

A STUDY ON STUDENTS PERCEPTION TOWARDS MBA PROGRAM AT BALLARI DISTRICT

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ABSTRACT

This study explores the perceptions of students towards MBA programs in the Ballari district, aiming to understand the factors influencing their choice of institution, satisfaction levels, and expectations from the program. The present study is an empirical analysis designed to measure the MBA program student's perception and satisfaction level towards MBA program they study, this study undertaken with the sample 100 students. Today more and more students who are opting Master degree are very conscious regarding the selection of the institutions. After selecting such institute and environment it becomes important for them to have complete satisfaction and positive perception towards the course they have studied. Hence this study carried out objective of study is to about the student's perception towards MBA program at Ballari District. The research employs a mixed-methods approach, the quantitative surveys and to gather comprehensive data from students enrolled in various MBA programs across the district. Key factors analyzed include the quality of faculty, curriculum relevance, infrastructure, placement opportunities, and the cost of education. The findings reveal that while students generally appreciate the theoretical knowledge and skill development offered by the programs, there is a notable demand for more industry-relevant content and practical exposure. The study also highlights disparities in perception based on the institution's reputation and resources. These insights are intended to guide educational institutions in the Ballari district to enhance their MBA offerings, aligning them more closely with student expectations and industry demands.

KEYWORDS:

MBA Program, Students, Ballari District, Perception, Educational Institutions, Quality.

INTRODUCTION

The MBA programme is at the heart of management education in India and has been fulfilling the demands of the business world for many years now. The fact that over 3900 management colleges in the country offer the MBA degree is a pointer of its popularity among students as an entry ticket into the business world. Over the years, the programme has also evolved itself to keep pace with changing requirements and dynamics of the businesses. New specializations, new additions in the curriculum, new methods of pedagogy have found a way into the programme – all adding up to a comprehensive package.

The current MBA programme in the country majorly caters to two categories of students. The first category includes students who aim to acquire a job in the managerial domain in the industry. This forms a major percentage of the students. The second category covers students who wish to embark on the path of entrepreneurship, starting their own venture or business or run and existing business.

The MBA program as it offers the development of soft skills and technical knowledge in managing business and operations. With modernizing business and economy, demand for trained and skilled managers has billowed the nation, making management among the most sought after courses.

There are different colleges and business schools affiliated to domestic and international universities which offer various types of management programs.

STATEMENT OF THE PROBLEM

MBA programs are popular choice among the students in Ballari district, but there is lack of in-depth research on the factors that influence student's perceptions towards these program. Understanding these factors is crucial for Educational Institutions to improve the quality of Mba programs.

Need of the study:

The research work might be useful to management education institutes to understand the perception of the students about the course.

- 1.The study might be useful to know importance of making improvements in the quality of management education to survive in the long run
2. The review of literature will help us to understand different dimensions of expectations of management education pursuing students
3. This study would be helpful to the management degree giving institutions to understand the challenge of survival

Objectives of the study

1. To study the perception of under graduates towards MBA program in Ballari district.
2. To study the perception of undergraduates towards the rating NACC/NBA and NIRF of MBA program running by different college and universities in Ballari district.
3. To study the perception of undergraduates among B.COM, BCA, BBA, BSC in MBA program in Ballari district

LITERATURE REVIEW

1)Prasanta Guha (2013) Author Prasanta Guha tries to say in this article is that learning discovered that a low proportion of students were expecting a higher income as a result of obtaining their Mba program. All business schools are different, and choosing which one is right for you can be an in-depth process that requires prospective students to consider a multitude of factors. Conclusion- He had been concluded that there are some essential aspects, however, that should be central to your decision-making process to ensure that that the students emerge a competent, well-prepared graduate.

2)Dr Debbie (2013) Author Dr Debbie tries to say in this article is that learning improvement in career development after obtaining Mba is one of the values that Mba graduates are looking for upon completion of the program. Conclusion-He had been concluded that the students in PRME schools have positive attitudes towards responsible management, and would like their schools to further introduce them to responsible management education (RME).

3)Mathews (2005) Author Mathews tries to say in this article is that the education environment is undergoing rapid evolution where learning methods, flexible learning technologies and changes to student life-long learning and teaching principles are eroding the traditional paradigms of management education. Conclusion-He had been concluded that report on the future of management education overlooked the inclusion of opinions, knowledge and expertise of management academics.

4) Brijlal Mallik (2017) Author Brijlal Mallik tries to say in this article is that this paper is an attempt to explore the awareness and attitude of the management students towards corporate social responsibility (CSR). Conclusion-He had been concluded that the Students are perceived as future managers of the corporate world and their perception about CSR is deemed important to business organisations the students can make companies understand their responsibility towards various stakeholders the paper aims to discuss these issues.

5) Prof. Dr Tushar. (2023) Author tries to say in this article is that the purpose of this theoretical article is to address some issues of employability skills required by MBA Graduates and to give some suggestions for improving their skills to make themselves 'Employable'. Conclusion- He had been concluded that this paper reviews drawbacks in existing Higher Education system and how it makes students only Degree based and not Skilled based job seeker which makes them incapable for getting job employment. Paper also discusses some serious problems and challenges currently facing by today's youth regarding skills and jobs.

Methodology:

DATA COLLECTION: The data is collected using both primary and secondary method.

A. **Primary Data:** Primary data refers to the first-hand data gathered by the researcher himself. Secondary data means data collected by someone else earlier. Surveys, observations, experiments, questionnaire, personal interview, etc. Government publications, websites, books journal articles, internal records etc. → Collection of information through the interview. → Collection of information through the questionnaire.

B. **Secondary Data:** Secondary data refers to data that is collected by someone other than the primary user. Common sources of secondary data for social science include censuses, information collected by government departments, organizational records and data that was originally collected for other research purposes.

The information is been collected through the Articles, Websites and through Internal guide.

Sample size

Total population: 100

Sample size: 100

Sampling area: Degree colleges at Ballari District.

Sample Methodology:

The sample methodology used in this study is stratified sampling.

Type of data: Primary data.

Source of data for literature review: Google scholar.

Statistical tool: Descriptive statistics

DATA ANALYSIS AND INTERPRETATION:

1)Gender Distribution:

Analysis and interpretation is that out of 100 respondents

Analysis is that we found that 56 of the respondents are male with 56.4% and Female are 44 respondents with 43.6%.

Interpretation: Male respondents are more compared to female respondents.

2) Age Group:

Analysis: We could analyse that the highest age respondent is 22 with as 83.2%, the next is there are respondents from 26 with 14.9% and the least respondents 35 with 1% and more than 45 is 1%. Interpretation: We could clearly understand that half of the respondents are young as they fall under the age range between 18-24 years and 25-34 years.

3) Current level of Education:

Analysis: we could analyse that the highest education level of respondents are others with 43.6% and BBA education with 41.6% and B.COM education with 10.9% and the least level of education comes under BCA with 4%. Interpretation: We could clearly understand that half of the respondents current level of education is others and BBA level of education.

4) MBA Program offered in Ballari District :

Analysis: we can know that 92.1% of the respondents are aware of the MBA program offered in Ballari district and remaining 7.9% of the respondents are not aware of the MBA program

offered in Ballari district. Interpretation: We could clearly understand that majority of the respondents are aware of the MBA program offered in Ballari district.

5) Considered pursuing an MBA program in Ballari district:

Analysis: we can know that 78.2% of the respondents considered pursuing an MBA program in Ballari district and remaining 21.8% of the respondents don't considered pursuing an MBA program in Ballari district. Interpretation: We could clearly understand that most of the respondents are considered pursuing an MBA program in Ballari district.

6) Factors influenced your decision to pursue an MBA program:

Analysis: we can know that 30.7% of the respondents are been Influenced to pursue an MBA program by the placement opportunities and 16.8% of the respondents influenced to pursue MBA program by Cost of the program and 15.8% of the respondents have been influenced by Reputation of the program and others and 10.9% of the respondents have been influenced by Location of the program and remaining the least 9.9% of the respondents have been influenced by Curriculum and course structure.

Interpretation: We could clearly understand that most of the respondents are been influenced by the Placement opportunities and cost of the program

7) Rate the reputation of MBA programs in Ballari district:

Analysis: we can know that 55.4% of the respondents are said reputation of the MBA program in Ballari district is good and 25.7% of the respondents say reputation of MBA program in Ballari district is Excellent and 15.8% of the respondents say that reputation of the MBA program in Ballari is Average and the least 3% of the respondents say the reputation of the MBA program in Ballari district is poor.

Interpretation: We could clearly understand that the reputation of the MBA program at Ballari district is Good and Excellent

8) The location of the MBA program to you:

Analysis: we can know that 50.5% of the respondents say that the location of the MBA program is Important and 34.7% of the respondents say that the location of the MBA program is Very important and 11.9% of the respondents say that the location of the MBA program is Neutral and 2% of them say that the location for MBA program is not at all important and least is 1% of the respondents say that the location of the MBA program is Not important. Interpretation: We can clearly understand that the location for the MBA program is Important and Very important.

9) The placement opportunities provided by the MBA program to you:

Analysis: we know that 53.5% of the respondents say that the placement opportunities provided by the MBA program is Very important and 33.7% of the respondents say that the placement opportunities provided by the MBA program is Important and 10.9% of the respondents say that the placement opportunities provided by the MBA program is Neutral and remaining 2% of the respondents say that the placement opportunities provided by the MBA program is Not important.

Interpretation: We can see clearly that the respondents say that the placement opportunities provided by the MBA program is very important and Important.

10) Employers perceive MBA graduates from Ballari district:

Analysis: we know that 48.5% of the respondents positively think employers perceive MBA graduates from Ballari district and 25.7% of the respondents very positively think employers

perceive MBA graduates from Ballari district and 21.8% of the respondents Neutral think employers perceive MBA graduates from Ballari district and remaining 2% of the respondents Negatively and very negatively think employers perceive MBA graduates from Ballari district. Interpretation: We can clearly see that most of the respondents positively and very positively think employers perceive MBA graduates from Ballari district.

FINDINGS

1. 56 of the respondents are male with 56.4% and Female are 44 respondents with 43.6%.
2. The highest age respondents are 18-24 age group with as 83.2%, and respondents with 25-34 age group with 14.9% and the least respondents 35-40 age group with 1% and more than 45 is 1%.
3. The current level of education of the respondents is 43.6% are from BBA education with 41.6% and B.COM education with 10.9% and the least level of education comes under BCA with 4%.
4. 92.1% of the respondents are aware of the MBA program offered in Ballari district and remaining 7.9% of the respondents are not aware of the MBA program offered in Ballari district.
5. 78.2% of the respondents considered pursuing an MBA program in Ballari district and remaining 21.8% of the respondents don't consider pursuing an MBA program in Ballari district.
6. Most of the respondents are been influenced by the Placement opportunities with 30.7% and cost of the program with 16.8% in MBA program.
7. 55.4% of the respondents are said reputation of the MBA program in Ballari district is good and 25.7% of the respondents say reputation of MBA program in Ballari district is Excellent and 15.8% of the respondents say that reputation of the MBA program in Ballari is Average and the least 3% of the respondents say the reputation of the MBA program in Ballari district is poor.
8. 50.5% of the respondents say that the location of the MBA program is Important and 34.7% of the respondents say that the location of the MBA program is Very important and 11.9% of the respondents say that the location of the MBA program is Neutral and 2% of them say that the location for MBA program is not at all important and least is 1% of the respondents say that the location of the MBA program is Not important.
9. 42.6% of the respondents say that the facilities and infrastructure of the MBA program is Very important and 39.6% of the respondents say that the facilities and infrastructure of the MBA program is important and 14.9% of the respondents say that facilities and infrastructure of the MBA program is Neutral and 2% of the respondents say that the facilities of and infrastructure of the MBA program is not important and least is 1% of the respondents say that the facilities and infrastructure of the MBA program is not at all important.
10. We can clearly understand that the accreditation of the MBA program is 38.6% Important and 36.6% Very important in MBA program in Ballari district. → 40.6% of the respondents say that the cost of the MBA program is Very important and 36.6% of the respondents say that the cost of the MBA program is Important and 20.8% of the respondents say that the cost of the MBA program is Neutral and remaining 2% of the respondents say that the cost of MBA program is not important.

Conclusion:

The Master of Business Administration (MBA) is the most popular and broadly accepted degree in the business and management world. The MBA qualification degree is the necessary requirement for top management positions in organizations. The students has to choose the right business institutes, but selection of right specialization in MBA program is most important.

The students of MBA are less likely to make the best specialization selections where they have lack of knowledge about specialization and the ideas they obtain may provide incorrect information. To decide what is meaningful to students, a student must ensure that his area of interests matches the nature of the subject and the business institutes should arrange special orientation lectures in form of seminar about the specialization. The senior professor of the concerned specialization delivers the lecture about selecting the right field before starting specialization classes in the institute. He should provide guidelines to the students about the specialization.

The research paper investigates ten perceptions that students consider in selecting specialization in MBA such as, student own interest, friends opinion, numerical approach, theoretical approach, specialization scope, nature of specialization, financial interest, faculty, professor opinion and physical attributes. The results concluded from this research paper the student's important perception is own interest regarding selection of specialization in MBA.

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