

*Press Release*

**SEMINAR ON “MANAGING BUSINESS SCHOOLS IN INDIA”**

**Mumbai, June 25, 2010**

“Business Education Market is at Cross Roads and Successful Management at this juncture is critical to the long term success of Business Schools” ,opined Mr O.R.S.Rao, Director of Cygnus Business Consulting and Research, while addressing a seminar on “Issues and Challenges in Managing Business Schools in India” organized at Chetana’s Institute of Management and Research ,Mumbai .

With enrollments of over 1,20,000 students per year by over 1,600 Business Schools, India currently produces second largest number of MBA’s in the world. Fueled by larger demand by the industry in the wake of 8.5% GDP growth projection for 2010-11 ,coupled with the entry of large business groups like Ambanis, Bharati, Vedanta etc, this market is all set to grow faster in the years to come.

However ,quality of education is mediocre in most of the B Schools, as reflected by less than 100% campus placements due to the huge gap in skill expectations of the industry versus skill levels of fresh MBAs. Mr Rao shared his experience in implementing a Performance Dashboard in B Schools incorporating Key Performance Areas like Academics, Brand Building, Corporate Relations ,Contribution to IPR and Financial Performance.

This thought provoking seminar was attended by Senior Personnel of Leading Business Schools like St Francis Institute of Management & Research, Wellinkgkar Institute of Management and Research, ITM Business School, Chanakya Institute of Management, Indira Institute of Business Management , Sterling Institute of Management Studies etc. Ms Madhumita Patil, CEO of Chetana’s Institute of Management and Research welcomed the participants and gave her opening remarks. Mr Samir Ghosh, Zonal Manager and Mr Jadhav Kiran ,BDE of Cygnus also participated.

All students that have completed first year (or second semester) of MBA of any University (Campus Programmes or Distance Learning Programmes) are eligible to undergo this programme. Students that completed MBA and are awaiting suitable placements can attend the above programme, followed by Placement Facilitation module for additional four weeks, which covers Career Counselling, Interview Facing skills and Placement Assistance.

Cygnus Business Consulting and Research ([www.cygnusindia.com](http://www.cygnusindia.com)) is a global knowledge services organisation with its headquarters in Hyderabad and branch/regional offices in all major metros in India. Cygnus publishes a range of reports on Economies, Industries and Companies in India and overseas. Besides, Cygnus takes up Business Consulting projects for corporates , Credit Appraisals for banks and Equity Research projects for Investment Banks and large brokers. Currently, Cygnus has over 800 customers from India and overseas. Renowned Universities and Business Schools like Hyderabad Central University, Gujarat University, Rajiv Gandhi University, Manipal University, IIMs, IITs, ISB, XLRI and NITIE subscribed to Cygnus products . In order to bridge the gap between Industry’s requirements and skills of fresh MBA students, Cygnus also conducts Managerial Skills Certification programmes in functional areas like finance, marketing and HR.



(O.R.S. Rao)

Director

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