

GUJARAT TECHNOLOGICAL UNIVERSITY

EVALUATION of GLOBAL MBA PROGRAM of GTU

Report on the Experts Meeting held at GTU Conference Room

21st July 2012

List of experts present at the meeting:

Dr. P. G. K. Murthy, Director , Parul Institute of Management and Research and Dean, Faculty of Management and Dr. Akshai Aggarwal , Hon'ble Vice Chancellor were present. In addition of large number of professionals for industries and businesses and management association of Gujarat were present.

Mr. Ajit Jain, Member of Training Development Committee of Ahmedabad Management Association and General Manager, Godrej Co Ltd.

At first, Dr. P. G. K. Murthy extended a warm welcome to the esteemed representatives from various industries and management association. He requested Dr. Akshai Aggarwal, Hon'ble Vice Chancellor, to address the meeting and share his vision with the house in line with the agenda of the meeting.

Dr. Akshai Aggarwal welcomed all the experts. He briefly described the process, that the University had followed, for design of the new "Global MBA program". The course design was finalized after meticulous planning and intensive exercise undertaken during July 2010 to June 2011. This new program is being offered by GTU since August 2011. In the first year of implementation of the program, more than 500 teachers were provided extensive training through Faculty Development Programs to deliver the fruits of the new syllabi to the students. GTU has organized the largest number of FDPs than any other university in India.

Dr Aggarwal said that to evaluate the effectiveness and success of the new program, GTU wants to entrust the task of evaluation of delivery of MBA programme to management associations and industry bodies . He believes that evaluation by Industries and Businesses (I & B) will bring to the Colleges and the University a true picture of the areas, where we are doing well, and of the areas, where we are required to improve. It will also bring I & B closer to the Colleges and the University. He requested members of such associations to reach out to the students and faculties of the GTU-affiliated Institutes, offering the new Global MBA program and to evaluate the program as well as the quality of its delivery. The Evaluation teams from the Associations may suggest the ways for improvement, if any.

The draft appraisal forms prepared for the evaluation were introduced and suggestions were invited. He added that the first 10 pages of the appraisal form are to be filled in by colleges themselves and the remaining pages for evaluation by experts . Flexibility is provided to experts to make additions if required.

Dr. Akshai Aggarwal said that India needs good and well-trained MBAs. He pointed out the weaknesses in management and leadership at every level in India as the reason for failures in different sectors which reinforce the need to create quality management professionals. GTU recruits

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the maximum number of qualified MBAs with the same philosophy for better management. He said that GTU will like to involve the professionals from I & B to be associated with the normal examination processes at the end of each semester. For this purpose Dr. Aggarwal invited names of those industry professionals, who can render services as examiners at MBA examinations.

Dr. P. G. K. Murthy requested experts to briefly introduce themselves to the house.

After the introduction session Dr. P. G. K. Murthy presented the highlights of the course, quality of incumbents and the process of admissions (GCET). The number of seats available is exceeding the number of aspirants whereas weakness in English language is a difficulty. Majority of students come with Bachelors in Commerce. The evaluation scheme has weight ages to University exam, midterm exam and internal marking for assignments, projects, etc. There is a provision for students to get industry experience at the end of first year through summer internship. In case of GCSR, study is done by MBA students where each college focuses on a particular country and students of each college study different parameters and regulations of the country. Udisha clubs, Skill Councils and GTU Innovation Council are other structures, designed to support our MBA program. Specially designed websites like www.gtupgcourses.com and www.gtucampusconnect.com are other feathers in the cap. He briefed about the different awards won by GTU in pursuit of quality education.

View of industry experts:

President of Saurashtra Vepar Udyog Mandal, talked about the survey he carried with 150 participants to identify the industry-academia gap. He stated that competencies are right mix of improvement in skills and attitude. His aide Mr. Kaushal Mandelia pointed out the areas of improvement through presentation as follows: 1) training, 2) imparting knowledge, 3) industry-academy ecosystem to create sustainable impact.

Mr. Kaushal Mandelia opined that most of the students do not do projects sincerely.

Mr. Ajit Jain mentioned that corporate use students for mundane activities rather than assigning the right kind of assignments through which students' practical knowledge and skills improve.

It was resolved to send 2-3 experts per institute to undertake the task efficiently and the expert report would be submitted to GTU as well as the institute to emphasize the idea of improvement.

Mr. Parag Tejuria of SVM gave immediate assent to participate in the evaluation and further more he announced to award best teachers so as to motivate them. Mr. Parag Tejuria suggested implementing the 'faculty evaluation program' and make 4-5 FDPs mandatory for teachers on lines of 'train the trainers seminar'. He also proposed to circulate information to industry people through his channel to enrol students for summer internship projects.

Dr Trupti Almoura opined inviting teachers at regular meetings of management associations to keep teachers aware of current industrial scenario.

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Mr. Sagar Mehta suggested admitting students with 1 year industry exposure only or alternatively send students for 1 year training at the end of first year MBA course and continue the same in subsequent year to make student first aware of industry practices before making them manage the industry.

Mr. Chetan Kothari proposed area specific specialization at MBA as per dominance of a particular industry in that area like Auto hub at Sanand, Pharma hub at Vapi, Ceramic hub- Morbi, etc.

Mr. V. Arvind advised colleges to nominate students to the industry based on credentials, expose students to industries located in cities like Pune, Bangalore, etc.

All experts agreed to undertake evaluation process during the month of August 2012.

The experts gathered at GTU conference resolved to conduct the evaluation process with the goal to improve the standards of teaching and create industry-ready pass outs.

Dr. P. G. K. Murthy thanked all for the overwhelming response from the industry.

At Glance:

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