

Inauguration of MBA program at Jain College

The MBA program of Bharathidasan University, Batch of 2016-18 was inaugurated on 4th August 2016. 90 students and few parents participated in the inauguration.



Dr. Easwaran Iyer, Dean & Director welcomed the gathering.



Mr. Badri Subbarao Bangaru, Director, KPMG - GDC was the chief guest.

Mr. Badri enlightened the incoming students with the increased pace at which businesses are growing and the importance of sustaining the momentum in the long run. It is in this environment that the role of young managers become pivotal. He was pained to see a large percentage of management graduates being unemployable in our country and provided with some key solutions to address this issue. He specifically stressed upon three aspects that industries expect from fresh management professionals - attitude, skills and knowledge. He highlighted the need for practical and experiential learning which could enhance knowledge and skills of the students.



Prof. U Dinesh Kumar, Chairperson - Executive Post Graduate Programme, IIM Bangalore was the guest of honour.

Prof. Dinesh addressed the key issue of decision making ability of managers in the business environment that needs decisions to be made at lightning speed. He mentioned that often managers wait for large amount of data thereby delaying the much needed decision or make decisions in a haste without adequate information at hand. The solution for this, he said, was business analytics and big data. He gave umpteen examples of how huge volumes of data was being mined and analysed by companies to get their strategic decisions right. He cited the recent acquisition of Yahoo by Verizon and how Yahoo had failed miserably in the past when it came to deciding on valuing Google for its acquisition.

