



Discover and Incubate Value based Enterprise



AURORA'S BUSINESS SCHOOL

Presents

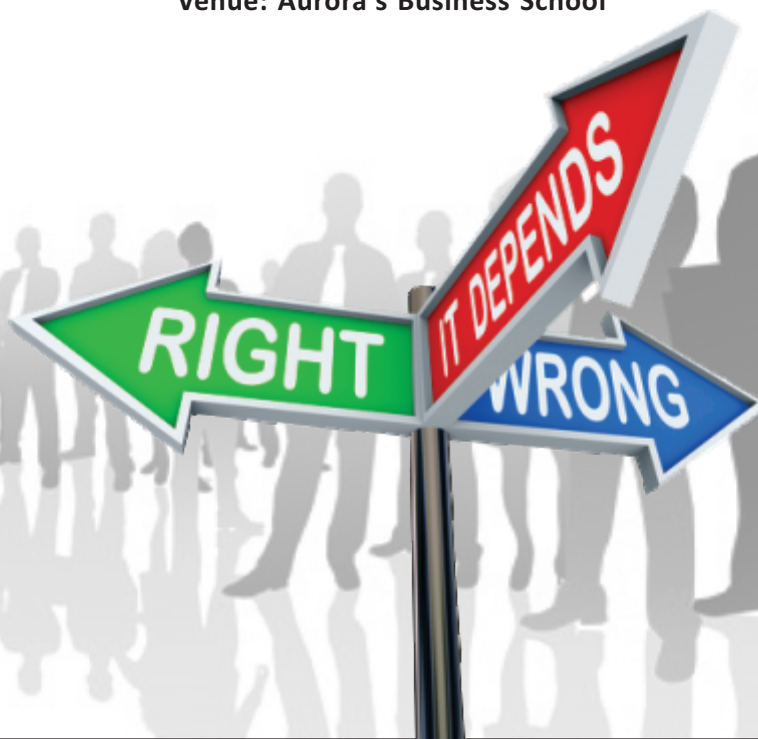
Naye Vichaar - Nai Dhaarna

One-Day Work Shop on the Theme

**RETHINKING
MANGEMENT EDUCATION**

January 03, 2012

Venue: Aurora's Business School



ABOUT AURORA BUSINESS SCHOOL

Belonging to the Aurora Group of Institutions, Aurora's Business school is one of the leading B-Schools in Andhra Pradesh. With a rich experience of over two decades in education, the group has pioneered the idea of holistic education and all-round development.

The crux of ABS lies in its DIVE Philosophy. DIVE stands for Discover and Incubate Value based Enterprise. This philosophy lets us create students who are humble, innovative and enterprising.

As an institution, we have always experimented with the pedagogy and curriculum and encouraged the professors to come up with unique and innovative courses suiting the requirements of tomorrow. The workshop on "Rethinking Management Education" is a step to promote the innovation in management education.

ABOUT THE WORKSHOP

There is need for management education. However, the kind of education that is offered is not meeting the three national objectives of education - **Affordable, Inclusive and Excellence**. The future seems gloomy because continuation of system of education in present form does not augur any better results in future. In reality things may deteriorate further in the days to come leading to 'Explosion of Job Mongers' and 'Incompetent and Unemployable' young men and women.

It is also impossible to imagine that any major changes, if initiated, will succeed because the present system of education is so ingrained that it does not allow any kind of changes.

Given this, the best option that we are left with is - **Reinventing the Management Education**. Innovation involves simple and minor changes leading to amazing results. Innovation is less costly with a promise for exemplary outcomes. Innovation involves painless change with fruitful results. There is a need to initiate a national debate on **how to innovate management education?**

Present workshop on the theme "**Rethinking Management Education**" by Aurora's Business School is an attempt in this direction.

Think About. . .



Education that can help the students to fully recover their education expenses out of the learning process?



A system of education in which colleges do not charge their students any fees and on the contrary, colleges pay their students to study in the college?



World Class Education offered 'for free, to anybody, anytime, anywhere'?

OBJECTIVES OF THE WORKSHOP

- Preparing stake holders of Higher Education (HE) to think understand and commit to Innovating Higher Education.
- A platform for sharing innovative HE models for discussion followed by serious adoption.
- To discuss and develop an action plan to implement innovations in education.

WHO CAN PARTICIPATE

- Academicians
- Researchers
- Entrepreneurs
- Professionals

RECOGNITION

All the participants will be facilitated with participation certificates.

PROGRAMME COST

The programme cost would be Rs 200 per delegate, which will include lunch and tea. Participants are requested to register for the programme in advance. However registration payment can be made at the venue on the day of the workshop.

FOR DETAILS, PLEASE CONTACT

Ms Asha Singh, Assistant Professor

Mobile: +91 98480 18108

Email: ashasingh@absi.edu.in

Programme Details

FACILITATOR

Dr Prasad Teegalapelly



Dr Prasad popularly known as Mandi Prasad is an academic innovator who came up with the idea of Mandi – A student entrepreneurship program that encourages students to start their own enterprises and understand the nuances of entrepreneurship. His idea of Mandi has now become the hallmark of NITIE's curriculum as it integrates the theoretical principles of Statistics, Managerial Economics, Marketing and Market Research with their practical application. He has also spread the idea of student entrepreneurship to many other institutions through his talks, research papers and presentations. He has won many accolades both from academia and industry for this unique effort.

GUESTS OF HONOUR



Dr Jayaprakash Narayan

Dr Jayaprakash Narayan is a statesman and an administrator who needs no introduction. A physician by training, he joined the Indian Administrative Services by topping the exam. His administrative skills were best demonstrated during the 16 year tenure as an IAS officer. His works ranged from creation of employment to increasing the cultivable lands in the areas he served. He worked on strengthening of the credit cooperatives and making them independent of government control. With an intention to serve the public in a more efficient way, he has entered the mainstream politics and presently serves as a member of legislative assembly.



Dr Parakala Prabhakar

Dr Prabhakar is the Managing Director of RightFOLIO a Branding, Corporate Communications, HR, and Market Research Consultancy. He holds a doctorate from renowned London School of Economics. He has also the experience of heading esteemed organizations such as Centre for Public Policy Studies and has consulted organizations such as UNICEF, ILO, UNDP and WTO and also helped the Union and State Government Departments regarding various projects. He is best known for his analytical and articulation abilities and has hosted public opinion and awareness programs such as Pratidhwani and Namaste Andhra Pradesh.

KEYNOTE SPEAKER

Raghunathan V



A banker by profession and a philanthropist by heart, Mr Raghunathan heads the GMR Varalakshmi Foundation. A fellow from IIM Calcutta, Mr Raghunathan is on the board of various banks, stock exchanges, hospitals and educational institutions and has been a member of several national level committees of the Ministry of Finance, SEBI, BSE, NSE and other professional bodies. He has written nearly 500 academic papers, 9 books and several monographs and published cases in the field of capital markets and corporate finance. He is also a good cartoonist and held a column in the Financial Express.

*"Our education has got to be revolutionalized.
The brain must be educated through the hand.
If I were a poet, I would write poetry on the possibilities of five fingers.
Those who do not train their hands,
who go through the ordinary rut of education,
lack MUSIC in their life."
- Mahatma Gandhi*



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RETHINKING MANGEMENT EDUCATION

January 03, 2012 | Venue: Aurora's Business School

REGISTRATION FORM

Name (in capital letters): _____

Designation: _____

Institution/ Organisation: _____

Address for communication: _____

Tel No: _____ Mobile No: _____

E-mail: _____

Date:

Signature

Note: A photocopy of this form may also be used for other delegates.

Please send duly completed Registration Form to :

Ms Asha Singh, Assistant Professor

Mobile: +91 98480 18108

Email: ashasingh@absi.edu.in

Aurora's Business School

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