

Proposed for Jain University, India

**CONCEPT NOTE ON TRAINING MANAGEMENT FACULTY AIMING
AT WORLD CLASS TEACHING**

[Leading Education Systems for Effective Outcomes]

Vision: Develop, create and nature “IMS- Indian Management Service”.

Mission: To train with the best world class teaching methodology

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INTRODUCTION

The dawn of the 21st century has heralded the development of India as an economic powerhouse powered by a revolution in the knowledge sector. However, the knowledge economy is not just a synonym for information economy or the information society. In the present age, knowledge economies address how information and ideas are created, used, circulated and adapted at an accelerating speed in 'knowledge-based communities', i.e. networks of individuals striving to produce and circulate new knowledge. In knowledge economies, these capacities are not just the property of individuals, but also of organisations, which have the capacity to share, create, and apply new knowledge continuously over a time.

All this is possible with the knowledge Educators, i.e. the Faculty community. The faculty, who are guiding pillars of the knowledge economy, drive the education sector. Their role in shaping the economy and the personality of students to take up the challenges is crucial. Universities and Institutes, where faculty and students constantly challenge the existing boundaries of knowledge amidst a prevailing culture of knowledge creation, are ideally positioned to be the powerhouse of the knowledge economy.

Further, despite having one of the largest higher education systems in the world, only a few institutions of learning have been able to make a mark on the global stage, i.e.: IIM, IIT, IIS, to name a few only. The reason is obvious that a faculty/human resource that is available to teach the students is par at global level. The knowledge base, the research output, the training imparted, *et al*, are the hallmark in these institutes. Needless to say, the faculty have turned and driven this knowledge economy in these admired schools.

India is positioned to adopt a leadership role in the global knowledge economy of the future. With all most more than 3500 B-Schools of all varieties across country, along with the faculty group, a promising future for India is awaited. But, this promising future depends on how promising are these **FACULTY**, especially the young and fresh teachers, who have taken/ will take the mantle of teaching to the most economic driven course of India-Management Education. The future lies in these faculty, their excellence, their approach, their innovation and ideas, their knowledge base, and the methodology with which they drive the education, *per se*.

Recognising the importance of having best teachers and teaching community drive the economy, with passion for teaching, **JAIN University** propose to establishment of “**School for Management Teachers**” for Indian Management Services. The school would be at the fount of making global knowledge hub through intensive Faculty Development Training for those who dream of teaching, especially the management education, a set benchmarks for excellence. The first and the foremost criteria for a university/institute/college to be termed as world class is the **QUALITY** and **EXCELLENCE** of teachers, recognised by the society, peers and all the stake holders of the academic world. The training of teachers in management education (educators) creates a virtuous spiral of increased quality and excellence, thus pushing the academic institutes to strive towards better teachers. Students choose management schools, giving stress to quality teaching, and this is possible with quality teachers, *per se*.

THE SCHOOL AIM

The school shall stand for Faculty Development Training of the teachers, who are part of Management Education in India. It shall constantly aspire to impart all the latest training pedagogy for teachers to drive the knowledge economy.

The school also provides for the knowledge manpower needs of the country, thus, train the teaching Professionals.

Target:

Fresh / Young Management Teachers [1-4 years experience]

Management Students for Employability [Final year]

Objectives:

1. Groom Young/ Fresh Management Teachers
2. Impart various teaching pedagogy
3. Train in Case Study methodology
4. Understand your potential role
5. Function as effective change agent

THE SCHOOL THEME

The school theme would be to create-develop-nurture the Faculty, with all the possible teaching methods, pedagogy, and therefore, have a team of teachers, who go to the society to impart knowledge of significance to India. For illustration, such area of relevance could be: Design, Development and Delivery of Programs, Qualities and Persona of the Teacher, Curriculum Development / Planning, Administration in B-School, Pedagogy Approaches, and Research in B-School, Case Study Approach, and the like. The school also aims at building competency in teachers in the area of: Communication for Management Teachers and Researchers; Course Writing for Management Teachers; Research Methods; Applications for Data Analysis and the Case Method in Management Education. There could also be a workshop especially on how to develop course during the training.

Further, the school would also go for training in disciplined based courses: like hr; Marketing; Finance; Strategy; Entrepreneurship; Economics; or and those subjects which are part of most B-School syllabus and curriculum.

THE ADMISSION

In order to attract bright minds for teaching as their career and future, the school would formulate policies for admissions to the program and the features outlined below are only tentative guidelines and may be debated. However, the procedure depends on the credibility of the admission process, while identifying the ‘merit of individual’, and flair to be a teacher. But, the focus would be for those who have decided teaching as their career, who want to develop their pedagogical and management research skills, and have no idea of how to make it BIG.

Step 1: A high level of teaching aptitude and interest, demonstrated in the application form [for fresher’s]

Step 2: A flair for teaching and a strong urge to become a good teacher [1-3 years experience]

Step 3: Those who have NET cleared, and have passion for teaching

Step 4: All who are interested, have intension to become teachers.

The reliability and validity of final admissions to the training program would depend on the last step of personal discussion/ interview with school experts.

ACADEMIC PROGRAMME

The school, main vision is to develop-nurture passionate teachers to teach the Management programme, would devise the module/model addressing the issues and strategies in developing better teachers. The list below is an indicative list

of how the training program would be structured. Depending on the time that is required or that is permissible or that can be spared by participating institutes/ schools/ colleges, it will be designed for:

3 days (each month)

5 days (each month)

7 days (once in two months)

15 days (once in a semester)

30 days (during the semester break)

However, the focus would be entirely on the development of competency development of teachers, and the ability of teachers to pose a challenge to the students in the discovery of ideas and leading students in a voyage of knowledge.

GOVERNANCE STRUCTURE

The Dean/ Director for the School shall be the person responsible for day today administration and management of the school/ program. The Dean shall report to the Chairman about the progress of the program. There will be Board of Advisors, Experts, to advise from time to time. A Committee would be there selecting final teachers for the program.

INFRASTRUCTURE and OFFICE

Infrastructure in the form of class room, library, photocopy machine, LCD's, and the like would be needed.

MOU's

The school would look for MOU's with IIM/IIT and marked institute to devise the training modules, methodology, contents, and the like, that is essential for IMS program. Also, there would be attempt to associate with Overseas business schools, for content of course development, faculty inputs and talk by overseas experts, *per se*.

TRAINERS and EXPERTS

Experts, Professor, Knowledge creators, including Panel of VC's of different universities would be drawn up for training the faculty. This would also include experts from in-house experts. [80% in-house/ 20% outside]

FEES

There could be fees charged (?) depending on the days of program. Few scholarships / Fellowships would be instituted. There could also be a scheme of fees charged as 50/70/80% and the like. To make the program visible and value add, including branding of the program, First year would be with minimum (no fees) charged. Once the standing of the program is built, than it could be charged based on the days of training:

1st year: Minimum (no fees)

2nd year: 5000

3rd year: 10,000

4th year: 12000, and the like.

[Rough figures]

CERTIFICATE

Those entire faculties who are trained in this school and who complete the programme satisfactorily will be awarded a certificate, and will become members of the School Alumni Association. They can also attend all other disciplined based course, and electives designed by the school from time to time, with scholarship/ fellowships/ reduced fees.

CONCLUSION

The knowledge revelation is possible only with the dedicated and well trained teachers, who are passionate about teaching. With the right sprit of training, the Schools vision of developing “IMS” motto would be fulfilled ,and India, which is having a deficiency of nearly ONE LAKH management teaching short to teach at various B-School, would be addressed by this School.

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Attached:

Tentative Proposal of the program for IMS-Indian Management Services

A Model for Teachers to be more effective:

Competency Required by a B-School Teacher	
Stage One	Excellent communication skills Good listening skills Analytical skills Convincing power Ability to innovate new ideas People management
Stage Two	Patience / Emotional Intelligence Operational Executor Strategic thinking Analytical/creative thinking (To think outside the box) Business understanding
Stage Three	Effective influencing skills Leveraging Partnership Clear Understanding of Ed business Strategic thinking in line with business
Stage Four	Business Acumen Market Insight Communication expertise Technological Command
Stage Five	Superior Interpersonal Skill Creative and Innovative Conceptually strong Proactive for Internal customer
Stage Six	Honesty Empathetic Control emotions Anticipation, Speed & Flexibility
Stage Seven	Quality & Customer Focus (Internal/External) Passion for Superior Performance
Stage Eight	A dynamic Change Agent Better leadership qualities Agile Minds Integrity Change Agent Stewardship

Title: FDP for Teachers working in the AICTE Approved Management institutes in India

[Learning in Practice: A Commitment to Teaching]

Organizer: Jain Group of Institutions

Duration: 3 days(?)

For Whom: Faculty working in B-School, with 1-4 years of experience.

Total Participants: 30 per program

Aim of the Program

The training program is geared to ensure the Quality, Relevance, Excellence and Skills development through up-gradation of knowledge of B-School teaching community, and to encourage research of high quality standards. The training program enables participants to develop competency in general management education as well as in management research and pedagogy usability.

Objectives of the Program

1. To equip with knowledge, skills, and attitudes required to manage an B-School, and develop new ideas, approaches and methodology[**affective learning**]
2. To demonstrate the appropriate use of different teaching pedagogy, and acquaint with recent developments in Teaching and Research methods [**Behavioral learning**]
3. To explain how to resolve problems at classroom situation and manage the classroom sessions effectively, and develop new sets of competency and skills[**Cogitative learning**]

The Genesis of the Present program

The Knowledge base and the Skills Set:

The concern for most organization, Management and B-School is the challenges they face in developing the greater confidence, initiative, solution-finding, problem solving capabilities and the Teaching-Research-Administration skills and knowledge of its human resources. As a faculty, it is important to have the Knowledge-Skills-Attitudes which match in developing and managing the institute or the B –School. The B-School needs faculty at all levels to be more self-sufficient, resourceful, creative and knowledge in academic area. The more the knowledge about different skills that B-School needs, the better it would be to manage the school, per se.

Infact, this knowledge-skills – attitude behavior would enable the faculty to operate at higher strategic level, which makes their organization and B-School more productive and competitive. Peoples efforts produce bigger results and its what all the organization strives to achieve. However, while conventional skills training gives people new techniques and method, it won't develop their maturity, belief and/or courage, which is so essential for the development of managerial and strategic capabilities of the B-School. But, the crucial fact lies here is the training that has to be given to the Faculty who are working in the B-School. Thus, the need for such design, which enables the faculty to quip with the K-A-S to work – manage- develop the B-School.

Day One

Sl. No	Time	Topic	Sub-Topic	Objectives	Methodology
1.	0830-0900am	Registration		Any Additional Information at the Reception/ registration desk, last minute handouts	Kit/ Forms/ Bag/ Files To get used to the place of training
2	0900 – 0930am	Ice Breaker and Info		A warm up time, where each to know other, and the trainer with all	A Dyad group, each participants to introduce other Team Member, focusing on : <ol style="list-style-type: none"> 1. Professional Achievement, 2. Personal Info 3. Why Teaching Field 4. Significant Achievement in Teaching
3	0930 – 0945am	The workshop: WHY this program, and the methodology	1.How the day time will be spent 2.What would be the take home experience	1. To set Air for the program 2. Set Targets, expectations, and the outcomes	1. Time table handout 2. Interactive 3.A PPT showing the programme for the day (AGENDA)
4	0945 – 1015am	Overview of Management Education	1. Evolution of Management Education	1. To give jist of management Education over the years	PPT, Participants views and opinions

			<ul style="list-style-type: none"> 2. Foundation of Management Education 3. Basic Concepts 4. Management education over the ages 	2. To highlight the importance, significance and contributions in mgt, per se.	
5	1015 – 1100am	Qualities and Persona of the Teacher	<ul style="list-style-type: none"> 1. Competency 2. Skills 3. Knowledge Required by a Teacher 4. Network 	<ul style="list-style-type: none"> 1. What makes a Teacher and what makes a Best Teacher 2. How Network matters, and what network are available 	<p>PPT, A handout on Best Teacher qualities, and a Case of Best teacher in making</p> <p>A write-up on Best Management Teacher from Harvard Business School London Business School, Sloan. Also, Profile of Mgt Teachers like : Samanth Ghoshal, C K Prahalad, Dr Uday Pareek, and the like</p>
1100 – 1115am			TEA and Breathing space		

6	1115 – 1215 noon	Curriculum Development / Planning	<ul style="list-style-type: none"> 1. The Nature of MBA Curriculum 2. Setting Learning Objectives 3. Lesson Plan 	<ul style="list-style-type: none"> 1. Setting Personal Goals and that of course 2. Curriculum framework 3. How to design Lesson Plan 	<ul style="list-style-type: none"> 1. PPT 2. Experience sharing 3. Take One example of lesson plan prepared by participants and a micro discussion on that.
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7	1215 – 0100p m	Mentoring and Counselling	<ol style="list-style-type: none"> 1. How to Mentor 2. How to Counsel 3. Methodology to follow 	<ol style="list-style-type: none"> 1. How to develop skills in students 2. Academic skills related personality 3. How life- work-academic problems have to be solved 	PPT, Discussion, experience sharing
8	0100 – 0130 pm		LUNCH and Network		
9	0130 – 0200p m	Administratio n in B-School	<ol style="list-style-type: none"> 1. Admissions/ Entrance test of India 2. Statutory Regulations 3. AICTE status and governance 4. Governing Council 	<ol style="list-style-type: none"> 1. Academic Writing for Management teachers 2. Administrative skills and knowledge needed 3. University Rules and regulations 	PPT, Handouts of AICTE, MOM of governing council meeting handout
10	0200 – 0300 pm	Pedagogy Approaches	<ol style="list-style-type: none"> 1. What are the various pedagogy to be used 2. Class room Management 	<ol style="list-style-type: none"> 1. Teaching methods adopted in different functional areas of Management. 2. Decide what is best at what point o time 	PPT, Discussion, Presentation by Participants (one)
	0300 – 0315		TEA		

2	0315 – 0415 pm	Research in B-School and Management area	<ol style="list-style-type: none"> 1. PhD program 2. Post Doctoral Programme 3. Projects : Summer and Dissertation 4. IT usage 5. Search engine like : Proquest, Emerald, CMIE, Crisil, Dataan ectar.com, acmdigital libraries, and the like 	<ol style="list-style-type: none"> 1. To look at the importance of Research in Mgt 2. How to go in for Post doctoral work, and emerging areas of research 3. Identifying Summer Projects and the probable researchable areas 4. The use of IT and available search database 	Usage of IT and computers, including SPSS, SISIat, and other
13	0415 – 0500 pm	Certification and Ranking	<ol style="list-style-type: none"> 1. The parameters for NBA Accreditation 2. Ranking agencies and the documentation needed 3. The membership for Professional bodies 	<ol style="list-style-type: none"> 1.To understand the process of certification 2. To prepare the documents, paper procedure for Ranking 3.AIMA details 	PPT, Discussion, AICTE format handouts
14	0500 – 0545pm	Industry – institute Interaction	<ol style="list-style-type: none"> 1. Placements 2. MOU 3. Centre of Excellence 4. Corporate MDP Programmes 	<ol style="list-style-type: none"> 1.How to gear-up for Placements 2.The network and link to develop between Institute and Industry 	<p>Experience Sharing</p> <p>The Model followed by B-School</p>
15	0545 – 0600 pm	First day Experience	<ol style="list-style-type: none"> 1. Experience of the day 2. Objectives met 	1.Was it Focused	Discussion

	Sharing	3. Future course of action	<p>2. Was it Structured s it ROI Day Two</p> <p>Coaching Design in Case Study Pedagogy</p> <p>Premise:</p> <p>Case Study is considered as the strong and effective teaching tool, because each case discussed, analyzed and described brings all the facets of Management concept, per se.</p> <p>Objective:</p> <p>A) The objective is to engage in an effective analysis of what goes into successful Case teaching, and build techniques that you can immediately apply in the classroom</p> <p>B) To develop the skills in handling, managing and delivery of Case discussion</p> <p>Case Study as</p>	Views and Opinions expression
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Sl. No	Time	Topic	Sub-topic	Objectives	Methodology
				Pedagogy model	
1	0900 – 1100 am	Case Study Approach	<ol style="list-style-type: none"> 1. Case Study pedagogy as an approach 2. Develop Case 3. Case Let 4. Registering a Case 	<ol style="list-style-type: none"> 1. How to use Case Study 2. Develop, discuss, and write a case 3. Class room management during case 4. Does and don'ts during a case study in class 5. Limitation of Case(s) 	<ol style="list-style-type: none"> 1. PPT 2. A case of Harvard Business School discussion 3. A copy of patent / copy write document
2	1100 – 1115am		Tea and Network		
3	1115 – 0100pm	Case Study as Pedagogy	<ol style="list-style-type: none"> 1. How to write and design a Case Study 2. Skills in Writing Case 3. How to discuss, analysis, and come to logical conclusion 4. What is NOT a case 	<ol style="list-style-type: none"> 1. Highlight the importance and strength of Case Study as a pedagogy 2. Look into issues in writing Case Study 	<p>A Case Study of Harvard Business School publication</p> <p>PPT</p> <p>Discussion</p>
	0100 – 0130pm		Lunch		
4	0130 – 0300pm	SWOT	<ol style="list-style-type: none"> 1. Identifying SWOT in Case 2. Business level strategy in case(BLS) 3. How to fix SWOT analysis 	<ol style="list-style-type: none"> 1. How to develop the facts and figures 2. How to link the BLS and the outcomes 	<p>PPT</p> <p>Discussion</p>

				3. Data collection, and use of Software	Minor Exercise of Identifying their B-School SWOT and discuss
	0300- 0315pm		TEA		
5	0315 – 0500pm	Develop a Case	<ol style="list-style-type: none"> 1. Write a Case, by provided Data 2. Develop/ write a case let 3. Black Board management during Case Analysis 4. How to divide class into group 	<ol style="list-style-type: none"> 1.The issues and problems during case writing 2.How to structure the case 	<p>Discussion</p> <p>PPT</p> <p>Role Play for class room management</p>
6	0500- 0530pm	Experience sharing	<ol style="list-style-type: none"> 1. To know the ROI of programme 2. To know how best it was, the limitation, and further improvements 	<ol style="list-style-type: none"> 1.Flush out the expectations and delivery 2.To set pace for the future 	Written Feedback, Oral

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