

# 5i Model for Business Education

*Key To Achieving Effectiveness*

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# Agenda

- Revisit Business Education
- The need for Business Education
- What does it mean for a B-school
- The 5i framework
- Framework components
- Implementation Approach
- Outcome Representation
- Key Pointers
- The delivery
- ProTrack Education



# Revisit Business Education

- What is the purpose of business education?
- Who are our Stakeholders?
- Why do we get Business?
- How do we Create Value?
- How do our Stakeholders Perceive us?
- Where does our Strengths lie?
- When is our Stakeholders most Happy?
- What gives us confidence / conviction?
- Where do we see Maximum possibility to Improve?
- What would the make us most Excited about the future?
- Who / What has shaped the Present form?



# Need for Management Education

- Functional expertise?
  - *Do we continue to see a role for a*
    - Marketing manager not understanding finance
    - An HR head not knowing operations
- Make a manager
  - *Is a business professional not an entrepreneur*
    - How is value created?
    - How is growth achieved
- Serve the leadership
  - *Is leadership a hierarchical position*
    - Do we see a business professional as a leader

# What does it mean for a B-school

- Identify the core pillars of strength
  - *Academic prowess*
  - *Resources*
  - *The business ecosystem*
  - *The sanction*
  - *The world*
- What does it manifest in to?

# The 5i framework

- **Intellect**
  - *Academic offering quality and the intellectual strength*
- **Infrastructure**
  - *the hard and soft infrastructure*
- **Industry tie-up**
  - *Industry interaction and alignment*
- **Institutionalization**
  - *Formalization & process driven approach for scale*
- **Internationalization**
  - *Global tie-ups and various multicultural components*

# Framework components

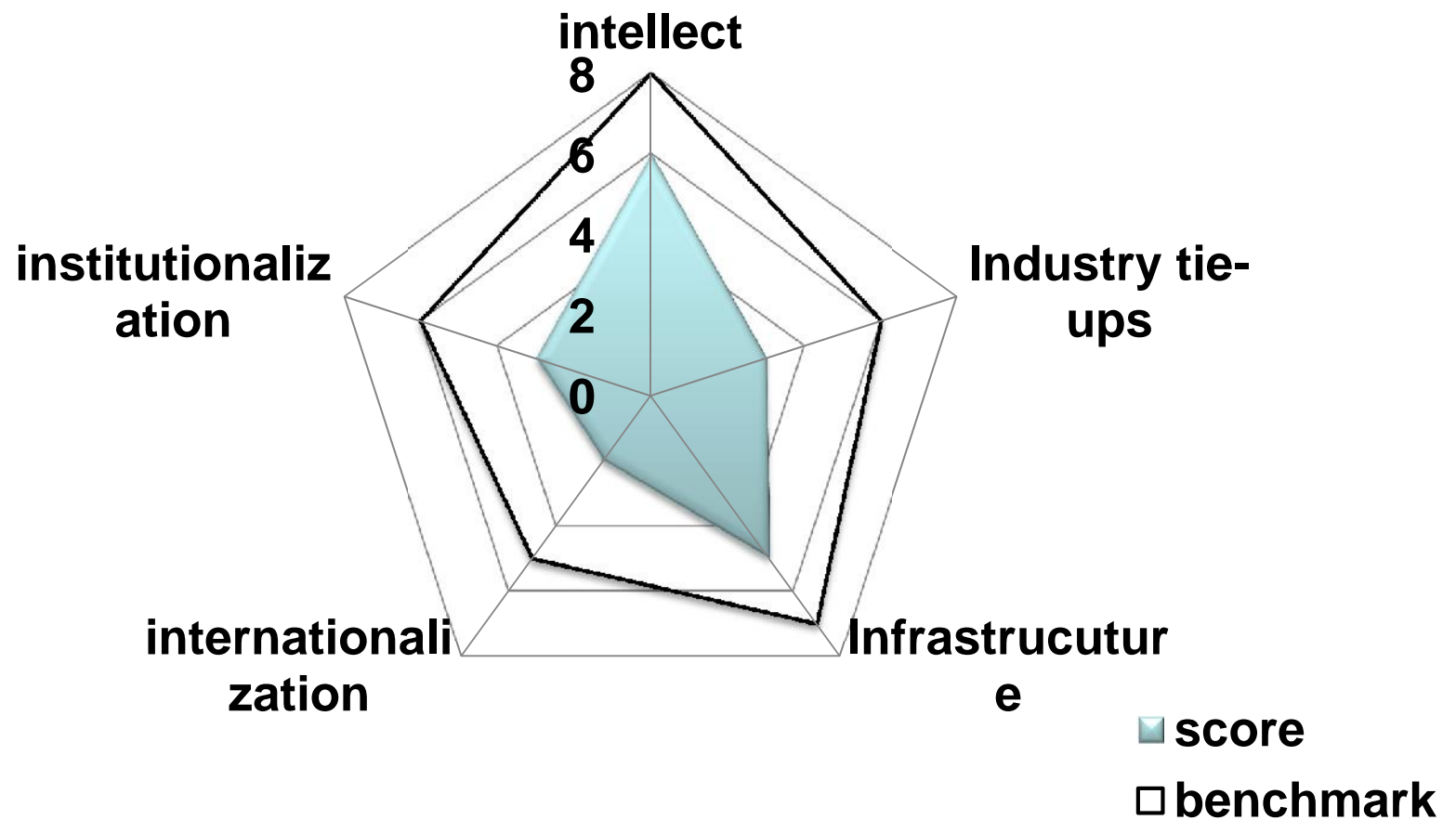
Factor	Constructs	Variables
<b>Intellect</b>	Academic rigour	Core courses, Electives, Pedagogy, Evaluation
	Student	Inbound quality, Academic Performance, co-curricular
	Research	Working papers, Published/presented papers, House journals
	Centres of excellence	Domain speciality, application orientation, behavioural components, future readiness
<b>Infrastructure</b>	Hard infrastructure	Academic facility, curricular facility, Hospitality
	Soft infrastructure	Academic Library and references, Institute quality of life, Software and networking, alumni network
<b>Industry Linkages</b>	Value offered	Final Placements, Consulting, leadership development
	Support granted	Endowments and financial support, internships, Visiting faculty/guest lectures, mentoring and other engagements
<b>Institutionalization</b>	University affiliations	Form and duration, University value add
	Accreditation	Factual aspects, Value add
	Alumni	Relationship strength, Alumni value offerings
	Network strength	Educational entities, Non-educational, Parents relationships, Community relationships
<b>Internationalization</b>	Academic aspects	Courseware, Faculty
	placements	Final placements, Internships across the globe
	International tie-ups	Educational entities, Industry, Others
	Exchange	Faculty, Students

# Implementation Approach

- **Identify Process Inputs & Stakeholder needs**
  - *Include resource, information and capability needs*
- **Identify the Process Flow**
  - *Value-add steps in a process map*
- **Key Output Variables Definition**
  - *Capability definitions for each and overall process*
- **Assess the measurability/controllability**
  - *Isolate "controllable", non-controllable or critical*
- **Define specifications to drive enhancements**
  - *Develop control plans are to assess capability*



# Outcome Representation



# Key Pointers

- Requires a buy in of all the stake holders
- Need to challenge intellectual & operational capability
- Adopt collaborative thinking leading to enhancements
- Relationship and collaboration with end customers – the students and industry
- Endorse the creation of a truly competitive education sector, through benchmarking
- Rekindle passion in the education by bringing pride and professionalism to the community



# The delivery

- Continuous learning
  - *Progressive assessment; Double loop learning*
- Professional mindset
  - *Professional skills; social skills*
- Domain orientation
  - *Industries; role matrix*
- Application
  - *Internships; projects; mentoring*
- Global immersion
  - *Virtual collaboration; immersion and study tours*
- Career guidance

**Bridging the business practice gaps**

# ProTrack Education

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# Your comments

A green chalkboard with two pieces of pink chalk and faint white chalk drawings. The text "Thank you..." is written in blue on the board.

# Thank you...

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