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Engineering management edu at Lucknow varsity for Education 5.0

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Management education has, since its inception, been confronted with numerous challenges. The structural delivery of management education has also had different models which kept changing their structure with the changes of industry, society and education. Hence, there have been different structures, degrees, treatments and expected outcome acting as an antecedent to determine the fate of management education in India.

The University of Lucknow has been a pioneer institution that started management education with MCom (Business Administration) in 1955 and MBA in 1975 under department of business administration under the aegis of faculty of commerce.

With the maturing of LPG i.e. liberalisation, privatisation and globalisation, the universities realised the need for having specialised MBA programmes and this led to the establishment of a separate institute as Institute of Management Studies (IMS).

It becomes more important considering the challenges being posed in the modern dynamic world. The world has moved beyond Industry 4.0, Society 4.0 and Education 4.0 in a very short span. The world is coming back to an era where the role of individuals has again been brought to the fore. The onward progress of human civilization bears testimony to the various phases of industrialization that started from hunting to agriculture to

machines to information and communication technology and completed a full circle by returning to human-centricity, resilience and sustainability. This is known as Industry 5.0. It added a personal human touch to the industry 4.0 pillars of automation and efficiency. Similarly, Society 5.0 called for a human-centred society that balances economic advancement with the resolution of social problems by a system that integrates cyberspace and physical space. It is imperative to realise that "a knowledge-intensive society" and "a data-driven society" will manifest as viable social dynamism looking into the possibilities of the new millennium.

To address this shift in society, Education 5.0 has been developed which talks about more humanized teaching, with a focus on students' social and emotional development and solutions that improve life in society. Education 5.0 focuses on developing 21st-century skills such as critical thinking, creativity, and problem-solving rather than just routine learning. The cogent reason behind this realization finds fruition in the possibilities of the National Educational Policy-2020 that gives fillip to this idea. Augmented with govt policies and rapid industrialisation, it led to increased interests by the students towards managing education and this came as a cause of re-engineering the offerings of management education at University of Lucknow and thus a full-fledged faculty of management studies was created and department of business administration of faculty of commerce has been renamed as department of management under Faculty of Management Studies.

The changes of the system and society infused greater application of IT tools across different functions of corporate decision making. This thus impacted the industry significantly and this brought in a need for a specialised programme in MBA and this led the University of Lucknow to start MBA Business Analytics. This programme was intended to incorporate the latest IT tools -- AI, ML, DL, Neural Networks prevalent across different functions of Management.

Taking cue from governmental target of increasing Gross Enrolment Ratio and emphasizing upon bringing in more and more students closer to Access, Equity and Quality of education, online MBA and BBA programs were launched in the online mode. The university established a separate centre as Lucknow University Centre of Distance Education (LUCODE) which started these online programmes.

It is largely seen that management studies have diversified into areas that meet contemporary social concerns thereby also giving a direction to all those in pursuance of management studies to have it played out in more pragmatic ways, one that has more academic validation. Different professionals working across different industries are also required to upscale their managerial skills. To address this demand for management education of working professionals, the Executive MBA programme was initiated.

The faculty of management has made a continuous earnest effort to upscale its teaching, learning and pedagogical measures to be in sync with the needs of the changing times. The efforts of the faculty have borne fruit in recent times with the bolstering of the academic curricula in sync with the provisions of NEP 2020 and establishment of newer educational tools of AI and Simulation Labs. It is noteworthy that today out of the total on campus students, over 15% students are pursuing different management programs at UG and PG level.

(Writer is VC of Lucknow University. Views expressed here are personal)