

The Dean's Speech

At the very onset, my heart-felt congratulations to each one of you in the outgoing batch of 2019

Every completion has a new beginning and the accomplishment of your MBA marks a proud entry into your professional careers. As you embark upon this journey, I would like to extend my best wishes with a hope that each one of you experience contentment and pride in everything you do.

Remember, that change is nothing but to become different. Your learning experience, while at the SBM, must have altered your perceptions about the world and also about yourself. Your learning will continue to be the lens through which you see the world. Remember that change is omnipresent. It will transcend you, build you and most of all, will help you grow. Seize change.

SBM as an institution envisages an all-round and balanced education based on strong intellectual, moral and social formation. Our programs are focused on overall personality development and preparing you as an individual to be able to stand firm in the VUCA world. I sincerely wish that the learnings gathered during last two years take you to the world of limitless possibilities.

The year 2018-19 has been eventful and one filled with great achievements.

MBA and MBA HR Programs

- The School of Business Management was awarded the prestigious AACSB Accreditation in 2018 for the highest standard of quality of business education and for demonstrating a sustained commitment. This helped SBM to be among the top 5% of the global business schools. During the first year of our AACSB accreditation, SBM kept the courses' assurance of learning (AOL) compliance successfully.
- We are very proud that the NIRF Rankings 2019, for higher education institutions by the MHRD, in which 555 management institutions participated has ranked SBM at the 20th place among all business schools, from 24th in the previous year. This puts us in the top 5 amongst private business schools in the country.
- *Outlook Magazine-Drshti* has ranked SBM as the 3rd best private business school and 7th best Business School in the overall ranking. Several other rankings of business schools in India have placed SBM among top ten ranks.
- *The Economic Times* placed the MBA HR Program at second rank in the country, in second consecutive year.

- Bombay Management Association (BMA) awarded SBM for Excellence in Management Education as “Outstanding Private Management Institute” 2018.
- Narsee Monjee Institute of Management Studies, received the 7th Most Competitive B-School 2019 Award, by Dare2Compete Awards in association with CNBC TV 18.
- NMIMS students showed their prowess in many Case-Study Challenges all across the year. Achievements include
 - National winners of L'Oréal Brandstorm 2018 representing L'Oréal India at Paris.
 - Winners at the Grand Finale of case study competition held by Google India.
 - Winner at Mahindra LogiQuest 2018.
 - Students of MBA HR were declared Runners up Carlson Business School International HR Case study Competition, held at the University of Minnesota, USA, amongst more than 50 business schools worldwide.
 - Our MBA HR students were selected for the Goldman Sachs “Emerging Women in Finance” event.
 - Our alumna Ms Aruna Jayanthi CEO Capgemini received the Management Woman Achiever of the year award by the BMA. Ms Seetha R, another SBM alumna, was the recipient of the Economic Times Young leader award.

The world around us is becoming more complex, highly volatile, ambiguous and uncertain and to cope with it, we at SBM dedicate ourselves to helping our students develop competencies, skills, and attitudes to meet the challenges of the VUCA world. We are equally conscious of our responsibility to hone their potential to become socially responsible citizens, thereby all-round professionals par excellence.

In 2018-19 the MBA programme underwent a comprehensive curriculum review. This entailed a review, engaging with alumni and industry, holding extensive deliberations to establish content, relevance, and application of the core of our courses. To bridge the gaps in the curriculum 27 new courses have been introduced this year.

Academic processes are very important for building business school curriculum and strengthening student learning experience. SBM carried out an extensive review of processes which included: an extensive assessment of course plans, selection of appropriate pedagogy, ensuring sequence and scoping of course content. A key endeavour our exercise was to improve the time spent on giving feedback to students on their pursuits and achievements. Improvements were brought about in methods of evaluation through increased

synchronization and emphasis was laid on doing things and project work. To help students integrate the learning process, SBM made Capstone Simulation a compulsory course for all our MBA participants.

To enhance the student experience MBA HR students visited and observed the people practices of about 20 manufacturing plants and equal number of trade unions offices across four states.

This year, we introduced a bidding system for opting elective courses. Using a computer-based data-driven system, students have used preferences in selecting courses to improve their career prospects. SBM has embarked upon the usage of data analytics to improve its academic processes and outcomes. We have taken baby steps towards refreshing and reframing ourselves and it will remain a continuous process.

SBM, in collaboration with Krannert School of Management, Purdue University, launched a dual degree program leading to MBA (Decision Sciences and Analytics) and MS (Business Analytics and Information Management). The program has been designed with an aim to educate students in state-of-the-art information technologies and analytical techniques along with understanding the leadership challenges in the business.

SBM continues to send faculty for experiential learning training to the Global Colloquium of Harvard Business School primarily to strengthen the student learning experience.

SBM's Doctoral programme currently has 72 students at various phases of their doctoral studies, with one student graduating today. We have revamped the entire coursework by ensuring PhD students get relevant and appropriate training in conducting research that is rigorous and relevant. A system of reporting and presentations was introduced recently to ensure critical and constructive feedback, before external experts review the research.

SBM faculty members continue to publish in top international journals which are part of the ABDC and Scopus citation index. In the year 2018-19 SBM faculty members published 46 papers and several case studies in leading case publishing houses such as Ivey, Emerald, Elsevier. Several faculty members of SBM received education leadership awards and Dr Paritosh Basu was granted an IPR by Trade Marks Registry of India for coining the term 'Innoventionian'.

We worked tirelessly to ensure all students get excellent career opportunities and a great industry connect. SBM had a splendid placement season with more than 200 sought-after companies recruiting our students. Due to the excellent performance of our students in internships and competitions, about 30% of students received PPOs/PPIs. Currently 630 students are interning with 160 companies in locations across the country. Our sincere thanks to the placement team for making this happen and our gratitude to the corporate world, our alumni and recruiters for their unstinted support and reposing their immense faith in our students.

MBA Entrepreneurship and Family Business

India has one of the highest numbers of family-owned businesses in the world, contributing significantly to the growth cycle of our country. However, scalability and keeping pace with disruptive technologies and market transformations remains a constant challenge for family businesses coupled with a smooth succession in leadership. The school recognizes the value of niche knowledge, skills and understanding of international practices required to operate, expand and transform these businesses in today's times. We at the PD School of Entrepreneurship and Family Business made an attempt to provide student learning experience touching upon many of these challenges. While family businesses scale or bring about transformations, the EFB Program lays emphasis on family values that are often instrumental in creating a strong sense of identity. During the year, Entrepreneurship and Family Business Program has taken:

- A structured and rigorous orientation for effective design and delivery of the Program.
- Involved stakeholders actively by inviting them on campus in groups and translating their perspective and inputs in courses and projects. During the current academic year alone over 60 parents participated in discussions and deliberations.
- Introduced a unique Peer Group Learning Program (PGLP) in which each student works with another student's family business with an objective of understanding existing business styles and their growth strategies.
- Started discussion series "The Anthologists" discussing issues and concerns of family businesses across nations. This series unite entrepreneurs from all over the world and discuss their key issues and challenges.
- Student council of EFB Program did outstanding work by bringing in family business focused activities nationally and internationally.

MBA Pharmaceutical Management

Our MBA Pharmaceutical Management program witnessed successful completion of providing career opportunities to all students in leading pharmaceutical and healthcare companies. Industry based live projects, including a project from Abbott, formed an important part of providing student learning experience. Thirty students with superior academic performances received awards sponsored by industry leaders. Five students of the first year were selected for Bayer Scholarship Program.

WeCare: Civic Engagement Program

SBM is proud to have a civic engagement internship for our MBA students through the WeCare Program. This internship exposes students to social realities and triggers them to develop managerial solutions to address social problems. In the current year, 624 students successfully completed their 21 days of the WeCare internship and contributed around 90,000 man-hours to the social sector. The students were placed across 254 social sector organizations spread out in twenty-two states and two union territories. During the internship,

students undertook projects in various spheres like advocacy and empowerment, child welfare, community development, animal welfare, health, livelihood support and skill development.

It is indeed a matter of pride for us that the Piramal Foundation has awarded the Leadership Award to the Jasani Centre for partnering in nation building for the third consecutive year. Similarly, the Centre won the Gold Award at the Ninth Indian Management Conclave 2018. This was for a case study on experiential learning through the WeCare internship.

The Jasani Center nurtures Social Entrepreneurs through its MBA programme in Social Entrepreneurship. In the current year our students Ms. Anshudeep and Mr. Anwar's entrepreneurial idea on single-stop kiosks for farmers, and Ms Madhu Jain's start-up venture on 'Rath Shala' – Camel Cart Schools in Rajasthan were selected by the Singapore International Foundation for providing start up support.

I am pleased to share that in order to promote social entrepreneurship, Mirae Asset Foundation' extended a need-based scholarship to support 12 students of the part-time MBA programme in Social Entrepreneurship.

Our Gratitude

All these initiatives would have not been possible if the University had not provided multifarious support. We would like to thank the management body of NMIMS University, the SVKM Trust, the Honourable Chancellor, Shri Amrish Patel, Honourable Vice Chancellor Dr Rajan Saxena and our mentor Shri Shalin Divatia, who all have always provided guidance and support in all our endeavours.

We are thankful to all students who provided valuable feedback in strengthening our academic processes. We appreciate all those who have contributed their ideas and efforts in helping us improve the student learning experience. The Student Council and the members of various student cells did a brilliant work to strengthen the institute-industry connect.

We also thank the international office of NMIMS University for facilitating several collaborations and partnerships with global Universities. Our gratitude to the Alumni Office for organizing several events during the year to reinforce our bond with alumni network.

I would also like to acknowledge the tireless efforts of those who are behind the scenes, our academic administration team, the library and the examination office of the University. A special word of appreciation to all our staff for dedicatedly providing their services to keep this great institution running smoothly.

Looking at the Future

In summing up, let us ponder over how SBM is looking at the future?

Our university, for last two decades or more has been structured around regulations. Now, with Tier I graded autonomy and with SBM's AACSB global accreditation, the parameters of autonomy and accountability are changing.

Consequentially, SBM has initiated a process of significant review of its strategy under the guidance of Hon Chancellor, our Mentor and Hon VC to push the School to become more innovative, globally collaborative and a high learning and research focused School, refocusing on the next levels of excellence and accountability. The aim is to create a best eco-system for learning.

As part of the SBM strategy our goal is to be in the top 3 private management institutes of the country by 2025. To achieve this goal:

- SBM proposes focusing on taking the research quality to higher levels and ensuring 40% of the SBM Faculty publications are in top grade journals by 2025.
- Focus on student career opportunities and industry connect matching top ranking institutions of the country and targeting 80% PPO's/PPI's by 2025
- Based on perception mapping of SBM, strengthening the quality of intake
- Making all our courses 100% Assurance of Learning (AOL) compliant to meet the highest standards of content, relevance and application

SBM proposes to focus on defining and granulating our approach in clear terms. As an alum of this School, we will need your support in making this happen and I am sure many of you will play an active role through the alumni network to help your alma mater.

Our new path is to reinvent ourselves and invent new things. We will strengthen systems and processes to confront the disruption and redefine some of the parameters of our functioning. Years from now, when you look back, I assure you that you will feel nothing but proud of your *alma mater*.

My email signature has a message and now I want to say that to all of you...

Be Happy Now, and Always.
God Bless you and all the Best.