BUSINESS EDUCATION IN THE GLOBALISED ECONOMY

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ABSTRACT

With globalisation becoming the key word of the 90's, it seems to have paved the way for India's entry in world markets. India's vibrant markets and intellectual capacity are paving the way for unprecedented economic opportunity. However, without a strong pool of managerial talent India will struggle to maintain its growth and to strengthen the social and environmental conditions that are critical to a robust business environment over the long term. The urge to modernise business organisations, in the wake of increasing competition, knowledge explosion and continuous innovations in Science and technology has made it obligatory for our business students to update their knowledge of what is latest in different fields in the business world. Thus, the process of transacting curriculum has also improved a lot. Some of the ways in which the management education institutes are trying to enhance the competencies of the students include - International tie ups, Internship programs, Corporate tie ups, Case studies and presentations which expose the students to more real life situations in the global scenario. The present paper throws light on various issues confronting design and delivery of management curriculum in the globalised economy. It also provides glimpses of the attempts of various stakeholders in the management education system towards meeting the mounting needs of the corporate world for the prized managerial talent.