Corporate Training Programme and Full Fledged Universities for better Organizational Practice: Challenges and Opportunities

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Abstract: Information and knowledge gathering now become easy and affordable. Today we can get knowledge from informal sources and educational institute and training programme large manner. Corporate training is one of the important methods of knowledge dissemination to the corporate body which includes officials such as administrative staffs such as administrative staff, technical staff, and multitasking staff and so on. Corporate training is kind of educational programmes offered in corporate houses and provides educational opportunities to the employed areas. Today many universities are moving towards launching of corporate wing in their university campus for better and healthy practical based knowledge delivery. This paper is talks about corporate training programme; its need and challenges and specially focuses on opportunities of full-fledged university dedicated to corporate training and corporate world.

Keywords: Corporate, Information Science, Universities, Academics, Challenges, Opportunities, SWOT Analysis, Formal Education, Non-Formal Education, Degree, Corporate Houses

INTRODUCTION

Corporate Training is one of the important method and way of knowledge dissemination where education is provided through the corporate education wing and facilities office works and other staff of corporate houses. Such kind of training may be offered in In-house wing or it may be offered in the university campuses and fully dedicated to the corporate staffs. Here special arrangement is made between university and corporate houses or MNC's. corporate Training is also known as industrial training; and today we also known as industrial training; and today we can see so many nomenclature in this sector such as industry integrated learning programmes, industry integrated academic degrees and so on [1-3]. In many universities, courses are also designed as per the industrial requirement and special attention needs to pay during the designing of course curriculum. Corporate training based educational programme needs so many requirements for its better utilization and ultimately for its ultimate development, corporate ingredients in the course catalogue in the university programme day by day.

Objectives

The main aim and objective of this study is includes but not limited to as follows:-

1. To know basic about corporate training and its fundamentals;
2. To learn basic about corporate university and its strategies at a glance;
3. To learn special corporate training propgramme in the universities especially in India- the current trends;
4. To find out special challenges and opportunities of corporate training programme and introduction of corporate university;
5. To design better and interactive corporate programme to keep in mind the current scenario.

CORPORATE TRAINING: BASICS

Corporate sector is booming with so many wing and activities now a day's. The skill and knowledge is also changing day by day; thus organization are moving towards launching work integrated learning programmes where one can get his/her skill or training during the normal work. Corporate training and its versatility is increasing day by day [4-5]. Today organizations are establishing new sector and division for on job training for the new employee and in some cases for the existing staff to keep them much more modern and up-to-date as far as skill is concerned.
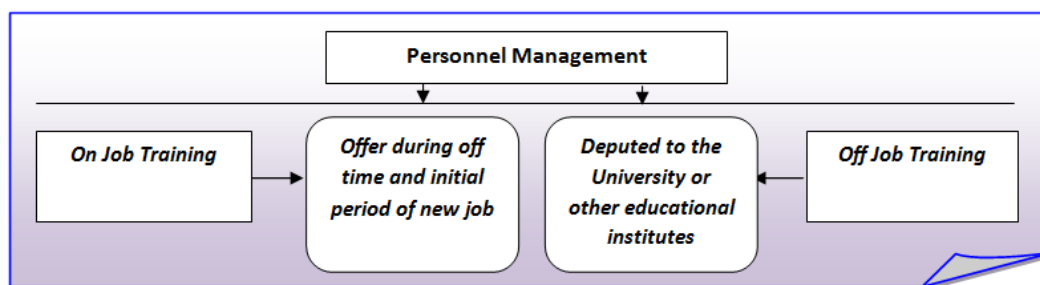
Fig-1: Fundamental knowledge about Personnel Management and staff training

Corporate training earlier treated as two ways, in one way it is provided in house the campus or within the organization and most of the cases offered during the off time of the work. Thus, this way the concept and aim of 'Learn while you Earn' may be possible. However in some organization after joining, the employee needs to span full time on the new skill learning. Apart from this way of corporate training another is providing training and university accepted training and knowledge from an accredited institute such as university and colleges. In such programme one need to span full time in the university campus and after degree one's need to join his/her concerned job [6-7]. However, apart from these two approaches today some new training are also there and such matter is discussed in next session.

Corporate Universities: Current Scenario

Today concept of 'Corporate University' is increasing day by day in the corporate houses as well as in the university system. The features of corporate universities are mentioned as follows:-

1. Providing training and degree programme to the employee by the university in distance and online mode of education. Here two concept is popular, in first, organization make tie p with universities for its employee and in another[8-9];

2. However, organization and concerned organization may established a special programme only for their organization and the course curriculum may also designed as per the requirement of the organization;

3. In another approach, employees make join their self to the university programme. Thus, communication is possible by the organization or by the employee it self;

4. Recently one more new concept is emerging, i.e. Industry-Integrated learning programme, where university establishing new study centers and institutes inside the organization as a separate organization and faculty members

constitute both from organization/ corporate and from the tie-u universities;

5. Project based education is another one, in which one can get education partially at the educational institute and rest period is called as Project Period or Internship[10].

Future Potentials

Corporate Education and on job training and side by side industrial cooperation with academics creates so many new opportunities in the arena of corporate education. Current trends in this category are includes but not limited to as follows:-

1. Establishing Cloud Computing and Virtualization Technologies with education and thus it creates new awareness in corporate education. Today it is become easy to implement online education for the corporate sector and other business firms and organizations;

2. Launching industrial component and part in the conventional degree programmes and systems[11-12].

3. Establishment of separate universities and faculty in the area of business;

4. Today many Indian universities are launching several industrial integrated courses like- VEL TECH University, Manipal University, Manipal, IIT's, NIIT University and so on. the list of courses mentioned in the figure---

5. Even full-fledged corporate universities are also established like Global NxT University, Malaysia, in India, Indira Gandhi Medical and Technological University, AP is also established to offer Research based Doctoral Degree programme like- PhD, LL.D, DSc, D.Engg and so on;

6. Universities such as EIILM University, Shobhit University, Singhania University already started Industry Integrated programme on demand.

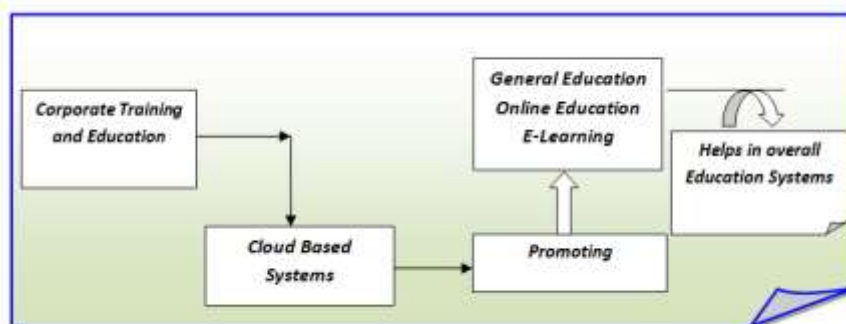**Fig: 2-Depicted types of corporate training and way to offer knowledge clusters**

Fig-3: Corporate Education and Cloud Computing benefits

Findings
1. As far as corporate education is concerned many organization are making tie up between knowledge delivery organization [13-14].
2. Universities are building separate wing for corporate sector and many cases, this is called as 'Industry Institute Partnership Cell;
3. Still fully dedicated university to the corporate sector is very minimum around the world;
4. Cloud computing and virtualization is adopting rapidly by the educational institutes;

Suggestion
1. Government need to take proper initiative for solid and up to date industrial development; as knowledge is become power;
2. Better technology enable may ensure further development of industrial education which are powered by the distance and online mode;
3. Reconstruction of curriculum is very much essential to keep in mind the matter of industrial matter;
4. An industrial component may be added in the general curriculum for normal student which will help them in further development.

CONCLUSION
   This is the age of professionalism. To make hundred percent professional we need to initially much more industry integrated courses, online courses, part-time industry integrated courses and so on [15-16].

Government institute is very much urgent to make professional education much more real and practical. Industrial awareness, industrial cooperation towards academics and vice versa is also very much urgent and important. Internship, industrial exposure, project work needed as mandatory gradients in professional education.

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