

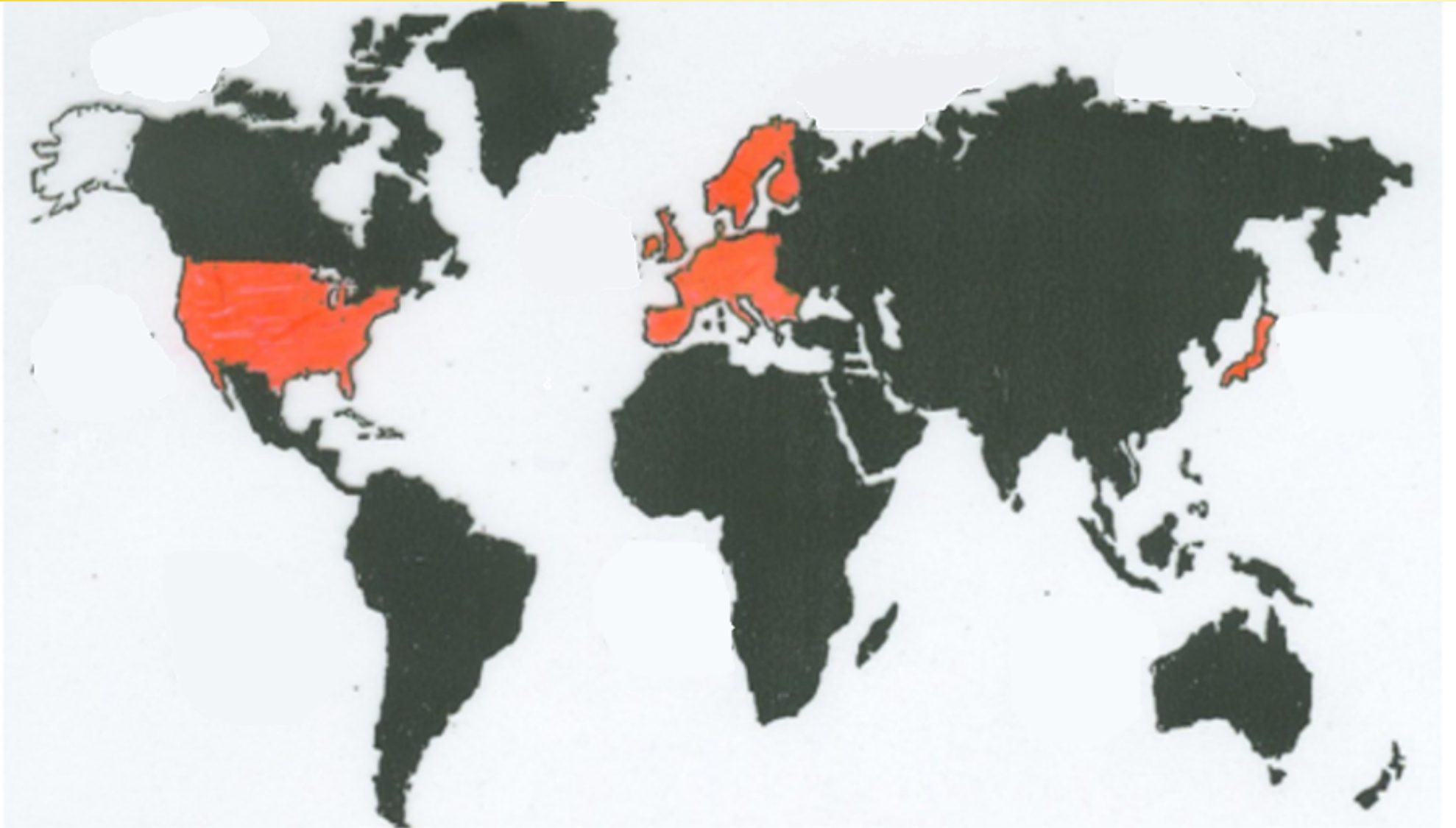


DEVELOPING HUMAN RESOURCE AND ITS BRANDING THROUGH RANKING

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THE WORLD AS WE KNOW

BASED ON PHYSICAL RESOURCES



THE WORLD IN REALITY

BASED ON FINANCIAL RESOURCES



FACTORS	EC, JAPAN, USA	REST OF WORLD
Area (%)	10	90
Population (%)	16	84
Exports (%)	70	30

THE WORLD IN REALITY

FACTORS	EU, USA, JAPAN	REST OF WORLD
■ Area	10%	90%
■ Population	16%	84%
■ Financial Wealth	70%	30%

FACTORS OF PRODUCTION

ECONOMIST VERSION:

1. Land
2. Labor
3. Capital
4. Entrepreneurship

REALITY VERSION :

Superiority of one nation, company or individual is not based on the possession of physical resources , BUT ON THE SUPERIOR TECHNICAL KNOWLEDGE.

COMPETITIVE ADVANTAGE

Attaining and retaining Competitive Advantage is the key to Corporate Success

Competitive Advantage can be secured through one of the following Strategies:

1. **Low cost Leadership:** Targeting high Volume through low price.
2. **Differentiation:** Offering a Superior product at a premium price.
3. **Focus:** Catering to a specialized customer segment.

THE VALUE OF VALUE ADDITION

(Cotton Textile)

Product	Export Price (\$)	% Value Addition Over	
		Cotton	Previous Stage
Cotton	1	—	—
Yarn	1.5	50	50
Cloth (grey)	4.2	320	740
Cloth (unbranded)	5.2	410	22
Garment (Unbranded)	10	900	96
Garment (Branded)	150	14,900	1,400

MARKET A BRAND NOT A PRODUCT

A product is any thing offered for sale but a brand is a product which offers differentiated product with perceived superior satisfaction.

A Branded product is distinguished from its unbranded counterpart by the of consumers' perceptions and feelings about the attributes and values of the product and the company associated with the brand.

THE VALUE OF BRANDING

PRODUCT	BRAND
Car	BMW
Watch	Rolex
Jogger	Nike
Micro Processor	Intel
Burger	Mc Donald
Cigarette	Marlboro
Cosmetic	Estee Lauder
Water	Perrier
Coffee	Maxwell
Soft Drink	Coca Cola
Razor	Gillette
Bank	Citi Bank
Business School	Harvard

HR DEVELOPMENT BRANDING

According to Peter Drucker, “ there is only one valid definition of business purpose: To create a customer”. And ‘ branding’, product or service creates a loyal customer who greatly values that product and is prepared to pay a premium price for it.

Strategic Marketing is built around Customer ‘Centricism’ and Customer ‘Value’. This entails understanding what is meant by value from customers’ view point i.e. how we explore it, create it, deliver it and finally enhance it.

PROGRAM FEES - SELECTED BUSINESS SCHOOLS

(MBA 2 YEARS' PROGRAM)

RANK 2009*	SCHOOL	FEES	STARTING SALARY	PAYBACK YEARS
8	WHARTON (Pennsylvania)	\$107,922	\$76,193	1.4
9	HEC PARSIS SCHOOL OF MANAGEMENT	\$ 62,685	38,612	1.6
19	LONDON BUSINESS SCHOOL	\$ 78,103	41,200	1.9
42	BOSTON BUSINESS SCHOOL	\$ 79,000	45,715	1.7
48	CHINESE UNIVERSITY OF HONG KONG	\$ 48,067	15,205	3.2
81	MELBOURNE	\$ 46,015	24,115	1.9
85	INDIAN INSTITUTE OF MANAGEMENT	\$ 26,744	41,860	0.6

* Ranking By Economist

HR DEVELOPMENT BRANDING -STEPS

- Identify and establish brand positioning and values of HR Development Program.
 - Market value of the Students
 - Programs- Content And Context
 - Teaching/ Training Methodology
- Plan and Implement Brand Marketing Program
- Measure and Interpret Brand Performance
- Grow and Sustain Brand Equity

OBJECTIVES OF DOING MBA (SURVEY)

- EARN MORE MONEY
- GET BETTER JOB
- CHANGE CAREER DIRECTION
- SET UP OWN BUSINESS
- BUILD NETWORK OF CONTACTS
- DEVELOP INTERNATIONAL EXPOSURE

BRANDING THROUGH RANKING

RANKING- A SHORT CUT TO EFFECTIVE BRANDING

■ RANKING PARAMETERS

- Market value of Graduates
 - ▶ *Starting Salary* ▶ *Professional Growth*
- Personal Development & Educational Experience
 - ▶ *Student Quality* ▶ *Student Diversity* ▶ *Learning Experience*
- Open New Career Opportunities
- Potential to Network
- Faculty Quality
- Programs/Courses
- Teaching Methodology
- Facilities

■ RANKING AGENCY

- Reputed
- Recognized
- Reliable
- Universal

NEED TO...

- Recognize
- Support
- Develop

HR Development Ranking!!



THANK YOU