



Role of management education in India

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Abstract: *Education is an important factor in determining the entrepreneurial orientation in individuals. The management education in India and identify the factors hindering its effectiveness. Indian management research must provide cutting-edge knowledge and methods and valid indigenous theories to guide practice and to create a vibrant Indian research community. Business schools in India are growing rapidly. However, if they have to make meaningful contributions to business education, research and practice, they must be rooted in high quality management research that is indigenous in its promptings and directions.*

Key words: *business, management education, productivity, profitability*

Introduction:

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.

An overhaul of the system of planning and the management of education will receive high priority. The guiding considerations will be Evolving a long-term planning and management perspective of education and its integration with the country's developmental and manpower needs, decentralization and the creation of a spirit of autonomy for educational

institutions, giving pre-eminence to people's involvement, including association of non-governmental agencies and voluntary effort, inducting more women in the planning and management of education and establishing the principle of accountability in relation to given objectives and norms.

Evolution of management education in India:

Management education in India has not grown in an evolutionary manner. American experience was grafted on to an existing educational system and did not emerge from the native educational and business context and culture. Its development has been random and its objectives, content, pedagogy and other aspects need re-examination in relation to the needs of India, in an increasingly globalizing economy. Organizations are becoming more complex and businesses more competitive. The demands on the skills of Indian managers are changing. It has become essential to re-examine the entire



structure, content, purpose and pattern of Management Education.

Development of management education in India:

The future of MBA Education in India is quite good and fetching. With more and more number of foreign companies being launched here, there is increasing need of candidates to manage the companies and their businesses. Students these days are opting for MBA with Great Spirit as it has got lots of scope. Students applying for business management courses are rising day by day as it offers them great job opportunities, high positions and bulky pay-checks. MBA educations can truly prepare the students for the business world. In the era of liberalization and globalization, the demand of management education or MBA has been growing rapidly in India and abroad. Presently, MBA is one of the programs that assure the students of a secured and highly paid future. Nowadays, corporate are searching for well-skilled business management pass-outs, those who can contribute to the growth of the company from the very start. No company wants to spend much time in hiring and training a person at the fresher level. An MBA degree has been considered as the key to professional success in India.

An efficient management education framework is becoming a need for every country today as the skilled managers are needed to manage the complexities of the corporate world. The country that arranges for such flexible and wide management education for its young students will gain an edge over other countries and will progress much in future on the behalf of its more talented and practically trained managers.

Scope and significance for management education:

MBA in Educational management offer an intellectual and professional challenge as a component in the professional formation of future senior higher education managers; develop your understanding of the key concepts in the academic literature and in the field of professional practice relevant to higher education management etc.

Various programmers in Management are being conducted by various institutions in country and abroad as such programs help aspiring managers to become effective decision makers in their fields through up gradation of knowledge and highly required managerial skills. These programs broaden the overall perspective of the students so that they can become catalysts for positive change in the society.

Management programs train the students according to their needs and available resources. Through such management practices in these courses, skills for conceptual, interpersonal and management awareness for Implementation of new structures and strategies in the corporate world are sharpened through various practical training, methods.

Trends in management education:

After the media first introduced ranking system for business schools in 1988, business schools appeared more proactive in making changes, although they focused primarily on product tinkering, packaging and marketing. Subsequent to this, the popularity of MBAs rose. Global competition, emergence of consulting business and Internet based transactions are changing the product offerings in management



education. The trends of evolution of management education indicate that knowledge creation is becoming more student based (Friga, Bettis and Sullivan, 2003). This will usher in a variety of changes, including, paradoxically, a trend towards closer interaction among industry, students and faculty. E-learning and computer based learning packages are making inroads slowly.

Management education present scenario:

In India the management education courses start at undergraduate level, as a three-year Bachelor Degree in Business Administration (BBA), offered in some colleges in the country. This course provides basic knowledge about management concepts and business structure and follows a yearly / semester - wise examination system. This is followed by two years' Postgraduate MBA / PGDBM programme. MBA and PGDM education is currently available through residential, full-time, and distance education modes. Most B-Schools follow a semester or trimester examination system.

Role of b-schools in developing management education in India:

The B-Schools are the most appropriate nursery of shaping and developing management graduates for entrepreneurship who possess integrity and ethical standards, a deep sense of social responsibility, a commitment to the up-liftment of their communities, understand protection and sustainability of the environment, and the improvement of the people's quality of life. The B-Schools are in a position to develop case studies on entrepreneurship practices relevance to India scenario. While doing this the students will gain new insights into the entrepreneurship

and walk away not only with tools but also with a clearer sense of their role as drivers and facilitators of positive change in the society in the way they do business.

Conclusion:

India's Management education is undergoing a major transition, internationalization, cross cultures, strategic alliances, partnership & mergers are the new trends in management education to establishing greater collaboration between the management institutions and the industry with regard to the design and contact of management education programmes and research, and gradually discontinuing the government financing of management institutions and encouraging these institutions to generate funds from the industry and the market.

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