

ment Inc



CONSUMER CONNECT INITIATIVE

notes FDI in education."

Management education is at a crossroads owing to contradictions arising out of excess capacity and reduction in popularity, echoes Prof D.P. Apte, director, MIT School of Business, Pune. "Survival of management education needs a global competitiveness which requires focus on quality of faculty, industry orientation, applied research, dynamic syllabi keeping pace with evolving business models. It's time for management institutes to orient on long term perspectives and wean away from short-term myopic view aligned towards increasing numbers, revenue and placement. Success depends on choice of right path and delivering quality."

Things will improve in the country as far as management education goes, asserts Dr (Col) A Balasubramanian, president, Sri Balaji Society, executive director-BIMM and dean, BITM, BIIB and BIMHRD. "As political climate changes, India will see a positive growth in management education. All we need to do is to ensure quality and it's a joint process by institutes and students. Institutes can try their best but cannot guarantee placements as it depends upon students' performance. There are opportunities and students need to grab them with both hands."

It's high time that we revisited the management syllabus, says Dr. Deepak Tilak, vice-chancellor, Tilak Maharashtra Vidyapeeth. "Industry needs are changing at quite a faster pace and the distance between the syllabus and these needs is ever widening. Industry requirements need to be assessed in-depth and the syllabus should be modified. The process has to be carried out quite frequently so that the expectations of industry and the students' capabilities are in sync."

Rama Yadav, Secretary, Alard Group Of Institutes, says, "The business schools should concentrate on a very strong Industry-Institution tie-ups where-in experts from the industry will be delivering talks so that students gain practical knowledge of problems faced and solutions found as well as difficulties faced by the managers. On the other hand insti-

tutes will have to get thoroughly involved in research pertaining to preset problem areas as well as futuristic requirements of the industries. Our Management scholars shouldn't imitate western models without questioning. We need to develop state-of-the-art knowledge, methods and valid indigenous theories to arm the management students so as to be capable of handling various management situations efficiently."

There is a dearth of skilled management professionals, Dr Agna Fernandez, associate professor, Siva Sevani Institute of Management, Hyderabad. "Excellent mentors, challenging projects and career growth opportunities beckon those who have a positive attitude, demonstrate leadership during crises and are willing to take risks. Excellent mentors/faculty, with rich learning across sectors who can translate their experiences into visual learning maps for the students, are the need of the hour. Change in instructional methods, where fear is replaced by a questioning mind coupled with experiential learning exercises are the key to match global standards."

Management education is many specialisations and techno-management is one of the most demanding options, adds Dr Mangesh G. Korgaonker, director general, National Institute of Construction Management and Research, Pune. "Education in the areas of construction, real estate, infrastructure and projects (CRIP) management has now been accepted as extremely vital for the sustained and inclusive economic growth of the country like India. A large number of professionally educated and trained manpower is needed to cope with the challenge of planning, financing, developing and executing high technology projects. Strong capabilities in techno-management are imperative for success in these fields. The key challenge of institutions in higher education today is to provide effective, state-of-the-art curriculum in techno-management to prepare professionals with capabilities to deliver under highly testing and demanding conditions."

kanchan.gogate@timesgroup.com

MBA advantage

Twenty years ago, becoming a graduate degree holder was an achievement in itself. This conventional wisdom that dominated Indian minds for long may not necessarily ring true today for the current job market demands a lot more from its prospective employees, and one degree ain't enough if young aspirants aim to gain that extra edge over the rest.

Hence, in an endeavour to make your resume stand out from the clutter and hone your existing skills to further enhance your career growth, an MBA degree seems like the apt solution. After all, there is no denying that candidates today have understood the value proposition a fancy MBA tag brings to the table. The education industry in India has undergone a major renaissance for the number of opportunities it offers to students today are multiple, thus allowing each one to pursue their degrees closest to their respective aptitudes and inclinations; the growth of vocational and niche institutions in Tier I and II cities is a case in point. The number of applicants for Common Admission Test (CAT) has been increasing over the past decade; so are the numbers of applicants for other MBA schools across the country. Firstly, employers look for differentiators when they seek talent. And possessing an additional degree is a definite differentiator.

Having an MBA degree in addition to your regular ones is certainly the way forward. Though the economic scenario is undergoing a major upheaval, there are many hiring managers who point out that the sheer mention of an MBA degree on the resume is a sure sign that the candidate has a long-term, promising work potential.

While an MBA is certainly a differentiator in today's job market, a degree alone does not ensure accelerated career growth. Some of the ingredients for a successful career continue to remain constant: a go-getter attitude, excellent team management skills, and most importantly, one's ability to innovate. Today's job market demands professionals with abilities beyond just the knowledge of the subject and an MBA degree is certainly the way forward.

Here's why an MBA degree is important:

MBA as an education - makes one understand the language of business.

MBA as a degree - makes one equip with enough analytical skills to be able to take appropriate decisions. Over the years, an MBA has become the de facto entry qualification to join the professional workforce. Hence, an MBA as a degree, is important.

MBA as a career decision - fosters excellent career growth opportunities. No other degree offers the same kind of flexibility and versatility that an MBA degree does. Ideally, the benefits that one can derive from an MBA education is much higher when the student has prior work experience.