

# Gujarat Technological University

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## *GTU Innovation councils*

### **First Skills Development Councils Meeting Report**

#### **Agenda: Formation of skills Councils**

The first meeting of the GTU MBA Skill council for “Financial Services”, “Human Resource Studies & Organization Structures”, & “Marketing” was held on **Friday, 13.05.2011** at Gujarat Technological University. 40 Directors/HODs and Trustees of various Colleges have attended meeting with the purpose of formation of various Councils namely for New 21st Century MBA program of GTU.

Meeting was chaired and coordinated by **Dr. Rajesh Khajuria**, Director, CKSV Institute of Management, Vadodara at the request of **Dr. Akshai Aggarwal**, Vice Chancellor, GTU.

**Prof. Almas Juneja**, Syllabus Coordinator, GTU welcomed all Directors, Professors and Managing Trustees present.

**Ms Krutika Desai** shall be the GTU Coordinator for Skill Development Councils.

Following Illustrative objectives & activities of GTU MBA Skill Council were discussed in the Meeting with the Honorable Vice Chancellor of Gujarat Technological University.

#### **Objectives:**

1. To improve the employability of the students graduating from Management Schools.
2. To facilitate the students in getting valuable assignments for Summer Internship.
3. To jointly develop Case Studies.
4. To develop Industry academic and create more focus on skills rather than Functions.
5. To identify Sub – Sector Skills.
6. To identify colleges / Champions to specialize in each skill and then train others.

#### **The following points were discussed:**

- 1) **Dr. Rajesh Khajuria** briefed about background / rationale / objectives of **GTU - Skill Development Councils**.
  - a) Financial Services Skills Council (GTU-FSSC) – 1.00 to 2.45 PM.
  - b) Skills Council for Marketing (GTU-SCM) – 3.00 to 4.00 PM.
  - c) Council for Human Resource Studies & Organization Structures (GTU-CHRSOS) – 4.00 to 5.00 PM.

#### **Suggested Additions by Dr Khajuria:**

- d) ICT Skills Council

- e) Research Skills Council
- 2) **Dr. PGK Murthy:** Both Academics + Industry experts should be included in the Financial Services Skills Council.
- 3) **Prof. Bhavin Pandya:** Marketing Skills Council should include:
  - a) International Marketing Skills
  - b) Marketing Research Analysis
- 4) **Dr. Jagdish Joshipura:**
  - a) GIFT (Idea given by Dr. Anjaria)
  - b) ILFS constructing GIFT City
  - c) Not sure of Taxation as a skill
  - d) Investment Banking & Retail Banking skills
  - e) Project Appraisal skills
  - f) Credit Rating (CARE)
  - g) Insurance skills
  - h) Valuation: IPO, M&A, ARCs (70 k Cr. Stuck up) skills
- 5) **Dr. Anjaria:** How to go about Skills Councils
  - a) Industry and Academia Experts
  - b) Industry wise subject sectors
  - c) Markets – Investment Banking, Private Banking
  - d) Not too structured one
  - e) Examination is important for skill based coursesEg: GIFT Exam, Route of Recognition (suggested by **Dr. Khajuria**)
- 6) **Dr. Ratish Kakkad:**
  - a) Behavioural Finance Skills
- 7) **Dr. RK Gajjar:**
  - a) Certificate Courses, Sector wise may be introduced
- 8) **Mr. Japan Shah:** (Associated with NSE)
  - a) NCFM Certificate : Build awareness
- 9) **Mr. Diwakar Jani:**
  - a) Skills should be built in Curricula (**Dr. Khajuria** said it is being done)
- 10) **Dr. Abhijeet Chaterjee:**

- a) Risk Management Skills – Commodities, Insurance, etc Risks
- b) Financial Engineering Skills

11) **Mr. Siddharth Bhandari:**

Certification of Skills:

- a) Must have skills (Financial / Quantitative etc)
  - b) Extra Skills (e.g. Communication etc)
- (Dr. Khajuria said it is being built in New MBA Syllabus now)

12) **Dr. Kishor Bhanushali:**

- a) Entrepreneurship Skill
- b) Family Business
- c) Communication Skills
- d) Marketing of Finance

13) **Ms. Vidhi Joshi:**

Brought out importance of skills and readiness to contribute

14) **Prof. Milan Shah:**

- a) International Finance
- b) Forex Skills (Call experts like S.B. Bharuch)
- c) Insurance & Mediclaim
- d) Industrial Interaction Committee in each Institute

15) **Dr. A.S. Abani:**

- a) Insurance: Amount collected and not insured as an example, is worth crores of Rupees.
- b) Rounding off in Banks result in large unclaimed money with Banks.

16) **Mr. Ashish Joshi:**

- a) 'Excel' Skills (M.S Office)
- b) NISM Exam (50% staff MBA from NMIMS. Why not teach to GTU MBA Students?)
- c) Corporate Governance
- d) CFA, USA is very valuable

**These are the Advisory committee members who have agreed to Co-Chair the respective Skills Councils for Financial Services, Marketing, and HR.**

1) "Financial Services Skills Council":-

**Dr. PGK Murthy.** - Parul Institute of Engg & Technology, Waghodia, Vadodara

2) "Council for Human Resource Studies & Organization Structures":-

**Dr. A.S. Abani** - Mahavir Jain Institute of Management, Surat.

**Ms. Trupti Almoula** - Narmada College of Management , Bharuch.

3) “Skills Council for Marketing”:-

**Prof. Bhavin Pandya**.- S V Institute of Management, Kadi.

### **I - FINANCIAL SERVICES SKILLS COUNCIL**

Dr Murthy’s draft papers on Financial Skills and HR Skills were circulated and discussed. Most members agreed after detailed discussions in two separate sessions.

#### **List of Champions and Sub–Sector Skills and Champions:**

<b>Sub Sector Skills</b>	<b>Champions</b>
Commodity and Currency	<b>Dr. PGK Murthy + Dr. Abhijeet Chaterjee</b>
Capital and Money Market	<b>Prof. Nikunj Patel</b>
Mutual Funds	<b>Mr. Japan Shah</b>
Accountancy and Taxation	<b>Dr. Parul Chotalia</b>
Banking	<b>Dr. Ratish Kakkad &amp; Mr. Siddharth Bhandari</b>
Insurance	<b>Dr. Arun Lende</b>
Venture Finance Private Equity	<b>Dr. Jagdish Joshipura + Dr Rajesh Khajuria</b>
Project Finance	<b>Dr. Rajesh Khajuria + Dr Jagdish Joshipura</b>
Quantitative Skills Financial Modelling Skills Computing Skills	<b>Dr. Chinnam Reddy</b>
<b>Soft Skills:</b> Humanities Skills Presentation Skills Communication Skills	

#### **Dr. Akshai Aggarwal, Vice Chancellor - GTU**

#### **Special Remarks:**

1. Case Studies, and
2. Case Method of Teaching,  
Both must be used well in MBA program.

Students can take up case studies. About 50% of MBA students have chosen Finance specialization, which means about 4,000/- students approximately who study in GTU MBA Colleges in Gujarat. If each student takes up one Industry for studying, and prepare a case study with the help of teacher, we can have up to 4,000 Case Studies which can be uploaded at **GTU Cloud website**.

3. Plan to organise FDP during June – July 2011 if possible.

4. Sub–Sector Council will be representative of entire country
5. Syllabus of Bank’s Training Centres should be studied and comments may be given
6. Include Case Studies as essential part in teaching
7. Teaching MBA Program for 5 hour shift will not work
8. GTU MBA should compete with IIMs and leading Management Institutions
9. Drive students to excel to work hard.

## **II - Council for Human Resource Studies and Organizational Structures**

1. **Dr. Aggarwal** asked members to Study Organizational Structure of GTU\_viz a viz other Technical University’s (TUs) in India.
2. **Dr. Aggarwal** suggested weekly council meetings for which GTU shall provide an office at GTU.
3. **Dr. Khajuria** accepted to lead the effort and form a team of GTU Professors who volunteered as under:
  - a) Dr. Rajesh Khajuria
  - b) Dr. A.S. Abani
  - c) Prof. Bhavin Pandya
  - d) Ms. Trupti Almoula
  - e) Dr. K.N. Sheth
  - f) Mr. Lingam Srinivasan
  - g) Dr. PGK Murthy
  - h) Mr. Ashish Joshi

### **List of Champions and Sub–Sector Skills and Champions:**

<b>Sub Sector Skills</b>	<b>Champions</b>
Manufacturing Sector	<b>Ms. Trupti Almoula</b>
Service Sector	<b>Mr Japan Shah</b>
SME Sector	<b>Prof. Lalit Chande</b>
NGOs	<b>Dr. K.N. Sheth</b>
Education	<b>Dr. Rajesh Khajuria &amp; Dr. A.S. Abani</b>
Healthcare	<b>Dr. A.S. Abani &amp; Dr. K.N. Sheth</b>
Agriculture & Coop	<b>Dr. O. S. Junare</b>

## **III Marketing Skills Council**

Prof. Bhavin’s draft paper was circulated and discussed. Most members agreed after detailed discussions.

### **List of Champions and Sub–Sector Skills and Champions:**

<b>Sub Sector Skills</b>	<b>Champions</b>
Creative Advertising	<b>Prof. Mitesh Jaiswal</b> <b>Prof. Sidharth Bhandari</b>

International marketing	<b>Prof. Bhavin Pandya</b> <b>Ms. Vidhi Joshi</b>
Sales & Distribution	<b>Prof. Sunil Patel</b> <b>Prof. Keyur Darji</b> <b>Prof. Prakash Patel</b>
On-line Marketing	<b>Dr. K. N.Sheth</b> <b>Prof. Bijal Zaveri, Parul Institute of Management, Waghodia</b>
Rural Marketing	<b>Mr. Lingam Srinivasan</b> <b>Prof. Savitha K., C K Shah Vijapurwala Institute of Management, Vadodara</b>
Brand Building	<b>Prof. Bhavin Pandya</b> <b>Dr. K. N.Sheth</b> <b>Dr. Trupti Almoula</b>
Marketing of services	<b>Dr. Kishor Bhanushali</b> <b>Dr. Kunjal Sinha, C K Shah Vijapurwala Institute of Management, Vadodara</b>

#### **IV Concluding Session in presence of Dr. Aggarwal, Vice Chancellor, GTU**

It was decided that each council will consist of two Co – Chairpersons from Industry & Academia.

1) **FINANCIAL SERVICES SKILLS COUNCIL**

- a) Co – Chairperson from Academia: **Dr. PGK Murthy**
- b) Co – Chairperson from Industry:

2) **COUNCIL FOR HUMAN RESOURCE STUDIES & ORGANISATION STRUCTURES**

- a) Co – Chairperson from Academia : **Dr. A.S.Abani / Ms. Trupti Almoula**
- b) Co – Chairperson from Industry:

3) **SKILLS COUNCIL FOR MARKETING**

- a) Co – Chairperson from Academia: **Prof. Bhavin Pandya**
- b) Co – Chairperson from Industry:

It was decided to give a **Press Note** in all leading newspapers about the following efforts taken by GTU for MBA students:

- 1) Introducing **21<sup>st</sup> Century New MBA Program** from Academic year 2011 – 12.
- 2) Creating Champions of Skill Development Councils.
- 3) Introducing Global / Country Studies and Reports as a unique tool to equip our MBA students with Global / Country knowledge.

**Note: Skill Council Membership shall be free for one year. All MBA Faculty members and Students are welcome to join any one of the GTU's Skill Development Councils.**

The meeting ended with vote of thanks by **Dr. Rajesh Khajuria** on behalf of **Dr. Akshai Aggarwal, Vice Chancellor, GTU** to all present.