

Business India

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SP JAIN
**Truly
Global**

Bn

**Indian B-schools
are tapping
into alumni
networks to
build a culture
of engagement
with the
alma mater**

The world is your classroom



A Sydney-based business school that also has spread with campuses in Dubai, Singapore and Mumbai, S.P. Jain Global ensures that its students get a world-class learning experience, with an offering of business learning programmes that encompass undergraduate and post graduate, as well as some in professional technology, doctorates, and luxury management. With a top-notch faculty, this institution is certainly one that is shaping the future of many business leaders.

At the helm is Nitish Jain, educationist, philanthropist, & president, S.P. Jain School of Global Management. Among the awards he has received in recognition of his efforts in modernising business education and promoting global employability of business graduates, are the Outstanding Contribution to Education Award by the CMO Asia (which Jain had won in 2010), and the Award for Excellence by the Australia India Business Council (which was bestowed on him in 2014).

Business schools have for a long time, been the pillars of business and industry. Illustrious students passing out of B-Schools, armed with MBAs, have moulded industries to what they are today. The business of B-Schools is not just to prepare students for the industry requirements of the present day, but to predict the future needs of the industry and ready them for it.

S.P. Jain Global has readied for the future with non-classroom teaching, an

S.P. Jain Global has had a mention in the Forbes list of Top 20 Business Schools five years in a row. The reason? Its global approach to education

increased use of technology, creation of virtual labs, and building meaningful partnerships with universities worldwide, to give students a global experience. This future readiness has made S.P. Jain Global one of the Top 10 B-Schools – not just in India, but also in Asia. For the fifth year in a row now, S.P. Jain's flagship Global MBA programme



Jain: path-breaking programmes

has been ranked among the Top 20 in the Forbes list of the world's best one-year international MBAs.

A vision like this has helped the candidates enter some path-defining programmes. Disruption and innovation in the field of teaching business programmes is the motto at S.P. Jain Global.

Over the years, the school has attracted distinguished, top-of-the-line faculty, both from India and abroad, who are experts in their fields, while also being at the forefront of innovative business thinking, management and policy-making across the globe. S.P. Jain's faculty hails from five continents and spans a diverse expertise – from design thinking and globalisation to digital decision-making and value creation. The diversity of the faculty adds value that exceeds academic excellence. Their multinational experiences, cultural sensitivities and social presence help create a learning environment that is rich, friendly, supportive and conducive for growth.

"The most critical skill for a 21st century leader or manager is the ability to take the right kind of decision in an increasingly complex and uncertain world," says Christopher Abraham, professor, commenting on decision-making. "Ironically, the human brain is prone to irrational decisions even by experienced professionals which results in economic and business disasters."



Technology plays a vital role in today's business. Customised learning using technology is S.P. Jain Global's trump card. Technological learning on a software platform is the new age tool. Their business courses will have a strong technological component.

Some of the other courses offered by the institute other than their Global MBA, gives the students an opportunity to study across Dubai, Singapore, Sydney and India, are Digital Marketing and Metrics, Master in Luxury Management, Fintech, Big Data & Visual Analytics, Executive MBA and Global Family Managed Business.

These courses are in line with their vision of accelerating careers at S.P. Jain School of Global Management. The institute has tied-up with various international universities to broaden the scope of career development – academic partnership with IBM Watson for the Sydney Campus; collaboration with MIP Politecnico di Milano Graduate School of Business, Milan, for Master in Global Luxury Management programme; partnership with IDC Haerzliya, an Israeli institute, for Cyber Security course; and collaboration with PwC for Corporate Governance at the Singapore campus.

The path breaker is the i2i – the Innovation & Insights Centre at S.P. Jain School of Global Management, headed by C.J. Meadows, which uses the Fusion method of education. "Fusion is a new model of lateral (often radical) innovation," explains Meadows. "It is both a series of actions and a set of capabilities. It arose out of my work as an innovation consultant, plus my research (described below), which included

interviewing 30 world-class innovators and over 70 of their colleagues, friends, and family," – definitely a first and certainly futuristic!

Giving a peep into what can be achieved by Design Thinking, Meadows sheds light on the subject, by asking pertinent questions starting with, "How do the world's most innovative companies outperform the rest (3x income growth, as also 2x RoA)? How can we create initiatives in business, government, charity, and beyond that provide radical value and engaging acceptance, like the iPod, the mouse, Singapore MoM (four hours of service in 10 minutes), and PEEK (a mobile clinic for \$500, not \$150,000)? A great place to start is Design Thinking (DT), honed by award-winning design & innovation firm IDEO, which originated Bank of America's Keep the Change Programme (\$3.1 billion of savings across 12 million customers). In this interactive session, DT Intro, Meadows introduced DT tools & techniques from IDEO, shared stories of remarkable innovations, and lead creative exercises.

Standing out

This well-thought-out approach is what makes this institution stand out from the crowd. An institution known to encourage and nurture entrepreneur skills, this B-School is one with an edge. Its alumni include Atul Anand, now Global Application Service Manager, Syngenta; Aakanksha Bhargava, CEO, PM Relocations; Arun Verma, assistant vice-president, global alliances & partnerships, GENPACT; and Geevarghese Philip Malayil, project manager, Dubai

customs – all having graduated from S.P. Jain Global within the last decade.

S.P. Jain School of Global Management, whose one-year international MBA programme has been ranked 10th best in the world by *Forbes*, seeks to replace the 'sage-on-a-stage' teaching model, where an instructor delivers a lecture from a podium, with a 'do-it-yourself' approach to learning, which relies heavily on the use of simulated business environments that call upon students to take swift business decisions.

This new approach, including the use of technology, has not only attracted students, but also some of the best professionals in the world, to S.P. Jain. Julian Persaud, regional director, Asia-Pacific region, Airbnb, has been on the advisory board of the institute for the last three years. "What drew me to S.P. Jain is the digital transformation in management education it seeks to bring about and the personal links with the industry it has established," says Persaud. "This is in step with the transformation that is taking place at businesses globally."

"Learning management is like driving a car," adds Jain. "No matter how good the instructor is, one cannot learn to drive in a classroom." He has first-hand knowledge of the kind of talent that businesses need, having built and sold a sizeable business (that of selling food products like flour and salt under the 'Captain Cook' brand). Students at S.P. Jain have to complete 40-50 simulation exercises through the academic year.

These learning techniques and management tools in operational areas, such as corporate finance and marketing, have helped make the 39-year-old Yogesh Rao, a whole-rounded professional. Rao is a solutions leader at Hewlett-Packard Enterprise, Mumbai. After seven-and-a-half years of experience in the IT industry Rao decided to pursue S.P. Jain's global MBA programme, which he graduated from, in 2008. "Business intelligence and analytics had always been my core forte," says Rao. "But it is the essential management tools across functions like corporate finance and marketing that have prepared me to take on senior leadership roles."

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