By Education Mail Bureau

When the U.S. economy went into a tailspin in the wake of the 2008 financial crisis, one of the lessons placed on the shoulders of nascent executive MBA students was placed on the shoulders of nascent financial executives.

A spit search for some of the world's top management schools, including Harvard, bore to some of the top schools in the MBA market.

Professor C.K. Prahalad, a corrective measure. Harvard created an MBA that for its students on the lines of Hippocratic oath for medical graduates, to make them the more experienced support from B schools around the world.

The latest to warm up to the idea is the newly-launched School of Management and Entrepreneurship (SME) at Shiv Nadar University, Greater Noida. At a press briefing held in the Capital recently, to announce the launch of its two-year post-graduation programme, Sheikhur Chaudhuri, director, SME and former director, IIM Calcutta, said that he would introduce a pledge similar to Hippocratic oath for its inaugural batch.

"In fact, I don't see a pledge for management problems during my stint as the director of IIM Calcutta, but there was a lot of restraint from the industry. We have introduced a pledge that says -- without going into the specifics -- the focus of SME's MBA programme will be on good industry-ready graduates with an ethical outlook, a creative mind.

Nearly 15 per cent of the academic term would be allotted to visiting companies, government departments, social organizations and intensive skill development workshops," said Chaudhuri.

According to him, students will be exposed to courses on how to start and manage new ventures and programmes on design and creative thinking as a part of their MBA.

The 2014 batch will have an intake of 50 students. Admissions will be based on CAT and GMAT scores.