

Clip: 1 of 1

Biz education gets a corporate touch

The Europe Asia Business School inaugurated its new campus recently

Rajesh Rao

To discuss the role of corporates in educating next generation managers, a seminar was organised by Europe Asia Business School (EABS) at its newly inaugurated campus at Vimannagar in the city. Attended by the pilot batch students of their newly launched MBA programme, the panellists included eminent corporate and academia experts from Pune.

Speaking on the occasion were Ganesh Natarajan (CEO, Zensar), Pradeep Bhargava (MD, Cummins Generator Technologies India Ltd), Kumar Gera (MD, Gera Developments Pvt Ltd), Uma Ganesh (CEO, Global Talent Track), Indira Parekh (founder president, Foundation for Liberal And Management Education, FLAME).

Addressing the first batch of the MBA programme, Uma Ganesh said, "It's a historic milestone for new entrants taking the challenge of trying



(From left) Kumar Gera, Pradeep Bhargava, Indira Parekh, Uma Ganesh and Ganesh Natarajan participating in the panel discussion at the Europe Asia Business School's new campus in Vimannagar.

to get out of this turbulent time."

She also said that India's population has become a demographic dividend, provided skills are valued and developed in the right way.

Advising students to realign their attitudes towards the IT-incompetent seniors and value their experience, Parekh said it is important to develop function and attitude skills.

Optimistic even in this period of global recession, Gera and Bhargava

pointed out that the recession has brought about some corrections making organisations linear machines that have clear-cut goals.

"The recession of sentiments is more disastrous than the real recession. It's time for rhetoric and no time for logic," said Natarajan. Telling them not to settle for mediocrity, Natarajan said there is a huge potential in the health, finance and e-governance sectors.

Besides the postgraduate programme in business, EABS also plans to start doctorate and part-time programmes. With a balanced theoretical and practical approach, the programmes are based on the European style and offered in academic collaboration with leading European and American universities.

The seminar ended with an interactive session between the students and speakers.