

# India's Leading Business Schools



Decide with Confidence



## Padmashree Dr. D. Y. Patil University's Department of Business Management



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*"Due to immense opportunities and competition prevailing in India, B Schools will be spurred to innovate or introduce new courses and programs, novel methods of pedagogy, use of simulation techniques, boost the institute industry interaction, write research papers, etc so as to transform themselves from a mere teaching to a full fledged Business University".*

**Q.** Please give us a brief overview of the said business school and the class diversity.

**A.** Padmashree Dr. D. Y. Patil University's Department of Business Management (DYPDBM) has been established with an aim to promote quality management education fulfilling the needs of the corporate world. The department conducts the MBA Core program (with specialisations in marketing, finance, human resources, systems operations, sports business management and entrepreneurship management) as well as several value added programs like the MBA in retail management, MBA in international business management, MBA in bio tech management, MBA in bio informatics management, MBA in pharma industries management, MBA in outsourcing management, MBA in health and hospital management and MBA in banking and insurance. Additionally the department also conducts the Part time MBA program, M.Phil program and the PhD (regular and integrated program).

The learning ambience of the department of business management provides ample opportunity to the student to enhance their managerial skills and to develop one's personality towards meeting the challenging requirements of the corporate world. A unique feature of the program is the interplay between the class room activities, the field work and the corporate interaction. The Alumni Association is very actively helping the department achieve more than 100% placements. It may not be out of place to mention that the department has been able to provide 100% placements for its 360 strong student community (for whom placement is required) consistently. The department conducts several seminars and conferences for the students to encourage them to participate. Two of our senior faculties have received the BEST OUTSTANDING RESEARCH PAPER at the 2nd International Conference in Marketing held in Malaysia in October 2007.

**Q.** What are the factors that attract foreign students to the Indian Business Schools?

**A.** At present we do not have any foreign students in our B Schools. But generally speaking it is the quality of teaching and most important the Indian Market --- which is so diverse and unique when compared to the other countries. Also the fee structure in India is quite low as compared to other countries.

**Q.** What opportunities do you see for the Indian Business schools in the coming years/ or five years down the line?

**A.** There are a large number of opportunities for the Indian Business School. The market for B Schools is quite large and is growing rapidly perhaps at double digit rate. Consequently one can see a large amount of competition---what with new B Schools proliferating at every nook and corner. This will automatically spur the Indian B Schools to innovate -- introduce new course and new program, new methods of pedagogy, use of simulation techniques, increase the institute industry interaction, research papers and so on. The key area of success is the need for the Indian B Schools to transform themselves from a mere teaching / coaching class to a full fledged Business University/Business School

**Q.** According to you what are the main problems/issues plaguing the Business Schools today?

**A.** The major problems / issues plaguing the B Schools are faculty and Industry Institute Interaction. We do not have adequate and good quality faculty. The faculty required is of two types:

1. Full time Faculty and
2. Visiting Faculty and / or Guest Faculty.

The full time faculty are currently not available. Two issues plague this scenario- the huge pay gap between what industry pays and what the educational institutes pays. Even with 6th pay, this gap is not bridged. For e.g. the average salary for a fresh graduate is around ₹ 450,000 to 500,000 p.a., while the starting salary for a fresh graduate with 6th pay is around 350,000 p.a. It is not possible to bridge this gap easily. Consequently, we do not have quality faculty.

The second issue is that of passion. The passion in teaching is missing in many of the faculties.

Another important factor is the gender bias that has crept in. There are large numbers of female faculties and for many of these faculties, teaching is not a passion. It is merely a source of supplemental income.

Many of the visiting faculties are mere birds hopping from one nest to another. There is no commitment to the student community

or to the B School. It has also been observed that these visiting faculties are not in a position to give a comprehensive and a holistic picture about the concepts that is propagated in the class room. The experience is limited to the industry / organisation where they have worked. This has resulted in the student not getting the overall picture and the link between the theory and practice. Industry – Institute interaction is another area which needs considerable attention. Both the institute and industry need to trust each other.

Q. What steps should be taken to cope up with the shortage of skilled faculty for business schools in India?

A. The institutes should be freed from the concept of "fix the fees" and the institutes should be allowed / encouraged to charge whatever fees they want. In the long run, each B School would stabilise at its own level of fees - the market will automatically regulate the fees for every institute.

Every faculty should be encouraged to attend Faculty Development Programs, write research papers, and attend conferences. Faculty should be encouraged to enrol himself / herself for the PhD program and incentives given-like reduction in teaching load. Feedback should be taken from the students on a periodically basis and this must be communicated to the faculty concerned. This helps in improving the quality of teaching.

Consultancy and Management Development programs should also be encouraged by the Institute.

Q. How has your school coped with the challenges, especially placements, thrown by the recent economic downturn?

A. The department of Business Management has taken several steps to cope up with the twin fold challenges of faculty and placements.

**Faculty:** The department in addition to paying the 6th pay also encourages all faculties to register for PhD program at the department or elsewhere. Additionally they are encouraged to attend conferences and submit research papers (the department reimburses the expenses fully). Two ISSN journals published by the department provide opportunity to the faculty to present their research papers / articles. Also the department conducts a faculty meet every month where in all academic issues are discussed threadbare. Additionally at the end of each faculty meet, one or two faculties regularly present before the peer group of faculties and comments are given to the faculty on the content, presentation styles, etc by their colleagues.

Flexi time is given, wherever a selected number of teachers are allowed to come at a different time.

**Placement:** In the area of placement, the department makes a conscious effort to provide placements opportunities to its students. Some of the actions are mentioned below:

- It has formulated a placement committee comprising of faculties and students whose functional responsibilities primarily centre on placements.
- A comprehensive placement brochure is distributed to the corporates.
- Special classes are conducted in Grooming, Personality Development, Group Discussions and Personal Interviews, how to prepare a resume etc.
- Guest Lectures, Conferences are all conducted not only with the objective of sharing knowledge but also keeping placements in mind.

Q. What changes have Indian Business Schools seen in the last three years?

A. Today the customers of the B School – the students have become discerning and wiser. They are apparent in their thought process as to why they want to go to a B School. The students are seeking value for the price that they are paying to the B Schools. The students are looking out for knowledge, value addition and most important good quality placements. They are discerning in their choice of B Schools which is very much visible today. Many of the B Schools are going pleading for students. Some of the B Schools, who have a capacity of 120 students, do not have even 45 students. This has forced the Directorate of Technical Education to grant permission to B Schools to admit students without the customary CET. Students are looking at value added programs like retail, banking and insurance, international business etc. They are not interested in reading books or working on the computers. The faculties consequently have to take into account these challenges of retaining the interest of the students in the light of the above changing interest.

Thus, we at DYPDBM have accepted these changes and have started several activities such as simulation techniques, case study especially Indian Cases, reverse teaching, group working and live projects to name a few.

Q. What kind of challenges / opportunities do you see after opening the doors for the foreign universities for setting up their centers directly in India by the government of India?

The biggest opportunity I see is that the rule of the market will prevail. The golden rule which we all know in the market place – Perform or Perish will take place.

I am very much excited by the fact that the foreign universities are coming to India. This will help us in bench marking ourselves and also providing superior programs perhaps at a slightly lower cost than the foreign players.

Q. What are your institute's future plans?

A. The Institute is looking forward to continue to innovate in the areas of teaching by starting new programs, new courses and retaining its faculties.