



In Search of Professional Excellence...

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ABSTRACT

Innovation and dynamic leadership are buzz words for today's educational institutes. The need of an hour is to bring about new pedagogy in the field of higher education to improve intelligent quotient of the students. Professionalism in education system is one of the most important areas which require immediate attention. Besides sound knowledge, there has to be perfect blend of soft skills and morale values.

Keywords : Professional, Management

Management is not only a part of higher education discipline but integral part of one's grooming up. Career development is an individual's show. Teachers are instruments of change but it's up to students to shape careers. One has to make best possible use of intellect. Today ASK-Attitude, Skills and Knowledge is the watchword. We need an equitable mix of these for the ultimate development of the person.

Education needs to emphasize on attitudinal development. It should comprise basic principles like punctuality and time management, quality, right perspective, ownership and sense of belongingness. Discipline is required throughout. Each good professional and individual should possess a degree of maturity to understand what is required to be a good professional and human being. Education is inculcating those values but they have to be there in the first place. Students must aspire to excel in all spheres of life.

Innovation and leadership are the new mantras. Institutes should gear up to face the challenges for creating a new pedagogy. This ensures encouragement of intelligence quotient in our students, urges them to creativity, exposes them to the humanities and stresses the necessity of giving back to the society. Ultimately it is nothing but apart from giving the students the knowledge and making them intelligent we need to teach them how to return it to society in the later end and developing them as a civilized human being.

Let's look at certain issues that make us realize the importance of right attitude. The basic reason is family and parenting. Students are guarded so much that they do not have to take any responsibility and also they are not supposed to manage things on their own. They have been provided with everything. To begin with, they should be taught to own responsibilities. Once they would start shouldering up the responsibilities they would start knowing how to tackle with the situations when some hurdles would be there and ultimately would make them more and more strong.

Over a period of time the educationists started struggling with impatience with the current system. Several seminars and symposium were organized to aware people regarding embracing the system where students can learn to put theory into practice. It has been agreed that industry people have been complaining about the younger generation's attitude and professionalism. Management schools should try to cater to the industry's demands. Students should look at stability instead of desire after getting jobs. The moment they pick up one job, they start looking for another, which is not a good practice. When students are being sent in the industry

for their internship projects they should take that seriously because there are industry which would like to hire these management students if they find them up to the mark. But currently they are taking this internship as to get a certificate from the industry which could help them to get promoted in the next semester. So they should change this attitude and look their internship as what are the actual requirements of the industry and start developing themselves towards that direction.

Higher education should stress on capacity building. Education needs to be industry-centric and things are changing gradually. Personality development and professionalism are the new mantras making their ways into today's syllabus. Enhancing overall integrated capacity of individuals may emerge as business potential. Students need to upgrade and stay committed. Herein they are required to focus on 3 D's of life viz Determination, Dedication and Discipline once they would start cultivating these habits they will surely achieve the escalators of success and they will be able to meet the requirement of the industry.

Management nowadays looks beyond the evidence. It sharpens our socio-cultural intelligence and helps us arrive at right decision. Besides this the other important stuff that is necessity of discipline. It is reflected in a day to day life. Poor civic sense and disobedience to norms are not something to be proud of. Management is about streamlining things and on the contrary, many of us seem piling things and messing them up. One should set high standards of excellence and meet them. It would thus motivate us to achieve the desired standard and will be excellent to meet the requirements of the enterprise.

One's attitude tells on performance. If we are aspiring to be a superpower, we need to bring about giant changes. In India, we still have that casual attitude. We do not feel it's important to keep time. Meeting deadlines and being committed are extremely important not only in professional environment but in life as whole. Today attitude in our country is still lagging behind and it is also reflected in education and profession. As compared with the western part of the world we people are not still that much punctual. That makes us to think about our overall approach and attitude towards a particular thing.

Besides a strong knowledge base, the global industry today seeks persevered individuals with integrity for whom management is an outlook. To bridge this, higher education in the country is focusing on attitudinal development and capacity building. We have to make students think fundamentally that business exists because society believes business has more good than bad.

We need to make people understand that the licence that society gives them business is not a one which society can take it back.

In this highly competitive age, majority of students become greedy for money after getting jobs instead of aspiring for excellence which is hidden in them. There is high demand for talent, but people do not want to come to study. And those who come are not willing to be engaged in academic activities, they just come for better placements. If they are not placed anywhere then they will try their luck in academic field. And when interviewer asks the question during interview time why you want to be in academic they cannot justify it.

Now a day's experimental learning is important. Medical colleges have hospitals, engineering colleges have labs, but B-schools only have classrooms. Only real life exposure and training out them can make good managers. For these they are required to have a thorough look at the syllabus of management, if possible they are required to look and reframe it where in more practical or experimental things are being made possible for them to learn and which will make them learn from the experience of practical studies and will be an added advantage to the students of management. This is needed to bridge the gap between what is taught in classrooms and what managers need in the real world.

The SP Jain Institute has compulsory courses on management through the Bhagvad Gita and ethics and values in management. The Mumbai Business School is introducing courses in philosophy that includes Bhagavad Gita, Upanishads and also eastern philosophies such as Buddhism and Jainism. "That helps build the ethical foundation of students and builds a sense of humanity in life beyond business." XLRI has introduced a compulsory course called 'Ethical ways of running a business.' Gujarat Technological University has introduced a compulsory subject called 'Business Ethics and Corporate Governance' for the Management students. So such topics or subjects would curve the way to think on some ethical part also rather than always running behind the business and ready to do any unethical means which would harm the society at large.

The western part of the world is saturated and competition is intense over there. Growth is the right approach in India, so

co-operation is key to it. This calls for the ability to get things done with no positional power. Right now India is at the growing stage so all the people across the world are blind folded ready to invest in India because they know they are going to get some sound return out of it.

Evolution is a perpetual process yet basic values are eternal. This applies to academics also. With the passage of time higher education in the country is evolving. Management education too is turning a new page. In the middle of the modern approaches and infrastructure industry experts find certain fundamentals like right perspective, professionalism and commitment missing, basic ethical qualities that should get ingrained during the process of socialization. We had seen few years back Amir Khan's starrer, 3 idiots has refreshingly encourage the top management schools to bail out education from its intrinsic monotony. So this was focusing on the young generation that they are eager to have a job once they are in the top medical, engineering, management colleges they are likely to get the job. Students think, they are smart since they get into IIM-A, but they do there is not important. Tare Zameen Par which was again starrer Amir Khan but in this one it was having focus on the school children. From the day one their parents have lot of expectation from them and this expectation only let them down.

Befriending and mentoring students living in the slums, hardships stints in backward villages, mandatory internships with NGOs and hospitals, treasure hunts deep inside, compulsory lesson on ethics and environment and even management mantras from the Bhagavad Gita, it now takes a lot more than the usual dose of case studies and class-room sessions to earn an MBA. And polish social and spiritual quotient is now as important as sharpening the intelligence quotient. So by making it compulsory or motivating them to go in the slums they would realize how hard the life is over there and what should be done to overcome it.

So the policy laying down real life values like honesty, integrity, co-operation, collaboration, etc. are slowly creeping into our management courses. The emphasis is more on polishing social quotient to prepare students to take on real life challenges.

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