Available online at www.sciencedirect.com

ScienceDirect

Procedia - Social and Behavioral Sciences 133 (2014) 240 – 248

Procedia
Social and Behavioral Sciences

ICTMS-2013

Management Education as a Tool for Developing and Sustaining Emerging Economies

Pradnya Chitrao *

Symbiosis Institute of Management Studies (SIMS), Symbiosis International University (SIU), Khadki, Pune, India

Abstract

The triumph of capitalism in 1980s made accountability to stakeholders a necessity. Companies had to observe international standards like pollutants management norms, workplace safety rules, and OHSAS. Financial disclosures became essential for international major stock exchanges listings. New emerging economies shifted the economic power from the western world and Japan, making it more diffused. Top corporations could not be present only in a few leading economies. This accelerated globalization, and impacted several business processes. New competencies like operations management in distinctly different cultures, effective cross cultural communication, and handling new generation media that could efficiently transmit data across the globe, became important. Competition intensified, requiring a young and responsive leadership for facing rapid changes, introducing New Products cost effectively, and guarding data. This paper studies how B-school programmes can face this challenge and strengthen emerging economies

Selection and peer-review under responsibility of the Organizing Committee of ICTMS-2013.

Keywords: accountability; cross cultural communication; data security; environment management; new-age skills; strengthening emerging economies

1. Introduction

For the understanding of the imperatives for management education in the years to come in emerging economies, it is necessary to make a reasonable projection of the shape of things to come. From 1980s onwards, the world has

* Corresponding author. Tel.: +91-9823187503
E-mail address: pradnyac@sims.edu

Selection and peer-review under responsibility of the Organizing Committee of ICTMS-2013.
doi:10.1016/j.sbspro.2014.04.190

witnessed a triumph of private capitalism; command economies stand dismantled; even countries like China are communist only in name. But learning perhaps from past mistakes, the world order is seeking to impose controls on the capitalistic order in terms of greater accountability to stake holders, adherence to newer and more stringent norms and laws related to environmental pollution, and safety and security of workmen, customers, and service providers. A parallel trend is the revolution in Information and Communications technology and sharply heightened levels of globalization. Globalization is emerging as a mandatory pre requisite for survival and sustainability. The corporate world is faced with a dual challenge of making the relevant data available to all the stake holders across the globe but at the same time, maintaining a high level of data security in order to prevent the misuse of the data. With the rapid advance in the technologies for management of information and communication, it has become increasingly difficult to guard the intellectual property rights which, in turn, are a key driver for sustained technological development and act as a guard against cheap imitations.

2. Literature Review

The recent hiccups notwithstanding, India is still retaining the promise of emerging as a power house economy in the medium to long term. It is becoming a world centre for manufacturing, Research and Development, and for knowledge management and information technology. Consequently, the number of MBAs required in business is going to increase at an exponential rate. Commensurate with the number of students needed to be trained, resources will require to be allocated, the number of management schools will need to increase, the strength of the existing schools will also need to go up, and in consequence, the cash inflows into the management education sector will be substantially higher. In sympathy with the increasing number of paying students, careers in management education will be more rewarding. Industries will also have a higher stake in tying up with management education institutes because of their high requirements of management graduates. In sharp contrast to countries such as the US and some of the Western countries where students pursuing post graduate education in Management find it difficult even to get industrial internships, countries like India and China see industries wanting a tie-up with educational institutions. Specifically in the Indian context, with the number of paying students increasing, more resources are likely to be available for Management education, in turn attracting better faculty and better library resources.

As of now, there are over 2,400 b-schools in India of which 1,999 are approved by the All India Council for Technical Education (AICTE) and 400 operate as unapproved private b-schools. Together, they have nearly 190,000 seats for a total pool of 3.5-4 lakh MBA aspirants who sit for the national and state-level MBA entrance exams. If we hypothetically consider that the average fees charged by these b-schools is about Rs 200,000, then the total potential revenue for b-schools in India is in the region of an impressive Rs 3,800 crores. The main challenge will be to retain and enhance the quality of education, of management training, and to keep the training relevant to the needs of the industry. To retain that edge over other nations, India will have a requirement for managers who have a global vision. So in addition to traditional management subjects like Finance, Operations, Cost Accounting, etc, managers will require additional skill sets to handle the challenges of the future like data security, protection of intellectual property rights, environmental management, accountability to stake holders, online processing of emerging data, management of mandatory disclosures, and cross cultural communication to name only a few.

3. Research methodology

Based on the study of emerging trends, the paper will try to find out which are some of the courses that B-Schools are trying to incorporate in their curriculum in order to equip the executives of tomorrow to face highly complex, ever fluctuating, and competitive times. The paper will study the **curriculum** of some select B-Schools across the world as also the **pedagogy** used in order to mould resilient managers who would confidently handle complex issues in culturally diverse settings, and work towards the sustainability and growth of the businesses that they represent.

4. Over View of some major B-Schools

The Stanford Graduate School of Business, USA has designed a curriculum that is intended to expand the ideas, knowledge, and capabilities of student managers, and to prepare them to think, act, and even dream differently than when they arrived. Their curriculum has two basic types of courses namely,