



Issues & Challenges of Management Institutions in West Bengal

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Abstract:

Educational system plays a crucial part for social improvement and enriches entrepreneur spirit of the students. Management foundations are regularly increasing not only in urban zones but also in rural belt from previous few periods. The progressive change through globalization and technologies generates massive challenges and prospects for education sector. Management institutions are also improving their whole system such as enlightening academic system, providing knowledgeable teaching session, providing grooming and training class, organizing industrial social call and arranging company training in order to meet the business demand. This study emphasizes on issues & challenges of management institutions in West Bengal.

Key-Words: Issues & Challenges, business environment ,Management Institutions, West Bengal,

Introduction:

According to the study conducted by Jordi (2009), the foremost progress in methodical and industrial aspect of a new career has happened through utmost human revolution in the 21st century. Institution's nonstop expansion plays a pivotal role in education. Education delivers administrative capacity in order to increase absorbing challenges. In modern management organizations, education is fronting crunch such as lack of

academic revolution, lower employability of B-school alumni, lower grade of research and publications, shortage of teaching staff etc. Organization needs to resuscitate the education structure in order to fulfill the prospects of students, professors, businesses, society and government (Kumar & Kumar, 2011). There are numerous sub-areas in the ground of professional management such as, marketing, human resource management, finance, management information system, economics etc. It delivers comprehensive information and info concerning earlier and present-day management model, models and procedures to cope up with worldwide culture as well as up-to-date management culture proficiently plus reasonably (Muniappan, 2007). Giving to the British Council (2014), learning institutes can improve the employability of graduates by forming relation with industries and entrepreneurship and research skill etc. Organizations need to form worthy relationships and rise joint understanding with industries by giving support through take part in industrial seminars and workshops.

Literature Review:

Management education institutions are regularly increasing not only in prosperous areas, but also in underprivileged emerging nations (Kozminski, 2010). According to Fernandes (2010), worldwide management institutions have taken initiatives to improve the quality of management educational system, enrich value of life and add to the socio-economic progress. As per Harvey *et al.* (2002), most of the industries are considering for knowledgeable expert and skillful graduates to deal with the structural environment. Jed Willard (2012) highlighted some significant abilities such as eagerness, inquisitiveness, self-containment; self-assurance, optimistic viewpoint etc. that are essential to accomplish the market demand. Globalization, technology, demographics and social requirements influence to accurate management education (Global Foundation for Management Education, 2008). Management institutions heighten evolution, prosperity, growth in society, increase invention and progress quality of alive (Onzonol, 2010). By way of the study showed by Patry (2010), today's commercial schools make very important positions to contribute to the society, to expand the market effectiveness, etc. Business institutions must have an responsibility to judgmentally measure the business educational models and businesses models used for rapid revolution (Patry, 2010). According to the research conducted by Koganuramath & Mallikarjun (2000), every profession has its own requirement of a set of skills and competencies. Therefore every institution needs to know the personal value and attempt to build required skills and proficiencies of the students to come across the industries demand. In this context, management faculty must prepare their scholars for consumer orientation, appropriate facility distribution, surviving in the extremely high labor-intensive marketplace, etc. The constant development of commercial world demands professional leaders who must have capacity deal with the organizational environment both outwardly and internally. Therefore the teaching system can renew their system as per the requirement of industries (Patel, 2012). Mishra (1988) give emphasis to the learner appraisal system, examination system is the best mechanisms to evaluate the learner merits. Examination

structure boosts up students to go through study material plus internet to grow their ideas and information. Agreeing to the study conducted by Murithi & Indoshi (2011), e-learning procedure has provide a lot in the ground of education method due to technical up gradation. E-learning practice can support students aimed at better knowledge supply and meant for smooth erudition. E-learning is likewise very crucial for professor to obtain pool of knowledge and similarly they can brush up their coaching method for the improvement of students (Biemans & Mulder 2008). Online education and online courses obligate become one of the utmost popular substitutes for post –secondary education. Faculty must uphold a educational model to monitor individuals (Lee 2013).

Roger and Bruce (2004) have valued that the challenge of student multiplicity moreover need to proficiency tutor application such as planning of their knowledge development, coaching and valuation approaches, etc. Constructing, developing and supporting the educational environment is the accountability of business and management instructors. The development and multiplicity of the students build critical compression on business and organization mentors towards respond meritoriously and professionally. Jokull Johannesson (2010) absorbed that mega trends are constantly fluctuating the market subdivision, that is also influencing the improvement of management education. Morals, outlook, behaviors is a group of culture near modification. Transformation is a portion of globalization. Worldwide economic consequence has reformed that one dimension. After public specific, nation specific and urban specific remain a part of global education. Institute has to organize FDP package thru the commercial tycoons and businessperson, consequently that they can deliver a wide-ranging exposure of existing market atmosphere from their applied experience, which is very helpful to designed for the faculty to get ready the individuals. Management education system makeover remains needed to handle the changing condition and produce upcoming leaders with all mandatory skills. The brick and mortal concept of management education system may not be satisfactorily preparing individuals for the market challenges. Management education system must upgrade their quality and education system has to outline thru the demand of the businesses nowadays so that they can get ready individuals to face the encounters of current environment, (Mohammed Abdullah Mamun, 2009).

Rendering to the study conducted by (Nurita, Shaharudin & Aion, 2004), employability skills remain the more demanded ability in competitive job marketplace. Organizations need to include few activities in their instructive system such as grooming program, training program to make them well-balanced, flexible, develop their problem solving skill, inter-personal skill to complete well in industry. Management institutes are not sufficiently in contact with the industries and the real ecosphere of market changes, economic variations, which is very challenging for management system as well as education system. So management must to be complete and has to eliminate the gap among commercial requirement and academic brochure such as grooming, developing managerial skills, corporate awareness etc., (Sarita Chaudhary 2011). According to the study conducted by Robert Kelly (1986), internship is a essential part of the education system, traditional

education system only deliver theoretical information, then internship deliver applied experiences such as flexibility, quick resolution making power, problem handling, and also develop management expertise. The scope and disputes confronted by the proficient managers will incorporate the emergency management curriculum. Currently, job competition for emergency management is fierce; students need to gain experience and knowledge in professional field in direction to rise the employment opportunities (Fuller, 2002). As per (Dave, 2011), Management institutions in India face key issues such as scarcity of capable and proficient faculty, and lack of advanced technology. Education system suffers from numerous problems such as deficiency of faculty, poor quality teaching, lack of resources, obsolete educational system, lack of studies etc., (Agarwal R et al). According to the study conducted by Larraz, Andres L. M. (2011) stress level of faculty affects the education system. Some private business school professional get poor salary, lengthy working hours, tight deadline, job security, massive workload, resource unavailability etc. distracts them from education system.

Objective of the Study:

1. To recognize the factors related with problems and challenges of Management Institutions in West Bengal
2. To find out the influencing factor related to this study on Management Institutions in West Bengal

Research Methodology:

The study based on secondary. The secondary data is collected from various published documents available in the form of articles, reports, internet etc

Issues & Challenges in Management Institution:

Lack of Awareness: Students from dissimilar socio-economic groups and areas are not properly aware about the management education till now. They are attracted for traditional branches (Arts/ Science/ Commerce).

Government initiatives:

Full proof Government (State or Central) rules are not available for flourishing Management Institutions in West Bengal. This state recognizes that current global situation creates mandatory challenges for the management education system. The University Grants Commission (UGC) has properly mentioned that an suitable range of skills are compulsory for management students. There are so numerous topics faced by management institutions in West Bengal today.

Curriculum and Pedagogy: One of the main issues confronted by the Management Institutions is the absence of self-sufficiency in structuring course programme and program conferring to the native and global needs. The course structure often depresses entrepreneurship and originality amongst student-fraternity. On the other hand, new model of teaching education such as technology-enabled learning is required to be combined in the system.

Infrastructure: Management institutes associated by private and public division are not having proper physical amenities and organization infrastructure to come across the global demand. In some cases, it has been observed that Management institutions are not having sufficient seat capacity to fulfil the demand of the local people or having more seats which are not filled up because of unawareness.

Faculty: Lack of highly qualified and skilled faculties is another survival issue of Management institutions in West Bengal. Unavailability of proper facilities comparable salary, other allowances cannot retain well-qualified teachers for a long time. Improved opportunity provokes them to shift Management institutions in other states. Also students are not getting quality education from unskilled teaching staff. So students are drained to take their Management education from other states. On the other hand, Faculty Development Programmes (FDP) or training programmes are not sufficiently executed in these institutions.

Accreditation: Many Management institutions are not NAAC accredited till now in West Bengal. If they are NAAC accredited, their rank is not 'A' or 'A+' level except few exceptions.

Industry Linkages: Lack of Industry relation is visible in Management Institutions of West Bengal. This industry interaction can help these institutions for developing effective curriculum and give more study exposure for students and faculty members. On the other hand, placement opportunities for students are sheathing behind in Management institutions of West Bengal because of poor industry interaction and lack of co-ordination with employers.

Employability: Management institutions are not having sufficient number of human resources to handle the students. Faculty student ratio is very underprivileged in these institutions to keep a quality education. On the other hand, students are not properly trained with job-related skills like soft-skills, inter-personal skills in these institutions, so that student's employability is reducing day by day.

Research and Innovation: Management Institutions highlights poorly the aspect of research and innovation. There should be adequate focus on research in Management institutes. Many faculty members are interested in research in management but they are facing lots of hindrance like insufficient resources, fund and facilities.

Financial resources: Lack of financial investment from Government as well as private sector is observed in this scenario. Foreign investments are also lagging behind for this sector. Lack of funds cannot fulfill to create the ideal structure of the Management institutions.

Structural Issues: Management institutions face different structural issues like over-centralization, administrative arrangements and lack of transparency, accountability and professionalism in West Bengal. For these structures, academics and research are affected negatively.

Conclusion:

Management Education, as a professional course is observed as one that contributes to students to be a fit member of staff for the industry. The affluence of the industry is fundamentally related to its good management experts. Management specialized is one of the most significant assets of an industry and a key element of the economic performance of a state. But Management education is fronting ample amount of issues in current scenario of West Bengal. So these issues should be solved and corrected by the Government initiatives as well as private initiatives. A well planned Management education system should be designed, so that students will be aware about the advantage of Management education for their future endeavor.

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