



ZEAL MANAGEMENT SUMMIT 2011

Saturday, March 05, 2011

**One Day National Seminar on
"BIZ - TECH"**

Zeal Institute's Seminar Hall Narhe Campus,

S. No 39, Narhe, Narhe-Dhayari Road Off Sinhgad Road, Tal Haveli, Dist Pune, Pune 411 041



Seminar Proceedings

16	TECHNOLOGY BASED ENTREPRENEURSHIP: CASE STUDY ON MICROSOFT <i>(Vikas Ninave, Bhushan Kawale, Sugat Randhir & Ashish Babar)</i>	95
17	CLOUD COMPUTING: THE NEXT STEP OF GRID COMPUTING <i>(Leena Vaidya)</i>	101
18	AN OVERVIEW OF TRENDS IN MERGER AND ACQUISITIONS IN INDIA <i>(Pravin Narayan Mahamuni)</i>	107
19	A COMPARATIVE ANALYSIS OF INDIAN GAAP, U.S. GAAP & IFRS <i>(Priyanka Bobade, & Shraddha Pise)</i>	115
20	MANAGEMENT OF MSMES A FINANCIAL PERSPECTIVE <i>(Abhijeet Kelkar)</i>	124
21	SUSTAINABLE DEVELOPMENT THROUGH MICROFINANCE <i>(Suneeta Pimpale)</i>	135
22	GLOBAL MANAGERS: NEED FOR EMPLOYABILITY AND ENTREPRENEURSHIP CENTRIC MANAGEMENT EDUCATION <i>(Abhishek Mukherjee)</i>	140
23	JOB CREATION PROGRAMS IN SOFTWARE TESTING FIELD IN SANGLI DISTRICT VILLAGES <i>(Dayanand Patil)</i>	149
24	THE CORPORATE SOCIAL RESPONSIBILITY IN INDIA: CASE STUDY <i>(Akshay Galgate, Irsha Gaikwad, Bhagwan Waghmare & Ujwala Babar)</i>	155
25	ADOLESCENTS' CONSUMER SOCIALIZATION TO OVER-THE - COUNTER MEDICINES AND ROLE PLAYED BY TECHNOLOGY <i>(Santosh Kalabhau Apte & Pandurang Anand Patil)</i>	161
26	IMPACT OF CELEBRITY ENDORSEMENTS ON BRANDS <i>(Sushumna.A.Kane)</i>	169
27	E-CUSTOMER RELATIONSHIP MANAGEMENT <i>(Pradnya Lanjewar & Mamta Kamble)</i>	173

GLOBAL MANAGERS: NEED FOR EMPLOYABILITY AND ENTREPRENEURSHIP CENTRIC MANAGEMENT EDUCATION

Abhishek Mukherjee

Lecturer, Jayawantrao Sawant Institute of Management & Research

Introduction:

Education is a social process. The form and content of education of any age and society are products of society-education dialectics. The transformation of Indian education from the ancient 'Gurukul System' to today's 'Virtual Learning System' is a reflection of the changing social context. The new social realities, particularly the interplay between democratization of education, emergence of knowledge society and globalization greatly influence the educational processes in all societies. In this context, the quality of education assumes added importance and becomes the primary concern of all the stakeholders in education. The word 'Education' comes from the Latin word *e-ducere* meaning "to lead out". Webster defines 'Education' as the process of educating or teaching. Educate is further defined as "to develop the knowledge, skill or character of..." Thus from these definitions, we can understand that the purpose of education is to develop the knowledge, skill, or character of students. 'Knowledge' is a body of information that exists "out there"- apart from the human thought processes that developed it. George F. Kneller says in a broad sense 'Education' refers to any act or experience that has a formative effect on the mind, character, or physical ability of an individual. In its technical sense education is the process by which society through schools, colleges, universities, and other institutions, deliberately transmits its cultural heritage- its accumulated knowledge, values, and skills from one generation to another. The entire Education System as a whole can be broadly classified as: Primary Education, Secondary Education, Higher Education, Adult Education, Alternative Education, and Indigenous Education. (Lahiri, 2007:65)

(Table - 1)

	Traditional Education	Modern Education
Education System	'Gurukul System' prevailed in ancient times.	'Virtual Learning System' is the latest education system.
Teachers	Teachers used to transmit information and knowledge.	Faculty is only a facilitator to provide guide to choose the correct path to generate information.
Teaching Aids	Chalk and talk method of teaching was used.	IT aided tools like LCD Projectors, OHPs, Personal Computers; Laptops together with visual aids are used.
Emphasis	Emphasis was laid on imparting education which will develop the knowledge of students.	Emphasis is laid on developing skills like communication skills, technical skills, human skills and above all soft skills.
Teaching Methodology	Lecturing in the class room was the only method of delivery.	Case Studies, Power point Presentations, Role plays, Management games, motivational movies etc are used.
Practical Knowledge	Practicals used to be done in laboratories.	Industry visits and internship programs made the learning process more enjoying and remembering.
Industry Interface	Students were not prepared according to the industry requirements for was on imparting education.	Education is provided keeping in mind the skills and competence required in the industry by making the student employable.
Employment generation across nations	This was not possible in the traditional education system.	Plethora of opportunities for students with the right skills and competence required in the industry and abroad.