Chapter III
History and Growth of Management Education

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3.1 History of Management Education in India

Management has been part of our civilizations and is integrated with our lives. Evidences of Managerial skills are found even in the ancient Mohanjodaro and Harappan Civilizations. Shrimat Bhagwat Gita, written seven thousand years ago teach us about Managerial wisdom and how to avoid conflict. Great epic of ancient India Ramayana and Mahabharata, Vedas, Shrutis, Smrutis and Puranas, teach us importance of management. The Vedas such as Brahmanas and Dharamsutras have details of management, wisdom and skills. KAUTILYA, popularly known as Chanakya, Prime minister of Chandra Gupta Mourya Kingdom were all very famous for administrative skills.

“Manache Shloka” by Samarth Ramdas gives Lucid description of study of Mind. Please refer to shloka -

“Nako re mana krodh ha khedkari,  
nako re manakam nana Vikari, (sholka 6)  
Nakore mana dravya(wealth) te pudilanche,  
ati swarth budde ne re pap sache.” (sholka 9)

It weaves a beautiful relationship between wisdom, wealth and affection. It has strong principles of management of anger and stress, control over sex, and ethical ways of earning money.

This is an example of good human behavior. Shrimant Chatrapati Shivaji Raja used war technique of Ganimi kava. He ruled kingdom through Ashta pradhan Mandal. All references mentioned are evidences of origins of management. History tells us that management was practiced all over world since the start of the universe.

Education in India as known today was laid down by the British during their rule. It is oriented towards generating a skill that can do more than think. Globalization has posed newer challenges to this orientation of education. It demands that the learning should focus more on thinking out of the box than merely doing what is expected. New ideas, challenges and opportunities of outer world entered India. New era of Management education began in India. But Formal management education has history of fifty years in India. Business schools in India have grown in Numbers since 1990. There are about 2450 business schools in India. This number does not include management education.
centers outside DTE and AICTE brackets. Therefore the actual figure will be about 5000. History, civilizations and literature has important place in study of history of management. They are all interrelated with each other. Management has history of thousand million years and it is not at all new knowledge to world.

3.2 Growth of Management Education in India

Introduction:
Relevant points towards the growth of management education are given below:-
1. Management education in India is hardly 50 years old.
2. Government of India established Indian Institutes of Management at Calcutta and Ahmadabad.
3. Commerce Departments in Universities repackaged their curriculum to offer MBA degrees.
4. University of Delhi and Punjab established separate faculty of Management.
5. We had 82 university-based management departments by the year 1990.
6. IIM was established at Lucknow in 1986 and as of now, today we have thirteen IIM’s in India.
7. When IIMs were established, many Indian Corporate did not believe that business management could be taught in Schools.
8. Later market blossomed for management graduates and MBA became a passport for best jobs in the country.(1)
Table 3.2.1 Growth of Management Institutes in India from 1958 to 2012 (2)

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Management Institutions in India</th>
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<tbody>
<tr>
<td>1958</td>
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<tr>
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</tr>
<tr>
<td>2011</td>
<td>2385</td>
</tr>
<tr>
<td>2012</td>
<td>2450</td>
</tr>
</tbody>
</table>

Figure 3.2.1 Growth of Management Institutes in India
3.3 Paradigm Shift

9. The past two decades have been extremely challenging for the Indian business. It has witnessed an macro environment where no amount of planning was enough. Preparedness was always short to deliver results. Globalization threw surprises in terms of nature of doing business, be it quality of products or people. The focus was not to produce but to excel. Not to do well in India but survive anywhere.

10. Development of IT, Internet, and genuine recognition of human capital as the driver of new economy has shaken up in management education.

11. Recognition that people skills are cardinal in management education.

12. Service economy takes over manufacturing.

13. Management education has made rapid stride because of private initiative in India, the government has reserved its role as regulator.

14. Approving launch of new schools and accreditation of existing business schools. (3)

Shifting Government Policy:-

15. Government responded with laying down boundary conditions for working of management colleges and required infrastructure for the same. All India Council for Technical Education entrusted with planning, growth and regulation of management education, unfortunately has not been able to give adequate attention to it.

16. The demand for management education will further grow in the coming decades because of the predictable growth of Indian economy; the quality of supply will dramatically change.

17. The ranking of business schools has created awareness among the potential participants on the need to differentiate between schools of various qualities and shades.
18. In the coming decades, however quality of higher education in management will remain an issue of major concern.

19. India does not have a strong quality assurance system in higher education.

20. However the boundary conditions were weak enough to allow anyone to float a business school as it looked like a good business proposition. Many B-Schools believed that UGC and AICTE approval guaranteed academic quality.

21. Recently AICTE has announced stringent requirements in terms of funds, faculty, library and computerization, academic and physical infrastructure for opening a new B-School. (3)

Concluding Observation
1. Management Education is the latest academic discipline to arrive in the world of academia, hardly 100 years worldwide, it has been for less than 50 years on Indian Scene.

2. Management Education has emerged as a vibrant field for professional education.

3. Its demand will continue to rise and hence its qualitative growth needs serious attention.

4. Two gaps in B-Schools are glaring, the availability of qualified faculty and professionally driven quality assurance system.

5. Government must stop from the temptation to control and command B-Schools.

Careers for MBAs
Given below different careers available to Management Graduates after completing management course:-

3.4 Business Management Careers Overview
A degree in business management prepares you for management positions and career paths within companies so that you can move up the corporate ladder. Additionally, a business management degree can give you the skills, you need to own, operate and expand your own business as well. There are many different paths you can take with a business management degree; because this is a generic degree that allows you to choose a niche or specialty, and the education received from a business management degree prepares you for the business aspect of, well, a business.
There are far too many options available to a business management career path to explore them all, and depending on which path you take in a business management career, your income could range from average to very high. However, let's look at a few of the most popular career paths taken by those who seek business management education and training.

1. **Business Management Degrees in Large Companies**
   A business management degree can prepare you to launch a career path in a large corporation or company by starting at an entry-level or mid-level management position.

2. **Business Management Degrees for Retail Sales/Store Career**
   Business management degrees prepare you for understanding things such as the business end of running a retail store or chain, or even just managing a department or a sales team. You may have exceptional sales skills and experience, but being in a team, in a department or store manager or leader requires more than just knowing how to sell something.

3. **Business Management Degrees for Team Leadership**
   Many mid-sized to large companies today develop project teams or development teams, and team leaders are usually required to keep the project and team on track. Someone with a business management degree is better prepared to take on the authoritative and leadership position in a development or process team inside a larger corporation.

4. **Business Management Degrees for Management Positions**
   Regardless of any industry, if you have experience in the industry, having a business management degree makes you an asset to any company, because you can take on the additional role of manager, team leader, team manager, department manager, etc. on the administrative end as well as the niche industry end.

5. **Business Management Degrees for Small Businesses**
   One of the great aspects of working for a small company is that there is less competition and usually better job security. However, small businesses tend to require their employees to be jack-of-all-trades when it comes to work duties. Someone with a business management degree is perfectly suited to run and manage a small staff and small business office.
6. Business Management Degrees for the Self Employed

We all have talents and skills that if properly utilized could help make us money in our own businesses, but many talented folks just don't have the education or experience with managing or operating a business. Seeking a generic business management degree before or while starting up your small business can give you valuable skills for learning how to properly manage your business.

As you can see, a business management degree is an excellent all-purpose degree to have as a backbone for further education or moving up the corporate ladder, or even preparing you to start your own business. Today, with online degrees allowing flexibility along with education, obtaining a business management degree can truly increase your potential and take you down a whole new career path.

3.5 Various positions available in different areas

Careers for graduates

There are many career options available for Management graduates. Below are some of the positions that Management graduates acquire after his management education.

1. Account Executive
   - Benefits Manager
   - Business Analyst
   - Buyer
   - Human Resources Manager
   - Market Research Analyst
   - Operations Manager
   - Promotions Manager
   - Portfolio Manager
   - Media Planner
   - Sales Analyst
   - Training Specialist
   - Purchasing Agent
   - Transportation Director
2. Who employs management graduates?
   - Consulting Firms
   - Banks
   - Advertising Firms
   - Consumer Goods Manufacturers
   - Market Research Organizations
   - Insurance Firms
   - Government
   - Non-profit organizations

3. Skills developed by management
   - Communication
   - Analyzing Ideas
   - Critical thinking
   - Presenting information clearly
   - Organizational skills
   - Project Management
   - Problem solving
   - Accountability
   - Teamwork
   - Research

4. Careers in Management
   - Consulting
   - Entrepreneurship
   - Human Resources
   - General Management
   - Non-Profit (NGO)
   - Operations Management
   - Strategic Planning
3.6 Careers in management consulting

The essence of management consulting is to help a client obtain information and advice which leads to real and lasting solution of a problem.

Management consulting is a growing area with good jobs available. Consultants think, analyze, brainstorm, cajole and challenge good organizations to perform better by adopting new ideas. Efficient consultants are able to step into ambiguous, sometimes hostile situations and sense what changes need to be made. They are driven by ideas and a strong desire to have a positive impact on clients. Their knowledge base needs to include specialized knowledge about their field along with cross functional needs of organization.

Manager’s today need to adapt their leadership to the work context and therefore flexibility is the key to sustain in such areas. They need to focus on the type of products that may be launched in the market and the relevant skills desirable in the workforce. The course in MBA needs to equip the perspective MBA to deal with such flexible situations and diversity.

An MBA gives you an opportunity to gain both a broad business knowledge base, cement your communications and analytical skills and to build a professional network. It is very helpful to be comfortable in a diverse workplace. Workplaces in large corporations are increasingly diverse with people from all social backgrounds, ethnicities and nationalities. It’s important to be worldly, to have travelled internationally and to understand the breadth of people and cultures.

Following are the important characters for the career as a manager in management consultancy

1. Generally a slower moving career path than professions such as consulting or investment banking,
2. Political and frustrating - that people management can turn into fictionalization (to change true story into fiction by changing details). It may create feeling of anxiety and nervousness about your situation.
3. Risky - few make it to the top and
4. Cubicle insanity - you may find yourself in a cubicle adhering to rules that make little sense, sometimes restricted by needless rules and resource constraints.
It is important to match ones interests and strengths with opportunities available.

Few focus points that will help attain this balance:

- What it involves, on a day-to-day basis, and how it fits with your lifestyle.
- The rewards associated with it.
- The knowledge, skills, aptitudes, and experience needed to take full advantage of it.
- How likely you are to find it satisfying.
- What career path the opportunity leads to.
- How easy it is to access the opportunity.

**Research student observations**

The management education system in India is facing one of the biggest crisis that an education system can experience with opening of innumerable management colleges in the suburbs of metro cities in India, this is not only ruining the management education system but the education system on the whole.

Private institutions rather than focusing on Quality Education are focusing on quantity placements, ubiquitous advertising and brand building by improving the tangibles (AC hostels, etc.). Very little emphasis is given on the quality of education, independent thinking.

We have most well developed languages, scripts, epics and dramas, what we need to understand is that management education is more than developing communication skills and learning how to wear a suit and a tie.

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