

# Is the MBA dying?

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**B**etween the AICTE, UGC, State University affiliated, private university and autonomous institutions, there are more than 4000 MBA/PGDM institutes! This mushrooming has



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been fueled by the promise of insatiable demand for MBA seats, driven by India's proudest statistic—population. Unsurprisingly, the education industry is reeling under the pressure of surplus seats, dropping aspirant numbers and an imminent shake-up of the sector due to regulatory reforms. The MBA/PGDM programme itself has remained mostly

unchanged. For over a decade, B-schools have merely tinkered with the formula, adding and removing small bits in an effort to show that their programmes are evolving. Every year since 2001, there's been a new flavour craze. India's companies have suffered the most due to this, unable to find talent and forced to spend time and money retraining graduates; or offering higher and higher salaries to graduates of prestigious programmes, in the hopes of attracting what little talent these programmes produce.

Some B-schools are now choosing to take a hard look at their programmes and specialisations. There is a thought revolution in progress—a return to the fundamentals of MBA education, which focuses on fostering analytical thought, real-world skills and a meaningful and measurable connect with industry. *(The writer is VP, Operations & Marketing, ITM Group of Institutions)*