

BTech to MBA: Is it the most promising academic journey for students

MBA post Engineering enhances the job prospects as the two courses equip students with both market and technology knowledge base, writes Ravindra Ojha

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Industry post the turmoil created by the Covid pandemic is witnessing a significant transformation in its business operations. In the current VUCA environment, industry leaders are seeing new operational strategies getting evolved and being implemented at a good speed. Every organisation is launching a new product to streamline their business processes, shaping up transformations to embrace the technology-enabled Industry 4.0 and accelerating the implementation of LEAN systems.

The focus is on the movement from automation (robots & cobots) to autonomous (IT & AI-driven) operations to change the fabric of the global sourcing approach, redefining supply chain networks and taking decisions based on big data analytics. All these initiatives would target scalability, speed, variety, innovativeness, flexibility and agility for sustainability. Hard technology skills from engineering coupled with the management competence from the management degree is a differentiator in the new placement market. The industry is in search of young MBA graduates with a sound engineering foundation to facilitate entry to the next level of Technecellence (Technology + excellence). The most sought after five profiles in the Operations domain are as follows:

Project management

Skills in new product and service development (concept to creation) is a job profile that is in high demand

today. Understanding and leading complex projects require a structured mindset with good people and decision-making skills.

Outsourcing

Competency to develop new suppliers and align the existing ones to the new post-pandemic digital environment is the other profile that is in demand.

● Operational skills in the transformational journey to the new technology-enabled I4.0 is a role for the immediate future. Management of the different technologies like IoT, AI, RFID, Big data analytics, Cloud computing and Robotics requires the right mix of technology and management skills that are available to MBA students with a foundation in Computer science.

● Operations excellence-driven skills with exposure to Lean, technology, process and people is another much sought-after profile today. Lean and I4.0 co-exist and is the direction for smart factories of tomorrow.

● Supply chain needs a total transformation under the umbrella of digitisation and elements of I4.0.

Each of these profiles calls for the right mix of qualitative & analytical skills, creativity, design thinking, technology management and people management competencies. A good management graduate with a sound engineering fundamentals will be the right fit for the role.

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