

**Session 1: Saturday, January 1, 2011, 4:20-5:00**  
**Session Chair: Ajeet N. Mathur, IIM Ahmedabad**

**Speaker: Indira Parekh**  
*Flame, India*

### **Management Education in 2020: Issues, Challenges And Opportunities**

Management Education has been the significant pivotal driver for young men and women after the engineering and medical education. This is visible from the number of increasing applications for business schools and management education. The focus of the curriculum has incrementally been redesigned but the core structure, theoretical frameworks and assumptions about the management education has remained the same. With the whole new generation of youngsters brought up in a very different context of the country, viz. prosperity, a growing economy, dramatic transformations in the society, technology and the new emerging educational streams and mobility in employment, the education as a whole and management in specific requires a transformation.

This is more so as this process of transformation impacts the government, industry, the corporate sector, the managers and the employees. The required role sets and professional orientation are qualitatively different than the earlier task and skill sets required. As such, interventions in management education require a focus on a holistic multi - disciplinary, multi – cultural and multi – role and leadership perspectives.

The path is uphill. Turbulence awaits the journey. The only way the journey will unfold is to trust the dream of institution builders and educationists who have the courage to shape the dream of a new learning environment and make it into reality.

*Prof. Indira Parikh is the Founder President of Foundation for Liberal and Management Education. Earlier she was Dean of IIM Ahmedabad from 2002 to 2005 and Professor in the Organizational Behaviour Area. She has held the positions of the Chairperson of OB, FPM, PGP, Placement Committee and Alumni Relations and Activity Committee. She is the Founder Member of Sumedhas and on the Board of Indian Oil Corporation Limited and several other organizational and academic boards. She is involved in Organization Design and Development studies as well as assessment of individuals and organizations. Prof. Parikh has taught at INSEAD, Fontainebleau, France and Texas A & M University, USA. She has done consulting at national and international settings with many donor agencies. Published books on Profiles in Identity (Co-author), Indian Women - An Inner Dialogue, Young Managers at Cross - Roads (Co-author), Corporate Culture in India (Co-author), Cross Roads of Culture (Co-author) and numerous papers in national and international journals. Prof. Parikh has been awarded Lifetime Achievement Award for Best Teacher in Management by Ascent in World HRD Congress, 2001. Has been awarded Lifetime Achievement Award for the Contributions to HR by Indira Group of Institutes, Pune, 2003. Has been awarded Lifetime Achievement Award by PGP Students, Indian Institute of Management, Ahmedabad (2003-05 Batch). She was also awarded The 16<sup>th</sup> Business School Affaire and Dewang Mehta Business School Award for Lifetime Achievement. She has recently been awarded Visionary Leader Award by DNA & Stars of the Industry Group. She has also been awarded The Achievers Award by the University of Pune.*

**Session 2: Sunday, January 2, 2011, 2:00-3:20**  
**Session Chair: Rajeev Sharma, IIM Ahmedabad**

**Speaker: T. V. Rao**  
**TVRLS and Adjunct Professor, IIMA**

### **Innovations in Management Education for 2020**

Management education needs to rethink, redesign and reposition itself and its delivery systems considering the changes in the nature of people (Gen Y, Z and Z+), organizations, business processes, technology and other factors. Management education should move from classroom to the field and from theory to theory guided practice and perhaps from a concentrated one or two year programs to spread out programs ranging over longer periods. Such changes have taken place in Doctoral programs already. The Dr. Rao will be presenting a number of ideas and present directions for the future of management education.

*Dr Rao was a Professor at IIMA for over 20 years between 1973 and 1994. He is the Founder President of the national HRD Network and Founder Honorary Director of the Academy of HRD. He has also worked as L&T Professor of HRD at XLRI in past. At IIMA he chaired the Public Systems Group, PGP, FPM and the Ravi Matthai centre for education besides reviewing PGP in mid eighties. Dr Rao has over 50 publications to his credit in the areas of HRD, education, entrepreneurship, health, population and management training. Dr Rao has wide and varied consulting experience in areas such as Organizational Structure, HRD, Appraisals, OD, Team Building, Survey Feedback, Entrepreneurship, Institution Building, HRD Audit, Structuring HRD, Institutional Evaluation, etc. He has worked as a consultant with many organizations in the Public Sector (SAIL, NTPC, Indian Oil Corporation, HPCL, Bharat Petroleum, NALCO, SBI, Bank of Baroda, IDBI, Neyveli Lignite, MRL, BEML, State Bank of Indore, State Bank of Patiala, ONGC, BEL etc), the Private Sector (Larsen & Toubro, Voltas, Sundaram Fasteners, EID Parry, TI Group, Crompton Greaves, Transpek Industries, BILT, ICI, HLL, IL&FS, Mahindra and Mahindra, Escorts); the Government (Reserve Bank of India; NIEPA, Ministry of HRD; Ministry of Information and Broadcasting) and International agencies (Ministry of Health, Indonesia; UNESCO, Bangkok; Commonwealth Secretariat, London; NERDA, Malaysia; ICOMP, Malaysia; ICM Sisters, Rome; FAO, Rome)*

**Session 2: Sunday, January 2, 2011, 2:00-3:20**  
**Session Chair: Rajeev Sharma, IIM Ahmedabad**

**Speaker: Anuradha Basu**  
**San Jose State University, USA**

### **Management Education in 2020: The Role of Entrepreneurship and Sustainability**

There are two major challenges facing global business today: economic and environmental. Entrepreneurship, innovation, and an emphasis on sustainability by businesses, can offer solutions to these challenges. As management educators, we should include a fundamental understanding of entrepreneurship, innovation, and sustainable development, in our curriculum to ensure that tomorrow's managers are adequately prepared to proactively address the challenges faced by business. This paper explores the concept of sustainable or 'green' entrepreneurship, its drivers, and challenges. It also shares the author's experience in delivering a course on green entrepreneurship, and the implications for other management educators.

*Anuradha Basu is Professor in the Lucas Graduate School of Business, and Director of the Silicon Valley Center for Entrepreneurship, at San Jose State University, California. As chair of the Entrepreneurship program at San Jose State, she introduced new courses in Global Entrepreneurship and Green Entrepreneurship. Her research has covered the fields of development economics in India, China, and Africa, and entrepreneurship in the UK and US. She has published several books and journal articles on ethnic entrepreneurship and family business. She obtained MPhil and PhD degrees in Economics from King's College, University of Cambridge, England, an MBA from Indian Institute of Management, Calcutta, India, and a BA (Honours) degree in Economics from St. Stephen's College, University of Delhi, India.*

**Session 3: Monday, January 3, 2011, 11:30-12:10**  
**Session Chair: Mukul Vasavda, IIM Ahmedabad**

**Speaker: S. Iyengar**  
**Gujarat Vidyapeeth, India**

Management education being applied stream of education in conducting business in society is sensitive to change in the business environment and social standards. Not surprisingly there is already good debate on what management education should be by 2020. Two schools of thought appear to be emerging. One is the standard approach that takes changes as given and happening and adjusts the applied teaching and training to suit the new requirement. Thinkers have given thought under this approach and think that India has an advantage as the new business opportunities are better. My address will dwell upon this part. Further, there is a standard view which discusses the future challenges in terms of growth, balancing aspirations in society, quality assurance, sustaining scholarship in management education and aligning with future needs. My address would also incorporate this aspect. The second approach is related to concerns the challenge to Management education in creating leaders who exhibit socially responsible behavior that at the same time adds value to corporate performance. One school of thought sees this as a challenge and then discusses aligning and remodelling the courses, curricula and training. I propose to add a third dimension that I consider very important. With globalisation and marketisation, there is a presumption that the future society will be intensely technique and technology oriented. The management challenge is how to set the structures and systems in most profitable way perhaps with some touch of social responsibility such as CSR. But I see a need for paradigm shift. Major challenge in management education by 2020 would be how do we orient, train and manage human souls. Focus has to shift from system to Individual. My talk will elaborate this point and argue that Gandhi was a strong votary of this approach.

*Prior to the present job since August 2005, Dr. Iyengar was Director of the Centre for Social Studies, Surat (2004-05) and Director of Gujarat Institute of Development Research (1999-2004). The major foci of his research have been natural resource development and management, people's institutions and role of non-government organisations in initiatives in societal development. He has actively co-ordinated NGO initiatives in the rescue and relief operations of the Gujarat earthquake, January 2001. He was a member of the advisory committee on earthquake rehabilitation to the Gujarat State Disaster Management Authority (GSDMA). Dr. Iyengar has been a member of the Environmental Economics Research Committee (EERC) of the World Bank supported national project on capacity building in environmental economics. He has also chaired a sub-committee on Monitoring and Evaluation of the Watershed Development Programme of the Government of Gujarat. On Human development front, he was a member of the Technical Advisory Committee on Abortion Assessment Project, India and Convenor of the Ethical Consultation Group. He was member of the Advisory committee on Population Policy, Government of Gujarat. He was also a member of the Task Force on "Land and Forest Regeneration" under the Capacity 21 Project of the World Bank at Indira Gandhi Institute of Development Research, Mumbai and the Vice Chairman of the Task Force on Use of Common Property Land resources in Gujarat set up by the Government of Gujarat. He is a Trustee of the Gujarat Vidyapeeth, Ahmedabad, a deemed university for education based on Gandhian Philosophy. He is a Trustee in many voluntary organisations in Gujarat and in other states. He is also a visiting faculty in different universities and research and training institutions in Gujarat. He has authored and edited seven books and published more than 60 research articles.*