



# GUJARAT TECHNOLOGICAL UNIVERSITY

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## Excellence of Education and Viability of MBA Colleges

### Preparing a Roadmap for GTU and for its Colleges

Full Day Workshop on Friday 28<sup>th</sup> September, 2012

INVITATIONS for

### The Principal / Directors and the Managing Trustee from each MBA college

From each MBA college/Institute, affiliated with GTU, its Principal / Director and Managing Trustee are invited to join the workshop. **Dr. Kamal Taori** (Dr. Kamal Taori, IAS (rtd.) , Chairman: Rural Business Hub Foundation India and author of forty books and **Dr. Irmal V. Marla** (Chairperson :International Institute for Holistic Research and Voluntary Action (India-Germany), Germany Westenstrasse 2, 76297 Stutensee) will remain present.

### Introduction:

The demand for Management Education all over the country has fallen drastically. When the demand was high, a very large number of MBA Colleges were started. Now many of the Colleges, particularly those which are located in mofussil areas, are becoming non-viable.

The reasons for the fall of demand may be the uneven quality of education. Another may be a less than complete understanding that the needs of an MBA program are quite different from the needs of a standard 2-year educational program, based on book-learning and examinations.

The Workshop will try to jointly determine both the causes and the remedies.

All the MBA colleges are invited to participate.

**Please register by sending email to [fdp@gtu.edu.in](mailto:fdp@gtu.edu.in) on or before 25<sup>th</sup> September, 2012.** Please give your full name, designation, name of your College/ Institute and contact details in the e-mail.

Please look for more information about the event on the web-site on 26<sup>th</sup> September 2012.