

Role Of Creativity In Development Of Business Education

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KEY WORDS

Business Education

Innovative approach

New trends in business education

Satisfying stakeholders interest.

ABSTRACT :

Business education in India is changing its forms in many ways. New activities, new concepts and new pedagogies are replacing the old, similarly new forms and systems are also been introduced. This has influenced business education in many ways. The planners and policy makers of business education are trying to improve the quality by using new creative means of offering business education. How far business education has changed its approach and form, in order to improve its quality. What are the new and creative elements introduced in the development of business education is a matter of study. The present research tries to evaluate what are the creative elements introduced in the business education.

It also tries to throw light on new trends in learning of business and delivery systems of business education.

INTRODUCTION :

Business education has a long history in India. It has acquired a respectable status and position in industry and educational field. Business education is an essential aspect of life education. Good managers, administrators, educators, officers, entrepreneurs are produced through appropriate business education and knowledge of commercial input. Administrative skills cannot be acquired without proper education and training. This is where business education plays a dominant role. However it is noticed that due status is not being given due to variety of reasons. On one side there is monotony, stereo typing and lack of creativity in the pedagogical approach, on the other hand the users and beneficiaries have not understood the right utility of this basic and useful educational input in its truisit sense. There are many reservations, presumptions, pre-conceptions that dominate the thinking about business education. It is necessary that business education should be considered in the new light giving due consideration and importance.

THE PRESENT STATUS OF BUSINESS EDUCATION

The present status of business education is darkened because of many orthodox ideas, the learning systems and pedagogies have many limitations. The teachers, academicians and planners also view at business education on the same presumptive approach because of which the development of business education suffers in many ways. The present approach cripples its development in the new perspective. Dominance of the old ideas, lack of creative approach and failure to adopt a new system can be attributed as a major flaw in the system. The present education is devoid of a spirit of change and attitude to adopt new thinking.

CREATIVITY AS AN ESSENTIAL INPUT FOR DEVELOPMENT OF BUSINESS EDUCATION :

The business education needs new approach and thinking so as to improve its quality and acceptability. Creativity is the basic input that can be introduced to enhance the quality and acceptability of business education. The term creativity here doesn't mean putting old wine in the new bottle. It is just not mere ornamental change in structure and system or modification of some old concepts but it means introducing innovative and new ideas.

The term creativity in educational means adopting innovative approach to teaching – learning process. It is injecting new thinking to accept new ideas. It also refers to promoting a sound culture of pragmatic thinking for adopting diversified multipronged strategy for experimentation, evaluation and enrichment of educational input.

Business education requires following creative inputs.

1. **Experimentation** – Experimentation here refers to trying and adopting new methods of teaching and learning. Different subjects require different treatments for explanation. A variety of concepts can be treated in different ways which can create independent thinking amongst the students. It can also help in testing applicability and experimentation of ideas in different fields.
2. **Evaluation** – Evaluation here means trying to justify usage of new concepts in new fields. New ideas and new approaches for learning practical applications and appropriate applications in different fields. Many subjects in business education requires real life exposure and insights which cannot be offered without hands on experience, practical experience and experiencing actual application. This again needs a new approach towards business education.
3. **Enrichment** – Enrichment is a concept related with improving, developing and promoting high quality learning system. Enrichment of education is just not quality of learning inputs but at the same time it is improving the quality of learner and teacher. A good teacher is not only good in explaining existing ideas but it is efficient in digesting and adopting new ideas. A good teacher believes in maxim when you teach you learn twice. Hence enrichment is enrichment of quality and ability of the teacher. Enrichment of learner is very vital and essential. A learner should be willing, desirous and capable of adopting new ideas, new methods and concepts. He should be proactive, positive and have a sense of perception.

Experiments to promote creativity in business education.

Following experiments can be undertaken to promote creativity in business education.

1. Applying new thoughts to develop new approaches to learning
2. Trying different models of teaching methods.
3. Encouraging students to apply diversion thinking to solve the same problem.
4. Introducing new concepts for open discussion and thinking
5. Providing opportunities of practical exposure and hands on experience of learning.
6. Developing interactions amongst industries and learners
7. Encouraging more field work and practical activities to understand functional aspects of a concept.

CONCLUSION

Thus it can be rightly said that development of creative thinking can definitely enhance quality of business education in a competitive world where the quality is the prime word. There is no substitute to creativity and innovation. Business educators cannot keep themselves away from this vital concept of quality.