



Interaction of Business School for Quality Management: An Overview

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Abstract: *An Academic discipline of imparting or acquiring knowledge to develop the members of the executive or administration of an organization or business manager or employers collectively or science of managing, controlling or dealing, in the skilful use of materials time etc. is management Education. It is one discipline of higher education by which student are taught to be business leaders, directors, managers, executives and administrators. It is widely believed that the state of higher education in a country is an index of its future well-being. Higher education is needed vital tool for intellectual, cultural and aesthetic development and means for achieving wider social aspirations. It also has an increasingly crucial role to play in producing change agents for moving the country along the development continuum. The phenomena of liberalization, globalisation, and privatisation of the Indian economy coupled with revolution in information technology have brought new challenges to higher education.*

Keywords: *Quality Management, higher education, technology, Management Education.*

I. INTRODUCTION

Now a days we have seen lack of industry-business school interaction is one of the problems faced by Indian business schools. They provide little interaction with industry through arranging industrial visits, visiting faculty members, conducting workshops, conferences, seminars and guest lectures as compared to the global counterparts, which is not sufficient. Having regular interaction with industry is very important for any business school with the aim of providing talent managers to the country. At the same time industry should have regular interaction with business schools in helping them in imparting quality education. Industry business school interaction is beneficial for both. Interaction is beneficial for industry and business school then how to interact each other and what are the areas of interaction.

II. IMPORTANCE OF MANAGEMENT EDUCATION

The development of management education can be traced back to 18th century. From 18th century to 21st century, management education has seen lot of changes and development. Management education in India is predominately a derivative of western management thought and practices. It may be management school draw some inferences from India epics, shastras and practices. It may be worthwhile to notice that management itself as a discipline has evolved from fundamental disciplines of philosophy. Psychology, economics, accounting, computer science, mathematics, statistics and industrial engineering. In India management education is seen as elitist. Often young men and women are attracted to management education not because they need some education. Exposure and experience to create something wonderful and hence useful to society but are usually motivated by the positive consequences associated with management education. It is one among those which got a new dimension with the changing time.

III. AREAS OF INTERACTION

Industry-business school interaction is beneficial for industry as well as the business school. But majority of Indian (low category) business schools does not have any interaction with industry. Then how the business schools should start interacting with industry. The following are the areas of prime interaction.

1. Training Programmes for Executives and Non-executives

Conducting executive development programme is one of the main areas where a business school can interact with industry, the programmes may be conducted to executives, and non-executives as well as technical staffs. Business schools should conduct executive development programmes that are function oriented, by drawing participants from various industries. These types of programmes are generally suitable for a group of industries. In the initial stage of interaction business schools should charge a nominal registration fee.



2. Development and Research

It is another area where business school and industry involve and interact each other. Industry can ask the business school to undertake an identified research project. At the same time business schools also involve in the research activities like internship training and dissertation for their students. Here, lot of support is required from industries in placing on internship training or dissertation and their cooperation in providing the required data and information. Sometimes few of these projects are financially supported because organizations have recognised the potential use of these study results. And there are few organizations which have given placement to the student at the end of the completion of the study.

3. Consultancy Services

Here an organisation may identify a problem and it is felt that there is a need to have a fresh look from a person who is outside the organisation, since he/she is not the same mould of thinking like the inside employee and he/she is an expert in his/her field. Business schools should come forward to request the industry or companies to give consultancy services like conduct of surveys, etc. Business schools can involve various consultancy projects of organization, wherein the organization has felt the need for the specialized knowledge at various functional areas and provide solutions or suggestions to the organization, which would help in improving organisation's performance. These types of consultancy services are provided either free of cost or at nominal charges in the initial stages of interaction.

4. Development of Case Studies

Development of the case studies is one of the parts of management teachers job. The cases should present practical situation. Writing a case requires lot of cooperation from the industry or organization in the form of sharing their experiences with the case writer and providing the required secondary data. Here business school can ask the company executives as co-author in the case study writing.

5. Curriculum and Syllabi Development

Unmatched curriculum and syllabi is one of the challenges faced by the business schools in providing quality education thereby change agents to the country. The subjects, who have been teaching by business schools, may not be relevant to some industries. Industry has to involve in development of suitable curriculum and syllabi, which helps in providing quality education. This can be done by interaction of industry or organizations with the university or deemed university.

6. Industry Exposure to Faculty

Shortage of core faculty and lack of talented faculty is one of the problems faced by Indian business schools. When experienced faculty is not available, it does not mean that business school should not appoint faculty without industry experience. Business schools can appoint faculty with sound subject knowledge and send them for industry to acquire industry exposure. And faculty members should be updated for every two years. Here industry should allow the business schools to send their faculty members to industry to have exposure in their specialized functional area.

7. Assisting in Teaching Programmes

Business school can ask their faculty members to identify few modules from their respective subject, which, can be given to visiting faculty. At the same time faculty members can also identify few modules in which guest lecturers can be arranged. In this area, industry should assist the business school, in providing visiting faculty and guest lecturers.

8. Campus Recruitment and Placements

Placements is the ultimate goal of any business school and it is the area that decides the quality of student and the quality of education provided by a business school. A business school can place all its students in the industry and at high designation, only when it is providing quality education. Quality education is possible only when industry interacts in terms of giving helping hand in development of helping curriculum and syllabi, identifying the lacunas in the curriculum and syllabi, giving suggestions to provide an additional knowledge and skill beyond the university curriculum and syllabi and feedback on students. Sometimes organizations may tie up with business schools and ask them to provide the specified knowledge and provide placements to the students in that business school.

9. Governing Board

In addition to the above areas of interaction business school may request industry representatives to interact in Governing Body at business school as per the regulatory body requirement. The above-discussed are the few areas, which may definitely help to improve industry-business school interaction and provide quality education.

IV. INDUSTRY-BUSINESS SCHOOL INTERACTION

Industry business school interaction is beneficial for both.



Benefits to Industry

- Guarantee of getting right type of people from business schools
- Confined selection process, since the industry could be very much confined to a few numbers of business schools with whom it is interacting
- Reduction of cost, time, and risk involved in recruiting right people, since industry need not go for an open process of recruitment
- More possibility of solving the organizational problems at less cost and improves performance
- Easy and cheaper to access to the new discoveries and innovative work
- Easy and less cost involved in conducting training and development programs to their executives, since there is no need to search resource person and they are available in the established network and at reasonable charges.
- Benefits to Business School
- Guarantee of developing right quality curriculum and syllabi
- Possible to provide on hand training to students
- Easy to provide and update industry exposure to faculty members
- Possibility of writing actual case studies
- Easy to arrange visiting faculty and guest lecturers and provide a platform to share executives experiences with students
- Helps in placing students on internship training and dissertation
- Able to fulfil regulatory requirements in constituting Governing Bodies and Industrial Advisory Body
- 100 percent placements, since it is providing quality education, with an additional knowledge required by the industry
- May be able to get funds from the industry.

Constraints to Industry-Business School Interaction

In India industry business school interaction is restricted or limited due to the possible differences in values and attitudes, skills and needs, inability to identify the benefits of interaction and so on. The following are the prime constraints, which are restricting the interaction between industry and business school.

- Industry is not confident in the levels of capabilities of faculty and students
- Industry is not aware of the expertise, facilities available at business schools
- Lack of skilled faculty members to undertake research and consultancy projects
- Inadequate research facilities in most of the business schools
- Business schools does not have confidence and motivation to undertake research and consultancy work
- Non-existence of placement cell in lower grade business schools.

Life is full of obstacles and constraints; there is a meaning for the life only when you reach the goal by crossing the constraints by taking them as challenges. The same is the case for the business schools also; when a business school is quality education oriented then it should cross the constraints by taking them as challenge.

V. PROCEDURE TO INCREASE INDUSTRY-BUSINESS SCHOOL INTERACTION

Industry-business school interaction is beneficial for both the participants It shall go a long way in providing quality education, then the industry and business school should overcome the above stated constraints by adopting the following procedure

1. ***Establish Liaison Cell:*** In the process of industry business school interaction, the first move should be from business school side. Here business school should set up a liaison cell. The liaison cell would act as link between industry and the business school with adequate database (including alumni). The database may consist of available facilities (R&D, library, computer lab), core faculty and their expertise to undertake consultancy services and offer solutions for identified problems. Having these data is very important before interacting with industry.
2. ***Invite Industry Representatives for Curriculum and Syllabi Development:*** Unmatched curriculum and syllabi is one of the challenges faced by the Indian business schools in providing quality education. But in India majority of the business schools are affiliated to universities, so there is no way to invite industry representatives for curriculum and syllabi development. However, at least universities can invite industry representatives for development of curriculum and syllabi. Industry should participate in the curriculum and syllabi development, since the availability of the right people for recruitment depends on curriculum and syllabi that is taught by the business school.



3. ***Tie up with Industry and provide the Required Knowledge and Skill:*** Just identifying the lacunas in the curriculum and syllabi is not enough in process providing quality education. It needs attention; business school should tie up with industry in providing the required knowledge and skill beyond university curriculum and syllabi. Some times it would be very easy for business school to place students, since business school and industry have come up with lacunas in the curriculum and syllabi as per the industry and provided that knowledge and skill to the students.
4. ***Conduct Executive Development Programmes (EDPs):*** Conducting executive development programmes is a part of R&D cell at business school. Selling executive development programmes is difficult and not the conducting such programmes. Because industry is not confident in the levels of capabilities of faculty, and majority of the reputed private organizations have their own business schools or have tied up with the reputed business schools for training their executives. But it should not become a constraint for lower level business schools: if they should be able to convenience the companies on the ground that the programmes are qualitative and they can be provided at cheaper charges. Some times there is a need to conduct executive development programmes at free of cost till the business school develop the network and able to convenience that the lower level business schools are capable enough to assign such development programmes. If the business schools were capable enough to deliver EDPs beyond target organizations expectations, definitely it would become a chance to business school to improve their basic infrastructure and creating a niche market for themselves in the industry.
5. ***Interaction through Workshops/Conferences/Seminars:*** Absence of suitable media in facilitating interaction is one of the constraints for industry and business school interaction. Interaction through workshops or conferences or seminars is one of the most effective media for interaction with the industry, if they are successful in organizing the event effectively. Success of such interaction depends on the theme selected, the way it is planned, targeted, organized, and the gains from such programmes shared between industry and business school.
6. ***Institute Professor's Chairs:*** When business school develops some network with industries then it would be easy for the school to institute professor's chairs in the school. If they are happy with the professor's chair then there is the possibility of getting scholarships from industry.
7. ***Request Industry to provide Exposure to Faculty:*** As we have seen availability of core faculty and experienced faculty is very difficult. Requesting industry to provide exposure to their faculty helps to know the difference between theory and practice and also in updating their knowledge.
8. ***Request Executives to Share their Experiences with Faculty:*** Writing cases are a part of management faculty. At the same time having cases, which are developed, based on the Indian industrial environment is also very important. It is not difficult to make them share their experiences with faculty, because they have already interacted with business school. But the only thing that the business school or the faculty should give assurance is that he/she would use the data and experiences only for academic purposes and would keep it confidential. If the business school is interested in involving in case writing he/she should be allowed.
9. ***Undertake Research Assignments:*** Some times organizations felt that there is a need to have an outsider to solve the problem identified. Here business schools should come forward to take up such assignments. In fact business school should go a step ahead and ask the organisation with which they have already interacted about any such assignments.
10. ***Campus Recruitment:*** Any business school expects that companies should come to the campus recruitment, because placements is the ultimate goal of any management institute. On the part of the industry, it should come forward to recruit people from a business school with which it has been interacting from a long period and might have tie up with business school. It should test the quality of the management education and should give feedback on that quality, which helps in further improving the management education quality.

VI. CONCLUSION

Among various levels of education, higher education and particularly management education has pervasive and influential impact on economic development. It has a crucial role to play in producing change agents for moving the country along the development continuum. Because management education encompasses a broad range of philosophies, techniques, and topics concerned with helping managers become more effective in their job. At the same time management education system in India will have to play crucial role to enable the industry to cope with emerging challenges. Indian management schools may offer talented managers to the country only when they overcome problems that they have been facing since inception. Providing quality management education is possible only when business schools interact with industry. Business school should develop interaction with industry by adopting certain steps to provide quality education. Thus the role of industry business school interaction for quality management education plays a vital role.



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