

Executive Summary

Lack of Skills & Attitudes remains one of the major challenges to industry's quest for quality management professionals across the Madhya Pradesh. The survey seeks to address gap identifying the requirements of Industry and which are skills where MBA graduates are lacking. The results show a wide dissatisfaction with the current fresh MBAs. 33.33% of employers hiring fresh MBA graduates are only somewhat satisfied with the quality of the new hires, 15.33% of employers rate the skills as Not at all satisfied and 51.33% are Not very satisfied, We find that Industry perceive Attitudes, Communication skills & Managerial skills to be very crucial for successful performance during the job. These findings suggest that MBA education institutions in M.P should:

- (a) Strive hard to improve the skill set of students;
- (b) Provide special and focused attention to Attitude building, Personality Development and Communication skills
- (c) Improve upon the assessments, and pedagogy.
- (d) Move away from lower-level learning objective, such as remembering and understanding to higher-level, such as analyzing, evaluating managerial problems.
- (e) Associate & interface more with industry to understand, analyze and provide the solutions of the live problems faced by Industry. This would ensure value addition of practical knowledge to students and faculty in real sense.