Impact of Quality Management Education in 21st Century: 21 Models

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ABSTRACT

Higher education is playing a more active role in our country and this requires a paradigm shift in terms of governance and service delivery. Higher education institutions must become more innovative leading to quality institutions of knowledge production and dissemination. The concept of Quality Management Education is one of such measures, which will go a long way in revolutionizing the higher education system. Quality of management Education, the first we need to do is to commit ourselves. It would require effort from one and all to achieve and maintain the desired standards in management education

Keywords: Total Quality Management, Conceptualize, Customers, Higher Education, Innovative Experiments

INTRODUCTION

The shift of a manager’s role in 21st century provides the context of the quality challenges faced by management schools. There are several challenges of management education, which require change in the character and structure of management education and integration of management education with the corporate sector.

1. As the pasture of management is dynamic in nature, new tools and techniques are always being introduced to improve the competence, efficiency and prosperity of any organization. So is the case with management education. Professional skills should be acquired with practical knowledge, gradually making them experts in diagnosing the symptoms of patients. Just by confining themselves to textbooks, students may not understand business situations as each situation is unique and requires exceptional solutions.

2. Management education in India is not very old; it has taken its practical shape during early sixties with establishment of Indian Institute of Management to train the people with management concepts. After that many institutions, universities have also come forward to provide management education to cater the increasing demand of good managers.

The importance of education for the development of excellence, expertise and knowledge leading to overall development in economy cannot be undermined. This has necessitated a sound strategy for the development of higher education in almost all countries of the world.

Establishing leadership in the world is possible only when we have a developed system of higher education in which efficiency remains the sole criterion to evaluate
performance. The system of higher education is found efficacious in making available to the society a dedicated, committed, devoted and professionally sound team of human resources to decide the future of any nation. This is possible only when the principles of quality management are inculcated in the system of higher education. Total Quality Management (TQM) is inevitably common factor that will shape the strategies of higher educational institutions in their attempt to satisfy various stakeholders including students, parents, industry and society as a whole.

OBJECTIVES OF THE STUDY:

The quality and social relevance of higher education imparted in developing nations remain quite low and deteriorating due to paucity of funds Total Quality Management (TQM) should be unavoidably common factor that will shape the strategies of higher educational institutions in a same manner. The development of higher education is correlated with the economic development.

MATERIAL AND METHODS

Traditionally, the higher educational services include the three fundamental functions;

1. **Teaching**
2. **Research**
3. **Extension.**

**Teaching:** Teaching forms the backbone of any educational system. The objective of teaching is the transmission of knowledge from the teacher to the taught ones. Apart from classroom lectures, more innovative teaching can be imparted through other modes including discussions, case study analysis, presentations, field projects, role play, simulation methods amongst others. Teaching methods in synchronization with the learning objectives will facilitate better teaching-learning process.

**Research:** Research focuses on exploration of the knowledge. In an educational system of any country, research has been stereotyped to be part of higher education system. It is generally associated with the university system where by research is pursued after obtaining a post graduates level, though there may be need of research at lower levels of the educational system hierarchy. Research facilitates new insight into the subject matter. It is related to innovation. It has been evidenced that many scientific innovation were led by research, which were followed by commercialization of products. It is therefore imperative that a good research system not only promotes scientific and rationale thinking, but also leads to economic well being in the long run.

**Extension:** Extension activities are primarily aimed on the application of the developed knowledge to address the common problems of the society. Higher educational system does not operate in isolation. There are many interfaces including sociological, cultural, economic, technological, political and so on. A good higher education serves to solve the problem of the society affecting these interfaces. It serves to promote local
community development by involving the locals. Development in agricultural fields is always associated with the benefits associated to the farming community.

IMPORTANCE OF MANAGEMENT EDUCATION

As the business world is filled with challenges and risks, the purpose of management education is to prepare students thoroughly to face these challenges and take the risk by the horn. B Schools should emphasize on training management teachers. They should redesign management curricula in tune with the changing dynamics of the global business environment. In short, managing education could become a diagnostic tool for all problems of the globalized world. Through case studies, the teaching community not only prepares students to meet the challenges of the changing times but also helps them in identifying and choosing a career to suit their knowledge, skills and aptitudes.

REQUIRED ELEMENTS FOR UPGRADING MANAGEMENT EDUCATION

Management education is basically a service. Quality of a service is difficult to measure in comparison to products due to the fact that services are intangible. The specific characteristics of services such as intangibility, inseparability, heterogeneity and perishability make it difficult to assess their quality. It means that the quality of management education would largely depend on it’s pedagogy. Quality enhancement in management education would constitute the improvement in all facets of providing management education. The quality of management education depends on the combined efforts on the part of the educational system as a whole, the educational institutions and the faculties. Management education can be upgraded only when all these three pillars of education are equally strong. We have made an effort to prepare a model showing the various qualitative aspects required at the educational system level, institutional level as well as at the faculty level for quality management education.

# The Quality of Management Education

# The Roll of Education Institute

# The Combination of Faculties
The above model shows the various elements needed to ensure quality education. The implementation of the model begins from the grass root level. It should start from the educational system and penetrate down till the individual level.

Today corporate governance should not be limited to the corporate world alone as management education is undergoing a serious change of bringing in an oath across the globe after the impact of the recent recession. The curriculum should be designed in such a manner that the students get the appropriate knowledge which is required as per the times. It should be an updated curriculum which matches with the changing needs of the environment. The educational system aims at the overall development of the students.
While formulating policies accountability towards the society should be of utmost importance. Quality can be ensured only if there is effective implementation of HR policies and code of conduct for individuals in educational institutions and students. Time to time change in educational policies at national and international level is an impact of the way the people think a management should be. Compliance with the new ideologies is reflected through the policies framed by the national educational bodies. Quality is always a result of standardization. In Management education also, quality can be ensured if there standardization methods are applied throughout the country.

At the institutional level quality can be assured by regularly updating the curriculum which would definitely provide a cutting edge to the students over others. Proper infrastructure is equally important along with other things for providing quality education. Quality management education can be ensured by effective organizational coordination which is possible by way of staff meetings, conferences, time-tables, programmes, check-list schedules, etc. There has to be a constant value addition through various types of courses which are offered to the students. Students should be given wide exposure to the practical world along with the theoretical knowledge. This would enable the students to correlate the theory with its application. This can be made possible by creating industry-institute linkages. Students can also be exposed to the global environment by collaborating with foreign universities. Educational institutions are a part and parcel of the society. While designing various policies they should be in sync with the needs of the community.

At the core of the above model stands the faculty since they are the ones who ultimately provide the teaching services. With changing times there is a lot of change in the structure of the society. Students come from varied strata of the society and it is a great challenge. Faculties should be well-prepared to face these challenges. In today’s world the traditional role of a teacher has changed. Gone are the days when the scope of a teacher was limited from one end of the blackboard to the other end. Today a teacher should be a versatile person. Apart from teaching he should have the ability to provide consultancy in his area of specialization so that he can give the practical exposure to the students. As compared to the olden times, today there is a vast change in the structure of the society. Nuclear families have replaced joint families. In this changed scenario, the psyche of the students has changed tremendously. The role of a counselor has exceeded the role of a teacher. To be a successful teacher one must be a good counselor as well.

IMPACT OF HIGHER EDUCATION AT A GLANCE

- Industry and Institution Interaction
- Modern Communication Facility
- Adaptability of new Customer’s
- Good opportunities
- Challenging peoples
- Changes in Traditional Education
• Expansion in Export and Import
• Mobilization of Nation Economy
• Constantly Improvement
• Break Dawn Barriers
• Change in Social Environment
• New Quality Paradigm
• Government and Education University

RESULTS AND DISCUSSION

Issues of TQM are being addressed in higher education institution, particularly as they relate to productivity and financing. Those adopting TQM in higher education have varying perspectives on the approach. Some see TQM as a management system with customer or student satisfaction as the crucial element. Others see TQM as a philosophy fostering change in an organization or the educational institutions. Academic institutions have used both the approaches in applying TQM in higher education settings.

Quality of education takes into account external environment in which institutions operate; internal environment where teaching learning takes place and home environment of learners.

The systems approach to education comprises of inputs, processes and outputs, all encompassed in an arbitrary boundary, and the environment. Inputs from its environment cross the boundary into the system: these are acted on within the transformation/ production process and finally released from the system back into the environment as outputs. The direction of flow from the inputs, through transformation/production process to the output indicates the flow of energy, information etc. Inputs are human, physical and financial resources, (students, faculty, administrators, organizational culture) Process is a series of actions or operations concluding to an end. A process transforms measurable inputs into measurable outputs under a value adding operation. Educational process is a series of actions or operations leading to an educational end learning, training, and or scholarly activity. Transformation process for an educational institution consists of activities performed to disseminate knowledge, to conduct research and to provide community service. Process in the education system include teaching, learning, research administrative activities and knowledge transformation

Outputs are tangible outcomes, Value addition (through examination results, employment, earnings and satisfaction), Intangible outcomes (educated people, research findings and service to community).

Then there is feedback i.e. the outputs of information about the system which, when fed back into the system as inputs, are able to modify the system while the process is in progress, thus making the system more responsive to the needs of the components in the environment and thus making the system flexible. The output so released should satisfy the components in the environment in the form of customers/stakeholders: else the inputs would cease and further transformation /production ceases too.
CONCLUSION

Quality Management and General Management are philosophy and set of tools which allow an institution to pursue a definition of quality and a means of attaining quality, with quality customers’ contentment with the services they receive. TQM can be applied to higher education, but it must be modified to fully recognize some unique aspects of education viz education is a service industry with no visible, tangible “product”. By the quality Management changes are taking place in Economy, Employment, Technical Education, and Political Environment all over the World and it is good for New World.

New opportunities are opening which are prepared to fight mediocrity and quality in every aspect of life is becoming the essential for survival. So there is an urgent need to reform the quality of management education for the creation of quality intellectual infrastructure in India as well as in whole world 21st Century is challenging on every aspect the model of 21 is helpful to understand the Real Scene of future.

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