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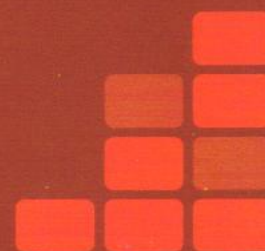
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# ENHANCING TEACHING EFFECTIVENESS IN MANAGEMENT EDUCATION

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## ABSTRACT

*Management Education must accustom to varying requirements of dynamic external environment. Contemporary methods of teaching are essential to meet this challenge. Teaching effectiveness can be demarcated as the range to which the teaching activity fulfills its actual intention, function, and goal. The faculty member tries to improve chances for teaching success if they assess their student's preferred learning style, then accordingly plan teaching activities and use teaching tools appropriate to that style. To assess a student's preferred learning style generally it is essential to scrutinize the students learning ability or merely ask the student how he or she learns paramount. This paper proposes to explore the different ways in which effectiveness in teaching can be enhanced and students learning conduct. 92 Management teachers gave their input about teaching methods and level of satisfaction. Opinion about learning effectiveness was collected from 100 management students. Chi-square test of independence of attributes was conducted to check whether gender has an impact on the type of teaching method preferred. The data suggested that the more innovative methods of teaching the teachers used, higher is their level of satisfaction. The data given by students clearly reflected that Explanation with the help of examples is the most effective way of learning.*

**Key Words:** Effectiveness, Holistic Development, Management Education.

## 1.0 Introduction

As the intended beneficiaries of all management education teaching, students are in a unique position to acquire information, disseminate and accommodate themselves to the needs of the industry. As the world goes ahead with lot more changes in Management education, teaching learning process it is seen that very few students are talented and intelligent to suit to all requirements

of the society in professional, social and ethical aspects. According to Lumina/ Gallup study released in 2014, only 33% of business leaders agree or strongly agree that university graduates have the knowledge that their businesses need.

Faculty members should have a quest for excellence. This can be achieved through such means as association with professional bodies, industry, government and community.

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