

104 **EXCLUSIVE INTERVIEW**

DIANA'S PAK LOVER OPENS UP ON PRINCESS

SUBSCRIBER COPY NOT FOR SALE

NOVEMBER 3, 2013 ₹30

THE WEEK

JOURNALISM WITH A HUMAN TOUCH • www.the-week.com

**BLUNDERING
ON BIRLA?**

THE PROBE AGAINST
KUMAR MANGALAM 52

THE WEEK-HANSA NATIONAL SURVEY

INDIA'S BEST



IMER Mag. 2
14

30-10-2013



SCHOOLS

- ◆ Trends of 2013
- ◆ Technology is changing the classroom
- ◆ The most popular professors
- ◆ Innovation & entrepreneurship

COVER STORY

TOP 136-150 B ALL INDIA Schools

		Composite score
136	Department of MBA, MVJ College of Engineering, Bangalore	229
137	Disha Institute of Management & Technology, Raipur	223
138	Sandip Institute of Technology & Research Center, Nashik	222
139	Central Institute of Business Management Research & Development (CIBMRD), Nagpur	215
140	Krupanidhi School of Management, Bangalore	213
141	Srusti Academy of Management, Bhubaneswar	211
142	Swayam Siddhi College of Management & Research (SSCMR), Thane	209
142	Padmashree Dr D.Y. Patil Institute of Management Studies, Pune	209
144	GRG School of Management Studies (GRGSMS), Coimbatore	207
145	MEASI Institute of Management, Chennai	206
146	KLS's Institute of Management Education and Research, Belgaum	201
147	Nehru School of Management, Thrissur	197
148	KPR School of Business, Coimbatore	193
149	St Joseph's PG College, Hyderabad	178
150	S.V. Institute of Management, Kadi	169

paring MBAs for industry-specific careers with the belief that the industry would find these MBAs more relevant to their specific requirements," said Batra. "MBA in business analytics is a fast emerging specialisation globally as well as in India, often in partnership with big IT companies. The rationale for such programmes is the belief that future corporate jobs will revolve around the knowledge and skills of data science, a newly emerging discipline."

So, would a leader need specific expertise or should she be trained in the fundamentals of the business? "The jury is still out on whether generic courses and generic MBA would work better than a specialised MBA. One can argue that the true value of an MBA programme comes from the learning to understand, analyse and synthesise real life situations in a holistic, rather than in a functional, manner. However, if generic MBA courses are

Moving ahead: Harshi Pipparia (left) of WeSchool had been a software engineer before she joined the B-school

taught in a lacklustre manner through presentations or lectures, they would fail to develop such well-sought of competencies from MBA students," said Batra.

For the industry, the debate is not on choosing between a general MBA and a specialised MBA, but on integrating the two. Said Ninad Karpe, managing director and CEO, Aptech Ltd: "People are looking for strong horizontal skills, but increasingly people want some vertical skills, too, such as design and rural marketing. So those are skills typically one would have learnt on the job. But today, the general expectation is that you need the general foundation, but you cannot ignore vertical skills; you need some expertise." A mix of both, as done in many B-schools where the specialisation comes in only in the second year, is still the preferred model. ●

JANAK BHAT

