

# “Growing Business School with a BIG Ambition”

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## “Conceptual (strategic) framework of Management of Excellence in Professional Management Education”

### 1. Predetermination of its growth plan

Statement of purpose will be ‘excellence in management education’, to be managed to achieve professionally so well, that, SBS will be able to face increasingly challenged questions of professional Business Education, in the region and the state.

### 2. A simple logic of chrysalis

Transformation of a Self- financing College to a renowned ‘Solapur Business School,’ (SBS).

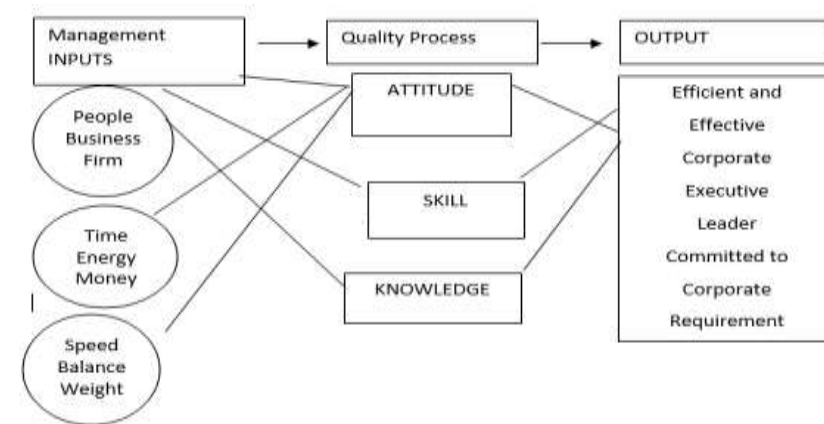
### 3. To provide Professional Business School Qualification, three areas of Executive’ Personality of a student need to be considered as (1) Personal/ People, (2) Business and (3) Career.

### 4. This will be fantastic and fun-tastic Journey, where destination is ‘sustaining intellectual joy’, which will seek to increase,

simultaneously, competence of students, as well as, staff.

5. Whereas, management will provide financial and organizational means to fulfill the purpose, aim or mission, the basic need or requirement of translating vision to realistic practice mission, is to mould the ‘attitude’ of staff and students towards the development orientation of the mission. This may requires/ entail a missionary zeal to engage continuously and constantly in to the ‘skill development’ of them (S/S), especially those group, seek to devote for this mission. Knowledge earning through the process of ‘Executive Learning’ in the framework of a curriculum design, sought already, also could be transformed by giving needy homely treatment of mastering concepts, practicing Principles and share experiences across the learning groups of S/S.

## A. Process of Transformation through Edu-Training Model (Internal Environment scanning)



## “Edu-Training Model (ASKing Process)”

Soft skill modules to mold aspiring executive Brains can be listed as follows:

**I. Critical and Creative thinking Skills:**

- ✓ Analytical
- ✓ Researching
- ✓ Graphical Analysis
- ✓ Judgmental.

**II. Communication skills (Using ICT effectively)**

- ✓ Sound/ Voice culture
- ✓ Oral communication
- ✓ Presentation Ability
- ✓ Ability to Develop Team
- ✓ Work culture
- ✓ Learn to effectively- Selling, Negotiating, Consulting, Counselling skills

c) .

**a) Strategic initiatives for internal improvements (Institute)****FPAIR Chart (Issues to deal with)-**

- Faculty Interaction
- Facilitation Work
- Academic Manual
- Administrative Manual
- Career (counseling) Care center
- CET Practice workshops
- Workshop for management aspirants(For MBE introduction)

**b) Strategic Management process for professional Management Education**

Plan of action is a strategy. Being strategic is determination to achieve the goal. In the process of strategy formulation, implementation and evaluation, what matters most is a mission to translate vision in to reality. Mission is devoted to achieve goals through a determined plan action. This in the context of professional education like Business and Management which is concentrated on Teaching-Learning process in the internal Environment and

- ✓ Creative Image Building
- ✓ Brand Building Exercise
- ✓ Managing Expert Human Resources
- ✓ Full Potential Approach
- ✓ Reorganizing Hierarchy
- ✓ Maximizing Divine Human Potential,

**Strategic Process Models****SPM I:**

**D-I:** Effective results in terms of Quality, Efficiency, Effectiveness, Optimum profitability.

**D-II:** Maximizing Human Potential by Executive Learning, Managing skills, Experiential Learning through practical experience.

- ✓ Effective Teaching,
- ✓ Effective Training,

**III. Personal Development and Executive Personality Growth**

- ✓ Enthusiasm & Happy Nature
- ✓ Efficient & smooth interaction
- ✓ Sensitivity to interpersonal & Social issues
- ✓ Executive leadership skills
- ✓ Adapting & adjusting with uncertainty, complexity & ambiguities.

**B. Edu-training model (External Environment Scanning)**

- a) Strategic FPARI for internal improvements (Facts, Plan of Action, Improvements, Results)
- b) Strategic Management of Professional Education

- Content Development for all subjects
- Connectivity Advantage
- Self -Appraisal Reports
- Effective time- table management
- Academic According Software
- RTC activity- Promotion culture

Brand Building Good will, Reputation and Credit worthiness earned, are signs achievement goal in the external Environment.

Certain strategic initiatives would be of immense help in gaining ground with strong foundation by professionally managed process of Edu- training aspiring executive minds.

**c) Strategic-Initiatives:**

- ✓ Excel in behavioral training for the development of Executive Personality of Students
- ✓ Excel In enriching aspiring Executive Minds.
- ✓ Contribution to Managerial & Organizational Effectiveness

**D-III:** Executive Mindset Managerial Attitude, Managerial Behavior

**D-IV:** Information and Data, Analysis and Application, Knowledge Experience, Management Wisdom setting

**SPM II: Goals to EXCEL in:**

- ✓ Employability,
- ✓ Placement,

- ✓ Research,
- ✓ Consultancy,
- ✓ Image

- ✓ Growth Rate,
- ✓ Brand

**Setting Goals to Excel in:**

- ✓ Effective, efficient counselling & Guidance
- ✓ Career Development
- ✓ Quality Performance
- ✓ Research & reengineering

- ✓ Accreditation & Quality Certification
- ✓ Revenue collection & allocation
- ✓ Surplus/ profit Performances
- ✓ Seminar/ Symposia
- ✓ Excellence in Management Sciences (EMS)
- ✓ Core Competencies and Competitive Standing (CCCS)
- ✓ Creative and innovation for start- ups (CIS)
- ✓ Advertising Communication and Media Studies (ACMS)
- ✓ Executive Coaching and Management Counseling (ECMC)
- ✓ Entrepreneurship and Management Development (CEMDEV)
- ✓ Project - based Industrial/ Executive Learning (PBEL)
- ✓ Consultative Council of Management Executives (CCME)
- ✓ Students Management Association (SMA)
- ✓ Mangal Business Academics (MBA)
- ✓ Vocational Training and Professional Development
- ✓ Corporate Event Management
- ✓ SB skill Development foundation (SSDF)

**d) Growth Leadership for Managing Strategies: Process towards “Achievement of mission objective” entails following aspects.**

- ✓ Creating a five years strategic plan
- ✓ Current year- goal setting and plan of action.
- ✓ Full potential utilization.
- ✓ Being a ‘better Edu-trainer’, leading the strategic process,
- ✓ Strategic/critical thinking & problem solving ability enhancement
- ✓ Developing Team Spirit, Team Ability, Team Potential,
- ✓ Smooth Transition and manage change effectively.
- ✓ Leading at different phases of development
- ✓ Leading effectively the operative fore in terms of result orientation.

e) **Development strategy at:** Institute, we need to focus for overall development and the process of executing effectively the strategic management policies and programs. This requires forced strategies that can achieve the certain goals set by predetermination of Objective.

**h) MIM, Solapur: A Case Study of Growing Ambition**

MIM is a twenty year old, rapidly growing institute of:

- ✓ Career Development
- ✓ Management Studies

**GROWTH AND DEVELOPMENT STRATEGY:**

Employee Development	Efficient Funding	✓ Management Research and Development	✓ Management Development
Full Potential Approach	Students Executive Personality of its development focusing the priority areas, like	✓ Collaborative Research	
Campus Culture Environment	Strategic Stewardship and resources	✓ Attracting Future Viability Research Grants	
Capital Planning Committee	Customer Satisfaction	✓ Creating more Healthy Research Environment	✓ Strategic Leadership
Brand Loyalty Reputation	Good Will, Credit Worthiness	✓ Produce High Quality Research	✓ Presence Strategic Change
Earning Respect in Business Community	High Level	✓ Peer reviewed- High Impact	Research Papers.

**f) Resource centers for Strategy Execution:**

i.e. Center of Activities running/ conducting as a Responsibility Center accountable for profit/ surplus/ sales revenue/ Goal Achievement, Broad areas of functions which itself can become independent Institutional mission, can find grown as an initiative to expanding our strategic mission-

- ✓ Inferences on Analysis of past performance.
- ✓ Doctoral Studies by – (I) Course work (II) Published work

**g) Activity Based Responsibility Centers:**

- ✓ Edu- Training Placement and Program Development (ETPPT)
- ✓ Continuing Professional Education (CPE)

**II) Development Mission**

- ✓ MOUS with nearby Industry Associations.
- ✓ Coordinate strategy, research and Edu-training,
- ✓ Institute’s presence in high level conferences,
- ✓ Corporate symposia and seminar.
- ✓ Kazen: Continuous improvement.
- ✓ Establishing systems of operations like:-

- Administrative system
- Accounting System
- Admission System
- T-L Process System
- Training System
- Communication System
- Financial System
- Costing and cost Accounting System
- Advertising & media system
- Marketing System
- Quality Assurance System
- Business Academics System.
- Review System

We need to, either introduce the Edu-training software available, or design instructional manuals, for development and installation and system design. Also, division a work in a strategic manner, among the staff/ students and management, will definitely result in to effective performance or desired outcome expected,

### III) Leadership Role in the of Strategic Implement and Review/ Evaluation (Four Areas)

1. Development of GW/ Reputation,
2. Credit worthiness and brand image
3. Securing Significant funding from
  - ✓ The management
  - ✓ The Universal
  - ✓ The government
  - ✓ The society
4. Quality Assurance in T-L Process.
5. Certifying Corporate (Business)/ Trade Leaderships
6. Career Care Centers for- (I) Staff (II) Students (III) Business community
7. Maximizing Human Potential
8. Full potential utilization approach
9. Strong Social Presence in (media, group, mass platforms)
10. Leading corporate management culture.

### IV) Development focus or Marketing Aspects

- ✓ Understanding Social media
- ✓ Multichannel Approach
- ✓ Prospectus features on Digital, Social Media, and Email Communication.
- ✓ Strong Social marketing presence
  1. Workout scope to market development ideas to industry
  2. Installment of Authorized logistical support center
- ✓ Brand image building exercise and a continuous development strategy
- ✓ Using power of “you-Tube”
- ✓ Development marketing/ Focus Continued: -
- ✓ Drive traffic to your website i.e. Google advertising.
- ✓ “Trip Adviser”- Effect on student, Parents/communions.
- ✓ Star rating among contemporary institutes of executive learning.

### Goals & Targets from:

### MANAGEMENT-High Priority

- i) Brand marketing in to Segment with penetration strategy
- ii) Turnover in terms of
  - Admissions
  - Exam CIE/Results
  - Placements.
  - Research & Consolatory
  - Executive counseling
- iii) Surplus/Reserves/Revenue
- iv) High Impact Research article focused only an improvement and development
- v) Full utilization of new Technology / innovations
- vi) Scholastic/ merit Record Targets
- vii) Managing change- larger impart
- viii) Best Resource Policy Support
- ix) Best Research Policy Support
- x) FIVE YEAR INTEGRATED COURSE OF MANAGEMENT AND BUSINESS.

### Current Continuous improvements 2019 as Follows:

- ✓ Website- Vibrant, Responsible and growing
- ✓ New prospecting Strategy for Executives Admissions,
- ✓ Executive placement Brochure
- ✓ New Recruitment system for SIS
- ✓ Structured T- L Process
- ✓ Internal Assessment system
- ✓ Standardized system QBS
- ✓ Standard course/ study/ central material development.
- ✓ Industry- institute partnership
- ✓ Industrial Memorial Lecture Series
- ✓ Development Budget Strategy
- ✓ Adjuncts (limited but continuous term contracts-75 ) system
- ✓ Smart city projects/ Government contracts in Training
- ✓ Relationship strategy

### Summing up note

1. Development always is a continuous, futuristic, focused process and growth is a short term approach.
2. Viewing MIM as a Growth Oriented Ambitious Business school working and functional strategies, a find clear perspective and focus, in the process of this thought.
3. Scanning internal and external environment and designing the strategic management

process- strategy formulation, implementation & review is a complimentary to development process which is contributing to vision- mission achievement over the time, for the professional MBE.

4. Internal system's improvement should be primary focus to create a strong base and quality performance platform that is pushing our output in the external environment creating 'Quality- Salesmanship' or 'Trip-Advisor Effect'. External scanning will definitely help in strategy formulation, assisting in achievement of objective of delivering an "Effective Executive Personality" matching corporate requirement, demand & commitment.

#### **Glossary of Terms defined for research on GBS:**

- "Management excellence is the constant pursuit of greatness in business. An aspirational state, beyond current state of management practice"  
Ref: [www.thebalancecareers.com](http://www.thebalancecareers.com)
  - "Leading & growing business school/ ventures means, a follow-up on program designed to help your efforts, maintain momentum and manage growth, by choosing best path to ongoing growth process. That is enabling you-
    - ✓ Evaluating opportunities
    - ✓ Effectively manage risk
    - ✓ Managing growth in the face of resource constraints
 Ref: <https://www.exed.hbs.edu/leading-growing-business-ventures>
  - Logic of Chrysalis for B- School:  
"New Enterprise expanding and growing larger, but keeping fluidity & productivity, experiencing metamorphosis in to a full grown. B- School (Butterfly). It is apt because the process of maturation also involves winnowing."  
Ref: <https://wwwstrategy-business.com/article/chrysalisEffect>
  - Profession of B- School Qualification (PBQ)  
"PBQ is an executive learning qualification programme offers:
    - ✓ Opportunity to experiment with Practice, approaches & tools
    - ✓ Ongoing feedback, supervision and mentorship to support development of skill & confidence
    - ✓ A quality assurance of Edu-training
    - ✓ Consultative council membership benefits.
 Ref: <https://henly.ac.uk/executiveeducation/courses/the-professionalcertificate.in.coaching>
  - Transformation through Edu-training
- "The process, supporting flexible learning opportunities any time by self- assessment, formulate executive learning plan, conduct training by ASK model provide mentor support for professional development.  
Ref: <https://edutransformationcenter>  
With [www.google.com/resource/5677941832810496](http://www.google.com/resource/5677941832810496)
  - Strategic initiatives are the means through which a vision is translated into practice through finite duration practical projects."  
Ref: [https://wikipedia.org/wiki/strategic\\_initiative](https://wikipedia.org/wiki/strategic_initiative)
  - "Strategic Management Education Program" SMEP, is process which defines B-school strategy where aspirants have choice to achieve better performance"  
Ref: [https://www.managementstudyguide.com/strategic\\_management\\_process.htm](https://www.managementstudyguide.com/strategic_management_process.htm)
  - Activity Based Responsibility Center  
"Activity center responsible for the activities, results and performance. It is a larger concept of Responsibility Accounting System including financial and non-financial performance measurement."  
Ref: <https://strategicto.com/responsibility-center>
  - "Learning and Development Strategy" (LDS)  
LDS aims achieving meet learning and development needs of students & staff for ensuring optimal human capital development. It is process of building business management and leadership skills for strong executive learning team."  
Ref: [https://www.imd.org/imd\\_reflections/corporate\\_learning](https://www.imd.org/imd_reflections/corporate_learning) and development strategy
  - Continuous Improvement in MBE  
It is instructional improvement at class-room level, system Improvement and addressing collective impact on-
    - ✓ Leadership & strategy
    - ✓ Communication & engagement
    - ✓ Faculty Infrastructure
    - ✓ Research methods and
    - ✓ Capacity building
 Ref: [https://www.carrogefoundation.org/WP\\_content/uploads/2014/9/carregie-foundation-continous-improve](https://www.carrogefoundation.org/WP_content/uploads/2014/9/carregie-foundation-continous-improve)

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