Chapter 8
Impact of Online Management Education:
Perspective of Prospect Managers in India

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ABSTRACT

This study explores the perspectives of students currently pursuing full-time management programs who are facing severe pandemic situation across the world. Students who are pursuing management education through universities that follow traditional methods may not be able to provide academic support compared to B-Schools. Conversely, leading business schools adopted the latest techniques in all areas of management education. Irrespective of methodology, no academic institution should compromise academic quality, as doing so would have far reaching consequences. Keeping in view of the situation during the last academic year, 2020-21, this chapter intends to draw the attention of stakeholders about the opinions of prospect managers in India. The objectives are 1) to make a comparative study of the perspectives of students pursuing full-time graduate programs in management offered at either universities or B-Schools and 2) to understand the psychological impact of online education in the students pursuing management programs.

INTRODUCTION

"Online education is a form of education where students use their home computers/ laptop through the internet. Often online graduation and course programmes conducted using digital technologies are provided via the Host University/educational institution."

Source: www.indiaeducation.net.

During the last academic year 2020-21, the new normal situation raised the need for online education and assessment because of lock-down. A sudden change in the educational environment is necessitated. Almost all the academic institutions adopted online education, and too much discussion took place about final assessment and grading at various universities.

The new normal in education is the increased use of online learning tools. The new normal now is a transformed concept of education, with online learning at the core of this transformation. Today, digital learning has emerged as a necessary resource for students and schools worldwide.

In India, prospective managers can pursue management education through B-schools or Universities. The pedagogy and implementation of online instruction vary according to the nature of the institution. The structure of management education in India is divided into significant divisions as outlined below:

- Institutions of national importance: Indian Institute of Management (IIMs)
- University departments: There are three types of Universities in India viz., i) central Government, ii) State Government, iii) Private management (either Deemed-to-be Universities or state private universities).
- Colleges affiliated to the universities
- Non-University Autonomous Institutions: MICA, Symbiosis
- Distance/Correspondence based Institutions: IGNOU
- Unaffiliated Institutions

When asked about the purpose of management education, most prospective managers mention improving their chances of securing a lucrative job. Hence, aspiring managers compete to gain admission into top-ranked university business programs or business schools (B-schools), which are private educational institutes that confer 'Postgraduate Diploma in Business Administration (PGDBA) or 'Postgraduate Diploma in Management (PGDM).

In this context, this article is intended to examine students' attitudes towards an online mode of instruction for management education. The empirical data results will be helpful for education institutions to decide the nature and type of courses to be offered to the prospective managers.

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