

# Gujarat Technological University

## Ahmedabad

### SWA-PRABANDHAN GROUP

#### WORKSHOP OF MBA INSTITUTES WITH 50% VACANT SEATS FOR SELF MARKETING

HELD AT AMA CENTER, AHMEDABAD ON 29 NOVEMBER 2010

The following members were present as speakers:

- 1) Dr Akshai Aggarwal, Vice Chancellor, GTU
- 2) Prof. N.N. Bhuptani, Registrar, GTU
- 3) Dr Rajesh Khajuria, Director, SMJV's CKSVIM
- 4) Dr Kamal Taori, Chairman, Rural Business Hub Foundation, Wardha
- 5) Mrs Irmel Marla (German), Chairperson, International Institute for Holistic Research Voluntary Action (India-Germany)

30 MBA institutes' Directors and Managing Trustees (2 each) remained present to attend the workshop.

Ms Almas Juneja welcomed all the members on the dais.

The comments of the experts are as follow:

#### **Dr Akshai Aggarwal:**

- Let us see that our MBA students are well trained.
- Important to work for development of the communication skills and soft skills of every single MBA student.
- GTU wants to offer Faculty Development Programs in all the areas of MBA. Please send your teachers to FDPs.
- It is important for every MBA College to establish a closer relationship with industries and businesses. Go to Industries / call them to visit the institutes.
- Importance of a placement cell, which should be made very active.
- Slide show of the institute should be prepared. Take them to local Colleges of BA, B Com, BSc, BE, BBA, BCA and tell them about how the MBA program can help them get

better jobs and tell them about the good work that your College is doing. Then give them information about how to prepare for GCET.

- Put big sign boards about your College and its MBA program – Institute, town, villages – GCET dates.
- India needs many more MBA's. We have to train them so that they can be useful to a variety of employers.
- Syllabus related: Develop a niche subject and GTU will help you do it, without any delay whatsoever. Any MBA College can write to him about adding elective or sectorial specialization subjects to him. This issue may also be discussed at the MBA Discussion Forum.
- GTU will work with any MBA College, which wants to develop a Certificate Continuing Education Program for professionals in businesses and industries.

**Dr Rajesh Khajuria:**

- Need for Reforms in MBA Program, to make it skill driven and create employability for students of Gujarat.
- Syllabus – Reduce by 30 – 40% to make it less burdensome and more skill oriented.
- Industry Connect Program to connect MBA institutes with large MSME industries / enterprises of Gujarat and India. CII, FIICI, FGI, Chambers of Commerce, Industry and Trade Associations may be approached.
- GTU should offer not just 5 but may be 100 Sectorial / Industry Courses to suit the needs of local industry and businesses as well as Education and NGO sectors.
- Institutes should offer tailor-made, region-specific Certificate Courses in Management and Information Technology to increase their economic / financial viability.

**Dr Kamal Taori & Mrs Irmel Marla (Germany)**

- Visited 3 places in Dist. Rajkot, Jamnagar and Kutch with 3 Institute Directors and made first hand survey based on, which he shared the experiences to make the MBA institutes viable.
- Jamnagar Dist: 10 Villages cluster can be adopted by the institute / students for development.
- Investment Potential Studies (area – wise)
- Dual system of professional education for young entrepreneurs like Germany  
E.g. 5 month in company where they'll learn high level skills & knowledge
- Learning University, not Teaching University

- Teachers have to learn to earn & teach
  - ↓
  - 90%
  - ↓
  - 10%
- Corporate Social Responsibility
- Hidden Potential of students
- Teachers mindset is theoretical
- Teachers must work in their areas ---show their work to professional, academy.  
Motivate Teachers as to how they can develop students.
- Zonal wise Syllabus Committee
- Projects → Local e.g. CA, NABARD
- German NGO to co – brand Certificate Program
- SECE – Self Employed Change Entrepreneur
- Rural Business Hub – Local Partners / Institute may set up Local Chapters of RBH to promote Rural Business Hubs in their regions and transform MBAs into Rural Entrepreneurs. (RBH does not keep a bank account and does not need any financial share or gain out of these Chapters).
- Projects to students in every Rural Areas.

### **SUGGESTIONS**

#### **a) Prof Neelkamal Nimavat: (Morbi)**

- Syllabus revision is a must as local SMEs don't need our MBAs with only knowledge and no skills to work with industries.

#### **b) Dr R. S. Shah: (Mandvi Vital Belt)**

- 70% syllabus same as BBA., B.COM., B.Sc., B.A.
- Same number of subjects in MBA since many years
- Confusion about mission of MBA
- Set of skills?
- MBA result is low in Gujarat

#### **c) Dr M.K. Patel: (J.L Patel College of Technology & Management, Anand)**

- Admissions: Allow CAT / MAT / GCET etc.
- Marketing
- Stop giving affiliation to new colleges
- Autonomy in Admissions or 10 – 15 choices – complete before 15 June.
- Managing Committee → City

Rural

- GTU's right to stop further divisions / new institutes
- Promote Admissions : 10% Local students in 25 km Area – direct admission by institute
- Marketability is a Global issue “we should not bother much”
- Develop Self Entrepreneurs
- Admit 30 – 40 students now! First semester from January 2011

**d) Mr Krishnavadan R. Parmar:**

- Eligibility: Any graduate
- Passing: 40% per subject, 50% aggregate
- Bank tie up: for loan

**e) Dr Tripat Kaur: (Director R.R Tanti Institute, Ankleshwar)**

- 20 / 400 in GCET students are admitted – why?
- Cut off is a must. E.g. – 50% marks

**f) Farid Khoja, HOD, SRK Institute, Rajkot:**

- 35 students in 1<sup>st</sup> Round
- 10 students in 3<sup>rd</sup> Round
- Only in 1<sup>st</sup> Round, no charge
- Low Result of GTU

**g) Prof Sharma: (Aurobindo, Rajkot)**

- Direct Admission w/o GCET
- Allow students from out of state
- Guidance for GCET to be given by GTU to the aspiring students
- 3 rounds – for students from out of Gujarat
- Think about how to achieve 100% result, then Industry will absorb all the students
- Students of Saurashtra are not able to pass, so rethink about the standard of passing
- 75,000 MBA's are required in India, why not from Gujarat?
- Change the structure of MBA Syllabus

**h) Mr. Manish Joshi: (USA)**

- Time for Computers – Vocational Guidance
- Send students to computer industry
- Talk to SAP, Oracle, ERP etc

- Super specialization on material management, plant management, port management, media management etc.

#### **CONCLUSIONS:**

- Admission Process – Allow 15%-20% students from out of Gujarat
- Syllabus –make it less burdensome and more skill oriented
- Restructure MBA Program to suit market needs of Gujarat, India and global markets
- Offer Super Specializations to choose from
- Offer several Industry Specializations to choose from
- Offer Short term Certificate Courses & Diploma
- Weight age of Communication and IT skills
- Establish Industry Connection
- Vocational Guidance and Training
- Visiting lecturers from companies
- Advertise: Marketing by 112 institutes that GTU MBA is a good choice
- Low result – style of Question Papers and Assessment system.

#### **TIME FRAME:**

- Suggestions to be sent to GTU by email within 15 Days
- For opening RBH Chapter with Dr. Kamal Taori.& Mrs. Marla's International Institute, please contact them directly at [Kamaltaori@aol.com](mailto:Kamaltaori@aol.com) or at [lmimarla@aol.com](mailto:lmimarla@aol.com) or Dr Rajesh Khajuria at [director@cksvim.edu.in](mailto:director@cksvim.edu.in) / [dr.khajuria@gmail.com](mailto:dr.khajuria@gmail.com)

Vote of Thanks was proposed by Ms Almas Juneja, Syllabus Coordinator and Mr. Himanshu Raval on behalf of GTU.