



# Analysis of Super Specialization in MBA in tune with the Booming Sectors of Industry

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## Abstract

India is a market hub for the world, many MNCs are coming to invest in here there are ample opportunities for the management graduates to shape their career in a good way. This paper is an effort to understand the significance of the changing market demand in the light paths of world's fastest growing business sectors in which the future job opportunities are there. In this paper the author tries to shed some light on the points which are important according to the current demand like the changes in the current course curriculum, analysis of the major and minor subjects, the tag MBA is a job hopper in the industry, the use of ICT, kinds of MBA available to suit your need, various policies offered by Indian government to boost the market with foreign money. The management graduate is not enough for the market need he should be the MBA "super specialist".

**Keywords:** MBA "super specialist", MBA "job hopper", types of MBA, fastest growing sectors, re-engineering the course curriculum, analysis of taking specialization.

## I. INTRODUCTION

In Rajasthan's scenario, the boom of MBA is over. The most promising career option which yield the crops of money what you have invested in education in a very short span of two years in career life in comparison with other PG degree program like Law, Medical, C.A or C.S. now, MBA needs more than MBA degree to sustain in corporates the specialization which were popularly run in various institutes like Human Resource, Marketing, Finance, IT they are demanding more.

As corporate / industry scenario changes the demand and supply of materials also changes to maintain this change and to maintain demand and supply and to sustain in market we have to adapt changes and act according to it.

The students coming from various backgrounds like science, arts and commerce as well as engineering select the specialization and after completing their degree enter into market. After getting an MBA degree no one is going into hardcore manufacturing process, they stay a level above and slowly organization policies kills the creativity of the person in some /few years in the routine process of full filling the market demand.

The specialization taken by the student is either by his/her choice of ease or by looking the flow of taking specialization by the group in the class, very few students make their choice

by doing market research and forecasting the market scenario after 5 years or so.

Today, the market is of 'super – specialty' in the field of medical or any other people need more that what they are getting now, more value for money, value added services etc. they want customized product or services for this they need 'super – specialist' persons to take care for their need e.g. in share market investors need 'super – specialist' for having sure and accurate advice from the share advisor to invest in the script which yields more money and similarly in the case of hospital sector there are many 'super – specialty' and 'multi – specialty' hospitals have emerged there are more sectors in which there is an acute demand of the 'super – specialist'. The big question is this is our education system is producing new generation of 'super – specialist' Management Graduates.

Similarly, in management education there is now, time to inculcate change especially in Rajasthan's management education scenario. Many students go for MBA it's an easy and early yielding option for career advancement but current scenario wants more like 'super – specialty' from where they will get 'super – specialization' in MBA like 'super – specialization' in Marketing or IT, students should know before entering into MBA bandwagon.

The stake holders of management education like students, management faculties and management institutions, parents should look into the picture which is changing at the rapid pace. Changes effects on management education from regulatory authorities, court's decision, students preference of choosing management institution, parents capacity to backup students in terms of expenses etc. new trends like integrated course is the sign of changes according to the market demand.

## II. TIME TO RE-ENGINEER THE COURSE CURRICULUM – MBA

The best and easy method of curriculum/syllabus development is find the existing syllabus and copy the content and modify and re- arrange the contents and it is all done. It is in the practice in Indian scenario, as the management is borrowed from foreign country it was being developed and practiced practically and then the experiments are written in the book which were successfully performed like health and hygiene factors experiments. In many times same syllabus and with same spelling mistakes are visible in more than two or more universities or colleges, it is not



unusual because the role of syllabus making is sub-late to the subordinate to make fast and easy working of authority. Some are really trying to make syllabus / curriculum according to the changing scenario.

Syllabus is the most important part of the course of any stream whether science, engineering, medical etc. the scenario is on the change at the rapid pace and we should update the syllabus according to it. The market demand of employment is very fast changing e.g. in IT sector many technology which were at the top of demand are not named in the recruitment advertisement although some basic technology are still in the demand.

In continuous to the IT sector e.g. IT projects are mostly outsourced by the UK, US, European market they require software development in some specific technology but the students are not well versed with the platform or technology, day by day new technologies are developing like from proprietary software to free and open source software to the CLOUD computing to Android technology for mobiles these technology were not known in 1995-2005 or more time phase and after 2018 may be new improved variant of technology will be replacing the current technologies.

The point is that , people are making and developing software applications on these platforms and producing as per the market demand for e.g. there are 'n' numbers of apps available to ease down the work insurance, banking, astro, games and others are being used to serve a large population. The important thing is that in how many universities / colleges have incorporated these latest technologies I their courses/ syllabus to make a student's employable as per the industry standard and demand. The students in college are still studying old technologies which were most likely to be outdated in due course or study, in this condition how they can be employable in the market.

To upgrade themselves, student go to some institutes some of them are good and rest of them, the status is known to everyone, but students do not have choices, they are putting hard earned money in tuitions and institutes, still the mindset of the students many of them is to get certificate from 'x' institute and actual gain of knowledge is tested when they enter into the organization to work, those who do not go to the institutes for extra up gradation feels that this was not in syllabus what is being asked , many times students do not get interview call from organization of they see that students have not studied the latest syllabus or having some past experience. A very few students are able to crack the interview and get the job after some extra effort, extra money and extra time.

The irony is that after paying big amount of money as tuition and college development fee and lab charges, students are not well placed or still unemployed, how many institutions gather the data that among passed out students how many are still unemployed or at the struggling stage in their career path. Institutions do gather data about well-placed alumni in various sector of industry



Fig. showing the MDS University, Ajmer has not expended 38 cr. Rupees in development and students welfare.

The above fig. show the huge amount of money is generated from various sources, the income of university has been increased and reached in crores and the work done is 'zero' in terms of facility and welfare, this fund can be used for imparting some latest technological knowledge or some certificate course in house at the discounted cost as university has the resources to do this, so that students do not waste their money in the market and university's image also increased in terms of marketing point of view.

If we calculate there are many weak links in the whole process like awareness of students, governing bodies, management institutions, faculties, parents, city whether is it metro or tire 2 or tire 3 city, exposure to the students placement quality, curriculum and syllabus, facility and infrastructural support from institutional side and so on.

Things can be managed in due course of time if we calculate our chicks before they hatch. But the basic thing the syllabus should be revised not copied from somewhere else, time to time incorporation of new specialization according to the current and future industry demand from the Indian and perspective.

### III. MBA IS PRACTICAL NOT THEORETICAL

MBA is the course in which we teach the students to get organized, get planned, decision making, staffing, and many more things in a systematic way so that maximum profit can be generated from business activity, more services and getting a head over competitors. These good things and structured learning material in theoretical form is the result of various experimentation to increase efficiency of the workers, from the unorganized working environment to the scientific analyzed and good working environment to ease down the work by using the principals of effective lay out of land and building, warehouse, market, water supply, ergonomic furniture to sit and work, light and hygiene condition and many more day by day gradually experimenting and finding out the motivation factors to



motivate the person, financial management to do better budgeting , more effective marketing activities, more effective and penetrating advertisement, these are the result of the continuous practical and improving in the efforts to get the maximum out of business process.

In earlier days, people make the goods and sell them to the other people who needed them either in exchange of money or do barter system as the competition increased the better and improved products and services are offered in the market to stay in the market and have profit at this point the requirement of Management graduate comes into the picture. Slowly and steadily the improvement in the business practices is seen by the people and the importance and requirement of management professional is understood by the market.

In Indian scenario new stream, different from traditional commerce stream in many reasons, was in the market people and university and authorities bodies has started this course and many international exchange program under which professors from outside India came and trained the students and teachers.

MBA is a result of continuous, experimenting to increase the efficiency and effectiveness of process and making the efforts to tap the untapped market by offering the better services and products, MBA cannot be theoretical, the real condition in today's colleges the students just read and write the motivation theories for e.g. and get the passing marks these theories are made by practical efforts in earlier days and these are still effective. There is now, time to change the picture and try to accumulate the futuristic application by making experiments to increase the productivity, efficiency and effectiveness.

#### IV. TRAP THE CHANGING MARKET DEMAND

As the globalization effects all the countries and nation, for e.g. India has made many changes in opening the Indian market for International business, more employment generation, new product, customized products, price war, customer expectation, everything is changing at rapid pace with the use of technology the world has become small, to excel in the market we should trap the new market opportunities emerging in the growing market. The fastest growing economies of the world can be the clue to get the information what kinds of product and services can be given to the market to fulfill the demand or what customization is required in the current product or services. E.g. the mobile phone market is been grown with tremendous pace in last five years many established and new mobile phone providers are in the market with the new range of 'smartphones' flooded in the market which were not at all imaginable in 1997-1998 with the features and price range available today. The mobile market has given lot of job opportunities for sales and marketing, new vendor development and many new mobile operator came into the picture. A new trend of m-commerce is very easily penetrating in the youth apps downloading, e-ticket purchasing, money transfer and more facilities will be added in the near future. Students and management

institutions should think to trap this and many other upcoming and emerging market opportunities to train the students according to the market need.

#### II. ANALYZE BEFORE TAKING SPECIALIZATION

The analysis is must, students should think before making the decision of taking specialization because it narrow down the area of working, right decision taken at the right time will helps in making a good career and the working sector is pre decided at the time of specialization will give the glimpse of opportunities in the near future. In this case, the institutes alumni is the best resource to analyze the growth trends in the traditional specialization, if the growth is not as expected due to change in industry demand what is the next best option the institutes should have the options to offer. The awareness of the students and the foresightedness of the management institutes plays a vital role in shaping the career path of the future manager. There are many tools available to analyze the personality type of the students in helping the students to choose the option according to the personality type. There are 16 types of personality available in the person according to Myers-Briggs Personality Testing. To identify personality type, the MBTI separates 16 different typologies, based on which side of each scale is dominant. A person who has a preference for Introversion, Sensing, Thinking, and Judging would be an ISTJ. A certain set of personal characteristics is associated with the ISTJ designation to describe what this person is like and according to it the job or career option can be determined or there could be the possibility of finding the best option among the available. Many career and aptitude test series are available other than the above mentioned are available online and printed version also some are free to test but for professional report you may have to pay. There are few names of Career Theories/Theorists like Psychoanalytic—Roe, Person-environment fit—Holland, Developmental—Ginzberg & Super, Behavioral/Social Learning Theory –Krumholtz, Cognitive – Reardon et al. - Cognitive Information Processing (CIP) – Self- Efficacy Theory—Bandura– Social Cognitive Career Theory (SCCT)—Sharf, Humanistic– Personal Construct Theory (PCT)—Kelly, Holistic/Integrative– Integrative Life Planning (ILP) - Hansen which can be useful in choosing the right career path.

#### V. MBA – ‘The JOB HOPPER’

A management graduate is also named as 'job hopper' in the industry, they are not sticking to the job for the long time and they switch over the job with low to marginal hike in salary package. When they place their CV or resume for the next interview the first question is asked may be "how long are you going to stay in this organization? Job hopping reflects a bad effect of the career path of the person. The next big question is why there is job hopping in terms of MBA, growth and development of career, number of job opportunity has been increased in last few years, or may be the choice of the job in the starting phase was not right and due to that the quest of finding the right job is still on. Whatever the reason may



be the stamping of 'job hopper' in on the back of the MBA and this stamping results into bad impression. The job hopping phenomenon can be eliminated if before taking specialization the analysis of choosing major – minor should be done, for doing this we have many online and printer test and professionals who could be the help. Institutions and students in coordination with the resources available can get the benefit. A stable career option gives rise to stable career. This shows the seriousness and right decision making ability of the students. With overall coordination and right decision makes the students career path easy and stable. This effort also makes the institutions alumni stronger, stronger alumni helps forthcoming students in shaping the career, it also makes the stronger market image.

## VI. MBA IN RAJASTHAN- WHY PEOPLE ARE DOING MBA

MBA is a good option, in two years of span students got PG degree, business acumen, and good career path. The other stronger reason may be not so serious, but it is still in the mindset is marriage option. It has become fashion to do MBA in Rajasthan, a very few students do it seriously, the placement scenario, weak alumni linkage, low general awareness in comparison to the other students of metro city. Due to lack of seriousness the overall effect on the management institutes, students can be seen the zero session, shutdown of the college. Doing MBA from a good institute gives rise to a good and stable career, campus placement of course it is followed by quality of placement, in Rajasthan there are many reasons for weak placement, low interest in doing MBA in current scenario, zero session declaration in many college, the dream of getting good job after doing MBA is in turbulent environment students are not able to decide to do MBA from Rajasthan or switch to another good option, if we compare the placement and other things from other state like general awareness and literacy rate, business opportunity, growth opportunity and many things are in pipeline. Very few management institute are still working hard to achieve the target in two years of academic session, but the masses are still untouched with the severe competition in the market. The students and parents should be aware from upcoming marketing condition and growth of business economy, political stability of Indian nation and many things. If we want our students to grow and excel in career, we should be thinking seriously about doing MBA and not for fun and fashion, an MBA is high yielding career option we can have 'n' number of e.g. from industry and established alumni in industry/corporates, MBA degree should be related to learn to earn not just for the sake of getting degree.

## VII. TYPES OF MBA

Types of MBA [1] - There are many options available for the students other than regular MBA course from a reputed university to fulfill the knowledge base like if you are a working professional and you have no time to visit regularly to the college to attend the classes you can opt any institute

who is having executive MBA course or regular course in evening shift. Following are the variety of MBA program offered by various universities:

**2-year Full Time MBA Program** - Requires full time attendance, which means you can't easily work while attending school. Most traditional colleges and universities offer this type of program.

**Accelerated MBA Program** - Usually completed in 18 months, the accelerated program is similar to the full time program, but with less down time between semesters. For example, you may take classes over the summer and winter breaks.

**Part Time or Weekend MBA Program** - The part time MBA program is popular with working adults, because it allows you to attend class on the weekends or weekday evenings. The drawback is the part time MBA program takes longer to complete.

**Distance Learning MBA Program** - Another option for busy and working professionals, the distance learning program allows you to take classes from your computer and is less time intensive since there is no commute and coursework may be completed on your own schedule.

**Dual MBA Programs** - these are usually in combination with another closely related discipline. The most common is an MBA in combination with a Juris Doctor, a.k.a. the JD/MBA program. Other popular programs are the MBA/MA program and MBA/PhD program.

**Executive MBA Program**- this is a kind of MBA program specially designed to help working and senior executives in corporates to brush up their skills and update themselves. For e.g. many institutes like IIMs and other are providing this facility to the senior executives.

**IIMB's [2] Executive Education** is aimed at broadening the outlook and strengthening the skills of practicing managers across the globe to prepare them for the changing roles changing world. Participants also obtain valuable insights from extensive interaction with their counterparts from other organizations on developments on management concepts and its applicability in the new global context.

**Indian School of Business [3], EXECUTIVES (PGPMAX)** is an Executive-MBA level programme in Management that allows senior executives to sharpen their management skills with minimal disruption of their work schedules. This programme is particularly useful to senior executives who are unable to take a sabbatical from work to attend the full-time programme.

## VIII. ONLINE MBA

Online management[4] programmes are gradually becoming more and more popular as companies want their executives to take up online MBA. It provides time efficiency and helps



minimize cost on overseas trips for education of employees. As a result, B-schools like Glion Institute of Higher Education, Switzerland; Indian Institute of Management, Calcutta (IIM-C); UNC Kenan Flagler Business School and U21 Global have seen big prospects in this market.

Recently, 25 middle and senior level managers of the Taj Hotels took the online MBA programme (hospitality management) of Switzerland-based Glion Institute of Higher Education. Taj fully sponsored the course that cost approximately Rs. 19 lakh per student

In India, IIM-C has been offering satellite-based, long duration certificate programmes on Hughes and NIIT Imperia platforms. Ashok Banerjee, dean of new initiatives and external relations, IIM-C told Business Standard that their executives programmes have attracted a large number of participants owing to their flexibility. Their long duration programmes contribute 20% of the total revenue of the institute.

Few of the advantages of online MBA are:

- Time efficiency and low cost as compared to regular MBA
- Great flexibility which is ideal for people with full-time jobs who wish to enhance their qualification.
- A whole array of courses to select from prestigious universities
- A technology-led wider interactive platform for knowledge sharing with peers and instructors.

#### IX. MBA and ICT

Today internet is accessible to all, students are having laptops, tab and mobile devices with hands on access to the internet. In this Internet age the content, study matter and everything is at the finger tip of the students. The world has come handy the resources which were unimaginable in past are now at the single click of the mouse. Internet is full of resources and time saving resource a tool in the hand of the students which can be the difference maker in today's education scenario. The maximum and optimized use of the technology can give the guidance what the student wants, universities and colleges has lease line internet connection which can be accessible 24 x 7 x 365 days or the personnel Internet connection doesn't cost much as comparable to earlier days e.g. now the costing came down to 10/- per hour at this cost the amount of information is very cheap although the speed can be the bottleneck in some parts of the state or country. A management students could take maximum advantage of technology by accessing Internet and other tools available online to gather useful information for the studies and can share the resources or use the online resources shared by other person. There are many websites available to give the related content which can be useful. The beauty of the technology is it is available at time, any place and anywhere as you want it. The mobile devices with Wi-Fi connectivity you can access the content almost anywhere.

It is a time saving tool and with the rich content it could be more beneficial to the students, many technologies like open source and android apps can be the next helping hand after the educator in the colleges and universities. People can have live conversations among friends and colleagues, teacher and professors of all round the world. Many social networking websites have come up to connect large population base to share the knowledge to the world, many blogs and other resourceful material are available online to help the students. It is up to the students to make the maximum use of ICT to get the things done. Internet can be the help for those who do not have the time to get a regular degree course they can do it online from distance education and have the benefit in their jobs, the online degree in management with various specializations are available from various institutes in India and all round the world. The payment, downloading the resources and examination can be done online through the Internet which is a great thing it saves the time and money in today's scenario.

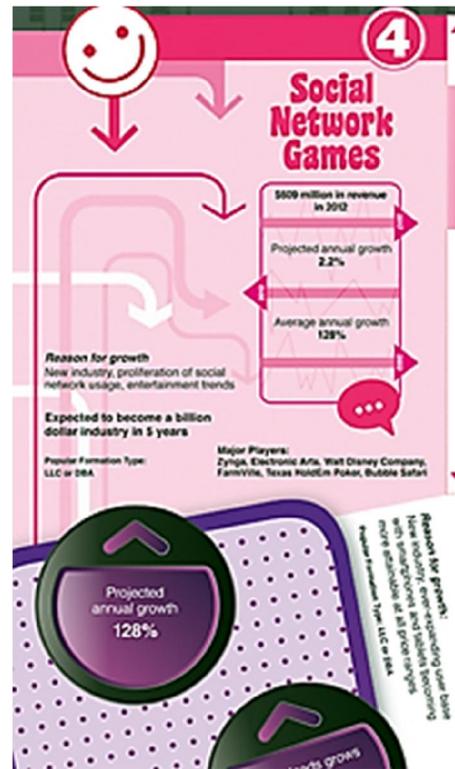
#### X. DOWNFALL IN MBA SECTOR IN RAJASTHAN

There is a noticeable downfall in MBA sector in Rajasthan as compare to four to five year back. There could be many reasons for that. But in other parts of India like Maharashtra etc. many institutions are still giving the good results including IIMs. As the result of downfall in Rajasthan's MBA scenario the after effects can be clearly seen on the placements, admission process and many institutions have declared zero session for this year course. A big blow is from the decision of the court that MBA is no more technical and not under the authority of AICTE and CMAT is not compulsory for taking admission in MBA. It is now the time to change according to the flow of water, accept and do the necessary arrangement to cope up with the situation, the world's market is growing up at the rapid pace and the fastest growing economy and fastest growing business sectors needs the managers to manage their business, India is becoming the market hub as the government policies are liberalized and welcoming for FDI, there will be requirement of employable talent from the management institutions, the next big question is that are we ready?

#### XI. FASTEST GROWING SECTORS

The world is booming with the fastest growing sectors [5] in the business world and creating opportunities for the budding managers to excel in their career path and encouraging the upcoming managers to make a shining career.

If we look at the few top growing sectors in which the employment can be maximum, growth and development chances are bright these are the few examples of them.



The above fig. shows the year 2013 biggest business and fastest growing industries, if we look at the all top 7 business sectors one by one there is a specific reason or need is fulfilled by that industry or sector.



The **first** area in the fig. is **Green and Sustainable Energy**- the reason for growth is to protect the environment, solar panels play a major role in the green environment. As we all knew that Rajasthan is having abundant of solar power that is still unutilized, the environmental conditions are in favorable condition for this kind of growing industry. As having solar energy will help in green environment and it is one of the fastest growing sector.

The **second** growing sector is **Personal Care**- everyone wants to be healthy in life. Personal care includes self and wellness improvement of family and to combat health issues. today people are having many options for keeping fit themselves and family like yoga studio, personnel fitness, training and massage therapy etc. this could be integral part of tourism sector, and Rajasthan have ample opportunity for tourism sector, many tourist national and international came to visit Rajasthan.

The **third** sector - **Online - Universities** - the reason being accessibility, internet is in reach of everyone, the content available for accessing online is very easy and direct to the customer/ consumer. Through online universities education is available 24 x 7 x 365 days and can be the useful help for senior managers to update their knowledge to excel in today's competitive world. As economy grows and becomes more competitive, post education becomes more necessary.

The **fourth** sector - **Social Network Games**- the reason of growth is being a new industry, proliferation of social network usage, fulfilling entertainment needs.

the **fifth** sector - **Mobile Apps**- again the reason is new industry with ever expanding user base with smartphones and tabs are available at all price range. This new technology is very attractive for the young users, they are the target segment includes working professionals and students. This area will be in demand with the variety of apps available in market both free and paid, Microsoft recently taken over noni to tap the untapped market as the windows based phones in the market is very low, maximum market is captured by android based smartphones.

The **sixth** sector - **3-D Printing**- a revolution in the printing technology, it allows the creation of 3D solid models and objects from a digital copy. It is a new and growing technology with 'n' number of opportunities for the youth.

The **seventh** sector - **Generic Pharmacy** - the obvious reason is less price. Less expensive medicine is in the high demand. The health care costs is continuously increasing, hospitals are becoming super and multi-specialty with five star facilities.

These are some examples of sectors which has seen tremendous growth in the year 2013, the technology front in all of them is the prime factor, to enable students of management education the regulatory authority should include these upcoming and growing technical things into current syllabus or make or design some extra certificate courses along with current syllabus to make the students employable in these sectors by coordinating with specific industries and should open and encourage students to take

these untapped specialization as major along with traditional specializations in MBA.

Another Top 5 the Fastest Growing Industries of the Future [6] suggested by wobi.com according to the blogging website these are the future market:

- **Voice Over Internet Protocol (VOIP)**

The continuing spread of 4G networks that allow for mobile ultra-broadband Internet access is creating new opportunities for high-definition mobile TV, video conferencing, 3D television and Cloud Computing. According to IBISWorld's VoIP report, in the U.S. alone the market has increased 16.7 percent annually over the last five years, generating \$15 billion in revenue each year.

- **E-Commerce & Online Auctions Sites**

Outperforming most retail sectors, customers are becoming more and more accustomed to buying online rather than in person. Companies such as Amazon.com and eBay are already deeply engaged in the industry with an estimated 11.4% of industry revenue in 2012.

- **Biotechnology**

As described by Ray Kurzweil at last year's World Innovation Forum New York, the biotechnology industry has the potential to explode in the next couple of years. Biotechnology uses biological processes in the development or manufacture of a product or in the technological solution to a problem.

- **Alternative Energies**

Due to an increase in world oil prices in recent years, countries are looking for alternative and renewable energy sources. Wind, tidal, and solar power are just a few of the options that countries have begun to research in order to save money and become less dependent on unstable, oil-rich countries.

Chevron Energy Solutions has become a leader in energy conservation, geothermal and solar technologies, and are one of the largest developers of solar photovoltaic projects with over 128,000 solar panels installed. Bloomberg announced that General Electric (GE) is targeting annual sales of \$100 billion from its energy unit, whose equipment provides more than a quarter of the world's power, doubling 2011 projected revenue of \$45 billion.

- **Social Network Game Development**

Thanks to high speed internet, the video game industry has meshed with social networks and created a powerful and highly profitable force. According to a report by IBISWorld, the industry has grown an average of 128% annually since 2002. Jessica Rovello, Co-Founder and President of the online gaming company Arkadium, believes the gaming economy will continue to develop through the sale of items that enhance game-play.



In continuation, with the year 2013 the future growth and development is again technological based industries there are unlimited opportunities for the students to get the job and shape a good career path in these new and upcoming areas, but how many of Rajasthan's management institutes having these above stated topics in the current syllabus or directly – indirectly supported by university or colleges to the students to cope up with the current and future market need. The future market will demand more targeted and specialized employable talent in industries and corporates to serve the market need.

## XII. GOVERNMENT POLICIES, FDI AND EFFECTS

Indian government[7] and their upcoming policies like FDI etc. are encouraging foreign investors to invest in India welcoming them to do business for e.g. on 07/02/2014, Vodafone's FDI was accepted by Indian government, Vodafone India will be the first company who will be owned totally by the parent company. The offer for investing 10,141 crore rupees by Vodafone in India is approved by the cabinet. Similarly others are in pipe line in various sectors like in retail sector Walmart is ready to invest a huge amount of money and resources in India. With these kind of policies and support to the market there are chances of tremendous growth in the market in terms of customized products and services and employment, the market will be customer centric as we all know that Indian market is a price sensitive market these companies will try to give the best offer to the Indian market in the future. It is a good sign for employment and having a good career in near future, we should be ready to take the challenge, management students and institutions should think in the light of future growth prospects of growing industries and various upcoming policies of Indian government to support the market by encouraging FDI etc.

## XIII. MBA “SUPER – SPECIALTY”

The need of the hour and according to the above stated references of world's fastest growing sectors the market demand will be something more than normal MBA degree, MBA with super – specialty. The future as depicted in the form of fastest growing business areas, like green energy, personal care, mobile apps etc. at present many management institutions do not have the specialization to offer or faculty to guide the students in these fronts. These business areas are depicted in the year 2013, now it is 2014 and those students who are graduating in this year or already graduated in 2013 have lost their chances to be absorbed in these upcoming business areas. It is a time where everybody needs super – specialist of that area to bank upon. In the case of hospital sector, in metro cities the hospitals are giving medical treatments to the patient like five star facilities with multi – specialty. Hospital management is a growing sector and not many colleges are offering this as a major in MBA. It is a right time to include such specialization in the MBA curriculum in the Rajasthan's MBA course who can give students some bounce or jump start in their career. in

continuation to the above stated example, the mobile apps and gaming market, students can go into app development and strategy formulation of deploying the mobile app in the market, but in current scenario the market needs super – specialist who know more than normal marketing man or developer, to make the student fit for the market accept the changing environment and analyze the market demand and try to make the product according to the market demand, a super – specialist MBA.

## XIV. CONCLUSION AND SUGGESTION

To conclude this paper, is the beginning of new indication that is the old and traditional things are going to change by the time. Management education is not very old in India or Rajasthan as compared to the other courses like CA, CS, and Law etc. MBA is the course which is directly affected by the changes in the business scenario of the world. The world is becoming an open market with the help of technology and everything is accessible in just a single click. As a result of fast changing world's economy, government policies, paying capacity, quality of products and services improvement, cut throat competition and many more reasons, the future is good for the market and MBA students who are adaptable to the change, as well as the management institutions. There are the signs of correction for the management institutions as well dropping down the admissions in last three – four session of MBA in Rajasthan gives rise to an alarming situation. As per the paper flow there are many things like it is the right time to inculcate the changes in the course curriculum, teaching MBA according to the real world, thing global act local all the theories are based on the practical base for e.g. motivational theories, floor management etc. all the stakeholders should be able to identify and trap the changing market demand and try to fill the gap by training students according to it. Students should thoroughly analyse the market demand and the future aspects and the personality type before choosing major subject in MBA course, the wrong decision will lead into a bad situation with the tag of 'job – hopper' in the industry. People should know why the MBA degree is required, why they are doing MBA think before entering into the bandwagon of MBA if you are not fit according to the market demands. There are various type of MBA available due to the technological advancements and use of ICT students and senior managers can do it to shape their career path. There is a downfall in the MBA sector in case of Rajasthan many management institutions are affected by this, the next step is think in the guiding light of the industries fastest growing sectors of the world, government support to the market by opening the doors for foreign investments in India will generate job opportunities. The suggestion for the present condition is tie your shoe laces and get ready for the next big change and prepare the forthcoming students that they should match the market demand, made the MBA “Super Specialist”.



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