

Industry Insight

# Business Education in India

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**Cygnus**

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*Knowledge Partner for Profitable Growth*

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## **PREFACE**

According to Cygnus estimates business education market in India is about Rs.30 billion in 2008 (campus and distance education together) and growing at a rate of 12% CAGR in last 3 years. Currently 1,550 business schools producing over 100,000 management graduates every year is not enough to meet the growing demand for management education in India. Against 290,000 students applied for CAT in 2008 number of seats offered by IIMs are 1,700 only showing the huge demand – supply mismatch for quality management education in the country. As a result, opportunities in management education in India are immense. Furthermore, the increasingly globalised nature and context of business in the Indian economy require an expanded horizon of management and leadership, which can be achieved through continuous improvement and upgradation of capabilities, skills and change of mindset of the management graduates. Hence, business education in today's environment plays a significant role and should prepare the students to face the challenges boldly. Several business schools have been set up in last few years but very few can mould the students to meet the expectations of the industry.

In view of this scenario, the report attempts to cover business education in India, the structure of various institutes and curricula offered, genesis of private initiative and its present status, initiatives taken by the Government to improve the backbone of the country's business education system and above all a special focus on the MBA educational institutes – its ranking, issues and challenges, placements and a broad discussion on international recruitments for MBA graduates passed out from premier management institutes. This report has eight chapters and discusses all the pertinent issues related to business education in India.

The report will be useful for private entrepreneurs interested in investment in business education, universities wanting to set up/collaborate with Indian B-schools, educationists, research scholars, private MBA schools to assess the emerging scenario, aspiring students interested to know about the present business education infrastructure and its issues and financial institutes/banks offering assistance to new ventures.

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