The Long Tail

ABOUT THE PROGRAM

The Long Tail became famous with Chris Anderson. In this suite of **Learning 221** programs, the expression is used for a large number of courses, of varying durations, which may not be followed by well- defined cohorts pursuing common goals over the same time horizon.

The programs in this suite named cater to a dispersed set of learners who may want to do only some specific portion of the whole program. This may be to supplement their learning in an academic program that they are pursuing concurrently, to improve their skills in English Language Usage, to effect behavioural change for success or to be guided to become an entrepreneur.

While some aspects of entrepreneurship are common to all such activities, the program here would be focused on the education sector. We have also included in this bundle, a range of psychometric test instruments, and an exposure to their applicability and usage.

Prof. M.M. Pant (**www.mmpant.net**) is an internationally renowned expert specialising in pedagogy, technology and the development of tools and curricula for 21st century education.

He has been known for developing, working models that enhance the pedagogy using latest available technologies. He is especially noted for his efforts in leveraging social media for improving learning and bringing the mobile into the classroom where it has been traditionally banned.

Prof. Pant's current work and interests revolve around the development, delivery and promotion of educational products, processes and services that cater for the needs and interests of future learners, a framework that is named "**Learning 221™: Learning for the 2nd Decade of the 21st Century**".

His past roles include being the Former Pro-Vice Chancellor, Indira Gandhi National Open University (IGNOU) and being on the faculty of IIT, Kanpur (the premier engineering institution in India), MLNR Engineering College and Faculty as well as Visiting Professor, University of Western Ontario, Canada. He has been a visiting scientist at European research centres in Italy, England, Germany and Sweden.

Prof. Pant is the founder of the LMP Education Trust, an organisation that supports underprivileged learners.

Prof. M.M. Pant
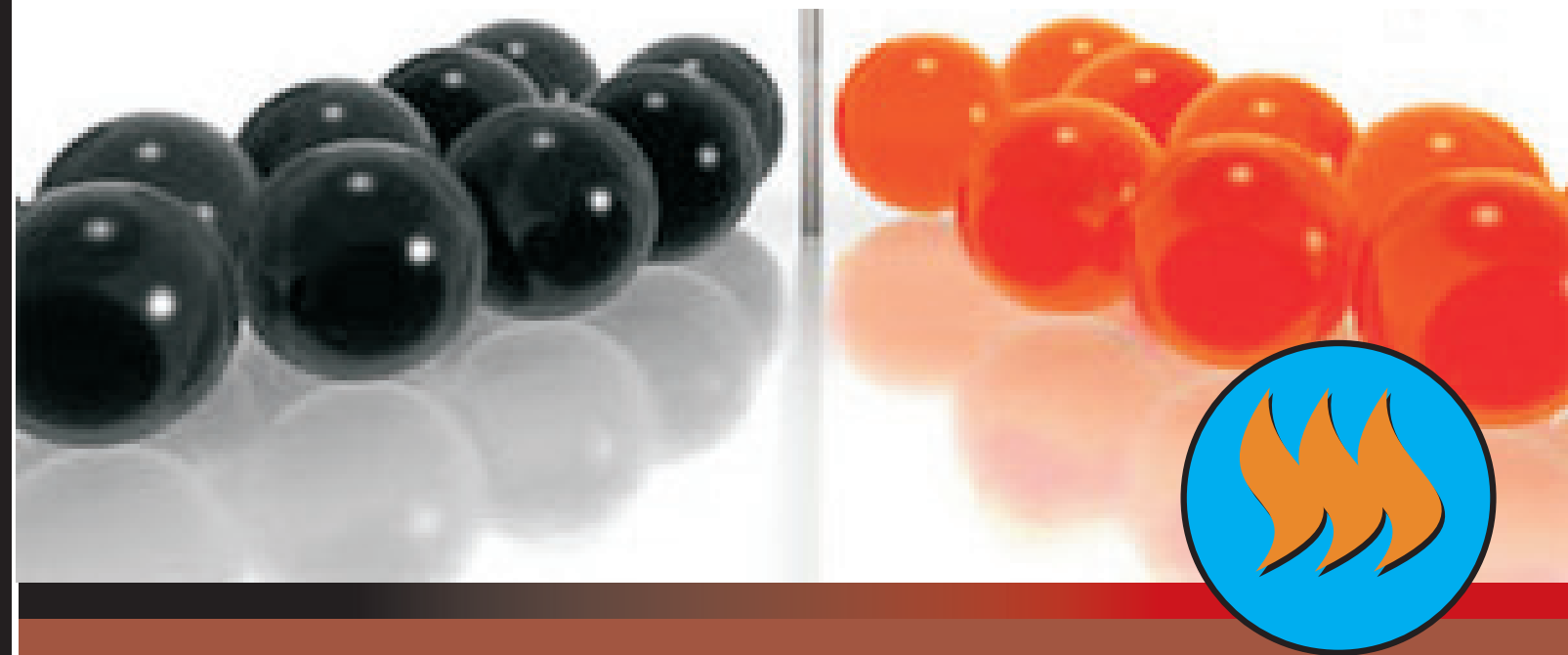
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CONTENT HIGHLIGHTS

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► **Beyond the Hexagon: 10 Commandments; 21 Mantras and 101 Sutras for Success**

► **Educational Entrepreneurship**

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www.mmpant-net

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MBA Unbundled

A reputed MBA degree program is one where admission is limited and the cost is also often very high. And getting an MBA from the lower end of the rankings of the Institutions is a waste of time as well as money. The rate at which Management education has expanded in the recent past inevitably leads to a scarcity of good qualified faculty at many Institutions. Added to this is the question mark raised over many aspects of management education, brought out recently in the book by Sanjiv Datar and others on ' Re-thinking the MBA'.

Instead of the rigid sequence prescribed in most MBA program, an executive seeking enhancement of his knowledge, skills and competencies in the tools of Modern Management may have a unique set of urgent and immediate requirements.

This program is structured as a pool of 'nano-learning objects' that can be pursued in a combination that meets the needs and aspirations of the learner.

From 'No' English to 'Know' English

An ability to use the English Language in the place of work is now becoming an essential and fundamental element of employability. Many persons seeking employment are able to acquire professional qualifications, while still not being able to conduct themselves appropriately at the work-place.

This program covers the key skills of reading, writing, listening and speaking, but also develops abilities to continually improve these skills. There is of course a foundation in Grammar, vocabulary, spellings and pronunciation to be able to be skilled in the above 4 domains. In view of the recent globalization and pervasiveness of ICT at the workplace, the learners are exposed to and develop a proficiency in e-mail, social media and use of Skype and allied conferencing tools for audio and video-conferencing.

Beyond the Hexagon: 10 Commandments; 21 Mantras and 101 Sutras for Success

The Hexagon of Success comprised 6 introductory modules on Leadership, Decision Making, Creativity, Innovation, Futurology and Ethics at the very introductory 101 level. But the path to success is not smooth, and the pursuit of success is not a spectator sport. You have to participate and act. While a few abilities at the right time and right place can on some occasions lead to success, there is a whole range of skills that are enablers of serial success. In this pool of 'nano-learning' modules for success, they are organized as the 10 Commandments (analogous to those brought down from the mountain by Moses), and then further elaborated as 21 mantras and 101 sutras in the ancient Hindu tradition and format.

One can pursue them in any sequence that is most suited to the learner's interest and needs.
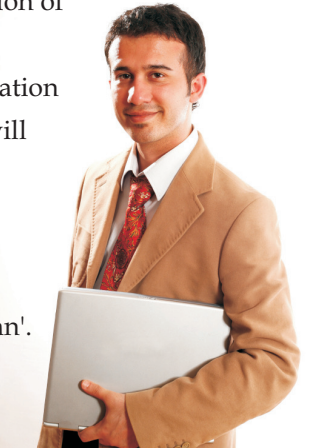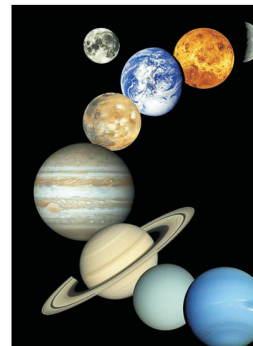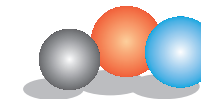
Educational Entrepreneurship

The signing of the WTO and the rapid growth of the Internet, have spurred the Globalisation of Education and with it International student mobility. With the possibility of a smartphone in the hands of a large fraction of the population, the disruption in education will manifest itself over the coming decade. Clayton Christensen in 'Disrupting Class' has said that the disruption in education will be the personalization of the learning experience. Bill Gates has predicted that in the next 5 years, the best education will come from the web. And as a pre-cursor of the times to come, the Khan Academy is already a trailblazer.

This program aims to spawn a silicon valley like eco-system to train, encourage and incubate visionary educational entrepreneurs, especially those who would be operating in the ' Blue Ocean'.

Education for Behavioural Change

Traditionally learning is said to have cognitive, affective and psycho-motor domains. Most of school and higher education dwells with the cognitive and sometimes and somewhat with the psycho-motor domains, leaving the affective domain largely ignored as the responsibility of the parents or of society.

But as more and more erstwhile routine and even some intelligent tasks get transferred to the domain of work to be done by computers and robots, the focus will shift to the behavioural aspects of the persons in the workplace or home. And learning interventions that enhance or promote desired behavioural patterns will become very useful. Again these modules can be transacted in any sequence which meets with the desired changes required in the prospective learner. One of the major shifts that is needed across the population is to move towards collaboration and co-operation.

MSI (Measures, Scales and Instruments) for Creativity, Innovation, Learning, Information Literacy, Financial Literacy

Education has always been perceived as an intangible benefit, and attempts to measure learning effectiveness have been minimal. But progress in any human endeavour is possible only when we can measure in some way, whether the objective has been achieved and efficiently. The quality movement in manufacturing products and providing services progressed with use if measures and now we have 6 sigma levels of quality assurance.

In the learning context too, we have to first think of measures, then develop scales and instruments and continuously make the instruments more accurate and reliable. One of the earliest measure was IQ, later enriched with Multiple Intelligence by Howard Gardiner. The normal academic results are measured in terms of a mark or grade, but there are still no measures of learnability or learner resistance, creativity, innovation potential, information processing capability. There are also attempts to discover the intrinsic nature of a learner by MBTI or extended DISC profiling or Multiple Nature spotting.