

NEW APPROACHES TO LEARNING AND THE CHANGING FACE OF EDUCATION

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ABSTRACT

Western thinkers have viewed learning in a more mechanistic way as a process of instilling cognitive and/or behavioral changes in individuals. The industrial age encouraged learning of standard skills and conforming behaviour as required by the industrial organizations. The post-industrial era needs people who are independent thinkers and creative problem solvers. This is where the West meets the East. The East always viewed education and learning as a process leading to emancipation of the individual. The holistic and integrated approach of the East is once again gaining currency in the West.

Educational institutions, such as the traditional universities - the citadels of learning, appear to be caught up in a time warp. This article highlights the changing face of education, with reference to management education, due to the entry of broadcasting companies, IT companies, big corporate houses in the field of education resulting in the blurring of boundaries between the traditional Universities, virtual Universities and open Universities. Some strategies for the traditional universities and the teachers on how to cope with these new developments are also discussed in this article.

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