



Chennai Business School
Learning for the real world

THE NEED FOR A MANAGEMENT QUALIFICATION

In India, a higher education in management could translate into any one of the three options – a PGDM from a B-School, an MBA from a University or a B-School or a compressed 1-Year Program in management, which is when the course runs on overdrive. However, the objective of any higher education in management is the same – to equip incumbents to effectively deal with business-related issues and challenges.

Managerial challenges, unlike other issues, are multi-dimensional. They invariably combine aspects of finance, human resources, legal and market-driven inputs – all of which need to be considered when addressing them. Unless one acquires these cross-functional skills, one would never be able to effectively put forth solutions to the challenges. Enter the MBA or equivalent.

The curriculum in any management program is designed to enable incumbent managers to acquire cross-functional skills. The first 50% of the course is devoted to providing inputs on the various functions of management - accounts, finance, cost, marketing, strategy, law – all of which are internalized by analyzing numerous case studies, which are primarily business issues faced by companies.

Similarly, all management programs will have almost 50% of its syllabus dealing with numbers, data and analysis. The course hones the analytical skills of the incumbents which are necessary to obtain a deeper appreciation of the problem and consequently come up with several appropriate alternatives.

Finally, a higher education in management develops the personality of the incumbent manager. A manager cannot work in isolation – he needs to work with his team. Managing people is not at all an easy talk, because one can never predict human behavior consistently. During the course, the incumbent develops his people-management skills and acquires the confidence to lead and manage his team.

Any surge in business activity must be matched with a surge in business managers, who will be the champions of the growth. A qualification in management is therefore essential.

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