

## INSTITUTE OF MANAGEMENT, NIRMA UNIVERSITY, AHMEDABAD

The world-class campus of Nirma University is located on Sarkhej-Gandhinagar Highway, about fifteen kilometers from the walled city of Ahmedabad. It is the outcome of the visionary leadership of one of the most successful entrepreneurs of India, Padmashri Dr. Karsanbhai K. Patel, who has created a business conglomerate known as Nirma Group. Institute of Management is a constituent of Nirma University, which was set up in 1996 by Nirma Education and Research Foundation to promote excellence in management education. The Institute has been consistently growing under the guidance of Shri Ambubhai Patel (Vice-President) and Dr. N. V. Vasani (Director General –Nirma University). Dr. C. Gopalkrishnan is Director of the Institute of Management and Dean – Faculty of Management. The Institute has been undertaking a wide range of educational and training related activities and series of national and international conventions which have helped it emerge as one of the premier business schools in the country within a short span of twelve years. Presently, it is rated as one of the top twenty five B-Schools in the country. Its mainstream programmes include MBA (Full Time), MBA (Part Time), MBA (Family Business and Entrepreneurship) and Ph. D. in Management. The Institute also offers Executive Diploma Programmes in various functional areas of management. The Institute conducts need-based in-house training programmes to meet the training needs of industry. The Institute has academic alliance with international universities, such as New Mexico State University, USA; Hanyang University, South Korea; Florida Atlantic University, USA; and Minnesota State University, USA to name a few. The facilities on the campus include air- conditioned classrooms, a state-of-the art library, a 450-seater auditorium, well-equipped computer centre and hostels for the students.



For further information, please contact:

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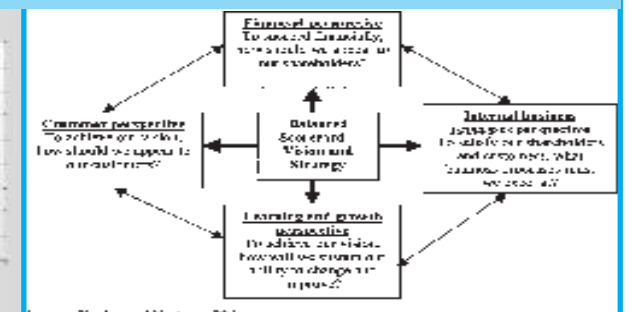
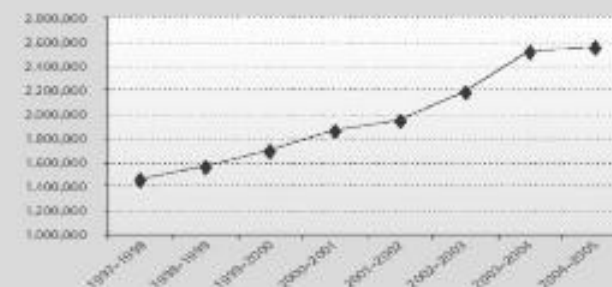
or

Jigar Barot - jigar@imnu.ac.in  
**Management Development Centre**  
Institute of Management, Nirma University  
Sarkhej Gandhinagar Highway, Ahmedabad 382 481  
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## Faculty Development Programme

# 2010-11



## PERFORMANCE MANAGEMENT IN HIGHER EDUCATION THROUGH BALANCED SCORECARD

July 29-31, 2010

Programme Leaders

**Devesh Baid**  
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**Tripurasundari Joshi**  
tripura@imnu.ac.in



**Nirma University**  
Ahmedabad: 382481 (Gujarat)

## BACKGROUND

Balanced Scorecard is a strategic management tool given by Kaplan and Norton and has been extensively used in Industry. Its usage in academic institutions too has a history of one and a half decades. It has helped universities and colleges achieve 'Malcolm Belgrade Award' and EFQM awards which are given for achieving quality and excellence in education in the U.S and Europe respectively. It has been successfully developed by academic institutions in other parts of the world like Malaysia, Taiwan etc. Performance management through BSC of educational institutions is new in India and this is an effort to sensitize the management academic institutions towards it.

## PROGRAMME OBJECTIVES

- To sensitize the participants to changes in the external environment like Foreign Educational Institutions Bill, 2010, Increasing no of IIT 's & IIM 's, etc
- To understand the implications of these changes on institutes' ranking, students' learning, placements, faculty development & research, etc.
- To demonstrate how BSC can be used for development of excellence in management institutions.

## WHO SHOULD ATTEND

Promoters, administrators, principals, deans, departmental heads and faculty of management colleges and universities

## PEDAGOGY

- Presentations
- Case Studies
- Discussions
- Group Exercises

## PROGRAMME LEADER/S

**Devesh Baid**  
M.Com, FDP (IIMA), AICWA,  
Area: Management Control Systems

Devesh Baid has nine years of experience in academia. He has taught courses on accounting and finance and has presented papers in international conference. He has studied B Com (Hon's) at Shri Ram College of Commerce, Delhi University and worked at IIM Ahmedabad as an academic associate. He is currently pursuing his PhD from School of Management, IIT Bombay and his work is on 'Performance Measurement of Higher Education Institutes in India' with special reference to management institutes.

### **Tripurasundari Joshi**

M.Sc, PGDCA, M.B.A. (Gujarat University)  
Area: Marketing and General Management

Prof Tripurasundari Joshi has 12 years of corporate experience in management consultancy, corporate planning and business development in the managerial cadre. She has carried out market research and business advisory assignments for several World Bank and ADB funded projects and several corporate sector clients like Grasim Industries, Arvind Mills, Gujarat Maritime Board, Cargill and Cadila Pharma among others.

Since 1999, she has been involved in academics where apart from teaching she has been active in institution building activities through positions like placement coordinator and as academic head for post graduate management programs. Prof. Joshi has also presented several papers in national and international conferences. She has been awarded the NET certification in 2002 by the University Grants Commission. She has also authored reports which have been published by DSIR, Govt of India. She has been a regular visiting faculty at MICA, NIFT, CEPT and IBS.

She has undertaken consulting projects in the education sector and has been involved in the needs assessment and pre testing of content for the Edusat network in India. Her research interests are effective pedagogy and performance metrics in the education services context.

## RESOURCE PERSONS

The Faculty of Institute of Management, Nirma University would conduct the programme. In addition, senior educationists would be invited to share their experiences, and conduct sessions.

## VENUE & DURATION

The programme will be conducted at Institute of Management, Nirma University, Ahmedabad during July 29-31, 2010.

## PROGRAMME FEE

Non-residential: Rs. 3,000/-

Fee once paid will not be refunded. However, a substitute delegate is acceptable.

A company nominating three or more participants for the programme will be entitled to 10% discount.

The fee includes presentation material, refreshment and lunch on the programme days.

The fee to be paid in advance through a demand draft or a local cheque drawn in favour of 'Institute of Management, Nirma University' payable at Ahmedabad.

## ACCOMMODATION

University Guest House with basic facilities is available for Rs. 1000/- per day.

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## NOMINATION FORM

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**Faculty Development Programme 2010-11**  
**Performance Management in Higher Education**  
**through Balanced Scorecard**

July 29-31, 2010

Name of the Participant \_\_\_\_\_

Designation \_\_\_\_\_ Date of Birth \_\_\_\_\_

Organization \_\_\_\_\_

Address for Communication \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Phone \_\_\_\_\_ Mobile \_\_\_\_\_

E-mail \_\_\_\_\_ Fax \_\_\_\_\_

Current Job Responsibility

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\_\_\_\_\_  
\_\_\_\_\_

Expectations from this programme

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Date \_\_\_\_\_

Signature \_\_\_\_\_

Participant can be sponsored by self or by his / her employer.  
If sponsored by the employer, please complete this section.

**TO BE FILLED BY THE SPONSOR**

Name and Designation of Sponsor \_\_\_\_\_

\_\_\_\_\_

Name and Address of Organization \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

**Payment Details:** Demand Draft / Cheque No. \_\_\_\_\_

Bank \_\_\_\_\_

(Drawn in favour of "Institute of Management, Nirma University" payable at Ahmedabad.)

Signature and Seal of sponsor \_\_\_\_\_

Please return filled up form to:

**Management Development Center**  
Institute of Management, Nirma University  
Sarkhej Gandhinagar Highway,  
Ahmedabad-382 481, Gujarat  
Ph.: 02717-241900-04 Fax: 02717-241916  
Email: eec@nim.ac.in

(Please feel free to make photocopies of this application form.)