realities of modern tech and innovation-driven businesses.

Scaler School of Business's full-time Postgraduate Program in Management and Technology offers a unique blend of theoretical rigour and practical application. Learners will benefit from industry-driven evaluations, case studies from partner companies, immersive internships, and exposure to trending technologies like AI and allied industries, making them ten times more efficient and tech-enabled than the average MBA graduate. Additionally, the Scaler Innovation Lab, an incubator set up on campus, will be accessible to SSB learners. This platform will allow them to build and present prototypes, products, apps, MVPs, and more, providing a unique opportunity to showcase their entrepreneurial and innovative skills to the country's top investment firms.

Bhavik Rathod, Senior Vice President at Scaler, said, "Future leaders need to know the core fundamentals of business along with a deep understanding of technology and how that can be leveraged to operate at 10x efficiency. Unfortunately, most MBA programs today are still too theoretical, archaic, or lack enough industry exposure and real-world problem-solving, resulting in graduates who find it hard to get compelling job opportunities or lack the necessary job skills. We

aim to change that with our practical-first, industry-integrated, tech-enabled PGP-MT program at Scaler School of Business. These funds will allow the team to have sufficient resources, empowering them to be razor-focused on delivering world-class learning experiences to our learners."

The program is designed for both technical and non-technical job opportunities suited for working professionals with few years of experience or even freshers straight out of college. The founding cohort will have an intake of handpicked 75 to 100 students and will commence in August 2024. Scaler works with more than 900 employer-partners internationally, including the top names in every tech sector like Google, Microsoft, Amazon, Facebook, Zomato, Airtel, Wells Fargo, PayPal and others, who regularly hire Scaler alums, and these existing relationships will be leveraged to help SSB learners build sustainable careers. Scaler School of Business's campus is located in Electronic City, Bengaluru, and the same campus also houses the Scaler School of Technology, allowing varied and unique collaboration opportunities between management and technology professionals and enabling a wholesome learning experience for both groups of learners.

About Scaler

Launched in 2019, Scaler is India's leading tech education company that upskills working professionals and educates aspiring engineering students. Scaler's industry-vetted curriculum provides solutions to real-world challenges addressing the changing dynamics of the technology industry through three flagship programmes: Scaler Academy, Scaler DSML and Scaler DevOPS. Scaler believes in creating real-life impact by focusing on 'impact-driven' tech talent. Enrolled learners are mentored and taught by leaders and subject-matter experts working with leading organisations, including MAANG companies. Scaler has generated enviable career outcomes in a short period, and on average, its learners see a 4.5x RoI (return on investment) and salary hike of approximately 126%. To further redefine tech education, Scaler has launched Scaler Neovarsity - an online university that offers an outcome-focused Master's Programme accredited with ECTS and Scaler School of Technology - a 4-year residential UG program in Computer Science. Scaler Enterprise is its B2B arm that focuses on building relationships with domestic and global organisations to provide them with industry-ready talent. Over 900 companies have worked with Scaler for their tech recruitment needs. The startup's parent firm, InterviewBit, is featured on the Financial Times's Asia Pacific High Growth Companies 2021, 2022, 2023 and 2024 ranking. Scaler has also been featured by Time Magazine in its 2024 ranking of rising stars of the edtech industry in the world. Valued at \$710 million, Scaler is backed by marquee global investors like Peak XV Partners (formerly Sequoia Capital India), Tiger Global, and Lightrock India. It has expanded its footprints across India and the US.

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