

MANAGEMENT EDUCATION IN INDIA – PAST, PRESENT, AND FUTURE

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“Good management is the art of making problems so interesting and their solutions so constructive that everyone wants to get to work and deal with them.”

— Paul Hawken -- Author, entrepreneur, activist

ABSTRACT

This paper covers the journey of Management Education in India, right from its germination to the present status. It also foresees its future by making it accessible and affordable to the masses.

Tags: Management Education, Importance & Objectives of Management Education, Excellence in Management Practices, Research and Education, Regulation of Management Education, Management Certificate Course

ABOUT THE AUTHOR

Prof. Rekha Prasad is a retired professor from Institute of Management Studies (IM), Banaras Hindu University (BHU). She has done her B.Sc. (Mathematics Hons.) from Indian Institute of Technology, Kharagpur and M.Sc. and Ph.D. in Mathematics from BHU. She joined IM, BHU in 1987 as an assistant professor. Prior to that she has worked at Women’s College, BHU as a temporary assistant professor (teaching Mathematics to undergraduate students), Indian Council of Medical Research as a Research Associate (developing probability distribution for occurrence of various diseases), and IIT Kanpur as a Research Associate in an Indo-US Project entitled “Monsoon”. Core area of her competency are Quantitative Techniques, Operations Management, and Management Information Systems. She has done extensive research in the area of Enterprise Resource Planning (ERP) and role of Information System in Relationship Marketing. She has published work both in Management and Mathematics. She has attended and presented papers in National and International Conferences. She has successfully supervised six Research Scholars. She is the life member of Indian Association of Teacher Educators. She was on the Editorial Board of BHU Management Journal and at present she is on the Editorial Board of Serbian Journal of Management (ISN 1452864, 22177159) and VIDUSHI (ISSN 0974 – 6374). She has been Dy. Coordinator, National Franchisees Training Program, which is an initiative under Tripartite MOU signed between BHU, REC (Rural Electrification Corporation), and PUVNL (Purvanchal) and Ministry of Power, Government of India. She has also served as Member of the Central Vigilance Committee (CVC) of Banaras Hindu University.

She has been the Coordinator of the Knowledge Forum, a platform of Research Scholars of Institute of Management Studies and contributed extensively for professional grooming of research scholars and Management Students. She has also been a source of motivation for Scholars in compiling and publishing Kshitish (The Horizon), an eNews Letter of the Institute. At present she is the Program Director of Management Certificate Course, under the Ministry of Education, India, NEAT (National Educational Alliance for Technology), AICTE (All India Council for Technical Education) scheme.

INTRODUCTION

Management is the channel without which no organization (from home to corporate & academics) can work or survive. It is an important organ of any society. At a national level, management has become a central part of service delivery of government and related public institutions to its citizens. As the prosperity, power and prestige of a nation depend upon the competence and dedication of its managers and administrators.

JOURNEY OF MANAGEMENT EDUCATION IN INDIA

The first B-School was established by Government of West Bengal and Kolkata University, which offered a two-year, full-time MBA. It was established in 1953 at the Indian Institute of Social Welfare and Business Management (IISWBM). But the actual pioneer were Tata Institute of Social Sciences (1936) and Xavier Labor Research Institute (1949), they had already started training programs for managers in personnel function well before the formal launch of first MBA program at IISWBM.

In 1955 three Universities started their MBA program, they were Delhi University, Bombay University, and Madras University.

To promote excellence in management practices, research and education the following Institutions were setup, namely, Administrative Staff College of India, Hyderabad (1956), All India Management Association (1957), and National Productivity Council of India (1958).

Administrative Staff College of India specializes in the training of civil servants and managers of corporate and government sectors and urban management. The objective of All India Management Association is to regulate and license Management profession in India National Productivity Council of India was with the objective of creating productivity consciousness in the country providing specialised services to industries to increase their operational and managerial efficiency and to disseminate productivity information.

The Government of India launched Indian Institutes of Management (IIMs) as centers of excellence in Management Education:

- Indian Institute of Management was set up in Kolkata (1961)
- Indian Institute of Management was set up in Ahmedabad (1962)
- Indian Institute of Management was set up in Bangalore (1973)
- Indian Institute of Management was set up in Lucknow (1984)
- Indian Institute of Management was set up in Kozhikode (1997)
- Indian Institute of Management was set up in Indore (1998)

Currently there are 20 IIMs in the country. Over the years, IIMs have evolved as great brand in Management education across the globe and an enviable benchmark for other institutions in terms of quality of faculty, students, curriculum and placement.

Responding to huge demand for managers, many universities started MBA programs in 1960s and 1970s. Notable entrants in the Management education were:

- Cochin University of Science and Technology (1964)
- Osmania University (1964)
- Allahabad University (1965)

- Punjab University and Banaras Hindu University (1968)
- University of Pune (1971)
- Kurukshetra University (1976)

By 1980, several state universities across the country started offering MBA programs. Initially, MBA programs were part of the Commerce Departments. However, most of the universities have now created Faculty of Management Studies, thus giving due credence to Management Education

REGULATION OF MANAGEMENT EDUCATION

Regulation of Management Education began in 1987 when All India Council for Technical Education (AICTE) was formed and management education was taken as part of the technical education.

AICTE helped in regulating the B-Schools in terms of governance, accountability, transparency in admission and program administration, infrastructure, students-faculty ratio, curriculum, library, laboratories, grant-in-aid for organizing seminars, conferences, faculty development programs, setting up of entrepreneurship development cell, institute-industry interface cell etc.

ENTRANCE OF PRIVATE SECTOR IN MANAGEMENT EDUCATION

Private sector entered the Management education domain after liberalization of economy in 1991. Despite stringent regulatory framework, there was a spurt of private B-schools in the country offering Post Graduate Diploma in Management. A number of industrial/corporate houses floated their trusts or educational societies to launch B-Schools.

ROLE OF MANAGEMENT

According to Late President John F. Kennedy “The role of management in our society is critical in human progress. It serves to improve standards of living of all people through effective utilization of human and material resource. Efficient management leads to better economical production which helps in turn to increase the welfare of people. Good management makes a difficult task easier by avoiding wastage of scarce resource. It improves standard of living”

All organizations depend upon group efforts. Group action and joint efforts have become necessary in every walk of life. Management is required wherever two or more people work together to achieve common objectives.

According to Trucker, “management is the dynamic life-giving element in every business. Without it the resources of production remain resources and never become production”. Management is the catalyst without which no organization can survive and grow.

Management is required to plan, organize, direct and control group efforts. Management provides leadership and motivation to individuals. There is continuous need for management in an organization.

As an innovative force, management performs the same role in an organization which brain does in the human body. It is the fundamental coordinating mechanism that underlies organized endeavour.

The importance of management has increased tremendously in recent years due to increase in the size and complexity of organizations, turbulent environment and growing responsibilities of business.

Sound management helps in maximizing output and minimizing costs. It maintains a dynamic equilibrium between an organization and its ever changing environment. Management is responsible for the creation, survival and growth of an organizations.

The significance of management in the modern business world has increased tremendously due to the following challenges.

- (i) Growing size and complexity of business.
- (ii) Increasing specialization of work,
- (iii) Cut throat competition in the market,
- (iv) Growing unionization of labour.
- (v) Sophisticated and capital intensive technology,
- (vi) Increasing complexity of business decisions,
- (vii) Growing regulation of business by the Government,
- (viii) Need for research and development,
- (ix) Turbulent environment of business.
- (x) Need for reconciling the interests of various groups, e.g., owners, workers, customers and the public,
- (xi) Need for optimum utilization of scarce resources.

Management is equally important at the national level. It is an agent of change and economic growth. The prosperity, power and prestige of a nation depend upon the competence and dedication of its managers and administrators.

President Roosevelt of U.S.A. once said: “a government without good management is a house built on sand.” Management makes a significant social contribution by supplying goods and services, employment, tax revenue, etc.

According to Ureic and Breach, “no ideology, no ‘ism’, no political theory can win a greater output with less effort from a given complex of human and material resources except sound management. And it is on such greater output that a higher standard of life, more leisure, and more amenities for all must necessarily be founded.” Management is an important organ of an industrial society.

In a developing country like India, the significance of management can hardly be over emphasized. Higher efficiency and higher productivity is the only hope of the people, more than 60 per cent of whom are living below the poverty line.

A welfare state cannot realize its twin objectives of economic growth and social justice without a well-organized management system. The root cause of India's backwardness lies in the underutilization and mystification of the country's resources.

The most important reason for the poor performance of our development plans has been inadequate and inefficient administrative machinery. We have sunk cores of rupees in the public sector. In the absence of competent and devoted management the investment is not being utilized properly.

Poor management is the main cause of sickness in private sector. We are underdeveloped because we are undermanaged and mismanaged. Dedicated and professional managers can convert the tremendous latent energy of people into wealth.

“The achievement of business management enables us today to promise the abolition of the grinding poverty that has been mankind's lot through the ages”. Management is the key for unlocking the forces of economic growth. It is the crucial factor in economic and social development.

Managers are the custodians of the hopes and aspirations of the masses. In fact, “management is one and at the same time the determiner of our economic progress, the employer of our educated, the amasser of our resources, the guide for effective government, the strength of our national defence, and the moulder of our society”.

Developed and underdeveloped countries are infected 'poorly managed' and 'poorly managed' countries. Management aims at the optimum utilization of available resources to secure productive performance. “The managers of an organization are concerned with the maximization of output obtainable from a given amount of input or similarly the minimization of input for a given level of output.

Fulfillment of such a purpose is the only justification for the existence of a managerial function”. Managers are the true leaders of the economic machinery of a nation. They enrich the economic life of the country by purposeful administration of resources.

They also develop human talent. What we lack most is not skill or capital but management. Therefore, the development of managerial talent must receive top priority under our development plans. Without an adequate supply of talented general and specialized managers, economic development is retarded.

According to the late President John F. Kennedy, the role of management in our society is critical in human progress. It serves to improve standards of living of all people through effective utilization of human and material resources.

By designing job structures that provide opportunities for self-expression, and initiative, management provides human satisfaction. Management makes all the difference in the quality of life between nations. Thus, management is an essential instrument of human progress and keystone of modern society.

INTRODUCTION OF MANAGEMENT CERTIFICATE COURSE

Management has always been an essential component for the well-being of a country, organization, society, including the personal growth of an individual.

It has also become essential for citizens to be more competitive, in order to find value in the emerging society. As the world is getting more interconnected, there is always someone somewhere in the world, who is performing your role more efficiently.

Hence, be it a teacher, judge, traffic policeman, customs official or a home maker, the importance of managing one's resources is becoming critical.

Keeping these in mind YoungSkilledIndia a Startup has launched “Management Certificate Course” for the benefit of the masses who are unable to join a B School for one reason or the other.

After my retirement from Institute of Management Studies, Banaras Hindu University, India I have joined as Program Director of this course. My **VISION** is to spread the fundamental knowledge about Management to each and every citizen of the Globe through my dedicated team of academicians and experienced personals from the corporate world. I want them to have both theoretical and practical knowledge of the subject and help students develop the skills they need to thrive in the workforce. This online course combines the latest in business thinking from management experts with interactive assignments to empower students with the skills employers seek.

OBJECTIVE OF MANAGEMENT CERTIFICATE COURSE

To provide a platform to improve the Employability Skills of the Employees, Students & Women through Management Skills Certificate Courses.

This is a recognized startup by Govt. of India: DIPP 1656, (YSIID Solutions Pvt. Ltd, Incubation at MCIIE – IIT BHU), <https://youngskilledindia.com/>

Registered Skill Provider by NCS, NCS ID: S12G76-1345509780378, (Ministry of Labor & Employment)

MOU with All India Council for Technical Education (AICTE) for providing Management Certificate Course to UG/PG students/Working Professionals , through www.neat.aicte-india.org across all Universities

MANAGEMENT CERTIFICATE COURSE - DEVELOPMENT TEAM

Niraj Srivastava, Founder & CEO – Young Skilled India (Having 15 Years of rich Experience in TATA/NESTLE/SABMILLER, an IIMC Alumni), Mentor for Nottingham University.

Prof. Rekha Prasad (Program Director & Ex- IM, BHU, Quantitative Techniques and Management Information Systems)

Prof. PV Rajiv (IM, BHU – Finance)

Prof. RK Lodhwal (IM, BHU – HRM)

Prof. Ashish Bajpai (IM BHU – Marketing)

Mr. Anurag Bhardwaj (Retail & Telecom Industry Expert)
Mr. Rajesh Bhatia (Secretary, Industry Association of India)



COURSE STRUCTURE OF MANAGEMENT CERTIFICATE COURSE (UNDER NEAT, AICTE SCHEME)

Students of this six month MANAGEMENT CERTIFICATE COURSE, shall be examined in the following courses in accordance with the syllabi in the following areas

MODULE I: CORE, Mandatory for All (2 Months)

Sl.No.	Name of Paper	Paper Code
1	PRINCIPLES OF MANAGEMENT	MC - 11
2	MARKETING BASICS	MC - 12
3	FINANCE BASICS	MC - 13
4	HR BASICS	MC - 14
5	BUSINESS STATISTICS	MC - 15
6	OPERATIONS MANAGEMENT BASICS	MC - 16
7	MANAGEMENT INFORMATION SYSTEMS	MC - 15
8	PROFESSIONAL & LIFE SKILLS	MC - 16
9	CV , INTERVIEW & APPRAISAL	MC - 17

MODULE II: CHOOSE ONE SPECIALIZATION (4 Months)

Sl.No.	Course Name	Course Code
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1.	MARKETING MANAGEMENT	MM - 01
2.	HR MANAGEMENT	HRM - 02
3.	FINANCIAL MANAGEMENT	FM - 03
4.	OPERATIONS & SCM	OP & SCM- 04
5.	PROJECT MANAGEMENT	PM - 05
6.	EDUCATIONAL MANAGEMENT & ADMINISTRATION	EMA - 06
7.	YOGA LIFE COACHING MANAGEMENT (HRM)	YLCM - 07
8.	DATA SCIENCE & ANALYTICS	DSA - 08
9.	ARTIFICIAL INTELLIGENCE & MACHINE LEARNING	AIML - 09
10.	TOURISM & HOSPITALITY MANAGEMENT	THM - 10
11.	DIGITAL MARKETING MANAGEMENT	DM - 11
12.	SALES & SERVICE MANAGEMENT	SSM - 12

COURSE REGISTRATION & PEDAGOGY DETAILS

Course Registration Link:

https://neat.aicte-india.org/course-details/NEAT2020622_PROD_2

Step 1: Register with AICTE (Mandatory),

Step 2: Click the Course Link & Pay the Fees

Course Fees & Duration: Rs 18,000/ for 6 Months Course, EMI for Rs. 3125 per month available, as per bank offerings.

Classes: Online Live & Interactive with max 30 students batch only, through Zoom / Google Meet

Faculty: Renowned Professors / Industry Experts

Pedagogy: Assignments, Case Study, Group Discussions, Presentations, Live Projects, One on One Interactions etc.

Doubt Clearance Session: YES

Certification Validity & Verification: Management Certificate Course (Product evaluated by AICTE) under NEAT AICTE (Ministry of Education) Scheme, Valid for Life Time. Certificate will be available for the verification through AICTE digital Locker system only. Valid for India & Abroad as well.

1. For all Working Professionals UG & PG like BA/B.Com/ B.Sc./B.Tech. /BCA /BBA/ B.Ed/ MA/ M.Com /M.Tech etc., After 6 Month Course Completion certificate will be provided as "Master Certificate in Business Management with Specialization in HR/Marketing / Finance/Operations/IT etc.

2. For all 12th+ or Graduating Students of the stream like BA/B.Com/ B.Sc./B.Tech. /BCA /BBA etc., After 6 Month Course Completion certificate will be provided as " Bachelor Certificate in Business Management with Specialization in HR/Marketing / Finance/Operations/IT etc.

Students Timing: 6:00 PM – 8:00 PM (Monday - Tuesday, or on any other week days after college time only, based on real time need).

Working Professionals Timing: 6:00 PM – 8:00 PM (Saturday – Sunday).

Contact: Mobile / WhatsApp - 8009321506, Email: info@youngskilledindia.com

We are trying to incorporate the following features in our pedagogy:

- Making management education student-centric, not faculty-centric
- Involvement of Industry to hone up the practical skills of the students via internship/training
- Organize regular practical training at a related management industry to help the students capture the right pulse
- Craft the management curriculum in line with the latest industry trends, standards, and practices
- Incorporate digital education, which is a must in the current scenario.
- Have faculty with diversified experience. Gone are the days when the faculty used to remain restricted to just teaching. Today, they should diversify to training, research, and consultancy.
- Engaging students in seminars, etc., where industry experts impart them with current knowledge.
- Globalize Education: This can only be done by collaborating with foreign universities. India's upgraded education policy will go a long way to help do this.
- Replace most of the theory-based education slowly yet steadily with practical-based education as only this comes handy when the students look for jobs in the corporate world outside.
- R&D based collaboration: Constant research and development, whether in the industry or its related education, is a must and thus it is important that the curriculum at a management school keeps updating with the changing demands of the industry.

CONCLUSION

India started its alliance with Management Education way back in 1936, when it was not even an Independent country, and gradually Indian Management Education spread throughout pan India. Both private and public enterprises contributed to its growth and spread. So much so that today renowned Global Management Gurus (teachers) are playing a vital role in its growth and enrichment.

Seven Indian-origin academics figure among Thinkers50, described as the Oscars of management thinking published every two years with Indian-born thinker Vijay Govindarajan. Pankaj Ghemawat, Nirmalya Kumar, Nitin Nohria, Subir Chowdhury, Anil K. Gupta and Rakesh Khurana are the other six Indian-origin management gurus figuring in the rankings announced way back in 2013 at London.

"Management thinking is no longer the preserve of the West," said Thinkers50 co-founder Stuart Crainer. "The last few rankings have seen an Asian invasion with the arrival of the Indian thinkers."

In spite of the strides made by Management Education, a vast number of students are still unable to acquire the fundamentals knowledge about Management. To fill in this gap we have started this "Management Certificate Course" which is affordable, accessible, and appropriate. It has been designed according to the demand of the Corporate World and hence is flexible.

We have tried to create a win-win situation both for the Students as well as the Industry.

The vision is to build global population Management savvy.

REFERENCES

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