



Management of Management Department- A Road to Excellence

KEYWORDS

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ABSTRACT *“Management of Management Department- A Road to Excellence”, edited by Prof. Bholonath Dutta, President, Founder and convener, MTC Global, is a comprehensive treaties on the governance of Management Education in India. The contents of the book are in consonance with the objectives of MTC Global: Educate, Empower and Elevate. The book evokes interest, being probably the fist of its kind and an inward introspection of Management Departments.*

Experts from different domains have contributed articles in different dimension of management education, which contributes to a comprehensive understanding of different perspectives of management education.

A wide range of issues have been discussed in different chapters which include Teaching-Learning Process, Faculty Excellence, Student Excellence, Fostering Learning Environment, Industry- Academia Partnership, Values And Ethics, etc.,

The first chapter:

This chapter discusses the three mantras for teaching-learning through Sravana, Manana and Nidhyasana (Sravana was listening to the truths from the teacher, Manana implies that the pupil has to think out for himself and Nidhyasana means complete comprehension of the truth by the pupil). Effective teaching learning process like e-learning, Multimedia, CDROM and Web course usage by the faculty is less but still chalk and talk continues to dominate the teaching in classroom. Curricular activities are very important for realizing the goals of education. Nevertheless, Co-curricular activities enhance personal leadership and professional skills of students. An extra curricular activity polishes the personality of students and as such it has become an essential ingredient in the overall development of the student. ICT in management education is essential for a knowledge society, knowledge managers and those who deal with intellectual property. The teaching learning process in short, should extend beyond the prescribed course of study and adopt 'more application based interactive teaching methodology'.

The second chapter:

This chapter discusses the methods of achieving faculty Excellence. FDPs should focus on developing both technical and behavioral skills of the employees and it helps to increase the job knowledge of the faculties i.e. expand the knowledge, shape the overall personality, develop team spirit, positive climate, improved quality of work life, healthy work environment and increases the productivity of the organization. FDPs should mainly focus on quality of teaching. The quality of teaching can be enhanced by means of an optimum mix of: academic activities 60%, research, publications and consultancy 30%, administration 5% and institutional development 5%. Consultancy and MDP constitute the major activities of management department in a University. It helps the client companies' future of business and organization by bringing changes. There is a great need for taking projects by the faculty members to get the real world exposure. The negative hindrances factors that retard the faculty participation in management research have been identified appropriate recommendation to the management of the university have been suggested. The universities should put its efforts for improving links like national and international funds for the research undertaking. Conference is an effective mode of knowledge sharing and gives lots of ideas. It requires an immense amount of dedication, devotion, integrity, discipline, patience and a cool mind for big responsibility and major channeling for organizing conferences. The success of

the conference lies in the academic content and the invited guest speakers. Faculty governance has to frame the structures of educational models and follow-up. The roles and responsibility of these structures may differ as per the functions and requirement in the institutions or University. Post of Director is very noble. The covered area in respect of duties includes responsibilities either internal or external. Director's team has one goal to achieve it. Faculty members play the role of second parent by taking care of their students and show them the right way to success. The faculty member has the responsibility to lead students. Taking up consultancy assignments and organizing MDP's for corporate executives will enhance the real time experience of faculty members.

The purpose of on faculty governance is the road to productive learning, decentralized administration and shared governance. Involving faculty members in various committees; group learning through Kaizen teams, creating responsibility centers instead of a controlled environment are the sure ways of Faculty excellence.

The third chapter:

This chapter deals about the student excellence. It is a critical activity in as much as the management institution should aim to increase their quality, academic delivery, and branding. Placement preparations specially for B-schools need to understand the expectations of industry, identify the employable pool of talent. Placement record is a major factor in ranking of B- schools. There needs to be close interaction with faculty and placement officer for creating opportunity for the placement. Promoting the Entrepreneurship development in management education and intrapreneurial skills will help the students as well as the corporate perform better.

The fourth chapter:

This chapter deals with fostering learning environment. The Faculty has to constantly update themselves otherwise things may not turn as expected. Many graduates having accumulated whatever number of course credits required but are still lacking a coherent body of knowledge or any inkling as to how one sort of information might relate to others. Experiential learning is the key to fostering a learning environment. Kolb's experiential learning cycle involving four stages namely: concrete experience, observation and reflection, abstract conceptualization and active experimentation are suggested as methods of such learning. This is a big challenge to the students as well as the faculty. The B-schools in India have to create a motivating research environment for improving

India's contribution to intellectual capital.

The fifth chapter:

This chapter discusses the Industry- academia partnership. This is necessary to reduce gap to make the teaching- learning process. More practical, realistic and real-time case study, role play, management games, simulation exercises are all initiatives towards cultivating of analytical and conceptual skills among the students. So, the author concluded that Industry-academia interface is a critical requirement in present knowledge economy. Industry expect the young buddies emerge from the college after finishing the management education, with a sound theoretical backdrop, case studies and empirical exposure will be more confident of taking up challenges and change the business models of companies that they join.

The sixth chapter:

This chapter deals about the values and ethics. The college and Universities should take social role which often starts with faculty members and transmitted to students. Let the management educators not forget general responsibilities of teachers towards the society and frame the responsibility

matrix for every aspect of teaching profession. Social responsibility is every body's responsibility. Prof Rohit Puri eminently relates the educational ideas of Swami Vivekananda to the contemporary management education. What is required today is the man making character building assimilation of ideas as well as training of mind in concentration and holistic development of personality.

The last chapter:

This chapter namely: Emerging Challenges and Moving Forward, suggests that the stakeholders have to be educated on the importance of quality and the need for submitting to the process of accreditation by some external agencies. A good quality MBA degree holder should be more acceptable at national and global level, when they pass out from an accredited institution.

The book has some avoidable deficiencies. There are overlaps of ideas and some presentation is not structured well. Topics unrelated to the central theme such as impact of mechanization on farm productivity, manpower challenge in power sectors could have been excluded from the package.