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**Organising Committee**

Dr. Vivek M Balse

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Mr. S P Guruprasad Rao

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Dr. R Manu

Ms. K V Keerthi Priya

Ms. Vibha P

**Dates to Remember**

Last date for Submission of Abstract	15/02/2020
Acceptance of Abstract	19/02/2020
Submission of full text of paper accompanied by Reg. fee	15/03/2020
Last date for Registration	24/03/2020

**Chief Patron**

**Sri. Muralidhar Bhagavat, President**

Mahajana Education Society, Mysuru

**Patrons**

**Dr. Vijayalakshmi Muralidhar, Secretary**

Mahajana Education Society, Mysuru

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**Director, PBM MEC, Mysuru**

**Coordinator**

**Dr R Jagadeesh**

**Professor & HOD**

DoS in Business Admn., PBM MEC, Mysuru

**Manuscript format**

- ❖ Times New Roman 12, 1.5 line spacing, Heading 14 points in bold
- ❖ Soft copy of abstracts & manuscripts to be sent to **pbmmpgc2020@gmail.com**
- ❖ Registration fee includes Conference Kit, Lunch, Refreshment & Certificate.
- ❖ DD in favor of “Management Conclave” to be sent along with the manuscript.
- ❖ Online Payment Details can be obtained from the Organizing Secretary.
- ❖ Full text papers should be accompanied by the DD or proof of online payment for inclusion in the conference proceedings.

**Publication**

- ❖ Selected abstracts/papers will be published in the Conference Proceeding with **ISBN Code**.
- ❖ All authors (at least one in case of multiple authors), need to register for the conference to get considered for publication of the abstract / paper. All registered papers will also be eligible for consideration of best paper awards.



Mahajana Education Society ®  
PG Wing of

SBRR Mahajana First Grade College (Autonomous)

**POOJA BHAGAVAT MEMORIAL  
MAHAJANA EDUCATION CENTRE**

K.R.S. Road, Metagalli, Mysuru-570016.

**Department of Studies in  
Business Administration**

*presents*

**ONE DAY  
NATIONAL LEVEL  
MANAGEMENT CONCLAVE**

ON

**MANAGEMENT EDUCATION –  
A PARADIGM SHIFT TOWARDS  
INNOVATION AND CREATING  
OPPORTUNITIES**

**3<sup>rd</sup> APRIL 2020**

**Sponsored**

**By**

**K – MAT**

## About Mahajana Education Society

The origin of Mahajana Education Society dates back to the most turbulent times in the history of India and to the peak of the Nation's Independent Movement under the leadership of Gandhiji. It was at this critical juncture that public spirited Mysoreans such as Amble Subramanya Iyer, Agaram Suryanarayan Pandit, G. Ranganna, M.N. Jois and M.N. Ramachandra gathered to produce a single solution and established the Mahajana High School on June 30, 1937. Mahajana Education Society is an institution that is well past its platinum jubilee.

Mahajana Post Graduate Centre is an exclusive PG wing of SBRR Mahajana First Grade College. The centre happens to be the largest PG Centre affiliated to University of Mysore. It was established in July 2003 with the motto "Enter to Learn, Depart to Serve". The Centre is affiliated to University of Mysore and offers Post Graduation in the areas of direct relevance and value to the current generation of students. through 14 disciplines and is poised to start new courses in the years to come

## About K – MAT

KMAT was born out of the felt need to have a single unified test for admissions in the State of Karnataka into professional courses viz MBA, PGDM, MCA. and admission to AICTE approved Self-financing colleges in Karnataka. The test is permitted by Government of Karnataka and is monitored by the "Committee for overseeing the entrance test conducted by the association of private professional colleges" constituted by the Government of Karnataka.

## About the Department

The Department of Studies in Business Administration was started in 2004, and offers the MBA program. The department emphasizes on student centric activities and follows the case method of imparting professional education backed by classroom lectures, industry visits, extensive field based research, seminars, group exercises, role plays and discussion. The MBA program has become autonomus from the academic year 2019-20.

## About Mysore

Mysuru is a major tourist attraction considered as the education hub of Karnataka and it has a pleasant weather all round the year and a nice place for a conference like Management Conclave, to interact with fellow practitioners and researchers.

## About the Conclave

India provides ample opportunities to pursue higher education in various disciplines and draws students from different parts of the world. Management education in India is in great demand especially after the change towards liberalization, privatization and globalization policies. The development of effective managers and good management practices begins with proper education and training. The effectiveness of management education is based on innovative teaching and learning that engages the students in the class room in a better way. Several innovative strategies, such as the flipped classroom approach, are quickly gaining popularity in higher education. The changing scenario in industries has offered the students more openings in various fields. Reinvention, Rethinking & Rebooting of the Indian Management Education has already started taking place. The purpose of this conclave is to provide management educators with an overview of innovative strategies that can be utilized to enhance the quality of management education in the country to meet the global standards.

**Under the main theme, the following sub themes are also considered for presentation, though not limited to**

1. MBA graduates should be motivated toward creating jobs and opportunities for others.
2. The goal of management education should be more on job creation rather than job seeking.
3. Inculcating the value based education into the MBA program – means and ways.
4. Flipping the classroom – a way to motivate learners to become innovative.
5. Incorporating Bloom's Taxonomy in all facets of management education to improve quality.
6. Standardizing the MBA curriculum to make it more suitable for a diverse group of learners.
7. Enhancing the quality of management education for equitable learning.
8. Changing demands on management education to meet the challenges of the 21<sup>st</sup> century.
9. Contemporary issues in Management Education including the start-up culture and challenges in new venture creation.
10. Management education to support/ encourage the emerging trends like green practices and sustainable development.

## PROGRAMME SCHEDULE (Tentative)

Programme	Time
Registration	9.00 am – 10.00 am
Inauguration & Keynote	10.00am – 11.00 am
Tea Break	11.00am – 11.15am
Technical Session – I	11.15am – 1.00 pm
Lunch Break	1.00pm – 1.45pm
Technical Session - II	1.45pm – 3.15pm
High Tea	3.15pm – 3.30pm
Panel Discussion	3.30pm – 4.30 pm
Valedictory	4.30pm – 5.00pm