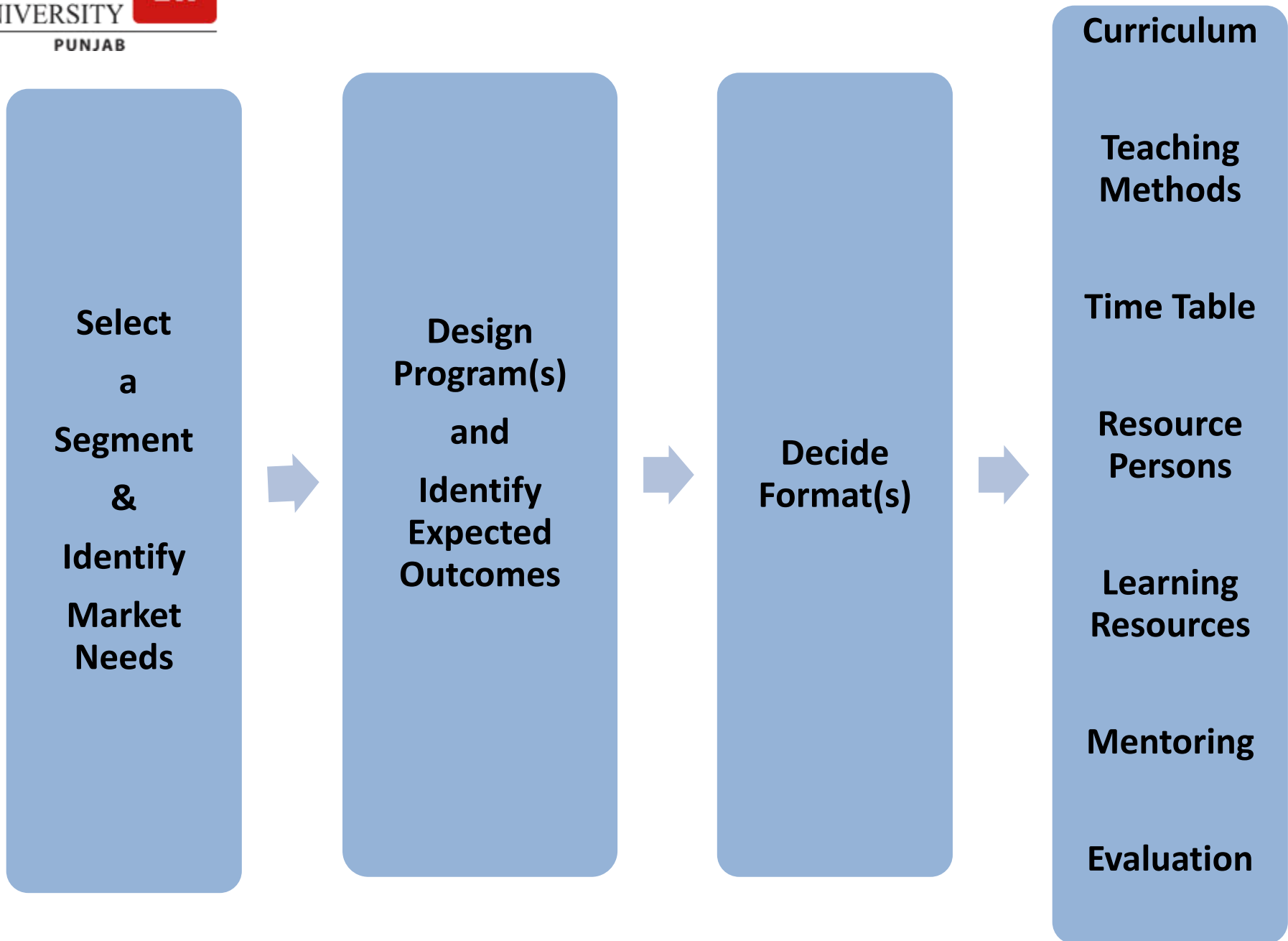


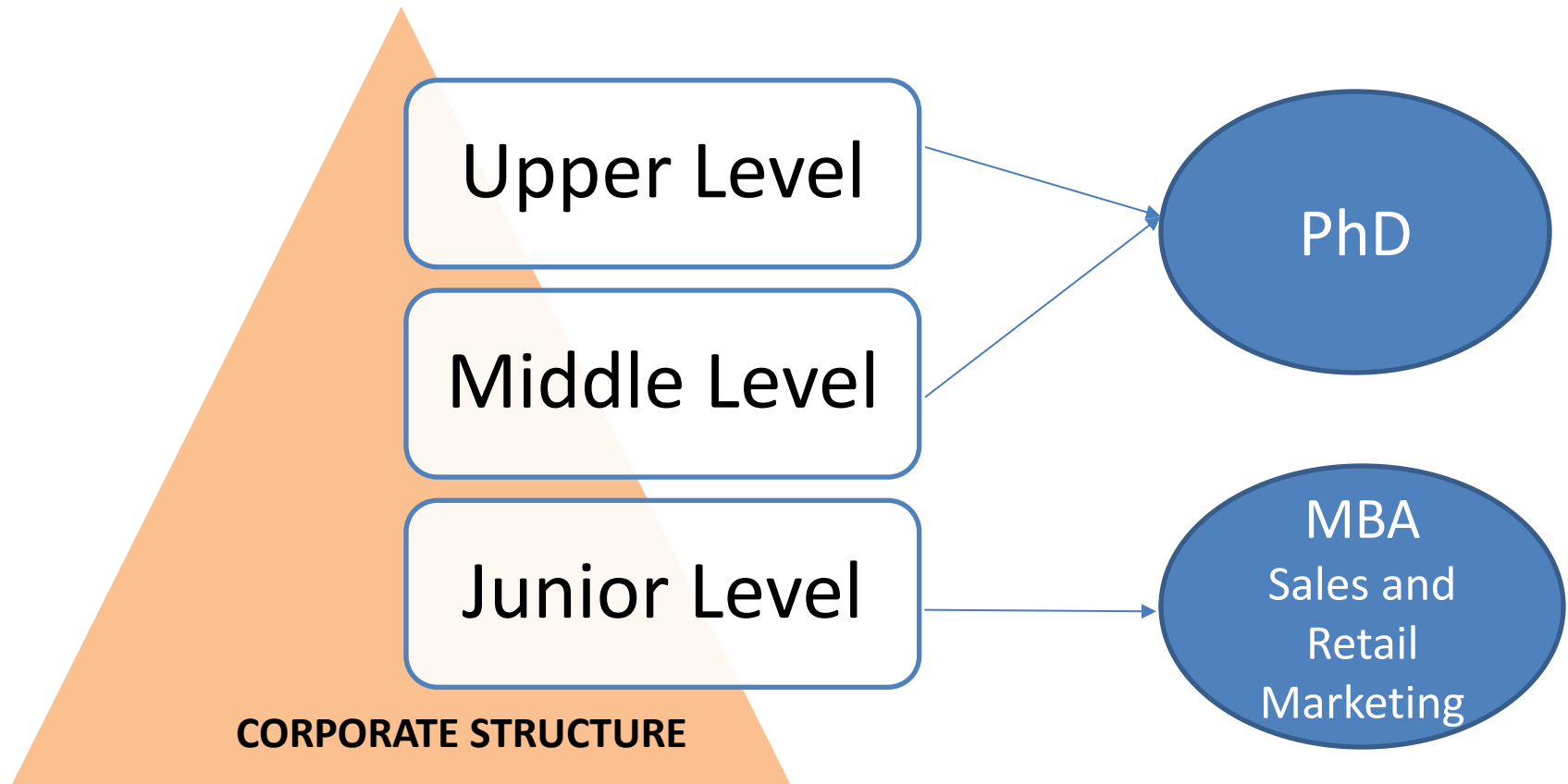
Effective Planning and Implementation of Executive Education

Course Curriculum of Business Schools in
BIMSTEC Region

Dr Amit Mittal, Dean (DRC)
Chitkara University, Punjab, India

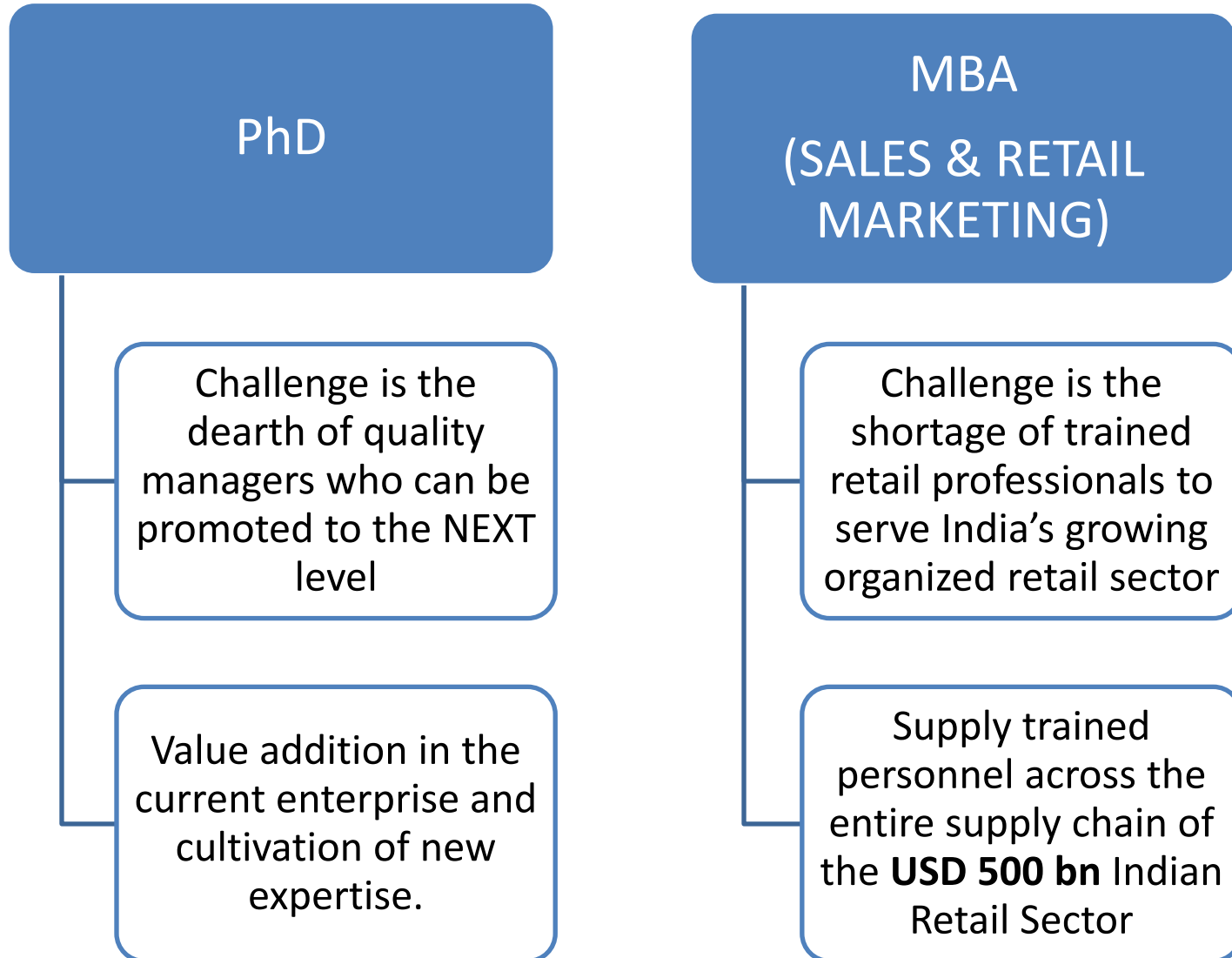


Select a Segment





Identify Market Needs & Expected Outcomes



Expected Outcomes

- The presumed outcomes of executive education are changes in managerial behaviors with presumed increases in organizational effectiveness (Feldman & Lankau, 2005)
- Improved career options and better career progression for managers (Sue-Chan & Latham 2004)

References:

- Sue-Chan, C., & Latham, G. P. 2004. The relative effectiveness of external, peer, and self-coaches. Applied Psychology: An International Review, 53: 260-278*
- Feldman, Daniel C., & Melenie J. Lankau. 2005. Executive coaching: A review and agenda for future research. Journal of management 31.6: 829-848.*

The Working Executives Segment MBA (Sales & Retail Marketing)

- Indian Retail Industry employs about 40 million people.
- Indian Retail Market is poised to reach USD 1.3 Trillion by 2020.
- Growing economy – more skilled workforce needed at all levels.
- Chitkara University aims to create a primary resource centre for all retail manpower solutions.

CCSRM SKILLING MISSION



- CCSRM mission is to tap the vast potential of the talent pool amongst Indian youth and channelize them towards skilling and up skilling towards the development of the Nation.



SKILLING DEVELOPMENT



“ Skilling is building a better India. If we have to move India towards development then Skill Development should be our mission ”

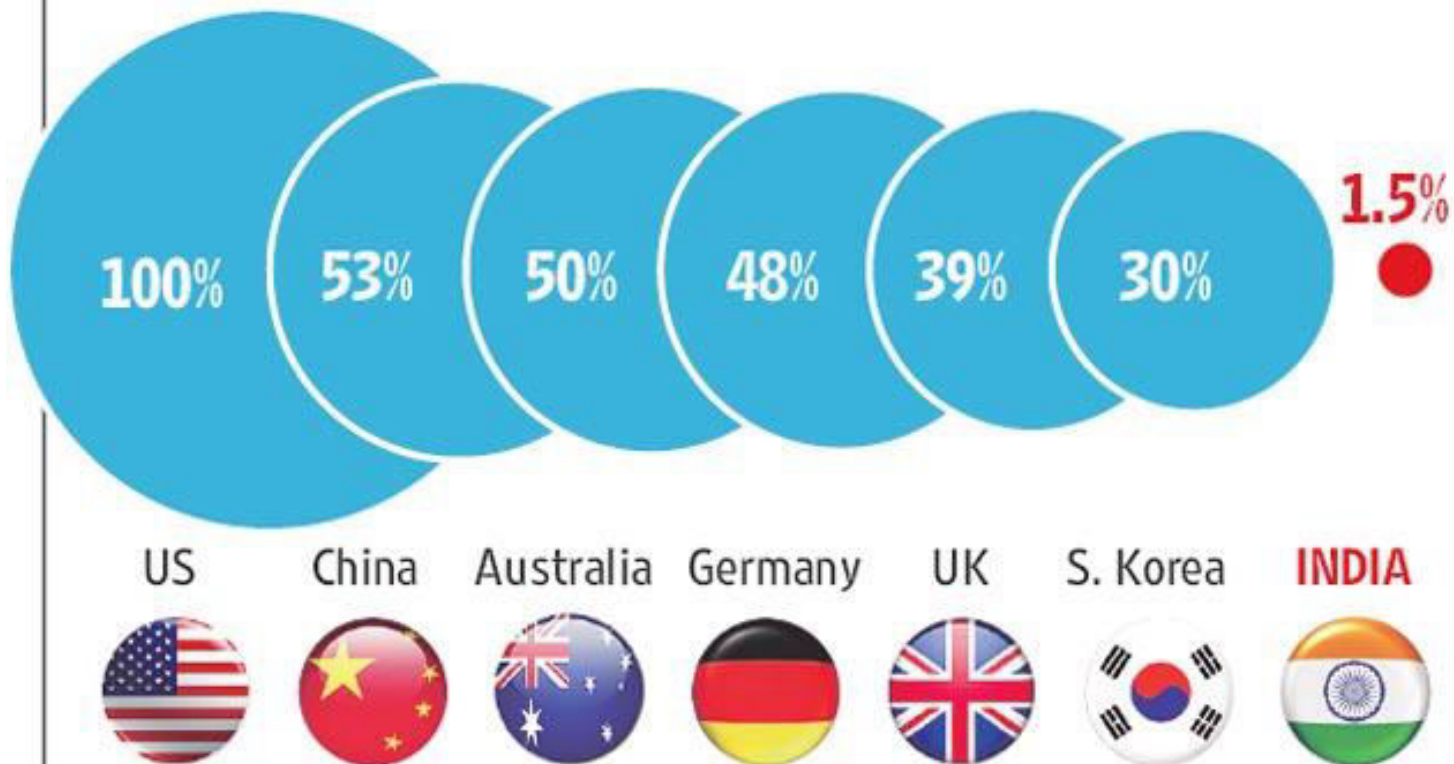
Shri Narendra Modi

Prime Minister of India

The Need

NOT UP TO THE MARK

India has a huge workforce, but training levels are poor
(Percentage of workforce with education of up to Class 9 or more)



Source: Ministry of skill development and entrepreneurship

The Program Format

MBA (Sales and Retail Marketing)	Format
Selection	Profiling + Interview
Curriculum	NSDC Modules embedded
Teaching Methods	Karm Rekhas, Retail Yatra, Capstone Projects, MOOC, Flipped Class Room, PCPs
Time Table	Modular
Resource Persons	Industry experts, In-house faculty and trainers from FUTURE Sharp

The Program Format

MBA (Sales and Retail Marketing)	Format
Learning Resources	Specialized Work Books by Future Sharp, e-books, PPT Handouts, Class Notes
Mentoring	Faculty mentors, Industry Supervisors
Evaluation	Capstone Project, Written exams, assignments, videos, group presentations, quizzes, store visits, retail yatra report, karm rekha MCQs



CCSRM-NSDC LAUNCH





HUNAR HAI TO KADAR HAI



"Hunar hai toh Kadar hai"
"Women in Transport"
Skill Development Initiative to Empower Women

Training Partner :
Maruti Driving School

FREE DRIVER TRAINING
Driving Lessons + Driving License
Communication Skills
Etiquette

ELIGIBILITY
Age: 18 to 35 yrs , Edu - SSC
Aadhar Card - or Id & Address Proof
Income Proof : Total family annual income below 3 lacs

Contact:
Jayashree Sanghani - 95025 00009
Sangeetha Kosuru - 98850 78811
FLO Office: 046 23295277
Rakha Lahoti (Chairperson)
hyderabadhlo@gmail.com





N • S • D • C
National
Skill Development
Corporation

A joint initiative between Future Group and NSDC.

Working Executives Segment PhD (Management)

- 48% organizations have difficulty in finding qualified candidates for leadership positions.
- Practitioner who view higher education as a resource for creatively confronting contemporary business challenges.
- By 2017, 18% of top positions will remain unfilled / occupied by unprepared individuals.
- Limited experience at the top.
- Very few 'suitable' executive programs – especially in North India.

Ref.: "India's leadership challenge", Strategy + Business, Summer 2013/Issue 71

The Program Format

PhD (for working executives)	Format
Selection	HBR Case Studies + Interview
Curriculum	Modular: Research Methods, Advanced Research Methods, Online Course (MOOC), Concentration Seminar, Publishing tutorial
Teaching Methods	Lectures, Flipped classroom, Assignments, Blended Learning, Case Studies, Problem Based Learning, MOOC
Time Table	Modular, Flexible, 'Plug-and-pay'
Resource Persons	Top researchers / trainers : External and Internal

The Program Format

PhD (for working executives)	Format
Learning Resources	Electronic online databases: EBSCO, K-hub, ProQuest, Capitaline etc., Separate section in university library
Mentoring	Primary Research Supervisor from campus. External Specialist co-supervisor permitted
Evaluation	Coursework, Research Proposal, Progress Review Seminars, Publications, Pre-thesis seminar, defence. Evaluate the quality of publication(s) and practical application of research findings

I found MOOC more useful and active learning i.e. Proficient Presenters during assignments and easy understanding. It provided me with an introduction to research, data management and sharing. I am also recommending this further to all other audience with similar profile in my contact to make best utilization of this.



Pankaj Sharma
Deputy General Manager
Consumer Business – Corporate
Tata Teleservices Limited

The Executive PhD Programme of Chitkara University is well designed and appropriately structured as it allows professionals like me to advance their education while being in a high commitment job. The coursework is very well planned and included a MOOC course from MIT on Innovation and Commercialization, which I think is a great idea as it offers practical knowledge while retaining the flexibility of completing it at your own pace.



Manu Sehgal
Vice President
PAREXEL International

Evaluating the Expected Outcomes

Kirkpatrick's (1996) four levels of evaluation

- (a) affective reactions to the educational experience
- (b) learning
- (c) behavior changes, and
- (d) organizational results

Reference: Kirkpatrick, D. L. 1996. Great ideas revisited: Revisiting Kirkpatrick's four-level model. Training & Development, 50: 54-57.

Thank you!

amit.mittal@chitkara.edu.in