

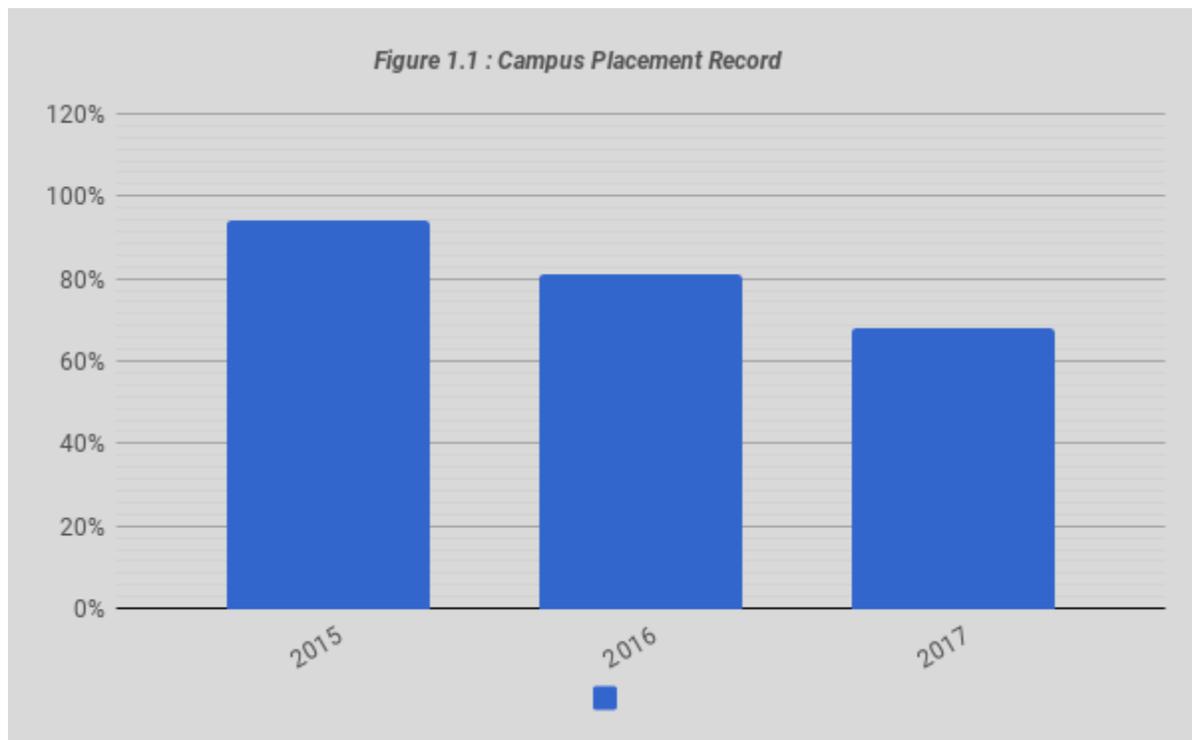
## **Reality of Business Schools in India**

*Today, youth in India is giving up on the traditional postgraduate courses such as MA, and Msc as they are busy in chasing the professional higher education courses such as MBA & Mtech. There is always the possibility of lagging in the race of success with degrees of MA, Msc while rare are the chances of the unemployment with pinning down the MBA, B.tech degrees. And thus, we can say that professional courses have now become the means of unemployment insurance. This perception of nearly 64 per cent of the youth population in India is giving rise to rapid mushrooming of business schools and technical institutes on a larger scale in almost every corner of India.*

*While India is still making efforts to keep pace with emerging economy growth, gone are the days when you can easily find a job in the corporate sector with MBA or B.tech degrees. One of the primary reasons behind this alarming fact is the dismantled chain of demand and supply in the emerging market of the economy. As of now, the aspiring young minds are setting their eyes on popular business schools with the hope of getting better career opportunities in the near future. Due to this sudden popularity of MBA courses, every other business school is producing hundreds of MBA graduates every year to meet the demand of companies (regardless of whether the company is small-scale, middle-sized or multinational). This has made the companies turn into being more stringent during the process of recruitment and selection.*

*Only the deserving MBA qualified students can get their hands on the hefty compensation packages offered by the enterprises. But a bulk of MBAs in India makes it extremely arduous to identify and decide the deserving candidates for the jobs.*

*As per the recent survey report of News World India, out of one lakh MBA graduates from various business schools, only 75,658 in 2016 and 69,682 landed up to better jobs in the campus placement drive in 2017 till date. The assumption that lack of proficient teaching pedagogies, knowledge and skills acquisition in the various business schools of India.*



*Can that be considered true? If not, then where else do the problems lie then? Despite pursuing MBA from reputed colleges of India, why is it that they are unable to get the good jobs?*

*Let us understand the current scenario in particular to a famous business school in Indore whose identity we would like to keep anonymous. Because we would be referring to this B-school many times throughout the paper, name it a let us s ABC business school.*

*ABC is one of the most popular business schools in Indore ranking in the top 20 MBA institutes of India. From 2005 to 2012, its placement record of MBA candidates is seen to be 96.45%. If looked at its recent record, the success record is reduced to only 68.23 % which is no doubt shocking. On an average, it supplies 421 MBA graduates every year to the economy market out of which only 48% employed with hefty salary packages in bluechip and multi-national companies.*

*Does that mean companies are getting more choosy or the business schools are becoming more negligent? Let us first explore an artifact: what exactly companies look for in MBA graduates?*

*When our research analysts interviewed the directors of reputed companies, they revealed the significant set of skills and qualities an MBA graduate must possess for company's welfare. Here are the few things they require on prima facie:*

- 1. Compelling communication skills which can attract the clients in a few minutes.*
- 2. Accomplished with the assets required to work under harsh circumstances.*
- 3. Equipped with self-motivation and leadership qualities at a workplace.*
- 4. Thorough with the role and responsibilities of the job profile applied for.*
- 5. Passionate about taking up new challenging tasks essential for individual growth.*

*Isn't it difficult to realize why ABC is unable to nourish the students' personality with the skills as mentioned above? As per our experts' say, the following could be the reasons:*

- 1. Inadequate resources available in the institute's premises*
- 2. Incompetent teaching pedagogy*
- 3. More focus on scoring high in theoretical examinations*
- 4. Less interest in student's overall personality development*
- 5. Negligence of essential requirements by the corporate sector*

*It cannot be denied that the aim of many business schools has become to get a great revenue instead of producing the valuable assets for the organizations. Then what are the alternatives to get the suitable jobs unemployed degree holders are left with? There is only a single way out: to become what companies need. Some business schools get successful in preparing their students for the market, and some fail to do so. In the latter case, business finishing schools cater to the needs of the students. The experts at finishing schools prepare the MBA graduates to become eligible for a good job in a reputed firm.*

*CEEF is one such finishing schools that furnishes the overall personality of graduates regarding knowledge and managerial skills that can be utilized in a work place in real. The team at CEEF not only makes students achieve their dream jobs but also to build such a youth equipped with a set of skills necessary for an economic growth of a company as well as the nation.*

*Unlike ABC's placement record, we have remained the successful and popular choice of many jobless MBA graduates with a success rate of 99.9 %. We were approached for help by 32 students of ABC school who had different expectations regarding job profile, compensation package, security, location, brand equity and growth opportunity of the company. Accordingly, our experts fixed the grooming sessions, and over a period of two months, they were placed well and are doing well in the respective organizations today.*

*To get more information about our programs and grooming sessions, please write in to us at [puneet.chadha@ceef.in](mailto:puneet.chadha@ceef.in).*