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British Contribution to Development of Management Education in Developing Countries: the Role of Management Group in TETOC in 1960s

Much of the current literature on globalisation of pre and post experience management education and training highlights America's role and in particular that of private foundations like Ford Foundation (see for example, Cooke and Alcadipani 2015). Britain's role in globalising management training has received little attention. This paper documents and analyses the role of little known Management Group, part of Technical Education and Training for Overseas Countries (TETOC), in promoting management training in developing countries during 1960s.

Britain's Role

After the Second World War Britain provided international aid in education to developing countries administered under Council for Overseas Colleges of Arts Science and Technology (COCAST) which was established in 1949. This 'technical' aid was directed at providing education and training in the donor country and sending of experts and supplying of education equipment for use in receiving country (Peters 1967; Ireton 2013). This covered training in administration, communication, engineering, medicine, health, textile, forestry and mining (Peters 1967: 247).

Offering aid in management was not on the government's radar during this early period. But privately, the Administrative Staff College (ASC) was helping to set up staff colleges in developing countries. This was often done at the request of Ford Foundation. Other major institution which was involved overseas was the British Institute of Management (BIM). However, their activities were primarily aimed at providing assistance to British companies overseas rather than host educating and training people in the host country.

During 1950s there were number of requests from commonwealth countries to various British organisations and Universities to provide assistance in management training. But organisations such as ASC and BIM did not have necessary financial resource to provide assistance.

These requests were passed on to the Secretary of the COCAST who did not have enough resources to deal with them. Moreover, COCAST's remit did not include aid in management.

Using archival records that have not been previously examined, this paper describes the establishment and working of the Management Group within the TETOC to oversee the channelling of British aid in management to developing countries. TETOC was established in 1962 as an agency of government's Overseas Development Administration to provide assistance for technical training in developing countries. The paper identifies key personalities that played part in driving initiatives in the Management Group. The paper also examines two important reports that lay the foundation for future aid in management to developing countries. The first, 'Long Term Plan for Developing Countries', was written by John Marsh (BIM) in 1964. This

was followed by a government appointed working group (1968) headed by Joseph Hunt (Chairman), Professor Norman Hunt and A.G Hurrell. In 1969 findings were published in a report titled 'Management Education and Development in Developing Countries'. The type of aid in management that was recommended as a result of these reports help to understand how Britain viewed itself with regards to its strengths in management.

Conclusion

Current research has primarily focused on issues related to development of management education and training within Britain (See for example, Brech 2002; Tiratsoo, Edwards, and Wilson 2003). This paper documents an important part of history in this area, that of Britain's role in globalising management education and training. Since Britain did not have privately funded foundations who would support international aid in management education and training, this role fell on the government. Having government as a sponsor also meant that the type of management training that was provided in the decades of 1970s and 80s was influenced by the remit of individual departments and priorities of the government of the day. The 1950s and 60s was a period when Britain itself was searching for answer to the question on the value of management education and training. This is also reflected in challenges faced in mustering government's support to match that of Ford Foundation in the US in order to make a substantial contribution promoting British management internationally.

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