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'Adoption of Technology is a Must'

A business school needs to invest in technology, faculty and support systems so that it can adapt with the change or adopt the change.

Pawan Kumar Singh, Director, IIM Trichy in an interaction with *BW Businessworld*, talks about management education, classroom teaching and its relevance and the measures necessitated by the pandemic to compensate for, as well as supplement, classroom learning, among other things. Excerpts:

What are the strategic drivers for business education?

Given the broad change in the landscape of management education in the country, it is imperative that a business school demonstrate proficiency in a portfolio of activities such as teaching, research, training and consulting. In addition, early adoption of technology and investment in IT infrastructure by business schools is the need of the hour.

What are you doing to stay ahead and re-visualise your institution?

We strive to become a holistic business school with excellence in teaching, research, training and consulting and have invested significantly in IT infrastructure, which has helped us not only during the Covid times but also for our online certificate programmes and online management development programmes.

Do you see the changed scenario impacting on-campus education?

On-campus education and online education cater to two very different segments. Our earlier experience in online education helped in temporarily transi-



tioning on-campus education to online during the Covid period. However, in premier business schools, both on-campus and online education will continue to grow in their own segments. While some of our online programmes are offered purely in that mode, the rest of them have on-campus components where the participants spend some time in the campus.

How are educators reorienting themselves to these changes?

Teaching in a face-to-face session is very

different from teaching in an online session. A faculty needs to be familiar with the technology and the features a platform offers while delivering an online session. There are several features and devices that can be used during an online session that could enhance the student learning experience. A business school needs to invest in technology, faculty and support systems so that it can adapt with the change or adopt the change.

How has the Covid crisis affected campus placements?

Covid certainly has had a significant impact on how campus placements are managed. While the initial few months in 2020 were tough, with the help of several key stakeholders, including recruiters, alumni, faculty and the student body, we were able to successfully navigate several challenges to provide the best opportunities for our students. Continuous support was provided to all students and alumni who lost their jobs and summer internships during the Covid period.

Many recruiters made a shift to conduct their recruitment process online after Covid. As we already made significant investments and efforts in ramping up our digital infrastructure, we were able to seamlessly transition into this mode and effectively supported all recruiters in this process.

What are the new management courses that need to be introduced?

Periodically reviewing the curriculum, monitoring its quality and adapting the structure with the market requirements for the existing management courses is the need of the hour. New management courses may be experimented with a certificate programme before launching a degree level programme. We are offering several niche and focussed long duration certificate programmes through online education that cater to diverse market needs. **BW**