

TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC Accredited Grade "A" Institute

Internal Quality Assessment Cell (IQAC)

Department of Management Sciences

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Subject: Purpose of an Management Programmes

NEED FOR MANAGEMENT PROGRAMME

Indian Economy, Industry has undergone lot of changes following the liberalization and subsequent economic reforms. By bringing changes to management education there is need to develop quality managers so as to meet the challenges of the Indian Corporate Sector. Largely, Management Education curriculum is significantly influenced by curriculum of US Management Schools, both in terms of Content and Pedagogy. Often its relevance to changing Indian business requirements is questioned by Faculty, Student Community, and Industry, The need to enroll in a Management Programme program are:

- **Demographic Dividend:** According to various reports by 2020, India is set to become the world's youngest country with 64% of its population in the working age group. With the Western countries, Japan and even China aging, this demographic potential offers India and its growing economy an edge that economists believe could add a significant 2% to the GDP growth rate annually.
- **Make in India:** is a major initiative launched by the Government which focuses on making India a global manufacturing hub. Key thrust of the Programme would be on cutting down in delays in manufacturing projects clearance, develop adequate infrastructure and make it easier for companies to do business in India. The objective of the mega programme is to ensure that manufacturing sector which contributes around 15% of the country's Gross Domestic Products is to be increased to 25% in next few years. Undoubtedly, this requires need for Skillful Manpower, apart from Technical and Engineering Skills. People with set of Management Skills are also needed to manage the challenges of competitive business environment. Working close with the industries, the Management Programme program will help the students to hone their entrepreneurial skills.
- **Growing MSME Sector:** The contribution of MSME in GDP is 6% (33% in manufacturing and 45% in exports, thus it is significantly contributing to the economy. Larger number of MSMEs (around 87%) is owned in the form of private proprietorships, these organizations face multiple challenges to scale up their operations. Apart from other things, skillful manpower to manage the scaled up operations is needed to address the issues regarding modernization of operations, processes, and exploring the financial resources and penetrate to new markets.
- **Khadi and Village Industries:** Khadi Production and Sales are consistently growing in India for the last five years and similar is the trend with various village industries such as Agro based, Minerals, Polymers and Rural Engineering. These sectors need to adopt New Business Models to face the competition arising from Large Enterprises and all this requires professional management talent.

- **Growing non-profit and social enterprises:** Non-Governmental and Non-Profit Organizations are increasing rapidly. These organizations are working in the area of Sanitation, Conservation of Natural Resources, Child and Women Health, Education, Financial inclusion and so on. A few of the well-motivated educated people are driving these initiatives. Often, they face challenges in strengthening organizational competencies, strengthening of Processes, Mobilization, and Management of Financial Resources and Scaling of Operations. Government plans to develop new Industry corridors such as holistic development of New Islands, and Coastal Employment Zones are expected to enhance Business Opportunities, Exports and Employment Opportunities.
- **Emerging Entrepreneurship:** The startup India and other initiatives are encouraging the youth towards entrepreneurship. The new technology platforms, disruptive technologies are challenging the current management education. Therefore, in the backdrop of the fast disruption and changing scenario, Management Program are needed to be revisited and revised every year as per the demand of dynamic business environment.

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