

Developing Creativity in Management Education: A Management Event for
Transformative learning

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Abstract:

Management Education consists of two facets – teaching and learning. Presently the emphasis is more on teaching. This is done at the cost of learning. So as a result, students become passive participants in the process of education. Due to this, most of the MBA graduates are unemployable. This is slowly rendering management education redundant. This has to be stopped. This paper analyses some innovations generated by creativity through Management event ‘VISION’- A Intercollegiate event. Creativity means tacit knowledge that has brought into the innovation, which can revitalize management education by making it relevant to the society and industry. This paper shows how the management event helps to develop the managerial skills, leadership qualities, presentation, idea generation and communication among the management graduates. Management education can be given through conducting different activities indoor or outdoor. Students learn better by doing things than only by listening theory in classrooms.

Keywords: Management education, learning, creativity, innovation, VISION.

Introduction:

Today’s corporate world is full of competition. New technologies are emerging every day and everything is revolving towards globalization. Management courses need to develop skilled & knowledgeable leaders by applying different innovative pedagogy.

This paper contends that management education needs to consider a pattern in learning scheme which drives more innovative learning associated with skill based academic procedures. A progress is required from skills training to facilitating capacity building through experiential learning. Paper examines the need for incorporation of different activities and events for dissimilating the management education to develop better leaders and managers. The scope of an event can cover

various activities related to arts, sports, entertainment, and management.

In this paper, one framework of expressions based learning process, made for an organization guideline program called VISION, is shown. Competitions and different Cultural activities prove a valuable lens to view the inner world of students and thereby enable their holistic development.

About ‘VISION’:

Management College events are a memorable part of student’s lives where extravagant decorations, fun-driven events add to the flavor. Most colleges stick to a similar list of events thereby making the fest quite monotonous and stereotypical. While some colleges make an attempt to introduce something new or modify an existing event, it may or may not turn out to be successful. The term success, usually for college events, means a huge number of participants, a majority of good reviews, a grand venue, a enormous judge/ moderator etc., mostly with or may be without handsome cash awards for the winner.

Beyond these factors, success for a college fest can be defined by the quality and the innovative aspect of the events.

The ‘VISION’ started with an intention to provide a common platform to the students to showcase their hidden talent, learn by participating in various activities and develop skills like communication skill, presentation skill etc. At our department of management studies, several opportunities to showcase hidden talent are provided, as academics need to be completed with skill-based activities for a successful performance. Rajarambapu Institute of Technology (RIT), an autonomous institute pioneer in engineering and management education organizes every year an inter-collegiate competition ‘VISION’ at department of management studies. This is an annual event in which the students get a platform to display their talent which cannot be exhibited in a

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classroom in the regular course of studies. The objective of event is to develop talent of the students in their area of expertise, improving their capabilities to work as a team and raising their level of self confidence in interacting with fellow students and peers.

Activities of the VISION were designed and developed by the students for the students. During the process of planning an activity or competition our student form team, collect information, conduct meetings, get it approved from the faculties and head of the department. After finalization of the date along with faculty coordinator they approach Dean and Director of the RIT for final Approval. So by doing this they understand the planning, organizing, coordinating concept as well as its importance concern with finance, HR, marketing. Also they become aware of the protocol required to be followed during sanction process the different important aspect that management expect from the execution of the Event.

During the preparation for participating in such management event, they learn team dynamics, leadership, innovation, discipline, and perseverance which help to boost up their self confidence and help them to be better communicators. The whole process leads them towards being better individuals ready to take up the challenges in life more effectively.

Competitions conducted under VISION:

1. Dramebaaz (AD MAD Show): Ad-Mad show has been an integral part of VISION since last 10 years. Moto behind conducting this intense competition is to 'Learn from Fun' & providing a platform to young, talented people to showcase their abilities to perform.

It is a competition of making an advertisement concern with marketing products and services. This competition is open for management and engineering student. It is an occasion to bring out individual and group talent of the participants. Its goal is to familiarize the students about limited time procedures and promotional strategies in marketing through advertisements. It consists of humorous & conceptual ad presentation by the group of students. This competition builds up the greater part of the abilities, skills that make a perfect manager.

In this activity of the VISION program participants were asked to work in pre-organized teams of two to four. All the teams were given a time frame to present their idea. Participants prepared and presented various advertisement scripts and theme concern with various segments

including FMCG product, while goods, services, automobiles and social awareness etc. The intention was to make them learn how they might come to function as a collaborative whole. Usually a team comprises of maximum 4 members and criterions for judging were;

- Advertisement's content – How humorous it is.
- Expressions
- The presenter's fluency.

Rules of the competition:

- Product will be allocated on the spot.
- Preparation time allotted is 30 minutes.
- Each team will be given maximum 10 minutes for showcasing and presenting their product.

2. Quiz: This event of the Vision is concern with awareness among the students about current happening in the country, world. It is initiated to prepare student for the interview. It broadens the sense of perceiving the outer world and changes their outlook of understanding things.

Many students end up failing these prestigious exams and lose an opportunity for a lifetime because of weak general knowledge. So in order to answer them boldly it is necessary to be through with the current happenings around us.

Through quiz competition, we focus on a fact that one should keep in mind that current affairs, gaining information about general knowledge is an ongoing process and it will keep becoming vast with time. So the student are required to keep them self updated by reading newspapers, practicing question and answers from quiz books, finding information on the internet and gain as much information as possible in order to stay aware.

Rules of the competition:

1. Maximum two Participants per team
2. Maximum two teams from one College.
3. Four Rounds will be conducted.
4. Rules and regulations of each round will be displayed during the quiz competition itself.

3. Debate: Debate is a method of formally presenting an argument in a structured and adequate manner. Through people's logical capacity, truthful accuracy student can appeal to the audience and argue on the given topic. Where, one side is presenting a superior and positive "context" or framework of the issue, and other party is arguing and strongly defending. There are rules for participants to discuss and decide on differences, within a framework defining how they will interact and communicate

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with each other. It has organized in the VISION to sharpen student's ability to think and listen critically. In this competition a formal discussion on a particular topic were conducted in a public meeting, in which opposing arguments are put forward. Through this debate competition students develop the ability to analyze controversies, select and evaluate various evidences confidently. Debate sharpens student's ability to communicate with opposite party. The major goal of the debate is to develop the ability to debate rationally. The debate topic tries to balance between scientific, political and cultural issues.

Rules of the competition:

1. There are two teams, each consisting of two or three speakers.
2. Each side has an equal amount of time in the debate.
3. Team consists of 2 members; one for the motion and one against 2 teams will be selected per institute.
4. Maximum time limit 3+1 minutes.
5. Team of 2 and not the individual will be considered for first and second position.

4. Connect the Dots (Business Plan):

The objective of the business plan is to endorse marketable business and social enterprise ideas that have the budding to attract funding, initiate and grow. This competition expects that each student in the team should be involved in the process, from the concept and expansion of the business plan and preferably take an active ownership role. Thus the Business Plan Competition tries to simulate the process of entrepreneurship.

Business Plan Presentations consist of PowerPoint, video, printed material and product displays. It is expected that participants should present original business plans and financial data should be highlighted in the plan.

Criterion for judging were –

Each business plan will be judged by a group of entrepreneurs, venture capitalists, and business professionals. A judging rubric may be found on this site; however, ultimate ranking and awards are solely up to the discretion of the judging panel. The judges reserve the right to modify these rules in any manner for the good of the competition.

Rules of the competition:

1. Maximum two teams per college and maximum two participants per team.
2. Innovative plan to be presented in 15 minutes & 5 minutes for question - answers.

3. Participants are free to select any product & design contents of the plan.
4. Business Plans should be submitted as a single, printable PDF file. Plans are limited to no more than 10 pages including a one-page executive summary.
5. The participants should bring Soft copy & hard copy in doc. & pdf form.
6. Support your plan with Power Point Presentation.

5. Budding Manager:

This contest is organizing in the VISION to develop the managerial skills and leadership qualities. When management graduates begin their career as a manager there are a lot of reasons behind entering in the specific field and even more decisions as to how you will lead. As a management graduate students will get the opportunity to become a leader and implement the strategies, concepts, and knowledge. By considering such situations topics and case studies were allocated and time given for the analyzing the topic.

The main objective behind organizing such type of event is to bring overall development and change amongst the management students with regard to different skills and competencies which are essential for the management students to deliver the expectations of the corporate world. Such type of competitions develops student's communication skills, personality, presentation skills, etiquettes, attitude, managerial and employability skills. To sustain in the global competitive market and to get a good placement these skills are mandatory.

Rules of the competition:

1. Individual event.
2. Participants are required to submit their bio – data at registration counter at arrival.
3. Students will be shortlisted through different elimination rounds.

6. Treasure Hunt:

We at RIT, department of Management Studies conducted a campus wide treasure hunt competition under VISION'2015. Student participants were supposed to find clues distributed throughout the campus. Each hint was associated with a task like catch the ball, ankle tie race, identity spot through hint, search bike number plate by hint, etc.

Department has included this event in Vision to highlight the importance of teamwork and the value of each team member's contribution. It

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also exhibits the many fascinating aspects of group dynamics and problem solving.

Rules of the competition:

- The game is for 60 minutes & will be captivated in MBA, RIT college campus.
- Two- four members in each team. And they are supposed to stay together during the game.
- Any damage to the college property would result to the pay back value of the damaged property.
- Unfair means such as external help will lead to elimination of the concerned teams.
- Participants must co-operate with the volunteers involved.

Conclusion:

VISION- The Inter Collegiate Competition help our student to understand a number of important functions required to perform which includes; secure permission for the event to proceed, Provides a road map for the event to all stakeholders, Ensures all relevant angles during planning, Ensures they don't overlook anything, coordination during the event, Acts as a key decision-support tool during the event.

Thus, it help to learn with lot more fun than sitting in a lecture hall and being told to listen how organization works, take decisions concern with marketing, finance, team work ,launching a new product etc.

In today's competitive world employers are not getting skilled and talented management graduates for their organizations. Management education helps to develop managerial skills, leadership qualities, team work and confidence among the students by organizing the state level intercollegiate competition. Rajarambapu Institute of Technology, Department of management Studies organized state level competition VISION every year. This event providing big platform to management graduates to show their expertise in various events and strengthen their skills, incorporation of expressions based procedures improves performance, approach and innovativeness inside management and leadership, creating crucial implications for patronage development. VISION helps students to enhance the stage daring and develop the thinking capacity. By Dramebaz students are getting open space to show their creativity, innovativeness and sales competencies. Quiz competition helps to develop

the competitive knowledge. To defend individually and sustain in competitive market is a great challenge in front of the today's management graduate. Debate competition taught how to defend and survive. A student shows their entrepreneur skills and competencies through connect the dots. This event provides good opportunity to such type of students those are interested in entrepreneurship development. VISION provides current competitive topics to develop their business knowledge. Budding Manager is very popular event among the students. Students are getting opportunities to show case themselves among the audience and identify the strengths and weaknesses. Majority of students are attracted towards Treasure Hunt. Students took lot of interest in this event. It strengthens coordination, cooperation and team spirit.

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