



Industry Partner:

**IREED**

Institute of  
Real Estate Education &  
Entrepreneurship Development

# FOUNDER'S MESSAGE



## AKSHAY RAVESH AGGARWAL

Founder, DCOIL India

As the **founder of DCOIL**, my mission is to bridge the gap between academic learning and industry expectations, ensuring that students gain practical, job-ready skills that align with today's dynamic business landscape.

With a strong background in marketing and sales strategy, I have spent years working in digital-first solution design, **GTM strategies, and business planning.**



## BHASWAR PAUL

Founder & CEO, IREED India

At **IREED**, we are driven by a vision to bridge the gap between academic learning and industry needs in the **real estate sector**. In a short span, we have established ourselves as a leading institute, offering comprehensive education and professional training designed to shape future leaders.



DPG Center for Occupational  
and Industry Linked Learning

## IREED

Institute of Real Estate Education  
& Entrepreneurship development

# MISSION VISION

## MASTER REAL ESTATE AT DCOIL, In Industry Partnership with IREED

### Elevate Your Real Estate Career at the INTERSECTION OF BRILLIANCE.

At IREED, we create industry leaders through our **MBA in Real Estate**, offered in collaboration with DCOIL, blending academic excellence with real-world application. We also provide a specialized **Management Development Program (MDP) with IIM**, a five-day residential workshop featuring expert-led sessions, campus facilities, and a **prestigious convocation**, ensuring deep industry insights and practical learning.

Our **rigorous programs**, developed by industry experts, equip you with the knowledge and skills to navigate the complexities of the modern real estate landscape.

#### MISSION

To pioneer real estate education, fostering skilled professionals to meet industry demands and contribute to India's economic goals.

IREED

#### VISION

IREED's mission is to cultivate skilled real estate professionals who can meet industry demands and boost the sector's growth. This aligns with India's economic goals, particularly the need for a trained workforce to achieve a USD 1 trillion GDP by 2030, in real estate!

IREED

#### MISSION

To be a global hub for industry-driven education, empowering students to excel, innovate, lead, and drive economic growth in the digital era.

D-COIL

#### VISION

To bridge the gap between academia and industry by offering practical, skill-based education and developing a future-ready workforce with hands-on experience.

D-COIL



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# SUCCESS FACTORS

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*IIM Immersion Program*

*Global Immersion Program*

*Real Time Learning*



*Multiple Industry Visits*

*100% Job Assistance*



*Industry Practitioners*

*Dual Degree Benefit*

*Robust Infrastructure*



*Industry Insights*

*Industry Engagement*



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# STRUCTURE SPECIALISATION

## STRUCTURE FOR 2-YEAR MBA SPECIALIZATION IN REAL ESTATE

### FIRST SEMESTER

#### MODULE CONTENTS

Management Process and Organizational Behaviour

Managerial Finance

Strategic Marketing

Strategic Human Resources Management

Business Research Method

Skill Enhancement Course (Business Ethics and Communication Skills)

### SECOND SEMESTER

#### MODULE CONTENTS

Managerial Economics

Business Environment

Management Information System

Total Quality Management

Emotional Intelligence

Skill Enhancement Course (Real Estate Marketing)



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# STRUCTURE SPECIALISATION

## STRUCTURE FOR 2-YEAR MBA SPECIALIZATION IN REAL ESTATE

### THIRD SEMESTER

#### MODULE CONTENTS

Strategic Management  
Consumer Behaviour  
Social Media Marketing  
Basics of Business Analytics  
Information Economics and its Applications  
Skill Enhancement (Digital Marketing Integration)

### FOURTH SEMESTER

#### MODULE CONTENTS

Entrepreneurship Development  
Product and Brand Management  
Sales and Distribution  
Economics for Business Strategy  
Skill Enhancement (International Perspectives)  
On Job training and Placement



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## WHY MBA IN REAL ESTATE?

India's real estate sector is on a remarkable growth trajectory. Currently valued at **\$477 billion**, within this nationwide boom, Gurgaon has established itself as the real estate capital of India. From **2000 to 2031**, Gurgaon has transformed significantly, evolving from a rural landscape to a thriving metropolis. This transformation is driven by **neoliberal policies and infrastructure development**, including the expansion of sectors and connectivity projects like the **Dwarka Expressway**.

### The numbers tell the story:

1. 150% increase in the real estate market over the past decade.
2. Expected to accommodate **42.5 lakh residents by 2031**.
3. Commercial property prices have seen a **7-10% annual growth**, attracting investors.
4. **DLF, Godrej Properties, Tata Realty, and Emaar India** have invested billions, reshaping the city into a **global business hub**.

## WHY SPECIALIZE IN REAL ESTATE?

As **India** continues to grow as the **fastest-growing major economy**, its real estate market is poised for sustained success, driven by increasing demand for housing and commercial spaces. India's economic indicators, including **GDP growth**, inflation rates, and sectoral contributions, create a favorable environment for the real estate sector.

### Work with Industry Giants Driving Multi-Billion Dollar Growth.

**Gurgaon is home to leading real estate firms:**

#### GDP Growth:

- **Current Projection:** India's GDP is expected to grow between 6.3% and 6.8% in FY26, maintaining its position as one of the fastest-growing major economies.

#### Inflation Rate:

- **Current Rate:** Retail inflation is around 5.22%, within the RBI's tolerance range, supporting economic stability and real estate investments.

#### Nominal GDP:

- **Growth Projection:** India's nominal GDP is expected to increase from \$4 trillion in FY25 to over \$6 trillion by FY30, enhancing economic stature and potentially boosting real estate demand.
- **Investment Opportunities:** The real estate sector attracts significant domestic and foreign investment, contributing to economic growth and capital appreciation.

#### Interest Rates:

- **Current Rate:** The interest rate is around 6.5%, affecting borrowing costs for real estate investments. Lower rates can stimulate investments by reducing costs.



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# WHY CHOOSE DCOIL x IREED?

At IREED, we don't just teach real estate—we create industry leaders. In collaboration with DCOIL, a premier institution known for its industry-integrated approach, we offer an MBA that blends academic excellence with real-world application. This program equips you with the knowledge, skills, and confidence to excel in the dynamic real estate sector, ensuring you graduate as a future-ready professional.

- **100% Job Assistance:** Secure your future with assured Job Assistance upon completing the program
- **IIM Immersion Program:** Enhance your learning with hands-on experience through workshops at prestigious Indian Institute of Management
- **Global Immersion Program:** Expand your horizons with international immersion programs at renowned universities such as the **Malaysian University and Hectic School of Digital Leadership, Paris, France.**
- **Degree from MDU:** Earn a government recognized degree from reputed Maharishi Dayanand University (MDU), Rohtak, Haryana

## Program Highlights

- **Comprehensive Learning:** From fundamentals to advanced real estate strategies.
- **Industry Immersion:** Hands-on experience through internships and live projects.
- **Networking Opportunities:** Connect with industry leaders and alumni.
- **Global Perspective:** Understand real estate trends and practices worldwide.

## EMPOWERING MINDS, SHAPING FUTURE!

Ready to redefine your career? Let's make it happen!



### MAHARSHI DAYANAND UNIVERSITY (MDU) SELECTED FOR PRESTIGIOUS 'PURSE RESEARCH GRANT' BY MINISTRY OF SCIENCE & TECHNOLOGY

MDU has been awarded the prestigious PURSE (Promotion of University Research and Scientific Excellence) research grant by the Ministry of Science & Technology, Government of India. As part of this initiative, MDU will receive a research grant of INR 6.42 crore to enhance its research ecosystem.



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# BUSINESS ANALYTICS MANAGEMENT

## MBA IN BUSINESS ANALYTICS & MARKETING WITH SPECIALIZATION IN REAL ESTATE MANAGEMENT

At IREED, we create industry leaders through our **MBA program in Business Analytics, Marketing, and Specialization in Real Estate Management**, offered in collaboration with DCOIL. This program blends academic excellence with real-world application, equipping you with the knowledge and skills to excel in the dynamic real estate sector.

### Key Features:

- Gain insights into **financial strategies and investment opportunities** in real estate.
- Learn how to leverage **marketing analytics for effective real estate promotions**.
- Understand the legal framework governing **real estate development**.
- Develop skills in analyzing market trends and making **data-driven decisions**.
- Explore how technology is reshaping the **real estate landscape**.

### Industry-Integrated Approach:

- **100% Job Assistance:** Secure your future with guaranteed job placement upon completing the program.
- **Workshop Immersion Program at IIM:** Enhance your learning with hands-on experience through workshops at the prestigious Indian Institute of Management.
- **Global Immersion Program:** Expand your horizons with international immersion programs at renowned universities.
- **Degree from MDU:** Earn a recognized degree from Maharshi Dayanand University, affiliated with DCOIL.
- **Certificate of Real Estate Management:** Receive a specialized certificate in real estate management, enhancing your professional credentials.



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# DIGITAL BUSINESS MANAGEMENT

## MBA IN DIGITAL BUSINESS MANAGEMENT

The **Digital Business Management (DBM)** MBA program at **DCOIL** is a pioneering educational experience designed to shape the future of business leadership in the digital age. This program integrates traditional business acumen with cutting-edge digital technologies, offering students the tools, insights, and practical skills required to excel in a technology-driven, globalized economy.

### Key Features:

- Gain in-depth knowledge of key digital domains such as **Artificial Intelligence (AI)**, Blockchain, Big Data analytics, and the **Internet of Things (IoT)**.
- Learn strategic management, finance, marketing, and operations with a focus on digital tools and techniques.
- Offers live projects, global internships, and partnerships with **top companies**.
- Provides personalized mentoring, job fairs, and interview preparation.
- Connect with industry leaders and alumni worldwide.

### Eligibility Criteria

- **Bachelor's Degree:** Required in any discipline from a recognized university with a minimum of 50% aggregate.
- **Work Experience:** Preferable 1-2 years (not mandatory).
- **English Proficiency:** Required for international applicants (TOEFL/IELTS scores).



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# COURSE FEE STRUCTURE

| FEE COMPONENTS                | AMOUNT (INR)          |
|-------------------------------|-----------------------|
| Registration Fee (one-time)   | ₹ 46,000              |
| Tuition Fee                   | ₹ 460,000             |
| IT Services                   | ₹ 21,000              |
| Knowledge Resource Centre     | ₹ 34,000              |
| Co-curriculum Activities      | ₹ 84,000              |
| Skill Development Training    | ₹ 125,000             |
| Global Immersion Program      | ₹ 1,85,000 (Optional) |
| Laptop Fee (Optional)         | ₹ 60,000 (Optional)   |
| Total Fee (With Optional)     | ₹ 10,15,000           |
| Security Deposit (Refundable) | ₹ 25,000              |
| <b>Total (Non-Refundable)</b> | <b>₹ 7,70,000</b>     |



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# ACADEMIC ADVISORS



## Kumar Gaurav

MBA from IIM Bangalore, specializes in luxury offerings and asset monetization, **having worked with Unitech, M3M, and IREO.** He serves as a **Lifestyle Consultant & Academic Advisor.**



## Manish Jaiswal

MBA from IIM Calcutta and NSIT Delhi graduate, has 15+ years in real estate, driving \$1 billion+ in sales at Tribeca, M3M, and TCS. He is the **Chief Operating Officer & Academic Advisor.**



## Kanika Soni

MBA from ISB Hyderabad, has experience at Max Estates and Godrej Properties and now leads business development at Experion Developers. She serves as **Head of Business Development & Academic Advisor.**



## Ankush Kaul

MBA in Marketing from IMT Ghaziabad, has 20+ years in real estate, leading sales and marketing at Central Park, Gurugram. He is the **President, Sales & Marketing and CRM & Academic Advisor.**



## Sunil Mathur

Cornell University alumnus with 40+ years in hospitality, is currently **Executive Director & COO at Grand Continent Hotels.** He serves as **Executive Director & Chief Operating Officer & Academic Advisor.**



## Kunal Behrani

MBA from IMI New Delhi, has experience in real estate and luxury sectors, managing projects like Four Seasons Residences and The Amaryllis. He is the **Chief Operating Officer & Academic Advisor.**



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# INDUSTRY PARTNERS

## BEYOND BUZZWORDS AND ENDLESS TOOLS!

IREED and DCOIL's MBA focuses on actionable real estate knowledge and in-demand business analytics.



We assure you'll launch your career with the perfect role and the precise skills you need.



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# TESTIMONIALS

## HERE'S WHAT OUR STUDENTS SAY:

**SHANTANU SAWANT**  
Symbiosis, Pune

Their workshop and subsequent real estate training equipped me with essential skills and confidence. The mentorship was invaluable, guiding me toward a successful career in real estate. I owe a great deal to IREED for shaping my professional journey.



**EASHA CHOUDHARY**  
DPG Degree College, Gurgaon

I joined IREED Academy, which significantly boosted my confidence and knowledge in real estate. Thanks to their training, I secured a job in a reputable company and now navigate the market effectively. I'm immensely grateful to IREED for their support in my professional journey.



**SHRUTI SHIKHA**  
DSPMU, Ranchi

Participating in IREED Academy's career development training deepened my understanding of the real estate business and improved my market intelligence. I'm grateful to IREED for setting me on the right path in my career and providing invaluable opportunities.



**TANUJ TOMAR**  
GLA, Mathura

The hands-on learning and industry exposure provided by the university were instrumental in shaping my career. I'm grateful for the opportunities that have set me on a successful path in the professional world.



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# LIFE @ IREED!



# IREED

- 23+ Acres of lush land of university.
- Industry R&D units within the campus.
- National and International Collaborations.
- Unique Teaching learning Approach.
- Focus on Global Exposure of Skilled Manpower
- Entrepreneurship Incubation Centre with Industry Experts as mentors.
- Integration of skill training and industry with university framework.

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