



**ICT AT UNIVERSITY LEVEL MANAGEMENT EDUCATION- ONE STEP FORWARD
IN SHAPING RIGHT HUMAN RESOURCE OF TOMORROWS INDIA**

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Abstract

Management field is a dynamic, knowledge expanding deals with almost all the new aspects, concepts & experiences of day to day life. In a society of Progression, Management plays a true generous role by exiting people out of ignorance, ill & untrue facts & give them a way to uplift as a Management Personal & Professional front as a whole. The plethora of changes taking place in the field of Management the way back from industrial revolution to post independence era to this modern 21st Century i.e. era of L P G. The economy shifted from more capitalist to mixed & so the need of renovation is desired in this highly transformation field of Management so that the true Manager can be expected tomorrow in this Indian Subordinate. The field of Management is always instrumental to shape any one's personality that enhances efficiency in all human endeavors. So, the need of the day is to make this education technology enabled or techno-pedagogical that can smoothen teaching-learning process on one hand & achieving the goals of true education on other hand i.e. Generally true corporate-cum-academic leader of tomorrow's India. The present paper focuses attention on the use of information & communication, technology as a revolutionary instrument in the path of development and improvement of the world of Management education.

University Education & Intellectual HR

The ICT was started way back in 2009 with the concept of innovation, creation to facilitate with knowledge drain in society. This means a discussion of socio- cultural, economical, political, institutional transformation, etc.

I C T capture the all changes in this contemporary age. The university level education impacts basic & higher concepts of the field & trade, still among the youth through its academic programmer through lecture workshops trainings, conferences & last but not least Research & extensive services.

The Paradigm shift had been noticed in the deliberation of this education program since ICT launched in 2009 & this led TV a drastic, dramatic shift of knowledge form brick to roof among students & prospective learners.

As per the report of the Knowledge Commission of India (2010). In the field of Management education. India has more than 1200 institutions providing undergraduate & post graduate courses. So, it is important to properly access the quality of Management Education for proper decision making people.

The Commission also recommended the use of the ICT pedagogical tools in the field of higher education especially management education to bring sustainability in education. This would surely bring the education to Anytime, Anywhere Mode.

After this IIM- Calcutta have entered into a strategic alliance with NIIT for providing educational programmer through virtual class rooms.

Now-a-days ICT in higher education is seen as a way to promote educational transformation, improve the learner skills & prepare them for a Global economy & the information society or intellectual society of all true Human Resource.

Curriculum Structure- A Paradigm shift from Traditional to Techno-pedagogical

Management education can best be deliberated through a set of ‘case stories, book contents, video footages, or through some workshops/training modules’. In this dynamic 21st Century of Management reform new techno pedagogy is taking dominance i.e. the usage of ICT in higher education in Management.

Through the implementation of ICT at higher educational level in the diver signed country like India is not a bed of roses, as it may face a number of challenge & obstacles all the way of installment. These are the limitation of the prior qualification & ability of teacher, learner; the

problem with appropriate mode of assessment. The resistance of well established stakeholders & the various socio-cultural background of the students as a whole.

But still with respect to the last decade almost, the usage growth rate is seen in ICT as pedagogical tools in higher educational management programs showing a respective outcome potential.

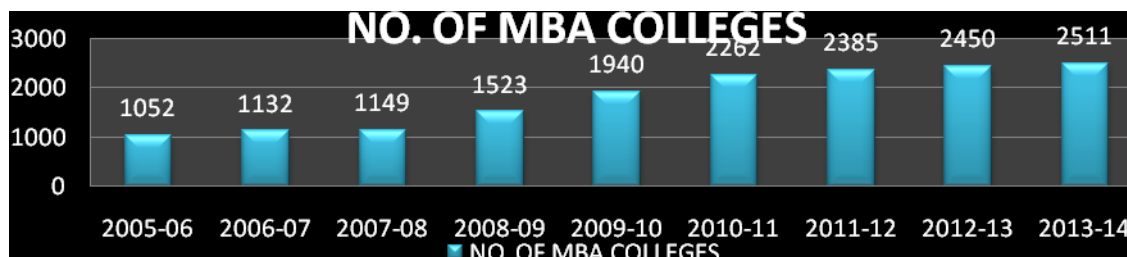
At present some of the premium institution has launched & using ICT as a pedagogical tool in the academic premises like IIMs, IGNOU, BITS-Pilani, MAHE, NIIT who offering online program to the Craven.

Management Education in India

Management education in India has a long history since 19th Century. India's first Business school i.e. Commercial School of Pacchiappa Charties (1886) in Madras. Subsequently, the first college level Business School was founded in 1913 as Sydenham College in Bombay, further, Cathelic Community founded Xavier Labour Relation Institute (XCRT) at Jamshedpur in 1949 & then Government of India obtained grant from the ford foundation Calcutta & Ahmedabad (1962).

The early 1990's showed a boom of founding more Management Schools, most in private sectors. At present almost 1800 +B Schools or university departments imparting management education in the country where some are doing exemplary contribution in providing management professionals with the collaboration of foreign universities under faculty-student exchange programs too.

At present almost 3600 B-Schools / Institutes providing Management education in India at University level with almost an intake of 4,00,000 students in total in all . The present scenario of growing number of Management education providing institutions in the Country is shown below:



Source: www.aicte.ernet.in

ICT in Management Education

Information & Communication Technologies are used with a prime objective of achieving higher educational goals in an infinite way. The Curriculum pertains to regular subjects of the field and the transactions done by the regular faculty fraternity.

ICT is an integral component of Techno-Pedagogy i.e. integration & inculcation of technology in the pedagogy of Education delivery. It starts with a framework of building the institute and faculty network focusing a professional development & affiliation needs & simultaneously collaborative design, development & implementation of digital resources of learning using software application tools. This surely disseminates the heavy slot of information among the peer groups concerned. By this the sender & receiver would be able to identify the ways of effectively integrate ICTs in different aspects of classroom transaction.

Through the more usage of ICT as a pedagogical tool; the more focus would be impact on pupil-pupil interaction & teacher pupil interaction for empowering the learning process & it make the complete learning process more constructive, dynamic & components or sub set of ICT to be implement in an academic periphery are:

- Website Portals
- Online class using webcam via EduSat
- Wiki Areas
- e-library services
- Web based Application Services
- Education Broadcast (Recorded lectures, video streaming)
- Webcast
- Teleconferencing / Virtual classroom setup
- Multimedia education
- CAI

Multimedia Usage: Part and Parcel of ICT in Management Education:

It has been acknowledged since a long back that people can remember 20% of what they see, 40% if what they see & hear; & 75% of what they see, hear & done (New & Nest 2001).

Here comes then a dynamic & influential role of multimedia education as a tool of pedagogy especially in Management education process. This tool allows a higher degree of independence

to a learner & learning process based self learning constructivist theory, intrinsic motivation of leanings. This educational ICT tool can be viewed by a group of students at a time when the concepts are delivered efficiently & effectively. The Media makes the student clearly understand the use experiences of corporate world affairs & the solutions present there too. The tool enhances the complete process an interactive interesting & dynamic with respect to information & information & knowledge shaving with prospective learners.

The various examples of multimedia education in the distribution of Aakash Tablet in India ; an initiative of Govt. of India to enable the education process more technology enabled. It is the cheapest android tablet in the world that also got a global recognition which fulfills all the educational requirements & needs of the students especially when the talk is of Management Education.

The further social & educational initiative followed by Tamilnadu State Govt. & Uttar Pradesh State Govt. who distributed free laptop to the passing students of plus 2 level & the students at university level education systems.

The Tamilnadu Govt. launched free laptop scheme on Sep 15th, 2011 with an objective of distributing around 68 lacks laptops. The laptops became tools of learning & for explorative for students in class room & outside.

This ICT transformation age was also noticed in Uttar Pradesh by the launch of free laptop scheme on March 11th, 2013 as a testimonial to transforming society i.e. a small village to IT enable world education.

Computer Assisted Instruction in Management Education- Changing Lead

‘Technology is not a curriculum, but it is a tool for curriculum’ (Rekster-2007). With this concept the one of the most exemplary innovations in education technology is the uses of Computer Assisted Instructions (CAI). This helps in the preparation of formulator of instructional materials of curriculum for students or prospective learners to monitor the learning process so as to have an additional need of same academic content at par the need of the individual learner.

Technically, CAI is an interaction between student, Compute Controller display (Monitor) & a response entry device. It surely inculcates scientific, conceptual, experimental, real life experiences development among the learner is as individualized scenario.

At present the CAI as a pedagogical tool is in high use at some premises Management schools like Sinhgad Institute of Business, Pune; Bhavnagar University, Gujarat; Central Institute of English and Foreign Language, Hyderabad.

The concept was first used by 117, Madras (1999). The major advantages been noticed while teaching- learning through CAI is:

- Provides wide range of experiences
- Provides motivation to do by own
- Interactive Learning
- Individualized instruction

CAI works on the principle of active responding, & student evaluation as a whole.

Conclusion & Recommendations

The use of technology in imparting education (at any level) is not a new concept; but we are noticing its even changing dynamic outlook with respect to the changing needs & taste of prospective learner & his expectations out of the academic delivery. The usages of technological pedagogy in the Management education show the same occurrence since post independence age. Now-a-days the use of technology or techno-pedagogical tool in delivering an academic content in Management education system is a must. It has become an inseparable part of the academic delivery.

The present paper emphasized the urgency need of usage of more & more ICT based tools in the purview of student or learner development in management education on one hand & the achievement of organizational goal on other hand.

So, with this pressing issue of the day, the Author suggests following recommendation to the concerned authority dealing with ICT & delivery system of it are:

- More emphasis of Web based learning
- Emphasis an Virtual Classroom Teaching
- Moe concern to Multimedia education assisted modules
- E-education through rewarded lecture in television or recording devices like CD
- Adopt experimental learning
- Develop device agnostic Technology for accessibility of more online content of curriculum

- Develop more & more Massive Open Online Courses (MOOC)
- Concept of Flipped Classrooms to be implemented i.e. 50% content of syllabus to be delivered face-to-face & rest 50% content to be delivered online. (The Indian Business School- ISB Hyderabad) has introduced in 2012 to teach a course on entrepreneurial decision making.
- Prior Proper Training to the teaching & University resource persons.

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SRJHSEL/Brijendra Singh Yadav & Ajay Poddar (579-586)

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