

# **A Report on Symposium**

## **DAY-1**

### **Session 1 - "Innovative Pedagogies in Business Management Education"**

**Date:14/05/24**

**Speaker- Leburn Rose**

The speaker embarked on a comprehensive historical journey through the evolution of MBA education, from its inception at Harvard Business School in the early 20th century to its global proliferation across prestigious institutions worldwide. They emphasized pivotal milestones, such as the introduction of the HBS Case Study method in 1924, which remains a cornerstone of business education. Drawing parallels between management paradigms and educational structures, the speaker highlighted the inherent challenges of functional silos within traditional MBA curricula, echoing the sentiments of Morgan (1986) regarding the fragmented nature of organizational tasks. Furthermore, they advocated for a paradigm shift towards multidisciplinary integration within MBA programs, fostering real-world problem-solving and immersive learning experiences to prepare future business leaders for the dynamic challenges of the 21st century.

In essence, the speaker underscored the need for an updated MBA curriculum that transcends traditional disciplinary boundaries, embracing diverse pedagogies and experiential learning to cultivate adaptive, resilient, and multidimensional business professionals. By aligning educational approaches with the complexities of contemporary organizational dynamics, the envisioned ideal curriculum seeks to bridge the gap between theory and practice, equipping MBA graduates with the agility and foresight to navigate and lead in an ever-evolving global business landscape.

**Date:14/ 05/24**

**Speaker- Dr. S R Shankapal**

The session by Dr. S. R. Shankapal, Vice Chancellor of GM University Davanagere, offers a profound insight into the journey of establishing postgraduate engineering programs (PEPS) in India, particularly through the collaboration between MS Ramaiah School of Advanced Studies and Coventry University, UK. It highlights the critical need to bridge the gap between university education and industry requirements, especially in the wake of globalization and technological advancements. Through a strategic partnership and innovative teaching methodologies, such as modular learning schedules and industry-aligned assignments, the speaker emphasizes the importance of practical skill development and real-world problem-solving. Furthermore, the session underscores the significance of fostering critical thinking, innovation, and creativity among students, thereby preparing them for the dynamic challenges of the industry. Overall, the speaker's narrative reflects a commitment to enhancing the quality and relevance of higher education in India, ensuring that graduates are equipped with the necessary skills and competencies to thrive in the ever-evolving engineering landscape.

Furthermore, the session highlights the importance of quality assurance measures, such as plagiarism checks and post-module assessment reports, to ensure academic integrity and

continuous improvement. By encouraging student presentations and challenging questioning, the speaker promotes active engagement and deeper learning outcomes.

Overall, the session offers a comprehensive overview of the journey towards establishing and nurturing postgraduate engineering programs in India, emphasizing the collaborative efforts between academia and industry to enhance the quality and relevance of higher education in the field of engineering.

## **Session 2 - "Global Perspectives on Business Management Curriculum Development"**

**Date: 14/ 05/24**

**Speaker- Laurence Fisher**

In the session, the speaker delved into the intricate interplay between universal human problems and cultural contexts, drawing from the insights of Kluckhohn and Strodtbeck. They highlighted that while there exists a limited number of common human problems necessitating solutions, the alternatives to these solutions are present across all societies but are differentially preferred. Culture, as defined by Schiffman & Kanuk, emerged as a multifaceted concept encompassing learned beliefs, values, customs, and various tangible and intangible elements such as language, religion, aesthetics, education, and manners. The discourse expanded to explore the impact of cultural dimensions, including individualism vs. collectivism, power distance, masculinity vs. femininity, uncertainty avoidance, and time orientation, emphasizing their role in shaping behaviors, communication styles, and organizational dynamics.

Moreover, the session underscored the significance of organizational culture, as articulated by Schein, as the underlying set of assumptions and beliefs shared by members of an organization, influencing its view of itself and its environment. It emphasized the importance of cultural competence and sensitivity in navigating diverse cultural landscapes, advocating for embracing local cultures, building relationships, and adapting procedures to foster mutual understanding and effective collaboration. The discussion also touched upon subcultures within larger societies and organizations, recognizing the diversity of experiences and perspectives that contribute to organizational dynamics. Overall, the session provided a comprehensive exploration of the complex interactions between national and organizational cultures, material culture, and the importance of inclusion and diversity in fostering positive organizational change.

**Date:14/05/2024**

**Speaker- M.M Munshi**

The speaker, M.M. Munshi, delves into the critical assessment of global perspectives on business management curriculum development, emphasizing the importance of evaluating curriculum standards to ensure adaptability, relevance, and inclusivity. They highlight key criteria for assessing curriculum effectiveness, including its impact, adaptiveness, and incorporation of meta-cognitive behavioral skills. Furthermore, the speaker stresses the significance of fostering cross-cultural research and management elements within the curriculum, alongside integrating local business practices and contextual knowledge. By promoting a holistic approach that considers both global perspectives and local contexts, the speaker advocates for the development of a curriculum that not only meets international standards but also addresses the diverse needs and realities of local communities. Through collaboration, continuous feedback, and immersion in local environments, the speaker suggests pathways to build and enhance curriculum standards that foster world-class competencies and prepare students for the complexities of today's business landscape.

In essence, M.M. Munshi's presentation underscores the imperative of designing business management curricula that are not only adaptive and contemporary but also culturally sensitive and inclusive. By assessing curriculum standards based on their impact, adaptiveness, and integration of cross-cultural elements, the speaker advocates for a comprehensive approach that acknowledges the diversity of global business environments. Through collaboration, engagement with local communities, and continuous improvement processes, the speaker envisions a curriculum that equips students with the necessary skills, knowledge, and perspectives to thrive in a rapidly changing and interconnected world of business management.

## **Day-2**

### **Session 3 - "Student-Centric Learning Approaches in Business Education**

**Date: 15/05/2024**

**Speaker- O. P. Goel**

The speaker delves into the critical components essential for navigating the evolving landscape of work successfully. They stress the significance of skill-based education and advocate for a shift towards student-centric learning methodologies. Highlighting the multifaceted nature of skills needed for future endeavors, the session categorizes them broadly into digital literacy and global citizenship skills, personal attributes and behaviors, domain-specific expertise, future-oriented skills, and social leadership qualities. From mastering IT fundamentals to fostering emotional intelligence and entrepreneurial spirit, the discourse encompasses a wide spectrum of competencies necessary for thriving amidst increasing automation and AI integration.

Moreover, the speaker emphasizes the importance of understanding job roles and descriptions, crafting tailored CVs, and excelling in interviews, offering practical insights into industry dynamics and market trends. By empowering individuals with the tools and knowledge to adapt

proactively, the session aims to equip them with the resilience and agility needed to flourish in an ever-changing professional landscape.

**Date: 15/05/2024**

**Speaker- Dr. Leburn Rose**

In Dr. Leburn Rose's session on fostering creativity, critical skills, and problem-solving in business education, he eloquently articulates the essence of creativity through historical anecdotes and contemporary insights. Drawing inspiration from figures like Archimedes, Isaac Newton, Steve Jobs, and W. Edwards Deming, he highlights the iterative nature of creativity and innovation. Through practical techniques like brainstorming, SCAMMPERR, lateral thinking, mind mapping, problem reversal, and attribute listing, Dr. Leburn Rose provides a comprehensive toolkit for nurturing creativity in students. Moreover, he emphasizes the importance of recognizing and overcoming blocks to creativity, such as perceptual, emotional, cultural, environmental, and intellectual constraints. By integrating analytical thinking, evaluation, synthesis, reflection, problem-solving, and effective communication, Speaker advocates for a holistic approach to developing critical skills essential for addressing complex business challenges.

Through engaging narratives and structured methodologies, Dr. Leburn Rose's session underscores the transformative power of creativity in business education. By demystifying creativity and providing practical tools, he empowers educators and students alike to embrace creativity as a fundamental aspect of problem-solving and innovation. From historical breakthroughs to contemporary techniques, Dr. Leburn Rose elucidates the process of creative thinking and problem-solving, emphasizing the importance of persistence, collaboration, and open-mindedness. By fostering an environment conducive to exploration, experimentation, and collaboration, also advocates for a paradigm shift in business education towards cultivating creativity, critical skills, and effective problem-solving abilities essential for navigating the complexities of the modern business landscape.

### **Day -3**

**Session 4 - "Internships and Industry Collaboration: Shaping the Future of Business Leaders"**

**Date: 15/05/2024**

**Speaker-Dr. Laurence Fisher**

In this session on University-Industry Collaboration (UIC), the speaker delves into the intricate dynamics between academia and the corporate world, emphasizing the compatibility and mutual benefits that can arise from collaboration. Through a detailed exploration of the nature, rationale, and potential obstacles and enablers of UICs, the audience gains insight into the

complexities involved in establishing successful partnerships. The speaker highlights the importance of developing trusting relationships, aligning expectations, and navigating differing research priorities and timelines between universities and industry partners. By presenting practical steps for initiating and managing research partnerships, such as refining offers, identifying suitable partners, and negotiating agreements, the speaker equips attendees with tools to foster effective collaboration. Moreover, the discussion extends beyond individual partnerships to explore broader frameworks like the Triple Helix Model, emphasizing the pivotal role of governments in facilitating knowledge-based economic development through strategic interactions between academia, industry, and government sectors. Overall, the session underscores the transformative potential of UICs in driving innovation, enhancing employability, and advancing societal prosperity.

**Date: 15/05/2024**

**Speaker-Dr. Poornima Charanthimath**

In this session, the speaker, a Professor Emeritus at GMU, presents compelling case studies of successful industry-academia collaborations in India and their profound impact on student readiness for the workforce. Through examples like IIT Bombay and Tata Consultancy Services (TCS), Indian Institute of Science (IISc) and Infosys, BITS Pilani and Microsoft, and collaborations between Indian Institutes of Technology (IITs) and ONGC, the audience gains insight into how strategic partnerships between educational institutions and industry giants enhance students' practical skills, problem-solving abilities, and overall job readiness. The speaker highlights the importance of creating a supportive environment within universities, establishing clear goals through Memoranda of Understanding (MoUs), fostering interdisciplinary collaboration, promoting a research culture, and facilitating regular communication and feedback loops to maximize the benefits of such collaborations.

Furthermore, the speaker emphasizes the significance of these collaborations not only in addressing the employability gap and aligning students with industry requirements but also in fostering innovation, driving research advancements, and contributing to societal progress. By showcasing the achievements of top universities in India, the session underscores the transformative potential of industry-academia collaborations in shaping the future of education, bridging borders, and nurturing a highly skilled and adaptable workforce ready to tackle the challenges of the modern world.



