

General rule

DEVI VALLABHANENI, AUTHOR OF THE BOOK — *WHAT'S YOUR MBA IQ?* — STRESSES THAT THERE IS A COMMON BODY OF KNOWLEDGE THAT ALL MANAGERS NEED TO KNOW. SHE SHARES HER CONCERNS ABOUT OVERSPECIALISATION WITH **TIRNA RAY**

Ganesh Chandra

A manager who is too focused may end up losing focus. That's what Devi Vallabhaneni feels. President and CEO of the Association of Professionals in Business Management (APBM), Chicago, Vallabhaneni is of the opinion that while specialisations are the order of the day, a general management perspective is the need of the hour.

Drawing an analogy, author of the book — *What's your MBA IQ?* — Vallabhaneni says, "As a medical student, you first need to know the human body. Only then do you move on to specialisations, not the other way around." What especially worries her is that an increasing number of management aspirants are going for majors without a solid foundation in general management perspective.

A solid foundation, she argues, equips you with analytical skills, helps you to ask the right questions, solve problems across areas and make decisions.

Prior to founding APBM, a non-profit organisation, Vallabhaneni worked for Gap Inc, in international business development, as well as in Gap's online business development. In addition, she has worked with

Arthur Andersen's litigation services practice.

Vallabhaneni earned her MBA from the Harvard Business School and believes that sustained career development begins with knowledge development. Looking back, she feels that the Harvard experience taught her two things — a general management education needs to be accessible to all managers and that there is indeed a common body of knowledge that all managers need to know.

Talking about the book, she says that since the MBA degree has become a de facto standard in management education, the goal of her book, *What's Your MBA IQ?* is to make the knowledge contained in an MBA accessible to all business practitioners.

An individual's MBA IQ, she elaborates, is based on 12 learning modules, which reflect the scope of a general management education — general management, leadership, and strategy, operations management and marketing management to mention a few.

The aim is to help one identify one's gaps and then strengthen them. "You can spot your weaknesses and then begin to develop your



Devi Vallabhaneni

knowledge-base to gain proficiency in all management areas and become a true business generalist."

"My experience over the last nine years as the founder and CEO of APBM has enabled me to assemble the range of topics necessary for all business managers, with or without an MBA," she concludes.

(Published by Wiley, *What's Your MBA IQ?* is being marketed and distributed exclusively in India by Times Group Books, as part of its Times Knowledge Series. The book is priced at Rs 399.)

NEW CAMPUS

IIMCM celebrated its campus inauguration and first batch launch ceremony on August 27 at its Okhla premises. IIMCM, inception by RQ Foundation, a not-for-profit organisation, launched its first batch of PG programme in Integrated Marketing Communications and Management amidst a gathering of corporate representatives, media fraternity, faculty, parents, and students. Several corporations from Reliance Retail, Honda Sael, Hyundai Motors India Ltd, encouraged the students by their presence and words. Media fraternity from *The Times of India*, *Star TV*, *Red FM*, and *Big FM* shared their views on the importance of IMC and highlighted the need for IMC professionals in the media world.

BEST PRACTICES

The Narsee Monjee Management Admission Test (NMAT) 2011 is all set to redefine the way Computer Based Tests (CBTs) are conducted in India. The format shall take a significant leap towards 'on-demand testing' and bring to test takers several advantages in this year's edition. Despite being in its first year, NMAT was conducted by Pearson VUE without a single batch or server failure. Approximately 40,000 candidates, spread across 19 locations in India, took the exam to gain admission into Narsee Monjee Institute of Management Studies. The test is to be conducted over a three-month long window. Candidates can schedule their test days and slots on their own and are

allowed to take a total of three attempts, best aggregate score to be considered.

WELCOME ABOARD

ESMT (European School of Management and Technology) welcomed Paul Heidhues as full professor and the Lufthansa Chair in competition and regulation recently. He has also been named director of PhD studies. Stefan Lauer, member of the executive board of Deutsche Lufthansa AG and ESMT foundation board of trustees member, said: "With the endowment of this professorship at ESMT, Lufthansa shows its support of the leading international business school in Germany and the further development of its core competence in competition and regulation."

MARKETING SUMMIT

International Management Institute (IMI), New Delhi, organised Srijan'10, an annual marketing summit on August 27 and 28. This year's theme was 'Marketing 3.0 - A Key to Sustainability and Profitability,' that portrayed the future of marketing, a 'value centric approach' where consumers are perceived by the marketing world not as mere customers but as complex, multi-dimensional human beings with emotions. Spread over two days and five sessions, the conclave saw stalwarts from the industry at IMI to share their experiences and ideas on consumer insights, co-creation of brands, ecosystem marketing, rising power of social media and how Indian business houses are poised for the future of marketing.