THE NEED FOR INFUSING CROSS-CULTUREDNESS IN INDIAN MANAGEMENT EDUCATION – A FACULTY PERSPECTIVE

ABSTRACT:
The Indian Management Education System is witnessing a manifold change in terms of faculty-student interaction in the recent times because of the dynamic and globalized appeal attached towards management education. Constant efforts are being taken by academicians and experts to enhance the teaching methodology of management subjects. It is very obvious that the requirements from the students’ end in a global context are also constantly changing because of the advances in technology and knowledge sources. Therefore it is quite obvious that there exists a gap in the knowledge transfer between the faculty members and the student community. This has to be viewed on a macro level because it has a cascading effect towards the growth of any educational institution, student’s knowledge quotient and the society in large. This paper highlights the importance of internationalization of various factors related to B schools and the need for infusing cross-cultural edness into management courses for the growth of management education. This paper aims at understanding the need for a cross-cultural approach in management education and also reflects commonly used teaching practices across the globe which can act as a tool for faculty members while handling management students.

KEYWORDS: Cross cultural education, management education, global teaching practices, and internationalization of b schools.

REFERENCES: