

Quality Evaluation of Management Institutes

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The ability of a society to produce and use knowledge is very important for the sustained economic growth. Most advanced economies today are knowledge based creating knowledge related jobs in a variety of disciplines. Globalization has resulted in more and more nations integrating themselves with global economy. Globalization coupled with rapid changes in technology and management will mean “survival of the fittest.” The consequence will be that organizations will have to continuously improve and innovate to keep themselves in business. India has seen high growth of management education facilities in the recent past due to private investment in management education. There are many colleges in the country offering large variety of degree courses in business management. The expansion has satisfied the aspirations of students and parents alike. Due to sudden expansion, many second and third rate institutions have come up. The quality of education and training in these institutions are not up to the mark. The quality of students joining these institutions is also not so great. There is a shortage of competent faculty. Training and development too is weak. All these issues call for an urgent action plan by these institutions for qualitative improvement. There is domestic competition among the management institutions with respect to offering of quality education. Further, there is going to be huge competition due to foreign universities setting up study centres in India. All these will lead to survival of the fittest. Only the good institutions will be able to attract students

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Before discussing the subject of evaluation of management institutions, it is important to understand the working system of the institutions. A management institution system mainly consist of students as input, who are trained to acquire the desired managerial competencies, matching the requirement of the business world through a process, which is managed by teachers using physical, human and informational resources. Evaluation refers to examining the various components of a system and to see whether these components are to the desired standard to meet the quality requirement of that institute in order to impart quality education. It includes periodic monitoring of the system, identification of problem areas and finding out remedial measures and taking necessary actions to improve the efficiency of the system. The evaluation of the management institutions should be based on the following factors:

1. Output characteristics of the students and their placement in employment through campus interviews or by other means within six months after completion of the courses
2. Number of students participating in extra curricular activities for personality development
3. Rigorous implementation of curriculum as per planned schedule so as to provide variety of learning experiences to the students for developing desired competencies
4. Provision of academic freedom to the faculty to promote innovation, research and development in teaching-learning process
5. Regular training and retraining programmes for the development of staff
6. An environment for growth and development
7. Dynamic linkages with the world of work and community
8. Advanced planning and scheduling of all the academic as well as co curricular activities of the institute
9. Regular seminars, workshops and live projects for students
10. Industry institute interaction

The strategic choices of management institutions in this competitive environment are therefore planning, implementing and evaluating on a continuous mode of the quality and relevance of management education services provided by them. The process of evaluation will provide a learning experience for growth and development.