

Study of Effectiveness of Management Courses in Generating Job Opportunities

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Abstract: *Management courses are in great demand in this competitive world. Many students believe that a postgraduate qualification, specifically in management, will provide them skills like leadership quality, communication skills, to work in teams, and exposure to recent trends in business and commerce and also make them more confidence which help them in enhancing their job opportunities. Since the scope of these courses is vast these courses open a variety of job opportunities. After completion of various management courses individuals is able to get the opportunities for job but it is fully depend on his/her skills and aptitude. Management courses are offer job opportunities in private, public and other sector.*

Keywords: Management courses, Job opportunities, MBA, PGDBM/PGDBA

1. Introduction

Management courses leads to the creation of knowledge essential for the success of 21st century organizations. Management courses are one among those which got a new dimension with this changing time. In the last twenty years, the growth of management courses in India has been exceptional. Management courses will give useful tools which help to grow a talented workforce. Around the world organizations choose employee which graduates with management course because management courses assist them for opportunity and wealth enhancement. Management course contributes to society by providing economic growth and service and also provide a productive condition for the making and development of new ideas.

2. Importance of Management Courses

Management courses play an important role to improve leadership and management ability. Effective management creates innovative and flexible atmosphere, where workers and teams successfully work to improve their performance. Management courses produce ideas and theories that assist to advance organizational efficiency and effectiveness. Some of the skills which management courses focus on strengthening include:

- Management training: Management training skill helps to become a better manager by learning methods that motivate work teams and show how to effectively command authority.
- Presentation skills training: This skill will help to eliminate fears of public speaking and improve current abilities.
- Problem-solving: This skill will help to face the difficult situation and solve it by using strategies that will handle problem of employee's performance.
- Team building: This skill develop a technique that create group of individuals into a strong and successful team that works together to achieve target.

3. Evolution of Management Courses

The first graduate school of business in the United States was the Tuck School of Business, part of Dartmouth College Founded in 1900. In 1908, the Graduate School of Business Administration (GSBA) at Harvard University was established; it offered the world's first MBA program. The University Of Chicago Booth School Of Business first offered working professionals the Executive MBA (EMBA) program in 1940. Thunderbird School of Global Management was the first school to offer an MBA program focused on global management which was established in 1946. Management courses in India are just 50 years old. It began in the 1950s as a part time education for practicing executives, and full time management degree offered by a few universities. The first department of management studies was set up at Indian Institute of Science, Bangalore in 1948. Though, it offered programme in economics and social sciences. In the last twenty years, the growth of management courses in India has been phenomenal. A small beginning in 1961, when the Government of India set up IIM Calcutta on November 14 and IIM Ahmadabad on December 11, management courses in India has come a long way. Till late 70s commerce courses was better known than management courses. In fact, both were seen as very similar with each other. However, the setting up of the first two IIMs marked the start of a change of sorts.

4. Overview of Management Institute Which Offering Management Courses in India

India has 11 IIMs in Ahmadabad, Bangalore, Kolkata, Lucknow, Indore, Kozhikode, Shillong, Tiruchirappalli, Ranchi, Raipur and Rohtak and three are to setup in state of J&K, Uttarakhand and Rajasthan. Government has taken initiative in improving management education in India by giving 5 more IIM's at Nagpur, Vishakhapatnam, Gaya, Himachal Pradesh and Odisha. Apart from IIMs management courses are offered by university's own department in campus, affiliated colleges of universities in same place or the whole State, now technical universities have been given this task.

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The present structure of Indian Management Courses offered by Institute is as follows, it is divided into six categories:

- 1) Indian Institute of Management (IIMs) setup by Government of India.
- 2) University Departments of Management studies, distance, correspondence & part time courses as well.
- 3) Colleges & institutes affiliated to universities.
- 4) Private or Govt. Institutes approved by AICTE.
- 5) Private Institutes or colleges not affiliated to any universities and not approved by AICTE.
- 6) Private colleges or Institutes offering MBA courses in India in collaboration with foreign universities where degree certificates are awarded by the foreign universities.

5. Job Opportunities

Management courses increase hiring opportunities. Generally, the person with more education has the better career option and opportunities. Many companies have increased the entry-level qualification itself to post-graduation with specialization in management. This is being done to make sure availability of candidates with better skills and knowledge and also to sort out the large quantity of applications they receive for job. Many students believe that a postgraduate qualification, specifically in management, will provide them skills like leadership quality, communication skills, to work in teams, and exposure to recent trends in business and commerce and also make them more confidence which help them in enhancing their employability.

The inclusive global market presents exceptional career opportunities in different fields of management, wherein financial resources, human resources, technological resources are extensively used. Management is required in every field however management is signifying to a job in corporate world, multinational firms and in different industries. There are tremendous opportunities for the management graduates, some of the broad areas of job opportunities are;

- 1) **Private Sector:** Private Sector has vast varieties of employment opportunities over the world and offers millions of jobs to management graduates. Besides with handsome salary the private sector offers fast growth in career prospects.
- 2) **Public Sector:** For the management graduates Public Sector Undertakings in India are a good choice for those who are dedicated to the goal of nation-building. Besides this Public Sector Projects of other national governments are suitable for those who belong to nations other than India and those who are re-locating to other nations permanently or temporarily.
- 3) **Non-Govt. Organizations:** There are good opportunities in Non-Govt. Organizations for those management graduates and professionals who believe in contributing to society.
- 4) **Teaching and Research:** Also in Teaching and research areas management graduates have tremendous opportunities. The individuals who have passion for teaching and education should choose this field. And

there are many jobs in research position in India and in a foreign country.

Along with this there are many career opportunity in the following fields matter to the liking and interest of the individuals:

- 1) Self Employment
- 2) Business Development
- 3) Marketing
- 4) Consultation
- 5) Corporate Communication
- 6) Public Relation etc

Management graduates choose any of the above field for their career growth. In these field they make their career as a

- 1) Finance Management Experts
- 2) Corporate Strategy Planners
- 3) Sales Managers
- 4) Marketing Managers
- 5) Business Analysts
- 6) Group Product Managers
- 7) Project Managers
- 8) Market Analysts
- 9) Finance Analysts
- 10) Operations Managers
- 11) Public Relations Executives, etc.

6. Scenario of Job Opportunities Related to Management Courses

In India, management is one of the most sorts out course. The institutes, which impart education in management, are known as "Business Schools". In India management courses is given at two levels, undergraduate and post-graduate. Undergraduate degree courses include BBA, BBS, and DBM. Postgraduate degree course is known as MBA (Masters of Business Administration) these course come with a variety of names- Master of Management Studies (MMS), Master of Public Administration (MPA), PG Diploma in Management (PGDIM), Master in Finance Control (MFC), PG Diploma in Human Resource Management (PGDHRM), PG Diploma in Financial Management (PGDFM), PG Diploma in Operations Management (PGDOM), PG. Diploma in Marketing Management (PGDMM) etc.

The management education courses in India begin at undergraduate level, as a three-year Bachelor Degree in Business Administration (BBA), offered in some institute. After BBA course two years postgraduate MBA programme is done. Management courses are available in different way like full-time, part time, executive, distance education and in online way. As per the D&B survey report, MBA and PGDBM/PGDBA are the most popular courses.

According to a MeriTrac employability study 2012 which covered 2,264 MBA's from 29 cities and 100 B-schools beyond the Top 25 as shown in Table1 and 2 highlights the downfall of employability in last 6 years.

Table 1: Growth in number of MBA Seats

Year	MBA Seats
2006-2007	94,704
2011-2012	3,52,571

Table 2: Decrease in Employability Ratio

Year	Employability Ratio
2006-2007	25 percent
2011-2012	21 percent

As per the survey report of GMAC (Graduate Management Admission Council) in 2013 which is done globally that 60% of job seekers from graduates business and management program reported receiving an offer of employment at the time of survey. And in last year i.e. in 2012 this percentage is 62%. Below table shows the percentage of job seekers with a job offer by program type and graduation year.

Table 3: Percentage of job seekers with a job offer by program type and graduation year

Sr. No	Program Type	Percentage of Job Seekers with a Job offer (Graduation year wise)				
		2009	2010	2011	2012	2013
1	Full Time MBA	50 %	40%	57%	64%	61%
2	Part Time MBA	38%	22%	55%	67%	67%
3	Executive MBA	44%	23%	47%	76%	66%
4	Online/Distance Learning MBA	-	-	37%	44%	65%
5	Post Graduate Programme (One Year)	-	-	-	-	83%
6	Post Graduate Programme (Two Year)	-	-	-	-	67%

(As per GMAC 2013 survey)

According to these report (GMAC 2013), globally the full time MBA course gets more jobs offer than the Part time, Executive, Online type MBA. Also, the Post graduates programme is greater job offer among other management courses. Whereas in India 70% Full time MBA graduates received job offers prior to graduation. For post graduate programme (Two Year) this job offers is 68% and for post graduate programme (One Year) it is 83%. As per the report, we can said that, on an average the job opportunities is increasing for MBA and PGDBM/PPGDBA management courses among other courses.

The management graduates who graduated from top institutions getting good offers and higher salaries than the other institutions. But the growth for management jobs over a period has been better than all other non- management jobs, it gives some guarantee to the management graduates.

7. Conclusion

Students prefer management courses than the other courses so that they get more job opportunities. As the management courses not only provide the knowledge to the student but also grooming their personality which help them in getting the job opportunities. In India, institutions offer various management courses but the MBA and PGDBM/PDDBA are most popular courses among other management courses.

Also the percentage of job offer to the MBA and PGDBM/PGDBA graduates is more than the other management courses.

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