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Title : 'The pendulum has shifted'

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'The pendulum has shifted'

S P Jain's Global BBA program that spans Singapore and Sydney, offers students the opportunity of studying and working in two radically different, albeit equally challenging environments. Dr Dawn Dekle elaborates

Lina Choudhury-Mahajan

Dr Dawn Dekle, the dean of Global BBA Program at S P Jain Center of Management's Singapore campus, was in Mumbai recently. She tells HT Horizons about the programme and the innovative opportunities provided by SPJCM through their Dubai, Singapore and Sydney campuses.

What prompted S P Jain to start the unique twin city Global BBA program?

Business houses have gone global, business schools need to go global too. This is the feedback that we have got from our corporate partners. In an era where information can be googled, companies reward individuals for their competencies and skills more than anything else. For an accelerated growth, what could be better than matching today's corporate demands, right at the undergraduate level. S P Jain's Global BBA Program focuses at developing well-rounded individuals who are innovative, good decision makers and personally effective. The twin-city Global BBA Program - (in Singapore and Sydney), the key differentiator of the program - offers students this unique experience of living, studying and working in two geographical regions, each with unique financial, cultural, and historical contexts. It exposes them firsthand to diverse business environments and cultures. They are compelled to be cross-culturally sensitive and think of this world as essentially borderless. It helps in developing a global mindset, grounded in the Asia-Pacific framework. S P Jain's Global MBA program that operates as a similar twin-city model, has received encouraging response from corporate and alumni who consider this

model to be the most distinguishing factor in their superlative performance.

Could you comment on how education trends vis-a-vis full-time MBA have changed?

Yes, education is undergoing a paradigm shift. Today, more than knowledge, managers are rewarded for the high quality decisions that they make, their analytical skills, their ability to deal with people across different countries, and to think differently. A curriculum which was earlier knowledge packed, now needs to shift towards development of analytical skills, encouraging learning in a simulating laboratory environment, solving five case studies of companies, challenging the student to come up with innovative solutions, building on soft skills, thinking globally, and emerging as a complete leader. In a nutshell, the pendulum which was earlier pointing towards knowledge, has now shifted to competencies and skills.

How many students have enrolled for the Global BBA program?
Our first batch of the Global BBA Program (2010) witnessed 64 students from 16

Want to join the Program? Here's the criteria for admission

OUR CRITERIA FOR admission ensure that we induct the best into the system. Students are tested not only for their mind power but also for their compound skills. Hence, a holistic assessment of the individual is considered - the past academic performance, achievements, extra-curricular activities and more. Students need to have

Be part of SPJCM's international student contingent

YES, BESIDES INDIA, we have students from 15 other countries - including America, Argentina, Brazil, Egypt, UK, China, Philippines, Russia, Nepal to name a few. Classroom diversity is one of the most important sources of learning. Hence, con-



Dr Dawn Dekle (right) says that their BA program helps students to develop a global mindset, grounded in the Asia-Pacific framework.

countries, across six diverse continents. Not only are these students super with their aptitude, but they also carry impressive personalities, fervour for various extracurricular and sports activities, and an inclination to excel in their chosen fields. This is in keeping with S P Jain's reputation of the quality of its MBA student intakes.

What programmes does the institute offer?
In addition to the undergraduate Global BBA Program, S P Jain offers management

programs at the post graduate level. The one-year Global MBA Program has been distinctly sought for its twin-city model - 6 months Dubai + 6

months Singapore. It's applicable only to students with above 2 years work experience. Similar to the Global BBA, S P Jain's Corporate

Relations offices also offer worldwide placement assistance to the graduating students of the Global MBA. Another program is the

Executive MBA, which is a part-time MBA Program for working professionals of Dubai and Singapore who wish to study without interrupting their careers. Professionals need to have a minimum work experience of 3 years to apply. S P Jain also offers customised Executive Education Programs to corporates who wish to create a reservoir of versatile professionals.

How are they unique to what India's IIMs offer?

What sets S P Jain apart is the "global" nature of its programs. The only way to learn global, is to go global. S P Jain's programs offer "real-time" exposure to its students who learn to accept, appreciate and adapt to diverse business markets, environments and cultures. Additionally, great emphasis is laid on development of student soft skills, as we believe, what's more important is not "what you know" but "who you are". S P Jain's Global MBA program is open only to matured students with a minimum work experience of 2 years, which sets the platform ready for a high-quality classroom

discussion and a case study based learning approach.

What are the fees?

The fees of the Global BBA Program are competitive in comparison with the BBA programs of US, Singapore and Australia. Details are available on www.spjain.org/bba

In your opinion is the Indian Higher Education system on par with the global education system?

The Indian education system is a low-price, low quality system that doesn't compare well with world class education. As a consequence every year 100,000 Indians go abroad to study. There are certainly very smart students who attend the top B-schools in India, and who are capable to compete with the best students in the world. And though the education system has definitely evolved over the years, there is clearly a scarcity of high quality colleges. Also, the Indian education follows the text book 'rote' system of education. Western systems, and S P Jain, use a more interactive discussion based approach to learning.