

MBA in Services

Manage the Services Boom!

- K Sriraj

Services sector has emerged as one of the fastest growing sectors in India post-1991 liberalisation. The sector's growth is powered not only by Indian companies but a host of MNCs. Experts had been warning that this rapid growth could be endangered until personnel with the skills appropriate to the sector were not available. The Faculty of Management Studies (FMS), South Campus, Delhi University, one of the premier B-schools in the country has now come forward to meet this long-felt need by launching a two-year specialised programme called Master's of Business Administration- Management of Services (MBA-MS).

As mentioned earlier, services now constitute more than 50 per cent of India's Gross Domestic Product (GDP). The term 'services' incorporates a wide spectrum of industries including entertainment, health, education, IT-enabled services, hotel and tourism, transport and communication, banking and insurance. Apart from generating wealth, the sector has also thrown up manifold opportunities, many of them requiring trained staff for meeting the specific requirements of this sector. Today people who have done their MBAs either in general management or specialised in marketing or finance fill most of them. As a result growth of the sector has been hampered. This aspect has been highlighted by the Professor-in-charge, MBA-MS at FMS, J. K. Mitra, "Traditionally, services' companies are forced to hire general management graduates without much domain knowledge." FMS, by launching this course hopes to, in the words of J.K. Mitra, "...cater specifically to: companies in the services' sector with particular focus on MNCs who have entered India or are planning to enter India, Indian companies aiming to globalise their services, public systems undergoing privatisation and management restructuring, NGOs and professional bodies running through trusts and societies". He adds, "Through this programme, FMS expects to make a significant contribution to the national economy by improving the productivity and quality of services".

The two-year services management programme comprises two semesters. But, in place of one final project, there are four, core seminar courses. All eligible candidates will be called for a written test, and on the basis of their performance, for an interview, extempore and group discussion or group task.

1. At least 20 years of age as on 1st of October 2004.
2. 3-year Bachelor's Degree in any of the following

disciplines.

The minimum requisite percentage of marks in different disciplines is as follows: (I) Arts, Commerce or Social Sciences- 50%, (ii) Science-55%, (iii) Mathematics or Statistics- 60%, (iv) Medicine, Engineering or Technology- 60% / CGPA of at least 6.00 in a scale of 10.00 Or 3. Post Graduate Degree or 2nd Degree examination after 10+2+3 scheme, securing at least 60% marks. Candidates in their final year of graduation are also eligible to apply.

Total number of seats

Forty (40) students shall be admitted in the MBA (MS) Programme each year. In addition there will be 10% seats (i.e., 4) for the foreign students. **(Reservations exist to the extent of 30%).** So, a full-strength batch will consist of 44 students. The small batch size will allow individual attention to each learner.

Fee Structure

At present, the Annual Fees for MBA programmes for FMS is around **Rs.9, 500** (Rupees Nine Thousand Five Hundred only) per year.

Unique Curriculum

Understanding the customer's pulse is central to any service business, reflected in the course design. Specialisations are not confined to Functional Areas like Marketing, Finance, Human Resources and Operations but also in selected sectors like Financial Services, Healthcare, Hospitality and Transportation etc. Besides two core courses in two semesters of the first year (Information Technology Management, Management of Information System), there is also an opportunity to specialise in the exciting area of Information Technology Enabled Services by choosing from Eight Sector Seminar Courses. This programme will keep the student up-to-date with world happenings through four course semesters (Global Environment in Service Sectors, Business Environment, Emerging Service Sectors). The final semester course (Global/Regional/ Country Study of Services) is very similar to a Project where you would intensively study a particular service business of your choice.

MBA in Services Management throws open the doors to new career opportunities for the adventurous of you who like to do something different. As **Professor Mitra**, "Services translates into performance where intangible actions speak louder than speech or the hallowed promise. Being the first programme of its kind in India, you can hardly get feedback about this programme from alumni. However if you are high on people skills and managerial acumen choose to be a polished into a pioneer, in this programme from a pioneering institution." ■