

## ADVICE TO MANAGEMENT EDUCATORS

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### ABSTRACT

In the day and age where One finds so much uncertainty and so little time for One's professional growth, I as a Management Educator would like to put forth My views on enriching the MBA Curriculum for the Management Graduates studying in Our Colleges.

I insist that SEVEN NEW COURSES be introduced in the Management Curriculum to make the Curriculum more exhaustive and overall complete in every sense. I have given My suggestions for these Seven Courses of importance in My Paper and have defended the same by providing multifarious reasons for incorporating them.

My Paper is a theoretical one and is conceptualised by Me in toto ! I wish to add that I have thought deeply on this theme and would like to discuss it in a simplistic manner ! Please note that this work is purely My own effort and does not involve any References to support it !

I feel immensely proud to partake in this International Conference with My little insights !

**KEY WORDS – MY VIEWS, MANAGEMENT EDUCATION, SEVEN NEW COURSES**

**PAPER TITLE –**

“Better be unborn than untaught for ignorance is the root of all evils.”

I recommend the mandatory introduction of certain Courses in the Management Curriculum which need serious attention from the Management Educators of today and which ought to be sincerely entertained considering the competitive job scenario of the Indian and Global Corporate and Business Houses. These Courses which should ideally be a significant and an upcoming rebellion to the existing structure of Management Discipline are specified as under with detailed scrutiny.

COURSE ONE – GROOMING FOR CORPORATE SCENARIO – Formal Grooming is an essential parameter which is helpful in clinching the Business Deal and should be given due weightage in My eyes. Corporate Business Suits must be purchased for the wardrobe applicable to both Guys and Girls and the pursuance of matching colors, stylish designs and quality Brands can do the trick when it comes to looking charismatic and making an impact on Your Business Comrades as well as Corporate Counterparts. Yes the purchase of smart outfits like Business Shirt, Business Trousers, Business Coat, Business Tie and Business Footwear is an important ingredient of becoming a successful Businessperson of today. More so, the right Hair Cut, frequency of Hair Spa, Hair Coloration, counselling towards the use of right Hair Shampoo, Hair Conditioner and Hair Oil plus overall Hair Treatment in proper and hygienic Hair Parlors and coming from progressive Hair Experts should be incorporated in the MBA Curriculum Material. Skin Care is also to be considered paramount and recent ideas on Facial Creams from top-notch Brands, Body Moisturisers, Face Waxing and timely Facials deserve appropriate space in the MBA Curriculum as this would make the Businessperson more confident and impart a glowing and charming Face to Him/ Her. Hand and Feet Cleanliness in terms of Manicure and Pedicure, Nail Filing, Change of Nail Paint every Week also ought to be made compulsory for the Management aspirants.

COURSE TWO – BUSINESS ETIQUETTES – Daily Business encounters make it necessary that Business Etiquettes and Corporate Manners be inculcated in the Management Students as a vital Subject of MBA Curriculum. I insist on this as an appendage to Organisational Behavior but more

in the practical sense rather than in mere theory. Non-Verbal Business Interaction takes place in any Business environment and the Management Graduates can do well to learn how to conduct themselves in a style that they may not be over-diffident or under-active or unduly aggressive or too-pretentious in their behaviour towards their internal Business Colleagues and external Business Stakeholders. Additionally the Management Pupils would do better to imply politeness, understanding and affirmation in their physical and psychological attitudes with their Juniors, Peers and Superiors. The words such as PLEASE and THANK YOU should embellish One's speech in every conversation One holds with One's Corporate Personnel, Customers and Competitors. Also Business Etiquettes does not permit Boozing, Gambling, Smoking and Chewing Tobacco in the Business Premises.

COURSE THREE – ENGLISH LANGUAGE AND LEARNING – Focus on coming across as an Educated Professional puts pressure on the Management Department to examine the lacunae associated with English Language Reading Writing Speaking and Listening. A comprehensive orientation on English Vocabulary, English-Word Pronunciation, English Grammar and Sentence Structure, English Proverbs, Phrases and Idioms, English Quotations, English Poetry and Prose would make a difference in the way the Management Students acquire an edge in communicating fluently in English. If only the Management Persons are told the importance of reading English Novels, English Magazines and English Newspapers it will build their personality by leaps and bounds. Another thought on determined Business Chatting in English even in informal gatherings would mark them out as distinguished Corporate Professionals worthy of a Business undertaking.

COURSE FOUR – TRAVELLING INSIGHTS – As an itinerant Business Person One should read the tome titled "LONELY PLANET" which will do wonders to His/Her travelling spirit as it carries an interesting account of famous destinations in India and other Countries and the site-seeing places One can visit along with One's Business Schedule in that particular City, State or Country.

Additionally, a responsible Lecture on How to Pack for a Business Trip, What to Eat, How to select a Hotel, In what respect to Plan One's Stay, How to ensure Safety of One's Luggage, How to Manage Independently, How to Communicate in the Local Dialect, How to Exchange Currency Notes and even How to Contact Higher Authorities in the Time of Need is a kind of in-advance Training every Management Professional can do with. Honestly speaking, most Corporate Folks learn all these Travel-Management Tips after committing follies which can be very harrowing and troublesome to them and can be done without.

COURSE FIVE – BUSINESS FORECAST AND FUTURISTIC APPROACH – At the time when typewriters were doing the main script-writing work nobody really imagined that one day the industry will become obsolete with the advent of Computers which will grab centre-stage in documentation. The basic options in a Business Set-Up keeps changing with the launch of unique Brands and with the upgradation of current Products with those of new Ones and which entrench themselves in the market-place with the passage of time. The Management Learners can hardly let this engaging Subject ride or have it put to the back-burner. In some cases it becomes the need of the hour to even relocate the Business Organisation to more attractive and lucrative destinations in order to gain stronger foothold over One's target market. Hence the urgency in considering how the Business will turn-out in the long run ! Another point of view is that it is at times advisable to bring in a Technological Revolution by arranging sophisticated Technology from offshore Continents to suit One's immediate positioning and strategic commitments. This will take care of the fact that the Business will project itself in a ready-to-learn manner and be called a Modern Corporation through and through. The Students will come out more emancipated after doing a self-analysis on such an issue and how they can and should cope with the perpetual exploration of emerging horizons within their scope of operation.

COURSE SIX – ORGANISING BUSINESS GET-TOGETHERS – Business Parties are neither completely formal nor completely informal as the power equations are reorganised during such get-togethers. How should One Plan the Corporate Get-Together during a Seminar or Conference in a Seminar or Conference Hall or during a Picnic in an Open Space or during a Corporate Celebration in a Restaurant and other such occasions should be every Student's cup of tea ! If the Students only know how to come out of their shells in such circumstances to organise the entire Event in a more refined fashion, it would make Him/Her more competent as a Management Professional and more dedicated as a Corporate Executive. How to invite the Guests and related People, What should be served to the Guests, How should it be served, Which Games to play at such Parties, How to fix the Chairs and Desks, How to decorate the Hall, How to Behave in these Parties, etc once brought to light before the Management Graduates in depth would make them smart Hosts who can bring laurels to the Business House anyday.

COURSE SEVEN – EMOTIONAL INTELLIGENCE AS A GUIDE – Emotional Intelligence means managing Our emotions intelligently which include handling Oneself at the time of crisis, controlling One's anger, giving free rein to One's ideas, involving other people in One's Project, empathising with a desolate soul, staying secure under business pressure, making things work without aggression, living up to Your own expectations, trying One's level best ethically and not giving up easily is what constitutes a true Manager and an effective Leader. If the Students are nurtured in these particulars they will have a superior command on Oneself and would not fall short in any stream related to their work-life ! If the combination of Emotional and Rational Decisions take shape in an Individual it will make that Person a reliable judge of all situations crossing His/Her path. Yes I emphasise the advantages associated with such psychological education to the Management Lecturers and appeal to them to make it a worthwhile endeavor for the overall development of the Management Graduate.

THANK YOU ALL FOR BEARING WITH ME ON THIS SCORE !

THANKS A TON !