

## 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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### INTRODUCTION

With every passing year we find various Business Schools mushrooming across globe giving our budding corporate dozens of options with slight difference in their pedagogy, process, costing etc. It's rather bewildering looking at all these websites especially if an individual has never visited a management school before. They are all so different but at the same time so alike. So, it turns out to be a herculean task for the students to get the best option for them. When it comes for Management

courses – it mostly comprises of BBA at the Graduation level and MBA at the post-graduation level. Choosing an MBA degree is far more difficult than the BBA degree because this degree would help you to create a base for your corporate career. It will require a significant amount of time and money, and it will have a significant influence on your lifestyle. In case the individual is working and plans to opt for MBA, then one needs to consider the financial sustainability of quitting your career if the programme requires it, as well as the time necessary to balance the two. Going to work and study at the same time can have a negative influence on family and personal life, so considering all possibilities and balancing the benefits and drawbacks before committing to a programme or school is essential. This is a study conducted to look at what really matters when it comes to choosing a management school.

The primary goal of this study is to determine how students looking forward to pursuing management courses and their parents feel about management schools and the relative relevance of several parameters when choosing a management school. Obtaining an MBA will provide you with the expertise and abilities necessary to achieve your objectives which would vary from one individual to another. One must determine if the management school chosen offers a curriculum that is specialised enough to assist them in getting them in the proper track. Each school is unique, and another curriculum may better fit the needs, necessitating thorough and thorough investigation. Finally, evaluate how much real-world experience the programme provides, like as internships and networking opportunities, as well as if it is tailored toward individuals who have previously worked in the corporate sector.

This study focuses on the consumers answering questions related to why it is immensely important for the student to understand the application requirements, to identify alignment with your post-MBA career goals, to identify the aspects of business school that you value, to understand the cost of pursuing an MBA and determine the chances of getting into the target business school.

Before making a choice, check what are the average placements over the years in the B-school? Which MBA program gets higher Placement? Who are the top recruiters? These queries need to be answered before you make huge investment to your MBA programme.

The division in average placements could be made in 3 categories – Highest Placement B-schools like older IIMs, High Placement B-schools like IITs, TAPMI, Moderate Placement B-schools like BIMTECH, LIBA among others. You should compare the fee and placements of the B-schools and then choose the right MBA College.

## REVIEW OF LITERATURE

Guha, Chattopadhyaya, and Mondal (2013) performed a study that focused on students' perceptions of management institutions in relation to management curriculum and concluded with the influence of price on B-School demand from the stakeholders' perspective in the form of student opinion.

According to Chantasuwanno and Suasungnern (2011), the internal motivation for respondents to continue their MBA studies is to increase their specialised knowledge skills and progress their careers, whereas the external motivator is the labour market.

According to Briggs (2013), four key motivations drive people to pursue an MBA: a want to earn more money, a desire to change occupations, a desire to progress their careers, and a desire to learn. According to the findings, the university's capacity to assist people become more employable or progress their careers is the most significant element to consider when pursuing an MBA programme.

According to Osman and Mohammad (2014), despite the fact that student enrolment is on the rise, the majority of universities are failing to provide excellent education owing to noncompliance with legislative standards. Furthermore, the study discovers that, when comparing aesthetic and

performance criteria, the latter has a greater impact on students' satisfaction with the MBA programme. According to Pokhrel, Tiwari, and Phuyal (2016), recommendations from friends are the most important influencing factor for admission at the BBA and MBA levels. However, word of mouth from family and relatives, as well as marketing on college websites and in publications, has been proved to be successful.

According to the findings of Aaratee Tripathi (2017), there is a favourable correlation between MBA programme quality perception and overall satisfaction. Because MBA is considered as an advanced degree that builds professionalism and offers prospects for work and entrepreneurship, student happiness is heavily reliant on ensuring that colleges and institutions maintain high quality standards. Quality is frequently connected with a good brand name. Quality ensures good service, a pleasant working environment, the creation of possibilities, the improvement of skills, and the advancement of a career.

According to the research, there is a strong link between job advancement and MBA choice. Students are assessing the many courses accessible to them and selecting those that would provide them with strong career and employment chances, according to the research. Students have a favourable attitude toward management education and are contemplating the MBA programme as a further education option.

After an extensive review of literature, the researchers have framed the following objectives:

1. To understand the perception of the students towards the choosing of the management programme
2. To find out the key influencers that impact the attitude of the students towards choosing the apt school for them

## RESEARCH METHODOLOGY

For the study the smart city of Odisha – Bhubaneswar was considered which is the education hub. Bhubaneswar comprises of various management schools and few of the universities – both public and private. The present research is an effort to analyse the perception of the youth of Bhubaneswar town towards their choice regarding management B-Schools. A descriptive research design was followed by the researchers. For the fulfilment of the objectives, the empirical study was carried out by the researchers. A sample of 130 respondents has been taken for this study. Self-administered questionnaire was used to collect the primary data from the youth. Descriptive statistics were used to analyse the data collected and the analysis is used to know the strength of association between the factors responsible while choosing a management school.

## DATA INTERPRETATION

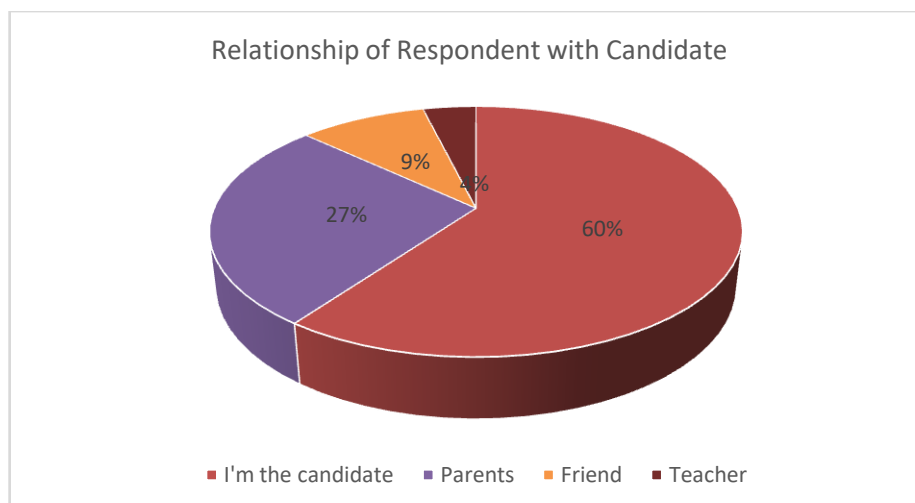
The parts that follow have been able to emphasise a detailed study of the responses gathered using a questionnaire. The responses have been collected from various residents of Bhubaneswar who are either directly or indirectly associated with the Decision-Making process of management programme in different B Schools.

## PROFILE OF THE RESPONDENTS

The subsequent section covers the detailed profile of the respondents regarding their relationship with the prospects and their qualification.

### Relationship of respondent with candidate

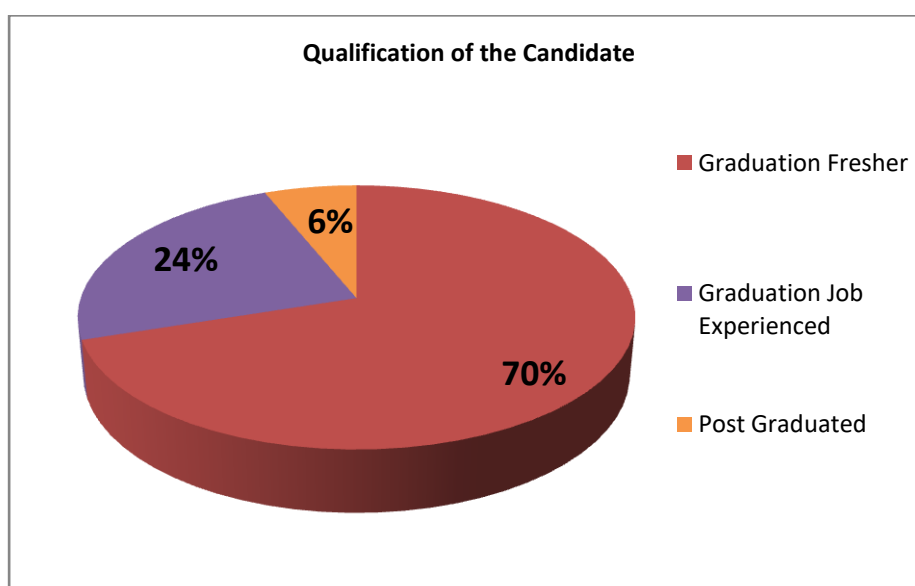
It is highly important for the researcher to identify who the primary respondent is and how the candidate looking for management school is going to be helped by the same respondent.



The above figure clearly denotes that most of the respondents were the candidates themselves and they have shared their opinion towards the choice of the management programme.

## Qualification of the Candidate

The qualification of the candidate will help the researcher identify that after which major qualifications generally the students tend to pursue management or tend to be interested in studying in any B-schools.



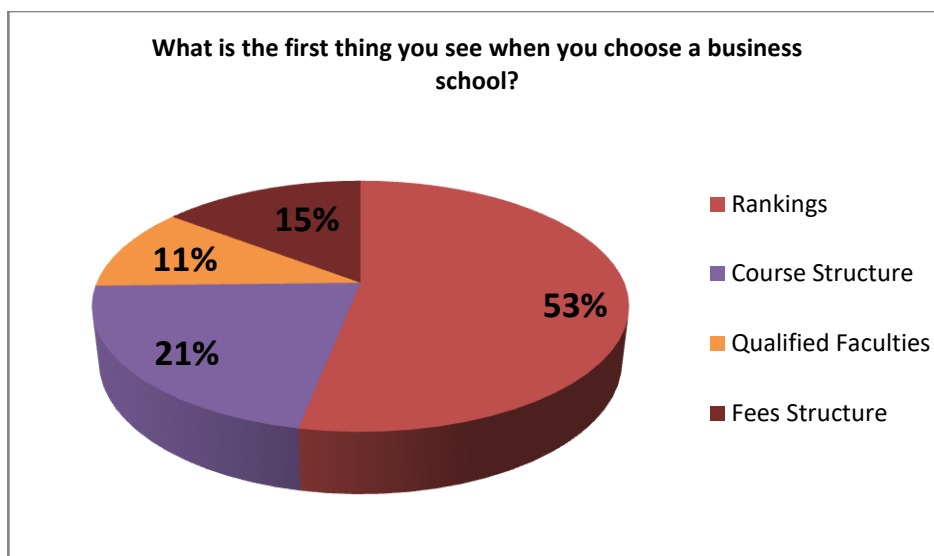
The above figure clearly denotes that most of the respondents of the study are the graduates who have completed their graduation recently.

## ANALYSIS FOR THE INFLUENCING FACTORS

The following section is related to the factors that influence the decision making of the respondents towards the choosing of the management programmes.

### The Most Important Criteria While Choosing A B-School

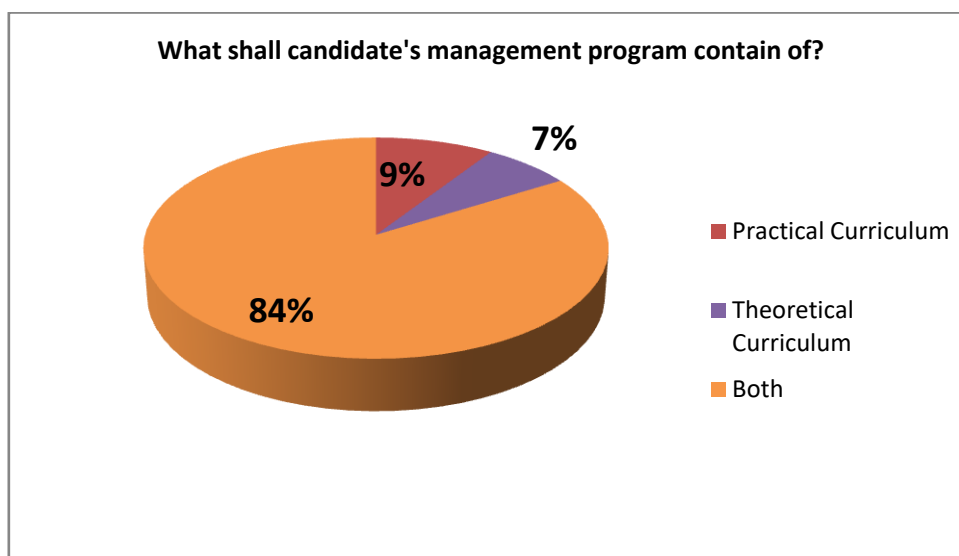
This helps the researcher find out the most important thing which all the B-school should focus on to satisfy the needs of most of the candidates.



The above figure clearly states that 53% of the respondents consider rankings over others while making the decision towards the management programme. This is followed by course structure, Fee structure and finally the last factor to be considered was the qualification of faculties.

## Contents Of Management Programme

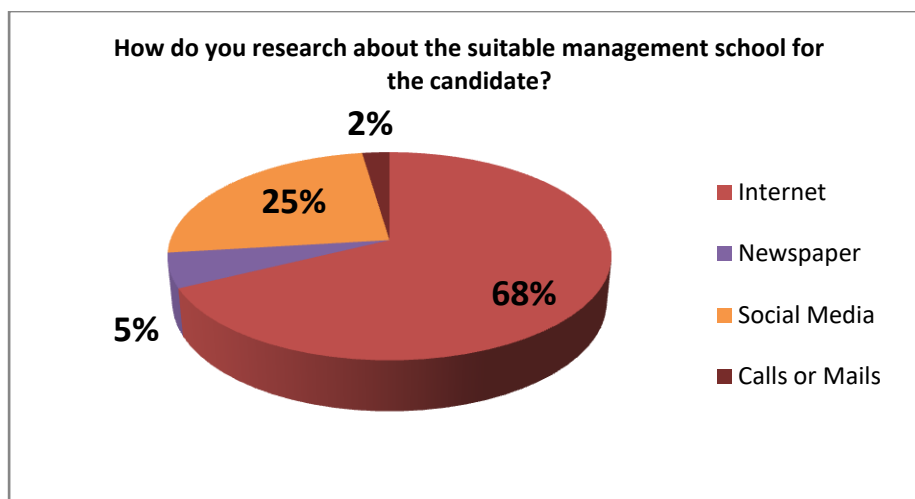
This question will help the researcher take a notice on the contents of management curriculum and what students are looking forward to in any curriculum.



Moving to the curriculum followed in the programme, most of the respondents have opted for both the theoretical as well as practical curriculum. As in management programme the theory needs to be backed up by the practical exposure, which would help in giving the candidates a diverse idea of the domain and make him/her fit enough for the competitive corporate world.

## Mode of Research About The B-School

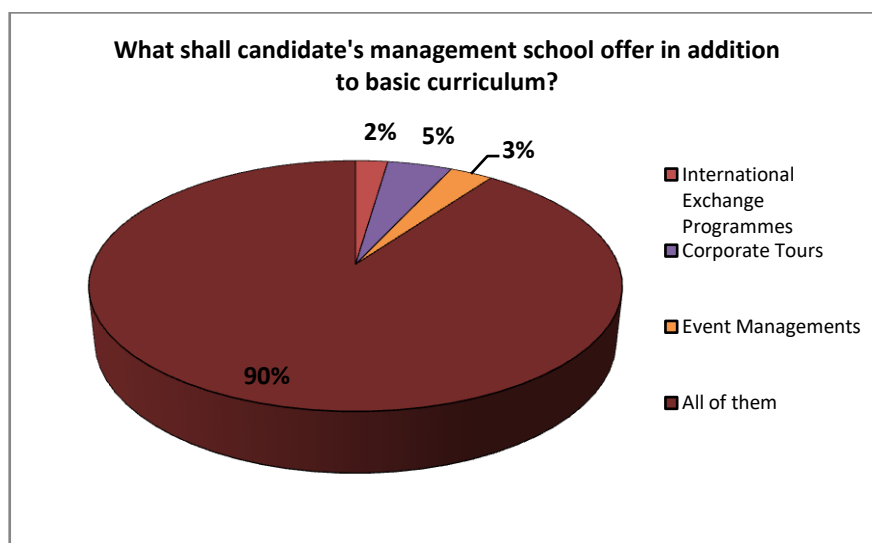
This question finds out via which platform respondents are using to research about their potential management college.



The above figure states that internet has been the most opted platform used by the respondents to search the management programmes. This is followed by a 25 percent of the respondents who depend on the social media for the collection of information regarding the management programmes.

## Addition To Basic Curriculum

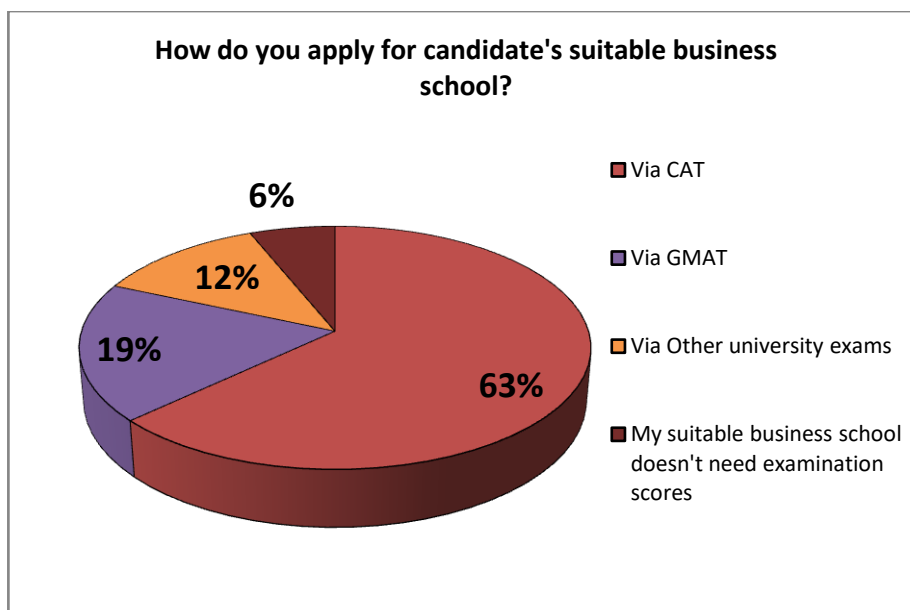
Here candidates choose their additional amenities to the basic management curriculum provided.



The above figure interprets that most of the respondents have shown their interest towards the International Exchange Programmes as an extra adage with the basic curriculum, while Corporate Tours and Event Management are the least interested option.

## Application Formats

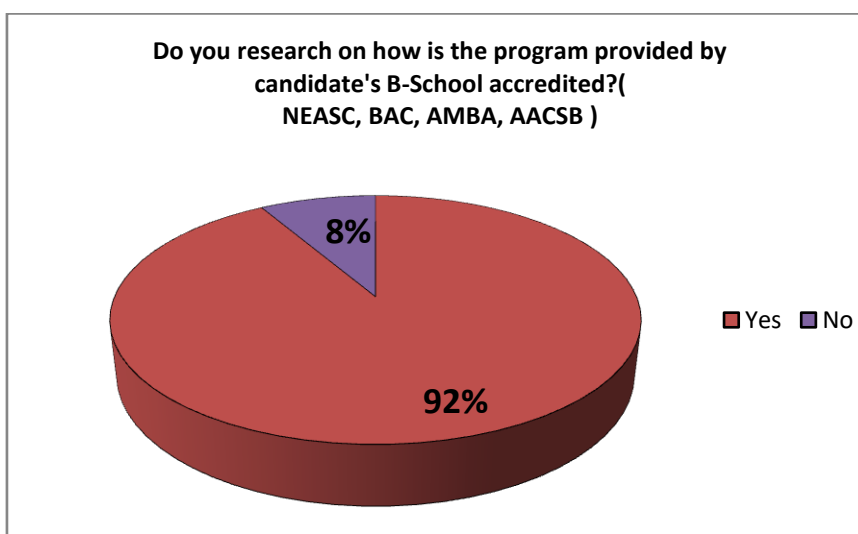
This helps the researcher to identify which are the most opted exams that candidates prefer to attend for applying in their suitable B-schools.



As per the figure most of the respondents have been considering the CAT as the prime entrance criteria, while only a few opt for the B-Schools having no entrance tests.

### Accreditation of B-school

Accreditation has been considered another vital aspect. After a few private B schools have closed due to accreditation issues. Now most of the students are considering it as a vital factor.

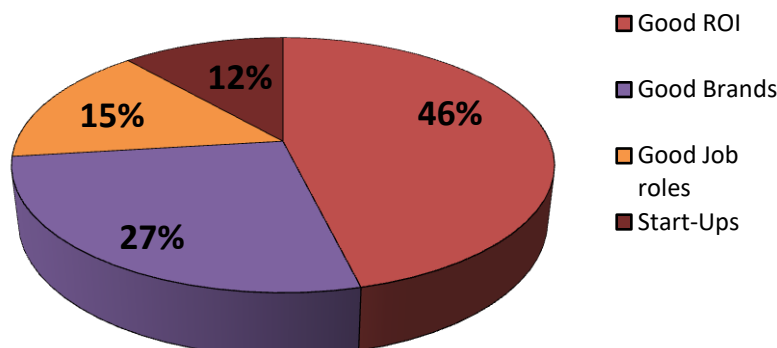


As per the figure, it has been interpreted that most of the respondents who are mostly the prospective students have considered Accreditation as a vital element for choosing any management programme

### Placement at Campus

Students study in college with huge expectations from college giving them good opportunities to grab good jobs after their degrees are completed. Here, respondents are given choice between which kind of placement histories of the college would attract them to apply for the same.

What do you look forward to when you see the placement department of the business school for the candidate?

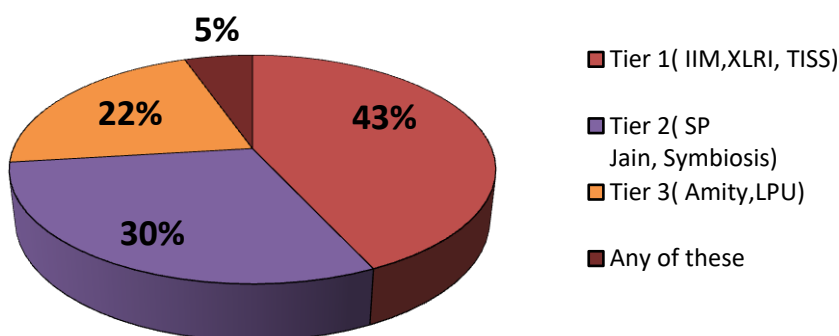


As per the analysis shown in the above figure, most of the respondents look forward to good Return on Investment, while considering the placement of any management programme. This clearly states that while considering best placements they compare it with the amount the students invest in this programme.

### Tier of Management Colleges

The different management schools have been categorized into three tiers which vary from each other based on their various facilities – affiliation, academics, infrastructure, corporate exposure, course fee, placement etc.

What Tier management colleges is the candidate aiming for?

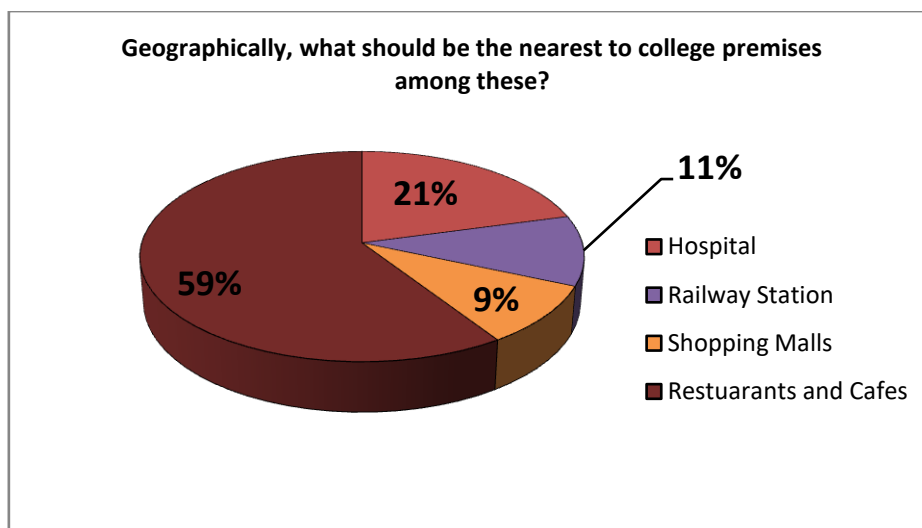


As per the figure most of the respondents mostly opt for Tier 1 category management schools which comprises of IIMs, XLRI, TISS. This is nearly followed by the Tier 2 category.

### College Premises Nearby Area

Along with the college infrastructure, the neighbourhood is another influencing factor for the prospective candidates. During their decision making they also try to research regarding the different amenities present in the neighbourhood of the campus.

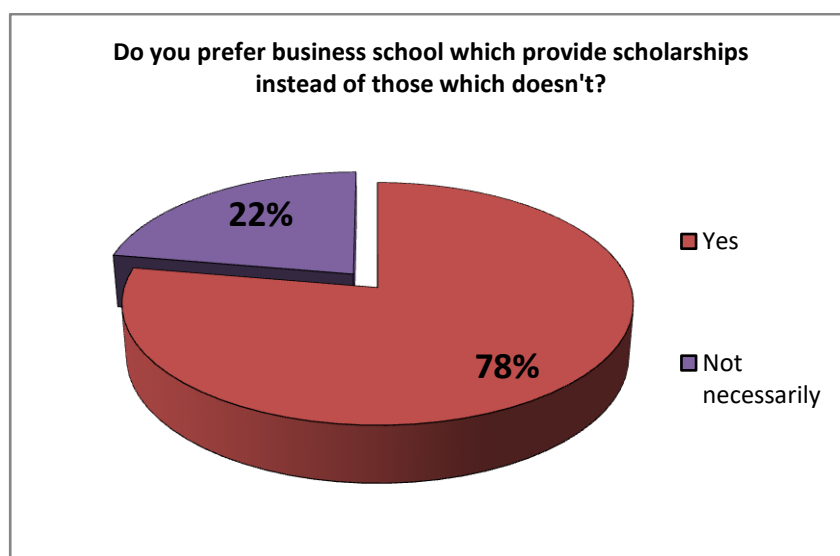




As the prospective candidates are mostly the youth, they look forward towards the presence of the restaurants and cafes in the neighbourhood of the campus.

## College Scholarship

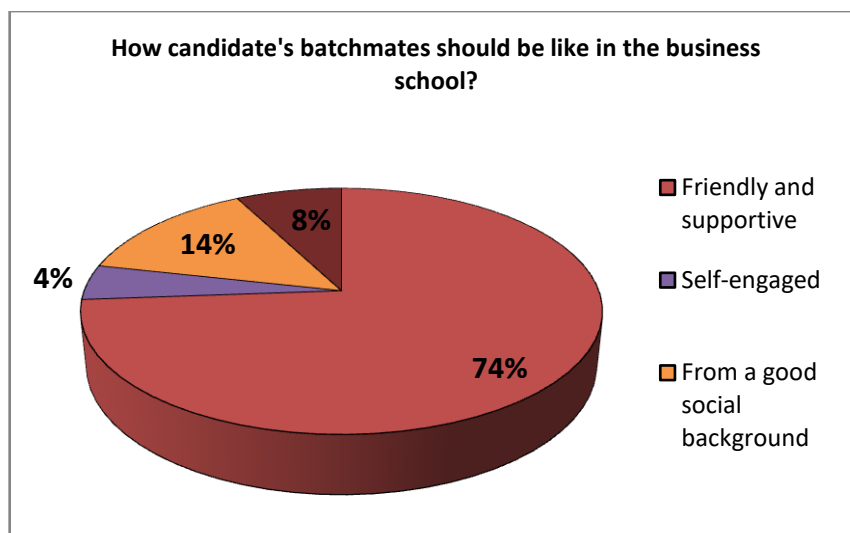
Scholarships have always been the most motivational factor for any of the student and this element has also an impact on the Return on Investment for the candidates.



As per the figure given above it clearly states that most of the respondents have shown their interest towards the scholarships provided at the B Schools and it has been one of the essential influencing factors for the candidates.

## Influence of Other Candidates Applying To The Same College

Peer pressure has also been an essential factor which influences the decision making of the candidates which are in majority the youth who get easily influenced by their peers. Among the various needs social needs is the one which is considered far more essential than any of the needs especially when you are in your youth.



It has been observed that 74 percent of the respondents look forward towards a friendly and supportive educational environment. Friends in college are a great influence in student's personal and academic lifestyles hence is a vital element for the prospective candidate.

## **FINDINGS AND SUGGESTIONS**

1. Most of the respondents are the candidates themselves and are searching for the best suitable management college. The next most concerned respondents are the parents. For students' university is about more than an education. University experience gives the knowledge, skills, confidence, and experience to help the students make the world a better place.
2. It is observed that mostly after graduation students directly tend to pursue their post graduations. Few of the graduates who have working experience opt to choose to pursue management to add up to their managerial and corporate skills.
3. While choosing a business school more than half of the respondents first check the rankings of the college listed and the next most thing noticed is the course structure of the management school. Rankings can help students to sort out which programs are considered the most selective and prestigious and that's why the first thing most of the students prefer to check is the rankings of the college.
4. 54% of people chose Pvt Run colleges and the rest of the respondents gave their priorities to Govt or international schools. They candidates seek a valuable degree from Pvt Brand institutions and lucrative career planning with help of large network of professionals working with those Pvt Institutions.
5. The curriculum included by each management college has similarities as well as differences. The contents and the organisation structure which includes both Practical and Theoretical curriculum is what 84% of respondents emphasised on.
6. Channel of research about the school varies from people to people. In this study approximately 70% of the respondents believe surfing internet is the best source of information. Rest of the respondents feel social media newspaper or mails are the correct source of information about the college.
7. Just a normal academic curriculum isn't enough for a student to learn both theoretical and practical knowledge. According to the responses 90% of the students want in addition to basic curriculum there should be international exchange programs, event management opportunities and corporate tours.

8. For management schools there are generally national levels common exams conducted so that the interested candidate can apply to the qualified colleges with the scores obtained. 63% of the respondents choose CAT exam as their mode of entrance test and around 20% of respondents opted GMAT as their entrance test via which they can also apply for few international management schools.

9. Accreditation of the college the candidate is applying to generally in layman's term refer to quality check. For management school if accreditation is done by any good recognised official standards, then the school definitely meets the standards and is qualified to teach properly. 92% of respondents have given this a high importance that they would only choose a college with authentic accreditation.

10. With the help of Placement cell students can put forward their best foot and grab the opportunities given by the college and get hold of best jobs. About 46% of the respondents feel they will opt for companies that provide a good Return of Investment. The second most majority of people chose good brand jobs as their priorities.

11. Campus life is a positive and fun surrounding for the students and where their social development takes place, and it is important to have a correct set of friends and a peaceful environment where students feel their energies to be radiated safely. In this study, about 74% respondents have categorised their batch mates should have a friendly and supportive characteristic.

## **CONCLUSION**

Consumer behaviour contains all personal behaviours that occur before or after making decisions. Consumer understanding enables the advertiser to make marketing decisions that are tailor made to the needs of the consumer. From the survey there are various key categories of a consumer i.e the candidate searching for a suitable management school here are socio economic, psychological, political, environmental, and demographic etc. Further segregation of any human behaviour will allow the management schools to directly showcase their policies and let the students have a crystal clear understanding about their college rules and regulations, their course and curriculum, and application methods and the finances included. While choosing a management college the candidate is generally very careful about the rankings the accreditation the fees and curriculum but also they are concerned about the range of characteristics of other students applying to study there, they are also giving a huge importance to the placement department of the college and additional activities handled by the college like trips and tour opportunities and also the campus life of the college.

Students are mostly trusting internet as their safe source to research about any particular college and about any entrances that leads to admission in management school. They prefer to check the rankings and course structure via internet and that's why the respective college should have a distinct website with all the necessary information.

CAT entrance test is opted by majority of the candidates because it has a good pattern for examination and the scores are accepted by a wide range of colleges all over India and a few colleges over the sea.

For suitable management college students are looking for a school which involves both practical and theoretical knowledge in their syllabus.

So, most of the candidates who want to pursue management are graduate fresher and they right after their graduation opt to finish their post-graduations and rest are either with work experiences or want to pursue the course to learn and enhance their managerial skills.

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