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Before going to cultivate in the field they perform *jankhang* puja to satisfy God and Goddesses and offering chicken, pork etc. majority of Tiwa festivals are agro- centric. *Shagramisawa* is the spring festivals of the Tiwas. It is generally celebrated in the Assamese moth of *Phagun*. *Wanshuwa* is one of the favourite festivals of the Tiwas. It generally begins on Tuesday in the month of Assamese *aasha* and *shawan* and ends on Thursday. The other important festivals are *Bihu* or *Bisu*, *Barat*, *wansu* or *wanzua*, *Jon Bila Mela*, etc. “Lo Ho La Hi” and Lali Hilali are two songs sung in different socio-religious occasions.

Marriage system of Tiwas:

There are five traditional ways of marriage is prevailing in the Tiwa society since time immemorial. These are 1) Gobhia or Gobhia Rakha (adopting son in law) 2) Barbia, 3) Joron bia 4) Paluai pata bia or gandharva marriage 5) Soali dhari rakhi pata bia (marriage by force) and soali dharibandhi dia bia (marriage by imposing force).

Findings

Form the above study it is found that Tiwa people has their own rich cultural heritage and way of life. Traditionally the Tiwas occupied a high cultural status, but in the subsequent period they lost the status due to social stratification and over domination of other high castes. In the present day Lalung can be divided into two group plains Lalung and Hill Lalung. The Hill Lalung able to preserve the traditional life and culture including language. The plains Lalungs, because of their large scale contact with non Lalung are losing much of their traditional traits. Almost all the plains Lalungs have forgotten their language. Vaisnavism has become the religious faith of the plain Lalungs. Thus the food habits and over all living pattern of this section is similar with those of non tribals.

Conclusion

Assam is the land of cultural variations and cultural change is the common phenomena. The change in culture or the cultural change towards a particular direction commanded by some other factor led to the other problems of ethnicity. Therefore adequate study on the cultural factor is utmost important to find out solutions of the problem.

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Management Education: New Emerging Trends and Challenges

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Abstract: In this dynamic business environment education in management field play an important role. In this competitive world, globalization & technological change arise more risk for study. As a result of management education has been increase the competition in the job. Employees need to increase and update his skill according to the changes in external environment. Due to the changing nature of the job and organization teaching institute has to provide relevant study and knowledge to students.

In the research paper presented the emerging trends and new challenging faced by the higher education. Now the business institute need to balance between the quality and education cost. One of the major challenges of management education is the gap between the theory and practical approach.

Keyword: management education, business school, industrial revolution, emerging trends, challenges

Introduction:

Management education always an inspiring field for all students .opened many career option & choice in this area since last two decades. Dean, directors of business schools, students, business advisory councils, administrative staff, and recruiters of graduates are all involves in the making of new shape in the future of management education in India.

Management institute trained the students to became professional manager. now a day's management education take a different shape in India. In 1990, after the privatization, liberalization, management education offered by the many college & institute in India. But after the 2010, the regulatory bodies started to control the management institute, mainly by using information technology.

Business education basically divided in three categories:-

- (A) Management college, only under graduate (UG) program offered like:-BBA, BBM.
- (b) Management Institute:-master's programs are offered like MBA, PGDM or in addition to UG program & along with teaching faculty work on research.
- (c) Business School or B-School: - MBA, PGDM and faculty work on teaching, research, training, academic administration & consultancy.

History of Management Education:-

1st MBA Program in India started in 1950, in the department of Commerce of the Andhra University. In 1963 Indian Institute of Management was setup in Ahmadabad collaboration with Harvard Business School. In 1950 to 1960 period of the commerce education and 1970 to 1980 witness the growth of management education in India. But now Management course became academic course rather than profession course.

TOP 10 MBA COLLEGES IN INDIA

RANK	COLLEGE	COURSES (PG)
01		IIM, Ahmedabad PG Program in Management (PGP), PGP-FABM, FDP, Armed Forces Program (AFP)
02		IIM, Calcutta PGP, PGPEX, PGPEX-VLM, Executive Education, CEMS MIM, PGDBA
03		Xavier School of Management, Jamshedpur PGDM (BM), PGDM (GM), PGDM (BM), PART-TIME (JSR), PGDM (GLOBAL BM), PGDM (HRM, M.S. Program (MPOD)
04		Faculty of Management Studies, New Delhi MBA (Full Time) EMBA (Evening Program) EMBA HCA, Management Development
05		IIM, Kozhikode Post Graduate Program (PGP), EPGP, MDP, FDP

RANK	COLLEGE	COURSES (PG)
06		SP Jain Institute of Management & Research, Mumbai PG Program in Management (PGP), PGP-FABM, FDP, Armed Forces Program (AFP)
07		Indian Institute of Foreign Trade, New Delhi EPGDIB, EPGDCFM, MBA (International Business) EPGDIM, MBA-IB
08		Symbiosis Institute of Business Management, Pune MBA, EMBA, PGDFM, PGDMM, PGDOM, PGDICE
09		National Institute of Industrial Engineering, Mumbai PGDM-IT, PGDIM, PGDISEM, PGDIE
10		Narsee Monjee Institute of Management Studies, Mumbai MBA (Family Business & Entrepreneurship), EMBA, MBA Social Entrepreneurship, FMBA, MPE, MBA-HR, MBA, MBA Pharmaceutical Management

Literature framework:-

- Emerging trends in commerce and management education in India (2018) .this study on emerging trends in education system in India. Now changed the education pattern and tradition of study. In the paper discuss these professional courses more important in real life industries works & less in literature .now need to change the traditional approach in to the practical approach.
- Emerging trends that influence management education (2018).this paper focus on emerging trends fourth generation, technology and expectation, gap between jobs oriented and career prospects. Also discuss that with the globalization manager will have to manage the balance between global and local views.
- Emerging trends and drivers of change in business and management education what's next for MENA? (2017).in the paper discuss the global trends those are affecting the business education like, globalization, entrepreneurship, climate change, responsible leadership, research impact, nature and mobility of work etc.
- Trends, Issues and Challenges in Management Education, (2013).in this paper discuss business school faces several challenging in this competitive world. The rapid change in globalization and technological change raising the difficulties for educational institute. One of the major challenges for the management school is gap between the theory and practical knowledge.

Objective of the study:-

- To find the present situation of management education in India.
- To study the emerging trend influence on the management education.
- To find the current challenges faced by the management education system.

New emerging trends that influence business education:-

- Fourth industrial revolution:-

Industrial revolution always a big achievement for the world. It was firstly started with production of goods. While the second focused on electricity and mass production. Third revolution is digitalization right now is using electronic and information technology. now the perfect time to enter in the fourth stage . According to the study 47% of total US population felt that they are in risk and wages and education attainment exhibit a strong negative relationship because of computerization (Frey & Osborne, 2013). Result of this computerization work reduced the job & dramatic change in job definition and roles. Smart machine and robot not only takeover the mechanical production but also the administrative works.

So now the manager, business executive all the worker have to understand the changing environment, work structure, and daily new innovation in the technology. the new revolution will influence management students as to how they develop career, cultivate skills, meet people, and the nurture relationship(Schwab, 2017)and business school need to build their curriculums to empower students to became change agents.

- Practical learning:-

Thought of the students that academic make them “ready for career” but industry wants them “ready for work” education institute trying to make a bridge to this gaps.

Experiential business learning involves acquiring business skills through shared experience & this will improve student outcome (Daniela 2018). Focus is now shifting away from traditional statistical concepts to the modern ones like non-linear regression analytics, data science and business research problems where business decision will have to be taken on live data (James G,2018). Our education systems have to revise the syllabus according to the organization needs.

- Customized course: - now the management education have to move from learning-oriented to training oriented .MBA is the most popular course on the world wide level. Needs of the organization shifted according the industry. Traditional MBA is getting outdated.

Learning approaches involve in three parts:-

1. Learning on the job
2. Near the job
3. Off the job

Off the job like the traditional approach, changing with the time learning process is also changed. Near the job focus on the coaching & mentoring the peer. And solving the case studies. Mostly of learning involved in on the job where the learning shift from class room to “on the job”.

- Faculty in Residence: - the faculty in residence program is most successfully experiment now days. And its show positive result in education. In the F.I.R faculty member & students live together in same campus. Studies are showing positive learning & outcomes from such outside the class room interaction between faculty and students (Pascarella & Terenzini 2015) in a casual and in an informal manner outside the classroom. It helpful to increase intellectual oriented, interpersonal skill, maturity, cognitive thinking, satisfaction of student. Now many colleges tried to implementing the same concept.
- Globalization and internationalization: - business has no boundary, all over the world involve in business. It is important that all management schools also equally working towards globally. Many students outside of their home and applied for the management education in international level. Country like the US, UK, Germany etc have reported three time increased in enrolment of mobile students compare to domestic students (UNESCO, 2016). Global education defines the education crossing the border. Management education is applied for full of culture. Its means education involve both local and global setup. International topic involved in the syllabus that will prepare the future manager to handle international environment and cultural related issued.
- Workplace in the class room: - work area not only in limited place or only university campus. No limit for teaching, trainer should be real; learning can be through video chat and video lesson. Digital education helpful to maintain the interest of stud
- ent. mobile technology improve learning experience, build a support network that goes beyond the MBA course duration, allows case study exercises to be integrated in everyday business and reduce cognitive load on students(Frohberg,2004).
- Social skill: - social media is important stream for education. Research shows that professional always prepared for the challenges due to lack of social media knowledge. A-Email based social network analysis fund that employee with lower closeness centrality making less engaged conversation & showing a shift in their communication behavior are likely to leave the organization(Peter et.al.2017).

Challenges:-

- Management current curriculum does not match with the challenge face by the business environment.

- Not tough in the business school how to manage complexity and uncertainty.
- Only theoretical part focus by the business school, case study concept not involve in the study.
- In 21st century new growing technology and challenge faced by the enterprise.
- Best talent joined the industry where salaries are attractive.
- Reform international and Indian economic sectors.
- Career prospects understanding with job oriented course.
- Institute –industry managed according to the learning and employment generated.
- Focus on faculty development, teaching material, and case studies.
- Linkage of industry-institute.
- Placement and career opportunity.

Overcoming challenges:-

- New designing and re-engineering management education.
- Professional development in higher education sector.
- Focus on job centered and vocational program and satisfy the requirement of the industry.
- E-learning program and online course increase training opportunity for local staff.
- Training program for faculty to update their abilities and skills.
- Focus on quality of education not on quantity.
- Project and practical work should focus on current scenarios.
- Government should taken the action against the Illegal and unauthorized MBA colleges

Conclusion: - The external business environment continuously changes with the present and future challenge of the business world. it particular more balanced approached offer business education which contain a diversified business area .the education should be reviewed and consider the job prospects education system .now the time to analysis the market trends and industry demand as par the trends and institution should develop their course curriculum. Business school need to use more strategic approach in shaping the global development of student, more international course should be involved in specialization with core course. Management organization should focus on four main pillar of effective management study: - industry experience, consultancy experience, research experience & teaching experience. When faculty focus on these four areas then it ensure qualitative education.

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