

Role of Public Universities in Management Education in Uttar Pradesh

Srivastava Vivek^[1]

Rai Alok Kumar^[2]

Abstract:

There has been rapid growth of demand of management graduates to cater to the need of growing economy of India. Presently, proliferation of management institutions in India has largely been through private capital. Many private institutions have come up offering courses on management education. However, Public universities have been offering management education in Uttar Pradesh from fairly long period of time. They are spread across the length and breadth of state offering different types courses taking care of sectoral needs, in addition to general management course for students and industry benefit. Need for technically competent personnel became urgent for economic development of the state and universities being repository of knowledge, have developed and designed courses recognising needs of society in which they exists. Some are pioneer in starting new courses, while others follow depending upon needs of stakeholders. This study brings forth role and significance of public universities in Uttar Pradesh in offering different management courses has been presented.

Keywords: Public Universities, Central Universities, Management education, Courses

I. INTRODUCTION

Components which are interdependent and work together for accomplishing the aim, a system concept, has been applied to Education. Resources like manpower, physical and funds are processed in education. These processes are teaching, learning, research, administration and knowledge transformation (Sahney S., Banwet and Kaurenes, S., (2004)).

Most special characteristic of education is its basic assumption that students do not know the subject matter. There is no second time enrolment by students who have already acquired the degree or knowledge of the subject. Objective of higher education is to make students knowledgeable, responsible citizens with satisfying and socially useful career (Hayward Keniston (1960)).

In India, modern higher education was started by British. First three universities started by them were at Kolkata, Mumbai and Chennai (Pawan Kumar, 2006). After independence, India has made significant progress in higher education in numbers. In 1950, there were only twenty Universities^[3]. Currently there are 45 central universities, 318 state universities, 185 state private universities and 129 deemed to be universities. There are 16 IITs, 30 National Institutes of technologies (NITs) and 5 Indian Institute of Science Education and Research. (Employment news, 22-28 August 2015, New Delhi).

II. HIGHER EDUCATION AT UTTAR PRADESH

As per the census data of 2011, Uttar Pradesh has population of 19.68 crores and forms 16.50% of Indian population with literacy rate of 67.68%. Uttar Pradesh is also a big state in

terms of geographical expansion. For higher education, in Uttar Pradesh, there are many Central, State, Private, Deemed Universities and institutes. At present collectively there number is more than sixty. Out of these four are central University, Twenty three state universities (Bundelkhand University, Chhatrapati Sahuji Maharaj Kanpur University, Chaudhary Charan Singh University, Deen Dayal Upadhyay Gorakhpur University, Dr Ram Manohar Lohia Awadh University, Dr. Shukantla Mishra Uttar Pradesh Viklang Vishwavidyalaya, Dr. B.R. Ambedkar University, Gautam Buddha University, Lucknow University, M.J.P. Rohilkhand University, Mahatma Gandhi Kashi Vidyapeeth, Rajarshi Tandon Open University, Veer Bahadur Singh Purvanchal University, Khwaza Moinuddin Chisti Urdu Arabic Farsi University, Sidhharth Vishvvidyalaya, Sampurnanand Sanskrit Vishwavidyalaya, Chandra Shekhar Azad University of Agriculture & Technology, Dr. Ram Manohar Lohiya National Law University, King Georges Medical University, Narendra Deo University of Agriculture & Technology, Sardar Vallabh Bhai Patel University of Agriculture & Technology, Uttar Pradesh Technical University, Madan Mohan Malviya

University of technology), ten deemed to be universities, twenty four private universities and three institutes (one IIT, IIM and SGPGI)^[4].

III. MANAGEMENT EDUCATION

Within higher education management education has a special place, as it triggers the managerial capabilities in the student. It helps him to analyse the business situation and take suitable decisions in diverse business situations. Management

^[1] Research Scholar, Institute of Management Studies, Banaras Hindu University, Varanasi-05, Email: vivek_sriv@rediffmail.com

^[2] Professor, Institute of Management Studies, Banaras Hindu University, Varanasi-05, Email: alok.fmsbhu@gmail.com

^[3] <http://mhrd.gov.in/university-and-higher-education>; accessed on 29.5.2016

^[4] <http://uphed.up.nic.in/university%20nametgt.pdf>, <http://www.indiaeduinfo.co.in/state/uttar.htm#S> accessed on 22.5.2016

education involves more training like approach as compared to class room teaching. Presently, in India management education is mostly two years post graduate level course divided into four semesters. In the first year, general idea about management of business is taught. This includes exposure to accounting, economics, business environment, research methodology, operation management, computers, marketing. In the second year in most universities in depth knowledge is given in specialised areas like Finance, Personnel, Production, Marketing and Computer and Information system. (Rai Alok kr. et.al. 2013).

IV. MANAGEMENT EDUCATION IN UTTAR PRADESH

Under the University Grants Commission (UGC) Act, 1956, "University" means a University established or incorporated by or under a Central Act, a Provincial Act or a State Act, and includes any such institution as may, in consultation with the University concerned, be recognized by the Commission in accordance with the regulations made in this behalf under this Act^[5]. Most of the private universities in Uttar Pradesh have been established around the year 2005^[6]. It is government established universities who have initiated, nurtured and developed management education in Uttar Pradesh for last several decades and played crucial role in imparting management education to students. In present study role of universities established by government, either by central or state, in imparting management education in Uttar Pradesh has been studied. Out of the universities of Uttar Pradesh, many are of highly specialised nature, delivering education in specific sector only, for example medical, law or agriculture not dealing with management education.

Seventeen universities, established by government either by central or state government, have been providing management education along with other subjects in Uttar Pradesh. Management department of universities have played vital role in developing human resource in the field, who are contributing at state and international level in different organisation. In following paragraphs a study has been made about role of management departments.

Central Universities:—These universities are established by act of parliament and are under purview of Ministry of Human Resource Development of central government. There are four central Universities imparting education in Uttar Pradesh-

1) Allahabad University: - This University was established in 1887^[7]. It was a state university till very recently converted into central university in 2005. From 1958 thought of management education was contemplated. However, in 1965 it materialised with establishment of Motilal Nehru Institute of research and Business Administration (MONIRBA). Here education is imparted for MBA degree course. Class size is of 40 students and

teacher faculty ratio is 2:1. Being a pioneer institute in management education it has contributed immensely in furthering it in UP. In fact the Department was the first among the Indian University departments to take a lead in starting formal education in Management. There are 14 members in faculty and 12 guest faculty^[8].

- 2) Banaras Hindu University** was established 1916 by the efforts of Pandit Madan Mohan Malviya. It was faculty of commerce, here, where management education started in 1968 as a department. In 1984 it became full fledged faculty. In the year 2015 it has been accorded status of institute. Here different aspects of management are taught in different type of courses –1. Doctor of Philosophy (Ph.D.) Course Work 2. Master of Business Administration 3. Master of Business Administration (International Business) 4. Master of Business Administration (Agribusiness) 5. Post Graduate Diploma in Business Administration 6. Audit Courses of MBA, MBA(IB), MBA(AB) and PGDBA programmes 7. One-Year part time Diploma in Microfinance & Entrepreneurship 8. One-Year part time Diploma in Leisure & Hospitality Management 9. Six-Month part time Certificate program in Health Care Management . There are 24 faculty members at main campus and 8 at RGSC, with specialization in different aspects of management imparting education to students of different courses. Visiting faculties also contributed in knowledge enrichment of students.^[9]
- 3) At Aligarh Muslim University** management education started with one year diploma course in 1965. This course was under the commerce faculty .In 1965 it became three years diploma course .Further, in 1972, it was converted in three year part time MBA programme. In the same year a separate department of business administration was established. Keeping pace with demand of time in 1976, three years diploma course was replaced by two years MBA programme. In the year 2010 department started Islamic Banking and finance diploma with twenty seats, this is one year full time course. In addition to it, department also runs MBA (IB), MBA, P. G. Diploma in Personnel Management (Part Time) and P.G. Diploma in Marketing Management (Part Time) ,each with twenty seats except MBA course which has 60 seats, and PhD courses. There are seventeen faculty members^[10].
- 4) Baba Saheb Bhim Rao Ambedkar University** is the most recent central University of Uttar Pradesh situated at Lucknow. For management education in the year, 2010 school of Management Studies was established in the university. Under which Department of Rural Management imparts education. Its primary objective is to impart education in the area of agriculture and rural management. Eight different courses are offered. These are – 1) MBA(Rural Management) -60 seats 2) MBA (Marketing)-60 Seats 3) MBA (Human Resource

^[5] http://www.ugc.ac.in/oldpdf/ugc_act.pdf accessed on 21.5.2016.

^[6] <http://www.uptunews.in/2013/12/list-of-central-state-private-deemend-government-university-in-uttar-pradesh-india.html> accessed on 18.5.2016.

^[7] http://www.allduniv.ac.in/index.php?option=com_k2&view=item&layout=item&id=739&Itemid=1721 accessed on 22.5.2016.

^[8] <http://www.monirba.com/history.php> accessed on 22.5.2016

^[9] <http://www.bhu.ac.in/fms/index.php> accessed on 22.5.2016

^[10] <http://www.amu.ac.in/departmentpage.jsp?did=44> accessed on 22.5.2016

Management)-60 seats 4) MBA (Finance) -60 seats 5) M.Phil.(Management)-40 seats 6) Ph.D.(management) 7)BBA -90 seats 8) B.Com (Honours) 120 Seats .There are twelve faculty members ,including the permanent ones.^[11]

Fifth Central University is Rajiv Gandhi National Aviation University at Fursatganj , Rae-Bareilly near lucknow, has been notified on 19th September 2013 by the gazette of India.^[12]

Uttar Pradesh state government has also established twenty two universities out of which thirteen are playing important role in developing human resource in the area of management. These universities established by Uttar Pradesh government which are, imparting management education through different courses are-

- 1) **Ram Manohar Lohia Avadh University** is situated at Faizabad .With AICTE approval management education started here in 1993.Initially the uptake was of thirty students. It has now increased to sixty students. From 2005-06 graduate level courses of BBA and BCA have also started. Research work for doctoral degree run at the department. This department encompasses management education from graduate level to research level. There are five faculty members^[13].
- 2) Eastern Uttar Pradesh is an economically backward region of India. To give impetus to business and development, management education started in 1995 at **Gorakhpur University** with MBA course. Earlier this course ran within commerce department. On 10th of January 2001 under commerce faculty a separate Department of Management started. Within this faculty the other two departments are Commerce and economics. Two year MBA course runs at the department. Intake of number of students in MBA can be up to sixty. There are eleven faculty members. Guest faculty are also playing important role here in imparting education^[14].
- 3) **Veer Bahadur Singh Poorvanchal University** was established on 2nd of October 1987.In its management faculty, from 1999, different kinds of management courses are run .These courses include MBA -60 seats, MBA(Business Economics) proposed 60 seats, MBA (Human Resource Development)-60 seats, MHRD-40 seats MBA(Finance)-60 seats, MBA (Agri Business)-30 seats, MBA (E-commerce) -30 seats. Each of these courses is sector specific catering to the requirements of specialist students. There are 21 faculty members^[15].
- 4) **Mahatma Gandhi Kashi Vidyapeeth** is a pre independence university established in 1921. It is situated

at Varanasi. Management department was established here in the year of 1995.It is within commerce faculty of university. Two years full time MBA course run here .Student intake can be up to sixty students. Main research areas of department are finance, marketing, Human Resources Development and information technology.^[16]

- 5) **Madan Mohan Malviya engineering college** was established in 1962 for imparting education in the area of engineering. This college has been given the status of university in 2013 and renamed as **Madan Mohan Malviya Technology University**. However, Management education has been imparted since 2001 at Centre of Management Studies. Here management education is given at post graduate level as self financed course. There are ten faculty members including non permanent staff.^[17]
- 6) **Lucknow University**, management department is pioneer in imparting education in the area. Here, management education began in 1956. MBA level education started from 1974. Different areas covered are of Finance, Marketing, Human Resources, International business and Information technology and e-business. Department is popularly called as LUMBA. In addition to MBA, PhD and D.Litt. programmes are also offered . There are nine faculty members^[18]. There is another centre for management education at new campus of lucknow University. It is called Institute of Management Sciences. Academic activities started in 2001 .Eight different types of MBA programme run here, MBA (Corporate Management), MBA (Finance Control), MBA (Human Resource & Industrial Relation Management), MBA (International Business), MBA (Management Sciences), MBA (Marketing), MBA (Retail Management), MBA (Rural Development), three graduate level course BBA,BBA(International Business),BBA(Management Science). In each of the degree program, number students who can get admission each year are sixty. Admissions at both the centres is done through Common Admission Tests or LUMAT conducted by IIMS. Number of faculty in the institute is nineteen^[19].
- 7) **Dr. Shakuntla Mishra Rashtriya Viklang Punarvaas university** has been established at Lucknow in the year 2011-12.It is a relatively new university primarily for differently abled. The department currently offers MBA with finance, marketing and human resource management specialisation. It has four faculty members^[20].
- 8) **Chatrapati Sahu Ji Maharaj Kanpur University** is situated at Kanpur. It also has contributed in management education in Uttar Pradesh by starting MBA course from 1991.

^[11] http://www.bbau.ac.in/S%20management/Dept_Mngmt.aspx accessed on 22.5.2106

^[12] <http://indiacode.nic.in/acts-in-pdf/262013.pdf> accessed on 22.5.2016.

^[13] http://www.rmlau.ac.in/bm_entre.aspx accessed on 22.5.2016.

^[14] <http://www.ddugu.edu.in/department.php?tag=BusinessAdministration> accessed on 22.5.2016

^[15] <http://www.vbspu.ac.in>, <http://www.vbspu.ac.in/courses-mba/>, <http://www.vbspu.ac.in/faculty-mba/> accessed on 22.5.2016

^[16] http://mgkvp.ac.in/ims_dept.htm accessed on 22.5.2016

^[17] http://www.mmmut.ac.in/C_PG.aspx, http://www.mmmut.ac.in/C_PG.aspx accessed on 22.5.2016

^[18] http://www.lkouniv.ac.in/buss_admin.html . <http://www.mbaadmitflu.education/includes/lumba.pdf> accessed on 22.5.2016

^[19] http://www.lkouniv.ac.in/management_sciences.html,http://www.lkouniv.ac.in/institute_courses_of_fered.htm, <http://www.mbaadmitflu.education/FrmAboutUs.aspx>, http://www.lkouniv.ac.in/institute_staff.htm all accessed on 22.5.2016

^[20] <http://dsmru.up.nic.in/user/home.htm> <http://dsmru.up.nic.in/User/management.aspx> Accessed on 22.5.2016

Here two years full time MBA, having 60 seats ,with specialisations in marketing, finance & human resource management is offered. In addition to it department also offers Bachelor of Business Administration (B.B.A.)-180 seats ,Master of Business Administration (M.B.A.-Part Time)-30 seats, M.B.A. (Tourism Management)-60 Seats, M.B.A. (Finance and control)-60 seats, M.B.A (Business Economics) - 60 seats , M.Phil.(Commerce/Business Management)-25 seats, Ph.D. (Business Management). There are nineteen faculty members imparting education to students of different courses^[21].

- 9) **Gautam Budhdha University** is located near to Delhi , at NOIDA of Uttar Pradesh. Management education started here in 2008.Class intake of MBA can be up to a maximum of 120 students. In addition to it five year integrated MBA-60 seats, PhD degree for research in the management area is addition to it five year integrated MBA-60 seats, PhD degree for research in the management area is also awarded. Number of faculty imparting education here is twelve^[22].
- 10)**Chaudhry Charan Singh Merrut University** started institute of management studies in 1995. Earlier, it was functioning as Modi Institute of Management Excellence. Here MBA course is offered with dual specialisation and Masters in International Business (MIBA).Both the courses have 60 seats each. It has twelve faculty members. Specialisation is offered in Marketing, finance, Production and human resource development^[23].
- 11)**Dr. B. R. Ambedkar University** was established in 1927 (as Agra University). For management education, in 1992, Seth Padam Chand Jain Institute of commerce, management and economics was established. Department offers MBA Course in two modes, one is two years full time and other is three years part time. In both type of courses intake of students per year is sixty. Number of faculty imparting education is five^[24].
- 12)**Mahatma JyotiBa Phule Rohilkhand university** situated at Bareilly realised the need of professionally qualified managers and started management education in 1986-87. It started management education with thirty students. Within faculty of management studies there are there are two departments, Department of M.B.A. and Department of Hotel Management. MBA with 60 seats, MBA (Marketing) with 60 seats, Part Time MBA with 40 seats and PhD programs run catering to needs of different categories of students. There are six faculty members imparting education^[25].
- 13)**Bundelkhand University** is situated at Jhansi. Here different courses for the degree in MBA, MBA (international Business), MBA (tourism management)

MBA (tourism) is offered. In addition to it graduate level BBA course is also conducted. There are two departments who offer this course –Institute of management studies and Institute of tourism and Hotel management studies^[26].

V. DISCUSSION

In Uttar Pradesh universities have realised very early, need for proper management education. Emphasis on management education increased after economic liberalisation in India in 1991.Approximately 75% of state universities have started management department after 1991.However, two universities ,Poorvanchal University and M.J.P. Rohilkhand Univeristy have started management course in late eighties. In most of the universities, Management education began within commerce faculty.

Organisations, in global economy have to face many challenges to be successful. Material resources and production capabilities have been replaced by knowledge and information in today's business environment. It is important that skills required by the changing economy and higher education objectives are aligned. (Agrawal Pawan,2006). Due to this, considering the importance of trained management graduates most of the public universities started separate management department ,either within commerce faculty or independent of it. However, as per website of the Universities or department, number of permanent faculty is not sufficient. Universities must address this issue for quality education.

There has been phenomenal increase in the number of management education after 2000,by private capital. Last few years management education has gone to exploitative and commercial environment with quality being compromised^[27]. Further ,several management institutions got closed in last few years. In the year 2013-14 ,approximately 147 management institution got closed^[28]. However, public universities in Uttar Pradesh are not only offering courses for different industrial sectors, several specialisations of management education, enriched with knowledge, are offered as specialised course like MBA in finance, human resource management, marketing, business Economics, e-commerce, international business, tourism management. At many places diploma and certificate courses are also offered for example at BHU. For most of the courses intake of students has been kept optimum. Sixty seats have been kept as maximum number of students who can be admitted, in most of the courses.

VI. CONCLUSION

Objective of management education is to make future managers for the country. Though professional experience is

^[21] http://www.kanpuruniversity.org/business_management.htm accessed on 22.5.2015

^[22] <http://www.gbu.ac.in/Departments.aspx?cnt=E22131E7-D5E4-48EE-A96B-EDA6F12A8241>, <http://www.gbu.ac.in/Departments.aspx?cnt=E22131E7-D5E4-48EE-A96B-EDA6F12A8241> accessed on 23.5.2016

^[23] <http://www.ccsuniversity.ac.in/web/Department-Business-Studies.htm#> accessed on 27.5.2016.

^[24] <http://www.dbrau.ac.in/spcji.htm> accessed on 28.5.2016

^[25] http://mjpru.ac.in/department_business_administration_faculty_management.html accessed on 28.5.2016.

^[26] <https://www.bujhansi.org/index.aspx> accessed on 28.5.2016

^[27] <http://www.aicte-india.org/downloads/nkc.pdf>. accessed on 10.6.2016

^[28] <http://indiatoaday.intoday.in/education/story/147-business-schools-shut-down-during-2013-14-aicte/1/416870.html> accessed on 20.6.2016

crucial but management education trains and nourishes managerial capabilities of individuals. Keeping pace with time, several domain specific courses have been designed and offered to students. These courses are expected to develop manpower in specialised areas of functioning. Courses are like agri-business management, e-commerce, international business, tourism management cater to needs of specific industry. Trained professionals should be able to contribute more towards growth of these areas.

Universities are centres of learning and place where knowledge is advanced by adding new aspects by way of research. In management education also new things need to be added with changing time. For the purpose new dimensions are to be explored. Research is an essential ingredient in the area of academics. Most of the universities in Uttar Pradesh are offering PhD degree in management education. These theses generate new information which is passed on to different degree students.

At Uttar Pradesh, Universities offering management courses are spread across the state geographically. They are at Meerut, NOIDA, Aligarh, Jhansi, Lucknow, Faizabad, Gorakhpur, and Varanasi. They are offering different kinds of courses however most of them are not figuring in any qualitative ranking by any agency. One of the issues is insufficient number of faculty. However, contribution of public Universities in management education in Uttar Pradesh is enormous. They have been pioneers in Uttar Pradesh and still continue to contribute by offering education at different areas of Uttar Pradesh to different strata of society.

VII. REFERENCES

- Agrawal Pawan, "Higher education in India: the need for change", Indian Council For Research On International Economic Relation, Working Paper no. 180 ,(2006)
- Employment news, 22-28 August 2015, New Delhi
- Hayward Keniston; The goals of higher education, Proceedings of the American Philosophical Society, (1960), Vol. 104, No. 6, pp. 565-569
- Rai Alok, Srivastava Medha and Yadav Manish Kr. (2013), Quality of teaching in Management Education , Global Publishing House.
- Sahney S., Banwet and Kaurenes, S., 2004, Conceptualising TQM in higher education, TQM Magazine, 16(2), 145-159