

Vol 3 Issue 7 April 2014

ISSN No : 2249-894X

*Monthly Multidisciplinary
Research Journal*

*Review Of
Research Journal*

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RNI MAHMUL/2011/38595

ISSN No.2249-894X

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MARKETING IN MANAGEMENT EDUCATION

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Abstract:

The management education plays an essential role in today's dynamic business environment. The rapid trend of globalization and technological changes have made difficult for organizations to survive in the competitive world. As a result the importance of management education has been increased many folds. Business executives need to update their skills due to sudden changes in the external environment. Due to the increasingly complex nature of organizations and businesses, there is a need that the business schools impart relevant, current, and cutting edge knowledge to the students. This research attempts to put light on the current scenario in the field of management education with respect to the academicians and their perspective on the topic. The paper is an effort to examine the current management education system and to find out the ways for the total quality management in the present management education system so that business schools respond to current paradigms. The research also identifies some of the changes that need to be brought in the field. The emerging areas in the business and management education. A comparison of the core courses along with the areas of concentrations/majors is also presented. Given the significance of management education which is essential for today's organizations, the business as well as engineering schools should play pivotal role in equipping our future managers with the emerging trends of management skills to face the challenges of dynamic business world. This research will help to know the faculties their expectations from students and what efforts can be put in to get future managers of excellence. This paper sets the foundation for future research focusing on improving management curriculum for business schools in developing countries based on the international trends in business education.

KEY WORDS:

Management education, emerging trends, essential role, business, MBA, developing countries.

INTRODUCTION:

The business and management education could play a pivotal role in social uplift and triggering the entrepreneurial spirit in a society. The business schools face several challenges in terms of imparting quality education. The educational institutions need to strive to achieve balance between the education cost and the quality. One of the major criticisms of MBA schools is the gap between theory and practice. As a result the importance of management education has been increased many folds. Business executives

Title: "MARKETING IN MANAGEMENT EDUCATION" , Source: Review of Research [2249-894X] Sagi Rajkumar Varma yr:2014 | vol:3 | iss:7

MARKETING IN MANAGEMENT EDUCATION

need to update their skills due to sudden changes in the external environment. Due to the increasingly complex nature of organizations and businesses, there is a need that the business schools impart relevant, current, and cutting edge This research attempts to put light on the current scenario in the field of management education with respect to the academicians and their perspective on the topic. Due to the complex nature of present business environment, the organizations often undertake multiple projects which are varied in nature and call for more specialized expertise in management (Arain, Tipu,2007).

Teaching of the management concepts is more crucial for the organizations in developing world where economic, social, and technological factors could cause the projectfailure (Arain, Tipu,2007).

The external business environment is continuously changing and evolving. In order to cope with the present and future challenges of the business world, both industry and academia have to be at the cutting edge of business research and emerging trends. It is particularly important for the business schools to take a more balanced approach and offer business education curricula which contain a blend of diversified business areas. Our research has revealed that business schools are striving to impart relevant knowledge to the students.

OBJECTIVES

To study the theoretical perspective of the Emerging marketing strategies in Management Education.

- 1.To study the current management education system.
- 2.To study the faculties point of view with respect to management education.
- 3.To study need and perspective of faculties of management education.

Hypothesis

The statements of hypothesis are:

The faculties perceive that there is a need to bring in a practical approach to the curriculum of management education.

Background of students affects the teaching and learning pattern.

LITERATURE REVIEW

The post liberalization period witnessed a greater need of professional education. The 21st century promises to herald a different environment for human development in all walks of life, including education. It is going to be knowledge -driven century resulting a need of greater reform in all education related activities like teaching, learning, evaluating, natural production, curriculum revision, administration production etc.

Management education in India is not very old; it has taken its practical shape during early sixties with establishment of Indian Institute of Management to train the people with management concepts. (Arain et al.,2004). After that many institutions, universities have also come forward to provide management education to cater the increasing demand of good managers. The concept of global village and the revolution in the area of information technology is increasing integration of economies around the globe & attainment of global competitiveness has become a necessity for the survival & growth (Arain and Low, 2003). The liberalization of Indian economy has resulted in a highly competitive environment, great all round emphasis on technology, quality, and greater concern in society for the environmental issue & unprecedented development and use of information technology. It is also felt in the era of globalization, that to meet out the challenges of change a private precondition for enhancing global competitiveness of Indian Industry is the creation of close, multilateral cooperative linkages among the government, industry, labor & academic. (Arain et al., 2004; Arain, 2005). Arain and Tipu (2007) For this requirement includes institutions of higher education & research in management, science & technology etc. Liberalization & globalization has also provided a general for popping up of tens & hundreds of private commercial management courses & institutes but the very attitude, quality, ethics, standards, openness creativity, logistics etc. essential for professional are missing in most of the institutions of management education (B Bowonder, S L Rao 2010)The result is that management education in India today is in a sorry stage of disrepair, it does not mean that demand is going down but it is the result of bad quality production. If this will continue than Indian MBAs will hardly in demand as global managers.

The major features that distinguish top and ordinary business schools are “what they teach” and “how they teach”. Considerable attention is given to themes, contents and pedagogy (Conrad JM, Sireli

MARKETING IN MANAGEMENT EDUCATION

Y.,2005).

· Although MBA rankings have forced business schools to pay closer attention to what its students want, but the question arise are student meeting the demand of the B'schools. What are the factors that are needed in a student before entering into B'schools.

· The research is conducted in selected B'schools in the city to know the faculties their experience and what changes can be brought in. The questionnaire contained a set of questions on the basis of which the paper is being presented.

· It is been observed during the study that faculties teaching in B'schools are found to generally fresher and ones having experience of mere than 5 years are into formulation of marketing strategies to give excellent managers with the help of these newly experience staff as these faculties being into tender ages are to be very beneficial in implementing the strategies and to influence the students most importantly.

· The faculties imparting management education are into the field firstly to serve society, then to make students learn and at last to teach a student which clearly signifies that the marketing strategies so made will prove to successful.

· Its also been seen the curriculum so adopted by University is not proving to be beneficial as it needs to get in practical approach towards the subject which is not been taken under consideration majority of the faculties thinks that there is an utter need to bring in some changes in the course being taught.

· It can be studied from the research that there needs to bring in practical approach towards the concept instead of following the theory part all time. As it would help them to gain experience and which ultimately be useful for the student once they enter the field..

· It is been observed that faculties do face in handling students of different backgrounds which affects their teaching pattern. As the students pursuing Management Education are mix of students, working professionals and business category and most of them are graduates. The students belonging to UG are generally from commerce background followed by engineering. The students belonging to different backgrounds and different UG backgrounds affects their learning pattern and their approach and think pattern towards the subject varies to a great extent. Wherein the faculties need to put in a lot of efforts where they make new marketing strategies for the students to excel in every aspects.

It is been observed that to improve the quality of students and to improve their knowledge content colleges generally send their students for the internship, practical assignments and projects which would be helpful for them in their future.

Institute and faculties generally look for certain skills to be possessed by students like:

Communication Skills, Presentation Skills, Extrovert, Confidence, Out spoken Practical Approach to solve the things

RESEARCH METHODOLOGY

Primary data:

The data was collected from the faculties of selected B'Schools in the city.

Sample size = 100

Secondary Data:

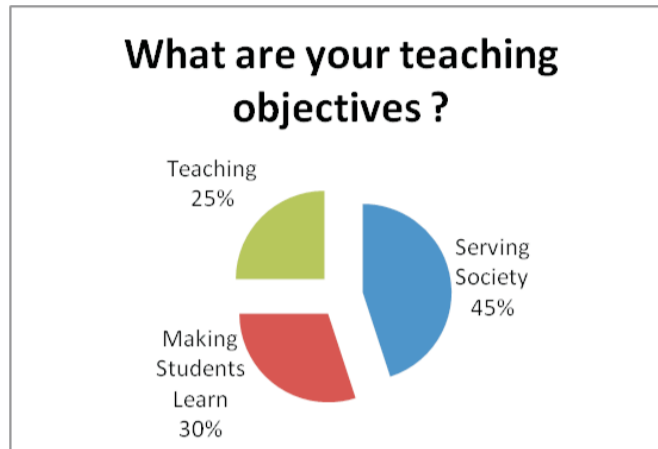
Secondary data was obtained from

Journals

Research papers

Reports Data Analysis and Interpretations

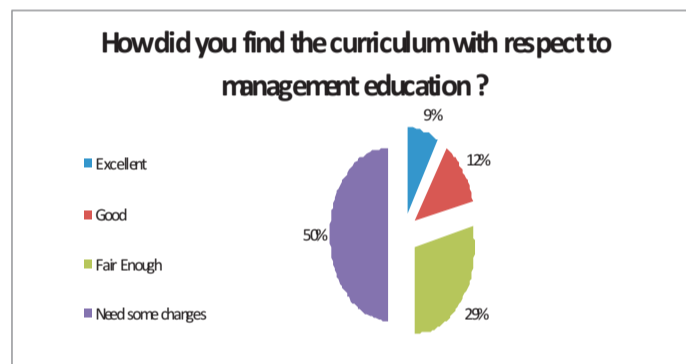
1. What are your teaching objectives?



Interpretation:

It can be interpreted from the above graph that 45 % faculties have the objective of serving society, 30% come with the objective to make students learn and remaining 25 % are with the motto to teach.

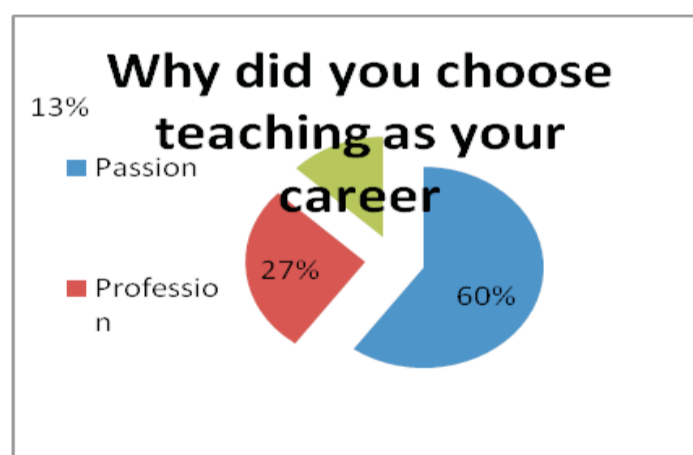
2.How did you find the curriculum with respect to management education?



Interpretation:

It can be seen from the above graph that 50 % faculties in B'schools state that there needs some changes in curriculum of management education, 29 % say the curriculum is fair enough, 12 % say its good and 9 % state its excellent.

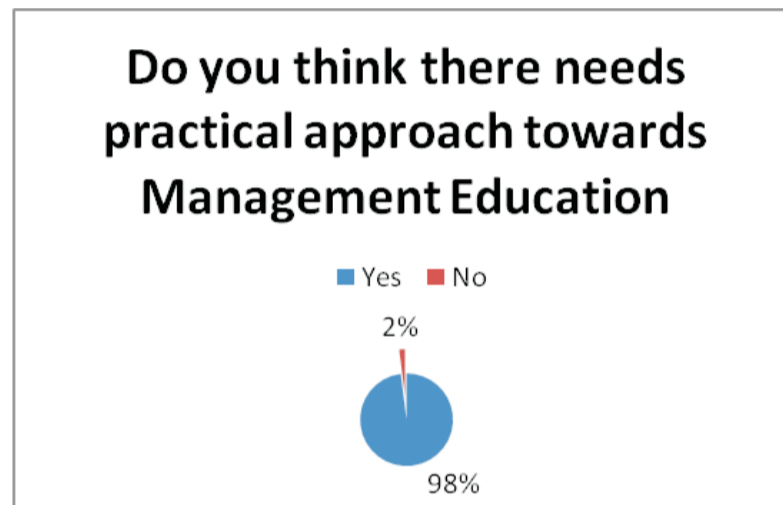
3.Why did you choose teaching as your career?



Interpretation :

As per the above stated graph 60 % of the faculties are passionate for teaching, 27 % chose because they wanted teaching to be their profession and remaining 13 % chose teaching because they had no option left.

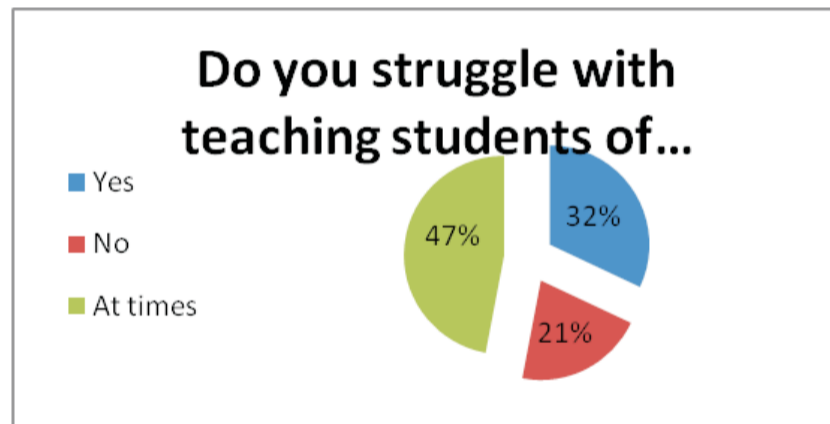
4. Do you think there needs practical approach towards management Education?



Interpretation:

98 % of the respondents agree that their needs practical approach towards Management education.

5. Do you struggle with teaching students of different backgrounds?



Interpretation :

It can be seen in the above graph that 47 % state that they at times face problems while teaching students of different backgrounds, 32 % says yes and 21 % say no might be because of the experience they have gained over time.

6. Does background of student affect the teaching and learning pattern?

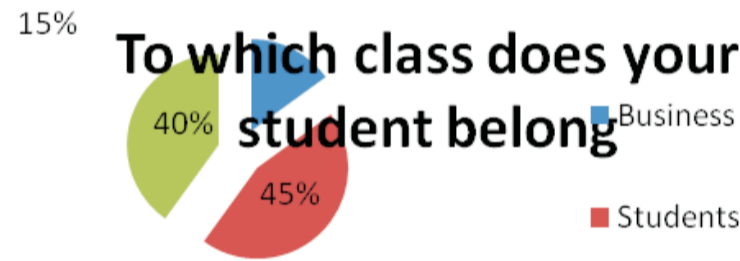
Does background of students affect the teaching & learning...



Interpretation :

76 % people say that background of students affect the teaching and learning pattern, 16 % say it affects at times and 8 do not agree.

6.To which class do your students belong?

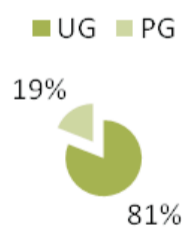


Interpretation :

45 % are the students who come to pursue management education after their graduation, 40 % are working professionals and remaning 15 % are from business backgrounds.

8.Level of education of student?

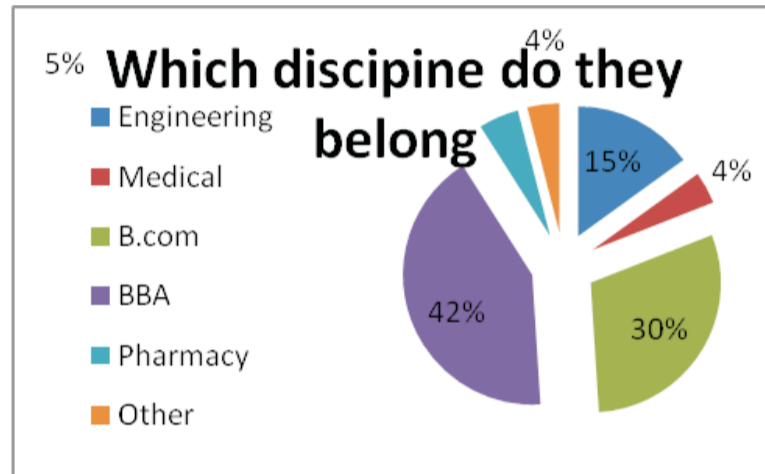
Level of education of student



Interpretation :

81 % of the students are graduates and wish to pursue Masters and on the other hand 19 % are Post graduates.

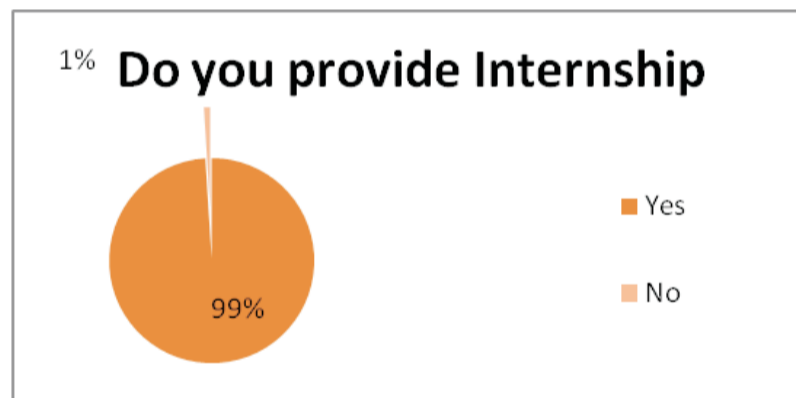
9.If UG which discipline do they belong?



Interpretation :

From the above graph it can be interpreted that 42 % are BBA graduates, 32 % are B.com graduates, 15 % belong to engineering, 5 % from Pharmacy, 4 % belong to medical line and rest 4 % are others.

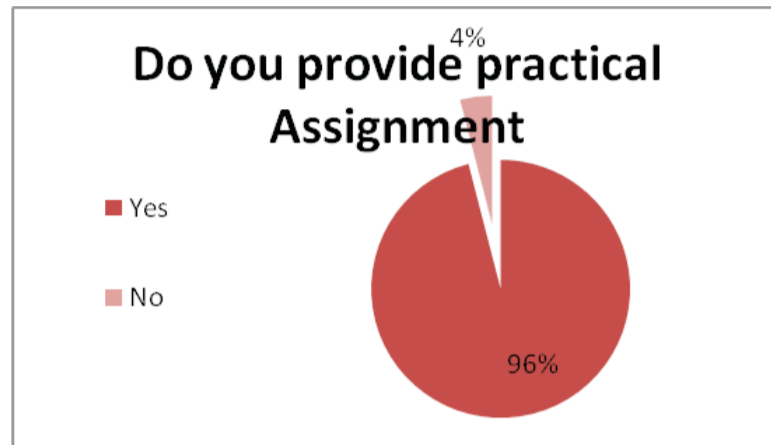
10.Do you provide internship?



Interpretation :

Its been observed that majority of the B'schools provide internship to the students so that they can gain knowledge.

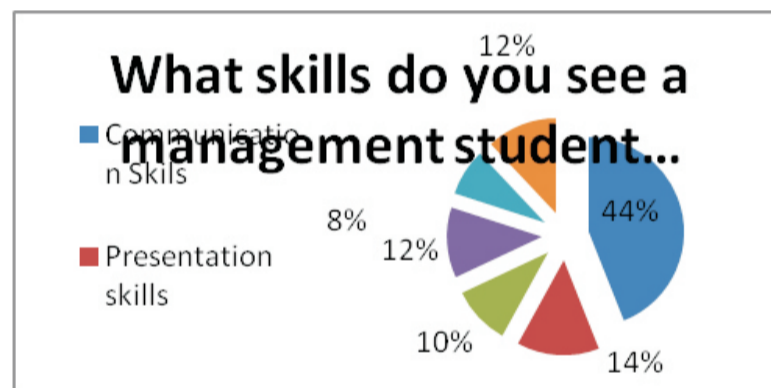
11.Do provide practical assignment?



Interpretation :

Its been observed that 96 % of the faculties give practical assignments to their studens and 4 % dio not do that.

12.What skills do you see a management student possess?



Interpretation:

It can be seen from the above the graph that faculties aspect or see that students should posses above stated skills which goes as 44% - Communication Skills, 14 % - presentation skills, 12 % - confidence and practical approach to solve things, 10%- extrovert, and remaining 8 % - out spoken.

CONCLUSION:

So, it can be concluded that the existence of an institution shall depend upon the quality of education and training offered. Now principle of Darwin holds well even today that fittest that would survive. The existing education in management is mainly large industry oriented to meet the domestic needs of manufacturing sector. New it is the need to make it as per the demand for managers for international Business Information Technology, medium and small scale industries and for service sector, because in future fittest will survive for which quality product service will be the key aspect. To ensure quality in management education, inclusion of BPR, IDR & ISO9000 and ISO1000 etc. can be utilized. From the research so conducted were time and data being a constraint it can be concluded the institute and the faculties are putting in their best to strategies to generate future managers which would be helpful for both the institutes and the students. These marketing strategies adopted by the faculties would prove to be fruitful for students and the B-schools as it would give better managers to the organizations which they are in need of and would increase the reputation of the institutes which will get maximum admissions.

The statement of hypothesis:

The faculties say that there needs to bring in a practical approach to the curriculum of management education” is proved to be true. Background of students affects the teaching and learning pattern is proved to be true. It is generally been observed that faculties who have newly joined are tender ages which as times difficult for them to handle students where age gap is not more and even the experience of the faculties is not that enough. Students from different backgrounds are at times difficult to handle as their mentality to understand things differ, it is observed the student belonging to business class understands the management concepts well as compared to the student who has just cleared their graduation. The students need to have certain qualities in them like they should be good in presentation skills, Communication Skills, they should be Extrovert, Out spoken, and should have Confidence, Practical Approach to solve things which come on daily basis as these qualities will help them to excel and face the tough competition in the world of competition.

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