

# Expectations of Gen-X from Management Education

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“Managerial Skill Acquisition, Knowledge Enhancement, Placement Prospects and Career Advancement are the primary reasons that influence students in choosing Management Education. Placement Capabilities and Faculty Prominence are the key factors that guide the

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aspiring post graduates in zeroing down to an Institution. Academic fundamentals, Field Exposure, Development of Soft Skills and Acquisition of Entrepreneurial Skills are the significant inputs expected from the Course. The most important output expected from Management Program is Personality Development followed by Placement Prospects. At the age of 40, most of Gen-X would prefer to be Successful Professionals, Successful Entrepreneurs or Successful Executives. Majority of them would like to pursue Social Work at the age of 70.”

These are the results thrown up by a Survey conducted to find out Expectations of Gen-X from Management Education by Shantiniketan Business School, Nagpur. The survey was conducted during

May & June 2010 by ‘Panchajanya’ - the research wing of the School. The survey covers 108 graduates who aspire to do their post graduation in management. Twenty one per cent of the respondents have done their B.Com, twenty percent each come from B.Sc & BCA, fifteen per cent of B.E., ten per cent from BBA and the rest from other streams of graduation.

The respondents were asked to fill in a simple questionnaire and rank the reasons inter-se with reference to the four key aspects viz. education, institution, inputs and outputs concerning Management Education.

The results relating to the reasons for choosing management education are summarized in the table that follows.

#### Reasons for Choosing Management Education

Reasons	%	Cumulative %
Managerial Skill Acquisition	15.95	15.95
Knowledge Enhancement	15.46	31.41
Placement Prospects	15.19	46.60
Career Advancement	15.05	61.65
Development of Leadership Qualities	12.10	73.75
Academic Qualification	13.28	87.03
Parents' wish	10.92	97.95
Others	2.05	100.00

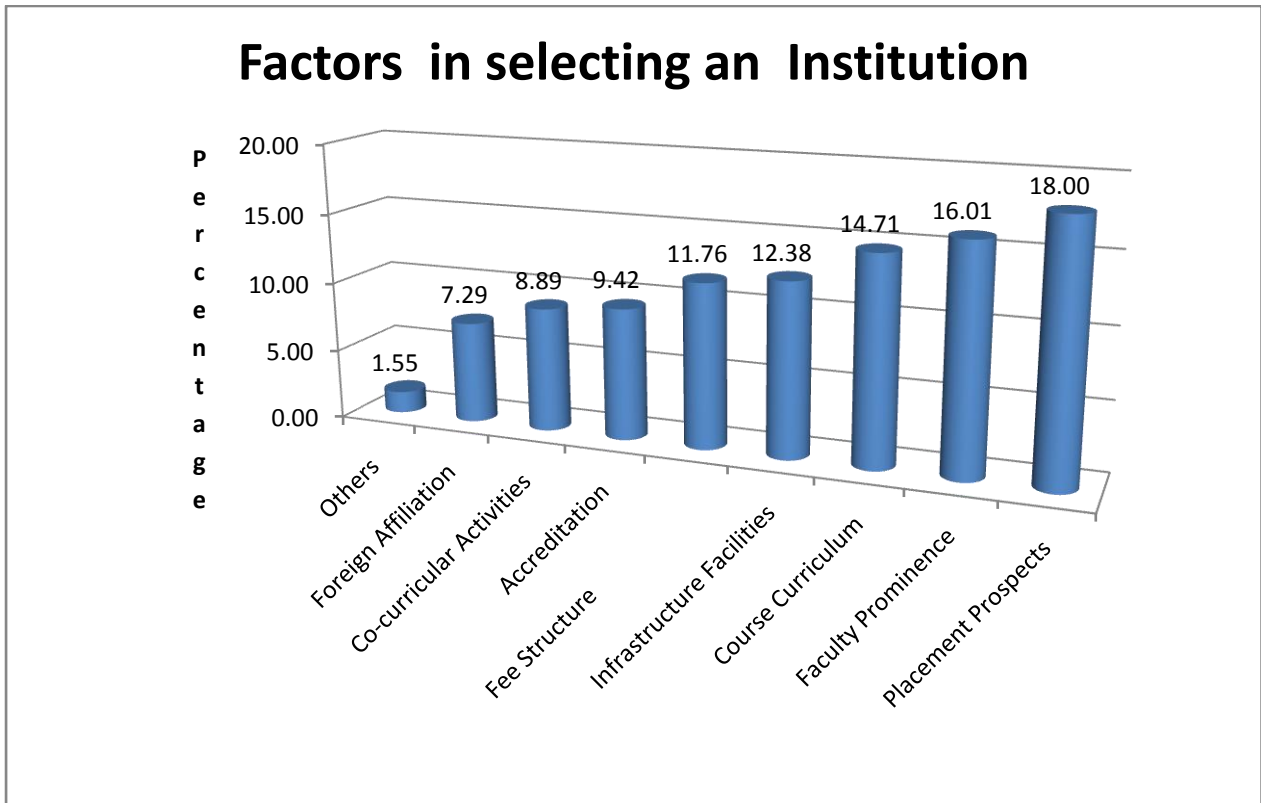
Apparently managerial skill acquisition, knowledge enhancement, placement prospects and career advancement vie with each other as the primary reasons and weigh heavily in the choice for Management Education by any aspiring student. A slightly lower, but considerable number of respondents i.e. 12.10 % have given out development of leadership qualities as the guiding factor. These five factors together add up to 73.75% and are indicative of the focused direction being solicited by the Gen-X from the Management Educations towards charting their career goals.

Academic qualification which used to be the sole criterion for pursuing any educational degree is considered as significant hardly by 13.28 % of the respondents which is quite astonishing. This revelation pinpoints the obvious need for taking the management education beyond the academic barriers.

A substantial 10.92% have revealed that they opt for Management Education to fulfill the wishes of their parents. This can be considered as an off-shoot of the Indian Joint Family System where elders tend to influence the career options of the youngsters.

The 2<sup>nd</sup> key aspect that has been tested by the survey relates to the factors that guide the post graduate student in selecting an institution. The results are presented as graph 1.

Graph 1



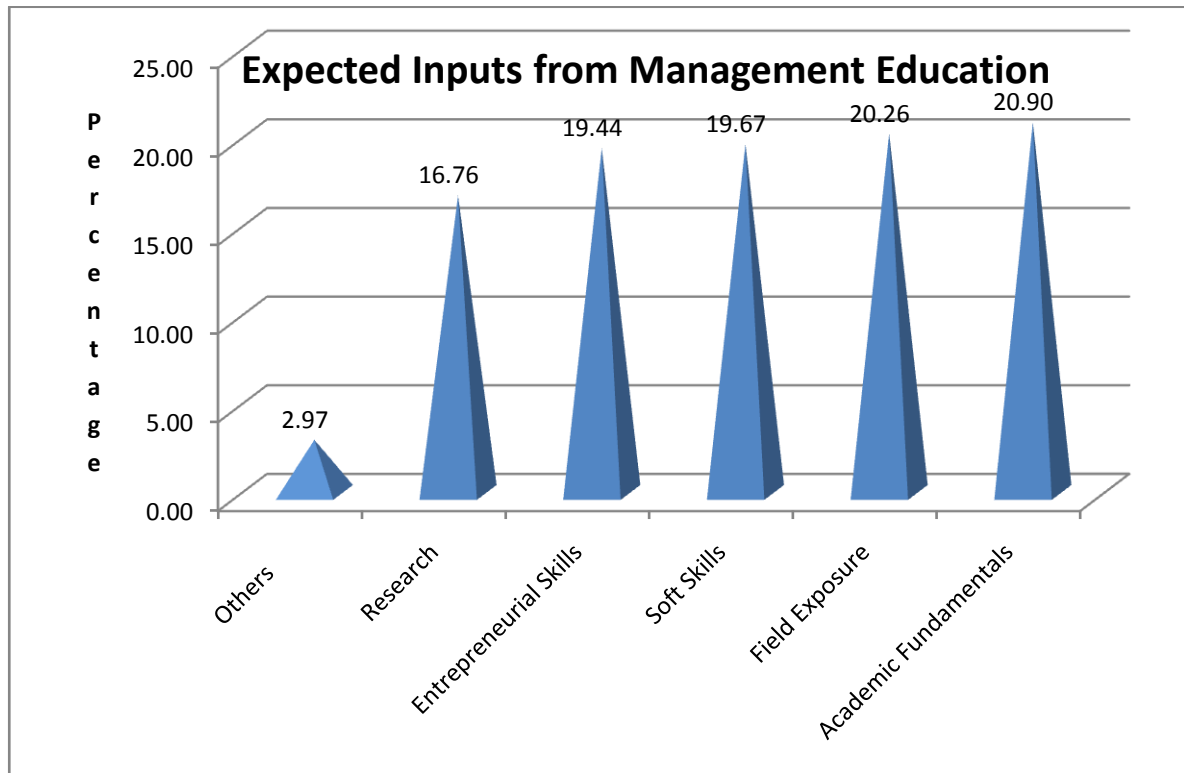
The post degree placement prospects (18.00%) and the faculty prominence (16.01%) turn out to be the key players in zeroing down the institution. The reading is clear. The value addition should be in terms of providing an appropriate job and the faculty should be good and competent.

The course curriculum (14.71%), infrastructure facilities (12.38%) and fee structure (11.76%) are construed as the secondary factors in choosing the institution. No doubt, they are relevant but not that significant in comparison to the first two. It is also note worthy to infer that economic prosperity has relegated the fee structure to a lower rung of importance and does indicate the shape of things to come in future. Quality breeds infinite Value – that appears to be the expectations.

Accreditation (9.42%), co-curricular activities (8.89%) and foreign affiliation (7.29%) are the other factors considered as less significant for any management institute. The choice is to go for reality rather than being influenced any window dressing.

The third aspect of the survey refers to the expected inputs from Management Education. The results are exhibited as graph 2.

Graph 2



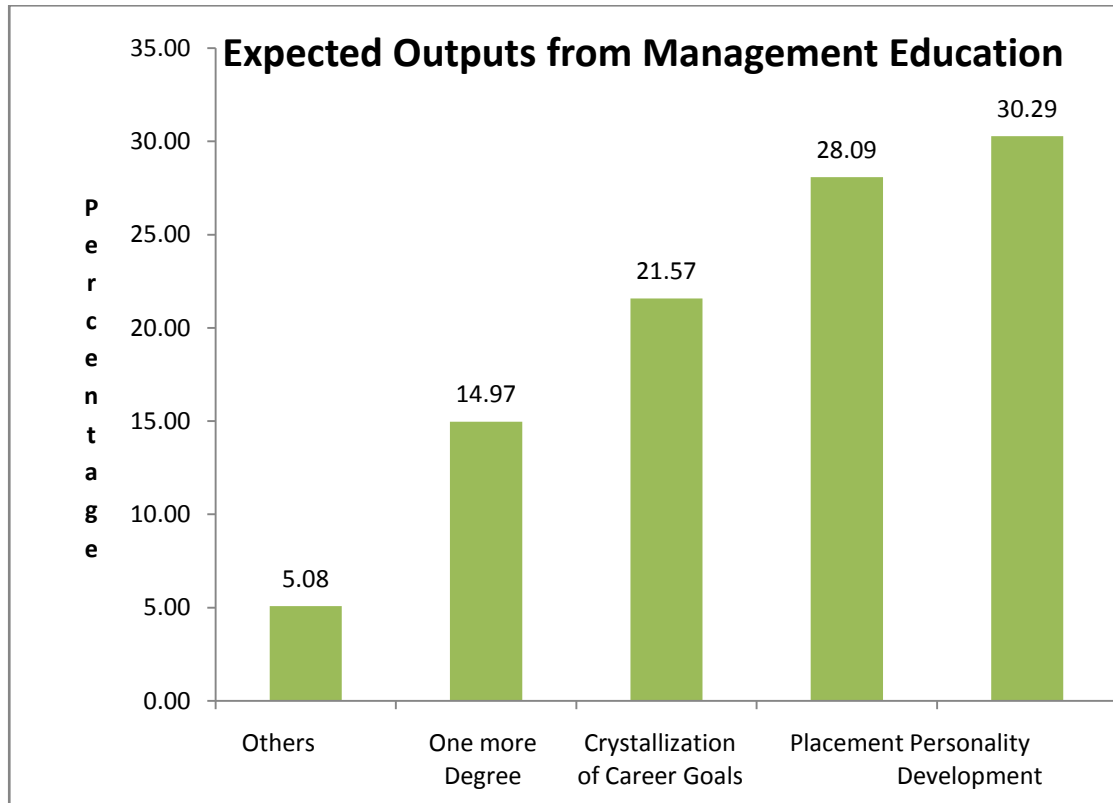
Academic fundamentals (20.90%), field exposure (20.26%), development of soft Skills (19.67%) and acquisition of entrepreneurial skills (19.44%) are all in a close range and be inferred as of carrying equal importance as to the significant inputs expected from Management Education. Aspirants do not choose management education as an academic degree, but they do rank the acquisition of academic fundamentals as the most important input expected from the course – a very significant aspect that should be realized by the academicians to consolidate and strengthen the academic inputs in the curriculum.

Field exposure being provided through summer and winter trainings has gained a lot of importance over the period. May be that they can be strengthened further by means of regular institute industry interactive solutions. Development of soft Skills and acquisition of entrepreneurial skills are the order of the day and can never ever be ignored. These are the skills necessary to multiply the inherited attributes and shape up an adolescent into a competent human.

Research with a score of 16.76% ranks 5<sup>th</sup> but has to be considered significant. Successful research leads to Innovations. Innovations form the base for survival and growth.

The last aspect of the study deals with the, all important, expected outputs from Management Education. The observations are plotted as graph 3.

**Graph 3**



The most important outcome expected of Management Education is personality development (30.29%), followed by placement (28.09%) and crystallization of career goals (21.57%). The reading could be – Develop our personality and we can take care of our career. The indication is towards a comprehensive personality development that fosters career advancement. In the ultimate it is the personality development that counts the most.

Acquisition of one more degree (14.97%) is ranked 4<sup>th</sup> in the order of the important outputs. This has to be correlated with the significance attached to the academic fundamentals in terms of the inputs and need to be appreciated with due care and caution. After all, the whole game is within the gambit of academics which warrant balanced improvement with an Indian touch.

Charting out their mission when they would be 40 years of age 26.95% of the respondents wish to be successful professionals whereas 23.40% wish to end up as successful entrepreneurs and

23.05% opt to become successful executives. These three lots aggregate to 73.40% of the total and highlight the career options the Gen-X wants to pursue.

17.73% stated that they would prefer to be a successful politician at 40. Here is a revelation that decorates politicians with the robes of effective role models. It means that political power does have a bearing on the thinking of the youngsters. These are the power plays that should be recognized.

Stating of their vision for the age of 70, most of the participants preferred involvement in social work (37.56%) as compared to retired life (25.37%) and spending time with grand children (21.95%). The lower preference towards the time with grand children may be inferred as the weakening value chain of the cherished Indian Joint Family System. Yes- these are the shape of things that may take place by 2060. This is a social and ethical aspect that warrants academic cohesion.

Everything said, the survey brings forth the fact that the aspirants of Management Education are very specific and focused in their perceptions and expectations. The need is for a practice based balanced & flexible academic approach oriented towards the development of qualitatively compatible Gen-X Managers.