

Business Education Needs Radical Innovation

It's the need of the hour to think rational, innovative, agile and creative

02 April, 2022
by Dr Rajeev Mathew

Most business schools have restructured their curriculum in such a way to meet the current & future demands of the corporate world and society as a whole.

The Curriculum of B-Schools should largely focus on Industry/Corporate requirements which means the course should be aligned with the industry's current and future practices, models, techniques, and requirements. In this changing environment, students should be technology-driven so as to drive maximum and effective output. Today, Blockchain technology, the Internet of things, Machine learnings, artificial intelligence are all part of the system and every student should know about the latest technology in order to be competitive in the business world. Secondly, the curriculum must largely focus on Skill development through various domain-specific and industry-oriented certification programmes. The course curriculum should also focus on Employability Skills. Apart from the curriculum, it must give some value-added current short term professional certificates and short term training which have a greater impact in the corporate world such as Six Sigma, SAP, Microsoft Excel, Total quality management, Blockchain technology, cryptocurrency and supply chain & Logistics to name a few.

Further, Social skills must also be emphasized in the curriculum along with social issues. It is strongly believed that every student should go through a compulsory and rigorous social internship which will teach them sympathy, Empathy, humbleness, down to earth behaviour, Teamwork, leadership qualities, out of the box thinking, responsible towards society, friends, family and the government. Through all this, they make a sustainability approach /model for the managers of our country. With this approach, students can become good human beings because by that time they might have seen how the poor section of the society and other people in the rural areas are living.

In order to develop more innovative & sustainable, we must incorporate business ethics, corporate social responsibility and sustainability in our curriculum so that the young managers can develop a framework to operate the business in the best holistic possible manner. After Covid 19 things have changed drastically one side china is playing its own card, other side Russia is invading Ukraine, Petroleum prices have increased due to which the world economy is facing huge problems.so Every student should be able to manage all these situations in the best possible manner.

With this same sustainability approach, we are practising at Jaipuria School of Business wherein we have reinvented and reframed our curriculum so as to make our future managers ready for all types of hurdles that they might face in the corporate world such as financial crises, intractable geopolitical environment and new changes in technology every day which makes the obligations to provide a very different and distinctive educational experience to our students.

At Jaipuria School of Business, the curriculum has been revised in every alternative year keeping in view the above-mentioned changing paradigm and inputs received from all key stakeholders including experts from industry and academia. We are sure that budding managers have the capability to restructure the business practices for the welfare and survival of society at national and international levels. In today's scenario business schools have unique challenges and opportunities and they should develop a holistic, sustainability model for society. At last, as the world is changing at a faster pace the curriculum should also be developed in order to cope with the changing trends.

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