

# IMPACT OF MANAGEMENT EDUCATION IN INDIA: ISSUES AND CHALLENGES

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**ABSTRACT:** Management education has a vital role to play in today's dynamic business environment since the management graduates play a key role in the economic development of the country. With the dynamic changes taking place in the economic scenario; it makes it even more difficult for organisations to survive in the competitive environment. Management institutions have mushroomed in India, but quality delivered by them still remains elusive. It is a well-admitted fact the Indian management education is struggling very hard to survive with the rapid changing global scenario. It is at the crossroads where it needs direction and vision immediately. Hence, it is my responsibility to highlight the challenges in the Indian management education to make it relevant with the changing times and technologies.

**Key words:** Management Education, Quality, Students, Challenges

## Introduction

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. All organizations and their departments, functions, or groups use Management methodologies; even all education institutions are providing management courses for aspirants to build their management skills. Quality of management education will increase while we have to provide them two types of educators, one from industry and another from teaching and make education as student centric and not a faculty centric.

## RESEARCH DESIGN

### Objectives

- To analyse the involvement of students in practical skills regarding course
- To analyse involvement of students in industry collaboration
- To study the role of education institutions in building quality of management courses
- To provide suggestions to improve the quality of management courses

## Scope of the study

The scope of the study is restricted to the students of Mangalore University. In this study the researchers has evaluated the quality of management education and current scenario of management courses pursuing by students. The findings of the study and conclusion are based on the analysis of the information collected by researcher through questionnaire and communication.

## RESEARCH METHODOLOGY

The present study is based on primary data and secondary data.

- Primary data: Primary data was collected from administering structured questionnaire to selected respondents. The respondents were selected on convenient random sampling, the sample size is 100.
- Secondary Data: Secondary data was collected from published sources like Google, text books etc.

## DATA ANALYSIS AND INTERPRETATION

**Table. No 1. Satisfaction of students regarding current scenario with respect to management education.**

S.L No	Particulars	No of respondents	Percentage
1	Yes	70	70%
2	No	10	10%
3	Sometimes	20	20%
Total		100	100%

The above table shows the information about satisfaction of students regarding current scenario of management education. Majority of the respondent (70%) are favour to the current scenario .10% of the respondents are not satisfied with the current scenario of education. 20% of them are feeling that sometimes they feel satisfaction regarding scenario of education.

**Table. No 2. Opinion regarding role of institution should also change with respect to management education**

S.L.No	Particulars	No of respondents	Percentage
1	Highly agree	24	24%
2	Agree	76	76%
3	Disagree	00	00%
Total		100	100%

The study found that the opinion of students regarding role of Institution in building quality education among the courses. 24% of the respondents are highly agreed to this, 76% of them are agreed that the institution is building quality education. No respondents have disagreed.

**Table 3. Opinion regarding involvement of students in industry collaboration will increase the practical skills of students**

S.L.No	Particulars	No of respondents	Percentage
1	Highly agree	48	48%
2	Agree	50	50%
3	Disagree	02	02%
Total		100	100%

The study found that the opinion of students regarding involvement of students in industry collaboration will increase the practical skills. 48% of the respondents are highly agreed to this, majority of respondents (50%) of them are agreed that working within industry can increase practical skills among students. Only 02% of the respondents have disagreed

**Table 4. Opinion of students regarding replace most of the theory based education into practical based education**

S.L.No	Particulars	No of respondents	Percentage
1	Highly agree	44	44%
2	Agree	44	44%
3	Disagree	12	12%
Total		100	100%

The study found that the opinion of students regarding replace most of the theory based education into practical based education. 44% of the respondents are highly agreed to this initiative, same (44%) numbers of respondents are agreed this .That means initiative needed to gear up the management course. 12% of the respondents have not worried about it.

**Table 5. Student's opinion regarding innovation and creativity can change the vision of management education**

S.L.No	Particulars	No of respondents	Percentage
1	Highly influential	41	41%
2	Influential	46	46%
3	Moderate	13	13%
Total		100	100%

It was the outcome of the study that the student's opinion regarding innovation and creativity can change the vision of education. 41% of the respondents feel that it is highly influencing, 46% of them are agreed that the invention of new things can change the vision of course.16% of the respondents have the moderate opinion.

**Table 6. Students rating towards the quality of their course**

S.L.No	Particulars	No of respondents	Percentage
1	Excellent	38	38%
2	Good	62	62%
3	Poor	00	00%
Total		100	100%

In the above table shows that students rating towards the quality of their course. 38% of students rated Excellent, most of the students (62%) satisfied with good response, nobody of them is to be rated the poor opinion.

**Table 7. Student's opinion regarding education in India is mostly faculty- centric, not students -centric**

S.L.No	Particulars	No of respondents	Percentage
1	Highly agree	16	16%
2	Agree	78	78%
3	Disagree	06	06%
Total		100	100%

The above study reveals that the students opinion regarding education in India is mostly faculty- centric than student -centric. It is proved from the opinion that 16% of them have highly agreed and most of the students (78%) have agreed that education in India has to be student-centric than faculty-centric. 06% of respondents have disagreed this opinion.

### **LIMITATIONS**

Following are the limitations of the study.

- Opinion of the respondent is not final, because the opinion or preference may change from time to time depending upon the situation.
- Only questionnaire method was used to measure the quality of education among colleges.
- The number of respondents restricted only to 100

## **CHALLENGES FACED BY MANAGEMENT INSTITUTION IN INDIA**

The management education in India emphasizes mostly on theory, not on practical education. When you look at engineering education, there are laboratories to experiment and verify the theoretical aspects. However, the same is not possible in the management education. Hence, the management educators emphasize on case study driven education to ensure takeaways to the students. They are supposed to create case studies as per the profile of students to share their knowledge

### **1. Infrastructural requirement**

Many management institutes in India do not have a sufficient land and building to run the programme. They are held in small rooms or in one floor where no basic facilities are provided but they are recognized. Students should be made comfortable while they are learning.

### **2. Faculty shortage**

Many institutions are facing faculty crunch. The remuneration given in the management institutions are much lower and are not par with the industry. Even if pay scales are satisfactory Business Schools require trained, qualitative and potential employees.

### **3. Student's expectation**

Institutes have started attracting students by showing the placement records hence have become placement centres instead of training centres. Students have also become highly sensitive about the placements and look at the value being received without any realistic expectations. In today scenario, Students do not want to sit in the classrooms for longer hours, enrichment and enhancement of their knowledge and skills are not seen.

## **FINDINGS AND SOLUTIONS**

Major findings of the study are,

- The study reveals that most of the students satisfied with current scenario of management education.
- Most of the respondents have agreed that the role of the institution also should be changed with regard to education.
- Majority of the respondents have highly agreed that replacing of theory based education into practical based education is needed.
- Most of the students reveal that the innovation and creativity are influencing to the most extent in changing the vision of management education.
- Most of the students would rated the quality of course is good and few students rated excellent.
- Most of the students agreed that in India the education is mostly faculty-centric and not student-centric.

## **SOLUTIONS**

- Provide two educators to students-one from industry and another from teaching. It helps students connect theory with practice quickly.
- Diversified the teaching
- Encourage students to engage in seminars and workshops. It will increase their practical skills.
- Encourage students to participate in internship training.
- To increase the quality of faculty
- Admitting students with work experience and focus must on issues relating to placement.

## **CONCLUSION**

Management Education should be restructured and to redefine to meet the changing scenario. There has to be a combination of Knowledge, Inspiration and Ethical Strength to every individual, which would enable students to lead a right professional and cultural life in the Society. Management Education should not only focus in producing Graduates and Post Graduates in quantity but must focus on Quality and produce leaders who can become job providers instead of job seekers.

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