

Teach the teacher; play the leader... naturally

ISB organises workshop for management faculty all across India to upgrade their skills as per the management education demands across the world, says **Pallavee Dhaundiya Panthry**

The Indian School of Business (ISB), Hyderabad, recently organised a workshop for faculty members from leading business schools in India. This was the first event as part of a unique initiative by the ISB to introduce cutting edge practices in management education across B-Schools in India. The workshop was in the area of marketing analytics, and had over fifty faculty registrants from across 25 leading B schools in the country.

Speaking on the need to enhance the quality of management education in India, Ajit Rangnekar, dean, ISB, said: "India will need many more high quality management graduates to sustain its high growth, and also to make it inclusive. To do this, what we need is collaboration, not competition, so that Indian management education wins, and as a consequence, all of us do. We are making this investment with the conviction that it will produce positive returns for Indian management educa-

tion, and ultimately, raise the standards of all Indian B schools."

Gary Lilien, a professor from Pennsylvania State

University, USA, who led the workshop on marketing analytics said: "I am delighted that the ISB, through this initiative, both encouraged and hosted this workshop. I

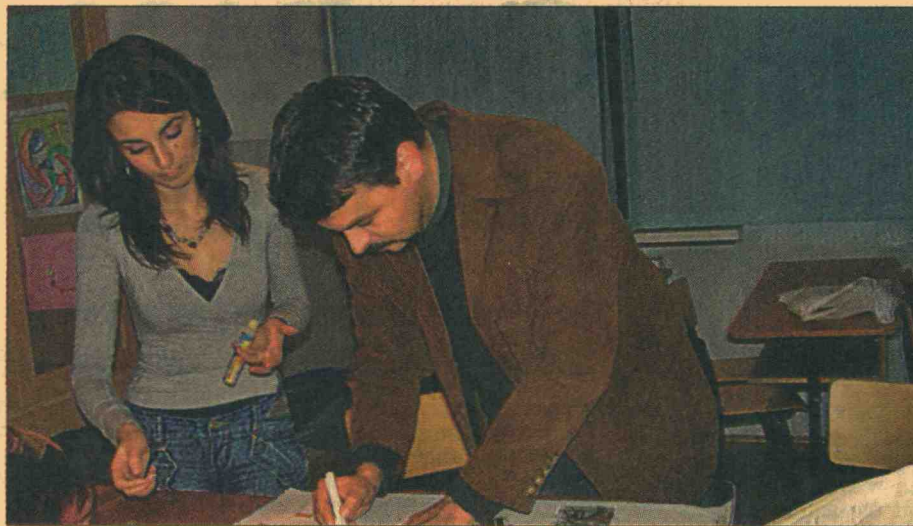
expect this initiative to pay great dividends for Indian business education as a whole." The participants in the

workshop comprised marketing faculty members from several Indian business schools including IIMs, BITS Pilani, IRMA, IIFT, IMT Ghaziabad among others.

They spent the entire day at the ISB exploring innovative techniques that could enhance their teaching delivery. "A great initiative

by the ISB exploring innovative techniques that could enhance their teaching delivery. "A great initiative this sentiment, Saji Nair, professor of marketing at IIM Lucknow said "the workshop provided a wonderful opportunity to walk through the many possibilities in teaching analytical market-

ing." Arun Pereira, head - initiative for excellence in teaching and learning, ISB said: "India has the potential to become the destination of choice for management education tomorrow, if we take the right steps today. After all, the vast majority of growth markets are in this part of the world, and it will be in everybody's interest that India becomes home to top quality B Schools." He added, "ISB will continue to organise such workshops that will act as a forum for faculty to imbibe global best practices, collaborate, network, and share their classroom experiences." The workshops will vary in scope, and address different aspects of management education, from classroom content to delivery. Teacher training is a vital ingredient in the economy.



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by the ISB to help the teaching fraternity in India," remarked Mridula S Mishra, assistant professor, Indian Institute of Foreign Trade (IIFT), New Delhi. Echoing