



The Status of Management Education in India

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Abstract: *Management plays an important role in any organizational system. The organization successes heavily depend upon the type of management that exists in the organization. The employees at every level in the organization need good managerial skills. It helps in better utilization of the resources. Thus, the education system of a nation should see that the students are imparted with quality managerial skills. It is the management education that helps the students to acquire all the required skills like managerial, conceptual, tactical skills and so on. At the same time, it should be made value based, rather than money based. Today, the field of management is expanded to many other areas, making it as an interdisciplinary subject. The scope of management extended to fields like – retail management, hotel management, hospital management, transport management, maritime management, airport and port management, travel and tourism management and so on. Thus, this paper discuss about the status of management education and management research in India.*

Key words: *management education, managerial skills, productivity, profitability*

"A management degree changes their entire career path. It fast-tracks their career and in the long term, they can contribute much better. It gives them cross functional and global exposure and trains them for long-term leadership". - Atish Chattopadhyay

Introduction:

The term "Management" had acquired many new dimensions as a stream of education and training in recent times. Management is a field which will have an immediate impact on the operations of any organization. The field of Management is dynamic in nature and because of this; the field of management is enlarging its scope day-by-day. With the help of management education and research many new tools and techniques are continually being introduced to improve the efficiency, productivity, and profitability of an organization. Every organization and their departments using the management methodologies, which include problem solving techniques and guidelines for various related activities. Thus the field

of management is becoming an interdisciplinary subject.

Management education meaning:

The term "Management" is derived from the Latin language which means "Manu agrees" it also gives the meaning "to lead by hand". Management is sum of total activities which pertain to the process of planning, organizing, directing, staffing, and coordinating for the achievement of predetermined objectives of an institution through coordinated use of human and material resources. The term "Education" is the provision of a series of learning experiences to students in order to impart knowledge, value, attitudes and skills with the ultimate aim of making them productive members of society.



Management education, almost unknown till 19th century, later it has become a dynamic force for change in many universities, in the workplace, and in the societies of both industrialized and developing countries. Its role in the professionalization of enterprise management is widely recognized. Thus, the management education played a vital role in the industrially developing and developed countries.

History of management education:

Management education in India has come a long way. The history of management education in India goes back to the pre-Independence era. In the 1950s, when India sought to give an impetus to its management education with assistance of many foreign countries like – the United States etc. Knowledge in each field was considered separate with its own reasoning and technology. Science and technology was separated from history, sociology, or philosophy. Observation and fact was the guiding source for knowledge, a position that encouraged a compartmental view of management education. Further, the establishment of management institutes in India outside the University system distanced management education from other fields. Management did draw from a number of other fields, including science, technology, psychology or sociology. But since its own knowledge, methodology and objectives in society were different, management education did not have to go deep into the bases of the other fields or the wider context of society itself.

Overview of management education in India:

Management Education in India has not grown in an evolutionary manner and its development has been random. In

an increasingly globalizing economy like India, the organizations are becoming more complex and businesses more competitive. Thus, the demands on the skills of Indian managers are changing. The growth of management education in India has been phenomenal from past two decades. The two year first full-time MBA in India started way back in 1957 in the Andhra University. In view of the industrial growth of Visakhapatnam city and to meet the needs of executives, the Department started three year M.B.A. evening programme in 1977-78. The two IIMs in Calcutta and Ahmadabad appeared in 1961 and 1962 respectively. They had been promoted with the collaboration of Sloan School of Business, and Harvard B-School. In the year 1966, XLRI, Jamshedpur, the number one business school in the private sector opened its doors to Management education. The third IIM in Bangalore and the 4th IIM in Lucknow was inaugurated in the years 1973 and 1984 respectively. Two other important developments for the management education were - the legislative framework on regulation of engineering and management education in India which came into force in the year 1987, and the Association of Indian Management Schools (AIMS) which was inaugurated in the year 1988. Today AIMS has in its membership nearly 450 Business Schools, and is the 2nd largest B-Schools association in the world. At the time of founding AIMS in August 1988, there were just about 100 B-Schools in India. Though many other B-Schools emerged during 1960's and 1970's, the real growth in the management education in India took place from 1991. Thereafter there was a massive surge in the number of B-Schools in the country, almost doubling every five years. By the end of 2012 there were 2400 B-Schools in



the country of which 1,999 are approved by the All India Council for Technical Education (AICTE) and 400 functions as unapproved private b-schools. These institutes offer post graduate degrees as well as post graduate diplomas in management. Since the dawn of the new millennium, a large number of universities & colleges from not just the US & UK but also from Australia, Ireland, Canada, Russia, France, Germany & Singapore have been very active in India. It shows the growth of management education in the country.

Scope and significance for management education:

The Management programmes train the students according to their needs and available resources. Through practical training, skills for conceptual, interpersonal and management awareness for Implementation of new structures and strategies in the corporate world are sharpened. Various programmes in Management are also being conducted by various institutions in country and abroad which help the aspiring managers to become effective decision makers in their fields through up gradation of knowledge and highly required managerial skills. Because, the corporate world is getting more and more competitive and complex and Decision-making capabilities are of centralized importance today as there are situations where the manager needs to take vital decisions. The situations arising in business are unrelated to Common daily life situations occurring at familiar level. Therefore, specialized skills are required to handle these situations and also the subject "management" extended to other fields.

Present structure of management education in India:

The present structure of management education is divided into six categories. Viz., Indian Institute of Management (IIMs) setup by government of India, University Departments of Management studies, distance, correspondence & part-time courses as well, Colleges & institutes affiliated to universities, Private or Govt. Institutes approved by All India Council for Technical Education (AICTE), Private Institutes or colleges not affiliated to any universities are not approved by AICTE, Private colleges or Institutes offering MBA courses in India in collaboration with foreign universities where degree & diploma certificates are awarded by the foreign universities. The above institutes offering post graduate degrees as well as post graduate diplomas in management alongside some of the institutes offering research degrees in management.

Implications for management education in India:

Management education has to focus on the topics to be taught and method of delivery. It has to give emphasis on making management education relevant to the Indian Context. Detailed coverage has to be developed for each subject. As management education becoming interdisciplinary it should have a holistic coverage of topics from all the other subjects. Since management is a practice oriented domain, management education has to incorporate an element of on-the-job training. This will need a mix of concepts, cases, exercises as well as simulations for themes such as business strategy, market planning, business negotiations, leadership, business ethics and team work. Today the management education is largely suffering to bridge the gap between industry and academics. Most of the institutes lack of practical oriented



teaching methods thereby awarding the management degree to the students without any practical knowledge. Hence the students are suffering from employment and organizations are searching for skilled management graduates further the management education in India is not much concentrating on management research.

Management research in India:

Management education is growing very rapidly in India by establishing number of management universities, colleges and B-schools but, 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. 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.

Directions for future Development of Management Education:

At present, management education is grouped along with engineering, technology, pharmacy and architectural education all of which come under the classification of technical education. This does not appear to be a logical grouping. In the current scenario, management education deserves to be seen, handled and directed as a separate system. The AICTE norms which are currently in vogue have grown out of the criteria which were developed way back in 1964 they are needed to be revised according to the changing needs. The AICTE should take a look at the norms and standards recommended by the AIMS. Many management institutions are not following the norms of AICTE

where no action has been initiated to control them. Hence a proper mechanism needs to be developing to take disciplinary action on them. All the management institutions should maintain good infrastructure including classrooms, conference halls etc, by using latest technologies like LCD teaching methods etc. The composition of faculty composition with a significant number should be with retired experts. The student teacher ratio as prescribed by AICTE and UGC should be strictly followed. Further research in management education should be initiated at the post graduate level itself to make the students learn about the practical problems before they actually enter in to the industry. Also the doctoral and post-doctoral research in management education should be concentrated hard by identifying new and emerging areas. In this millennium, the Indian Management education is undergoing a major transition. Internationalization, cross cultures, strategic alliances, partnership & mergers are the new trends in management education. So the Indian management education system should also concentrate in this direction.

Conclusion:

So far the management education in India had performed well in producing management graduates. Because of this India had seen many great management corporate personnel. But, the business trends in India changing very rapidly, becoming more diverse and complex has that country is growing at a rapid phase. Hence, the need for the hour is to produce quality management graduates who can lead the country into the next generation. Accordingly the governments, ministries and institutions



need to be react to the situations appropriately.

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