

**A Report On**  
**CEOs and SBHS Panel Discussion**

On

***“HOW MBAs CAN SHAPE UP TO EXPECTATIONS OF INDUSTRY  
AND ROLE OF COLLEGES, FACULTY AND STUDENTS “***

**Organized By**  
**PARUL INSTITUTE OF MANAGEMENT AND  
RESEARCH**

**Waghodia, Vadodara**

On

Wednesday, 22 August 2012

CEO Panel Discussion on the topic “**HOW MBAs CAN SHAPE UP TO EXPECTATIONS OF INDUSTRY AND ROLE OF COLLEGES, FACULTY AND STUDENTS** “ was organized by Parul Institute of Management & Research on 22<sup>nd</sup> August 2012.

The august occasion was inaugurated by Hon’ble Vice-Chancellor of Gujarat Technological University Dr. Akshai Aggarwal & various CEOs from Manufacturing, Services & SME sector.



[Dignitaries on Dias from left to right, Mr. Percy Bharucha, Mr. D.C. Anjaria, Mr. Maulik Bhansali, Dr. Akshai Aggarwal, Dr. Devanshu Patel, Mr. Dilip Jadeja, Mr. B. K. Basu, Dr. P. G. K.Murthy]

The main Objective of the panel was:

- To discuss the skills and the knowledge required by the MBA’s for the attainment of Industrial expectation.
- To explore the opportunity of MBA students globally.

The Inaugural ceremony started with lighting the lamp by all the dignitaries on the dais.



[Dr. Akshai Aggarwal lighting the lamp]



[Dr. P. G. K. Murthy & Mr. Maulik Bhansali]

The inaugural address was given by Dr. Akshai Aggarwal, Hon'ble Vice-Chancellor of Gujarat Technological University, Ahmedabad. He spoke about the new Global MBA program of GTU& its relevance with the current industry needs. He addressed the students and said that the MBA parchment is not a magic wand. He said that it is they, who have to get the best out of this program by working hard on projects & case studies based learning. He added there was an incorrect feeling that in Gujarat, the seats in the MBA program are very high and the employment opportunities are less. He threw some light on the issue and said that the economy of Gujarat had been growing at a rate of 10-12% and if we are able to have competent graduates, the economy will need all these MBAs. He called upon all the faculty members and students to work for giving to the State young MBAs, who have the ability to transform every business, they join. He shared about various collaborations that GTU has with the international Universities like University of Alberta , University of Applied Sciences , Technology , Business and Design etc., for mutual advantages.



• [Dr. Devanshu Patel]

**Dr. Devanshu Patel, Managing trustee of PASM** started his speech by quoting one poem from famous poet Rabindra Nath Tagore. He then shared some of the initiatives which GTU has taken for the betterment of its students. Later on request from Dr. Devanshu, Dr. Aggarwal shared more about the GTU global MBA program initiatives

- Module V of each course is on immersion study. Students have to prepare reports or case studies after interacting with the industries.
- Global Country study Report(GCSR) like subjects will help the students understand the trade & business aspects of various countries.

- GTU has 3 Skills Councils (Finance, Marketing & HR) which help in organizing various talks on the latest topics.
- Conferences on Business Ethics, Finance related topics are regular annual events.

## Session one

### Panel Discussion: Manufacturing Sector

1. **Mr. B.K. Basu, CEO, L& T sergeant Ltd, Vadodara**, presented some research survey data and concluded on the basis of that data, that there is a high demand of MBA's in each sector, also the demand & supply gap is huge. In order to grab this high demand opportunity he suggested some skills which needs to be developed by this MBA aspiring students. Few questions were asked to Mr. Basu about the requirements of skills which industries expect from these B-school graduates. He along with some other panelist said that the **skills of flexibility, mobility, adaptability and multitasking** will help these students to get better opportunities.



2. **Mr. Dilip Jadeja, Plant Head Bombardier, Vadodara**, threw some light on Indian economy and Financial System of India compared to other countries . He also focused on Industrial requirement by pointing out the concept of "STEP CHANGE".



He focused on the following points.

- Learning is a continuous process. Everyone is a student and there is no difference between the one sitting in the audience and one sitting on dais from learning angle .
- Communication & technology is growing so use it for the betterment.
- Universities & faculties are there to support students & not to lead them.

- Set high targets and work for it. Bring a step change. Country is looking for a leader who can bring that step change.

## Session two

### Panel Discussion: Services Sector

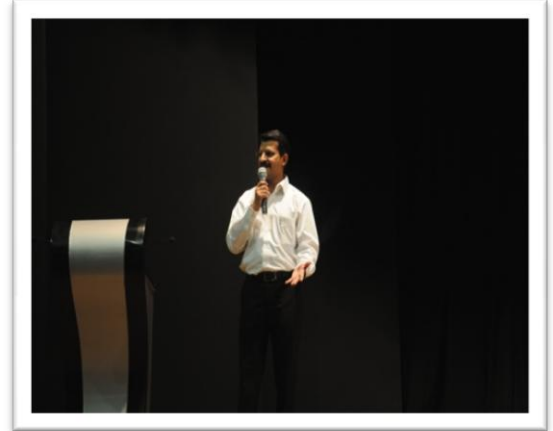
1. **Dr. D. C. Anjaria, Director, GIFT, GNFC** etc., shared more of the statistical figure & made the understanding clear about the latest employment market.
  - 17% of GDP of Indian economy is contributed by agriculture. 26% by industries & rest by service industries.
  - Employment opportunity :
    - Agriculture employs 52%
    - Industries 14%
    - Service industries 34 %
  - Parts of service sector where growth & employability is high:
    - IT and Telecommunication
    - Healthcare and Infrastructure
    - Retail
  - Biggest employer on MBA campus is financial services companies.
  - In financial service
    - 40 % jobs are related to marketing & Finance
    - 40 % jobs are related technology
  - Most sought after skill for MBA in upcoming years will be
    - Marketing skill
    - Quantitative skill
    - Communication skill
  - Entrepreneurship opportunity in financial services is upcoming area.
2. **Mr. Percy Bharucha, MD, Kalurpur Commercial Cooperative Bank**, said that Indian students are not focused for gaining knowledge. India is ailing and we need knowledge worker, knowledge engineer & knowledge managers. Propensity to read & gain knowledge is missing. He ended his session by quoting famous quotes of management guru C. K. Prahalad “Knowledge gloom, skill gloom and job bloom” He also suggest some skill which needs to be developed as a budding manager
  - Develop grasping, memorizing & summarizing power.
  - Emulate good thoughts in your life.
  - Shed ego



[Dr. D. C. Anjaria]



- Develop honesty & ethics.
- **Mr. Maulik Bhansali**, CEO Netweb Solutions Ltd, Baroda focused on the “People Management”. He pointed out some the fact and figures on growth and progression of Vadodara region and noted that in coming year Vadodara’s growth rate will be 55%. He gave following tips to the students:
  - Be cognizant with changing business model Be ready as a business manager.
  - Business analysis skill is the need of today.



**[Mr. Maulik Bhansali]**

He concluded by throwing a light on Mentor Position and its importance.

## Session three

### Panel Discussion: SME Sector

1. **Mr. Vinod Naik**, Access Computech P Ltd, Baroda, was the last panellist, he pointed out some of the skills required by the MBA Students. He also suggested that colleges should arrange more such type of discussions not only with industry people but with financial institutes where the opening are more. He suggested following skills need to be developed:



**[Mr. Vinod Naik]**

- Never feel someone else is competitor. Compete with yourself & grow.
- Develop reading habits
- Set your own targets
- Learn from mistakes and never repeat them.
- Decide your management guru, keep it in mind and try to become Eklavya.

Post lunch sessions were targeted for Semester III students where the discussion was done specialization wise.

## **Session Four**

### **Panel Discussion: Marketing Specialization**

**1. Mr. Achal Rangaswamy-** Former President, Orient Bell Ceramics Ltd

He started with the question “What is Attitude?”

He shared a Story of Gautama Buddha and said if one wants to be successful, then develop the skill of listening and also you need to have presence of mind and alertness



**[Mr. Achal Rangaswamy]**

1. Be assertive
2. Determined to succeed
3. Good communication skills
4. Self starter
5. Intellectual ability
6. Maturity and responsibility
7. Personal appearance and grooming

At last he concluded “if you can’t sell, please prepare yourself for hell”.



## Session Five

### Panel Discussion: Finance Specializaion

1. **Mr. D. C. Anjaria**, Director, GIFT, GNFC etc, started his session with a saying

**“Anything that comes free, has a little value”**

He focused on the various sectors contributing to the GDP of country. GDP of country agriculture sector is 17% less now, service sector contribute 56% to the country's GDP. He shared that employment opportunity is 34% in service sectors and shared various statistic facts and figures related to employment. He requested to make some changes in subjects and restructure MBA for service sector and asked to include case study method, role plays, industrial visits, etc.



**[Dr. D. C. Anjaria]**

#### **Conclusion:**

The full day Panel discussion shall surely go a long way in the minds of the students and faculty members . But the real success shall lie if these practices are implemented in the daily walks of life by all students. The programme was anchored by Prof. Rajindra Kaur of Parul Institute of Management and Research . The programme was attended by about 430 students and thirty faculty members of PIMR. At the end, the discussion was concluded by Vote of Thanks given by Prof. Bhavika Bhatt, Parul Institute of Management and Research. Prof. Kalpesh Ganotra was the overall coordinator of the programme and Dr.P.G.K. Murthy , Director , Parul Institute of Management and Research and Dean , Faculty of Management was the architect and moderator of the programme .