



PROFESSIONALISATION OF MANAGEMENT IN INDIA

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ABSTRACT

After liberalization in India, the managerial trend is changing. Government has opened many areas for private sector and as a matter of policy, the entry of multinationals has been allowed. The private sector is facing stiff competition at international level. The multinationals are run on professional lines and are using latest managerial practices. The business in India is now feeling the need of professionally trained personnel. The professional management is getting importance only after increase complexities in the business and no growth of business at one stage. Businessmen prefer to develop their business at high level. Hence, management graduates are being preferred to fill managerial Positions. In this way, professional management is developed in India. A large number of management institutes and universities are imparting management education to students. This article is the detailed review about the trend towards professionalization of management.

KEYWORDS : competition, entrepreneurs, professionalization, infrastructure

INTRODUCTION

Over a large few decades, factors such as growing size of business unit, separation of ownership from management, growing competition etc. have led to an increased demand for professionally qualified managers. The reason is that no one likes to be backward and inefficient. The task of manager has been quite specialized. As a result of these developments the management has reached a stage where everything is to be managed professionally. Professional management is enterprise management where major decision making is in the hands of those persons who acquired managerial or professional qualifications have rich experience and technical competency. Professional management can be described as management conducted by professionally qualified managers. The growth of management education in India has contributed to professionalization in the business field. The profile of a professional manager is totally different from that of the traditional manager.

According to Lewis Allen," a professional manager is one who specializes in the work of planning, organizing, leading and controlling the efforts of others and does so through a systematic use of classified knowledge, a common vocabulary and principles, who subscribes to the standards of practice and code of ethics established by a recognized body".

NEED OF EFFICIENT PROFESSIONAL MANAGEMENT IN INDIA

1. Major portion of our economy is unorganized. Reasons behind this are smaller scale of operations, local ownership, uncertain legal status, labour-intensive methods, flexible pricing, absence of a brand name, unavailability of good storage facilities and inadequate access to government schemes. Employees of enterprises belonging to the unorganized sector have lower job security and poorer chances of growth. They have lower protection against employers indulging in unfair or illegal practices.

2. Another need is due to poor infrastructure. The primary reason for India's slow infrastructure development is poor implementation of policies in education sector there is lack of funds provided by the government for education, transportation and communication.

3. Cause for low productive efficiency is absence of investment. Main investment of people is in jewellery, gold etc. Because they have not any knowledge about best investment plans due to lack of proper communication with experts.

4. There is less utilization of modern technology in India. Most of the Indian people continue to use out dated techniques. Uses of new high yielding variety machines for production are limited due to lack of training for running and maintain the machines.

5. Indian economy is rural economy. It has great pressure of

population. Due to continue rise in population, there is chronic unemployment in India. Shortage of capital creates hurdles in development. For industrial development, able and efficient entrepreneurs are needed. In India there is shortage of efficient entrepreneurs and unskilled labour is in abundant supply but skilled labour is less due to insufficient industrial education and training.

TRENDS TOWARDS PROFESSIONALIZATION IN INDIA

The trend is now shifting from traditional family management to professional management. Even the members of business families are acquiring formal management education. Even if trained managers are employed, the decision making powers remain with the members of the family. The changing business scenario and severe competition from international business is compelling Indian businessmen to go for genuine professionalization of management for survival. The trend towards professionalization of management in India is rapidly increasing because of following reasons

1. There is a rapid expansion of management education and training programs in universities and management institutions. Some management institutes Ahmadabad, Calcutta, Bangalore, and Lucknow are recognized world over for their high standards of education.

2. There is a growing awareness of social responsibility and business ethics.

3. Management consultancy services are expanding and corporate sector is taking advantages of such services.

4. The owners are employing management experts for higher managerial positions. The family ties are now given less weightage for placing persons at higher positions. Some companies have employed chief executive officers from outside the family circles.

5. There is a growing corporate demand for management experts in areas like planning, management, information system, information technology, personnel, marketing, finance, etc.

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TOP PROFESSIONAL COURSES IN INDIA

Choosing right professional course for the career is most crucial decision to make and troublesome if not guided properly. In current scenario with so many available option for courses and tough competition it is very hard and confusing to decide for both students and parents. It is very important to know and analysis your

interest as well as option available in that field. Top professional courses in India are as follows

Professionalization of management in area of business organization

MBA/BBA

As an academic discipline, there are some important degrees in management like Master of Business Administration, Master of Public Administration, and Bachelor of Business Administration where one can start his/her career as Supervisors or front-line managers, senior managers and then gradually can lift to board of Directors, Chief Executive Officer or President of an Organization. Indian institute of Management Ahmadabad And Bangalore is one of the top management colleges in India.

And famous business magnets for inspiration are

1. Ratan Tata- Chairman Emeritus of Tata Sons
2. Aditya Vikram Kumar Mangalam Birla- Chairman of the Aditya Birla Group
3. Anand Mahindra- Chairman and Managing director of Mahindra Group

Professionalization of management in area of engineering

B.TECH/B.ARCH,M.TECH/ME/BE

In India, any one need to earn few degrees in engineering field that are regulated by University Grants Commission and the All India council for technical education like Bachelor of Engineering and Bachelor of Technology. After these one can further pursue Master of Engineering, Master of Technology and Master of Science.

Famous people for inspiration are

1. Late Kalpana Chawla as Astronaut
2. Bill Nye as known as the Science Guy
3. Neil Armstrong as Astronaut

Professionalization of management in area of computer application

BCA/MCA

These days computer is the integral part of education and is also life line of the young generation. To have in depth knowledge of computer and information technology Bachelor in Computer Application is one of the popular courses in IT field. Students study about different languages to become software developer/engineer/programmer. One can also go for Master degree in Computer Applications after BCA that is equivalent to Engineering course B.Tech.

Famous people for inspiration are

1. Mark Zuckerberg- Chief Executive Officer of Facebook, Inc
2. Sergey Brin- President of Alphabet
3. Larry Ellison- Co-founder of Oracle Corporation

Professionalization of management in area of Designing

FASHION/INTERIOR/WEB DESIGNING

There are three different types and methods of designing depending on the objects and all of them differ from each other. Designing related to fashion, clothing and trend is known as fashion designing. As a fashion designer one can work full-time for a fashion house or can work as in-house designers under which you will own the designs. Art and science of enhancing the interior or exterior of a space or building to achieve a healthier and pleasing environment for the user is known as Interior designing. Interior designer is a person who plans, researches, coordinates and manages such projects. The process of visual communication and problem-solving through the use of typography, space, image and color is known as Graphic designing. Graphic designer is a person who uses various methods to create and combine words, symbols and images to create visual representation of ideas and messages. To have deep knowledge of the area person need to study Bachelor of Design.

Famous people for inspiration are

1. Karl Lagerfeld as Chanel, Head designer and creative director
2. Manish Malhotra as Celebrity designer
3. Sabyasachi Mukherji as Fashion designer

Professionalization of management in area of mass communication

BJMC (Bachelor of Journalism and Mass Communication)

With time method of mass communication has evolved a lot and now internet is the most used method to transmit quick messages. Currently there are four fields that are considered major areas as Advertising, Broadcasting, Journalism and public relations. Person need to study Bachelor of Journalism and Mass Communication to seek career in various field of mass communication such as Film Director, Public Relation Officer, TV correspondent, Screenwriter, Editor, Event Manager, Critic, sound mixer and recorder, Radio/video jockey and photo journalist.

Famous people for inspiration are

1. Barkha Dutt as consulting editor of NDTV, New Delhi
2. Rajdeep Sardesai as consulting editor of India Today Group
3. Arnab Goswami as TV journalist

Professionalization of management in area of Hospitality

BHMCT (Bachelor of hotel management and catering technology)

Ever wondered what goes behind the luxurious hotels, resorts and fancy suites, how they manage and coordinate so giant infrastructure without any flaw. The Management of service sector in hotel industry by focusing on serving the needs of its clients is known as Hotel management hotel management professional can be employed in various fields like hotels, resorts, fast-food chains, accommodation and catering, restaurants etc. there is huge chance of getting jobs after this course in large hotel chains like ITC, Hilton group, Taj Group, Oberoi Hotels.

Famous people for inspiration are

1. Sanjeev Kapoor as Indian Chef
2. Vikas Khanna as Award winning Michelin Starred Indian Chef
3. Anjum Anand as chef and food writer

OBSTACLES TO MANAGEMENT BEING A PROFESSION

1. There is no uniform and standard criterion for the evaluation of managerial performance
2. Management executives have no uniform clients and do not perform uniform activities.
3. Persons without a degree or a diploma in management are also doing well like persons have a degree or diploma in management
4. The theory of management is still changing and new principles are also being developed.
5. It is proved that businessmen have successfully created business empires on the basis of their family background and experience in India. They have not considered the management degree for getting success. So other believes it is their luck not educational qualifications.

Conclusion

Professionalism has a great importance for the growth and profitability of the organization. It also plays a vital role in achieving competitive advantage of the competitors for a long run business. It is a kind of strategy to make a uniqueness and difference from the other players in the market. It helps in making a new path for the wealth maximization to the organization. Professionalism of management in India is nowadays being a very strong issue. In future, it will improve the quality of management education and training. With this step the young talents will get opportunity and they will be attracted to adopt management as career. Professionalization of management would improve the status and prestige of managers. The impression that the managers are only interested in wealth maximization would be removed from the minds of the people. Business environment will change in the near future and will become more challenging because of innovations and change in economies. Only professional managers will be able to meet the challenges.

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