



## Quality of Management Education in Bangalore : MBA Students Perspective

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### ABSTRACT

*The present study is conducted to assess the Quality of Management Education (QME) in Bangalore. A sample of 525 students studying in B-Schools is taken for the purpose of the study. Nine statements were used to assess the perception of students to Quality of Management Education in Bangalore and responses were sought in five point scale ranging from strongly agree to strongly disagree. It is found that Management Education being imparted in Bangalore is of above average Quality.*

**KEYWORDS :** Management Education, Quality, student, B-School

### INTRODUCTION

In a rapidly globalizing economy, the demands on the skills of Indian managers are changing. Concurrently, there is a mushrooming of B-schools in the country leading to issues of quality. In this context it becomes essential to assess the quality of Management Education in Bangalore.

Present day business is being characterized by unprecedented changes, alliances, mergers and acquisitions, innovation, disruptive technologies, exploiting new markets, cost cutting and improved service quality: all of which require new ways to be devised consistently to run the business successfully. This indicates that the approach of business management education needs a fresh look to suit to the requirements of the industry.

MBA is one of the most essential courses for the business point of view, and is a must for the students wishing to be a part of the corporate world at national as well as the global level. In short, we can say that it would help you in a big way to shape your career in business and entrepreneurship. Bangalore University provides quality education for MBA courses.

### REVIEW OF LITERATURE

- DHRUVA (1989)** Examined that over the years and found that a gap has developed between learning in management schools and what is required to face actual situations in industry.
- HANUMANTHAPPA (1989)** In his research study opined 'defective admission policy' as one of the prominent factors affecting quality of management education. He also accepted that the 'sub-standard curriculum' is one of the problems of management education in India. He too identified the 'teaching methodology' as one of the important problems of management education.
- RONALD BARNETT (1992)** Identified that quality in higher education demands the establishment of an institutional culture, not so much a matter of total quality management but rather one of total quality care, in which each professional is seized of his or her responsibilities and takes care over all his or her own professional efforts. According to him, quality should be seen as a process of critical dialogue within institutions, where course teams accept ownership and facilitate should engagement towards learning and development, and there is a self-critical culture of continuous care for the students' quality course experience. Barnett suggested that there are four core activities that take care of quality in higher education: (1) teaching and learning; (2) student assessment; (3) staff development; and (4) curriculum/courses.
- DHANKAR (1998)** Pointed out that despite the existence of the Association of Indian Management Schools (AIMS) and the All India Management Association (AIMA), there is no system to link these to the AICTE and All India Board of Studies so that we could also have uniformity in the curriculum, get an opportunity for faculty development, conduct research on matters of common interest and handle several other important issues re-

lating to management education in India.

- CHIDAMBARAM (1998)** Recognized the lack of 'link between industry and academia' as one of the prominent obstacles in the quality of imparting management education.
- REDDY. G.S (2006)** Examined industry business school interaction for quality management education and recognized that the lack of 'quality' and 'quantity' of faculty is a serious problem for management education in India.
- LAKHWINDER SINGH KANG AND SURINDER SHARMA (2010)** Investigated the quality of management education in Punjab as perceived by the hiring managers who have been involved in the placement of MBAs and concluded that the present day business requires professional managers who have a broad vision, innovative ideas, agility and ability to play multiple roles and have synchronization with the persistent changing business scenario.

### RESEARCH METHODOLOGY

**Objective:** To assess the Quality of Management Education (QME) in Bangalore as perceived by students studying in B-Schools of Bangalore.

**Sources of data collection:** Primary and Secondary data was used for the study

**Primary source:** Survey research with questionnaire mainly focusing on personal interviews of respondents.

**Secondary source:** Websites, magazines, Reports and books.

**Sample Size :** 525 respondents ( 525 students pursuing MBA ) in management colleges in Bangalore.

**Sampling Area :** Geographical area of Bangalore City.

**Method of Sample Selection:** Non probability convenience sampling method was used for the study.

The respondents were asked to express their level of agreement/disagreement on a five-point scale ranging from 'strongly agree' to 'agree', 'undecided', 'disagree' and 'strongly disagree' respectively for the purposes of analysis.

### RESULT AND DISCUSSION

Among the 525 respondents 349 ( 66.52 % ) are males and 176 ( 33.52 % ) are females.

Nine statements were used to assess the perception of the students about Quality of Management Education in Bangalore.

The students were agreeing on facts such as 'A1 - Increasing number of faculty are using various teaching aids such as OHP, LCD projectors etc' ( Weighted Average score of 3.93 ), A2 - Management education imparted is perfectly relevant to the needs of the Indian Corporate

Sector ( Weighted Average score of 3.74 ), A3 - Well equipped computer labs and internet facilities ( Weighted Average score of 3.78 ), A4 - Adequate building and space available in campus( Weighted Average score of 3.79 ), A5 - Library with good collection of books, magazines and journals ( Weighted Average score of 4.08 ), A6 - Students are given regular feedback about how they perform in curricular and extracurricular activities ( Weighted Average score of 3.61 ), A7 - Placement services are up to the mark ( Weighted Average score of 3.21 ), A8 - Big and/or reputed companies visit the institute for recruitment purpose ( Weighted Average score of 3.26 ), A9 - Adequate Institute – Industry interface is available ( Weighted Average score of 3.44 ). In the below chart the statements used to assess the Quality of Management Education ( QME ) is shown as A1 to A9.

The overall weighted average score for all the nine statements combined is **3.65**, revealing that the students perceive that the Quality of Management Education in Management Institutes in Bangalore is above average Quality..



## CONCLUSION

B-Schools plays important role in building the future managers to meet the requirement of the corporate sector and persistent change in business scenario.

In order to meet the requirements of business for professional managers, management education need to be managed quantitatively and qualitatively. Management Education being imparted in management institutes is above average quality and the present study tried to assess the quality of management education in Bangalore.

It has been found that the Management Education being imparted in Bangalore is above average quality only.

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