

# MAGAZINE 2021



**Launching MBA  
in Real Estate  
Management  
in Partnership with  
JAIN  
(Deemed to be University)**

**LAUNCH OF B-SCHOOL**

**IREU CLUB**

**IREU THINK TANK**



# EDITORS VOICE



Greeting readers!!

I am Priya Agarwal, editor and writer of IREU Magazine and Research report.

It all started one day in Mid- November when Thejasvi, our CEO asked me to document all the major milestones in our education start-up. I was tensed and excited to achieve this peculiar task. When we started to document the happenings, we felt that 100 pages would not be enough to do justice for the amount of new innovations happening at IREU.

I along with Thejasvi have tried to cover the major segments and tried keeping the magazine and research report as light reading as possible.

The IREU magazine 2021, talks about the growth of IREU, its goals, Team, the HR tool, Tech developments at IREU, the necessity of specialization in Real Estate Management, IREU Club and many more things.

I hope you all enjoy the magazine series which will be a bi-annual edition.



With lots of love  
Priya and Thejasvi

## IREU STANDS FOR 'ORIGINALITY'.

The core strength of IREU lies in its intellectual capital of highly accomplished faculty. We have a well-crafted-designed course offerings, teaching methodology, and blended approach. The faculty team has a combination of Ph.D.'s, Post Doctoral, Practicing Professionals



As a professional skilling powerhouse for graduates and working professionals, we equip students with key skills that allow a student to kick start their professional career.

Our vision is to ensure that we provide the youth with tailor-made and industry vetted educational courses that bridge the gap between the current formal education system and what the industry requirements are, thereby making our students employable.

## IREU BELIEVES IN

**3E** | EDUCATION  
EXPERIENCE  
EXPOSURE



## MESSAGE FROM THE GROUP CEO THEJASVI DS

*“The ability to learn is the most important quality a leader can have”.*

In post Covid times of 2020, the Education ecosystem has seen rapid changes and technology transformation adoption and Edtech industry has become main stream source of education. The recently proposed New Education policy 2020 by government of India has been emphasizing strongly on need for skilling, cross domain knowledge and innovative ways of teaching.

IREU Research team<sup>★</sup> study<sup>★</sup> says that Indian education sector is expected to grow fast at 38% YOY from 2.8B\$ in 2021 to \$10B by 2025.

IREU Magazine 2021 is our attempt to present the happenings at IREU Education company and also share our learnings and research in Education\ edutech Sector with you all.

IREU Education will bring in the best of education to students and is committed to delivering Value based education with International quality.

All efforts will be made to provide industry needed skilling, and to start with Real Estate and Construction Industry related educational degree programs will be launching in partnership with Jain Deemed to be University.

IREU Team targets to enrol 50,000 student per year by year 2023. Our mission is to bridge the skill gap in education by providing Industry related skills

I wish you all Good Luck

*Happy New year 2021 !!*

★ Thejasvi DS and Priya Agarwal

★ Study undertaken between January 2021 - March 2021



# DR.MM.BAGALI

## ACADEMIC HEAD

The value of education is known best to a person who worships it and we are honoured to have Dr. MM Bagali as our Academic Head (Gold medallist).



Holding experience of 24 years in teaching, 14 years in research, 14 years in coaching, 16 years in training, 08 years in consultancy, 16 years in mentoring, and 08 years in Post-Doctoral.

## ACADEMIC CREDENTIALS

- PhD guide, Dean-Director-head of MBA program
- First position to the department in PG-PMIR
- Securing 7th rank to the university
- Gold medal for the university
- APO-NCP alumni, and UKIERI-AICTE trained education leader
- 10 Global HRM certification from CAMI-USA and AHRB-India
- Holding a PhD in HRM area
- Second PhD in Management (HR), with scholarship from Karnatak University
- Published 150 popular writings and research papers
- Awarded and honoured with Best Research Paper Publication of 2001 by ISTD
- Completed Major ICSSR research project
- AICTE career award for young teachers
- He has 15 PhD work awards, 11 M.Phil. awards and popular writings, 600+ Master Thesis work observation and examiner in his name



Education has no limits and can be done anytime and anywhere. An academic head is one who can look up to education and help the students and the teachers to experience and explore their knowledge and he with all his knowledge and experience have always challenged us to explore and refine ourselves.

He is one of the pillars of IREU Education which brought out the importance of proper knowledge in each field more vividly. Many of us who face difficult situations and failures are motivated and encouraged to not give up until we reach our goal and then again start for a new goal. IREU has been blessed to have such an experienced person to guide us whenever we are lost and distracted.

The vision of IREU and Academic Head is to build Visionary leaders who make difference in the world. Achieving this, the mission is to create opportunity, have free dialogue, mutual respect and trust, life-long learning, and reaching this through empowering each and every one towards better lives and livelihood.

**WELCOME TO IREU Family!**



# IREU LOGO

LOGO plays a significant role in procuring customer attention, setting the first impression, differentiating us from the competitors, and fosters brand loyalty.

IREU has a unique logo, using three main colors – Pantone Gold tint, Sky Blue and Royal Blue., having its own significance. We have not bound ourselves with our logo. We can grow and diversify in the areas we desire to.



Square signifies perfection. The work we undertake, the strategy we adopt, the methodology we follow, and the values we adopt are ethical and define our sole purpose of being – **PERFECTION.**

**Pantone Gold Tint** - The color gold is a cousin to the column brown, and is also associated with illumination, compassion, courage, passion, magic, and wisdom. The color is associated with wealth, grandeur, and prosperity as well as sparkle, glitz, and glamour, we wish to follow in providing education with these characteristics.

**Sky Blue** - The color signifies infinity, cool, creativity and intelligence, and symbolizes loyalty, strength, wisdom, and trust.

**Persian Blue** - The color of trust and loyalty, relaxing effect on the learning minds, leading to peace and confidence. Shows honest and responsible



# PROPTECH - IREU REALITY



Earlier known as Luxurious Book My House Pvt Ltd , incorporated in 2016 in Manyata Tech Park, Bangalore, will be renamed as IREU Reality in April 2021.

This company works on the idea to revolutionize the Real Estate world, with strong ethical values, process interventions and technology adoption.



The company has tie ups with Tier-1 builders and has cracked its first deal in 2017, closing 100 High Value property transactions by 2020. The company has been recognised in the real estate industry and has won more than 20 awards , namingly from, L & T, Shapoorji, Shobha reality, Century real estate, Prestige construction, etc

# Why study Real Estate Management Specialization?

Real estate attracted around Rs. 43,780 crores (US\$ 6.26 billion) in investment in 2019 and is expected to touch Rs. 65,000 crores by 2040 according to an IBEF report.

The need for specialist knowledge within this sector such as property valuation, risk management, law, and compliances has increased demand for professionals with a sound understanding of the sector.



Top Real Estate Developers and Boutique Firms look for candidates who have undergone a professional management education with a concentration in Real Estate.

This specialization provides an opportunity to understand and study the various characteristics of a real estate business and the industry as a whole. The program will deliver a professional education in real estate and provide a perfect grounding for a career in real estate. It will provide a structured framework to understand the complex world of real estate management.

## Specialization Highlights

- Strong foundation in understanding the Real Estate ecosystem
- Thorough understanding of advanced courses like Property Valuation, Risk Analysis, Project Management, etc.
- Focus on adopting a data-driven approach to managing business risks in Real Estate and construction area
- Industry aligned curriculum that delivers technical excellence and supplements professional skills
- Achieve business mastery with a unique blend of Real Estate and Management courses
- Analyse problems and propose actions in real-world situations as part of the Master Thesis

# HR@IREU



Change is chaotic, and there is seldom a line that can trace from now to tomorrow. Each organisation, with definitions of a successful future, will have a different starting point for HR's future. It appears that road-blocks force you to take unexpected turn, and your progress may feel slower than you would like in some parts on your journey. It might seem that we have it in for human resources. IREU, as an organisation, has come a long way, in providing the much needed great place to work experience.

« RAMYA GOPALAKRISHNA  
VP- HR STRATEGIST

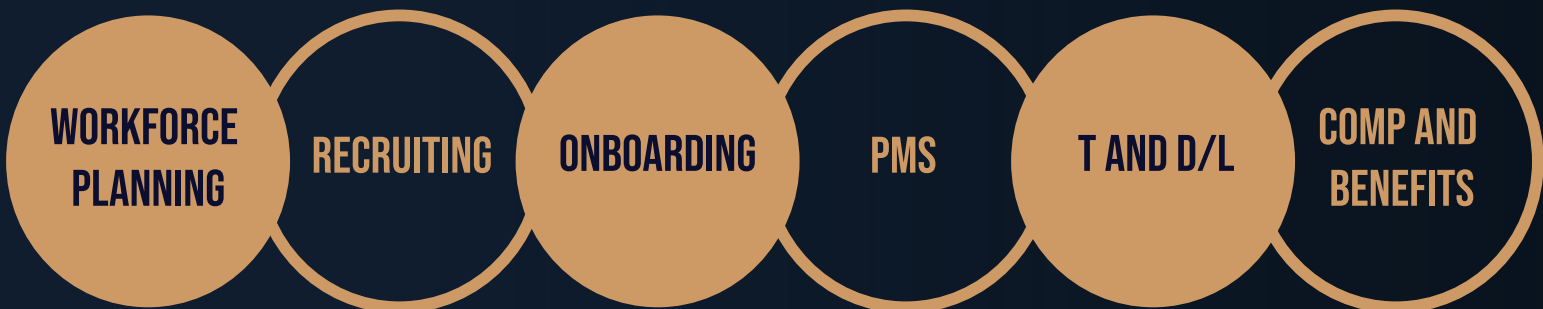
IREU HR team owns the overall talent management processes, follows a structured process in hiring along with market-based salaries and develops an overall strategic compensation plan, including onboarding, coaching, reskilling, upskilling, and even medical, and safety training.

HR makes sure that workplace activities, events, celebrations, ceremonies, field trips, and team building opportunities are occurring, which leads to the next step of High Engagement. IREU advocates for employees a healthy working environment through practicing a Meditation program regularly.



KEERTHANA N V  
HR EXECUTIVE

## HR PROCESS



# IREU HR TOOL

Human resource is apparently the most important factor of any company or organisation. Managing human resources information involves complex processes. The information is used for multiple tasks from recruiting to training, evaluations and Performance appraisal too. IREU has come up with efficient management software for the same, IREU - HRMS (Human Resource Management System). Furthermore, as meetings and trainings continue to go virtual and also off line, the tool will integrates

## IREU – HRMS

HRMS software (Human Resource Management System) is a category of management software that connects information technology with human resource management. This tool integrates Payroll management, Succession planning, Performance assessment, Hiring, Leave clearance, and Attendance monitoring integrated in it. We believe this is HR's moment to lead organisations in navigating the future.

## THE TOOL HAS SPECIAL FEATURES LIKE:

Adding Multiple Business Units

Adding Multiple Departments under each units

Set Organisation hierarchy

Set Organisation Structure

Leave management

Self Service option to employees

Recruitment process integration

Background check

Logs (Activity and User logs)

Performance appraisal

Disciplinary Management

Exit Procedure

HR Configuration wizard

Expense



# CELEBRATIONS @IREU



FESTIVAL OF LIGHTS:  
DEEPAWALI

IREU promotes employee engagement and refreshment to keep employees motivated. We build our team stronger with all these activities. Celebrations bring everyone together. Celebrating festivals, birthdays etc bring joy and happiness among each other. Each moment is very precious. Wishing every employee with warmth and love is important; IREU upholds the policy of greeting every employee. These occasions will shape the employee's views on the company culture. IREU promotes EEO (Equal Employment Opportunity). Hygiene is also an important, we maintain a good and healthy work environment. Promoting a safe and healthy environment can increase productivity of workforce. Here are some moments to share.

## CHRISTMAS CELEBRATION



# RECOGNITION

## ISO 9001:2015 CERTIFICATION QUALITY MANAGEMENT SYSTEM



ISO 9001:2015 was published in September 2015 and is already the most widely adopted standard in the history of standards. IREU Education has received the ISO 9001:2015 certification, which stands for Quality Management.

We would like to appreciate Ms. Navitha Reddy who worked on obtaining the ISO Certification.

It specifies requirements for a quality management system when an organization:

1. needs to demonstrate its ability to consistently provide Quality education to meet student and parents' requirements.
2. Aims to enhance the student satisfaction, through efficient teaching methodology, quality and industry related curriculum.



**NAVITHA REDDY**  
VP

## FUTURE COMMITMENT

IREU will receive:

- Trademarks
- Patents
- Copyrights
- International Accreditation



# CURRENT PARTNERSHIPS



# FUTURE ENGAGEMENTS



# INTERNATIONAL TIE-UPS



IREU had approached 3000 International Universities in 2020, during the lockdown period and received 70+ positive responses and successfully had 10 closures.

# IREU Real Estate Management Courses

IREU Real Estate programs bridge the skill gap in Real Estate Industry. Real Estate industry in India is growing at a very fast pace and is expected to touch 1 Trillion Dollar by 2030.

As a professional skilling powerhouse for graduates and working professionals, we equip students with key skills that allows a student to kick start his or her professional career in real estate world.

## Our Real Estate Programs

<b>MBA</b> 24 Months	<b>M.VOC</b> 24 Months	<b>PGDM</b> 12 months	<b>Diploma</b> 6 Months
<b>BBA</b> 36 Months	<b>B.VOC</b> 36 Months	<b>Executive PGDM</b> 12 Months	<b>Corporate training programs</b> 5-15 days

## IREU TEACHING METHODOLOGIES:

1. INSTRUCTIONAL DESIGNS

2. MOBILE LEARNING

3. MICRO LEARNING

4. SOCIAL LEARNING

5. BLENDED LEARNING

6. GAMIFICATION

7. VIDEO'S \ AUDIO

8. AUGMENTED REALITY \  
VIRTUAL REALITY





# Online MBA in Real Estate Management:

# 1

**Admission 2021 - April & August**

**Estimated FEES: 1,00,000 INR \ Year**

IREU MBA program in Real Estate Management aims at imparting leadership and decision making competencies to aspiring real estate professionals. The program has balanced the mix of technical and managerial competencies that are required to flourish in the Indian Real Estate Sector.



# **PGDM in REAL ESTATE MANAGEMENT**

# 2

**Admission 2021 - July Intake**

**Estimated fees: 3,50,000 INR**

**Course duration: 12 months**

**Eligibility: 2-3 years of work experience**





# **B.Voc\M.Voc in Real Estate & Construction Management**

# 3

**Admission 2021- June - Intake**

**Estimated fees: 1,00,000 INR \Year**

**Eligibility: 10+2**





# Diploma \ Certifications in Real Estate Management:

**Admission 2021 - May & November**

**Duration: 6 months**

**Estimated Fees: 50,000 INR**

4



# **PGDM for Senior Leadership in Real Estate Management:**

**Admission 2021 - August Intake**

**Estimated Fees: 6,00,000 INR**

**Duration: 12 months**

**Eligibility: 10 years of work experience**

**5**





**BBA in**

**Real Estate Management:**

**Admission 2021 -April & August**

**Duration: 3 years**

**Estimated Fees: 60,000 INR / per year**

**Eligibility: 2nd PUC / 12**





**JAIN**  
— DEEMED-TO-BE UNIVERSITY

Ranked among the top universities in India and considered a cerebral destination for students across the world and Bengaluru in particular, for its illustrious history of developing talent, Jain (Deemed-to-be University) is a hub for learning in every sense of the word.

The University which is based in Bangalore – the Silicon Valley of India, offers a conducive environment for learning, be it academically or extracurricular activities. Known for its emphasis on education, entrepreneurship, research and sports, Jain (Deemed-to-be University) has some of the best minds in the educational and research fields, and centres that inspire entrepreneurship and ground-breaking work to simplify and manage life better.



# Jain (Deemed to be University ) courses

# 7

## MANAGEMENT



**MBA - Real Estate Management**

Duration: 2 Years



**MBA - Marketing & Finance**

Duration: 2 Years



**MBA - Digital Marketing & E-Commerce**

Duration: 2 Years



**MBA - Strategic Finance  
(Integrated with US CPA & US CMA)**

Duration: 2 Years



**MBA - Information Technology Management**

Duration: 2 Years



**MBA - General Management**

Duration: 2 Years



**MBA - Data Science and Analytics**

Duration: 2 Years



**MBA - Human Resource Management**

Duration: 2 Years



**MBA - Human Resource Management**

Duration: 2 Years



**MBA - Marketing & HRM**

Duration: 2 Years



**MBA - Finance & HRM**

Duration: 2 Years



**MBA - Finance**

Duration: 2 Years

# Jain (Deemed to be University )

## courses

### COMMERCE



**M.Com. - International Finance (Integrated with ACCA, UK)**

Duration: 2 Years



**M.Com. - Accounting and Finance**

Duration: 2 Years



**M.Com. - Professional Accounting and Finance**

Duration: 2 Years



**B.Com - Cost Accounting**

Duration: 3 Years



**B.Com - International Finance and Accounting (Integrated with ACCA, UK)**

Duration: 3 Years



**B.Com - Accounting and Finance**

Duration: 3 Years



**B.Com - Corporate Accounting**

Duration: 3 Years



**B.Com - Corporate Secretaryship**

Duration: 3 Years

### HUMANITIES



**M.A. - Journalism**

Duration: 2 Years



**M.A. - English**

Duration: 2 Years



# All Jain (Deemed to be University ) courses

## SCIENCES



B.Sc. - Cloud Computing

Duration: 3 Years



B.Sc. - Data Science

Duration: 3 Years



B.Sc. - Computer Science & IT

Duration: 3 Years



B.Sc. - Multimedia

Duration: 3 Years



B.Sc. - Artificial Intelligence

Duration: 3 Years



B.Sc. - Full Stack Development

Duration: 3 Years

## INFORMATION TECHNOLOGY



MCA - Computer Science & IT

Duration: 2 Years



MCA - Full Stack Development

Duration: 2 Years



MCA - Data Science

Duration: 2 Years



MCA - Cloud Computing

Duration: 2 Years



MCA - Artificial Intelligence &  
Machine Learning

Duration: 2 Years

# MILESTONES



**2021**  
ISO CERTIFICATION  
ADMISSIONS OPEN  
COMMENCING THE  
FULL - FLEDGED 35 COURSES

**2020**  
PARTNERSHIP WITH 11  
INTERNATIONAL UNIVERSITIES  
AND 7 INDIAN  
UNIVERSITIES  
DESIGN OF REAL ESTATE  
MANAGEMENT COURSES

**2019**  
INCORPORATION OF  
IREU

**2018**  
COMPLETED 100 HIGH  
VALUE PROPERTY DEALS

**2017**  
STARTED PROPERTY  
TRANSACTION

**2016**  
INCORPORATION OF  
LUXURIOUS BOOK MY  
HOUSE

# WHAT TO EXPECT?

OPENING 500 FRANCHISES OF  
IREU SKILL ACADEMY

## 2023

FIRST BATCH GRADUATE.

START OFF IREU SKILL  
ACADEMY

## 2022

TIE UP WITH INDIAN &  
INTERNATIONAL UNIVERSITIES

PARTNERSHIP WITH 100 HIRING  
COMPANIES.

COMMENCEMENT OF BSFI  
AND TECHNOLOGY COURSES.

LAUNCH OF BLOCK  
CHAIN EDUCATIONAL SCHOOL

## 2021



# IREU CLUB

IREU brings both education and recreation under the same roof to not only encourage education but also help students mold their future a little further the way they want. IREU recreational activities are not only limited to just for fun, but are also made to turn in such a way that they can be one's way of earning.

When your hobbies become your passion, your profession is where you enjoy your work and ways you can better understand it then with us . A friendly environment to create memories, to nurture one's talent, to make one's dream come true.

IREU thus brings a chance to live your dreams by adding a feather to your wings, while we watch you fly high. You no more need to push your hobbies away with the excuse of education. Join us and let's hold each other's hand and fly a little higher each time.

## Advantages on choosing IREU club

A platform for both education and physical activities

Get access to various sports & recreational activities

Participate in daily challenges & activities benefiting with your family members

Real feedback & tips that work from the experts

Full access to online & offline Pay once for a year. Get access and learn at your own pace





# THE ARRAY OF ACTIVITIES AT IREU CLUB

**MUSIC** **SPORTS**  
**DANCE**  
**FITNESS**





# DANCE INDIAN DANCE CLUB



KUCHIPUDI



4. KHATHAK



BHARATANATYAM



KHATHAKALI



MANIPURI



ODISSI



# WESTERN DANCE CLUB



**HIP-HOP DANCE**



**CONTEMPORARY**

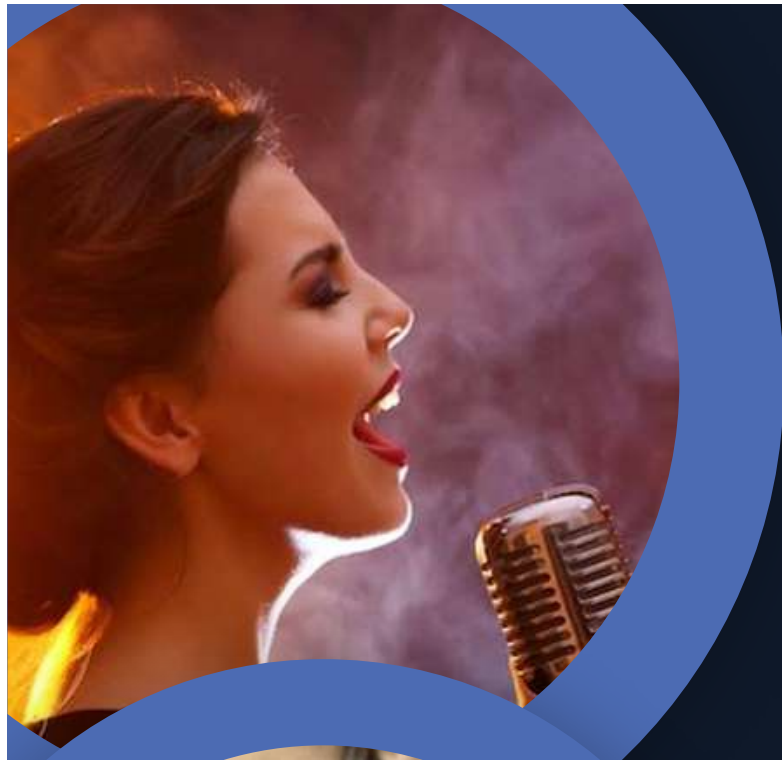


**BALLET**



**TAP DANCE**

MUSIC –  
“MUSIC IS THE  
LITERATURE  
OF THE  
HEART;  
IT COMMENCES  
WHERE SPEECH  
ENDS”.





# FITNESS CLUB

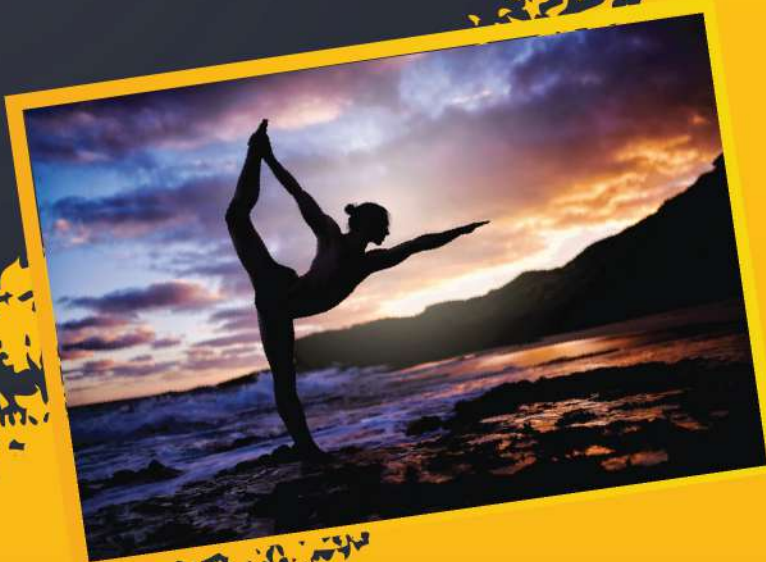


**TREKKING**

**GAMES**



**YOGA**







**LAUNCHING  
B SCHOOL  
WITH A PURPOSE**



# **10 FEATURES**

**CORPORATE RELEVANT TEACHING CURRICULLUM**

**EXPERIENCED DOCTORAL PRODUCTIVE FACULTY AND MENTORS**

**60:30:10 FORMULA, EXPERIENTIAL EXPERIENCE THEORY**

**INDUSTRY-INSTITUTE INTERACTION - CFO FORUM**

**EACH STUDENT WILL IS CONNECTED WITH FIVE COMPANIES FOR LEARNING**

**LESS BUREUAUCRACY, MORE TRANSPARENCY AND FLEXIBLE ADMINISTRATION**

**VARIED COURSES OFFERINGS APART FROM MANDATORY COURSES**

**FOUNDATION COURSES ON LEADERSHIP, SIRALEGY,**

**JOINT DEGREE PROGRAMS, WITH FOREIGN LANGUAGE AS COMPULSORY**

**EACH STUDENT WITH WEB PAGE, CONNECT WITH WORLD LEADERS**

**AND .....**

# IREU BOARD : QUICKFACTS



**1000+**

Total years of Experience



**500+**

Management Experience



**500+**

Administration Experience



**500+**

Academics Experience



**300+**

Corporate Experience



**300+**

Technical & Startup Experience



**60+**

No. of PhD's Guided



**14+**

No. of Deans



# BOARD OF ADVISORS



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Headed 300 plus CSR schools  
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# IREU TEAM



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