

Myths And Realities of Quality in Management Education: A Study in Andhra Pradesh



Commerce

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Dr.Chilumuri Srinivasa Rao

Associate Professor, Dept. of Commerce Vikrama Simhapuri University PG Center, Kavali

ABSTRACT

Management education is important for creating efficient managers, who have excellent administrative, technical, communication and conceptual skills for performing all the functions of management. The value of management to societies is almost incalculable. At present the managers are not able to deal with the problems of business organisations in the real world. The Indian management education is still facing a number of challenges. Management education is the need of the hour today to focus on the quality of management education in the country.

The objective of this research paper is to evaluate the present status of Indian management education and importance; to find out the problems, challenges faced by management education in India and Andhra Pradesh and to make suggestions to improve the quality of management education in India particularly in Andhra Pradesh. Besides finding different reasons for downfall of quality management education in India particularly in Andhra Pradesh this research article concludes by providing suggestions to improve quality management education.

INTRODUCTION

Education is the primary agent of transformation towards sustainable development and increasing people's capacities to transform their visions into reality. 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.

Management Education is far more valuable than widely acknowledged. Individuals undertake management education to improve their knowledge of how business and indeed, any organisation, works best. Concurrently this education also improves their skill by applying this theoretical knowledge in practical situations. Management education is focused on drawing the full richness from resources and organisations in ways that balance the needs of individuals, economies and the society. Management education prepares managers to analyze and answer these complex challenges.

Management education should actually supplement on the job training being given by the companies to the management trainees. It should also develop the analytical skill and improve the ability to assimilate complex external and internal factors influencing an organization.

Management education enhances the managerial skills by sharing of ideas, the acceptance of others' ideas and many healthy discussions. Management education helps to provide leadership and vision that continues to elevate societies, organisations and people.

IMPORTANCE OF MANAGEMENT EDUCATION IN INDIA

Management education is important for becoming an efficient manager. Efficient managers are those who have the necessary technical, human and conceptual skills required for performing management functions. Successful managers must have various skills and abilities like the need to manage, the need for power and the capacity for empathy. These skills can be taught through various training and management development programmes.

Management education is perceived to address the following parameters like quantity, quality and flexibility. Management education produces business people and leaders who keep the global engine of enterprise and economic development running

efficiently and effectively.

Management education unquestionably prepares people to participate meaningfully in organisations and gives them the tools to enhance their effectiveness.

STATUS OF MANAGEMENT EDUCATION IN INDIA

Even after sixty nine years of independence India lags behind other countries in industrial development and induction of technology.

Only three Indian schools figure in the "Annual Global MBA Ranking 2016" of the "Financial Times". Among the three, The Indian Institute of Management (IIM) Ahmedabad tops the list and is the 24th best B-school globally, scaling up two positions from its place in the 2015 list.

The Indian School of Business Hyderabad was ranked 29th in the 2016 list, up four places from its last year's position. The Indian Institute of Management (IIM) Bangalore was ranked 62, rising by 20 places from its place in 2015 list.

A plethora of ranking exists out there that tell us where IIT Bombay stands amongst the universities of the world.

One of the most popular by Quacquarelli Symonds world university ranking 2013, recently ranked IIT Bombay to be the 233rd best university in the world overall and 56th best in engineering and technology. Among their Indian counterparts, we rank 3rd in the country according to the outlook's rankings while we haven't appeared in India today's ranking for the past 3 years.

Recent reports suggest that Indian Institutions are far behind in delivering quality education on the world map.

OBJECTIVES

1.To evaluate the present status of Indian management education and to find out the problems, challenges and drawbacks faced by management education in Andhra Pradesh

2.To suggest feasible strategies to strengthen management education in India particularly in Andhra Pradesh.

METHODOLOGY

For the evaluation purpose, this research paper has been divided into two parts. In the first part, the status; challenges of management education in India; objectives; methodology and reasons for downfall of quality management education in A.P. has been

discussed.

In the second part, suggestions to improve quality management education in A.P. was estimated and ended with conclusion.

CHALLENGES OF MANAGEMENT EDUCATION IN INDIA

As state by Cyrus Guzdev, CEO, Air flight Express "The B-schools are not sufficiently in touch with the real world and the pace of change, which is challenging management through today, is threatening their credibility". This shows the state of management education in India.

After going through the various reports and existing state of business education in India one can easily point out that the Indian management education is still facing a number of challenges.

India produces a large number of graduates perhaps next to U.S. but still a scholarly debate on curriculum pedagogy and innovation are negligible.

Most institutes depend on curricula and materials developed elsewhere and have not developed on intrinsic capacity to respond and evolve to changing needs of various sectors of industry.

Many institutions still are unable to fulfil the mandatory changes imposed on them, such as upgrading of the curriculum by the universities or the board of management studies.

Management institutions in India are today estimated to produce graduates of approximately 1 lakh and above students annually. There is a need to raise the number from the current level of 1 lakh and above managers to about 3 lakhs above managers a year over the next 10–15 years.

With the opening up of trade and cross border movement of goods and services, the country needs a paradigm shift in management education and management training for working professionals.

Presently, management education is treated as a sub department of engineering by AICTE rather than recognizing management as a core field itself. The working group recommends a fully autonomous governing council for management education.

REASONS FOR DOWNFALL OF QUALITY MANAGEMENT EDUCATION IN ANDHRA PRADESH

1. Fee reimbursement
2. Lack of independent institutional mechanism and control
3. No accreditation and rating
4. Lack of qualified faculty
5. No interaction with industry
6. Excessive political interference
7. Lack of contemporary curriculum
8. Lack of infrastructure

SUGGESTIONS TO IMPROVE QUALITY MANAGEMENT EDUCATION

It is an instantaneous requirement to shape management education in A.P. to improve competitiveness with total quality management.

The quality of management education depends on the combined efforts on the part of the educational system as a whole, the educational institutions and the faculties. Management education can be upgraded only when all these three pillars of education are equally strong.

Now the time has come to examine the major issues that need to be addressed, if at all management education has to improve in India.

1. Removal Fees Reimbursement:

The Govt. of A.P. is providing fee reimbursement to the MBA students. The private colleges totally depend on fee reimbursements.

Fees should not play a central role in the management education. Introduction of loan schemes is suggestible for poor and needy students and it is suggested to remove fee reimbursement in private colleges.

2. Create Independent Institutional mechanism:

There is no control over MBA colleges. The MBA colleges are getting affiliation from AICTE/ UGC/ Universities without fulfilling proper norms. In Andhra Pradesh the MBA colleges are affiliated to 13 Universities and 2 JNTUS and 1 deemed University.

There are too many agencies dealing with management education. There is a need to bring them under one umbrella for which formation of All India Council for Management Education is necessary and this will be quite independent of AICTE.

3. Proper System of Accreditation & Rating:

A tightening of performance appraisal procedures, implementation of an accreditation system must be made compulsory. The accreditation has to be fair, transparent, independent as well as ruthless.

A council, exclusively for management education is required and the process of accreditation and recognition needs to be dealt separate.

4. Ensure Quality Faculty:

At present a master's degree is enough to become a faculty member in the B-schools, number of faculty members are without Ph.D. and research background.

It is suggested that, the faculty should have Ph.D. or NET/SET as an essential qualification in the selection process at MBA colleges.

5. Develop interaction with Industry:

There are no mechanisms to forge close relationships between B-schools and industry groups. It is suggested that, there should be institutional mechanism for developing liaison with industry in each B-school.

Universities need strategic alliances with industry, research organisations and laboratories for the betterment of management education.

6. Freedom from political and other influences:

Most of the private MBA colleges are established by industrialists. Either they have good relations with political parties or they are involved directly in politics. If any problem arises relating to their college they are simply using their political power on the universities or influencing the authorities.

7. Students regularity:

In some of the colleges students are not attending classes regularly. Some of the students are working elsewhere. The Viva-voce, project reports, internal exams and practicals are manipulated by the MBA colleges.

Student centered education and employment of dynamic methods of education are required from teachers. they should adopt new attitudes and new skills.

It is suggested that, by introduction of bio-metric system the students attendance will increase and it should be made mandatory for fee reimbursement.

8. Contemporary curriculum:

The syllabus is not modified according to modern requirements and new changes. The MBA colleges are continuing with outdated curriculum. Board of Studies are not ready to modify the syllabus and subjects.

The concept of earning while learning or exchange of labour/skills for knowledge gaining should be introduced for improvement of the quality.

9. Infrastructure:

Some of the MBA colleges are maintained without proper class rooms, qualified teaching staff, computer labs and other infrastructure facilities.

Proper infrastructure is equally important along with good faculty for providing quality education.

Conclusion

In order to provide quality management education several efforts are needed to be made by the educational system as a whole and the faculties.

It is concluded that if the government considers and implements the above said suggestions, the improvement of quality management education is possible in Andhra Pradesh.

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