

Report on Suggestions for Course of
Masters in Applied Management (MAM)

Meeting organized on 24th July 2013

at

Marwadi Education Foundation's Group of Institutions, Rajkot

Objective of the meeting:

Masters in Applied Management (MAM) is a new course offered by Gujarat Technological University (GTU) since academic year 2012-13. MAM is a five year integrated course offered to the students after completion of Std. 12th irrespective of any branch chosen by them in Std. 12th. Two colleges, Atmiya Group of Institutions (Atmiya) and N R Vekaria Institute of Management Studies (NRVIBMS) started offering this course from the academic year 2012-13 under GTU. Under the directions from, **Hon'ble Vice Chancellor Dr. Akshay Agrawal**, the meeting was held at Marwadi Education Foundation Group of Institutions, Rajkot on July 24, 2013 at 10.30 a.m. to understand the gaps in the course and bring about improvements in the syllabus to make it a success in the coming years.

The meeting was chaired by Dr. S Chinnam Reddy, Dean, GTU and was attended by faculties and students from the MAM stream.

Meeting Attended By:

- Dr. S. Chinnam Reddy, Dean, Faculty of Management, GTU Rajkot Zone and Dean, Marwadi Education Foundation's Group of Institutions, Rajkot
- Dr. Alpesh Joshi and Dr. Abhay Raja, Faculty Members from Atmiya Group of Institutions, Rajkot
- Dr. N. M. Munshi, Director, N R Vekaria Institute of Business Management Studies, Junagadh
- Prof. Akanksha Singh, Prof. Avisha Nebhnani, Prof. Anupama Dave, Prof. Hiral Pathak and Dr. Ratish Kakkad from Marwadi Education Foundation's Group of Institutions, Rajkot
- Students from Atmiya Group of Institutions, Rajkot
- Students from N R Vekaria Institute of Business Management Studies, Junagadh

Discussions during the meeting:

Dr. S Chinnam Reddy welcomed the gathering to review the MAM course. The meeting was held to know the experiences of the faculties while teaching the course and for receiving suggestions for improvements in the course. The session started with a presentation from students of Atmiya followed by NRVIBMS who gave suggestions and opinions about each subject of MAM. Dr. N.M. Munshi (Director, NRVIBMS) presented his views relating to the

course followed by suggestions by Dr. Alpesh Joshi from Atmiya Institute.

The following are the suggestions that came from faculties and students:

1. Detailed syllabus for each subject is required i.e. sub-points of each topic must be mentioned in syllabus so that the teachers know that how much should be taught in particular subject.
2. Preferably Indian author's books must be suggested for each subject.
3. GTU should keep Model Question paper for each subject.
4. GTU's papers should be set keeping in mind the level of MAM students i.e. 10+2 students.
5. Foreign language subject should be spread through two - three semesters.

Conclusion of the meeting:

After carefully listening to the opinions of the students and faculty members of both the colleges Dr S Chinnam Reddy thanked all the presenters for sharing their views and suggestions pertaining to the course.

He assured the audience that the views and suggestions will be brought to the notice of the GTU Syllabus Committee and all efforts will be taken to bridge the current gaps in the syllabus to make it more competitive and dynamic.

PHOTOGRAPHS OF THE MEETING:

