B- Schools in Globalising India by Sarrfraj Ahmed

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A two-day conference organised by the All Indian Management Association (AIMA) on January 12, 2011 and 13 sought to gain insights from deans and directors of leading Indian and International B-Schools on various facets of globalisation of business education that have impacted management institutions. The conference also explored the redesigning of curricula and program portfolio in response to the globalisation of higher education.

The conference was attended by prominent people from the education industry which includes M. R. Rao, Dean Emeritus and Professor, Indian School of Business; Debashis Sanyal, Dean School of Business Management, SVKMâ€™s Narsee Monjee Institute of Management Studies, Mumbai; Sandhya Chintala, senior director, Education Initiatives, NASSCOM, and Harpreet Singh, executive director, Educomp Solutions Ltd.

They were unanimous in voicing the need to strengthen the B-Schoolâ€™s contribution towards globalising India. The world is shrinking with the impact of globalisation. To succeed in such times, Indian B-Schools must focus on research. The critical need to introduce case studies in Bschools was emphasised by J. K. Mitra, Faculty of Management Studies, Delhi University. One of the most important areas of management studies that we are not focusing on properly is case studies.

Around the world, there is a lot of interest in how India is succeeding globally. We must start doing in depth case studies to collect a wealth of information on this. The need to ensure implementation of the best practices in the globalised world and forging collaborative ties with foreign universities to achieve higher quality in higher education was also stressed upon by S. S. Mantha, Chairman (Acting), AICTE. Not only should Indian B-Schools collaborate with foreign universities and develop superior infrastructure and churn out quality students but they should also try and get international B-schools interested in collaborating with us. This will facilitate the exchange of ideas and cultures, enabling us to improve further by getting a holistic exposure to foreign education.

Globalization and The B- Schools Agenda

1 Management schools need to ensure the implementation of the best practices with standardized processes to get good quality results

2 The focus should be on foreign collaborations and exchange programmes to nurture creativity and holistic learning among students

3 A compulsory accreditation for a B-School will go a long way in helping maintain quality education

4 Research culture should be imbibed in management schools. The focus should be on quality research

5 Case studies should be mandatory, as they will give the students an insight into problem solving and finding practical solutions to problems.

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