

From the Desk of the Editor-in-Chief

*Aa Bharti bhartibhihisajoshailadevairmanushyebhiragnihi !
Saraswatisarasvatebhirvarktistrophevirbahiredamsadantu !!*

Rigveda, Mandal-3, Sukta-4, Mantra-8

May there be harmony and synchronicity among the speech, knowledge and energy of all beings: May the Goddess of speech, knowledge and energy be benevolent to all of us.

Mankind has been continuously plagued with social, psychological and environmental issues, giving rise to transformations at a rapid pace in all walks of life. The complexities have increased manifold especially in the corporate life. The corporations are becoming stronger and have assumed high level of power in terms of decision making. The anxiety and the information over load has lopsided the work-life balance. Since corporations are being run by young dynamic managers across the globe, it has become mandatory to debate on the issue and understand the goals of management education. Is our current education system being able to meet the challenges posed by globalization, commercialization, liberalization, digitalization as well as socialization?

Management education has taken deep roots in India and is continuously evolving and transforming with the passage of time. Real knowledge is wisdom and it is wisdom alone that drives away the ignorance and delusions from the mind. India has been on the world map in the realm of education since the Vedic time period.

The education system that prevailed in India during the Vedic period was focused on building the character, health, wealth and strength of the students while eliminating deceit and falsehood. The objectives of imparting education were well founded and much can be gleaned from our ancient literature.

However, as time elapsed, the system of education has undergone a sea change. Today, the contemporary methodology of learning and teaching is primarily class-room intensive with much less emphasis on field activity. This class-room intensive method of education has rang the death knell for many management Institutes of repute. Though, knowledge must make one wise, yet the contemporary management education in India is strengthening the rote memory of the young graduates rather than making them practical.

Amity Business School emphasizes on developing the students in a holistic manner as life time learners, who are open to change and are flexible yet focused in their approach. Amity University Uttar Pradesh is the first to emphasize on '**Outcome Based Education**', where the students' learning outcomes are aligned with the main objectives leading to global excellence. It has reduced the ever increasing gap between the industry and the academia since the outcome based education system is based on the requirements of the industry.

I have an ardent hope that you will enjoy reading all the articles in the current issue and will revert with your valuable comments.

Happy reading!

Sanjeev Bansal