



Internationalization of B-School Education - Challenges

Approach and Analysis from Central Asia Zone

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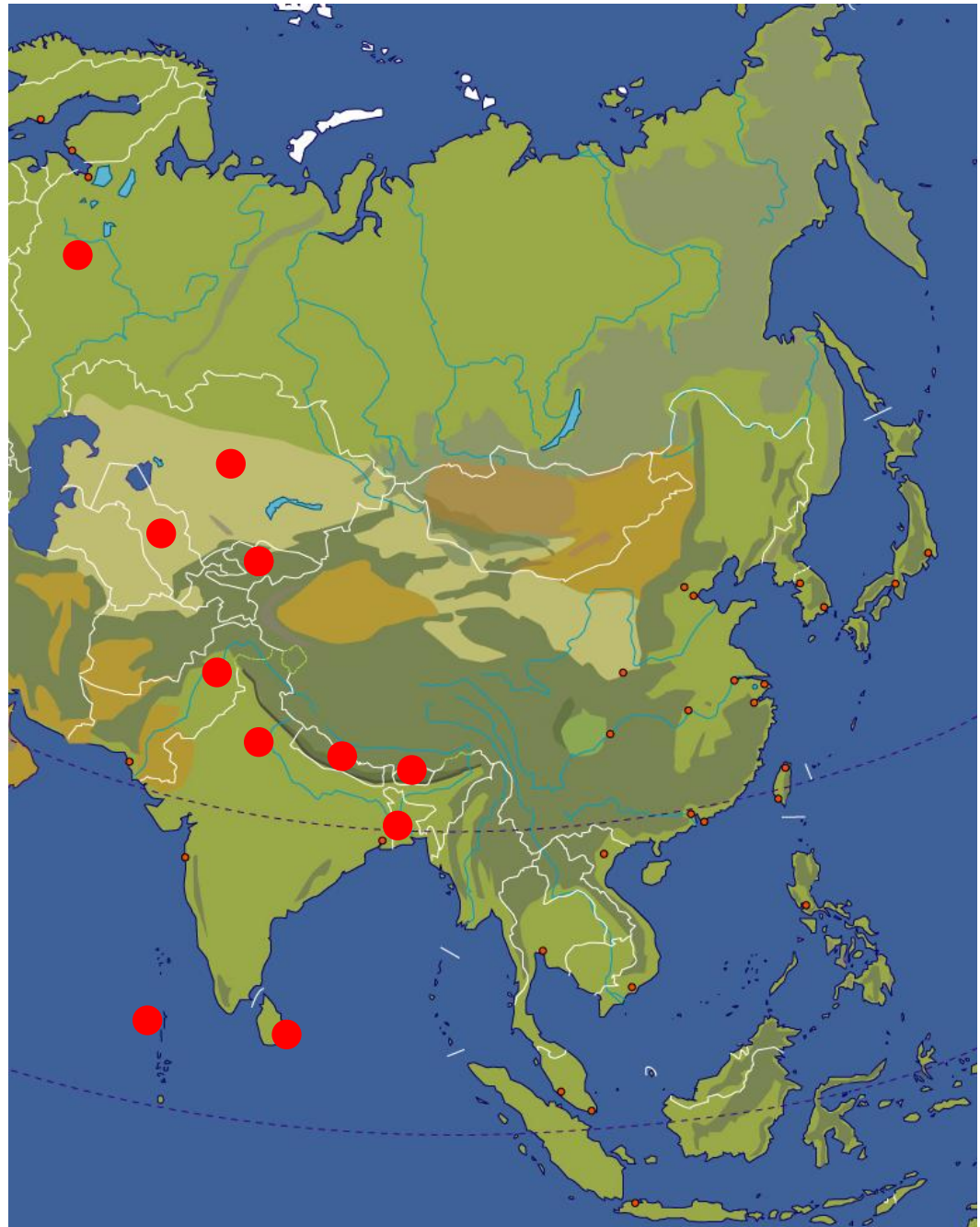













Chandrayaan India's Mission to the Moon



Countries

	Bangladesh
	Bhutan
	India
	Kazakhstan
	Kyrgyzstan
	Maldives Islands
	Nepal
	Pakistan
	Sri Lanka
	Uzbekistan
	Ural's Russia



Countries	Population	Eduniversal B-Schools (69)
 Bangladesh	158,665,000	03
 Bhutan	658,000	01
 India	1,134,260,000	49
 Kazakhstan	15,422,000	02
 Kyrgyzstan	5,317,000	01
 Maldives Islands	306,000	01
 Nepal	28,196,000	01
 Pakistan	163,579,000	04
 Sri Lanka	19,299,000	01
 Uzbekistan	27,372,000	03
 Ural's Russia	141,927,900	03

India

- 5,000 year old ancient civilization
- 1.3 Billion population
- 325 languages spoken – 1,652 dialects
- 18 official languages
- Largest English speaking country in the world



India

India

- World-class recognition in IT, bio-technology and space
- 3rd largest standing army force, over 1.5 Million strong
- 2nd largest pool of scientists and engineers in the World



India

- With more than 250 universities, 1,500 research institutions and 10,428 higher-education institutes, India produces 200,000 engineering graduates and another 300,000 technically trained graduates every year. 2 million additional graduates qualify annually.
- The Indian Institute of Technology (IIT) is among the top three universities from which McKinsey & Company, hires most.

The Education Mindset in the sub-continent

- The sub-continent has been a major contributor of knowledge for centuries
- Culturally embedded norm of illiterate masses
- Education considered to be sacred
- Paternalistic/feudalistic values (including caste system)
- Education is 'not for profit'
- 'Degrees' are more valued than 'Diplomas'

Higher Education

- Ministry of HRD
 - University Grants Commission (UGC)
 - All India Council for Technical Education (AICTE)
- “Universities” are state owned and managed with grants from the UGC and can award ‘degrees’
- Private Institutions flourish but do not match the size and stature of Universities
- “Deemed Universities” and their status

Social Issues in Career Education



- Overriding concern for jobs and placement above learning
- Parental/peer pressures override choice of careers
- Regulatory mechanisms under pressure to bend policies and rules
- Brain drain
- Globalisation of Education difficult in insular circumstances
- Poor revenue models fuel problems like availability of teachers/material/research

Unique features?


- Teaching is largely 'teacher driven'
- Guru-shishya parampara
- Standardisation needs to be brought in
- High on content

Management Education



- Heavyweights like Lahore University of Management Studies, The Indian Institutes of Management (IIM's)
- Role of Universities – feeding the masses
- Private Business Schools are usually run by Public Trusts – mushrooming growth
- Accreditation procedures
 - NAAC of the UGC
 - Not much rush for international accreditations
- B-School rankings/ratings

The Demand-Supply Situation

The background of the slide is a photograph of the Taj Mahal in Agra, India, taken during the 'golden hour' of sunset or sunrise. The central dome and minarets are silhouetted against a warm, orange-hued sky. The building's white marble reflects the low light, creating a soft glow. The overall atmosphere is serene and majestic.

- 200,000 students appear for CAT/XAT/NMAT
- Top 20 B-schools absorb about 7-8000 of the top students
- Rest of the demand is met by small mushrooming institutes and contribute to travel abroad
- Anomaly of 'pricing'
- Industry demand is growing leading to dearth of talent



Internationalization of Management Education in the region

Internationalization of Higher Education

A photograph of a modern university building with a large glass facade and a curved walkway. The building is surrounded by green grass and a paved path. A person is walking on the path in the foreground. The sky is blue with some clouds.

- Foreign Universities entering the region
- Foreign Students in the region
- Domestic Students going abroad for studies
- Student exchange programs
- Student scholarship programs

What students look for?

Faculty

Affiliations/Accreditation

Alumni Strength

Hostel

Location

Admissions procedure

Work Experience

Placements

Curriculum

Exchange Programs

&

INTERNATIONALLY
BENCHMARKED
RANKINGS

Why do they go abroad?

- Demand-Supply gap in the country
- Better models of teaching/learning
- Global exposure
- Route to migration
- Opportunity for a Global career

What Determines their choice?

- Cost and affordability match
- Scholarships
- Visa and entry barriers to careers in the host country
- Own potential
- Future career prospects
- Status (benchmarking?) of B-School
- Timing is important in Asian mindset.

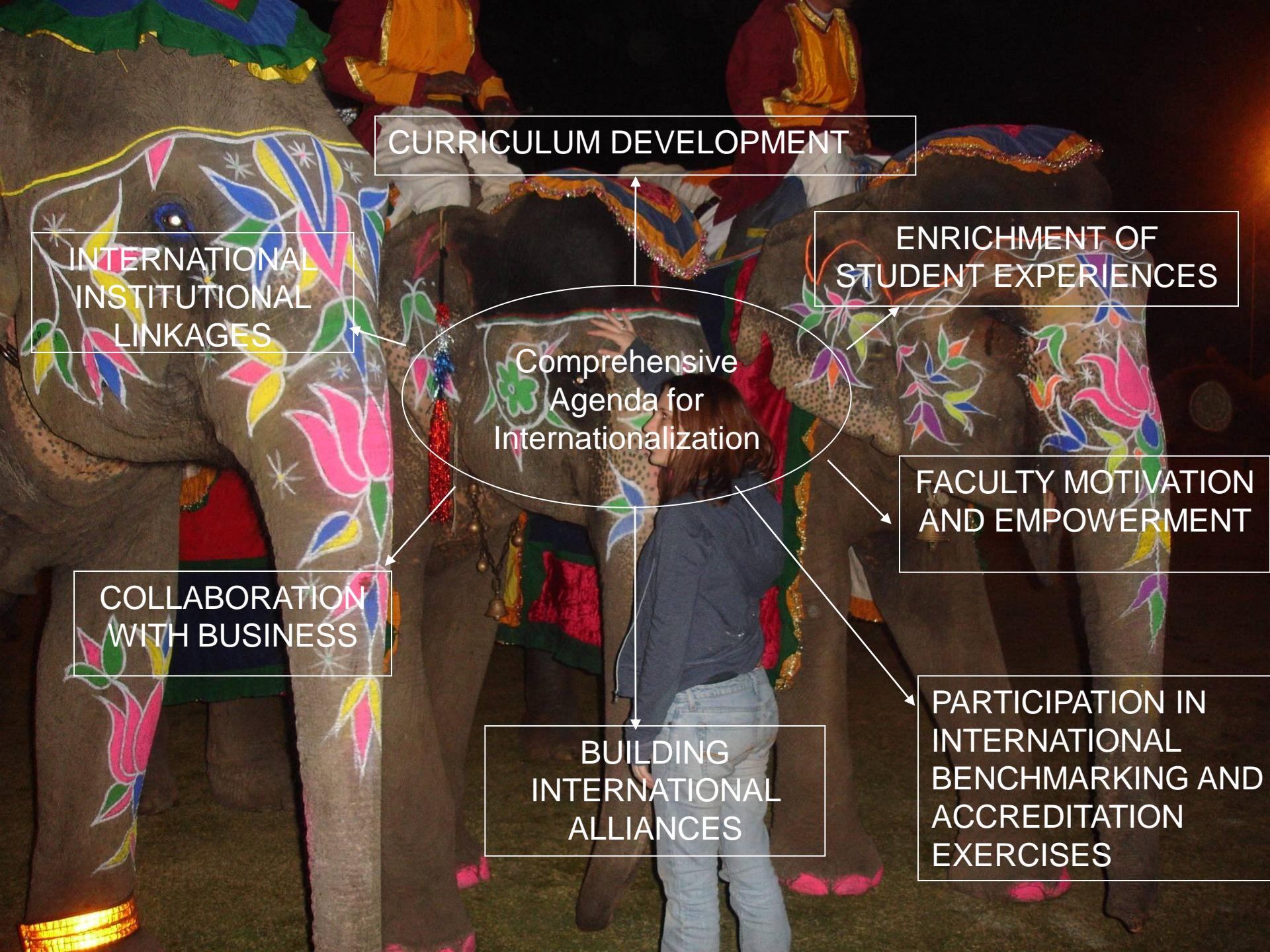


Some mindboggling numbers

- Over INR 55,000 cr (USD 12 Billion) is repatriated out of India to fund the education of 450,000 students according to ASSOCHAM report published by Mint.
- This is for Professional education in field of Engineering, Management, Accounting
- IIT students pay only INR 120 p.m (USD2.5) for best education
- Because India has a caste based reservation system, upto 69% seats are reserved for people from backward communities
- India has just 27,000 whereas countries like Australia have over 400,000 foreign students earning them USD12.5 Billion

Role of Assistant Cells

- 
- A camel is the central focus of the image, standing in front of a building at night. It is adorned with a bright red cloth featuring intricate green and silver geometric patterns. The camel's head is turned slightly to the left, and it has a beaded collar. The background shows a building with arched windows and some trees, with warm lights illuminating the scene.
- USEFI/Fullbright for US
 - British Council for UK
 - Private Institutions (EdWise, EduAbroad, IMS, Career Launcher etc.)
 - Independent career counsellors



CURRICULUM DEVELOPMENT

INTERNATIONAL
INSTITUTIONAL
LINKAGES

ENRICHMENT OF
STUDENT EXPERIENCES

Comprehensive
Agenda for
Internationalization

FACULTY MOTIVATION
AND EMPOWERMENT

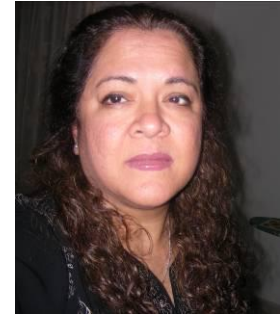
COLLABORATION
WITH BUSINESS

BUILDING
INTERNATIONAL
ALLIANCES

PARTICIPATION IN
INTERNATIONAL
BENCHMARKING AND
ACCREDITATION
EXERCISES



Thank You



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