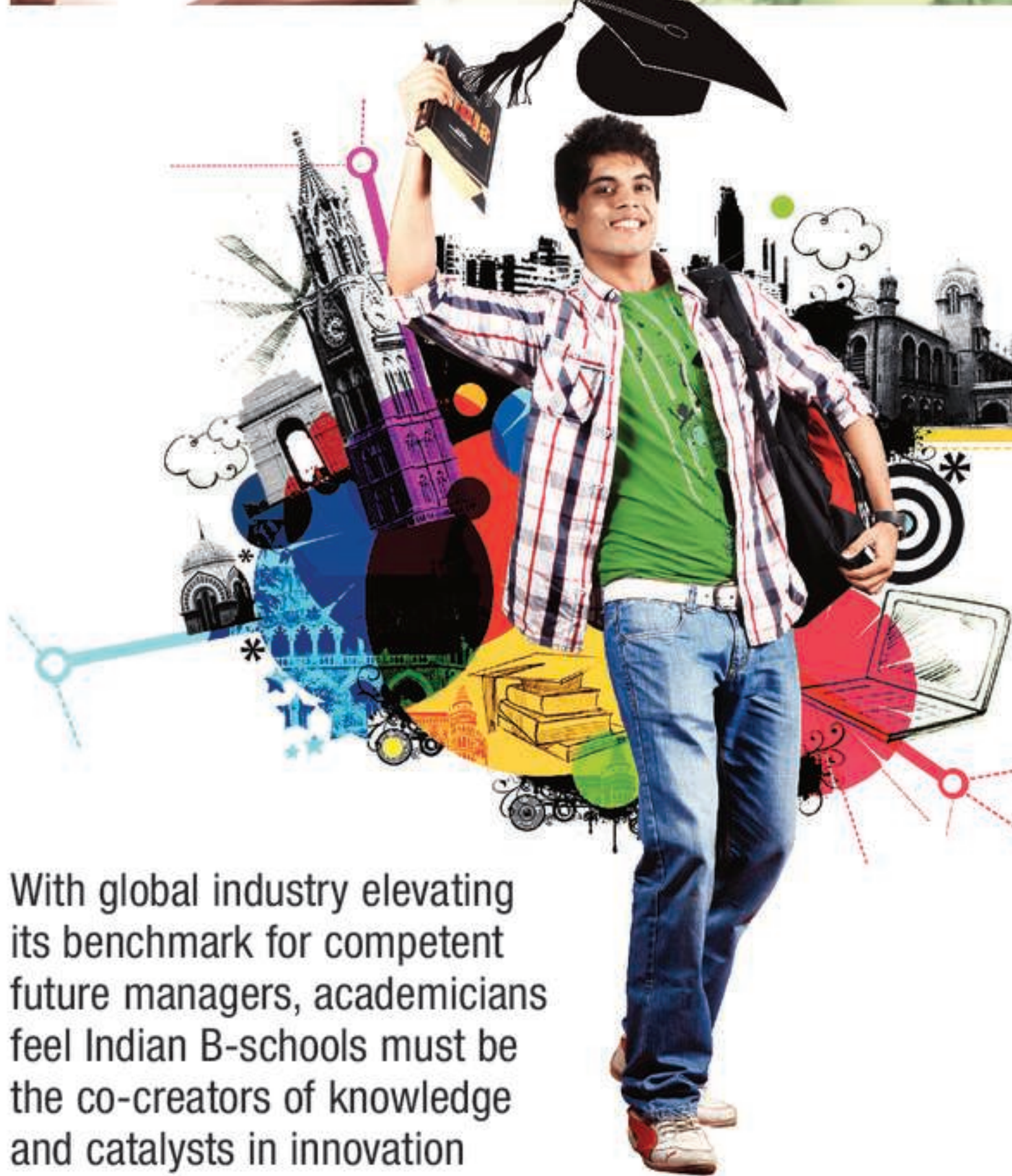


B-Focussed

CONSUMER CONNECT INITIATIVE



With global industry elevating its benchmark for competent future managers, academicians feel Indian B-schools must be the co-creators of knowledge and catalysts in innovation

MAKING DIFFERENCE with a DEGREE

Kanchan.Gogate
@timesgroup.com

Entrepreneurship and innovation are the bywords in today's business environment. As the dynamics of global economic scenario are changing rapidly, industry is looking forward to the competent future leaders. According to experts, today's B-schools must match pace with these rapid changes and provide value education to equip managers with professional skills. While Indian students are making a mark across the world with good academic and career track, academicians feel that Indian management education must make the most of its talent pull. Though India has been

education. Management education worldwide has been witnessing a paradigm shift with the digital revolution permeating into every walk of life.

A new-age manager is expected to be a taskmaster. Today, such a manager is expected to have a strong market pulse along with the business skill-set. Quick decision making and hands-on solutions are the essentials the corporates look for when it comes to hiring candidates for managerial and administrative portfolios. Indian B-schools are entrusted with the responsibility of honing managers according to global and domestic demands.

Experts feel that MBA can be a degree with a difference when B Schools

ness schools to play a stronger role in helping to bring about solutions to problems. The schools are expected to be a partner to the government and society so as to tackle world issues. Business school students have to realise the importance of social responsibility since profit alone should not be their sole purpose for pursuing an MBA programme.

Experts maintain that management education in the country must keep itself abreast with global corporate practices. With professional opportunities growing, management education that helps grasp new-age nuances will open new vistas. From entrepreneurship, healthcare to rural management, panorama is wider for MBA aspirants. Though MBA is one of the most sought after degrees today, experts advise students to select a reputed B School and focus on learning practical lessons.

Today's business landscape can be compared to VUCA (Volatile, Uncertain, Complex and Ambiguous). Originally a military term, VUCA is now applied to management theory and practice, as it elaborates today's corporate scenario where things are demanding. B-schools must upgrade their curriculum where they give their students industry exposure while students must focus more on learning and developing the attitude required to sustain in today's market.

B-schools should be catalysts in entrepreneurial innovations, agrees Dr S B Mujumdar, founder President and the chancellor of Symbiosis International University. "Today's B-schools should be E-schools where E stands for entrepreneurship. Instead of going for jobs and placements, B-schools should create managers who will generate jobs. Thus, management education in the country can create ecosystem suitable to business."

Dr. (Col) A. Balasubra-

manian, president Sri Balaji Society, says, "Amid a chunk of business schools and MBA graduates, only seven to ten per cent of them are employed by the Industry. These are from those B-schools which offer appropriate training and follow scientific grooming process. MBA should not be treated as one more Post-Graduation degree. It should be job-oriented. MBA aspirants should check their Return on Investment (ROI). They should get a take-off as management trainee. Again, fresh MBAs must not compare themselves with IIM graduates as IIMs have tough selection criteria and most of the candidates have prior business experience."

According to Dr Balasubramanian, individual capabilities matter than the institute's standing. "Differentiating factor for the students should be a research based findings related to the faculties, track record of placements, grooming process and uniqueness of the institute. A dedicated student from an unknown college from rural area can also do well in the placement market. These days the HRD ministry has provided online courses for anyone to gain in-depth knowledge in each specialisation. How many of them are using the facility matters a lot."

Gautam Mahajan, president, Customer Value Foundation, says, "Value creation is executing proactive, conscious, inspired or imaginative and even normal actions that increase the overall good and well-being and the worth of ideas, goods, services, people or institutions including society, and all stakeholders (like employees, customers, partners, shareholders

and society), and ideas. Business Schools need to teach value creation. Thus at the end of each lecture, the teacher can portray how value is created from what they taught."

Students need to be taught how to create value for themselves. Mahajan feels, "This will prepare them for value creation in the courses. Lastly, there can be a value creation elective. The mindset has to be one of a



value creator. The MBA degree must be value creation degree."

Many B-Schools are now equipping students with necessary skills like attitudinal development and communication skills. Understanding nuances of communication is essential for management students as they are future managers, asserts English Literature scholar Dr

Muktaja Mathkari, principal, SNDT College of

Home Science. "For right communication, one need not be always a language expert. When we talk about shaping leaders with professional abilities to suit to today's industrial expectations, communications skills pay a crucial role and therefore, must be integrated into management curriculum. Good communication is important in personal and interpersonal relationships. Managers can create impact with effective communication. Communication is written, oral, verbal as well as non-verbal. Listening is also essential part of communication skills. Effective communication can also be a good strategy business environment as managers need to motivate fellow leaders and also need to point out shortcomings at times. Right expression is also part of communication skills. All soft skills should be integrated into management education," Dr Mathkari concludes.

We Build Corporate Careers...

ADMISSION NOTIFICATION - Batch : 2019 -21



Sri Balaji Society, Pune
SOCIETY FOR OPPORTUNITIES

• Discipline • Dedication • Determination

S.No. 55/2-7, Tathawade, Off Mumbai Bangalore Bypass, Pune - 411 033.

Tel.: 020-66741245, 09673338787, Telefax : 66741234

E-mail : admissions@sribalajisocietypune.org Website: www.sribalajisocietypune.org

https://www.facebook.com/official.sribalajisocietypune



Do you want to go through the real corporate life while doing Two Year Full Time 'Job Oriented' PGDM programmes approved by AICTE ?



Sri Balaji Society Hostel



Sri Balaji Society, Pune's Prestigious Management Institutes

BIMM
BALAJI INSTITUTE OF
MODERN MANAGEMENT

BITM
BALAJI INSTITUTE OF
TELECOM & MANAGEMENT

BIIB
BALAJI INSTITUTE OF
INTERNATIONAL BUSINESS

BIMHRD
BALAJI INSTITUTE OF
MANAGEMENT & HRD

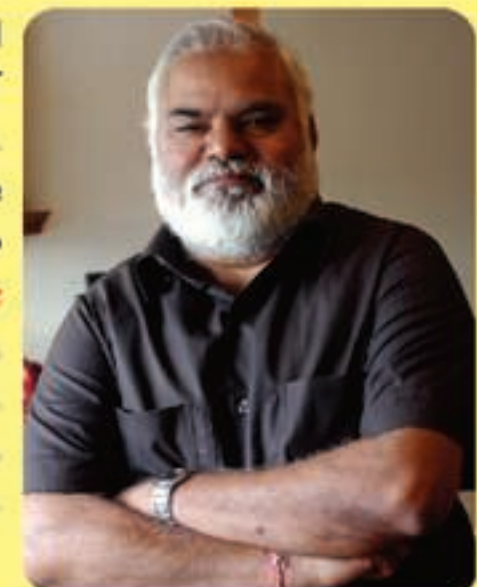
1. SPECIALISATIONS AVAILABLE : Sales & Marketing, Telecom, Systems, Finance, HRM, International Business, Business Analytics, Operations & Supply Chain Management.
2. Combined Admission Process and Campus Placement for BIMM, BITM, BIIB & BIMHRD.
3. 658 out of 980 students from the batch of 2017-19 have already been placed.
4. 50% seats are reserved for female candidates for empowerment of women.

All India Ranking/Recognition of our Management Institutes

1. Ranked Amongst the top 12 B-Schools in India by 'The Times of India Business School Survey' dated 23rd Feb., 2018.
2. Ranked Amongst the top 7 Private B-Schools in India by 'The Times of India Business School Survey' dated 23rd Feb., 2018.
3. We are recognized as one amongst 'Best Education Brands 2018' by The Economic Times
4. Ranked 1st Top Private B-Schools in Maharashtra for ROI (Return on Investment) by Outlook in October, 2018
5. Ranked 3rd for 'Visiting Faculties' in India by Business India

ELIGIBILITY CRITERIA : Any graduate with minimum of 50% marks (45% for SC/ST). Those in the final year of graduation and confident of getting 50% and above can also apply. **ENTRANCE EXAM :** We accept CAT/MAT/XAT/CMAT/ATMA/MAH-CET Scores. In case the entrance examination results are not available when we visit different cities for the combined admission process, aspirants can still attend the selection process and submit the entrance exam scorecard subsequently. However registration for the selection process by the applicant is mandatory. **MERIT LIST :** We give 35% weightage to entrance exam and 65% weightage to Group Discussion/ Personal Interview/ RolePlay/ Extempore/ Essay writing/Work experience. **SELECTION CENTRES & DATES :** Ahmedabad(24th Feb), Bangalore(10th March), Bhopal(12th Feb), Bhubaneswar(24th Feb), Chandigarh(22nd Feb), Chennai(7th March), Dehradun(14th Feb), Delhi(5th March), Goa(26th Feb), Guwahati(3rd March), Gwalior(26th Feb), Hyderabad(14th Feb), Indore(12th March), Jabalpur(5th March), Jaipur(19th Feb), Jammu(16th Feb), Kochi(24th Feb), Kolkata(10th March), Kota(3rd March), Lucknow(16th Feb), Mumbai(3rd March), Nagpur(12th Feb), Patna(22nd Feb), Pune(8th Feb), Raipur(19th Feb), Ranchi(16th Feb), Varanasi(1st March) and Vijayawada(28th Feb).

HOW TO APPLY : For online submission of application and payment facility, visit our website www.sribalajisocietypune.org. Applications may also be downloaded from our website and submitted along with a Bank Draft for Rs. 1500/- in favour of 'President-Sri Balaji Society, Pune'. For enquiries reach us out to Tel.: 020-66741245 from 9 a.m. to 6 p.m.



Dr. (Col) A. Balasubramanian
President, Sri Balaji Society

Under Graduate Colleges in Wakad, Pune

BLC
BALAJI LAW COLLEGE
www.balajilaw.com
Ph No 020-67084035/34/33
Email : admissions@balajilaw.com / blcpune2003@gmail.com
Courses : 5 Year BA LLB, 3 Year LLB

BCACS
BALAJI COLLEGE OF
ARTS, COMMERCE & SCIENCE
www.bcacspune.com
Tel. : 020-67084054/67084041
Email : principal@bcacspune.com
Courses : B.Com & BBA

BJCACS
BALAJI JUNIOR COLLEGE OF
ARTS, COMMERCE &
SCIENCE
Tel. : 020-67084054/67084041,
91682 90202, 8007776814
Courses : XI & XII Std.

3 students out of the Top 10 in BBA Final Year from 120 Commerce Colleges of Savitribai Phule Pune University are from BCACS.

The Gold Medalist in BBA of the University is also from BCACS



Started at Agrasen Maharaj Campus in the year 1999 by Dr. (Col) A. Balasubramanian, Sri Balaji Society has produced approximately 15,000 successful corporate citizens who are pursuing Corporate Careers all over the world.

...Yes, We Build the future

witnessing a reverse brain drain to an extent, experts feel that B Schools must provide the value education that will do justice to the human capital in the country.

With global industry elevating its benchmark for competent future managers, academicians feel Indian B-schools must be the co-creators of knowledge and catalysts in innovation. Technology has changed things for better and management education field is not untouched. Evolution is going to be the game-changer in Indian management

are providing you value management education. As a stream, MBA has to reflect the needs of the leaders. Currently, MBA is more hands-on and socially relevant. As a product, MBA remains strong and it is upgraded continuously. It is a known fact that the business world has become global, and so have business schools. The focus today is on entrepreneurship for the purpose of job creation. Closing the boundaries of various disciplines is another significant feature of business education. The world requires busi-