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THE NEW NORMAL AND MANAGEMENT EDUCATION

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Special Edition
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Information Bulletin



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Our flagship event “**Shiksha Samagam**” has become well acclaimed event Pan India on the academic platform. The effort was hailed by eminent professors and personalities from media world representing the two different dynamics of the industry, which ascertains that the event was both academically content rich as well as appealing to the requisite glitz to attract attention from commercial paradigm.

After successful event of Shiksha Samagam, E3 has come up with new events named

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DE-SIGN: De-sign is for designing aspirants who want to pursue their careers in fashion designing, interior designing, gaming, animation, jewellery designing, architecture and automobile designing.

Mentors Meet: A meet for educationists.

Since helping clients lead their industries is our goal, our company E3 Events & Managements Pvt. Ltd. has combined domain knowledge and in-depth technology. E3 has been acquiring market knowledge, gaining credibility and developing networks to organize successful events. Committed to advanced methodologies coupled with skillfully applied technology states that E3 effectively plans and executes an event successfully as per the high expectation of clients.

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Jyoti Mishra

Editor

Dear Students,

Welcome back to the education world with a new version. Pandemic affected us hard. Probably, the biggest sufferers during the pandemic are students and educationists. Career of students were uncertain. They didn't know how to proceed and where to head to.

But in spite of the difficulties and the problems, no student or teacher gave up education. We kept on learning new ways of learning things. Probably, that made a student cooperate, struggle, and handle unexpected situations.

I have always been on a positive mode and have kept on trying hard to design something informative for you - gathering articles on new challenges, creating opportunities in the corporate world and making you more awakened towards the right management program and its future. World is changing at a fast pace and heading towards the corporate world without the right information may lead to a wrong choice of career or probably a slow rate of growth.

I personally spoke to professors to write and guide you for the various aspects of the changed world. Hopefully, the topics or ideas covered will help you to understand how to take small and practical steps in the post-COVID world of management education.

Wish you good luck for making the right choice.

THE NEW NORMAL AND MANAGEMENT EDUCATION

We are aware how the Novel Coronavirus (COVID-19) has emerged as a scourge confronting all of humanity, impacting lifestyles, businesses, economies, and the assumption of a common well-being that all of us had so far taken for granted. As we approach the end of the current year (2021), more than 25 crore persons from across 190 countries have been infected with this ailment, out of whom about 51 lakh have perished, the mortality rate thus working out to 2.04 per cent. In India, 3.44 crore have so far been affected and around 4.6 lakh have succumbed to this disease, the mortality rate thus standing at 1.3 per cent.

Spread of this dreaded disease at a scary speed has transformed the world's hustle into varying degrees of uncertainty. One of the few things that seem fairly certain is that the current downturn is fundamentally different from recessions that the world has witnessed so far. This is not just another turn of the business cycle, but a shakeup of the world economic order. While mankind continues to assess the scale of this pandemic, it is certainly undeniable that we are staring at a more permanent, structural change to the way we live, work and play. In other words, this pandemic has presented us with what is described by many as a "new normal."

The collective experience of going through this common

crisis will lead to questioning of fundamental assumptions and priorities which will be both a challenge and an opportunity.

Studies indicate that in the changed circumstances, it becomes necessary for countries to pursue a new course of life involving the following key imperatives. It is hoped that doing so would help countries navigate to the next normal, which again is not likely to be exactly the same old normal state we were forced to leave behind in pre-pandemic times. But then that would be what Swami Vivekananda would have described "half a loaf is better than no bread."

1. Continuing thrust on public health management

What we face today is verily a public health emergency, which, it is apprehended, will linger, even after the Vaccine is fully rolled out. As such, it will be advisable for the policy makers and the public at large including the businesses to continue to follow the public health protocol, which they had been forced to adopt in the wake of the outbreak of the pandemic. Policy makers across countries will also have to continue with their efforts to strengthen the health delivery system in their respective countries.

2. Digital push

Most institutions including notably the academic entities



Prabal K. Sen

Retired Professor-Economics Area and Founder Chairperson,
Entrepreneurship Development Centre (EDC)
XLRI: Xavier School of Management, Jamshedpur

have opted to work remotely and their employees are now 'online' and working from home. Educational institutions are taking to digital mode of working at an increasing pace. While these trends were already 'in-motion', they have now hit the fast-forward button. Even many of the traditional brick- and- mortar organizations have been forced to experiment with digital channels. This presents an immediate opportunity for augmenting investment in enabling technologies like artificial intelligence & machine learning, edge computing (which is expected to address the inadequacies of cloud computing in a large measure), blockchain, internet of things (IOT) and cyber security etc. Advancement of these areas of digital technology will not only improve efficiencies across businesses in a time, marked by social distancing and remote working, but also enhance employment opportunities for the youth in the medium run, if not in the immediate future.

3. Shift towards localisation

The supply chain disruption has brought to light the impact of black swan events. That, along with the ongoing geopolitical environment and a globally recessionary climate is likely to lead to greater protectionism and risk aversion. This is expected to lead to more localization of supply chains, especially of essentials and for sectors that are seen as strategically important.

4. Focus on agility

The ongoing pandemic is forcing countries and institutions to adopt mechanisms suitable for implementation in any unexpected eventuality in the future. Policy makers at the macro-level will need to be more responsive, inclusive and agile, and be ready to take quick actions in the absence of perfect data, while always remaining people-centric, addressing employee needs and reinforcing stable team dynamics.

5. Thrust on entrepreneurship

According to ILO estimates, in 2020, 1.2 billion workers in G20 economies were in informal employment - representing 55 per cent of total employment (20 per cent in G20 developed economies and 67 per cent in G20 emerging economies which include India). As many as 70 per cent of these workers, that is, 850 million are likely to have been thrown out of employment or otherwise heavily impacted by the COVID-19 crisis. Moreover, relative poverty (defined as the proportion of workers with monthly earnings that fall below 50 per cent of the median earnings in the population) is projected to increase steeply for informal workers and their families by almost 36 percentage points in G20 economies (over 50 percentage points in developed G20 economies and 29 percentage points in emerging G20 economies).

In such circumstances, and considering that the scope for generating wage employment opportunities on a large

THE NEW NORMAL AND MANAGEMENT

scale is shrinking by the day on account of the difficulties of different kinds faced by the three traditional providers of jobs, namely, (i) the Government, (ii) the corporate business and (iii) the voluntary sector, which includes the non- government organizations (NGOs) and development institutions, there is an imperative need for generation of self employment, through promotion of entrepreneurship.

Having referred to problems of different kinds encountered by these three traditional providers of wage employment facility, namely, the government, the corporate business and the voluntary sector, in continuing to generate large- scale employment support, it would not be out of place now to delineate the nature of constraints faced by these institutions, toward creation of substantial employment.

(i) The governments in most countries are currently passing through severe fiscal strain on account largely of the spendings made by them to address the issues arising out of the Corona pandemic, which is not likely to reduce in the foreseeable future in view of the restrictions imposed by the Fiscal Responsibility and Budget Management (FRBM) framework.

(ii) Corporate businesses are gradually taking to the route of automation and in some cases even robotics. As a result, requirement of manpower in this sector has

been coming down steadily.

(iii) The voluntary sector including the NGOs and other Development Institutions are suffering from fund constraint because of the phenomenal decline of the incidence of philanthropy all over the world.

In such circumstances, as indicated above, significance of self employment through promotion of entrepreneurship, has increased manifold.

Having talked so far about the implications of the new normal vis-a-vis the economic landscape across the world, and the imperatives arising out of the evolving scenario, I would now like to touch upon some issues, which have a bearing on the inner world of a man's life. These have generated profound impact on the minds of the people, and caused considerable distress to many, particularly in countries across the developing world including India.

The youth have been hit hard by closure of schools and colleges and the closing down of entry-level jobs in the labour market as well as internships and apprenticeships.

As the pandemic is causing massive damage to the informal economy, the situation for young and women workers in this vulnerable sector is even more worrisome.

EDUCATION

It is also noteworthy that the economic consequences of the COVID-19 pandemic have not fallen with equal severity on all shoulders. Existing vulnerabilities have been exposed, and inequalities exacerbated. Many of those with the most limited means have been the least able to protect themselves. Low paid workers have been exposed to the full force of the health and jobs crisis. Low-paid, often low-skilled, workers are particularly affected.

On top of all these, the problem of social isolation and the resultant loneliness, which according to some studies, has risen by 90 per cent globally, adds to the level of anxiety of mankind, to an extent not witnessed hitherto. A research recently carried out by Brigham Young University, indicates that loneliness increases heart disease, dementia and death rates. According to the Jo Cox Commission on Loneliness (of the United Kingdom), the social conditions that allow loneliness to proliferate, namely, the decline of the State's commitment to the society as a collective and the fraying of ties within the community and family, aggravate deviance, violence and ennui. These issues have impacted mental health of people around the world, particularly among the underprivileged, in a manner not experienced so far. In fact, COVID-19 has affected people's social connectedness, their trust in people and institutions besides their jobs and incomes, and has thus imposed a huge toll in terms of anxiety and worry.

Overall, the crisis engendered by the COVID 19 pandemic is a story with an uncertain ending. What is, however, clear is that the world has been exposed to unprecedented challenges, not only in the business environment, but also in the entire eco system in which human kind lives and works. These challenges call for a measured, well thought-out and informed approach from the policy makers and the society at large. One only hopes that developing cognizance of these shifts will help mankind navigate across the post-COVID-19 state of the new normal.

Management education, has always been viewed as a product of the existing societal status, and also recognized as an instrument to meet the evolving needs of a changing society. It is therefore expected that the contents of this discipline and the modality of how it is imparted will be reoriented in all countries including India in a manner that it helps to sub serve the imperatives listed above. It is good that this process of reorientation of management education has begun in right earnest. It is hoped that the process will be accomplished fully sooner than later.



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Prof. Mohamed Minhaj
Associate Professor - Systems
SDMIMD, Mysore

The Emergence *of Business Analytics in Management Education*

Business Analytics has emerged as a prominent field of study across higher educational institutions, including B Schools. Beyond the hype and hoopla, many transformative factors have dramatically shifted the attention of academic institutions and students to Analytics. With the digital transformation and rapid advances in data storage, organisations are collecting micro details about their business and have turned into “Big Data” organisations. Further, analysing the amassed data and getting actionable insights has become a strategic need of organisations to survive in the competitive market. Analytics now permeates business sectors from banking to healthcare, telecommunication to entertainment. No industry or market is unaffected by Big Data, so the need for business analytics is universal, which has amplified the demand for analytics professionals. Consequently, Analytics has turned into a sought-after educational programme.

While there is a steady increase in the number of Analytics programmes in our country, several studies have underlined a persistent shortage of sufficiently qualified analytics professionals. Many students interested in embarking on the analytics domain lack clarity regarding the specific skill sets needed, creating a skills gap in the analytics industry. There are primarily three categories of professionals contributing to the domain of analytics. The statisticians are contributing the mathematical models for analysing the humongous amount of available data in the world. Further, we have IT professionals devising new software platforms and algorithms for harvesting insights from big data. The third category includes the business users who employ these mathematical models and software systems to help their organisations make data-driven decisions to solve business problems. Therefore, it is essential that students choose the right track of analytics, taking their academic strengths and weaknesses into cognisance.

The theory of bounded rationality proposed by Nobel Laureate Herbert Simon is especially significant today with the increasing complexity of business problems, the limited ability of the human mind to analyse alternative solutions and the limited time available for decision making. While organisations are rich in data, they are poor when it comes to insights from data for decision making. Analytics is the sweet spot and helps organisations to make the right decision at the right time. Analytics as a business function entails tools, techniques and processes that bring capabilities in the organisations to analyse its data to improve business performance, identify business opportunities and solve business problems. The organisations worldwide, big or small, are jumping on the Analytics bandwagon. Therefore, Business Analytics has changed from “good to have” to “must-have” skills in the contemporary job market.



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Chandragupt Institute of Management Patna (CIMP) has emerged as a leading institute of higher education, research, consulting and training in management. The vision nurtured by Bihar's Chief Minister Shri Nitish Kumar, who is also chairman, Board of Governors of CIMP, led to setting the institute in 2008, modelled on the lines of the IIMs. Accolades and honours are being showered on its faculty who have a prime role in harnessing and nurturing the untapped intellectual potential of the youth of Bihar at par with the best in the world of organizational management skills.

National Institute Ranking Framework's (NIRF) recently released ranking has added glory to the institute, leaving behind few of the older, renowned B-School. CIMP has become the only management institution in Bihar to scratch the Top 100 B-schools in the NIRF Ranking 2021.

The Institute

CIMP has the privilege of being the only state-funded management institute in the country having impeccable standards in faculty, resources and infrastructure. CIMP offers a two-year full-time Post Graduate Diploma in Management (PGDM) which is approved by AICTE, accredited by NBA and recognized by AIU as equivalent to MBA of an Indian University. CIMP is one of the youngest institutes in the country to offer AICTE approved Fellow Program in Management (FPM).

World-class Infrastructure

The institute has a state-of-the-art academic-cum-residential green campus spread over 10 acres, which has an academic block, an MDC block, an auditorium, two separate hostels for boys and girls, extra-curricular activity block along with several spacious and well-equipped classrooms.

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In its endeavour to provide global education and exposure to its students, CIMP has collaborated with a number of international organizations and development partners namely Lancashire Business School in the UK for research on Corporate Social Responsibility, with Stockholm Business School in Sweden for research on microfinance institutions and their working in India, and with EGADE Business School in Mexico. CIMP has won laurels across the globe for its innovative thinking, best practices and societal transformation. To keep its pedagogy at par with the global standards, visiting professors from world-famed institutes from across the globe are regularly invited to lend international exposure to its students. The course curriculum, pedagogy and study material of the courses taught here is at par with IIMs.

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Prof R S S Mani
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Skilling Impetus *in Higher Education*

India as a country has been seeing a lot of innovation in the Higher Education arena over the last 5 years. A significant change that we are seeing happening around us is the rapid emergence of skill based courses in areas such as retailing, banking, selling, mobile repairing, fashion & jewellery design to name a few. These courses are typically of short duration ranging from 3 months to 12 months maximum and include a great amount of practical training. They are skill based and the theory content is optimum; exams are often based on practical and offline / online quizzes. Many of them include a job guarantee and this makes these courses very attractive to the applicants.

Further the government through the NSDC (National Skill Development Corporation) has instituted a system to recognize some of these skill based programmes to ensure academic rigor & standardization. More efforts are on in this direction and once this is institutionalized will bring about a sea change in the employment patterns in the country. Another innovation that is the need of the hour is to allow flexibility in completion of a course to allow genuine breaks and also allow the student to pace his education based on his comfort. Further we could have a system that the students can acquire learning on a continuous basis and get certified upon completion of certain milestones say a certificate after writing an exam after 6 months, a diploma after a year and a degree after 2 years with the caveat that they should complete the degree with 4 years of starting. This will allow a good blend of theory and practice and also minimize dropouts during the education process. This has also led to establishment of new deemed private universities, several colleges and institutes across metros spread across Tier II and Tier III cities.

Changing times do warrant a change in the higher education options that are available to students. I think time has come to radically evaluate existing programmes and reinvent them as needed & integrate skilling in all domains.

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IPS Business School, Jaipur

Management Education *has to Come out of its Complacent Attitude.*

Today, especially after the advent of post-COVID workplace there is a rising disenchantment with most of the B-school curricula among the corporate fraternity. Before we go on to talk about the upgrades that need to be incorporated in management education to make it suitable for new-age managers, we have to dive a little deeper to understand why this need has arisen, what the gaps are, and further, identify possible solutions.

Firstly, most of the content in Indian B-schools has been taken from the West. Because of the contextual difference—greater diversity, higher growth rates, more regulation in emerging markets—insights ONLY from the West may not go well with capabilities that are required to succeed in India. The point I want to make is that most of the management institutes are missing the right blend of theory and practice and insights integrated from the West and the East. That is where IPS COLLEGE, Jaipur has an edge. We believe that the students need to have on-the-job experience to ensure that learning is based on the ability to ask the right questions, and not just note-taking and rote learning. Further, by integrating insights from our eminent Faculty Members consisting of Researchers, Authors, Corporate Professionals and Ph.D Scholars we also focus on Indian sectors like health care, information technology and digital transformation, applied finance, innovation and entrepreneurship, among others, and are able to create specialists who are well groomed with insights into the Western, Indian and other emerging markets.

The content of most B-Schools in India has been somewhat traditional; for instance, in marketing, most of the management schools are still looking only at aspects such as return on advertisement, sales expenditure, response, etc. But a number of sectors, like financial services, new media and communications are changing at a faster pace than academics. Many jobs and companies that exist today were not even there 10 years ago.

At IPS COLLEGE, Jaipur it is a tradition to ensure that the curriculum is revised based on real-world issues. To this end, we have a plethora of collaborations with the industry and corporate professionals for implementing new-age programs like Data Analytics, Digital Marketing and various Fin-Tech Trainings and Certifications. While there is much emphasis on theory-driven practice, we put an incredible value in practice-driven theory.

Effective management education needs to sit on a foundation of experience. This is a major strength of IPS students. Differences in industry experience result in different perspectives, knowledge and unanswered questions that result in classroom debate, enabling a richer learning environment. One question can lead to multiple practical solutions. Besides, at IPS, we integrate discipline-based academic perspectives with insights from the industry. We bring business leaders, senior-mid career executives and administrators from the industry into an academic setting, resulting in multilateral learning.

Finally, we are also overly-concerned about regular attendance, assignments and ensure developing the softer aspects of management in our students. There is a lot of project-oriented work, team work, discussions, sessions that focus on communication and presentation skills. To summarize, management education at IPS COLLEGE, Jaipur is increasingly about developing solutions, leveraging technology, flexibility and agility, and about learning to manage a dynamic market laden with challenges and opportunities.

The Author is the Honorable Director of IPS COLLEGE, Jaipur respected as a Visionary Educationist and a Social Activist working relentlessly for the cause of Empowering the Underprivileged and Women Empowerment

Remap your career with Data Science

We all know that the demand for a data scientist is increasing. ; Education institutions are trying to figure out how to best contribute to the training of the workforce. Because of the increased demand, many online courses and training institutes have claimed to train students in a few weeks for a data science career. **Nothing** can be far away from the truth. Misconceptions are being propagated and adding to the existing problem of lack of complete knowledge of the area. **We** need to look beyond them to understand the area and have a proper strategy to build a rewarding career.

I will start by defining the area of data science, which is the study of the generalizable extraction of knowledge from data. Data science is a set of fundamental principles that support and guide information and knowledge extraction from data. Data science is **not** a single discipline but an umbrella term used to describe a complex process. **It** involves not one data scientist possessing all the necessary expertise but a team of data scientists with complementary skills **coming** together and achieving the goal.

Our world has changed. The data generated by humans today is much more diverse, and hence the challenges posed by data-driven enterprises are much more than they were 10-15 years ago. **The** need for data scientists has increased, and now every industry requires data scientists to solve problems, which vary significantly across different organizations and even within organizations. **The** result is the term data science remains quite vague **now**.

Data science is not a single discipline by itself. **And** reported that the increasing consensus that the term data scientist is only helpful as an umbrella term. **This** has a few implications- one, there would be a demand of data scientists from across multiple domains, till now the graduates for statistics, computer sciences, and engineering have been dominating the scene. So students from MBA programs



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have a perfect chance to become good data scientists. MBA grads understand business and business problems. The second implication is that we require that participants immerse themselves in the learning and not learn the discipline part-time by reading the material and choosing a different set of online courses. Such practices could impede learning, and a full-time degree program is the easiest way to immerse yourself in a topic because, during your studies, learning is your main priority.

This perspective of data science as a career is exemplified by every article that describes how to become a data scientist in a minimal time. These are oversimplifications that are detrimental to the field as a whole: If we do not take ourselves and our education seriously, why should others?

An excellent full-time degree is the best way to go, and data science is meant for you if you have a research bent of mind interested in identifying and solving problems. Choose your institute wisely, which can match your learning requirements and have the required experience.



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Dr. Sapna Rakesh

Director

*G. L. Bajaj Institute of Management
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Key Mantras

to be Successful in the Corporate World

The trends and technologies are changing fast across the globe and the emerging competition is getting tougher. Herbert Spencer's theory 'Survival of the Fittest' is still relevant. Hence we need to hone our competence and skills in such a way so that we could prove our mettle in spite of all odds and adversities. Following mantras are recommended to the budding managers so that they handle the upcoming challenges and opportunities wisely and prosper with a global career.

Holistic Development: The students must focus on their holistic development with an emphasis on inculcating excellent communication skills, a pleasing personality, indomitable confidence and sound knowledge of their specialization areas. For this they need to choose their b-school wisely where they can avail the world class infra-structure, excellent industry exposure, highly qualified faculty members and a plethora of opportunities for their personal and professional growth.

Micro-skills and VAC: The need of the day is to inculcate micro-skills on relevant areas. Various value added courses and certifications not only make the CV and the candidature strong but also give the students a practical exposure and expertise on the subject.

Digitalization: Digitalization is rapidly transforming the world and all walks of life we live in. From booking a railway ticket on phone to the launch of satellites in the space, digitalization is playing the crucial role as the common tool to success and convenience. Businesses are turning to digital transformation to break the fences of conventional systems and boost the legacy business operations. We, therefore, need to be skilled enough to keep up the pace with the global digital transformation.

Entrepreneurship: The word 'entrepreneur' actually translates to 'one who takes an endeavour'. Entrepreneurs are the driving force of every nation's economy and society. And this is why entrepreneurship businesses are very important for every country. The management students, these days, prefer starting up their own ventures and offering employment to others. This becomes possible only when their institute provides them with the necessary infra-structure, guidance and opportunities and motivates them to go for entrepreneurial initiatives with a great vision. Well thought start-ups backed with the sound knowledge of business management can create history and benefit the society to a great extent.

Abraham Lincoln had said "Give me six hours to chop down a tree and I will spend the first four sharpening the axe." Similarly if we wish to achieve great heights in life, we need to hone our skills and expertise first.

A photograph of Sundar Pichai, CEO of Google, speaking at a conference. He is wearing a dark suit jacket over a light blue button-down shirt and glasses. He has a beard and is looking slightly to the right of the camera. His hands are clasped in front of him, holding a small black object, possibly a microphone or a remote. The background is a blurred stage with warm lighting.

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-SUNDAR PICHAI-

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- William Shakespeare



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The World of SMAC

(Social, Mobile, Analytics and Cloud) and opportunities for Budding Managers.

SMAC is expanded as Social, Mobile, Analytics and Cloud. As all of us know, the Pandemic, as it brought a healthcare crisis on one side gave lot of opportunities on the other side for embracing technology like Meetings using meeting platforms, Work from Home (WFH) as a sustainable model even after the pandemic times. The most important of that is the success of online digital models. More than giving a lot of courses to study, it changed the way we live, we work, we play, we donate and we entertain ourselves. OTT which was considered to be a slow starter has maximum releases when compared to movie theatres. The true case of Technology convergence (A single cable for Voice, Data and Television) is seemed to be not so far.

Artificial Intelligence, Data Mining, Machine Learning, Block chains, Fintech, Cryptocurrencies, Industry 4.0 etc. are no longer the parlance of techies but they are empowering business houses from the Blue chip companies to MSMEs. B-school aspirants need to aim for Careers and not just jobs. Today's lucrative career options embraces technology more than a few years ago. It is better to choose a specialization after getting a taste of the domains like Marketing, Finance, HR, Operations, Information Systems, Business Analytics etc. and also the verticals like Telecom, Healthcare, BFSI, real estate, IT, Aviation etc. Today's career choices are a blend of both horizontals and verticals.

The specialization to aim at should come from the inputs of corporate leaders who are now accessible via webinars, LinkedIn connections, Alumni of the B-school etc. In today's world getting certified in a specific technology gives an advantage in the recruitment process. Certifications are issued via MOOCs like Coursera, Upgrad etc. and the Industry bodies. Programming, querying in Databases etc. is now not just for the geeks and nerds but for anyone who is in the job of data crunching.

Analytics is no longer just algorithms based on Statistical processes but is used for Predictive, Prescriptive, Diagnostic, Descriptive and Big Data Analytics. Storytelling using Data, Data Visualization are also a part of Business Analytics. HBR's article "Data Scientist as a sexiest Job of 21st century" explains the supply of Business Professionals with Analytical skills much lesser than the demand. Even Prof. Philip Kotler has emphasized the power of data by a quote "Today's marketing is more to do with data than sales power". The Journey of MBA now travels from technophobia to familiarity and then to Mastery on technology.

Different B-schools around the world approach the "Tech MBA" – An MBA program where technologies that enable different domains are taught. We, at Amrita School of Business, accredited by AACSB, the gold standard for B-school accreditations have benchmarked our curriculum with the best of the world. With a tie-up with IBM, we have a computer lab loaded with licensed software of IBM. Courses like Digital Media Strategies and Analytics, Social Media Marketing, Omni-channel marketing, Storytelling with data etc. make sure the Placement readiness of every student aspiring for the top notch companies which come for recruitment.

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Prof. B.R. Londhe

*Ajeenkya D Y Patil
University, Pune*

Role of Management

Students at a Global Scenario

Management is crucial for any organization on every front. Whether it is for marketing, employee, documentation, financial, or seamless business operations. Any sector without proper management fails to reach its full potential. And, to ensure contentious growth in every dimension, every organization requires people from managerial backgrounds, to lead the people.

Management studies build and develop managerial skills which include planning, organizing, decision making and critical and analytical thinking. It also honed the innovative skills of Management graduates. These skills are very essential for a manager to be a global manager in the VUCA world.

With new domains entering management learning namely Entrepreneurship & Innovation, Digital Marketing and social media, Business Innovation & Strategy; the contribution of management students are evolving. It is not anymore limited to sales and marketing, and employee management; but their contribution in fact making society a better place. With the epitome of industry leaders such as Satya Nadela, Sundar Pichai, Tim Cook; who are leading the world's fastest-growing and most innovative companies Microsoft, Google, Apple respectively and taking them to new heights. It sets a clear picture of how pivotal the role of management students is in every aspect.

Moreover, the COVID pandemic that brought bigger challenges in companies alone, showed the importance of having a strong foundation of management and how the lack of it can cause chaos.

Ajeenkya DY Patil University offers the perfect blend of traditional and futuristic studies and builds professionals who bring holistic development in industries.

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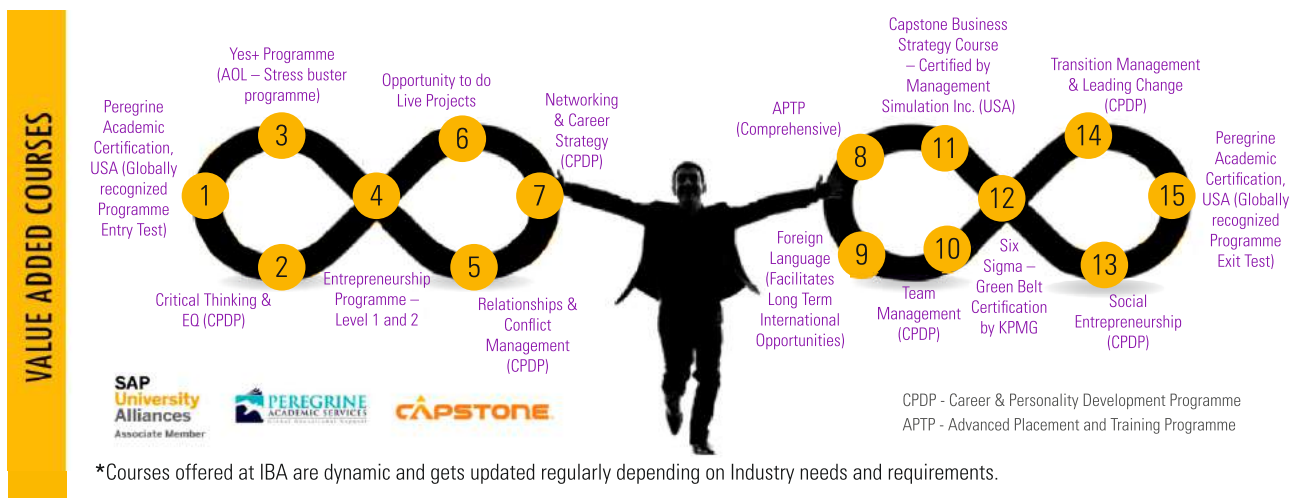
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Prof (Dr.) Rajiv R Thakur
Director
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At a time when businesses are becoming increasingly dynamic and competition in the marketplace is greater than ever, innovation and intelligence are the driving factors of change. And in such a volatile situation, the onus lies in the hands of able and proficient business leaders who can drive the change with confidence. It is also high time for the education landscape to change and transform the way in which MBA education is imparted to the younger generation. Currently, the buzz words around India's higher education landscape are national ranking NIRF along with international rankings and accreditations such as QS and AACSB respectively. While these have drawn more focus on research and consultancy; academics seem to have been given a rather assumed status.

For instance, QS Parameters has academic reputation, employer reputation, faculty/student ratio, citations per faculty, international faculty ratio, international student ratio as its aspects for measurement. However the strategic focus of all leading institutions is towards the latter three with research being the most prominent. NIRF too drives institutions' strategic focus towards research. On the contrary, in a country like India, academics (reputation) are assumed to be given in the rankings and accreditations. Thus it is of primary and critical importance, considering the interest of the youth, their employability and career. Knowledge creation, skill generation and entrepreneurial acumen spirit is the key to their success. Changing technology, changing business and social landscape combined with turbulences require persistent change in the skill and knowledge of young students. Therefore B-schools should not shy away from this very important and fundamental objective.

When there is so much innovation happening in businesses of all kinds, advanced technology is a part of every process and data is being integrated at all fronts. It is essential for the future leaders of such set-ups to be adept in all the budding aspects of business. In the past decade, business analytics, data science, operation management, international business affairs and industry 4.0 have become pivotal aspects of organizational growth. Thus,

MBA courses too need to evolve and move way above customary offerings of HR, Marketing and Finance. There are multiple and interesting branches to choose from and students too should polish their skills as per their knack and future goals.

Leading B-schools therefore adopt a two pronged strategy which consist of an integrated focus on teaching-learning excellence and deeper research on business management. While the belief is in upholding the powerhouse of potential in every young mind, as enablers of infinite growth, students in these B-schools are equipped for the ever-evolving industry which can only come with research insights. Right from a highly student-centric learning approach to ensuring that practical exposure is a key part of the curriculum, B-schools should appreciate that ideation, comprehension and flawless implementation of ideas is the need of the hour.

The industry today needs not just managers but innovators and problem-solvers. They are tomorrow's decision makers, who can analyse data in large amounts and use the latest technology to make accurate decisions and predictions. They are expected to be equipped with all what enable them to take on the business strides with their accurate understanding of the internet revolution. From decreasing turn-around time for deliveries to sustaining businesses with their techno-managerial know-how – it's all about bringing together the best of innovation and ideation. Thus B-schools should give the highest level of importance to a unique practice-oriented teaching-learning. The process is highly interactive, experiential and multi-disciplinary.

Meaningful and well-intended schools should be ever curious to explore limitless possibilities of innovation, improvisation and growth. And this exciting pathway should be undertaken to prepare future leaders for every new challenge. Be it academia or hands-on training – here it's all about immersing in a never-before academic exposure in an encouraging and vibrant environment. As a responsible B-school, the focus should be on imbibing analytical skills, innovation, creativity, and experiential

Reinstating Relevance of B-schools:

Restore Academic Reputation; Remove Existing Dichotomies

knowledge in each and every student. With this, the curriculum needs to be in-sync with the changing times and the market's demands. This new dimension of the curriculum integrates developments across business categories; innovation in terms of business models, tech integration and need-based business ideas.

Be it Industry 4.0, developing business mindset from the very beginning or skilling and re-skilling on a regular basis – it is all about upholding the most relevant and accurate knowledge for grooming young and passionate business leaders. Once an individual possesses the right amount of entrepreneurship spirit, they can not only develop and grow their own business but also bring in the vision of a suave entrepreneur to the job at hand.

With the pandemic hugely redefining the needs and demands of the market – it is only obvious for businesses to deploy smart methods in order to survive and thrive. With dependency increasing on technology and the internet, there also needs to be intensified planning on part of the organization's management to reach out to stakeholders in ways more than one – in case another pandemic hits us.

In such a surfacing situation, B-schools should and must take the lead to prepare students for the challenges of the future. Community initiatives and innovation drives should be an integral part of daily learning routines. Similarly, with a dynamic curriculum and pedagogy, interdisciplinary learning, corporate and personality training, students should be equipped for the industry and the society from day 1. Facing extraordinary challenges in future as well no lesser than Covid-19, managers and leaders should possess qualities beyond technical knowhow and skills to develop a strong and fearless personality and demonstrate tenacity.

A suggested way for their holistic development is Multiple Participative Pedagogy with following elements intertwined within -

a. **Classroom:** Classrooms upholding cross-disciplinary learning with integrated coursework including project-based and peer learning.

b. **Mentorship:** Besides erudite professors from across the country and abroad, students should be taught by experienced professionals and top industry leaders.

c. **Exposure:** A comprehensive and on-ground experience on varied topics in Research Lab format must give students an edge in terms of global market insight.

d. **Industry:** What is expected from B-schools is to prepare students with a balanced blend of analytical thinking, data-based business intelligence and entrepreneurship practices.

e. **Holistic development:** Most importantly, the ultimate pedagogical outcome should be the 360-degree development that make students complete managers and futuristic leaders whose mind, body and soul are in absolute sync with the innate aspirations.

A proficient business leader is way more than knowledgeable; they are practical, agile and above all a bold visionary. Like many other leading B-schools in the country including IIMs, Delhi School of Business appreciates this fact and in order to achieve the best adopts a holistic approach in student development. Backed by its sturdy ethos that inspire students to take the path less ordinary and bring about a positive transformation in the world it empowers and transforms its students to

- Learn to soak in the best of knowledge and practices
- Question the customary and look beyond the obvious
- Reimagine situations, challenges, and opportunities
- Redefine solutions with integrity and excellence
- Create diverse scopes of achievements and service
- Leverage the change with commitment and focus

Sooner the attention is drawn to the dichotomy discussed by the leaders and visionaries of educational institutions along with policy makers, think tanks, agencies like AICTE, NBA and the govt., better it will be for the Indian Management Education to realize what it ought to provide to the business and the society.

*Adapted from article published in
FINANCIAL EXPRESS by the author.*



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Dr. Ramesh Raj Ayer
*Associate Dean,
AIMS School of Business
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Future of business education in India

Does higher education in business management prepare the students for the roles they require to play as professional resources and citizens of an emerging economy like India?

A recent study conducted by the industry has revealed that the availability of resources is not the challenge, the gap is in the talent and skills available compared to the requirement is. In addition, to that the employability factor for business school graduates based on soft skills is totally inadequate.

In order to overcome these challenges and the evolving future of work in India and overseas business management students need to get equipped with the right domain skills which are in demand in the industry and soft skills which would make them employable.

The NEP 2020 has brought in a fresh outlook to the entire gamut of education including higher education in India. While embracing on this new path we must not lose sight of the overall objective of education to not only impart knowledge and skill but also transform the learners with ability to think, adhere to truth and become responsible citizens resisting the temptations of popular mob culture.

In order to achieve this, higher education in general and business management education in particular has to change from the present system of silo-based learning with fixed three hour written exam-based evaluation and rudimentary dissertation projects. The learning has to become andragogical and open without boundaries moving from a fixed set of subjects in the business management program to development of industry or vocation specific professional skills. Evaluations should be aligned to assessing the acquisition of skills together

with application of knowledge through demonstration throughout the period of learning and not at the end of it.

The hard domain skills the students need to overcome sighted by the Industry are 1) Strategic thinking for decision making in the areas like AI, Automation etc, 2) Creative problem solving and risk taking 3) Analytical ability to understand data. The soft skills the students need to be considered employable are 1) Communication skills 2) Ability to work collaboratively with a wide variety of people and 3) Leadership skills to take initiatives.

Educators will not be able to achieve this on their own. They will need the backing of all stakeholders such as industry, Government, education administrators, teachers, students, alumni and parents. Another issue in the current context is the development of digital space and virtual campus. In industry too, automation and digital communication is expected to cover more than 70% of all jobs. In another two years skills like analytical thinking, digital communication and emotional intelligence will swamp the traditional skills of reading, writing and document-based systems.

The current generation of students are also different. They prefer flexible mix media methods for learning, comfortable using digital devices and have a low attention span. The students are also prone to interactive, inter-discipline and cross curricular learning. Overall, it is suggesting that they show a marked preference for experiential learning.

In order to develop these skills teachers, have to adopt student centric learning programs. Changes that have been suggested by some industry experts are as follows:

1. Dynamic curriculum: Experiment with different types of learning platforms that provide freedom to students in realizing their critical skill development goals in an enjoyable way.

2. Experiential learning: Let students practice learning from failures using simulation and management games. The experience of taking management decisions and getting to debrief the results will sharpen their implementation and teamwork skills.

3. Ownership and leadership: Create opportunities for leadership strategies that motivate and inculcate ownership of responsibilities. Let students build on their abilities to take independent decisions. They should be able to demonstrate their ability to convince or be convinced.

Business schools should take advantage of autonomy being provided under the NEP to develop innovative teaching and learning methods in close collaboration with industry leaders in order to provide productive and employable resources.

The schools should also provide students and alumni the facility to opt for lifelong learning. This would enable resources in the industry to keep pace with the dynamic developments in a disruptive industry. They can switch between learning from a program with work due to the facility of online learning.

According to late Dr S Radhakrishnan, the first vice President of India and renowned teacher the guiding motto of an education system should be the development of personality and faith, formation of character, cultivation of social, moral and spiritual values.

Ultimately the combination of both hard domain skills and soft skills would transform students into resources that meet the requirement of industry and draw respect from society.

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DR GANESH RAO
Director, Pune Business School (PBS)

PCET's INDUSTRY CONNECT :

PCET has a rich advisory board and leader's forum having corporate executives ranging from Directors, CEOs, CFOs, Management Consultants, Corporate trainers & corporate advisors. Further PBS has tied up with CIYUVA for networking with industry.

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| Techfirm (Japan) | 17 L | Symantec | 9 L |
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The School of Management and Entrepreneurship [SME] has been created to usher in a paradigm shift in business education in India. At a time of global uncertainty, volatility and rapid technological disruption, SME aims to develop leaders who are ready to be successful globally.... ..in India; for India and the world. SME also strongly believes in a balance between knowledge and career skills at

one end and self-awareness, values driven leadership development at the other. Accordingly, there is an important emphasis on experiential learning, strategic thinking and creativity, overseas exposure and personalized coaching in our programs.

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MBA Program @ SME

Corporate leaders today are required to possess an in-depth knowledge of the functional areas of a business, strategic and 'design' thinking, a technology 'lens' on Digital

transformation, a global perspective and an ability to manage cross cultural teams. Organizations need employees with high-level of expertise in new disruptive technologies to lead them in a hyper-competitive global economy. Faced with new challenges and a heightened level of responsibility, managers need to keep pace with modern management practices while developing a refined sense of self-awareness. Our program will orient participants on cutting edge technologies and their applications across industries, such that they are able to blend the traditional business models with the latest practices for a sustainable competitive edge. The program encourages diversity of ideas, people and exposure leads to enable innovative thinking and breakthrough solutions to transform society.

Program Themes

The two-year MBA program is designed around the following themes:

- Establishing an understanding of Accounting and Finance
- Unleashing the power of Marketing and Customer Experience Management
- Leading in an international environment
- Mastering Corporate Finance
- Designing Competitive and Corporate Strategy in the Digital age
- Managing innovation and creativity in their teams
- Leading from an entrepreneurial perspective
- Leveraging Disruptive technologies: Big Data, Digital Strategy, Internet of Things, and Cloud Computing
- Future proofing the business: Diversity and inclusion, Conscious Capitalism, and Environment and Sustainability

Learning Model

Success in business comes from experience and knowledge, from the ability to analyse and reflect, from observing and learning from others. SNU's learning model is based on these principles. The curriculum combines classic business issues with the latest trends in business. Through the case method, students are exposed to real-life situations that are relevant, intellectually engaging, and interactive. This creates a challenging learning environment that encourages everyone to share opinions and perspectives and learn from each other. Although SNU employs a variety of teaching methods, the case study method is the primary method of instruction. The case method fuses analysis and action. Our goal is to create an environment where students learn how to tackle difficult, complex problems by probing, discussing, and integrating, and working together.

Distinguishing Features

Our MBA distinguishes itself in the following ways:

- A 286-acre world-class campus
- Experienced faculty from leading institutions in India and around the world
- Advanced minor tracks in digital transformation, data science, mathematical finance, entrepreneurial management and sustainability
 - A year-long business challenge practi

Our endeavor is to offer a personalized curriculum with a focus on developing each individual. Psychometric tests are a proven method of assessing a person's cognitive and personality traits. We undertake detailed behavioral and psychometric tests to highlight strengths to be accentuated and weaknesses/gap areas to be addressed. This helps us manage individual learning needs within the learning cohort.

cum (BCPTM) in start-up and established companies

- Comprehensive and managerially relevant curriculum
- Quality courseware and learning design

Faculty

SNU prides itself on the quality of faculty it attracts from all over India and the world. The university has full time faculty who are involved in the design and delivery of management programs. Visiting faculty comprising of professors and seasoned executives from both India based and global institutions complement the efforts of full time faculty.

About Shiv Nadar University

Shiv Nadar University (SNU) was established by the Shiv Nadar Foundation in 2011 as a multidisciplinary, student-centric and research-focused university. The University was presented as a "Gift to the Nation", accepted by the President of India in 2016. It is spread across a beautiful, modern 286-acre campus, equipped with new-age infrastructure, offering a perfect environment that enables holistic growth. The University's distinguished faculty members have an established track record in mentorship, teaching world-class research in their respective fields. The University has been chosen as an Institution of Eminence by the MHRD, Government of India. It is one of the only eight private institutions in India to have received this prestigious recommendation, enabling it to emerge as a world-class Teaching and Research Institution.



Dr. V M Bansal

Chairman, NDIM

Advisor to Former Lt. Governor, Delhi,

Principal Commissioner & Secretary,

DDA, Govt. of India (1993-2010).

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Co-Chairman & Chairman, PHDCCI Education Committee (2017-2021)

*Special Invitee to the Education and Skill Committees
of FICCI, ASSOCHAM and DMA,*

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Set up in 1992, NDIM PGDM is Approved by the AICTE, Govt. of India, since 1996, Accredited by the National Board of Accreditation and granted MBA equivalence by the Association of Indian Universities (AIU).

Declared Best for Industry Linkages and Placement Environment

NDIM is the only B-school continuously declared as the Best B-school of India 3 years in a row for "Industry Linkages" & under 19 other parameters by the AICTE and the Confederation of Indian Industry. NDIM has also been declared "Best" by ASSOCHAM from 2017 to 2021 for Placement Environment & in North India, and Best in India also by FICCI in 2021 for 'Excellence in Employability through Industry Engagement'.

Students Hired by Top Recruiters – Deep Industry Connect

Known for its Finest placement record, NDIM Students are Recruited by 250+ Top Companies much before completion of their 2-year PGDM (MBA). This year too, the institute has completed campus placements for its 2019-21 Batch well before time despite the deep pandemic.

More than half of the 2020-22 Batch which will complete their course in July 2022 has already got the Best of job offers in the 3rd semester itself and many more companies are in the recruitment pipeline. The finest education & deep industry connect of NDIM ensured awesome placements despite online classes and economic slowdown.

When the corporates & industry were reeling with heavy slowdown & uncertainty with nearly 10 million people across India losing their jobs, 100% of NDIM students did their 10-week Summer Internship with most renowned companies. Both the Batches affected by Covid related economic challenges also secured the Finest full time placements because of the outstanding new-age PGDM at NDIM.

Best Connected Board and Academic Advisory Council

CEOs, Presidents, and CMDs of global repute have been a big support to NDIM and have been guiding its students, courtesy of its highly connected Board of Directors, Academic Advisory Council of 132 senior professionals from the corporate world and the faculty connected with 261 industries. NDIM is the only B-school in India with serving Presidents of FICCI, PHDCCI, ASSOCHAM, BRICSCCI, AIMA, 5 top industrial houses and 6 Padma awardees on the Board who continuously help multiplying career and

employment opportunities manifold at NDIM.

Mentorship Program – Support by 354 Corporate Mentors

NDIM has 354 Mentors from the Industry under its highly successful Corporate Mentorship Program. This platform provides a unique opportunity where our students stay connected with their Industry Mentors 1-1 throughout their PGDM and gain industry specific knowledge & guidance.

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Industry-relevant new-age major specializations

NDIM is known for its 'Case-Based Learning' and 'Skill Mapped Curriculum'. In addition to the AICTE, the NSDC, has taken NDIM as its funded partner. Industry-relevant new-age major specializations and 40-hour specific modules on Digital Transformation, AI-ML, Stock Markets, Treasury & Investment Management, Supply Chain Disruptions, Business Analytics in addition to all the other major specializations have been tremendously helping NDIM students in their placements in the post covid world.

Strong Alumni Support

Being a 30-year-old institution, NDIM has a sprawling network of alumni who provide hands-on Placement support to the students since the Alumni of NDIM are placed in influential positions across the country and overseas.

Unparalleled International Immersion

NDIM has been visited by ambassadors and diplomats of Canada, Czech Republic, Brazil, China, Egypt, Japan, Korea, Costa Rica, Vietnam, Venezuela, Niger and Nigeria and more than 200 international projects have been offered to NDIM students in 20 countries. NDIM has MOUs for student & faculty exchange and for student internships and course credits with many Global Universities.

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Management education has evolved tremendously over the years. It has changed dramatically and veered from once being skill-oriented to now deeper in knowledge-base and being more well-structured with a strong base of knowledge. The simple reason for this is the dynamic industry and the go-getting learners with ignited minds. The field of management is application-oriented where we seek the problem solvers rather than just the followers. The need for innovative management programmes has garnered a plethora of techniques to add value to education.

Case-based methods of teaching, simulation exercises, trading, real-life projects, flip classrooms, presentations, quizzes, co-curricular management festivals/ activities all enrich the curriculum and the pedagogy of the management programmes. The businesses are not merely profit driven nowadays, rather there's been a paradigm shift towards involving the holistic and inclusive perspectives for the sustainability practices. This calls for the incubation of business ideas. Entrepreneurship/startups have become an integral part of the Indian business ecosystem and so have they become more pertinent for the management programmes across the country. Thus, management education demands the courses to be more aligned towards businesses, retooled with courses like technology management, corporate governance, digital economy, social networking and society at large.

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The impact of Covid-19

on higher education: challenges and opportunities, with a special emphasis on MBA programs.



Dr. Viswanathaiah

Director, IFIM College (Autonomous)

In general, this is the time when young students take admission examinations, decide which colleges to apply in India, or pursue study abroad opportunities. Today's times, on the other hand, are nothing out of the ordinary. The world has been startled by the Covid-19 outbreak. Students and institutions of higher learning are under a lot of stress. Exams have been postponed and schools and institutions have been shuttered. Classes are progressing well, but entrance to the upcoming academic year is fraught with uncertainty.

More than 320 million children in Indian schools and institutions are currently affected, according to UNESCO. The epidemic has compelled the rest of the globe to rethink how to deal with the 'new normal.' It's critical to assess the short- and long-term impacts, as well as future measurements, after the initial step of complete clean-up. Is India capable of resolving its crisis?

ONLINE LEARNING WILL CONTINUE TO EXIST

Digital access was the quickest and most effective solution to this challenge. To enable continual learning, it is now vital to develop robust online platforms. However, in a developing country like India, where students' socioeconomic backgrounds and educational institutions range significantly, transformation has proven difficult. As the problem worsens, digital diversification has widened the gap, necessitating immediate attention from public and private sector participants. Students will stay engaged in the learning process if they have good professors, current curricula, and practical tools.

AN INCREASE IN THE NUMBER OF INDIAN STUDENTS STAYING AT HOME IN INDIA

Many of Indian students are clamouring to pursue higher education outside the homeland. India, according to reports, is the world's second largest source of international students. Given travel restriction and health threats, this routine migration could morph into an avalanche of institutions in India in the coming years. As many students consider domestic options, this means that millions of rupees and resources spent on international education could be kept in the country. While international institutions may struggle to

adjust to the change, it is an incredible chance for India to enhance its skills and provide high-quality education that matches international standards.

THE IMPACTS OF A DROP IN THE GLOBAL ECONOMY

The economy is in chaos, and the crisis is even affecting schooling. While many students will come up with their own solutions, the epidemic has left others in limbo. With unemployment expected to rise and Indian households' financial capabilities under strain, the country should expect lower enrolment rates and tuition fee difficulties. Government entities may also be at danger of going bankrupt. On the other hand, the outbreak may result in cost structure adjustments and the creation of less expensive systems.

NEW TRENDS IN TEACHING & LEARNING WILL EMERGE

With the exception of a large group of institutions with private universities that set the best practices, Indian scholars have been needed to reform, long before the epidemic broke out. There is an opportunity to rethink the traditional education system now.

Digital learning is taking the lead as a pillar, and many new trends are emerging worldwide. Multidisciplinary and modular pedagogy that pays for transferable skills and learning as you wish will succeed. Post-epidemic times can see a combination of e-learning and regular face-to-face teaching on development from traditional universities and the ed-tech field.

A CALL FOR GREATER GLOBAL COLLABORATION BETWEEN STUDENTS, ACADEMIA & INDUSTRY

Opportunities for student mobility and exposure to working through exchange programs, internships, partaking in conferences, etc. may not be on the table for some time. New innovative ways of working with other paradigms are essential to further learn, research and teaching. Communicating information between institutions around the world through shared teaching by the top notched expertise, practical guest talks by TED speakers are a few which is worth mention which strengthens the students a richer worldview in these challenging times.

WILL EDUCATORS RISE TO THE CHALLENGE?

The shortage of modern teachers has been a major task and is expanding exponentially. Faculty are expected to reschedule course content to meet current and future requirements. Away from traditional studies in many conventional institutions, the need for quality educators will pave the way for higher education going forward in this regard. Whatever your level of work or aspirations, we have an MBA programme that will suit your needs and improve your skills.

Shift the way you think about a business with an MBA designed to make a big impact on the job. Our Full-Time MBA attracts students from all over the world, who are looking for inspiring and pragmatic knowledge in the heart of Bengaluru surrounded by a beautiful climate merged with technological aspirations called the most vibrant city in India.

We have our annual moniker events to name a few Fusion (International Conference that connects the world with updates where students have a unique track to compete with the faculty of Pan India. prepare for marketing. Our placement is top notch, with all the top companies linked to institutional drives and corporate links. We take a key responsibility to build the future leaders of the nation through the partners who grow and shape those who want our MBA through the GDPI process and assure them of the gift of prioritisation on their final exams.

Educational achievements, awards, achievements, and books are all examples of good contributions to the degree program. Among the benefits of an MBA degree, job security and a high salary are some of the most significant. The average person gaining an MBA degree is much higher than an employee with a regular Master degree. You can expect to earn twice as much as you would earn with a standard university degree. So please toss yourself into our centre to enjoy the scent of education with new intrusions. We can pompously say that our Alumni is nutritious and robust as there are plenty of links for companies to drive.

Dr. Viswanathaiah
Director, IFIM College (Autonomous)
Bengaluru:100

**THE LOST TIME
IS NEVER FOUND AGAIN.**



- Benjamin Franklin



Prof. Sudhir Agarwal
Convener,
IPS Business School, Jaipur

A Real MBA

is possible when you go outside the Classroom.

Yes! Earning an MBA degree will definitely open doorways to employment opportunities in almost every sector, from finance to logistics. But, carving a career after MBA isn't always a foregone conclusion. A real MBA program should enable the students in aligning their educational curriculum to their future professional interests.

The Question is – is it really happening?

Unfortunately most of the B-Schools in India are still emphasizing on theory-driven and classroom-oriented practices alone, writing off the incredible value in practice-driven pedagogy. Whereas organizations which have become more technology driven and practical oriented, requires students who can take up instant responsibilities in accordance to the dynamic environment of commerce and business. What I want to specify is that most of these B-schools have just the infrastructure and not the elements that are more essential for a professional program like MBA—practices that address real-time market realities and placements are not at all visible. To fill this gap, they rely heavily on adjunct faculty conducting limited period campus-interview training and two months university prescribed summer internships which might hardly cater to relevant experience but definitely not the learning that requires a blend of theory and practice.

People go to management schools to advance their careers. The absence of industry-oriented curriculum and exposure results in an education that falls short of industry requirements – thereby affecting real-time final placements.

Due to the current market dynamics and the rapid change in work environment post-COVID 19, it is important that MBA graduates hit the ground running. Unfortunately, a vast majority of students pursuing MBA program join the Employment seekers bandwagon, with zero or very limited industrial exposure or experience. This limits their ability to project a solution-oriented mindset. When they graduate, they are armed with theory, but can't convert ideas into actions; they are devoid of insights and skills that are required to execute in the marketplace.

We, at IPS COLLEGE, Jaipur believe that you need the experience to get experience! That's where the importance of an IPS MBA comes into picture. Every company wants to see some relevant experience before they give you an opportunity. In fact, employers rely a lot on resumes that showcase work history – either through internships, volunteer work or actual experience. So IPS COLLEGE, Jaipur has created its unique pedagogy in a way which guarantees 2 Years Work Experience along with your 2 Years MBA. A first of its kind curriculum which enables you to discover, experience and learn the world of corporate working right from Semester One!

Just like businesses are competing in the market for customer share, MBA students too are competing to land their dream jobs in the corporate world. And if you have a good resume with experience and skills that match the employer's requirements, you get a good package and a long-term job. And that is where the IPS pedagogy makes the difference between winning your dream job opportunity.

The Author is the Honorable Convener of IPS COLLEGE, Jaipur having more than 25 years of Leadership Experience in various Multinationals and Indian Conglomerates having Global presence.

CSR sports events are bringing community together

There is a lot of talk about social media and its impact on society and culture. In the positive light, technology and social media have become catalysts for community development. The question is - who and what is the catalyst for digital communication platforms? The answer is human and human empathy. Some of the best consumer experiences stem from the ability to understand human need. And such understanding is acquired by upping the human factor and improving interpersonal skills. One of the ways to connect with others is through community events and social causes like beach cleaning.

The digital web media is also creating mediums for a host of social causes run on crowd funding sites. These sites are creating digital experiences on learning, communication and knowledge about the underprivileged in the society.

According to History, cultural events have formed the bond of unity in the society. Barring religion and ethnicity, these community events invite people from all walks of life to come together and celebrate life. Over the last decade, city music and cultural fests are adding life to the fast paced city life. Music, art, movie and literature fests are informative, recreational and mostly food for thought. Recently, Mumbai has witnessed sports events like marathons, yoga and the recently cyclothons promising an empowering experience.

Sports are a growing avenue for corporate social responsibility in India. While most of the companies are doing their bit to save the green cover and reduce carbon footprint, there are corporate names and education institutes who are transforming an elusive CSR act to a community

inclusive initiative. Such events allow opportunities for the common man to be a part of the cause. Promoting social cause through health and fitness community events is what community sustainability is all about. The experience of connecting with the society for a community driven cause, is what makes us socially cultural.

As a stakeholder in higher education, I have realised that diversity and inclusion of community welfare are best driven by sports, health and wellness initiatives. These events challenge our mettle and inspire us to overcome barriers as one 'WE'. Many of my students have shared a feedback as to how sports helped him/her journey as a better person and professional.

The thought of sports recreation events have the power to channelize the energy of young minds in the right direction. Participation in sports tournament not only develops the personality of the individual but also inter connects young and old together. B-School cricket tournaments could develop students, who have a key role to play in the social and national development of the country.

In a scenario with an uptick in the levels of awareness towards social issues in India, more and more education institutes as well as corporate houses could support a much needed social messages such as quit smoking and start walking.

From a management education perspective, curriculum must include CSR projects at a research and grassroots level. Education must be connected with a social cause to aid in the development of society. The dynamic networking power of social media must empower everyone to step out and make a difference for the society. One need not be a

Prof. Dr. Uday Salunkhe
Group Director,
S.P. Mandali's Welingkar Institute
of Management (WeSchool)



socioprenuer to do good for the society. Even a school student can begin small for the benefit of the society.

As the world grows into an extremely competitive arena, most of us are losing basic emotions of empathy and compassion. It has become increasingly necessary to inculcate the idea that being a good human being is an essential quality over achieving professional success. B schools are an ideal platform to create such an environment where giving back to the society is emphasized upon and encouraged among students. Education institutes have the resources to associate themselves with different causes and promote it as well. These events could become community events which are open to public participation.

We could be a nation of start-ups and IT talent, but its progress begins with each one becoming educationally privileged to access basic necessities of life. The urban -rural divide must exchange their cultural practises and progress with a healthy mind-set. Some of the management lessons are best learned on streets or villages through real life experiences.

B-schools are responsible for nurturing future leaders and thus bear a responsibility to ensure that leaders of tomorrow are sensitive towards corporate social responsibility, and are passionately committed towards ethical practices, in the conduct of their personal and professional lives.

In conclusion, it can be stated that igniting young minds with CSR will educate future leaders who not only excel at their business but also take initiatives towards philanthropy and nation-building.



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