

2013

FACULTY DEVELOPMENT PROGRAM

Organized by

Parul Institute of Management & Research

23rd – 29th July, 2013

Faculty Development Program was organized by Parul Institute of Management and Research, Waghodia, Vadodara from 23 July, 2013 to 29 July, 2013.

Many well-known professionals from renowned institutes of management like IIMA, MICA, IRMA, etc had been invited as resource person for faculty development programme.

More than 50 Faculty members from Parul Institute of Management & Research, Parul Institute of Engineering & Technology- MBA dept, Parul Institute of Management (PIM & PGDM), and Parul Institute of Business Administration (BBA) were present.

Day 1: Tuesday, 23 July 2013

The program was inaugurated by Dr. Arindam Banerjee and Dr. P.G. K Murthy with Lighting Diya and Saraswati Vandana. The Program hosted by Prof. Apoorva Kamthania welcomed Dr. Arindam Banerjee as an expert speaker for the session.



[Lighting of Lamp by Dr. Arindam Banerjee (IIMA), Dr. P.G.K. Murthy, Prof. Dipak Gaywala]

Dr. P.G. K. Murthy opened up session with the welcome speech explaining the importance of FDP. As per Dr. Murthy “No Brand can sustain its life unless & until it deserves it”. He believed Management Institute develops the managers for various sectors, and it is faculty who imparts the skills to students. This raises the need of FDP for management faculty. Also he gave some glimpse of the ParulArogyaSevaManadal’s journey from 1993 with 52 students to more than 21 thousand students by 2012-13.



D

[Dr. P.G.K. Murthy]

Dr. Murthy enlightened on the technology changes occurring day by day. He said “**Education is no more a protected service**”. We all are moving in a dynamic world and we need to learn changing things quickly.

Dr. Arindam Banerjee: Expert Speaker:

Dr. Arindam Banerjee has been associated with IIMA as a Professor. He also had a rich experience in the industry. He had done his doctoral studies from USA.

Dr. Banerjee had conducted the first session on the topic “Unique Challenges in ‘Management Education and Research: Multiple Roles that Academia has to do’”. He explained that demand for academicians will go higher but what is lacking is the knowledge or core competency. You can achieve the same thing by investing in programs like FDP and you can impart quality education to the management students.



[Dr. Arindam Banerjee, IIMA]

He explained decision making procedure by a manager with a scientific equation $E = mc^2 \pm \Delta$. He explained that duality in the teacher's profession is: 1. Teacher must have to do research i.e. to build conceptual clarity and 2. He must teach by coupling concept with context.

He also explained what managers are supposed to do in the organization? In an ideal environment managers should do first planning. Planning can be done by forecasting and resource allocation. But in the practical scenario you will find many ups and downs i.e. deviations from actual plot which you have forecasted.

So sometimes it happens that you can't control things and that time you have to react instantaneously. You can do that by building versatility and by creating buffers or provisions against contingencies. Managers should do right investment at the right time and at the right place.

He also explained an appropriate way to build the research plan by the following steps:

1. Look for a research plan.
2. Define the 'perimeter' of your proposed theory.
3. Assess the necessity & feasibility of empirical support.
4. Attempt to create a better science.

Prof. Arindam Banerjee had taught how to bridge the gap between theoretical knowledge and practical aspects.

Session ended with the hearty vote of thanks by Prof. Dhara Joshi.

Post Lunch Session:

Dr. Rasananda Panda: Expert Speaker:

Dr. Panda is Professor at MICA, Ahmedabad. He is Doctorate in Economics. He had delivered lecture on 'Economics for Managers with special focus on 'Economic Policies for managerial decision making'.

He started the session with the very basic framework of policy and then in depth of 2-sector model, 3 sector model, and 4 sector model. He also explained the difference among fiscal policy, monetary policy, EXIM policy and structural policy.



[Dr. Rasananda Panda, MICA]

He also explained the transactions between Household sector and Business sector. He explained the role of government in the Indian economy as an entrepreneur, facilitator, collecting tax, exports/imports trade.

He enlightened on the issues: how the Indian Rupee has fall against U.S dollar, why the petrol prices have risen at Rs. 10 in a month. He also shared some statistical data related to Indian economy. 61% of imports of Gold (considered as Dead asset) lead to downfall of Rupee Vs. dollar.

He gave emphasis to:

- Fiscal Policy
- Monetary Policy
- EXIM/Trade Policy
- Adhocism
- Structural Policy

Dr. Panda also emphasized on the political economy and various policies that are upcoming this year for up-liftmen of people. Discussion for the current news took place where 42% consumption has increased by spending credit card as per Times of India; trade deficit is 10.4 %, out of which 61% of due to gold imports, fiscal deficit is 5%. GDP is 5%, Inflation down to 7.3% as per Economic Times.

Based on these statistical data he commented that these are not a good sign as compared with the history of previous years.



[Faculties attending FDP]

The session ended with the above conclusion. Prof. Pinakin Jaiswal extended warm vote of thanks to Dr. Panda.

It was learning experience for all the faculty members throughout the day. Next day session is most awaited.

Day 2: Wednesday, 24th July 2013

Session 1

Dr Arvind Gupta:Expert Speaker

Dr Arvind Gupta, is having specialization in Marketing, from Indian Institute of Management, Ahemdabad. He also served at IRMA. He is currently member of the board of the Indian Grameen Service and DSC Foundation and few NGOs.

DrArvindGupta, is having specialization in Marketing, from Indian Institute of Management, Ahemdabad.



[Dr.Arvind Gupta, IRMA]

He conducted a session on **“Experiential Learning-Teaching Marketing & Other courses”**. He opened up the session by narrating story of Prof. Deming. Dr Arvind emphasized on keyword that faculty members at various institutions are the “Process” which convert the “input” of students into “output” of “Professionals” & “Entrepreneurs”.

He emphasized on the storytelling way of teaching and learning, stating how storytelling is more effective to explain concepts rather than following a book. He illustrated his points through an interactive activity called “appreciative eyes” wherein the participants of the FDP had a chance to interact with each other and in the process came up to understand various concepts of management found in books in a lucid manner. Dr Arvind also emphasized on the “process” and stated that key for quality is quality of faculty, which depends in quality of programme. He stressed upon the sustainability of quality faculties. By considering the story telling way of teaching he multiple interpretation. Story as a format is very powerful.



[Faculties at FDP]

He in his activity of “appreciative eyes” clearly stated on the word “Inquire” and said that “Become the phenomenon on Inspiration”. He also conveyed a message through the activity about “Co-creation” & “sharing”. He concluded with a piece of article that being a faculty, we need to be very much choosy about our words, about our appreciation to the students

Post lunch session

Dr. P K. Priyan:Expert Speaker

Dr P.K.Priyan is professor at G.H. Patel Institute of Management. Dr. P. K. Priyan discussed on “**Teaching Finance with Industry Focus**” with the help of three cases. Dr.P.K Priyan started his session by case analysis method. He discussed three cases. One case was related to problems at Gillette wherein financial structuring and different problems faced by Gillette and different approaches were discussed to restructure and revamp orientation at Gillette.



[Dr.P.K Priyan,GHPIM]

The second case he discussed was “It makes or Breaks” which was related to Electro Korea and its situation of bankruptcy and crisis. Case included reasons of crisis in detail and different approaches were discussed with faculties with few calculations. The third case he discussed was “Investment in assets and required returns-Fazio Pump Corporation”. This case study was a good blend of finance as well as marketing specialization. Here too with the data provided in case, few approaches were discussed to case and hence it was a great learning with industry focus with the practical examples taking in consideration. The session ended with vote of thanks extended by Prof. Pinakin Jaiswal

Day 3: Thursday, 25th July 2013

Session 1

Yash Saxena: Expert Speaker

Mr Yash Saxena is young and dynamic man of ideas. He is an engineer and an MBA from IIFT, Delhi. He builds and runs entrepreneurship development programs at Gujarat technological university and openfuel. He is also a consultant for various entrepreneurial activities.

He discussed case on “Delicious Ecosystem” wherein he discussed how government, academic institutions & industry if bind together they can create a sustainable structure for entrepreneurship. He discussed the case of waterloo entrepreneurial ecosystem and how it can be replicated here.



[Mr.Yash Saxena, Consultant]

Post lunch session:

Mrs.Vibhuti Bhatt: Expert Speaker

Ms.Vibhuti Bhatt is director at ONE Advertising agency at Ahemdabad. She brings with her varied experience of marketing communication & brand management. Her session was on “Communication-Right Message Right Impact”



[Ms.Vibhuti Bhatt,One Advertising]

She gave insights on how communication is important in any area of management. Areas like marketing, finance, HR or any other with the theories and process of communication it was understand that majorly the work is done through communication only. She also focused her discussion on various communication strategies used on corporate as well as integrated marketing communication.

The Faculty Development Program was very interactive and instrumental in enlightening the Faculty with their Role clarity, Teaching Pedagogy, Student Counseling/Mentoring, conducting Lecture, Practical, Project, Research and Consultancy. The participants were involved thoroughly through discussion etc., which made the FDP interesting.

Last the session ends up with vote of thanks given by Dr.Mitsu Patel



[Ms Vibhuti Bhatt interacting with faculties]

DAY 4: FRIDAY, 25TH JULY 2013

Dr. P V Desai: Expert Speaker

He brings with him a rare mix of experience & exposure in Management Education, training, research and consultancy spread over more than 3 decades. The holder of Master in Commerce and degree in Law acquired Ph.D in Management that was followed by a UNDP Fellowship which was executed as a visiting scholar to University of Michigan, Ann Arbor, the USA.



Dr. Desai is one of the sought after faculty. His methodical and logical approach to teaching is highly appreciated. Clarity in the subjects and the style of systematic presentation are his forte.

His topic of session was “**Evaluation and assessment of students and faculty member**”. He undertook whole session by conducting an interesting activity.

[Dr.P.V.Desai]

Dr Desai made group of 6 which contain 2 or more number of participants in that group. First he gives some assignments on how to evaluate and assess the faculty and students. The assignments given to the participants are

1. FDP – 13 Evaluation
2. Session assessment
3. Session faculty assessment
4. FDP – test paper design
5. Session based MCQ test
6. Evaluation of Dr. P. V. Desai session



!

[Dr.Desai interacting with faculties]

After the group discussion is over first Kosha Nair gave presentation on Organization development and change. On that based groups have to make the presentation on each assignment. Dr. Desai gave inputs in each presentation that how you can do better in evaluation and assessment. Mr. Desai emphasized more on developing analytical skill and method of thinking of students as well as faculty members.

The difference between output, outcome and impact is also very well defined by Dr. Desai.

Hence, then session was concluded and vote of thanks is given by Prof. Aniruddha Tambe.

Post lunch session

Dr. Sarla Achuthan: Expert Speaker

Dr. Sarla Achuthan has over thirty years of experience in the field of management education. She is the Director of the B.K. School of Management.



Her session was on “Research Methods, Hypothesis testing and Application for data analysis – ANOVA etc.” Dr. Sarala started with very basic fundamental things of research methodology. She gave insights on Types of data analysis methods, parametric and non-parametric methods of analysis, types of data, types of errors, hypothesis, etc. She emphasized on how to formulate hypothesis and also check the significance level of data.

Last the session ends up with vote of thanks given by Dr. Bijal Zaveri

Day 5: Saturday, 27th July, 2013

Session 1

Dr.G.Gwankhede: Expert Speaker

Dr Wankhede is currently Professor and Chairperson: Centre for Higher Education, School of Education, Tata Institute of Social Sciences, Mumbai, India.

His session was on **“Higher Education and Inclusion Policy: Practices in the Global Context”**

Dr Wankhede shared his views regarding Higher education and Inclusion policies from his 30 years of experience at Tata institute of Social Sciences, Mumbai. The crucial point of discussion was the Policies & Practices adopted towards Inclusion, which as a matter of discussion is very complex. Inclusion has different dimensions and definitions. Exclusion too is complex and it is based on hierarchy and diversity. The role of an academician or a teacher becomes important because there is no other means to inclusion other than Education.



[Dr G G Wankhede, TISS]

He also talked on few factors responsible for exclusion like Gender, rural based, caste based, religion, language. The responsibility of any individual as a Student, Engineer, Doctor or any other professional is to learn to unlearn Bias. The only solution to get out of this notion of Bias is EDUCATION.

Another issue he addressed was Present Education System in India. In our present education system we have adopted a majority part from western countries. The education system itself is caste biased, religion biased, language biased and gender biased. He also mentioned “Teacher and Student relationship is an intellectual partnership”. Education can be strengthened by including the excluded. It can be done by sheer motivation, career counseling sessions, and personality development sessions. He also mentioned **“It is very essential for teachers to be Socially Sensitive”**.

He also talked about the role of teacher in students' growth and performance. He raised a most burning question of developing communication skills & career selections by students and how can a faculty motivate students for it.



Session was concluded with Vote of Thanks proposed by Dr.RajkumariSoni

[Dr.G G Wankhade interacting with faculties]

Post Lunch Session

Mr. S. K. Raijada: Expert Speaker

Mr. S. K. Raijada is presently President (Corporate – HR), Piramal Glass Ltd. and group Head-IR of entire Piramal Glass Ltd. Having experience of more than 30 years, is one of the top 100 successful HR managers in India.

His session discussion was on “**Industry Expectations of MBAs and Role of Faculty Members**”

Mr. Raijada started his presentation by sharing some research findings of NASSCOM-McKinsey, according to which there is a talent shortage of 3.1 million knowledge workers, across Industry by 2010 compounded by the fact that only 25 per cent of fresh engineers; and a mere 10% of fresh graduates are actually employable.



[Mr.S. K. Raijada]

The qualities which an organizations look in the people they hire are Self starter, self learner and Self motivated. He also shared his viewpoint about what is expected from fresh MBAs. As per Mr. Rajjada's knowledge & experience he stated following traits:

- To meet the challenge, need to have global outlook
- It is not enough to work alone. Work in teams and be a team player.
- You have to deliver what the Management wants from you.
- Ensure minimum gap between what is taught and practiced
- Act as consulting house
- Gold mine of research data for Organizations
- More on Practical implementation rather than being Bookish.
- Cross functional teams at least in small numbers
- Importance of values and Ethics
- Learning latest concept in the area of work is a must
- Infrastructure maintenance
- Networking with Institutions and other similar industries at National level and atGlobal level for best practices.

Also he added the qualities of **Attitude**, **Aptitude** and **Adaptability** differentiates the best from the average MBA. In addition to all this he also throws some light on the reasons why there is Turn-offs by Industry Sectors while selecting from Campus:

- Poor personal appearance
- Passive & indifferent attitude of students
- Overbearing, over aggressive, conceited with superiority or "know it all complex".
- Lack of confidence and poise.

Over and above sharing these valuable tips he also shared the basic expectations by Industries:

- He/she should already be aware of the fact that college is over!
- Domain knowledge (which could be honed upon as per the requirements by the corporate)
- Understanding of hierarchy, work ethics of the organization

- How do they contribute to the corporate's growth (which most corporate forget to share with the "employees")
- Talk to Seniors, to have basic awareness of corporate etiquettes
- Go on the internet/ bookstores to constantly update oneself
- Have strong fundamentals

Since the audience was a faculty fraternity he gave a valuable insight to all of them about their role as an agent in grooming MBAs:

- Striking a balance between theory and application to bridge the gap between industry and educational institution
- The overall education “product” to be made more integrated, linking together a wider range of disciplines and insights (including international perspectives) to better prepare students to manage an increasingly complex and global business environment.
- Explore into the realm of ethics and values in a more meaningful manner.
- Faculty should take criticism positively.
- Share more through personal experience than book knowledge
- Faculty should read a lot to know about new concepts in teaching and assessment techniques.
- To keep the students updated on general awareness on contemporary issues related to the subject they teach.
- Develop communication and leadership skills for faculty themselves as well as in students in addition to the traditional MBA quantitative skills.”

And in the end he also covered the role of institutes to develop their students:

- Devise a college strategy
- Carry out an employability audit
- Deliver staff development
- Amend frameworks
- Encourage innovative use of materials/units
- Develop repositories of relevant materials
- Raise student awareness and understanding

- Think and act ‘outside the box’
- Do the employability skill audit.

Dr.P.G.K.Murthy moderated the panel discussion . He raised certain vital issues such as 1.how to improve the interest of students to go for HR specialization,2. are principles of management have any relevance to the practical situations in the market? how far economics relevant to various facets of management like HR, Marketing ? does the industry expect cross functional knowledge like finance professional knowing HR , marketing professional knowing finance etc., ? All the issues were answered very well with the practical industrial examples by Mr. SK Rajjada and provided clarity to all present .

In the end video of a landmark speech of Mr. Steve Job delivered during the graduation ceremony.at Stanford University was shown . Overall the session was full of learning from the rich industrial experience of Mr.Raijada.

Finally Prof. V. K. Agarwal gave warm vote of thanks to Mr. S. K. Rajjada and concluded the session.

Day 6: Sunday, 28th July,2013

Dr. D M Pestonjee: Expert Speaker

Dr. Pestonjee discussed about “**Case Method in Management Teaching**”

The FDP session on the topic ‘Case Method in Management’ commenced by the expert sharing the relevance of case method prevailing in many streams like Law, medicine including management profession. The expert Dr. Pestonjee very specifically mentioned case method in management teaching not being a unique element of studying it. Taking session ahead, Sir put forth a question to management faculties asking us to explain what exactly case is. Different relevant responses were given by the faculty participants in the session.



[Dr. D.M.Pestonjee]

To explain the topic of the session in detail he with gave the example of four areas/ pillars of the organization i.e **Tasks, Technology, People and Structure**. He added that in case writing, one does not focus on problem area but also goes beyond problem area. DrPestonjee took Hospital as an example and asked the participants to identify different task of hospital. DrPestonjee referred **Technology**– as a tool to be develop an effective case method. He mentioned considered that the third makeup of the organization i.e People including the **Structure** is the prominent areas of the study.

The session was very interactive and to add life in session, the activity of the role play on three different small case studies were assigned. Prof Bhavika Bhatt, Prof Gayatri Mohantry, Prof Niyati Patel, Prof Preeti Nair & Prof Fomi Dwivedi volunteered to perform Role play on three different cases.



[Role Play performed by Prof.Preeti Nair & Prof Fomi Dwivedi]



As an activity another case study- “Gobardhan Bonamali Bandhopadhya company (P) ltd. The case study was relevant to faculty owned businesses; and their sudden decision of shifting their core functional areas to new ventures. In the process of concluding session he highlighted the theory of Socio-metrics to be applied in educational sector.

[Prof Niyati Patel & Prof.Preeti Nair performing role play]

The entire session was very live, enlightening and igniting with a vote of thanks by Prof. Shantanu Chakarvarty

Post Lunch Session

Dr. Shailesh Gandhi:Expert Speaker

Dr. Shailesh Gandhi , fellow IIM-A, Faculty of finance and accounting,

His discussion was on “**Case Method instructor perspective & how to write a case**”. He started the session with a view and question for all participants that What is learning? He emphasized that learning is all about **KASH i.e. Knowledge, Attitude, Skills, And Habit**. He explained in detail how this KASH need to be inculcated among students .He mention various learning methods which should be adopted by faculties to impart management education.



[Dr. Shailesh Gandhi, IIMA]

He explained this method saying that all the methods focus on active participation of the students and should be able to generate it on KASH. In case of management studies he emphasizes **THE CASE METHOD** as most effective method of teaching as it encourages active participations of the student.

He defines the **CASE METHOD** learning as “*it draws generalizations by observing and experiencing a variety of situations rather than applies generalizations to situations.*”

[Dr. Shailesh Gandhi,IIMA]

The CASE method invites participants to take on **ROLE, RESPOND AND LEARN** as each role make its own **contribution to KASH** and make its own demand for KASH from them. Further he said only in management field comes to class with the help of case.

Further he also guided faculties on how to write a case. Also he stated the difference between case, case lets, and case study giving several examples. He explained writing a case by explaining how to write opening paragraph, background, data collection, length of case, exhibits etc.

The session was concluded by extending a warm vote of thanks by **Prof. Sameer Rohadia**

Day 7: Monday, 29th July 2013

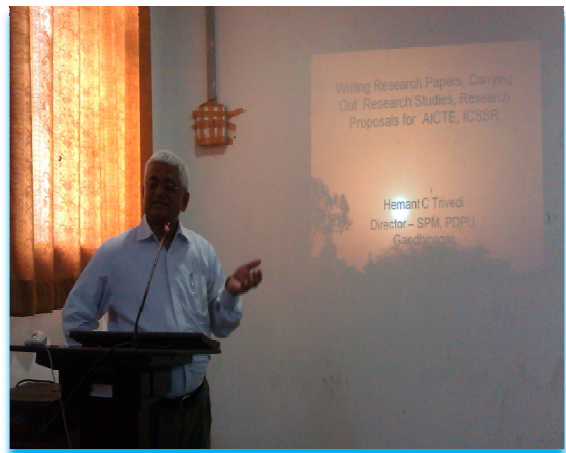
Dr. Hemant Trivedi: Expert Speaker

Dr Hemant Trivedi Director – SPM, PDPU, Gandhinagar conducted session on “Writing Research papers, Carrying out Research Studies, Research proposal for AICTE, ICSSR”

DR HemantTrivedi started the session with a Question Like What Question do you have? Why write? Why read?

He also empahsised on why faculties are less inclined towards research paper writing various reasons like Enough time is not available, Nothing towrite, no self-confidence, don’t know how to start etc.

The session was continued with how one can choose a subject area which include interest, knowledge credibility etc.



[Dr.Hemant Trivedi, Director – SPM, PDPU]

The session was continued with what sort of articles can be done which include Research, review case report opinions etc. He excellently taught faculties how to start a research paper. Also emphasis on the stages of the writing process which include i) planning your writing, b)writing and c)rewriting. Dr.Hemant Trivedi made audience understand that wonderful articles are alike in so many ways. Such articles have concise introduction that proposes a testable hypothesis, a methods section with a good study design, a result section in which the statistical analysis

addresses clinical relevance as well as statistical significance and a discussion in which points are made succinctly and are based on evidence, not conjectures.

The session also included the elements of articles : Abstract (summary), Keywords, Introduction Methods (experimental details), Results, Discussion, Conclusions ,Acknowledge.

During imparting knowledge for research the participant were also made aware of the common mistakes and some common misconception which might take place during research work. He also shared formulating a writing project, content of articles. The session was concluded and Vote of Thanks was proposed by Prof.colin Roberts.

The session ended with the distribution of certificates Dr. Hemant Trivedi. Additionally Prof Preeti Nair, Prof Bhavika Bhatt, Prof Gayatri Mohanty, Prof Fomi Dwivedi & Prof Niyati Patel was given best participation certification for their active role in activities.

Prof. Kosha Nair and Prof. Jayprakash Lamoria , Faculty Members , coordinators for week long programme were also awarded certificates appreciating their special efforts .

Dr.P.G.K.Murthy , the Course Director appreciated and acknowledged support received from Managing Trustee Dr.Devanshu Patel , all experts who spared their valuable time and shared their knowledge and experience , all faculty members of PIET-MBA, PIBA, PIM and PIMR who attended the programme and of course all staff who carried out various activities very religiously in making the programme a success .

Overall Faculty Development Programme was very enriching, value-addition and a great learning experience for faculties.

Report Compiled & Edited by

Prof. Bhavika Bhatt (PIMR)

Prof. Keren Millet (PIMR)

Photo Gallery



