

Asia's pioneer mgmt school MAKES ITS ENTRY IN PUNE

The Asian Institute of Management will conduct a course at Edvance's Shivajinagar centre

Rajesh Rao

The Asian Institute of Management (AIM) of Manila, Philippines, is a pioneer graduate school of management in Asia. Now, it is launching its flagship management programme in Pune by partnering with the Edvance Learning Institute.

To be conducted at its centre in Shivajinagar, Edvance group chairman, Arun Arora, said at a press conference recently that the pilot batch of the Executive Diploma on Business Management (EDBM) will begin in February 2010.

"Geared to produce results, the EDBM programme will fulfill a long-standing need of working supervisors and managers, specifically targeted for those who have at least three years supervisory and managerial experience and want to upgrade their current skills," said Arora.

Associate dean of the Executive Education and Lifelong Learning Centre, AIM, Grace Ugut, said, "Modelled on



Edvance group chairman Arun Arora and associate dean of the Executive Education and Lifelong Learning Centre of AIM, Grace Ugut.

Asia's business development and entrepreneurial leaders and managers for more than 40 years, AIM enjoys immense respect worldwide." Visiting Pune exclusively for the launch of the programme at Edvance Learning's Pune centre, Ugut shared the vision of AIM through her presentation. The one-year course will be taught

entirely by the AIM faculty and will involve 16 weeks of classroom work. It will provide world-class executive management education for aspirants. "The AIM EDBM is a distinctive programme specifically spread over a year for participants to return to their organisation at intervals," informed Arora.

"Managers need not interrupt their careers while attending the programme. They will get an opportunity to immediately apply what they have learnt in the workplace. Organisations will be able to retain the services of their key people, leading to a build-up of intellectual capital and organisational capacity," said CEO of Edvance Learning, Ajay Mehra.

Edvance Learning has plans of starting courses in Managing Family Corporations and Development Management-Project Planning and Development in partnership with AIM, he added.

The Edvance group in Pune currently comprises of two preschools, Vivero International (Kalyaninagar) and Serra International (Aundh), in association with the world-renowned Eton House of Singapore.

Edvance Learning focuses on sourcing and training entry-level professionals. It also works to evolve skills of existing professionals.

'We want to be where the action is'

Grace Ugut tells Rajesh Rao that universities in India are attracting a lot of foreign investments now

On a visit to Pune for the launch of the management programme, Executive Diploma on Business Management (EDBM), Grace Ugut spoke to DNA about the vision and mission of AIM and its role on the global platform.

Talking about India, she said that in 1991, everyone thought of getting out of India because it was not promising. However, today it's not the same and the situation has changed.



"India looks very promising to invest in its young talent pool through education and bring in fast changes in every sphere," said Ugut.

"At AIM, case writing and material development is a continuous process, wherein we also have success stories from India. How can you ignore India?" said Ugut, referring to the curriculum content development for management practices in India.

Talking about some of the big institutes in India and the flourishing education sector, Ugut said, "Their business modules are selling admission forms and selecting applicants. It's really a wonderful way to source revenue, without delivering any-

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thing." At AIM, they have an abundance of social capital, alumni and faculty, being managed in a responsible manner, she added.

The talent pool has great potential in India, she said, "But the issue is how to compete at the world level. When the economy is not good, all the expatriates are gone, that's when the local management should prove its mettle."

For the last decade, India has recorded the highest growth rate, said Ugut. "We want to be where the action is, which is here in India. The universities in India are attracting a lot of foreign investments," she added.

ABOUT AIM

Established in 1968 in partnership with the Harvard Business School, the Ford Foundation, and visionaries of Asian academic and business communities, AIM has consistently been ranked among the top 50 business schools in the world.

Winner of the Ramon Magsaysay Award for its role in promoting international understanding and setting region-wide standards of excellence, AIM is the acknowledged authority on Asian management systems.

Providing excellent management education, AIM is known for the exceptional quality of its programmes in fulltime MBA, executive education and executive MBA. It is

also accredited by the Association to Advance Collegiate Schools of Business (AACSB) and is known for its intense and practitioner-oriented approach using case methods as the primary mode of learning in all its programmes.

The AIM also has institutional academic alliances with Xavier Labour Relations Institute (XLR) in Jamshedpur and Indian Institute of Management (IIM) of Ahmedabad, Bangalore and Calcutta.

In India, it also provides corporate programme supports to Axis Bank, Oil and Gas Corporation, Raisoni Group of Institutes, Syndicate Bank of India, Thapar Group and various Indian government initiatives.

EXECUTIVE DIPLOMA ON BUSINESS MANAGEMENT (EDBM)

Duration: 16 weeks spread over one year

Eligibility Criteria: ■ Bachelor's degree with six to eight years of full-time work experience, which includes three to four years in supervisory or managerial level and the applicant should be at least 35 years of age.

■ Cleared AIM Admission Test (AIMAT) or the Graduate Management Admission Test® (GMAT®)

■ Fluency in oral and written English language.

Tools Used: ■ Case studies: Structured learning exercises that include group discussions; class discussions and lectures; real-life applications of industry visits; and implementation essays

Modules: Part 1: Building Managerial and Business Competence (Module 1 and 2); Part 2: Managing Strategically and Leading Organisation (Module 3 and 4)



It's a global call for nursing industry

Hospitals and healthcare systems accelerate demand for nurses

Prachi Nayak

Nursing as a profession is probably the most misunderstood one; often wrongly assumed to be an unrewarding profession suited only to women, and intellectually incomparable to being a doctor. Due to these misconceptions, of the 6,66,000 seats available each year to pursue nursing studies in India, most remain vacant.

But now with the growth of private multispecialty hospital brands, pharma companies and even government healthcare systems, the demand for nurses has accelerated. "Today, there is just one nurse instead of the ideal 2.2 nurses, for every 1,000 patients in India," said Jaya Kuruvilla, principal, PD Hinduja College of Nursing.

"Not just in India, but also in Gulf countries, UK, Ireland and the US there is a shortage of nurses. In fact, the US Bureau of Labour Statistics has projected a need for over one million new and replacement nurses by 2016," she added.

Nursing is an exciting profession that is heavily dependent on knowledge of health sciences like anatomy, physiology, genetics, biochemistry, nutrition and behavioural sciences such as psychology and sociology. With BSc, MSc, PhD, nursing can be an exciting and lucrative option for those desirous of a medical career. One can pursue courses like diploma in General Nurs-

ing and Midwifery (GNM) and BSc in Nursing after standard XII science. For students who are unable to pursue a BSc in nursing, some colleges conduct a post basic BSc Nursing bridge programme to enable GNM diploma holders to upgrade themselves to a BSc degree.

Beyond a BSc, today nursing also allows students to create a niche by picking specialisations and super specialisations. "MSc courses allow students to pursue specialisations like critical care nursing, oncology nursing, cardio vascular and thoracic nursing, neonatal nursing, operation room technique, obstetric nursing, mental health nursing and community health nursing," highlighted Kuruvilla.

With 100% job placements, Indian nurses can make their way up the ladder in hospitals, community clinics, health departments, rural and urban outreach programmes, school health programmes, home care for an independent practitioner, occupational health nursing, pharmaceutical companies, clinical research in roles like administrator/ supervisor/ manager/ director of nursing.

"Even the most basic GNM diploma holders get Rs8,000- Rs12,000 as starting salary. After two years, a BSc Nurse is eligible to be a teacher and fetches around Rs15,000-20,000 per month. After post graduation, the salary can be between Rs30,000- Rs60,000 per month," said Kuruvilla.

"While abroad, a nurse earns around Rs2 lakh per month, making this profession an extremely rewarding one," she added.

A tryst with technology

Software to bring efficiency in education launched

DNA Correspondent

An Oracle seminar on the theme of 'Driving Efficiency in Higher Education' was held at Sun-n-Sand Hotel on Bund Garden Road recently.

It discussed upcoming technologies for education institutes and a briefing on PeopleSoft Campus Solutions, a comprehensive suite of software from Oracle.

Jointly organised by Oracle, in association with Acutech India and Redington India and Oracle certified advantage partner, Fujitsu Consulting India Pvt Ltd, various representatives of the education sector from Pune attended the seminar.

Director of business development (higher education), Oracle India, Subodh Rustagi talked about the Oracle Campus Management solutions. "The PeopleSoft Campus Solutions is specifically designed for the changing needs of higher education institutes, facilitating students, faculty, and alumni interaction with institutes," he said.

Talking about higher education, Rustagi said that it is reinventing itself towards more student-centric end-to-

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end solutions. The challenges of the changing landscape due to internationalisation means that today everything is available on the computer, he said. "From the moment one becomes a student, till one gets a degree and becomes an alumni, the solution supports the whole process," said Rustagi. PeopleSoft competency lead, Abhijit Mishra, said, "The software helps universities and organisations to transfer and acquire knowledge seamlessly and to track as well as record entire operations of educational institutes, improving the business process."

Kabir continues to inspire all

The festival on the poet showcases his work of the 15th century

Rajesh Rao

It was indeed a delight for Kabir followers, when they met to attend the Kabir Festival, a cultural event dedicated to the Indian mystic poet of the 15th century.

The event also explored the works of art and literature on Kabir, presented through films, music and conversations.

The event was organised jointly by

The Foundation for Liberal And Management Education (FLAME) and The Kabir Project at the institute's campus at Lavale in Pune on Sunday. It was a rare cultural treat for the students and included the screening of the movie *Had Anhad* and an interactive session with director Shabnam Virmani.

The evening ended with a music concert, which presented Kabir's verses in diverse styles by the finest folk-classical Sufi voices of Mahesha Ramji and Muktiar Ali from Rajasthan.

The critically acclaimed film, *Had Anhad*, depicted the relevance of poet



The Mahesha Ramji troupe performing at the festival.

Kabir in present-day India and the increasing divide among its people along religion, caste, and class lines.

The film probes the forces of history, which have created divisive Hindu-Muslim politics of religion and nationalism. "It traces the journey of the film-maker, as she travels across the country and its borders in search of the concept of Ram through this truly secular and genius artist of all time - Kabir," said founder-chairman of FLAME, Parag Shah.

"Qawali singers from Karachi singing Kabir's *dohas* about Ram in

the film showcases the special bond of brotherhood that is shared by artists and musicians, irrespective of borders," said Shah. The renditions of Kabir's *dohas* by the two groups of musicians conveyed the truth through the mystical lyrics, describing a story behind each song.

The students, who attended the festival, learnt a lot more than what they had read in their textbooks about the poet. The festival was an opportunity to get an insight into the myriad ways the poet still lives on in India.

DNA Academy invites college students to tell us about events, activities or anything happening in their colleges. Write to us at punecampusdna@gmail.com



Talk on surviving the global meltdown



A focused discussion on global meltdown called 'Bane or Boon', as part of the industry and academic interface conference 'Talk of the Top' was organised on November 14 at Shrimati Hiraben Navavati Institute of Management and Research for Women, Karvenagar.

The panellists included Ajit Lele (managing director, Mahindra Hinoddy Industries Ltd and chief executive officer, Mahindra Composites Ltd), Anuradha Das (head, human resource, knowledge management and corporate communications, TAL Manufacturing Solutions Ltd), Milind Kulkarni (director, corporate and credit group, Societe Generale India) and R Ganesh (vice president, human resources, Oracle Financial Services Software Ltd).

Explaining the impact of the meltdown on Indian industries, especially the Information Technology (IT), business process outsourcing, realty, gems and jewellery, export & import and other sectors, the panel members highlighted the measures taken by the industries during the period. They suggested that a strategy of collaboration, coordination and communication with suppliers, employees, and customers is useful.

VPMS wins Limca quiz



Amol Suhas Joshi and Omkar Dhakephalkar, students of Vikhe Patil Memorial School (VPMS), won the Pune city finals of Limca Book of Records Quiz 2009, held at PVG's College of Engineering and Technology recently. The VPMS students will now compete with winners from 74 other schools at the next level. As many as 304

students from 53 schools participated from Pune, out of which six schools reached the city finals. Renowned quizmaster and founder of 'Know and Grow with Derek', Derek O'Brien, hosted the city finals.

For Bahraini students

The Bahrain consulate general, HE Mohammed Al Khaja, made an official three-day visit to Pune from November 15 to address the various problems faced by the Bahraini students in the city. Accompanying him on the official visit was the cultural counsellor at the Consulate General office in Mumbai, Mustafa Ebrahim Sayed. Amjad Ahmed, representative of the Pune office, was introduced to city authorities during the visit.

The visit was planned in view of the recent announcement made by prime minister of Bahrain, Shaikh Khalifa Bin Salman Al-Khalifa, directing arrangements for a representative office in Pune to assist and support Bahraini nationals in the city. The students are in Pune since the 1960s and there are over 500 students pursuing courses here.

It is Mohammed Al Khaja's first visit to Pune since his appointment in May 2008. During his course of the visit, he had a meeting with city police commissioner, Satyapal Singh and acting vice chancellor of University of Pune, Arun Adsool. They discussed the various issues faced by Bahraini students in Pune and sought measures to facilitate these issues.

New courses at JRVGTI

The Jagannath Rathi Vocational Guidance and Training Institute (JRVGTI) is offering new diploma courses from this year. A diploma course in environmental management and industrial safety, occupational hazard & health administration and a course in clinical research management will be offered. The first two courses will be of six months' duration, while the clinical research management course would be conducted just once a week. The admission procedure for all courses is in October and April.

The eligibility for the courses has been extended to arts and commerce graduates. The institute has also arranged a general counselling session for interested students on Wednesday (November 25) at 11 am at the seminar hall of the Life Sciences building in Fergusson College. The course directors will be present to give first-hand information on all aspects of the courses. Registration can be done on the spot and the courses will commence from next week.

—Compiled by RR