

TOWARDS AN EDUCATED INDIA: Innovations in Education

Higher Education Forum

Peter Drucker, the Management Guru once said that in order to succeed, there are only two aspects which are important, namely, (1) Marketing and (2) Innovation. Innovation is the very essence of success in all walks of life. In the field of education, particularly in Indian context, innovation is the need of the hour even for survival. This is more applicable for business education where output is linked to employability and there is stiff competition.

In one of the research papers published recently it was mentioned that only 21% of the MBA students today, are employable. What could be the reason for such a high level of unemployment among the MBA graduates? How can one reduce this unemployment? Can innovations in education field help in reducing this unemployment? In order to understand the need for innovations in education, let us understand the role of the key players in any education scenario.



learning, the other students would be industry fit. Some of the areas where there is substantial need for education, particularly management education are described in the following paragraphs.

Development of industry programs or industry specific programs could be of great help. In absence of the same, the alternative idea could be to perhaps have a couple of lectures in specific areas like outsourcing management, health and hospital management, pharmaceutical industry management etc. This will help the students get an idea about the specific sectors.

Specific innovations in the areas of teaching pedagogy will be of great use. Some of these areas could be conduct of one week 'appreciation' programme at the beginning of the session, involving the students in creating posters specific to social needs for instance, anti ragging poster competition, debates, etc, reverse teaching, guest lectures, case studies, live

projects, industrial visits - national and international, use of select films to stimulate the mind for discussions, organising socially involved projects like blood donation camps, celebrating festivals with members of an old age homes, children's homes etc, strengthening the hands of mahila groups and self-help groups, etc.

Each of these innovative pedagogy teachings has several advantages. Guest lectures give students an overview of industry practices and help them relate the theory to real life applications. The training and internship method is a self feeding method. Industry gets a first hand feel of students in a business school, thus increasing their placement opportunities and strengthening long term relationship between the two entities. A one-week appreciation course at the beginning of the year helps the students get a bird's eye view about the programme and its implications. Creating posters on social issues helps the students

mentally prepared to solve social issues which could occur in the organisations. Live projects help students get a taste of the industry. This would, in the normal course, involve discussions with the industry personnel, a sort of MOU with them. Group presentations, team working help the students in having better negotiating skills, understanding group dynamics, etc.

Another important area is the involvement of industry and very senior leaders in the decision making body itself, ie inclusion of such personnel in the Governing Council of the institution. These inclusions help in understanding the industry perspective. Additionally these personnel also help in enhancing the brand value of the institution. By involving industry in the curriculum designing, the student benefits and he becomes 'ready to use' material. The syllabus is then revised/ revisited once in three years.

Joint seminars are considered to be an effective mode of not only cross-branding but also strengthening the academic relationship between business school and the industry. They are an opportunity for students to gain an understanding of the latest industry trends and industry a chance to gauge the institute and its students for prospective placements. In all these seminars it is necessary to somehow trigger the students to ask questions. The creativity of the speaker and the organisers lies in ensuring that there is a constant interaction between the speaker and the audience.

Live projects in conjunction the industry personnel is another innovative pedagogy tool. It is necessary here that the faculty takes the initiative in consulting with the industry so that these live projects can be given to the students. The key issue in all these live studies is to ensure that the student does not miss out on the attendance of the other subjects.

These are some of the innovations through which institutions can aim to raise the educational bar and make the students employable.

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Innovations in the education sector could probably lead to an improvement in attendance levels in the classes and hence an increase in absorption levels of the subject matter in the minds of the students. It can also lead the students to be more industry inclined so that barring a few students who go in for higher

News Bites

Health care management at SIHS

The registrations for the two-year full time Master's degree in Hospital & Healthcare Management at Symbiosis Institute of Health Sciences, Symbiosis International University are now open. For admission to the programme candidates have to take the Symbiosis National Aptitude Test (SNAP) for which registrations are on until November 23, 2012. The SNAP test is to be held on December 16, 2012. The health care management programme focuses on equipping students with the knowledge and skills required for the management of healthcare organisations. It is a residential programme with availability of 70 seats.

The eligibility for the programme is

- Graduate of a Statutory University with 50% marks (45% for SC/ST) at graduation level.
- Candidates passing degree examination by part-time/ correspondence/ external course/ distance learning or in one sitting are not eligible.
- Candidates appearing for Final year bachelor's degree examinations may apply but their admission will be subject to obtaining a minimum of 50% marks. (45% for SC/ST).

The selection procedure is through the Symbiosis National Aptitude Test, followed by Group Exercise and Personal Interview.

Admissions open at NITIE, Mumbai

National Institute of Industrial Engineering (NITIE), Mumbai, announces the admission to the following programmes:

- PGDIM - Post Graduate Diploma in Industrial Management. Choose among the following electives - finance, marketing, operations and supply chain management.
- PGDITM - Post Graduate Diploma in Information Technology Management.
- PGDISEM - Post Graduate Diploma in Industrial Safety and Environmental Management, a niche course for environment enthusiasts.

All the above mentioned programmes are two-year, full-time programmes approved by the AICTE.

Eligibility: Engineering/ technology graduates in any branch with 50% marks with valid CAT scores. Admission is based on group discussion and personal interview with weightage to the CAT score. The applications are on only in the online mode on www.nitie.edu. The deadline for application is December 17, 2012.

Improve your spoken English

EduStop is conducting workshops on improving English language skills. This workshop is for students and professionals who can read the language but cannot speak fluently. You can improve your English speaking skills in a noticeable way. The session covers:

- Sentence structure and construction
- Using tenses correctly
- Using verbs correctly
- Avoiding common errors and mistakes
- Correct pronunciation

The workshop will involve extensive use of English by the participants through free speech and trainer-led speech sessions. By the end of the workshop, you will be able to-

- Speak English more fluently
- Avoid making common errors and mistakes
- Sound more confident when speaking English
- Weekend batch - Every Sunday 11 am to 6.30 pm (6 hours with 30 minutes lunch break) for five Sundays
- Conducted at Tardeo (3 minutes from Mumbai Central railway station)
- The cost is ₹2500 per participant
- The new batch begins on October 28, 2012.

For further information log on to www.edustop.in For registration call 9930473253 or email info@edustop.in

Keeping on track

Books on goal setting can be a little tricky, since after all, it is a matter of personal effort. Yet, this is quite a comprehensive book, which can end up just giving you information, or be helpful, depending on your personal choice. Author Brian Tracy covers pretty much everything related to goals - how to set goals, from writing them down to coming up with a plan to how to handle fear. Agreed, handling fear many not be a goal in itself, but considering that many goals are based on doing new things and accomplishing something that you have never ventured to do before, it only makes sense to have a section that covers fear.

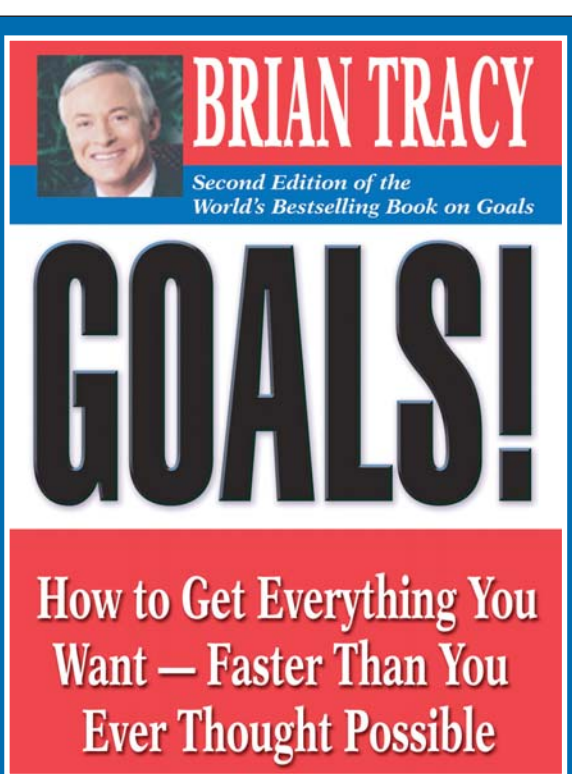
Many strategies and techniques seem to be straight out of common sense, but often it is necessary to list them because those are the things we neglect the most. Nonetheless, at some level, the techniques do work and according to the examples he gives, they work incredibly well.

Each chapter is broken into digestible chunks of information that allow the reader to think, figure out, absorb, and perhaps consider taking action. Each chapter concludes with a brief point summary of putting to work for you the material just covered.

In the first three chapters, Tracy quotes or cites himself, sales trainer Tom Hopkins, Mark McCormack, Victor Frankl (founder of logotherapy), Aristotle, Stanford University, billionaire H L Hunt, motivational speaker Zig Ziglar, Alexander Graham Bell, Eleanor Roosevelt, and Peter Drucker among others. Seems quite an unusual mix, but the anecdotes make an interesting read despite lacking in structure.

Tracy recommends writing goals in the present tense but including a deadline (a reasonable and achievable one), creating conceptualisations to achieve them within the

Reading room



GOALS! How To Get Everything You Want -Faster Than You Ever Thought Possible

Author: Brian Tracy

Publisher: Tata Mcgraw Hill Education Private Limited

Price: ₹ 295

deadline. You need to be persistent but flexible, full of dreams but also practical. Dependability is your most important trait but there are many others cited as important, key or critical: your ability to set goals and make plans, a sense of control, the practice of single handling, dedication, vision, and visualisation.

Often when setting goals, people face obstacles, which could be physical or mental. Tracy tackles that situation, trying to provide information on such obstacles, and ways to overcome them. He tackles road blocks such as time management, measuring progress etc. Much of the book focuses on how to prepare men-

tally and avoid the mental sabotage that makes so many goals in life but a distant fantasy. There is a great deal of powerful information here on making your mind work for you, not against you as is often the case. Once you've got your mind in the right place, the rest becomes much more achievable.

The conclusions are twenty-one steps, which are adapted from the chapter titles. Beginning with 'Unlock your potential' and 'Take charge of your life', the author goes on to say 'Create your own future', ending with 'Unlock your inborn creativity', 'Do something every day', and 'Persist until you succeed.'

Over his stellar career,

Brian Tracy has authored over 50 books. In Goals, Tracy unveils 21 strategies to help you reach whatever goals you want to achieve. The book is 300 pages and is the most comprehensive course on setting and achieving goals that I have ever seen. This is not a one-time read and put aside. It is a book that you will want to go back to time and again. In fact, one of Brian Tracy's recommendations is to write and rewrite your goals every day, preferably as soon as you wake up! Another is daily visualisation of those goals.

If you want to read the review of a particular book in this space, write to us at knowledge@fpj.co.in

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