

₹ 200

ISSN - 2249-555X

Volume : 1

Issue : 9

June 2012



Journal for All Subjects

www.ijar.in

Listed in International ISSN Directory, Paris.



ISSN - 2249-555X

Indian Journal of Applied Research

Journal for All Subjects

Editor-In-Chief

Dr A Kumar

Director, College Development Council (CDC)
Director, Internal Quality Assurance Cell (IQAC)
Professor in Management,
Department of Business Administration, Faculty of Management,
Bhavnagar University,

Editorial Advisory Board

Dr. S. N. Pathan
Maharashtra

Dr. SM. Ramasamy
Gandhigram

Dr. M. M. Goel
Kurukshetra

Dr. S. Ramesh
Tamil Nadu

Dr Ramesh Kumar Miryala
Nalgonda.

Dr. B. Rajasekaran
Tirunelveli

Dr. A. R. Saravankumar
Tamilnadu

Dr. Roy M. Thomas
Cochin

Dr. G. Selvakumar
Salem

Dr. Apurba Ratan Ghosh
Burdwan

Dr. Shrawan K Sharma
Uttarakhand

Dr. Sudhanshu Joshi
Uttarakhand

Prof. (Dr.) B Anandampilai
Pudhukottai

Advertisement Details

Position	B/W (Single Color)	Fore Color
Full Inside Cover	₹ 6000	₹ 12500
Full Page (Inside)	₹ 5000	-

Subscription Details

Period	Rate	Discount	Amount Payable
One Year (12 Issues)	₹ 2400	Nil	₹ 2400
Two Year (24 issues)	₹ 4800	₹ 200	₹ 4600
Three Year (36 issues)	₹ 7200	₹ 300	₹ 6900
Five Year (60 issues)	₹ 12000	₹ 600	₹ 11400

You can download the Advertisement / Subscription Form from website www.ijar.in. You will require to print the form. Please fill the form completely and send it to the **Editor, INDIAN JOURNAL OF APPLIED RESEARCH** along with the payment in the form of Demand Draft/Cheque at Par drawn in favour of **INDIAN JOURNAL OF APPLIED RESEARCH** payable at Ahmedabad.

1. Thoughts, language vision and example in published research paper are entirely of author of research paper. It is not necessary that both editor and editorial board are satisfied by the research paper. The responsibility of the matter of research paper/article is entirely of author.
2. Editing of the Indian Journal of Applied Research is processed without any remittance. The selection and publication is done after recommendations of atleast two subject expert referees.
3. In any condition if any National/International University denies accepting the research paper published in IJAR, then it is not the responsibility of Editor, Publisher and Management.
4. Only the first author is entitle to receive the copies of all co-authors
5. Before re-use of published research paper in any manner, it is compulsory to take written permission from the Editor-IJAR, unless it will be assumed as disobedience of copyright rules.
5. All the legal undertaking related to Indian Journal of Applied Research is subject to Ahmedabad Jurisdiction.
7. The research journal will be send by normal post. If the journal is not received by the author of research papers then it will not be the responsibility of the Editor and publisher. The amount for registered post should be borne by author of the research paper in case of second copy of the journal.

Editor,

Indian Journal Of Applied Research

8-A, Banans, Opp. SLU Girls College, New Congres Bhavan, Paldi,
Ahmedabad-380006, Gujarat, INDIA

Contact.: +91-9824097643 E-mail : editor@ijar.in

INDEX

Sr. No.	Title	Author	Subject	Page No.
1	Cost of capital: an empirical case study of hindustan unilever limited	Dr. Vinod K. Ramani	Accountancy	1-2
2	Self Revolution	Mohanapriya.P	Arts	3-4
3	Wound healing activity of Cestrum elegans	V. Subhaa, Dr. D. Sukumarb, Dr. V. Elangoc	Chemistry	5-6
4	Anti Bacterial Activity of Apigenin 7-0-(6"caffeoyl) neohesperidoside from chrysanthemum indicum	M.Jerome Rozario, Dr.A.John Merina, Dr.V.Srinivasana	Chemistry	7-10
5	Adsorption Studies of Cu (II) and Cr (VI) from metal solution using crosslinked chitosan-g-acrylonitrile copolymer	Shankar.P, Gomathi T., Vijayalakshmi.K, Sudha P.N	Chemistry	11-13
6	An Insight into Derivative Markets: Indian Perspective	Dr. C.Shobha, Dr. T. Hanumantha raya	Commerce	14-16
7	Vision and Planning	Dr. J. K Sehgal	Commerce	17-18
8	An Analytical Study of Employee's Productivity in Some Selected Nationalized Banks of India	Dr. Jyotindra M. Jani, Manish B. Raval	Commerce	19-20
9	New Products of Tourism in India	Dr. M. K. Maru	Commerce	21-22
10	Inventory Management in Sugar Mills - A Comparative Study	Promila	Commerce	23-25
11	Price -Mix Straregy of Jammu and Kashmir Co-Operatives Supply and Marketing Federation Limited in Jammu District of J&K State	Tarsem Lal	Commerce	26-28
12	Warehouse Management Information System: A New Perspective in Supply Chain Management	Dr. Vipul Chalotra	Commerce	29-30
13	A Study on Consumer Satisfaction of Aavin Milk in Salem City	Dr.A.Vinayagamoorthy, Mrs. M.Sangeetha, C.Sankar	Commerce	31-33
14	Hybrid Attribute Selection Process for Decision Tree Based Classification Algorithms	Mr. A. Jebamalai Robinson, Mrs. S. C. Punitha, Dr. P. Ranjit Jeba Thangaiah	Computer Science	34-36
15	Visualizing the validation of UML diagrams	Lavleen Kambow	Computer Science	37-38
16	Effectiveness of coconut palm insurance scheme in the coastal belts of India-A SWOT analysis	Prof. (Dr.) D. Rajasenan, Bijith George Abraham	Economics	39-41
17	An Analysis of the Efficiency of Selected Public and Private Banks in India during 2005-2011	Dr.Dinesh Kumar, Sanjeev	Economics	42-44
18	Measurement of Emotional Development of the Students	Dr. Nivedita K. Deshmukh	Education	45-46
19	A comparative study of effect of method of lecture and dramatization of Marathi teaching	Dr. Nivedita K. Deshmukh	Education	47-48
20	Peer pressure-problems and solutions	V.Vaithyanathan, Dr.P.Sivakumar	Education	49-50
21	Language Anxiety In Indian L2 Learners: Male or Female Learners - Who Scores High?	S. Gandhimathi, Dr.R.Ganesan	Education	51-52

22	Topological Characteristics of ECG Signal using Lyapunov Exponent and RBF Network	Abinash Dahal, Deepashree Devaraj, Dr. N. Pradhan	Engineering	53-55
23	Development of slicing package of solid model for cone and sphere in rapid prototyping	Dineshkumar M. Patel, Prof. P.D.Solanki	Engineering	56-58
24	Hardware modeling Simulation with COSSAP	Krunali Amrutlal Ratanpara, Devendra Soni, Shrenik Rajesh Golwelkar	Engineering	59-61
25	Coordination Of Pss And Statcom To Enhance The Power System Transient Stability	Lalit K. Patel, Kaushik M. Sangada, Sunil S. Changlani , Ankit M. Patel	Engineering	62-64
26	Cooling Performance Analysis of Heat Sink	Mr. Pritesh S. Patel, Prof. Dattatraya G. Subhedar, Prof. Kamlesh V. Chauhan	Engineering	65-67
27	Thermal Modeling and Analysis of Friction Stir Welding	Rankit Patel, Prof. Bindu Pillai	Engineering	68-70
28	Review on shrinkage defect – A case study	Mr. Ravi N. Kalotra, Mr. Gajanan Patange, Mr. J.K. Gohil	Engineering	71-75
29	Stream Function Formulation of Lid Driven Cavity	Mr. Zankhan C. Sonara, Prof. Dattatraya G. Subhedar, Mr. Kartik Patel	Engineering	76-78
30	Implementation of ABT (Availability Based Tariff) - its Treatment & Proceedings	Dilip m.Bhankhodiya, Dipak t. Vaghela	Engineering	79-82
31	Active Filters for Power Quality Improvement	Dipak t. Vaghela, Dilip m. Bhankhodiya	Engineering	83-87
32	Design and Analysis of Air Bearing using Orifice and Feed Hole Pocket	Nileshkumar T. Raval, Prof. M.Y.Patil	Engineering	88-90
33	Drip irrigation technique enhancing water and fertiliser use efficiency in cauliflower	Dr. S.S. Yadav, Dr. R.S. Meena	Engineering	91-92
34	Experimental and FEA Evaluation of Hybrid Joint Strength of Single Lap joint.	S. S. Kadam, P. A. Dixit	Engineering	93-96
35	CFD Analysis of Mixed Flow Submersible pump Impeller	Mitul G Patel, Subhedar Dattatraya, Bharat J Patel	Engineering	97-100
36	EVA: An Innovative Parameter for Shareholders' Wealth Measurement	Shri. Arvind A. Dhond	Finance	101-103
37	Profitability and consistency analysis of Textile Sector in India	Dr. K. S. Vataliya, Rajesh Jadav	Finance	104-107
38	Harmonious Relationship between Art and Music Critical vision (comparison)	Dr. Marwan Imran	Fine Arts	108-109
39	Land Use Pattern and Crop Combination Region in Satara District : A Geographical Study	Dr. Rathod S. B., Mane-Deshmukh R. S.	Geography	110-111
40	Garlic---Benefits and Uses	Dr. Sneh Harshinder Sharma	Geography	112-114
41	An Assessment of Thermal Comfort Zones in Terms of Tourists: A case study of Karveer Tehsil	Mr. Prashant Tanaji Patil, Miss. Mane madhuri maruti, Miss. Mugade Nisha Ramchandra	Geography	115-117

42	Hematological changes due to the impact of Lead nitrate on economically important estuarine fish <i>Mystus gulio</i>	Dr.S.Palani Kumar	Horticulture	118-119
43	Stress Management level in the employees of Manufacture Industries By considering key parameters with reference to Bhavnagar city	Dr. K. S. Vataliya, Adv. Ajay H. Thakkar	Human Resource	120-122
44	The Case of ABC Group-A Case on Performance Appraisal System	Shivani Sah	Human Resource Management	123-124
45	A Study On Performance Appraisal of Employees in Health Care Industry in a Private Multi-Speciality Organization	Dr. C. Swarnalatha, T.S. Prasanna	Human Resource Management	125-126
46	(Upnyas - Jansi ki Rani Laxmibai (vrundavanlal varma)	Dr. Sneh Harshinder Sharma	Literature	127-128
47	"Educational Technology for Professional Development of English Teachers: A Case Study of the College Teachers of English in Jammu Province"	Dr. Wajahat Hussain	Literature	129-130
48	The Reality of Sultana's Dream: A step towards success Rokeya Sakhawat Hossein	Riju Sharma, Ruchee Aggarwal	Literature	131-132
49	Road blocks of Match Industry in Andhra Pradesh: Certain Issues and Concerns	Anuradha Averineni	Management	133-134
50	Government's Assistance Towards the Development of Small Scale Industries in India with Special Reference to Krishnagiri District	B. Mohandhas, Dr. G. Prabakaran	Management	135-140
51	Effects of Role Stress on Employee Job Satisfaction and Turnover	Dr. T.G.Vijaya, R.Hemamalini	Management	141-144
52	"MNP – A major concern of Telecom Operators in Gujarat"	Mohsinali Momin, Dr. Deepak H. Tekwani	Management	145-147
53	A Study on Fiscal Support Provided by Vijaya Bank to Msme in Coimbatore City	Mrs. G. Murali Manokari, Mr. G. Lenin Kumar, Mrs. G. Sathiya	Management	148-150
54	Competencies for HR Professionals	GAYATHRI. M	Management	151-153
55	Cost and Strategic Management - Application, Framework and Strategies for the Growth of Sme Sector	Manisha gaur	Management	154-156
56	Development of Management Education System in India	Mr. Goudappa Malipatil	Management	157-158
57	Study on Volatility and Return of Major Indices of Indian Stock Market with Reference to Sensex And Nifty	Mr. Mukesh C .Ajmera	Management	159-160
58	A Need for an Epitome Shift in Management Education A study on Conceptual Teaching practices	Mrs. Vanishree K. Jamashetti, Mr. Sanjeev Rathod	Management	161-162
59	Personal Social Responsibility – A novel thought	Parul Jain, Dr. N.C Pahariya	Management	163-164
60	Green Marketing – A Consumer's Perspective in the Indian Scenario	Nidhi Srivastava, Preeti Pillai	Management	165-166
61	Challenges and Opportunities of Mobile Banking - An Indian Scenario	Sandhya.Ch.V.L	Management	167-169
62	A pragmatic study of civilizing amortment among The diverse countries	Mr. Vimal P. Jagad, Mr Mukesh .C Ajmera	Management	170-171
63	Celebrity Endorsement in India An Effective Tool of Sales Promotion	Piyush Shah, Dr. N C Pahariya	Management	172-176

64	A Study of Prominent Character Strengths and Their Relationship with Well Being Among Business Management Students	GarimaKamboj, DikshaKakkar	Management	177-180
65	Coffee Consumption in India: An Exploratory Study	Shri. Arvind A. Dhond	Marketing	181-183
66	Applicability of Retail Service Quality Scale (RSQS) in India	M. Ramakrishnan, Dr. Sudharani Ravindran	Marketing	184-186
67	Account Holders perceptions towards Self Service Technologies: a study of selected Private Sector Banks	Dr A Kumar, Prof Ankur Gangal	Marketing	187-189
68	Impact of Sales Promotion on Sales figures of Select International FMCG Brands	Dr.Sharif Memon	Marketing	190-193
69	Factors Affecting Green Product Design: Marketing Professional's Perspective	D. S. Rohini Samarasinghe	Marketing	194-196
70	The Impact of 'Ambience' and Variety on Consumer Delight: A Study on Consumer Behaviour in Ahmedabad	Dr A Kumar, Prof Vineeta Gangal	Marketing	197-200
71	Co-Relation of Social Justice with Human Rights: A Review	Dr. Monica Narang	Marketing	201-202
72	Study of Iron Status and Free Radical Activity in Plasmodium Falciparum and Plasmodium Vivax Malaria Infection	Sangita M. Patil, Ramchandra K. Padalkar	Medical Sciences	203-205
73	GOAL SETTING TENDENCIES, COMMUNICATION SKILLS AND WORK MOTIVATION VIS-À-VIS AGE DIFFERENCE – A STUDY ON PUBLIC SECTOR ORGANIZATION	Dr. Swaha Bhattacharya, Dr. Monimala Mukherjee	Psychology	206-208
74	Role of NGOs in Social Mobilization in the context of SGSY	Dr.Veershetty C. Tadalapur	Sociology	209-211
75	Age at menarche and its secular trend in rural and urban girls of bathinda district	Jyoti Sharma, Dr. Ajita	Sports Science	212-213
76	Effect Of Resin Finishing On Stiffness And Drape Of Khadi Fabric	Dr. Suman pant, Ms. Noopur Sonee	Textiles	214-216



A Need for an Epitome Shift in Management Education

A study on Conceptual Teaching practices

* Mrs. Vanishree K. Jamashetti ** Mr. Sanjeev Rathod

* Lecture Global Business School, Hubli

** Sr. Lecture Global Business School, Hubli

ABSTRACT

Every one said this mushrooming of B Schools is creating a sticky situation both with regard to quality of MBAs as well as suitable placements for them and ultimately is affecting the credibility of management education in India, and churning out 2 lakh MBAs per year. Everyone felt someone else is responsible for this. This paper is an attempt to bring out two major issues, firstly the attraction of higher salary and transformation of 'non - employable' to 'employable' made it easy for the Institutes to get sufficient number of applicants to occupy the benches year by year. Secondly how we assume the basic theory of management process, where we say the process converts 'inputs' to 'outputs' by using various resources where delivery and pedagogical methodologies play a vital role.

Keywords : employable, innovative, methodologies, pedagogy, higher education

Introduction:

For most people in or out of academe, accreditation is arcane and boring. That it has not even captured the imagination of faculty members should come as no surprise. Although the standards published by accrediting bodies put faculty issues like curriculum and governance clearly on the screen, those same standards say very little about faculty roles and make only vague references to "faculty involvement." Let us look at what has been responsible for this current status. With only a few Institutes in the country imparting management education, the country on its path of economic progress, was ready to hire MBA's at a price which was relatively much higher compared to many other professions.

PRODUCTIVITY AND MANAGEMENT GOALS

The demand far exceeded the supply and naturally the market attracted a lot of universities, colleges, education trusts and even business houses to start management institutes. With the need for much lower investment in physical assets and the potential for higher earnings irrespective of stated Vision and Mission, many agencies found it a great opportunity. Like in all other fields, there were genuine, good, fair, bad, and even ugly who got into the 'Business' of starting B-Schools. The attraction of higher salary and transformation of non 'employable' to 'employable' made it easy for the Institutes to get sufficient number of applicants to occupy the benches in the class rooms, in turn making the bank accounts or cash accounts of Promoters richer year by year. This phenomenon in today's society is perhaps considered 'natural'. Whether this is a justification, reason, or an excuse, the fact remains that those who teach 'management' and its theories do not practice it.

Let us get into the basic theory of management process, where we say the process converts 'inputs' to 'outputs' by using various resources. If the process is sound it does this job effectively and efficiently and also enhances its performance by judicious use of Knowledge and Information. When you consider a management institute, by using this process properly it has to address the needs of its 'customers' who are mainly "Corporate" and Internal customers' are students.

The focus of management institutes in the last 3 decades has been generally the 'Corporates' and the aim was to prepare

'Students to impress them'. As long as this 'Mela' lasted, every MBA was able to find a job. Many were lucky to get packages that were unheard of. The bubble had to burst some day and it has happened now. The hope is, lessons have been learnt. The companies who boasted of 'Global Strategies' have fallen all over the Globe and MBAs who were heralded as fantastic deliverers are today considered fully or partly responsible for the situation and are losing jobs and find it difficult to get another opening. Does this mean end of the World for MBAs?

The answer according to me is a BIG NO. Why do I say this?

A MBAs main strength (assuming his education training and orientation is sound) is;

Ability to Quantify

Ability to Relate Costs and Benefits

Ability to think strategically

Ability to Promote Team Work

When these strengths are combined, an MBA is someone who is good in managing 'a situation' or 'any situation'. These strengths of an MBA are unparalleled to any other Profession, and he will be able to stand up and make an impression in any crowd and an impact in any situation. The country as well as the Globe needs a lot of managers, and lot in fields and activities which are outside the 'Corporate'. There is a need to recognize this and correct the current crisis into a national opportunity. All the agencies and stake holders concerned with Management Education need to realize that a combination of over confidence on one hand and complacency on the other hand has resulted in the current situation, and take effective steps to come out of the traditional box.

QUALITY IMPACT OF HIGHER EDUCATION

At this juncture I am tempted to deviate a bit. A few years back when I was glancing through 'Quality Progress' published by ASQ, I happened to read a few paragraphs on an interactive session with the great quality Guru JURAN. Juran was asked, "With most of the manufacturing business having adopted TQM, what is the role & scope for quality movement and quality professionals?" Juran replied in his inimitable style... "Service Industry". He went on to add that in service industry there are a few Islands of excellence amidst continents of mediocrity. Perhaps the Service Industries like financial institutions,

banks, real estate etc., never listened to greats like Juran and have messed up the economy. Similar to Juran's statement, we may say beyond Corporates ... in various activities in life.. The situation is similar, and Management Graduates have a great role to play in several fields provided they are oriented well, and are given an opportunity.

First of all this needs a shift in the philosophy that MBAs are meant to serve only the 'Corporates'. Perhaps even the title Master of Business Administration should change to Master of Management Studies or something similar to that. May be the Institutions have to come out of the 'B-School' tag to 'Management Institutions' or 'M-Schools'.

Perhaps the curriculum needs a bit of shift where the 'attitude and skills' taught have wider perspective. This should trigger a process where Management Graduates are working in various fields and are not restricting themselves to the Corporate World. This necessarily needs participation of all concerned with Management Education.

KEY STRATEGIES

Individual management institutions should net work with State and Local Governments to look at possibilities of placement of MBAs in crucial positions. Management graduates should see the bigger picture and get into non corporate jobs and feel proud to contribute to society by playing a role in nation building.

Everyone should realize that in the last few years MBAs thrived in the 'Wants' Industry and Business and neglected the 'Needs' Industry and may be that is what has resulted in the present crisis. Perhaps some of the Institutes who have been charging astronomical fees by promising 'Out of this World' jobs needs to correct themselves and if they do not do this, Government has to play a constructive role to bring a certain saneness.

I for one believe the purpose of education ultimately has to make the life of everyone better than for a purely selfish purpose of creating wealth for himself or herself. Management education should also fall in line with this philosophy.

Getting into the subject of 'Quality' of Management Education, I firmly believe it is a Micro Issue and this is the responsibility of the Individual Institutes. Recently especially among Private B Schools there is a lot of focus on 'hype' and very less 'content' and this may sometime succeed with regard to getting a first job but will create mediocres, who cannot succeed well in their career. This also brings down the dignity of Education. All of us need to realize that "Management" is also an "Education" and not Vocational Training. Institutes should also ensure that the activities beyond class room should also add 'Value'.

There is another positive step that the Institutes should take. They should not only teach Ethics, but practice ethics so that teaching becomes credible and the students carry the message in their heart. After seeing what all damage greed and unethical practices have done to the economy, this is a must needed step to be taken by the Institutes.

Ups and downs in economy, phases of crisis, are part of life but what is important is how we address these and correct ourselves and redefine our processes.

CONCLUTIONS

An epitome shift is definitely the need. That needs participation of all the concerned but initiatives need not wait for 'others' to start. Every new initiative needs a beginning. A problem could be a trigger for an opportunity. The shift needs redefinition of Purpose, Combined with enthusiasm, energy and commitment, and optimistic outlook.

Agencies and Associations like All India Management Association, Association of Indian Management Schools, and AI-CTE should take up the cause with Government and quasi Government departments etc. to promote employment of MBAs in various areas like transportation, public distribution, agriculture, Infrastructure, rural development, health management, education etc. as all these fields generally lack proper management. There could of course be a few exceptions.

The question is, are we as a nation ready for the challenge?

REFERENCES

1. Asking, B., 1997, "Quality Monitoring as an Institutional Enterprise", *Quality in Higher Education*, pp.17-26. | 2.Clark, B., 2004, *Sustaining Change in Universities: Continuities in case studies and concepts*, (Berkshire, England, McGraw-Hill). | 3.Harvey,L.,&Green.D.(1993) „Defining Quality Assessment and valuation in Higher | Education. *Higher Education* .18(1) pp 9-34 | 4. Harvey, L., Green, D., 1993, *Defining Quality, Assessment and evaluation in higher education*, 18 (1), pp. 9-34. | 5. Pawan Agarwal "Indian Higher Education Envisioning the Future", Sage Publications, New Delhi 2009 | 6. Krishnakumar G "For excellence in higher education" *The Hindu Education | Plus,Kerala* Jan 19, 2010. | 7. Parvez, M, "Professional Development of Teacher in Higher Education", | *University News*, August 10-16, Vol. 47, No.32, 2009, p.no.15 to 17. | 8. Sam Daniel, P, "An Integrated Approach to Higher Education in India", *University | News*, June 16-22, Vol. 46, No.24, 2008, p.no.11 to 15. | 9. Raghavan "Growth of Higher Education Unravels New Prospects" Aug 05, 2009 | retrieved from <http://www.financialexpress.com/news/growth-of-higher-education-unravels-new-prospects/497990/0> | 10. Gangan Pratap "Higher education in India – aiming higher?" *Current Science*, Vol. 96, No. 10, 25 May 2009 | 11. Chandler Alfred D.1977, "The Visible Hand: The Managerial Revolution in American | Business." Cambridge: Harvard University Press. | 12. Copeland Melvin T.1958, "Mark an Era: The Story of the Harvard Business School." | Boston: Little. | 13. David A Decenzo & Stephen P Robbins. 2005, "Fundamentals of Human Resource | Management", John Wiley and Sons, Pte. Ltd. | 14. Cameron, K. S. & Whetten, D. A., 1996, "Organizational effectiveness and quality: | the second generation", in Smart, J. (Ed.) *Higher Education: handbook of theory and | research* (New York, Agathon Press). | 15. Marjorie,P.L.(2002) *Quality Assurance and Accreditation in Higher Education*



Sara Publishing Academy
Indian Journal Of Applied Research
Journal for All Subjects



Editor,
Indian Journal Of Applied Research
8-A, Banans, Opp. SLU Girls College,
New Congres Bhavan, Paldi, Ahmedabad-380006.
Contact.: +91-9824097643 E-mail : editor@ijar.in