



Role of Management Education in Shaping Future Business Leaders: A Study on BBA Students

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ABSTRACT :

Management education lies at the heart of preparing future business leadership by cultivating the appropriate knowledge, abilities, and values. This essay explores the contribution of Bachelor of Business Administration (BBA) programs towards cultivating leadership abilities in students. On the basis of a critical literature review and an evaluation of recent studies, this paper enlightens the contribution of management education towards the development of strategic thinking, ethical judgment, and flexibility in the contemporary corporate world. The study leads towards curriculum revamps that incorporate experiential learning and procurement of soft skills and therefore train students for leadership roles in the corporate world. Click here and insert your abstract text.

Keywords: Experiential Learning, BBA Students, Business Leadership, Curriculum Development, Management Education

Introduction:

With the rapidly fluctuating environment of modern-day business, the need for visionary and effective leadership has emerged as a critical issue. Education in management, and especially at the undergraduate level, becomes a ground-zero approach for creating such leadership. The BBA program is designed such that it offers essential business learning and leadership abilities that would enable individuals to manage complex issues in organizations. This paper observes the role of management education towards creating future leadership in business, as per the experiences and perspectives of BBA students.

Literature Review

The Contribution of Management Education

Management education equips students with comprehensive knowledge of various fields of business, for instance, finance, marketing, operations, and human resource. In the opinion of Chitrao (2014), the inclusion of business cases as part of the curriculum enables students to derive the appropriate intuition and skills for effective leadership. With the creation of moral decision-making abilities, adaptability, and strategic thinking, leadership must become prepared to navigate the fast-paced corporate world; management education thus potentially forms such qualities. Impact on Leadership Development: Research indicates that management education impacts the development of a student's cognitive as well as analytical skills and is capable of further developing his / her leadership potential. The research of Jung and Shin (2018) proved that there is a direct relationship between business school education and the decision-making process of students in their later life, highlighting the importance that business school education plays in the development of leadership skills. Also, BBA programs often include soft skills training and leadership development, which are imperative components of effective leadership (Sushant University, 2023). Curriculum and instructional approaches: To prepare future leaders, the BBA curriculum structure with foundation courses in organizational behavior, business strategy, and entrepreneurship plays a key role. There is also a growing trend to bridge the gap between theory and practice through experiential learning, for example internships and live case studies (Cornuel, 2022). Finally, it is vital to develop a culture of curiosity and learning agility in students to support them to develop learning qualities to be effective leaders amidst a constantly changing business environment.

Methodology:

Methods The current study employs a mixed methodology that combines quantitative surveys and qualitative interviews to collect data from business professionals and BBA students. A survey is framed for testing the assumptions about students' leadership abilities and the efficiency of their BBA program at developing such capabilities. At the same time, interviews undertaken with corporate professionals seek the identification of crucial abilities that future business leadership must develop and how BBA programs could be customized for this purpose.

Results

Perception of Leadership Competencies Among Students

Early findings indicate that Bachelor of Business Administration (BBA) learners perceive their programs of study as effective in developing critical business knowledge and technical skills. However, there is an acknowledged shortfall in the development of soft skills, such as emotional intelligence and ethical decision-making, which constitute critical ingredients for success in leadership roles. This finding is in alignment with the findings of Elmuti (2005), who noted that traditional business schooling often disappoints as a comprehensive model for leadership development.

Perspectives of Industry Experts To ensure that students are sufficiently equipped for leadership roles, they advocate for the inclusion of more experiential learning in BBA programs and the development of both hard and soft skills. This argument is comparable to that made by Cornuel (2022), who advocates for curriculum modifications that would include experiential learning and the development of both hard and soft skills.

Conclusion

Management education, and especially BBA programs, is crucial in equipping future business leaders with the appropriate knowledge and skills. But for it to be able to equip students with leadership capabilities, there need to be changes in the curriculum that incorporate experiential learning and development of soft skills. Management education can produce leaders who can manage the complexity of the contemporary business environment by coordinating study methods with industry standards.

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