

Management Education in India: Emphasizing Opportunities and Scenario of Information and Knowledge Management Education in India

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Abstract – As like Information and Computer, Management is an another popular name in today's Information Society. Management is actually a process or a technique which requires for managing any tangible and in tangible facet. Management is applicable in almost all type of organization be it private, government or commercial or non profit making. The growing role and importance of management brings management education near about 50 years back in India. Management has so many synonymous nomenclatures like management science, management studies, administration studies, management administration and so on. This paper describe about the management education in India including contemporary scenario of availability of nomenclature, duration, institutes offers academic programme and so on.

Keywords: Management, Information System, Knowledge Management, Education System in india

I. INTRODUCTION

Management education is today treated as most vital educational programme not only for the employee of an organization but also to the fresher. There are many duration, nomenclature is available in India as far as management education is concerned management education has so many specialization and valuable in their respective field. Human Resource, Financial Management, Systems, Accounting are the most valuable and popular MBA specialization. Management is offers in the universities and engineering and B Schools in India. Management education in India has so many level, out of which master's degree is most popular Indian Institute of Management (IIM) treated as most reputed and apex management educational institute in India. AICTE is the main responsible authority in India, which is maintain and accredited the MBA's and other management programme in India.

II. OBJECTIVES

The main aim and objective of this study includes:

1. To learn about the management and management education programme;
2. To learn about the management education in India including available nomenclature, duration of the programme;
3. To know where the management science or administration or business studies is offered in India;
4. To know the emerging management education concept, corporate education and earn while you learn;
5. To know about the IKM education in India including main challenges of Indian management education.

III. MANAGEMENT AND MANAGEMENT EDUCATION

The management is a social process entailing responsibilities for the effective and economical planning and regulation of the operations of an enterprise. Normally management is involved with judgment and decision in determining plans, the guidance, integration and supervision of the personnel composing the enterprise caring out its operation.



Fig. 1 The popular Management degrees in India

Management offered as educational programmes in India and around the world as it is applicable in almost all type of organization. In management organization several things like way or mechanism for management, procedure for managing any tangible and intangible things are basically teach to the learners. Principle of management is the most vital thing in management. Out of so many new areas of management, TQM, MBO, strategic management, entrepreneurship, accounting management is treated as one of the important and emerging specialization. Bachelor Degree, Masters Diploma, PG Diploma, Masters Degree, MPhil are the popular level of management education. Rather than management science business administration is consider as most vital and popular nomenclature of management programme in India and abroad.

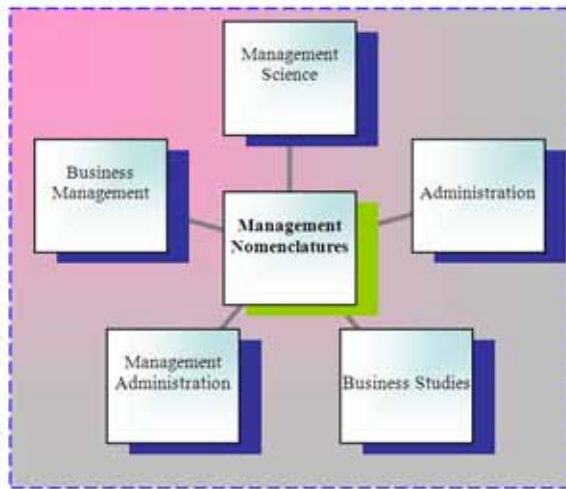


Fig. 2 The related field of Management Studies

IV. MANAGEMENT EDUCATION IN INDIA

Management Education in India comes with so many nomenclature and name like management science, business administration, business studies, management studies, management administration and so on. IIM is treated as most vital and popular and reputed management educational institute in India.

Countries most sought after management programme PG in management and PG in executive management is actually offered by IIM's with huge job placement scope. School approved by AICTE is the next popular B School in India with the apex programme- MBA, MBA (Specialization). Recently some universities in India also start management department with the permission of AICTE with prior approval.

Engineering colleges are the most vital place where B programmes are offered to the maximum management admission seeker. Placement and corporate tie ups are the most vital important aspect for success of any management programme or educational institutions.

In India so many specialization are also offered like hotel management, hospital management, strategic management, personnel management, brand management, event management, tourism management and so on apart from conventional specialization. Most of the management programmes in India offer as semester pattern rather than annual pattern. India has produced so many experts in the field of management like Shiv Khera, Arindam Chowdhury and so on. Recently universities and educational institutions are tie ups with the company or organization it self to offer in house management training to their employees.

V. LEVEL OF MANAGEMENT EDUCATION IN INDIA

In India so many level of educational programmes are offered like:-

- Masters degree;
- Masters diploma;
- PG Diploma;
- Bachelor Degree;
- Diploma;
- Certificate;
- Training Programmes.

In masters level; the MBA with or with out specialization, masters of management science, MSc-Management Science, Master of Management Administration (MMA), PG Diploma in Management (with or with out specialization), PG in Management (offered in IIM's and AICTE approved B Schools) are most popular level of management education.

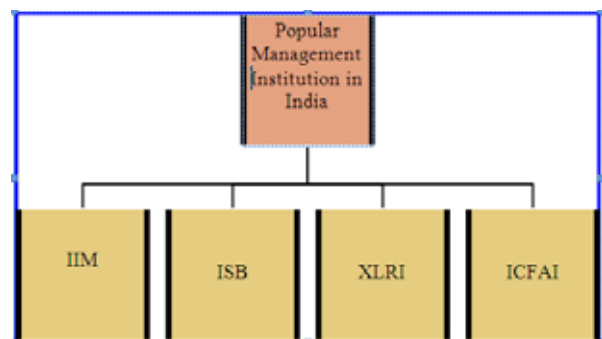


Fig. 3 The popular management academics

BBA with or without specialization one of the most popular Bachelor Degree programme in Management. Not a single university or educational institute offer BMA, BSc-Management Science programme as like masters levels. In most of the southern states in India the management specialization is offered with BCom / MCom Degree.

VI. EMERGING SPECIALIZATION

Recently so many emerging specializations are gain popularity in India. These specializations either offer to the whole period of the programme or during the last year/ semester. The most conventional specialization are Finance, Accounting, HR, Systems. However today so many new specializations are emerged like-

- Power Management;
- Brand Management;
- Corporate Management;
- Public Relation Management;
- Event Management;
- Geo Spatial management;
- Hospital Management and so on.

Most of these specializations offered in the master’s level of Indian universities either in MBA or full-fledged master degree on these specializations. In some cases it is seen that specialization arte also offered as twining programme with the educational programme and specialized institutions like Woods International Schools (Film Schools) offers courses in collaboration with MBA (Film Studies) with Manipal University, Manipal.

VII. CORPORATE EDUCATION CONCEPT IN MANAGEMENT IN INDIA

During the last decade one more concept of educational mode was emerged that is calle corporate education programme. In the corporate education programme the corporate organizations and educational institutes basically collaborate each other to provide degree/ educational programmes of their respective field of interest. By the following way; the corporate education are offered:

- *New Establishment:* - In this mode corporate organization and educational institutes basically tie up and then established a new educational institute either of their premises or any full fledged new place. For example the Manipal University has tie up with the ICICI Bank and

thus the ICICI-MANIPAL Academy of Banking was originated in Bangalore to create modern industry ready professionals;

- *Learn While You Earn:* This is the another educational system where the organization (of the concerned employees) basically tie ups with the educational institute as like the universities to offer training and higher education to the concerned employee ‘on job training’ mode. Here are learner can get education and proper training at the time of office duty/ job. Here are employee can get the education while she/he in earn.
- Industrial project and internship based education deals with a project at the industry of the concerned specialization of the courses at the last stage or semester. This is the most popular than earlier two mentioned here

Type of University/Institute	Number of Institute	Institution Offering IM Courses & No.
University-Central	45	No institute offers IKM Degree
University-State Funded	283	03(Mysore, Kurekshtra, Osmania Univ.)
University-Self Financed	100	01 SRM University
University U/S 3	125	01 IIS Bangalore
IIT	15	No institute offers IKM Degree
IIM	13	No institute offers IKM Degree
NIT	30	No institute offers IKM Degree
IISER,IIS	06	No institute offers IKM Degree
IIT	04 ,	No institute offers IKM Degree
Centrally Funded institute	180 Aprx.	No institute offers IKM Degree
Foreign University in India	--	02 (TASSMAC,NIAM)

Fig: 4 Information Management programmes in Indian universities

VIII. INFORMATION AND KNOWLEDGE MANAGEMENT EDUCATION IN INDIA

Application of Management principles and management education approaches to the information and knowledge field in corporate a new interdisciplinary educational programme/ field- Information and Knowledge Management or IKM. However it is also nomenclature as IM. Due to explosion of Information and documents during last two decade changed the entire area of information systems or information transfer cycle chain. The IKM helps to collects, selects, organize

and management including dissemination of knowledge and content smoothly, sophisticated way. The IKM educational programmes are very rare in around the world and in India, also. Out of 580+ universities; 20000+ higher educational institutes only some of them (4-5) offers IKM education programmes either directly as IKM specialized MBA/ BBA or Information Management (Full-fledged) at the Masters level. In India not a single university offers MBA/ BBA- Information Management programme. Some foreign universities offer these programme under the collaboration mode with Indian universities. Design and development of such a unique programme including right interdisciplinary personnel to teach this subject still an important challenge in India. It is surprise that not a single Institute of National Importance (like IIM's, IIT, s, NIT, s) offer the specialization of the IKM. However the Information system and IT is offered in most of the huge disparities in IKM/IM with IT and Information Systems specialization in so many nature.

IX. FINDINGS

1. MBA is the most common management degree programme in India;
2. Full-fledged Management programmes are most emerging now-a-days;
3. The IIM does not offer only MBA or Master degree programme in management in India, however they offer a equivalent programme called PGDM;
4. Corporate Education programme, both collaborating new educational/ training institute and 'Learn While You Earn' are the most emerging thought of management teaching;
5. Information and Knowledge Management is information focused programme surrounded by the Technologies for design and development of new age Information Infrastructure.

X. CONCLUSIONS

Management, the concept is actually not a new one. After civilization the management concept and application was emerged directly and indirectly. There are so many educational institutes are in India offer management education and related programme in India but there are so many challenges too; the industry ready professional creation is most challenging due to poor infrastructure, industry linkage and placement. However some educational institute including IIM and other institute of National Importance, some private

players like IMT Ghaziabad, Manipal, Symbiosis, Amity are renowned in this field for several reason. The distance education programme on management also introduced but it is suggested that the courses should be opt by experienced professionals or the person in the job.

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