



B-Schools have lot to learn from engg education: Experts

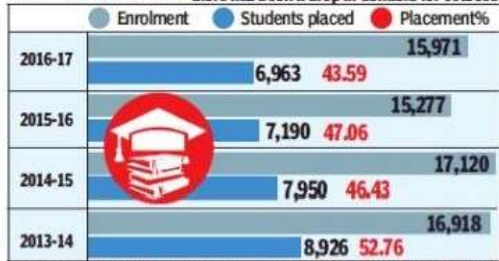
Reality check: 56% MBA grads in Tamil Nadu fail to get placed

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Chennai: MBA courses in Tamil Nadu may be going the engineering way. Nearly 56% of MBA graduates did not land jobs during campus placements in 2016-17, shows All India Council for Technical Education data. Of the 15,900 students from Tamil Nadu, only 6,900 managed to find a job.

Experts say this shows how business management courses have much to learn from engineering education which witnessed rapid proliferation of colleges. Quantity over quality seems to be the common problem in the two streams. On the brighter side, MBA graduates from top campuses continue to get good offers, much like how the best

NO TAKERS | With a steep increase in number of colleges, there has been a drop in demand for courses



Enrolment for 2018 13,500 (approx) Applications received 6,200

engineering colleges ensure plum jobs for its students. This year, more than 45% of government quota MBA seats in Tamil Nadu colleges will remain vacant, says data.

With a steep increase in number of colleges offering MBA, there has been a drop also in the demand for the course. This year, more than 45% of government quota MBA seats in Tamil Nadu colleges will remain vacant, says data.

► Quantity over quality, P 4

► From P 1

Only 6,200 candidates applied for 13,500 government quota seats in 371 government, standalone and self-financing engineering, arts and science colleges. Counselling to fill these seats begins on Wednesday.

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Educational consultant Moorthy Selvakumaran said more than half the MBA seats in the state go vacant because of stagnation in the job market, particularly in the engineering sector. "Earlier, only selected engineering and standalone institutions offered MBA programmes. Now, the course is available in almost all the technical and arts and science campuses, diluting quality."

Bhilaraya Metri, director of Indian Institute of Management (IIM), Trichy, said top colleges like IIM, XLRI and MDI have managed to not only record 100% placement but also with good salary packages irrespective

of the market conditions because of three reasons - quality of students entering these institutes, quality learning environment provided by experienced faculties and learning resources.

"We are marching towards industrial revolution 4.0, meaning a lot of automation and job cuts. So, the curriculum should be revised on a regular basis, involving concepts like big data, machine learning and artificial intelligence, to meet the present and future needs of the industries," said Metri, who headed the government's expert committee that revised

MBA curriculum. R Shreenath, group director, corporate career and services, Great Lakes Institute of Management, Chennai said most recruiters approaching B schools are from the IT industry where jobs have undergone major changes in the past few years. "Only colleges which understand this have done well in placements. An MBA need not be an expert in machine learning and robotics, but he should know the basics in order to grow. Industries these days want problem solvers, not just managers," he said.

Experts say that unlike IT firms, the banking sector and consultancy firms do not offer high packages. An MBA graduate with two to three years experience in the IT sector earns 20-25% more compared to a software engineer with about 10 years of experience.

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