

## A STUDY ON STUDENT'S PERCEPTION TOWARDS CHOOSING MANAGEMENT SCHOOLS: A SPECIAL REFERENCE TO MBA PROGRAMMES IN BHUBANESWAR

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### ABSTRACT:

*Management based courses are quite different than the other courses where the influencing factors are quite different. The students mostly undergo a very different kind of factors for their decision towards opting management courses in a Management School. In today's competitive world, students irrespective of their streams are planning to pursue management courses because of its high demand in the industry. Business impacts almost every area of contemporary human civilization and management degrees lead to a broad range of rewarding employment – and these assumptions are likely to be mostly correct. Hence, each of the management student has go through a rigorous process of effective training, grooming, and learning in a Management School, which are required for the students who want to engage themselves in corporate careers. A management school will be their path to reach to their goals and for that the students undergo extensive search for the best Management school which would be able to fulfil all their requirements and helps them achieve their goals. The study has attempted to find out the key influencers that impact the attitude of the students towards choosing the apt school for them. The key categories on which management schools are distinguished can be their fees structures, rankings, curriculum, additional amenities provided, scholarship pattern, and campus life and placement success via internet or social media platforms.*

**KEYWORDS:** Management, Business Schools, Education, Mba, Bba, Students.

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