



# GUJARAT TECHNOLOGICAL UNIVERSITY

## REPORT ON

### FACULTY DEVELOPMENT PROGRAM FOR GTU'S 'NEW MBA CURRICULUM'

ON 12<sup>th</sup>-13<sup>th</sup> JANUARY, 2012

The **3rd Faculty Development Program (FDP)** was organized by **Gujarat Technological University**, which is the 2<sup>nd</sup> FDP for the '**New MBA Curriculum**', and included **New Electives & New Specializations** on 12<sup>th</sup>-13<sup>th</sup> January, 2012 at AMA, Ahmedabad. The two day FDP with three parallel sessions on each day focused on the pedagogic style of the New MBA Program with the ultimate **aim to improve teaching quality and the teaching-learning process** at large. The aim of the FDP was also to emphasize on the application based techniques of teaching like the Case study Method and understand the importance of Module V, which is a totally Application-based Module in all the subjects.

The **FDP** started with **welcome address** by **Dr Rajesh Khajuria, Convener of MBA-FDP for GTU**, and a tribute to **Swami Vivekananda on his 150<sup>th</sup> Birth Anniversary** today, saying "GTU is perhaps the only university in India and worldwide to train about 800 Faculty members on various management subjects over three programs during last one and a half year", thanks to the vision of **Dr Akshai Aggarwal**, Vice Chancellor, as well as presence of large number of faculty members in the form of active learners, and expert faculty to conduct FDPs. Deans **Dr S O Junare, Dr S C Reddy, Dr PGK Murthy**, and **Dr J P Joshipura** briefed about the rationale and their subject areas. Interestingly, first of all a **Panel Discussion on New Specializations, Global Country Study, Comprehensive Project, Finishing School and Module V** was conducted by these 5 leaders, followed by the specific subject-wise and specialization-wise interactive discussions, spread across the two days. Many queries from the large audience of MBA Teachers were satisfactorily answered by the Panellists, who were the Convener, Deans and Members of Syllabus Committee.

**Hon. Vice Chancellor, GTU, Dr. Akshai Aggarwal**, focussed on '**Quality**' for all GTU colleges on **Day 2**, thus the essence of organizing such FDP's. He spoke on the aim of undertaking the '**Global Project**' by the students as well as faculty fraternity, which makes the New MBA Program Global. He desired to see a positive change in the students by way of introducing the **Finishing School Program**.

He declared that GTU is getting ready for the kind of education required to be imparted according to the **global standards**. He spoke on the need of building rapport for the University as well as the Colleges, by way of the good work GTU is already doing.

#### **EXCERPT OF THE TWO-DAY FDP**

**DAY 1 : 12<sup>th</sup> JANUARY, 2012**

#### **SESSION I - PANEL DISCUSSION**

**Dr. Rajesh Khajuria**, Convenor of FDP for GTU and Director-SMJV's C K Shah Vijapurwala Institute of Management, Vadodara, while inaugurating the FDP along with Deans and Members of Syllabus Committee, declared that **GTU's New MBA Program effective from Academic Year 2011-12 has three characters: Innovative, Skill-oriented and Global**, and that the **next weave at GTU** could be organizing **Quality Improvement Programs (QIP)** in educational institutes and on updating and improving upon the quality of teachers as well as teaching-learning-research-consulting process and knowledge in GTU affiliated **130 MBA institutions**. He also gave an overview on the global economic scenario and pointed on 'excessive greed' as the root cause of downfall of various economies, thus focusing on the need of **Business ethics, Corporate Governance** and **organizational design** for strengthening the economies, from the very foundation. He focused on '**training**', '**practice sessions**' and '**implementation**' as the key connotation for faculties first, which will ultimately lead towards improvement of student's performance.

**Dr. PGK Murthy**, Dean MBA-GTU and Director, MBA Dept. Parul Institute of Engineering & Technology, discussed on the issues of Global Project and Comprehensive Project. He spoke on the need to look at micro level projects as compared to macro level projects as well as the need to discuss case studies of individuals and corporate for real life experiences. He shared that 'true knowledge' is exploring what we know and what we do not know.

**Dr. S O Junare**, Dean MBA-GTU and Director, Shri Jairambhai Patel Institute of Business Management & Computer Applications (SJPI, previously NICM), spoke on the scope of the various new specializations as well as how to prepare case studies by faculty members. He spoke on the ever increasing avenues for New Specializations like Banking & Insurance, Rural & Agro-based Management, Co-operative Management and the like, which are actually required at the grass-root level.

**Dr. Chinnam Reddy**, Dean MBA-GTU and Dean, Marwadi Group of Institutions, Rajkot, discussed on the importance and relevance of 'new subjects' introduced in the new MBA curriculum like Business Ethics & Corporate Governance, Gandhian Philosophy of Mngt., keeping in mind the long-term organizational goals. He spoke on the necessity to decentralize activities like FDP, case studies and the like, for the benefit at large.

**Dr. Jagdish Joshipura**, Director, SomLalit Institute of Management, Ahmedabad, spoke on the need to start analyzing various National reports by our students as projects, in addition to global projects. He discussed the essence of introducing new subjects and specializations as well as the concept of introducing 'Global Project' in the new MBA curriculum.

The Panel Discussion concluded with an exhaustive **Open Forum** by way of the plethora of questions which were very aptly answered by the Panellists. Some suggestions also formed a part of the Open Forum like introducing Retail Management as a new specialization in the upcoming years, seeing to the job prospects offered in the Retail Sector; incorporating more 'open-ended' questions in the GTU Final Examinations, etc, were some of the suggestions which were put up by the faculty fraternity.

**Dr Rajesh Khajuria** invited and introduced **Mr. Shailesh Thakkar, Joint CEO, SCOPE** and informed participant faculty members that **GTU has now signed an MOU with SCOPE**, a Government of Gujarat agency to training MBA (and other) students in English Language proficiency program at concessional cost. The Registration fee of Rs 10,000/- per institute/college is waived by SCOPE, while teachers will have to be trained and certified by SCOPE to teach English language, especially to Gujarati background students, as a part of Finishing School Program. **All teachers present gave consent to enrol for SCOPE program by raising hands positively.**

## **SESSION II (DAY 1) – SUBJECT SPECIFIC SESSIONS**

### **SUBJECT: BUSINESS ETHICS AND CORPORATE GOVERNANCE**

**- By Dr. Satendra Kumar and Dr. Rajesh Khajuria**

**Dr. Satendra Kumar**, Head Ph.D Research Centre, C K Shah Vijapurwala Institute of Management, discussed on the reasons to choose 'Ethics in Business & Corporate Governance' by S K Mandal, as the main text-book (T1) for the subject. He advised the faculty members to follow the Instruction Material given by the publisher of the book and to teach Business Ethics more as a part of discussion through case-studies, than as a theoretical subject. He mentioned that many cases are being included in the text-book and instruction material which has to be referred in addition to other live and real cases which are published.

**Dr. Rajesh Khajuria**, Convenor-FDP and Professor & Director, C K Shah Vijapurwala Institute of Management, discussed on the teaching methodology for the subject Business Ethics & Corporate Governance, with special reference to 'Corporate Governance'. He advised the faculty members to refer the four issues of '**Sankalpa-Journal of Management & Research**' (Vol.1, Issue 1 & 2 and Vol.2, Special Issue and Issue 1), bearing ISSN No. 2231-1904, as one of the best Journal in the country with published source of material on the subject of Ethics & Corporate Governance. Further, by virtue of his profile as a Consultant for one of the leading Consultancy firms, he discussed the case of a reputed listed company, without mentioning the name of the Company, whose performance came down after 60 long years of survival, due to two main reasons identified as- dead market conditions and unethical practices & weak corporate governance. He discussed how he helped the company to revive back within a period of 9 months, based on the principles of ethics & governance and other allied factors. He also justified the reason for choosing the book 'Ethics in Business & Corporate Governance' by S K Mandal, as the main text-book (T1) for the subject, as it covers 80-90% of the syllabus, with case-studies in India and few cases from abroad as well. Further, Mr. S K Mandal himself has worked with Tata Group, which is considered as one of the most ethical corporate houses globally.

## **PRODUCTION & OPERATIONS MANAGEMENT AND QUANTITATIVE ANALYSIS II**

**- By Dr. Chinnam Reddy and Dr. Kerav Pandya**

**Dr. Chinnam Reddy**, Dean MBA-GTU and Director of Faculty of Management, Marwadi Group of Institutions, discussed the teaching methodology on Quantitative Analysis-II. Most of the

participants had a major doubt about the Simplex method of LPP. Dr. Reddy clarified that Simplex Method was not a part of the syllabus. “Lots of software are available that gives you the direct output without complex manual calculations and to interpret the output is important and not the calculations of simplex method”, he added. By a case study he explained the use of softwares like TORA, QM for Windows, Excel solver etc. Participants were satisfied by the queries solved by Dr. Reddy.

**Dr. Kerav Pandya**, Associate Professor, C K Shah Vijapurwala Institute of Management, explained how to deal with the subject *Production and Operations Management*. Participants were very satisfied by the coverage of the new syllabus as compared to the old one. First, he discussed the coverage of the text book prescribed by GTU in the new MBA syllabus. He shared some tricks on how to attract the student participation in the class and to make the subject more interesting. One of the participants suggested including Nine-Sigma concept instead of Six-sigma. Dr. Pandya clarified the doubts of the participants regarding the mathematical part of the subject. He suggested the faculty members to take the students to any of the manufacturing unit before starting the syllabus, so that students can relate the theoretical as well as practical knowledge. He further added that faculty members should make use of the audio-visual cases in the text book CD and Instruction material.

#### **FINANCE SPECIALIZATION SUBJECTS - By Dr. Jagdish Joshipura**

**Dr. Jagdish Joshipura**, Director, SomLalit Institute of Management, firstly explained the importance of the newly introduced subject ‘Investment Banking’ in the New MBA curriculum. Secondly, he blended and correlated the two subjects ‘Merger & Acquisition’ & ‘Investment Banking’ in a very short span of time. He made the session an interactive one, through quick questions and short examples, which guided the faculties about the pedagogic style to be adopted for the subject and gave an overall orientation of the subject.

#### **FINANCIAL MANAGEMENT- By Dr. P G K Murthy**

**Dr. P G K Murthy**, Dean MBA-GTU and Director, MBA Dept. Parul Institute of Engineering & Technology, focused on the subjects ‘Cost Management’ & ‘Financial Management’. He created the importance of costing as a general subject, and as to how it is a matter of importance even for the students of HR and Marketing specializations. He showed the new dimensions of teaching Finance by studying online material, and also by the study of various industries. He further focussed on the specific pedagogical styles to be adopted for teaching the two subjects.

**DAY 2 : 13<sup>th</sup> JANUARY, 2012**

**SESSION I (DAY 2) – SPECIALIZATION SPECIFIC SESSIONS**

**MARKETING SPECIALIZATION SUBJECTS AND MARKETING MANAGEMENT**

**- By Prof. Bhavin Pandya, Prof. Supriya Bhutiani and Prof. Neha Patel**

**Prof. Bhavin Pandya** , Head, MBA Dept., S. V. Institute of Management, and his team members **Prof. Supriya Bhutiani and Prof. Neha Patel**, who are senior faculty members in Somlali Institute of Management, gave a comprehensive understanding of the Marketing Specialization subjects as well as on Marketing Management. The theoretical framework of the various modules were discussed in detail by the resource persons. The use of case-studies and live experiences of corporate and the economic environment, were suggested by the Resource persons to be used exhaustively. They made the session an interactive one and solved the queries of the faculty members.

**HUMAN RESOURCE SPECIALIZATION SUBJECTS AND HUMAN RESOURCE MANAGEMENT**

**By Dr. Trupti Almoula**

**Dr. Trupti Almoula**, I/C Director, Narmada College of Management, Bharuch, gave an overview of the HRM specialization subjects of the new MBA curriculum viz. Strategic Human Resource Management, HRD as well as HRM. She made the session a very interactive one by taking suggestions from the faculty members. She focused on the various skills to be possessed by the faculties to take the pedagogy of HR in new heights. Further, she clarified the meaning and real understanding of quite many jargons in the HR related subject, through a live discussion. She further took up an open forum to answer the questions which the faculties had.

## SESSION II (DAY 2) – SPECIALIZATION SPECIFIC SESSION & FINISHING SCHOOL PROGRAM

### RURAL & AGRO-BASED MANAGEMENT- By Dr. S O Junare & Ms. Savitha K

**Dr. S O Junare**, Dean MBA-GTU and Director, Shri Jairambhai Patel Institute of Business Management & Computer Applications, talked about the contents of the two specialization subjects 'NGO Management' and 'Co-operative Management'. He suggested to incorporate more practical exposure to the subjects like conducting visits to leading NGOs, Co-operative organizations like IFFCO, Amul, Sugar factories, APMCs, Co-operative banks and the like. He also suggested to prepare case studies, live cases or project reports on these organizations. He suggested many names of NGOs and Co-operative organizations where there are ample job-opportunities for MBA students. He further suggested the faculties to motivate students to enter into entrepreneurship related to these courses.

**Ms. Savitha K**, Asst. Professor, C K Shah Vijapurwala Institute of Management, discussed alongwith Dr. Junare on the intricacies of the subject and answered the queries alongwith Dr. Junare.

### FINISHING SCHOOL PROGRAM COURSES

#### By Mr. Manish Joshi, Mr. Yogen Shah and Ms. Ranjita Banerjee

**Mr. Manish Joshi**, Faculty, C K Shah Vijapurwala Institute of Management, took up the Session on '**Business Etiquette**' as one of the Foundation Courses to be taught as a part of the Finishing School Program. He discussed about the course content of the subject, with reference to live experiences. He shared the teaching methodology as well as the evaluation and assessment part of the students. He observed from the queries asked by the faculty members that many of the colleges have no idea on the course to be incorporated in the subject and lack a trained faculty to teach the same. He has suggested that if GTU permits, then two faculty members from each college can be trained to teach the Business Etiquette course. He has offered his services to be the Trainer for the course as well, through his institution in association with co-faculty members below.

**Mr. Yogen Shah**, Faculty, C K Shah Vijapurwala Institute of Management and a soft-skill trainer, had the modes operandi of conducting the **Spreadsheets Module** of the Finishing School Programme. He introduced the syllabus of the Spreadsheets module; a copy of which can be found here: <http://homeandlearn.co.uk/Excel2007/Excel2007.html>

The faculty members were told that although the tutorial is Excel-2007 based, the learners ought to be asked to conduct the exercises (mentioned in the tutorial) on different popular spreadsheet software like **Microsoft Excel, OpenOffice, and even the online Google Docs**. This is because one of the key ideas behind the design of this programme was to enable the learners to be able to learn and operate any spreadsheet application that might be used by their future prospective employers, rather than "tie" them to using only Microsoft Excel. The faculty members appreciated the concept of using hands-on approach to prepare the students for the use of office applications in the future, and that it would also make learning interesting. Also, as the tutorial is online, learners can access it from their homes and follow the lessons effortlessly.

**Ms. Ranjita Banerjee**, Asst. Professor, C K Shah Vijapurwala Institute of Management, spoke with reference to the **SCOPE Program** of the Finishing School Courses. She gave an overall understanding of the SCOPE Program, its essence as value addition for the students due to its International recognition, the overview of the courseware and its evaluation. The various challenges on getting the students enrolled were discussed with the faculty members. It accentuated from the discussion that SCOPE be made a compulsory part of the Finishing School Program, for all the students, irrespective of their basic medium of education in schooling (ie. English or vernacular). All the faculty members present proposed that the fees for SCOPE be collected by the college during the time of admission itself as 'developmental fees', or the like, from all the students. The interactive session helped to understand the concern of all the faculty members of 'Communicative English' to be encouraged as a pre-requisite for achieving placement of the students...and SCOPE playing a vital role in this regard.

#### **CONCLUDING REMARKS OF THE TWO DAY FDP AND ANALYSIS OF FEEDBACK**

The FDP was successful with huge participation from the faculty fraternity on-board from all over the GTU colleges in Gujarat. **Panel Discussion had 114 participants, Business Ethics & Corporate Governance – 38 participants, Production & Operations Management and Quantitative Analysis – 32 participants, Finance- 53 participants, HR – 49 participants, Marketing – 58 participants, Finishing School – 34 participants and Rural & Agro – 1 participant.**

**In all, 379 MBA Teachers were trained by 16 Trainers from various GTU MBA Colleges from all over Gujarat: Vapi to Saurashtra-Kutch.**

The **feedback** taken from the faculties, through online-feedback system, showed that the FDP proved to be helpful to them to get clarity for quite many queries which they had in mind. About



76% of the feedback received graded the Resource Persons' 'Presentation and Delivery as well as bringing in practical knowledge of the subject' 'Good' or 'Excellent'. About 92% of the feedback received have ascertained that the 'Interaction with participants by the resource persons' was very appreciable.

91% of the feedback received graded the Audio Visual arrangements and technical aids used was up-to-the mark. 92% graded the 'Food and Refreshment' provided during the FDP to be of good quality, while 76% graded the FDP kit provided to be good. 76% of the feedback received show that faculties were happy about the timeliness of the 2 day Program, while 77% of the feedback grade the FDP to be well-co-ordinated.

The FDP was successful in clarifying the plethora of questions which the faculty members had, through the 2 day interactive sessions with the panellists and resource persons.

The participants were awarded **Certificate of Participation by GTU.**

**Most participants** requested further such FDP, especially **Quality Improvement Program (QIP)** as suggested by **Dr Rajesh Khajuria.**

The Program was coordinated by **Mr. Himanshu Raval and Ms. Almas Juneja from GTU, and Ms. Ranjita Banerjee and Ms. Savitha K., Asst. Professors from CKSVIM.**

**Dr. Rajesh Khajuria**

**Convenor-FDP for MBA for GTU and Chairman – Syllabus Committee**

**Director, C K Shah Vijapurwala Institute of Management**

**Date: 18<sup>th</sup> January, 2012**