

GRAB THAT RIGHT MBA...

Finding a right course is difficult for you considering the range of choices available. Careers360 shows you the way...

Getting admission for an MBA is not a difficult proposition nowadays. Many schools in states like Maharashtra, Andhra Pradesh and Tamil Nadu find no takers for their seats. With AICTE officially accepting the fact that nearly 30 percent of seats remained vacant last year, it is now a buyer's market for MBA. And even top schools are not immune to the slowdown. If the recent data on CAT 2013 registration is any indication, the number of aspirants is on the wane too.

Despite the overall slowdown, it is quite an uphill task to get a seat in the coveted IIMs or similar institutions like JBIMS or XLRI. It is only in Tier-3 or Tier-4 schools that seats are available. An MBA is also a very costly proposition. Even a Tier-4 school charges upwards of 1.5 lakh for a two-year

programme, which goes all the way up to Rs. 21 lakhs for a one-year programme at ISB, Hyderabad. So students must be quite careful before signing up for the programme.

There are five major issues that confront an aspirant with respect to an MBA or PGDM. They are: Should I go for an MBA, from where should I do the course, what specialization should I take, what is the course like and what will I get at the end of the course? We have identified 99 questions which are woven around these five major themes and hope this would answer most of your queries. Careers360 is opening a special chat series every week throughout October and November to answer your queries on any of these themes at www.bs.school.careers360.com.

Get set and go! ▣



Q. Should I pursue general MBA or specialized MBA?

A. This is related to one's career objective. In case you judge yourself as one who has the ability to look at a niche area, dig deeper into the subject domain and like to remain highly focused on what interests you a lot; then a specialized MBA would be apt. According to Dr. Parag Diwan, the founding VC of University of Petroleum and Energy Studies (that offers an MBA in specialised streams such as Oil & Gas, Power, Aviation, Port & Shipping among others), "The very creation of UPES was founded on the percept that industry must get domain-ready people who, if one were to use an American idiom "should hit the road running". He adds, "Gone is the era when companies used to hire students from regular courses and train them for a year or two to make

them productive for their specific domain area of operation. Specialized MBAs, however, provide a wealth of knowledge about one particular industry or sector. So, you are able to meet the demands of a particular market straightaway."

However, if there is more dynamism in your thinking, and you love to explore different functional areas, not keen at working in a specific sector – then a general MBA would suit you. Garth Saloner, Dean at the Stanford GSB says, "We take a perspective that every student should be exposed to general management education and then they take that to variety of places". He further states, "At Stanford we only do full-time programmes which are highly immersive programmes, and we do not offer certificates or specialities in specific majors."



Prof. KT Ravindran
Dean Emeritus,
RICS School of
Built Environment,
Amity University

Pursuing a specialized MBA always gives students an edge over those pursuing regular MBA. Companies today are on the lookout of hiring students who have done specialized courses, on the industry before-hand



Dr. Seema Singh Zokarkar
Director,
BITM,
Pune

Demand for sectoral MBA is very much industry-driven. With fast changing dynamics in the market, organizations do not have enough time to train people, their need is fulfilled by B-Schools offering sectoral MBA



Dr. H K Maram,
Founder-CEO,
Imperial college,
Bangalore

If you look at the leading B-Schools across the globe, the focus is on General MBA because it is pursued after a few years of work experience. So it's essential to have the knowledge of all the sectors

and integrate learning tuned towards the changing business environment. I introduced BBA-LL.B at KIIT Law School and at National Law University, Odisha.

In my view, managers cannot manage effectively without the knowledge of relevant law as it is within law that all businesses operate. A thorough knowledge of relevant law would enable managers to look at

things in the right perspective and thus limit the cost to company that might occur due to wrong decisions.

For law students, an MBA would open up many new avenues where they can use their skills of law and become better and most sought-after managers. The opportunities are in areas of court management, corporate governance, and business consulting firms.



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