

# Gujarat Technological University

Ahmedabad

Detailed Report on

Faculty Development Program for New MBA

(11<sup>th</sup> – 15<sup>th</sup> July 2011)

Brief of Inaugural Session

Date: 11th July, 2011

The Faculty Development Program organized by Gujarat Technological University for New MBA was inaugurated on 11<sup>th</sup> July 2011 by **Dr. Akshai Aggarwal**, Honourable Vice Chancellor, GTU – telephonically. **Prof. M.N. Patel**, Member Secretary ACPC, **Dr. G.P. Vadodaria**, I/c Registrar & Controller of Examiner GTU, **Dr. Rajesh Khajuria**, Director, SMJV's CKSVIM & Coordinator New MBA Syllabus, **Dr. Jagdish Joshipura**, Director, Som Lalit Institute of Management were the distinguished persons present on the occasion.

**Dr. Akshai Aggarwal**, Honourable Vice Chancellor of GTU had a telephonic talk with participants during inauguration. Dr. Aggarwal shared that the new syllabus is very dynamic and innovative. He thanked Dr. Khajuria for leading the Committee of Experts in updating the syllabus. He said that GTU is making all possible efforts to support the Colleges so that they can deliver the academic programmes more effectively. He said that we have to give up rote-learning and exam-oriented teaching. He called upon the faculty and the students to make the class rooms and laboratories more interesting and more inter-active centres of learning. He said that the new Global MBA program of GTU has been designed for the 21<sup>st</sup> century by looking at the business environment and the needs of the world of business.

**Prof. M.N. Patel** said that the new program was a good step taken by GTU and added that courses are being made dynamic in engineering, pharmacy and other faculties also.

**Dr. G.P. Vadodaria** expressed his heartfelt thanks to Dr. Khajuria and all other Team members of New MBA Syllabus for bringing major changes in the syllabus. And

requested all the Faculty participants to understand and deliver the content in a very practical method.

**Dr. Rajesh Khajuria** conveyed his thanks to Dr. Aggarwal and his GTU Team, Prof. M.N.Patel, Dr. G.P. Vadodaria, Dr. Jagdish Joshipura, Dr. Chinnam Reddy, Dr. O.S. Junare and Dr. PGK Murthy for their untiring support to bring major changes in the syllabus. He briefed about the Rationale and the dynamism of New MBA Program. He also explained to the faculty participants the importance of practical module in every subject, Public Seminars, Global / Country Study and Report, Finishing School Program in order to make the young graduates employable and in great demand.

**Dr J P Joshipura**, Director, Som Lalit Institute of Management, Ahmedabad, **Dr S.O. Junare**, Director, Shri Jairambhai Patel Institute of Management, Gandhinagar & **Dr. Chinnam Reddy**, Dean, Marwadi Group of Institutions, Rajkot were members of the Syllabus Committee. They talked about the rationale behind the new syllabus and importance of the practical module. They also enlightened the participants about the examination system and expectations of GTU from this 'New Teaching-Learning Process' by Teachers as well as Students.

The Inaugural Session ended with the following questions asked by faculty participants:

- 1) Mr. Sunil Patel from K.J. Institute of Management, Vadasma asked "Whether the **Finishing School Program was Compulsory for the 1<sup>st</sup> year MBA?**"

Ans by Dr. Rajesh Khajuria: Finishing School Program is compulsory for the new MBA batch commencing from Academic Year 2011-12. However, it should be offered voluntarily to the current batch of MBA (2010-12), in order to bring them the benefits. The Finishing School will lead to better placement possibilities.

The foundation Course in English Language through SCOPE is specially designed and compulsory for the new batch students from Gujarati / Hindi medium schools or colleges and voluntary for the existing batch. Likewise, Dr. Khajuria also explained the importance of Business Etiquettes, Quantitative Techniques, Foreign Languages and Spreadsheet. The examinations for the Finishing School component are to be conducted by the Institute. He suggested **making Finishing School (FS) Program as a Placement Program** which should be flexibly offered by the Institute to suit students' requirements to bridge the skill gap. Preferably Saturdays or power-staggering days should be utilised for FS Program, under 5 days a week Time Table for regular subjects teaching.

- 2) Prof. Mitesh, Rajkot said that **“Due to wideness of the MBA Syllabus, GTU should create a faculty sharing forum as their Institute is located in the remote area. Hence they are not able to find competent fulltime faculties”**. Dr. Khajuria said that GTU does not hire faculties for any particular Institute. Management of the Institute should themselves find competent faculties or invite faculties for guest talks by taking care of their transportation. He said that senior faculties can do this on voluntary basis. He also told Prof. Mitesh that every Management can hire competent people from anywhere in the world. He gave the example of his own Institute, CKSV Institute of Management that they have got the consent from Dr. Besant Raj Bhandari and Mr. Vinod Rege who are from WTO, Geneva, Dr. Kamal Taori, former IAS to GOI & Chairman, Rural Business Hub Foundation India, Dr. Madhukumar Mehta, Inventor of STD PCO in India as the Distinguished Visiting Faculty members at CKSVIM.
- 3) Prof. Pragnesh Patel, Grow More Faculty of Management raised the question that **“GTU should create a software for Plagiarism”** as the software is available at very high cost. Dr. Khajuria suggested Prof. Patel to email it to GTU, marking cc to him and take the initiative to create software for Plagiarism.
- 4) Mr. Ankit Shah, Training & Placement Officer, K.P Patel School of Management and Computer Studies, Kapadwanj suggested that **“GTU should make the Placement Activity centralized zone wise”**. Dr. Joshipura said that a placement cell for coordination is being created by GTU. Dr. Khajuria asked Mr. Ankit if he could be relieved from his Institute for 3 – 6 months to work with GTU to make the Placement Activity centralized.
- 5) Mr. Pratik Bhavsar, S.G. Institute of Management, Dharmaj said that **“Each Module has a practical aspect which is not included in the SPI. Therefore students may not take interest”**. Dr. Khajuria said that University will convey after having debate on this issue whether to include it in the SPI or not. He also added that the 5<sup>th</sup> module is compulsory.
- 6) Ms. Tanvi Faldu, Shree Saraswati Education Santhan’s Group of Institutions raised the question that **“ Student has to do the Public Lecture in every subject?”** Dr. Khajuria replied yes Public lecture is compulsory in every subject to enhance the personality, communication skill, confidence of the student when he/she will present in front of experts from Academia / Industry.

**Date: 12th July, 2011 (Afternoon Session)**

**Subject: How to Teach: Case Studies and Accounting for Managers**

**Resource Person: Dr. P. G. K. Murthy, Director, Parul Institute of Engineering  
and Technology –MBA and Dean, Faculty of Management, GTU**

Dr. J P Joshipura , Director , Som Lalit Institute of Management and Member of Syllabus Committee of GTU welcomed and introduced Dr.P.G.K.Murthy to the participants of the session . Forty three faculty members from 27 affiliated colleges of MBA of GTU actively participated in the session.

The session was divided into 4 sub-sessions. Details are as follows :

1. Case Method as a Teaching
2. Case on “ Vasan Video Ltd “
3. Case on “ FINDOMEGA.COM “
4. Case on “ BUILDING CASTLES IN THE AIR : A CASE OF STANDARD CONVERTORS LTD “

Background material of the above mentioned cases were provided to all participants . Participants were made groups of 2 each mostly of the same college . PGKM explained the case method as teaching tool while simultaneously presenting the above mentioned 3 cases . He encouraged faculty members to actively participate in the discussions .

1. Case on “ Vasan Video Ltd “ : Leaders of four teams made presentations on this case .  
Details are as follows :

- i) Prof. Hetal Joshi of VJKM Institute of Management – Ins Code 816
- ii) Prof. Hiteshkumar S Shah of KSMCS – Ins Code 724
- iii) Prof. Deelak Sanghvi of C U Shah College of Eng & Technology – Ins Code 707
- iv) Prof . Vibha Chaturvedi of Universal College of Eng & Technology Ins Code785

Presentations by all were very much appreciated by the audience . Presentation by Prof. Hiteshkumar S Shah was selected as the best by audience and declared by PGKM . In his concluding remarks of the case , PGKM emphasized to highlight major areas of focus in the case such as treating capital expenditure as revenue expenditure and considering liquidity crunch as business loss and ignoring accrual concept .

2. Case on “ FINDMEGA.COM “: Leaders of four teams made presentations on this case .

Details are as follows :

- i) Prof. Munjal N Dave of CU Shah College of Eng & Technology – I Code 707
- ii) Prof. Kinjal Palvankar of Parul Institute of Management – I Code 802
- iii) Prof. Mitesh Dadania of Christ Institute of Management , Rajkot – I Code 789
- iv) Prof. Abhay Raja of Atmiya Institute of Technology and Science – I Code 703

Presentations by all were very much appreciated by the audience. Presentation by Prof. Kinjal Palvankar was selected as the best by audience and declared by PGKM. In his concluding remarks of the case, PGKM emphasized to highlight major areas of focus in the case such as need to adhere to systems and procedures by top management and in case of deviations which result in overstating of income and / or not following Accounting Standards, it is necessary to take disciplinary action against erring managers so that the Board and auditors do not find fault with Managing Director. He also draws the attention of participants to Satyam episode which inflated profits.

3. Case on “BUILDING CASTLES IN THE AIR : A CASE OF STANDARD CONVERTORS LTD “ was briefly explained by PGKM and highlighted main points of focus . He explained the phenomena of companies expanding their capacities on a hope that same competitive scenario continues for ever but unfortunately new competitors particularly foreign giants emerge and existing players lose their market share .

Concluding Session: PGKM distributed prizes to the best presentations teams led by Prof. Hiteshkumar S Shah and Prof. Kinjal Palvankar . The session ended with round of applause from one and all for all teams participated.

**Date: 13th July, 2011 (Morning Session)**

**Subject: How to Teach: Rural and Agri Business Management**

**Resource Person: Dr. S O Junare, Director, National Institute of Co-operative Management, Gandhinagar.**

In all 27 participants attended the FDP from various GTU affiliated MBA institutes. The following points were discussed in the FDP by the resource person. Value addition in this sector will be in the areas of:

- Seed industry
- Cash crops & their by-products
- floriculture
- herbal/ medicinal plants
- Hi-tech agriculture
- biogas / bio-fertilizer
- warehousing
- cold storage units
- cold storage units for transportation
- food processing
- organic food
- packaging, grading, quality control, certification,
- Agri-clinic
- soil health and many other related areas

The various Live Projects, Presentations, Assignments, SIP which can be done in this specialization are:

- Conducting of surveys with the help of the IRDP, ICDP
  - EOU (Agri-based) visits
  - Visit the GNFC, the GSFC, etc..
  - Study the rural marketing cycle
  - Marketing strategies of any dairy
  - study the Khadi Gram Udyog Bhandar
  - SEWA
  - APMC – how it works and how it helps the framers, traders, etc
  - Interviewing the farmer about growing particular food.
  - Sugar Factories - how their by products are utilized
  - Farm Roads, Rural roads,
  - Success of the Government schemes
  - Role of the Commodity market in sale / purchase
  - Agencies involved in agri-processing and food processing
  - Government intervention and food schemes
  - Impact of Micro Finance in rural areas.
  - Micro Finance and its success with rural women

**Date: 13th July, 2011 (Afternoon Session)**

**Subject: How to Teach: Banking and Insurance**

**Resource Person: Dr. J K Syan, Prof. Prasad Vipradas and Mr. Abhilash Mehta**

At the outset a brief introduction of the Faculty members was provided to the participation. In New MBA, a student shall have to study five papers of the selected group of subject. The III semester commencing this month shall have three Papers viz.

- i) Fundamentals of Banking & Insurance
- ii) Banking Operations of Management and
- iii) International Banking.

First, an outline of each module of first-two papers was provided along with reference books, journals and financial dailies.

He specified that case study method should be used along with practical problems, which are easily available in this area of study.

Every attempt should be made to develop support with the industry by arranging the guest lecturers of industry executives and arranging internship for students in banks/insurance companies. They should be followed by making students write and submit a 'Dissertation on any practical topic, preferably selected by Bank/Insurance Company as their 'problem area'.

The question paper in examinations should contain a good mix of theoretical and practical problems testing the ability of students to think and use and provide rational solution.

The following topics were discussed by Prof. Prasad Vipradas:

Need and Importance of the subject- International Banking, Characterization of I.B, Points to be covered in each unit, Responsibility of the Faculty, Details of Faculty, Teaching Methodology, Presentation, Paper Setting, Evaluation, Perspective

**Date: 14th July, 2011**

**Subject: How to Teach Marketing Specialization Subjects**

**Resource Person/s: Dr. Kerav Pandya, Assistant Professor, CKSVIM, Vadodara**

**and Dr. Kunjal Sinha, Assistant Professor, CKSVIM, Vadodara**

In all 88 participants attended the FDP from various GTU affiliated MBA institutes. The following points were discussed in the FDP by the resource persons for three semester III marketing specialization subjects viz; Consumer Behaviour, Integrated Marketing Communication and sales and Distribution Management:

- Making students understand the importance of Marketing as a specialization and knowing from them the reasons to opt for marketing specialization.
- Provide students knowledge regarding job and business opportunities in marketing.
- Subject faculty should thoroughly understand the objectives of the course before teaching the same, as this will help them to be focused on what is to be done for that course.
- Session 1 is extremely important to set the tempo of the subject throughout the semester. In the very first session the students should be made clear about the requirements of the subject in terms of skills and also what kind of job opportunities are available as students associate only Sales Job with marketing specialization.
- Various pedagogical methods were discussed which can be used to teach the subject like; class lectures, case study and Caselets, assignments, presentations, quiz, movies and video clips and projects.
- Various projects which can be performed by students in Module for all three subjects viz; Consumer Behaviour, Integrated Marketing Communication and Sales and Distribution Management.
- Sources of information for the subject/s like books, magazines, journals, websites, etc.
- Teaching methodology and managing the various challenges while teaching the subjects.



**Date: 15th July, 2011**

**Subject: Quality Management**

**Resource Person/s: Dr. Kerav Pandya, Assistant Professor, CKSVIM,  
Vadodara**

Some with 22 participants attended the FDP. The session started initial discussion on the rationale of keeping the elective subjects in the second year of GTU's new MBA programme. All the participants are in favour of this type of initiative taken by GTU. Some key discussion includes the following:

- Active discussion was there on keeping Quality Management as an elective subject. Some college directors are not clear about who will teach this subject as it is totally a new subject in MBA. There were different suggestions came from the resource person as well as from other participants regarding this issue.
- Various pedagogical methods were discussed which can be used to teach the subject like; class lectures, case study and Caselets, assignments, presentations, quiz, etc. Dr. Pandya suggest to focus more on practical things than only the class lecture as this is the practical subject.
- Some faculty members suggested the faculty exchange programme among GTU affiliated colleges. This would help the students, institute and faculty members.
- Various modules were discussed and how to handle different topics in these modules was also a part of this discussion.
- The focal point of the discussion was "How to handle module five?" and what kind of projects would be given to students? After active discussion some indicative projects include I) Study the process for obtaining any quality certificate, II) Study of quality manuals and other functional department manuals of the selected organization, III) How the quality audits (Internal and external) are performed. Etc.

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**Dr Rajesh Khajuria**

**Convener – FDP for Gujarat Technological University, Ahmedabad**

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