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## TOWARDS AN EDUCATED INDIA: ACADEMIA-INDUSTRY PARTNERSHIP

The students benefit from such a partnership through the direct interaction with industry



### EXPERT SPEAK: HIGHER EDUCATION FORUM

#### Business School Perspective:

Today, the business schools have realized the importance of working closely with employers for the following reasons:

- ▶ Increasing complexity in academic and business world and constantly changing needs of the industry;
- ▶ Increasing criticality of human competence in creating and sustaining competitiveness of the organizations,
- ▶ Shift in management paradigm of

laborate with industry for mutual benefits. Some of the commonly used avenues are:

- ▶ Guest Lectures by industry representatives
- ▶ Involvement in curriculum and content design
- ▶ Management development programs
- ▶ Joint seminars by academia & industry
- ▶ Consulting on management and related issues by academia
- ▶ Academia generating ideas and acting as incubators for the intrapreneurs
- ▶ Inclusion of industry experts in governing councils and boards of studies
- ▶ Industry providing financial and infrastructure support to business schools for their applied research.

#### Conclusion:

Based on the above, it can therefore be concluded that:

▶ It is imperative for business schools to bring academia and industry closer and build symbiotic relationship.

▶ Each business school needs to identify the areas where it can build an effective academia-industry relationship through re-visiting its mission.

▶ Besides the usual two-month internships, there is an increasing need for student interaction with real-life projects by industries on a continuous basis.

▶ Business schools need to evaluate effectiveness of various modes employed by them objectively so that future course can be designed with specific goals.

▶ Business schools have to move beyond the phenomenon of working with employers towards the concept of working with

business schools from the earlier sheer academic models to corporate revenue based models,

- ▶ Growing competition for student placements with rapid increase in the number of business schools,
- ▶ Growing pressure from industry to make their fresh inductees productive from Day One,
- ▶ Increasing interdependence between academia and industry to satisfy need for sustenance and innovation in their respective areas.

#### Industry Perspective:

Industry also albeit slowly has suddenly realized that there is a need to partner with the B- schools. This helps them by way of:

- ▶ Revisiting the fundamentals of business management with the latest theories,
- ▶ Motivating their employees and thus help in reducing the attrition rate,
- ▶ Getting ready to use students resulting in improvement in productivity,
- ▶ Joint working with business schools in areas of training & consultancy thus being able to carry out applied / fundamental research at a lower cost.

#### Student Perspective:

The students benefit from such a partnership through the direct interaction with industry, understanding of the culture, practices that are followed, improvement in the skill set acquired by the student in the b-school thus making the journey from campus to corporate easier.

There are a number of avenues, through which business schools can col-

porate tie-up becomes crucial. Academia-industry interface could be defined as a collaborative arrangement between academic institutions and business corporations towards achievement of certain mutually inclusive goals and objectives. Traditionally, business schools were looking for placements and internships for their students and the industry for fresh recruits who are well trained and equipped with the right knowledge, skills and attitude to be able to contribute to the organization's growth. However, the contour of relationship is expanding much beyond that.

In the revised context, the academia industry partnership involves three major players: Business Schools, Students and Industry.

EXTREMELY dynamic business world and the rapidly developing knowledge based service economy have put in an increased demand for professionals to manage the businesses effectively. This is precisely the reason why amongst the various other fields of knowledge, the desire for acquiring management qualifications is growing rapidly, both amongst the fresh graduates and working executives.

Workforce improvements are a key area for any industry. Personnel costs are roughly around 20-30% of the total per unit cost of any product. Any strategic action, which would help in reducing this per unit cost, would therefore be most welcome from a perspective of enhancing workforce efficiency. It is in this context that the proposed academic

### Davar's College Announces courses in Retail, Human Resources and Financial Management

DAVAR'S COLLEGE has been well-known for its Career Oriented Training Courses for over a 100 years. Interestingly, Davar's College is renowned for Secretarial, Computers, Communication Skills and Personality Development Courses, having started as a College for Commercial Courses. Over the years, it has provided the Corporate World with excellent secretaries and has worked towards improving and honing the skills of their existing employees. This has led to a positive rapport and relationship with the Corporate Houses over the years. On realizing the industry's needs, getting into management education was the obvious next step. With this initiative Davar's College - Management Division is ready to face the challenges of the 21st Century. As per its Director, Mrs. Roshan Khambatta "The idea is to make the College's name synonymous with Quality Career Oriented Training Courses that are contemporary and are in sync with today's industry needs".

It has started offering the following courses - One Year Part-Time Post Graduate Diploma

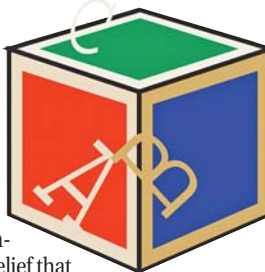
Courses in Retail Management, Human Resource Management and Financial Management. These courses have been specially designed and developed by a set of highly experienced professionals, who are also delivering these courses keeping in mind the latest industry trends and requirements. These courses would be ideal for Fresh Graduates as well as Working Executives looking to upgrade their professional skills. Shares Mr. Darabshaw Davar, Executive Director, Davar's College, "Based on a study of the current market scenario, our assessment is that an ideal Management Course should fulfill the overall growth and development of individuals besides providing comprehensive training in the area of specialization. This would help provide a stepping stone into careers with a high growth potential."

Admission for the courses are now open. For further enquiries, contact Mrs. Silloo Chinigar, Mrs. Lalitha Iyer or Mrs. Nita Gagwani at 22876230/31 or 22041451/5072.

### Mexus Education Unveils Expansion Plans

IKEN Braingym, the flagship brand under the aegis of which Mexus Education delivers its interactive learning centers and services, has announced its association with FRANCORP for their pan India growth plan. Mexus Education, started in 2008, is an education innovations enterprise and is making its first entrance ever into franchising to expand its presence across India with the help of the Francorp's global expertise in franchise management. The foundation of Mexus is a belief that learning is most effective when it is personalized, entertaining, voluntary and involves active participation by the students. It is this thought that

Iken Braingym, a unique and state-of-the-art learning centre developed by Mexus Education offers technology enabled and self-learning course modules for age groups 3 to 30 yrs. Course content is delivered through modern technology and a 'hands-on' methodology that includes learning with the help of films, animations, games, toys, demo kits, project work, case studies, activity based learning and many more. It offers learning solutions ranging from Pre-school (Brain-e-kids), Middle School Curricular based learning programs (Study Smart, Science and Math for Std. 6 to 9), Middle School extra-curricular and skill based learning programs (Futuristic Kids, Std. 6-9) and Professional Learning programs in Information Technology and Teacher Training (Fine Tune for graduate students, aspiring professionals and homemakers). All courses are uniquely built on the philosophy of multiple learning methodologies and give the learners a life long educational experience that is unique in the Indian education sector. As per Saurabh Saxena, Director, Mexus Education, "Braingym is the next generation learning space which is a unique combination of lab, museum, workshop, classroom, hobby center and play group. Through this initiative, we take forward our philosophy of bringing back the joy in learning and to provide hands on activity based learning to the students."



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**APPLICATIONS ARE INVITED FOR THE FOLLOWING POSTS FOR THE ACADEMIC YEAR 2010-11**

CADRE	SUBJECT	TOTAL NO. OF POSTS	POSTS RESERVED for				
			OPEN	SC	ST	DT / NT	OBC
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Lecturer	Management	10	05	01	01	01	02
<b>M. C. A.</b>							
Asst. Professor	Computer	05	03	01	01	---	---
Lecturer	Computer	10	05	01	01	01	02

• The posts reserved for the Backward Class candidates will be filled in by backward category candidates (Domicile of state of Maharashtra) belonging to that particular category only. • If ST candidate is not available then SC candidates can be considered for selection & vice-versa on year to year basis appointment as per the rule of interchangeability • Reservation for women & disabled persons will be as per rule. • Candidates having knowledge of Marathi will be preferred. • The qualification and pay-scale for the posts of Asst. Professor & Lecturer are as prescribed by the University of Mumbai, AICTE & DTE from time to time • Applicants who are already employed must send their application through proper channel. Applicants are required to account for breaks, if any in the academic career. The details of the qualification pay - scale & allowance will be supplied on request from applicants. • Candidates belonging to reserved categories should send two Xerox copies of their application along with the attested copy of the Caste Certificate to the Deputy Registrar, Special Cell University of Mumbai, Mumbai - 400032.

Applications with full details should reach the CHAIRMAN, Audyogik Shikshan Mandal's INSTITUTE OF MANAGEMENT & COMPUTER STUDIES, C-4, Wagle Industrial Estate, Near Mulund Check Naka, Opp. to Applab, Thane 400604 within 15 days from the date of publication of this advertisement.

**CHAIRMAN**