ANNEXURE 2

Research on Management Education in India

Survey questionnaire for B-School Deans / Directors / Senior Faculty

A) Background Data on Respondent

1. Name:

2. Designation: Full time / Part time

3. Institution:

   Type of institution: University  University Dept.  Affiliated
   Autonomous Others (please specify)

4. Age: Sex:

5. Educational Qualifications:

6. Work experience:

   Years     Months Institution/Organisation

   Teaching

   Industry

   Others (please specify)

B) MBA Programme Details:

7. What are the stated “Vision and Mission” of your MBA programme?

8. Is the MBA programme approved / accredited by AICTE? (Tick one)

   Approved  Accredited
9. What is the mode of admission to your MBA programme?

10. Is work experience mandatory for securing admission to your MBA programme?

11. What other criteria used by your school in admitting students in the MBA programme?

C. Curriculum Reforms

12. Do you design your own curricula for your MBA students? If so, what are the parameters used?

13. (a) How frequently is the curriculum reviewed?

(b) What mechanism is in place for consultation with stakeholders in the development or review of the curriculum?

14. a. Have you recently introduced any changes in the Curriculum? If so, can you please elaborate?
b. What difficulties, if any, are currently faced in making curriculum changes?

15. a. If your B-school is affiliated to a university, what is your satisfaction level on the curriculum reforms that the university makes in the MBA programme?

b. What difficulties, if any, do you face while attempting to introduce important curricular reforms?

c. As a constituent college, what is the mechanism currently available to you to suggest curriculum changes?

16. a. How frequently do you think MBA curriculum needs to be reviewed in the changing context of the management education?
b. IT and Globalisation are changing the landscape of Business all over the world. What curriculum reforms have you introduced to address these two developments:

c. In your opinion, the type of flexibility that can be introduced in the curriculum offering may please be outlined broadly.

D) Inputs in MBA Programme

17. What in your opinion are the economic/social development inputs required in an MBA Programme?

18. Which do you consider are the appropriate pedagogical tools for imparting Management education?

19. What are the teaching methods and aids currently used by a majority of the faculty in your school?

E) Recruiters and their contribution to improving MBA programme.

20. What type of companies recruit MBA graduates from your school?
21. What is the mechanism in place in your school to obtain feedback from recruiters?

22. What are the important suggestions that recruiters have given you in the last three years?

23. Have any of these suggestions been implemented in your institute? If so, have they helped to improve the MBA programme?

24. Please mention difficulties, if any, faced in implementing the suggestions of recruiters?

F. Your personal views on MBA programmes.

25. What, in your opinion, are the areas of knowledge an MBA student need to be exposed? Why?
26. Do you feel the need for making attitudinal changes in the MBA aspirants? What are they and why do you consider them important?

27. What in your opinion are the skill needs of an MBA?

28. Many Management Schools in the West consider three inputs – Knowledge, Skills and Attitudes, important integral parts of a successful MBA programme. Do you agree? If so, can you rank them in order of importance?
29. Having been an educator in the field of Management, what suggestions you have to make the MBA programmes in India more valuable to students and more beneficial to the employees?

Note: Responses to all questions will be used only for the purpose of this research. The identity of the respondent will always be confidential and during analysis suitable coding will be employed to conceal the respondent’s identity. The researcher requests for a candid response that will provide valuable inputs to the study.

Thank you.
Research on Management Education in India

Survey questionnaire for Corporates hiring MBAs

Background Data
1. Name: Mr/Mrs/Ms.
2. Designation
3. Name of Company
4. Number of years in service
5. Number of years in the present company
6. a. Do you possess an MBA qualification? If yes, name of the B-school from which you graduated & year of graduation.

b. If you are an MBA, what did you gain from this education?

c. Now that you have gained considerable corporate experience, do you feel that MBA education needs to be further strengthened in some areas. If so, what are your suggestions?

7. a. Why do you recruit MBA graduates?
b. What are the parameters against which you select B-schools for recruitment?

c. Can you name a few B-schools that your company visits for recruitment?

8. a. Do you select non-MBAs also for managerial positions?

   b. Do you think an MBA qualification is essential for managers? If so, can you elaborate?

9. a. What are the areas of knowledge in which MBAs are stronger compared to Non-MBAs?
b. Currently, do MBAs lack knowledge in any important area/s relevant to Business and Management?

10. a. Do MBAs have reasonably strong skills to tackle managerial problems? Can you identify some of these skills?

b. What are the skills (required for Management) in which they are currently weak? What remedies would you suggest?

11. a. What attitudes in present day MBA Graduates you appreciate?

b. What are the negative attitudes, if any, you see in them? How could these be remedied?

12. Some Business Schools in India are also teaching foreign languages to their students? Is this necessary? If so, what are the foreign languages, you will recommend?
Role of Industry

13. What contributions, in your opinion, can Indian industry make to strengthen the MBA programmes in our country?

14. Do you think the role of industry in improving the quality of MBA programme is adequately recognized by the B-schools? If so, please explain?

15. What are your recommendations for making MBA education more useful to Indian industry?

16. Can the researcher contact you for a personal meeting, if necessary?

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Thank you.