



# RUKMINI DEVI

## Institute of Advanced Studies

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### Session on Presentations (MBA Ist semester )

<b>Topics :</b>	<ul style="list-style-type: none"><li>➤ Air India in crises-Mismanagement personified</li><li>➤ Ratan Tata-the business legend</li><li>➤ Indian management education needs innovation</li></ul>
<b>Date of event :</b>	September 02, 2011
<b>Aim of the Event :</b>	<p>Presentation combines both visual and verbal elements. PowerPoint Presentations are a way of attracting students to gain more knowledge. It is one of the most helping factors that help the students to grow.</p> <p>Presentation helps the students to overcome the initial fear of facing people confidently. When students are required to give presentation, they participate more in the discussion. In fact, this increases the success rate of students.</p> <p>Considering this, presentation was given to students to enhance their knowledge and to improve their body language.</p>
<b>Event Report in brief:</b>	<p>Three groups were formed and they gave presentation on the following topics.</p> <p><b>1) Air India in crises-Mismanagement personified</b></p> <p>Air India is the oldest and the largest airline of India. It is part of the Indian government-owned Air India Limited (AIL). It is the 16th largest airline in Asia. The following are the major problems of Air India</p> <p>Old gas guzzling air crafts still running, poor marketing and campaign management, competitors like spice jet and kingfisher do effective marketing, employees are not paid salaries on time etc.</p>

In fact, the airline has not posted a profit since merging with Indian Airlines in 2007.

## **2) Ratan Tata-the business legend**

Ratan Tata, the chairman of the Tata Group, India's largest corporation, was born into an old Parsi family of Bombay on 28<sup>th</sup> December, 1937. Tata Group is a multinational conglomerate and one of the largest private companies in India. The Tata Group consists of Nearly 100 Companies. Tata Motors, Tata Steel, Tata Consultancy Services, Tata Tele Services, Tata Investment Corp. etc. are among them. Today Tata group has a strength of 350,000 employees all over the world. Tata's contribution to India's GDP is nearly 5.5% and 60% of its revenue comes from foreign countries

## **3) Indian management education needs innovation**

During the past 35 years India has emerged as a major centre of management education and during the last five years the country has witnessed a phenomenal growth in the founding of management institutions. Most of them are in the private sector.

Management students need fundamental understanding of entrepreneurship, innovation and sustainable development to proactively address challenges faced in business. Indian education pyramids is unable to meet quality standards. Although in some of the institutes new tools and techniques are being introduced to improve the efficiency, productivity, and profitability. In fact, Indian management education needs innovation. For this all organizations should use management methodologies.

Innovations in management system will improve the standards of all the institutions and will also improve the performance of students.