

# A Study On Students Perception And Factors Influencing In The Selection Of MBA Programme

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## ABSTRACT

*Education is the fore most marker of the development of any country with respect to its social structure and relationships, cultural developments, and economic intensification. A strong society with cultural richness and economic affluence is possible through education. Education is helping the community to come out of its monetary desolation and making sure the employability of human resources in the society. The role of higher education in making easy the comprehensive advance of province is greatly respected by the nations across the globe. Management Studies is a division of acquaintance which is an inimitable blend of conceptual framework and practice and acknowledged as a professional course. This study intended to study the latest sense in management education to become students' first choice. The study also intended at exploring the diverse influences distressing the option of MBA. The main objective is to make out the intensity of the issues such as strategic management, career development, and external influence activities throw into the students' selection. This study was conducted to explore student's perceptions regarding different factors that play an imperative role in the selection of an MBA. The outcomes of the study exposed that factors such as career opportunities, strategic development, and external persuades are being associated with the process of assortment of MBA by the learners*

**Key words:** Management education, perception, strategic development

## 1. INTRODUCTION

Education is ahead prime significance in today's competitive state of affairs. MBA is the widespread acronym used for Master of Business Administration. MBA is one of the prominent regular career choices amongst the graduate students in India at present. This is wholly for the reason that of the paybacks that the itinerary offers. Keeping in view the need for well trained professional managers across the globe, many institutions have come up offering MBA in different modes like regular, part time, online, distance and so on. Some

schools are offering executive MBA program also. Higher education in organization has attained exceptional consideration in business literature. The central issue in this literature is whether there is a disparity among universities to pull towards you learners through attributes institutional factors that affect students' college choice decision in higher education institutions. More than a few researchers have cracked to identify the key factors considered significant by students in choosing Master of Business Administration (MBA) or PGDM program that becomes most regular career choices amongst the students

### *1.1 Management studies:*

The Master of Business Administration (MBA or M.B.A.) degree invented in the United States in the early 20th century when the country industrialized and companies required scientific management[1]The foundation courses in an MBA program cover a mixture of areas of business administration such as accounting, statistics, human resources, business communication business law, business strategy, finance, managerial economics, management, entrepreneurship, marketing, supply-chain management, and operations management in a style most pertinent to management analysis and strategy.

Business Management is un-wrap to students from all streams – Commerce, Science and Arts – and can be followed at undergraduate (BBA/BMS), postgraduate (MBA/PGDM) and doctoral (PhD) levels.

Career-scope after finishing a business management degree course is enormous with a array of managerial jobs on put forward at junior as well as senior level. After finishing an undergraduate course, a candidate is appointed as an decision-making manager across functional areas and after completing a post- graduate course in business management, a candidate is hired at executive level.

.R.SubramaniyaBharathy, Mrs.R.Rajapushpam(2018) did research on student's perception they have been pleased contained by their factual need of becoming more precious person but they still necessitate more psychological characteristics as they wish the university could give such as student's support. Offem, OdimOtu; Arop, Festus Obun, Ph.D., &Owan, ValentineJoseph Students' Perception Towards Management of Discipline and Their Academic Performance in Cross River State, conclusions were that students with off-putting perception towards the management of suspension and ejection, did not perform well rationally. Those who had a +ve perception of the management of suspension and expulsion did improved rationally

Sudharani., Ravindran , Mrs.Kalpana M Students' Expectation, Perception and Satisfaction towards the Management Educational Institutions The answers were that institution quality factors guides to on the whole satisfaction of the students. And they found that service quality is an precursor of student contentment. DK Nur' Najmah, PG Haji Menuidin, NooranedaMutalipLaidey Factors distressing Customers"

AzlizaYacoba , Aini Zuriyati Abdul Kadirb , O. Zainudinc , A. Zurairahd Student Awareness Towards E-Learning In Education conclusion were that strategy of put into practice e-learning will be the best means for students to be aware of new technology and disposed to study in a range of concepts By using e-learning student also admit that this idea is very helpful for them in their study. Connected to this consequence screening that e-learning

influence on their self-efficacy particularly in improving their understanding and skills. The outcome demonstrates that males and female have a noteworthy awareness towards e-learning in learning at TATIUC

B.Kishore Babu and M.V.A.L. Narasimha Rao, Study reveals that perceptions are assessment of service quality and customers judgments towards service quality will help in selection of the needed. (14,15,16,17,18,29)

## **2. NEED FOR STUDY:**

Perusing of management studies have increased in the recent years. There is a stringent competition among various studies like M.Tech, MSC and MCA etc... There is a need to study students perceptions and, motivational factors that are driving towards Management studies.

## **3. OBJECTIVES:**

- To examine the student's perception towards management studies in Vijayawada city.
- To study the influence of factors like career development, strategic management decision skills and external influences in selection of MBA. Course by students
- To explore the Motivational factors which drive students to pursue management studies

## **4. RESEARCH PROBLEM:**

- Nowadays majority students who are opting for post graduations have confusions regarding the selection of course. As the majority of the students favor courses which provide better job opportunities, good package and a good reputed company and opting management courses for their higher studies. The research is required to identify the factors to be considered by the students in selection of management courses and their perceptions towards selection of post-graduation courses and the influence of factors (friends/family members/relatives/peers) like career development, strategic management decision skills, and external influences in selection of MBA. Course by students

## **5. HYPOTHESIS:**

HYPOTHESIS 1: Relation between career development and selection of MBA

H0: There is no significant relationship between career development and selection of MBA

H1: There is significant relationship between career development and selection of MBA

HYPOTHESIS 2: Relation between Strategic management development and selection of MBA

H0: There is no significant relationship between Strategic management development and selection of MBA

H1: There is significant relationship between Strategic management development and selection of MBA

**HYPOTHESIS 3: Relation between external influences and selection of MBA**

H0: There is no significant relationship between external influences and selection of MBA

H1: There is significant relationship between external influences and selection of MBA

**6. RESEARCH DESIGN:**

The Study was conducted by using convenience cum judgmental sampling method of descriptive research design. Study was carried out by taking sample of 167 students. Study was carried out by means of primary data. Personal interview was conducted through structured questionnaire. Secondary data was collected from books, reference journals, etc.

**7. DATA ANALYSIS**

HYPOTHESISTESTING: 1

Table: 3.1

Relationship between career development and perceiving of MBA  
Coefficients:

	Estimate	Std. Error	t value	Pr(> t )
(Intercept)	5.94489	0.73310	8.109	2.65e-13***
IV5	1.16321	0.46558	2.498	0.0137*
IV6	-0.33478	0.51516	-0.650	0.5169
IV7	-0.06612	0.44041	-0.150	0.8809
IV8	0.32272	0.45680	0.706	0.4811

---  
Signif.codes: 0 '\*\*\*' 0.001 '\*\*' 0.01 '\*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 2.978 on 136 degrees of freedom (2 observations deleted due to missingness)  
MultipleR-squared: 0.1074, AdjustedR-squared: 0.08114  
F-statistic: 4.091 on 4 and 136 DF, p-value: 0.003664

```
> mod2=lm(DV3~IV9,b)
> summary(mod2)
```

Call:  
lm(formula = DV3 ~ IV9, data = b)

Residuals:  
Min 1Q Median 3Q Max  
-1.61944 -0.75437 -0.04272 0.66892 2.95728

Coefficients:

	Estimate	Std. Error	t value	Pr(> t )
(Intercept)	1.4660	0.1819	8.058	3.3e-13***
IV9	0.2884	0.0819	3.521	0.000583***

---  
Signif.codes: 0 '\*\*\*' 0.001 '\*\*' 0.01 '\*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 0.8297 on 138 degrees of freedom (3 observations deleted due to missingness)  
MultipleR-squared: 0.08243, AdjustedR-squared: 0.07578  
F-statistic: 12.4 on 1 and 138DF, p-value:0.000583

**Output 1:**

- To test the Hypothesis 1, Multiple regression test was carried to identify whether there is relationship between career development and perceiving of MBA. The respondents were asked about career development under different considerations.
- Multiple regression results show that the probability value is  $0.004615 < p < 0.05$ .
- That determines that the null hypothesis is rejected that means there is significant relationship between enhancing career development and selection of MBA

Table: 3.2

Relationship between strategic management development and perceiving of MBA

```
> mod1=lm(DV2~IV5+IV6+IV7+IV8,b)
> summary(mod1)

Call:
lm(formula = DV2 ~ IV5 + IV6 + IV7 + IV8, data = b)

Residuals:
    Min       1Q   Median       3Q      Max
-8.0488 -2.3526 -0.1149  1.8851 10.3991

Coefficients:
            Estimate Std. Error t value Pr(>|t|)
(Intercept)  5.94489    0.73310   8.109 2.65e-13 ***
IV5          1.16321    0.46558   2.498  0.0137 *
IV6         -0.33478    0.51516  -0.650  0.5169
IV7         -0.06612    0.44041  -0.150  0.8809
IV8          0.32272    0.45680   0.706  0.4811
---
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 2.978 on 136 degrees of freedom
(2 observations deleted due to missingness)
Multiple R-squared:  0.1074, Adjusted R-squared:  0.08114
F-statistic: 4.091 on 4 and 136 DF, p-value: 0.003664
```

- To test the Hypothesis 2 multiple linear regression test was carried to identify whether there is relationship between strategic management development and perceiving of MBA.
- The respondents were asked whether they can develop strategic management by perceiving MBA under different considerations.
- The test results shows that the probability value is  $0.003664 < p < 0.05$ .

- That determines that the null hypothesis is rejected that means there is significant relationship between strategic management development and perceiving of MBA

Table: 3.3

Relationship between external influences (family/friends) in selection ofMBA.

```

|> mod2=lm(DV3~IV9,b)
> summary(mod2)

Call:
lm(formula = DV3 ~ IV9, data = b)

Residuals:
    Min       1Q   Median       3Q      Max
-1.61944 -0.75437 -0.04272  0.66892  2.95728

Coefficients:
            Estimate Std. Error t value Pr(>|t|)
(Intercept)  1.4660     0.1819   8.058 3.3e-13 ***
IV9          0.2884     0.0819   3.521 0.000583 ***
---
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 0.8297 on 138 degrees of freedom
(3 observations deleted due to missingness)
Multiple R-squared:  0.08243,    Adjusted R-squared:  0.07578
F-statistic: 12.4 on 1 and 138 DF, p-value: 0.000583
    
```

- To test the Hypothesis 3 Simple linear regression test was carried to identify whether there is relationship between external influences (family/friends) in selection ofMBA.
- The respondents were asked whether they had any external pressure or influences to percieve MBA.
- The test results show that the probability value is  $0.000583 < p0.05$ .
- That determines that the null hypothesis is rejected and there is significant relationship between external influences (family/friends) in selection ofMBA.

## 8. FINDINGS:

The findings reveal that there is significant relationship between Strategic management development and selection ofMBA, there is significant relationship between external influences and selection of MBA. The findings reveal that there is significant relationship between career development and selection of MBA. The findings reveal that students are analyzing the various courses available for them and choosing the courses which can offer good carrier and job opportunities. Students are having positive opinion towards management education and considering MBA program for selecting the higher education courses. 67% students are aware about management education, but not having knowledge and awareness about different specializations.72% of students are not aware of differences between MBA and PGDM. 58% students are not having awareness about best B-Schools apart from IIM's.

## 9. SUGGESTIONS:

it has been suggested that student should know about various specializations in MBA, like Finance, HR, Marketing, IT, and should aware of differences between MBA and PGDM. It has been suggested that should aware job opportunities with different specializations offered by B-schools.

## 10. CONCLUSION:

It has been concluded that students are having awareness about various post graduate courses available for them, Students are analyzing the courses bases on job opportunities and future growth in that area. Students are having considerable knowledge and awareness about management education and considering Management education as one option for future growth. Students are having knowledge about MBA courses but limited knowledge about PGDM courses and differences between MBA and PGDM coursed. Some contemporary specializations like Business analytics, Supply chain management International Business are offering by some B-Schools. Students should be aware such specializations

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