

**PERPETUAL TRIBULATIONS OF MANAGEMENT EDUCATION****G. RATHNAKAR***Department of Management,**Kakatiya Institute of Technology and Science, Warangal, A.P. 506015.*Mail ID: [reddygatla@gmail.com](mailto:reddygatla@gmail.com)

*The objective of this paper is to explain the general problems, standards of Management Education and enlighten the role of Management Learner in competitive world.*

**Prelude:**

Management education in India has grown phenomenally during the last three decades and now it has become an important feature in our economic and social life. Management education has occupied a core position in the country, yet to intensive investigation into success of management education system prevailing in the country has been done, it was, therefore, important that the growth of management education should be systematically reviewed and evaluated and that policies should be formulated for the future which will promote the optimum use of resources and the maximum economic benefit. The developing countries suffer, how ever, from a critical shortage of competent and experienced managers. The important of professional management is recognized not only in business and industrial sectors where the role of manager is self evident but also in other sectors of development including financial, commercial, health and social services, education and government administration.

Management is a key factor in the economic development of a country, it is a universal acceptance and recognition and a manager will have to satisfy the increasing expectations in the context of processors of social and economic changes.

**Management Education:**

The Management Education or what may be referred to in many countries as management education, was given birth in the US in a substantially different from than we right find it today. In 1961 a national committee of recognized US educational Professionals in business provided the following education:

“That area of educational process which concerns itself with vocational preparation for a career or vocational and professional preparation for a career in teaching business and also with business information important for every citizen and consumer in order that he/she may better understand and use his business and economic surroundings”.

### **Management Education in India:**

Management education in the country has competed four decades. The First Management course was started by Andhra University in 1937 after some time the Jamnalal Bajaj Institute of Management studies Mumbai and faculty of Management studies New Delhi started the MBA Programmes, later in 1963 the MONIRBA at Allhabad University, the renowned Department of Business Administration Chandigarh and XLRI, Jemshedpur came into existence IIM Ahemedabad in collaboration with Harward University and IIM Calicut with Massachusettes university got established in 1963. IIM Banglore was established in 1974 and in 1984 IIM lacknow was founded during the last two decades more than 150 Universities and several institutions have launched the MBA Progrmme in the country.

Management Education in the country is recognized as a most prestigious course in these days. The four IIM's are attracting graduates from IIT's, such brilliant graduates who do not get success in IAS and other allied services consider the IIM's and university Programmes an important professional course.

There are three types of business schools which may be labeled as the institute type, the university type and training type. By the institute type, we mean the IIM's and one or two other institutions. By the university type, we mean Management Departments in various universities. In training type we mean training outfits set up by individuals and small firms for offering training programmes of varying quality with purely commercial objectives. In what follow we concentrate mainly on the institute type.

### **Tribulations in Management Education:**

The professional are selected at IIMs through a combined aptitude test and at the university department's institutes and colleges through different methods which are designed as per the requirements of the Programmes.

The Business Administration has very high expectations and ambitions as is generally said by employers. The General Manager L&T is of the opinion that where an executive has to work in team work and where the lead time is more, the results of executives take time to appear, mere talent is not enough to put him to quick track to management posts, he further criticizes Management graduates are not working in the field though they are perfect in profitability,

product positioning and marketing traits. The Companies sometimes criticize MBAs as employees with arrogance, ground perceptions of oneself vis-à-vis the rest with immaturity and high aspirations.

A Criticism is labeled that the Management graduates are not stable. But experience confirms that they have spread over the public sector undertakings, the Business Corporation and also banks on account of their competitive ability. This is the opinion of multinationals entering the Indian markets and policies of liberalization, the choice available for Management graduates are growing very fast and hence, they are naturally after better options both in India and abroad in to-days hyper competitive world.

It is general problem that initially Management learners get appointed as management trainees. They are firstly in the industry for a year when the company spends a lot on their training. In second and third year they start gaining the trade traits here and there and change the companies abruptly. The expenditure from the company providing them training becomes unproductive. Mr. Aditya Birla notes that MBAs are unable to equate with existing non-MBA staff. They are abrasive and not long term oriented to start with the MBAs who come from lesser known Universities departments or institutions are more stable, more productive and more relevant to the marketing of industrial products than to consumer products.

One more problem encountered by Anupam Puri, a management consultant that the way of opting for employment or companies way of recruiting Management Graduates through 25 minutes campus interviews. He warns that during the 25 minutes interview the process is unbiased. He terms this selection process as absurd; it is very interesting that the students that are selected do not have the basic information about the company. It is doing a lot of disservice to the institutes.

Institutes are generally giving project work for the period of 45 days, but how for it is adequate to study the practical situations in the business.

There are two types of business schools, academic model and professional model, the institutions have to supply the output in the sense of professional level, and there is however certain censes that management education must prepare the manager keeping tomorrow in mind, though it is not quite clear as to how to reach this tomorrow.

Another issue is, can business schools produce entrepreneurs, one school of thought here is that “wisdom cannot be told” and therefore Business Management Education will be missing out on this.

### **Conclusion:**

To succeed and justify their management of various positional levels, they should have to follow the values in Management Education that, Integrity, Sensitivity, Thinking, Confidence and Service mindedness. And the following viewpoints are more imperative attention is needed.

1. Pre – conditions of work experience considered.
2. Offering the 45 days work experience is necessary, but requires minimum 200 days work experience to get meticulous learners.
3. Management Educations have to focus on the topics to be taught and method of delivery. (What has to be taught and how it has to be taught).
4. There is a scope and need to globalize the Management Education.
5. The aims have produced the higher caliber Management learners for support the global education.
6. Most of the universities Management Departments simply do not have the requisite faculty to offer meaningful management programmes covering all disciplines.
7. There is need to introduce some standpoint of management in the engineering curriculum. Building competitive edge requires that technology and management should not be viewed separately.
8. Conducting the interviews and selecting the candidates within thirty minutes can't stream the right persons; there should be at least five to twelve sittings through which the budding managers of tomorrow should be selected. The Institutions which are offering Management programmes have to train the students to meet that level.

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