

# New Approach of Management Education in India



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*In the Modern Economic Scenario all over the World - "Management" – as a stream of Education and Training has acquired new dimensions. Management is an exciting field where you can have an immediate impact on the operations of any business. The field of Management is dynamic in nature. New tools and techniques are continually being introduced to improve the efficiency, productivity, and profitability of any organization. All organizations and their departments, functions, or groups use Management methodologies, which include problem solving techniques and guidelines for various related activities.*

**Keywords:** Epics, Shastras, FDI, FII, IIM, AICTE, AIMA, B-Schools, Profession

## 1. Introduction

The development of Management Education can be traced back to 18th Century. From 18th Century to 21st Century, Management Education has seen lot of changes and development. Management Education in India is predominately a derivative of Western Management Thought and Practice. Occasionally, Management Schools draw some inferences from Indian Epics, Shastras and Practices. It may be worthwhile to notice that Management itself as a discipline has evolved from fundamental disciplines of Philosophy, Psychology, Economics, Accounting, Computer Science, Mathematics, Statistics and Industrial Engineering

## 2. Present Situation in India

Management Education in India is well developed as over the years quite a good number of management institutes have come up with innumerable management programs in India to cater to the rising demands of management education in India. India's robust economic development is also one of the leading factors to give a rise for Management Education in India. Indian Market has attracted Foreign Direct Investment (FDI) and Foreign Institutional Investment (FII) in various sectors of the economy. Be it Information Technology, Engineering, Retail, Tourism or any other sector; there is a great demand of managers in every field. These days, almost all sectors need professionally qualified and well trained management professionals for their day to day operations. With ever growing and the Globalization of many organizations, management professionals are most sought after these days.

With increase in number of working professionals aspiring for masters degree in management; executive management in India has gained quite popularity here. Besides this, career prospects in business management and technology management in India are far much brighter. Some of the institutes in India also offer Online Management Education that is extremely helpful for those who are not able to continue with regular classes due to various reasons. Management education in India can be obtained in various fields like Marketing, Finance, Human Resources, Operations and Logistics, Information Technology, Systems, International Trade and Business, Consumer Behavior, Risk Management, and many others.

Today Managers are in great demand in every sector of Economy. India needs a huge reservoir each year of people who are trained for business and for management and demands is to last for coming years. But it is matter of concern whether the demand is for what they have been taught. In management education, quality has become a necessity. To make India an intellectual capital of the world, we have to create a dynamic environment, which can encourage superior quality management education colleges and effort should be made to breathe life into Management Education. Government has taken initiatives in this direction by giving node for more IIMs in the last decade, taking the total number of the Premier Management Schools to 20. Apart from IIMs, Management Education is offered by University's own department in campus, affiliated colleges of universities in same place or the whole State, now technical universities have been given this role

According to annual report, published by Ministry of Human Resource Development, there were 20 Universities and 500 Colleges at the time of independence. In 2008-2009 the number institutes increased at exceptional rate, thus can be called the golden year in respect to establishment of institutes. In last 5 years the number of AICTE approved colleges has increased by almost 70% in total in various disciplines, whereas number of management institutes has seen growth of 90% in terms of number of institutes and growth of 123% in terms of intake.

## 3. Professional Management

The question "Is Management a Profession?" "Is tossed about quite frequently in Management Literature. Already the words 'Professionalism', 'Professional Management', 'Professionalisation' have become hot phrases in the Corporate World. These are the days where, we are hearing a lot about professional managers and their contribution to the economic development of

Nation. Therefore, it is appropriate to know the other dimension of management – “Whether is a profession?” Mc. Farland gives the following characteristics of a Profession:

- A Systematic Body of Knowledge
- Formalised methods of acquiring Knowledge and Skills.
- A Prescribed way of entering the profession through minimum training and competence.
- A Strict Code of Ethics (or) Standards of Conduct.
- Charging of Fees based on Service and
- A concern for Social Responsibilities.

A Closer examination of Management as a Profession reveals that unlike medicine, or law, management has to go a long way to have universally acceptable norms of behaviour of manager. But, it is only of a profession. Managers are also differing widely in respect of their concern for the ethics and values of the society in which they function. While making of their decisions, they should be conscious of the impact of their decisions on the society. The larger interests of the society must be given top priority rather than short – term temptations.

It is remembered that unlike the professions like Engineering, Medicine, Law, Accountancy etc., the entry to management position is not restricted to individuals with a special degree, that means one need not necessarily possess M.B.A (or) any other management degree (or) diploma to practice management. Business history of any nation is fully replete with many stories. Such stories from our India, the Marwaris and Parsees in North and Chettiars and Naidus in South India for their successful in business. The success achieved by the pioneers in these cases realises that demonstrate that success in business requires much more than the academic degrees. At the same time, it has to be realised that the achievement of the pioneers of the industrial development shadow the importance of management as a profession. There has been a change in the environment of the modern business, it become more complex due to uncertainties arising mainly from competition, technological changes, expansion of markets etc.; all these above things have bearing on the functioning of a business point to the need for formal training and acquisition of skills by pursuing management education. Thus, the professionals base their decisions on general principles and management certainly fulfils such conditions.

### **Professionalisation of Management in India**

In the last few years, Management as a Profession has gained firm footing in India. The awareness about the contribution of Professional Managers has been increasing. All India Management Association (AIMA) provides guidelines to its members in the courses of Management. Consequently, there has been an increase in the number of Institutes offering MBA and related diploma courses resulting in a phenomenal increase in the number of students seeking admission into those courses. There are so many specialized programs to cater to the specific needs of the sectors like Hotel and Tourism Industry, Transport, Health care, Foreign Trade etc.

### **Trends in Management Education in India**

The Management Education plays an essential role in today’s dynamic business environment. The rapid trend of globalization and technological changes have made difficult for organizations to survive in the competitive world. As a result the importance of management education has been increased many folds. There are more than 2000 B-schools in India where students pay a massive sum hoping to find their dream career after completing their program. Unfortunately these Business Schools are not even able to place more than 50% of student except few top B Schools. This is really an issue for concern and various reasons can be attached to it. These reasons can be explained from institutes imparting education, from student seeking education, and affiliating authorities. Quality has deteriorated from both ends Institutes imparting education and student gaining education. There are fundamental issues of student input quality. In addition, there are fundamental issues of academic delivery quality as most run-of-the-mill colleges spend less than 10 per cent of their revenues on actual academic delivery. Most college owners complain of not being able to have enough admission in spite of investing on college infrastructure and startup costs. And those that are able to fill capacity they admit anyone who applies for admission thus resulting in poor input, leading to poor placements. After the introduction of ranking system for business schools, business schools opted proactive approach in making changes, although they focused primarily on product tinkering, packaging and marketing.

A study on Management Education has shown that there will be a fundamental shift in business school product offerings away from traditional MBA programmes and the trends of evolution of management education indicate that knowledge creation is becoming more student based (Friga, Bettis and Sullivan,2003). This will result in various changes such as closer interaction among industry, students and faculty. It is clear that Management Education will emerge as one of the main distinct of higher learning, due to its growing demand. It has been stated that business schools, if they have to survive, have to focus on research to solve problems of enduring importance and to build such curricula that can actually prepare students to be effective in practicing the profession.

### **Implications for Management Education in India**

In India there are various bodies and councils that give affiliation or accreditation depending upon subject area. University Grants Commission (UGC) is responsible for coordination, determination and maintenance of standards, release of grants. Professional Councils are responsible for recognition of courses.

The statutory professional councils are  
 All India Council for Technical Education (AICTE)  
 Distance Education Council (DEC)  
 Indian Council for Agriculture Research (ICAR)  
 Bar Council of India (BCI)  
 National Council for Teacher Education (NCTE)  
 Rehabilitation Council of India (RCI)  
 Medical Council of India (MCI)

### **Emerging Issues of Management Education in India**

This section discusses a number of issues that are relevant to Management Education in generally and management education in India in particular. Management Education in India has not changed as per the requirement of the industry need and before this gap widen enough. Proper steps need to be taken. In this section we aim to disuses various emerging issues of Management Education in India which can helps us getting rid of this gap and produce managers as per requirement of Industry and society, respond to challenges that come with dynamics of internationalization.

There have been various committees that suggested improvements in management education, their has been no note worthy changes

1. Dedicated Governmental Body for Management Education
2. Quality of Faculty
3. Curriculum Design and Developing Material Relevant to The Indian Context
4. Emphasizing Research
5. Corporate Governance for B-Schools
6. Triad of Academic-Industry
7. Customization of Specialisation
8. Multiple Perspectives
9. Exposing to Real Business Issues
10. Inculcating a Global Mindset

### **4. Conclusion**

In above sections we discuss present scenario prevailing in Management Education in India, trends and contemporary issues faced by Management Education in India. The outcome of all this is that Management Education appears to be more relevant than ever in the “global era”. The ultimate challenge of Management Education approaches is to become more practical oriented and industry focus reason being theory-based developments and teachings are worthless, due to the fact that they will be of little use in concrete situations when a management issue arises. Management education need to be holistic, targeted and customized with aim to remove the gap that exist between industry requirements and academic curriculum focusing on attitude, corporate awareness, grooming and developing managerial skills. Industry interaction has to be strengthened by inviting senior person from industry to deliver lecture and ensuring student get associated with live industry projects. Learning needs to student centric resulting in development in all areas such as analytical reasoning, lateral thinking, and solving case studies and as such. Mentoring and carrier counseling has to be introduced Most B-schools claim to have it but only as a lip service. If Management Education in India has to really extend its image on International Scenario beyond aim’s, Institutes, Industry and Government has to work in alignment to improve quality of Management Education.

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