

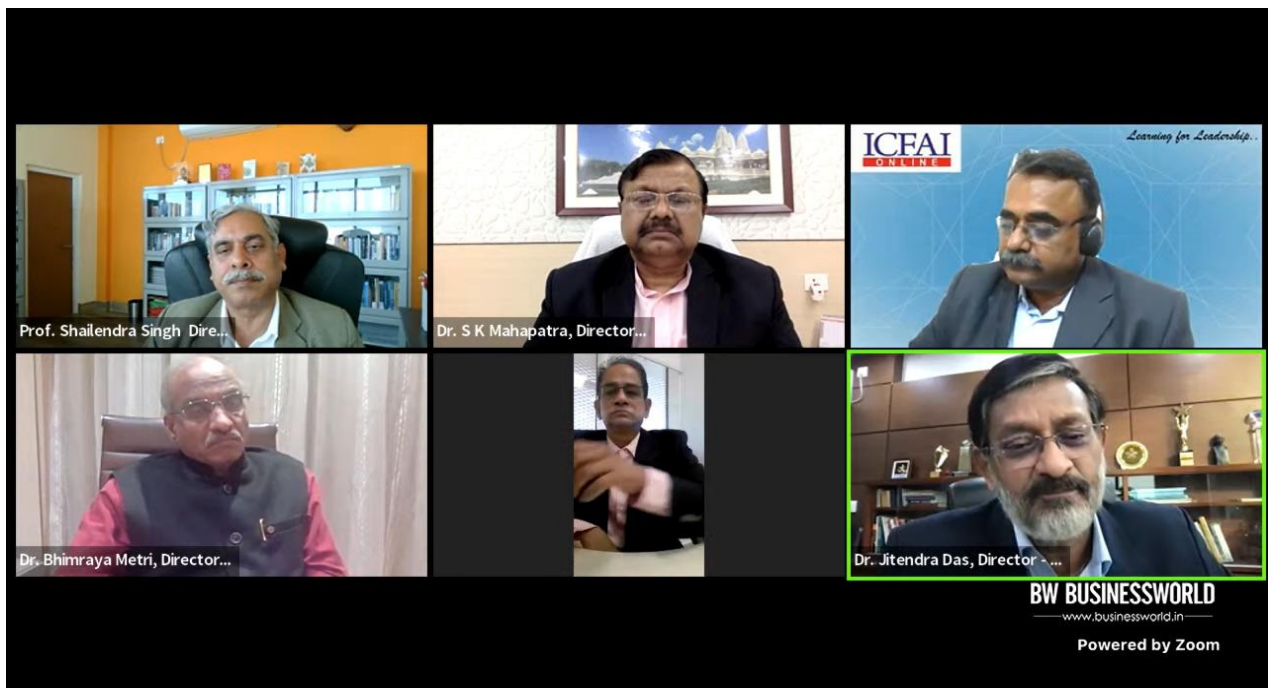
BW Education: Future of Management Education Conclave

Friday, February 25, 2022

BW (Business World) Education has organised an event on Management Education "Future of Management Education Conclave" virtually on February 25, 2022.

Dr. Jitendra Das, Director, FORE School of Management has been one of the Panellist in the Session 6 from 03:40 PM to 04:10 PM. The theme of the session was "The Digital University and the B Schools". A large number of participants from industry and academia have attended the conclave.

This session was focused on the Placement and Employability of Management Students, Diversity in the MBA Classroom, the Role of Internships and Induction Programmes, etc. One of the panel discussions highlighted the perspective of B-schools adapting to Digital University, with Directors of prominent MBA institutes weighing in with their opinions.



Dr. Jitendra K. Das, speaking in the Conclave.

Dr. Das explained the difference in education students receive in a business school as compared to other universities. Students usually enroll in universities with the objective of getting a certificate or degree, but, the primary objective of enrolling in a B-school is to get placed in a reputed profile and company. The academic fee in business institutes is high, therefore, the expected delivery of content is superior compared to other educational institutes. Students always calculate the ROI before applying to a B-school which is why management institutes are intensely

focused on providing a learning experience. This learning experience is provided from a recruiter's point of view. There are three crucial components to build a learning experience - the curriculum activity, the co-curriculum activities, and the extracurricular activities. Management quizzes, seminars, panel discussions, workshops are important elements of a learning experience. "With the pandemic and its subsequent lockdowns, the challenge to provide a learning experience by B-schools increased many folds. At FORE School of Management, we redesigned the mode of delivery by adapting to digital transformation. The objective was to create a classroom experience adjacent to a physical classroom. This included adopting a hybrid form of class, installation of smart TVs and dish film media so that all students can see each other, moving from 4G to 5G connections, etc.", said Dr. Das. Digital transformation is a dynamic process that requires continuous progress and upgradation. There are several parameters that come to play to enable digital transformation in B-schools. Acceptability of digital classes by students, adaptability of online placements by recruiters, faculty preparedness, and competence are all part and parcel of this transformation. "Faculty training is a major requirement for digital transformation to take place in B-schools. Professors need to be trained to operate in a technology-driven environment so that the learning experience is not compromised", added Dr. Das.

Along with **Dr. Jitendra K. Das**, Director FORE School of Management, New Delhi, following were the eminent panelists:

Prof. Shailendra Singh, Director, IIM Ranchi;

Dr. Bhimraya Metri, Director, IIM Nagpur;

Prof. R S Desikan, Department of Management, SRM University, Andhra Pradesh;

Dr. S K Mahapatra, Director, KIIT School of Management, KIIT DU, Bhubaneswar;

Dr. Sanjay Modi, Pro-Vice-Chancellor & Executive Dean, Lovely Professional University;

Prof. R Prasad, Director (Academic Wing), ICFAI Group was the moderator of the session.