

A STUDY ON STUDENTS PERCEPTION AND SATISFACTION LEVEL TOWARDS MBA PROGRAMME IN PERIYAR UNIVERSITY

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ABSTRACT

The present study is an empirical analysis designed to measure the MBA students perception and satisfaction level towards the MBA programme they study. study undertaken with sample of 100 students. While selecting this institute, placement, activities done by the institute, computer lab facility, suggestion from friends and family, career goal of the student, positive word of mouth, experience of the faculty, guidance from the counselor, specialization offered and course provided by the institute, brand name of the institute and environment location are mostly considered by the students. today more and more students who are opting master degree are very conscious regarding the selection of the institutions. After selecting such institute, it becomes important for them to have complete satisfaction at positive perception towards the course they have studied. Hence this study was carried out objective of the study is to about the student's perception and satisfaction level towards MBA program, to examine the knowledge and skills of students in business field and to analyze level of student's awareness towards MBA program. The study revealed that the students are highly satisfied with the factors like low fee, infrastructural facilities, teaching qualities etc., where as they are dissatisfied with the number of

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skill development workshops organized for the student. Certainly the study has contributed to all stakeholders in training policies of strategies that may benefit the students' community for their better future.

Key words: Perception, Satisfaction level, Institute, Environment.

INTRODUCTION

Education is gaining prime importance in today's competitive scenario. MBA is the common abbreviation used for Masters of Business Administration. MBA is one of the most common career choices amongst the youth in India today. This is purely because of the benefits that the course offers. More and more MBA schools and management institutes are coming up in India. There are more than thousand institutes all across the country that offers full time residential MBAs. Distance learning MBA, online MBA and part time executive MBAs are also gaining momentum. With the growing needs of the industry for world class managers, the institutes offering MBAs has also gone up in the last few years.

Definition of perception

Perception means perceiving, i.e., giving meaning to the environment around us. It can be defined as a process which involves seeing, receiving, selecting, organizing, interpreting and giving meaning to the environment.

Nature of perception

- (1) Perception is the intellectual process.
- (2) Perception is the basic cognitive or psychological process.
- (3) Perception becomes a subjective process and different people may perceive the same event differently

STATEMENT OF THE PROBLEM

Today more and more students who are opting master degree are very conscious regarding the selection of the institutions. As most of the students prefer premium institutes having reputation

in the education field, we want to find out the perception and satisfaction level of the students evaluated while selecting an institute.

OBJECTIVES

1. To study about the student's perception and satisfaction level towards MBA program.
2. To examine the knowledge and skills of students in business field.
3. To analyze level of student's awareness towards MBA program.

REVIEW OF LITERATURE

Enwistle (2003), is that a student's motivation to learn is a key influence on how that student learns overall. The second assumption is that there is a relationship between the type and level of motivation to learn of a student and their expectations of that learning experience.

DeBacker & Nelson (1999) who suggest that these expectations of learning will have a number of different dimensions. In making the link between motivations and expectations, this paper considers motivation across two dimensions: Intrinsic motivation and extrinsic motivation.

Joseph SiaKee Ming (2010) has prepared a research paper on title, "Institutional Factors Influencing Students' College Choice Decision in Malaysia: A Conceptual Framework" Intense competition in the higher education sector in Malaysia has forced many universities to become "entrepreneurs" and implement marketing strategies in recruiting students both locally and abroad.

Lewis and Airey (2001) investigated secondary school students' perceptions towards tourism careers in Trinidad and Tobago.

Alshwaih (2009) as well as reported that the students' attitudes and investigated the effects of a proposed blended learning towards the English language when teaching medical vocabulary to pre-med students in Arabian Gulf University. The findings did not show statistically significant differences regarding achievement or demonstrated a high degree of satisfaction with online unit. Some studies contacted with the viewpoints of students regarding blended learning.

LIMITATIONS OF THE STUDY

1. The study is conducted only in the Periyar university so results are applicable to this university only.
2. The sample is limited up to 100 respondents for the study.
3. Time constraint is considered as a main drawback.

RESEARCH METHODOLOGY

Research methodology is a way to systemically solve the research problem. It may be under as a science of studying how research is done scientifically and the steps that are generally adopted by a researcher in studying his research problem.

Research Design

In this project exploratory research has been undertaken. The purpose of exploratory studies is to achieve new insights into a phenomenon. The major emphasis in those studies is the discovery of new insights or ideas.

Sampling Design

In this project Stratified Random Sampling research has been undertaken.

Sources of Data

- Primary data
- Secondary data

Primary data

Primary data are collected through orderly structured questionnaire from the students pursuing MBA in Periyar University.

Secondary data

Secondary data are collected from articles, journals, books and websites.

TOOLS FOR ANALYSIS

The collected data were formulated using the statistical tools namely

1. Percentage analysis
2. Chi square method

DATA ANALYSIS AND INTERPRETATION

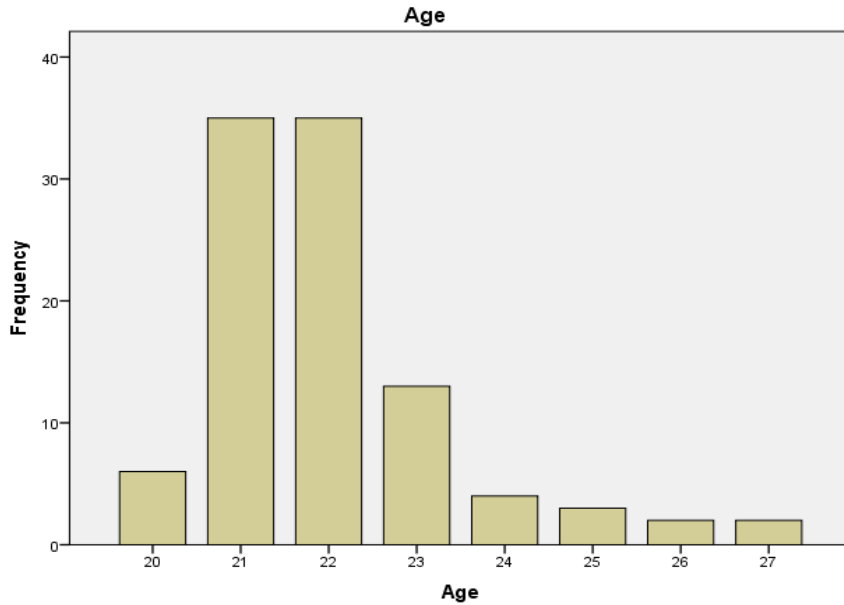
A structured questionnaire was framed and information were obtained from 100 MBA Student in Periyar University. The collected information was processed and formed into different tables. The calculations were done using statistical package for social science (SPSS).

PERCENTAGE ANALYSIS

TABLE NO 1. AGE GROUP OF THE RESPONDENTS

S.NO	AGE	NO.OF RESPONDENTS	PERCENTAGE
1.	20	6	6
2.	21	35	35
3.	22	35	35
4.	23	13	13
5.	24	4	4
6.	25	3	3
7.	26	2	2
8.	27	2	2
Total		100	100

CHART NO 1. AGE GROUP OF THE RESPONDENTS

**TABLE NO: 2. UNDER GRADUATION OF THE RESPONDENTS**

S.NO	UNDER GRADUATION	NO.OF RESPONDENTS	PERCENTAGE
1.	B.Com	1	1
2.	B.COM	15	15
3.	B.COM CA	9	9
4.	B.SC	2	2
5.	B.SC AGRI	1	1
6.	B.SC BIO TECH	2	2
7.	B.SC MATHS	4	4
8.	B.Tech (IT)	2	2
9.	BA(english)	1	1
10.	BA(English)	1	1
11.	BBA	54	54
12.	BBA CA	3	3
13.	BCA	2	2
14.	BE	3	3
Total		100	100

CHART NO: 2. UNDER GRADUATION OF THE RESPONDENTS

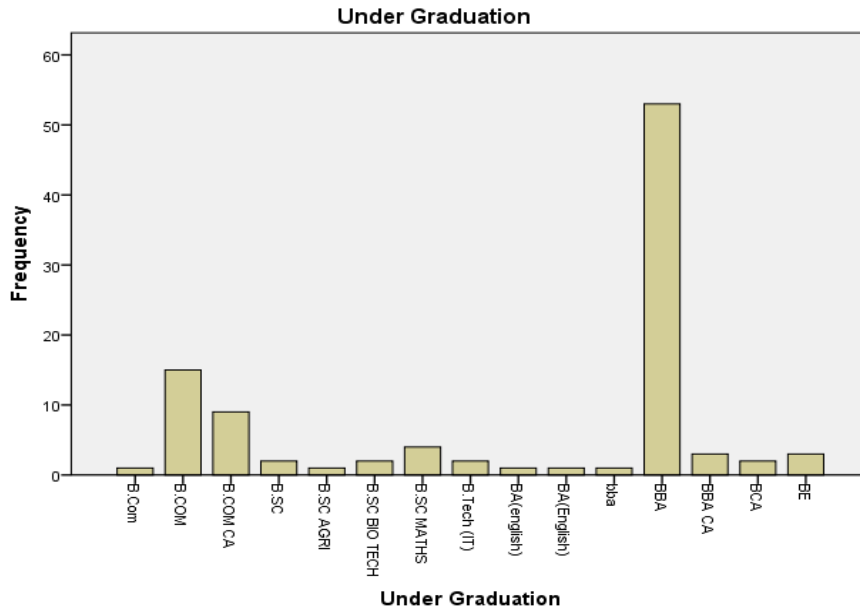


TABLE NO: 3. GENDER OF THE RESPONDENTS

S.NO	GENDER	NO.OF RESPONDENTS	PERCENTAGE
1.	Male	60	60
2.	Female	40	40
Total		100	100

CHART NO: 3. GENDER OF THE RESPONDENTS

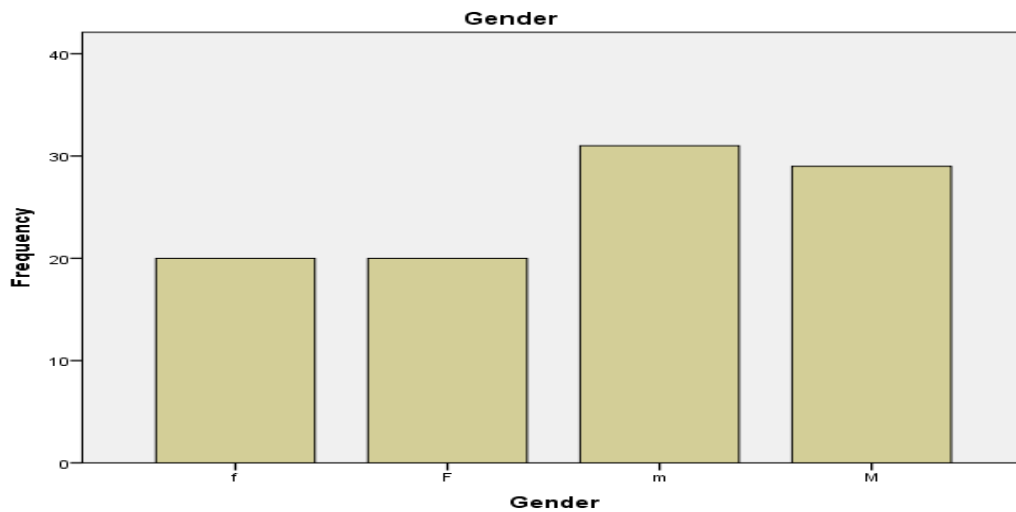
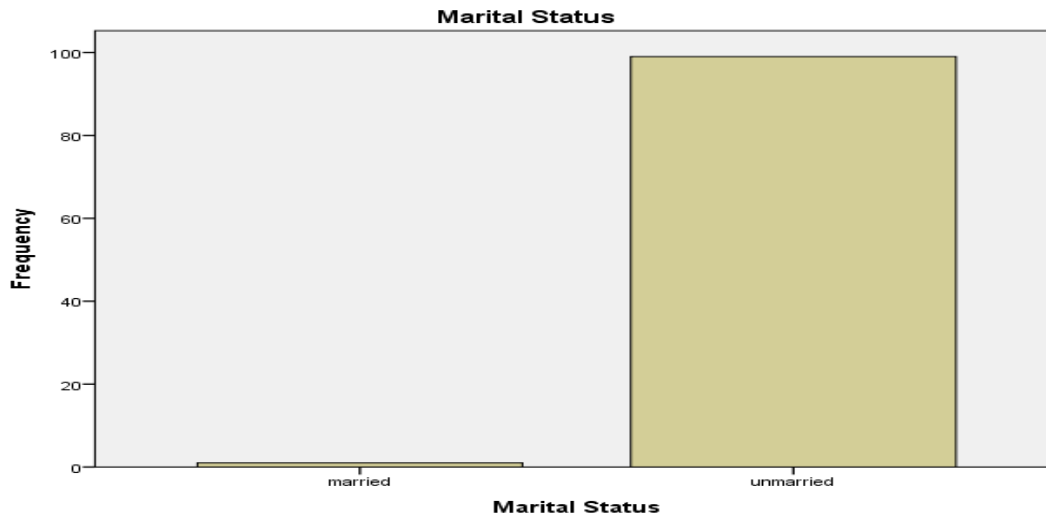


TABLE NO:4. MARITAL STATUS OF THE RESPONDENTS

S.NO	MARITAL STATUS	NO.OF RESPONDENTS	PERCENTAGE
1.	Married	1	1
2.	Unmarried	99	99
Total		100	100

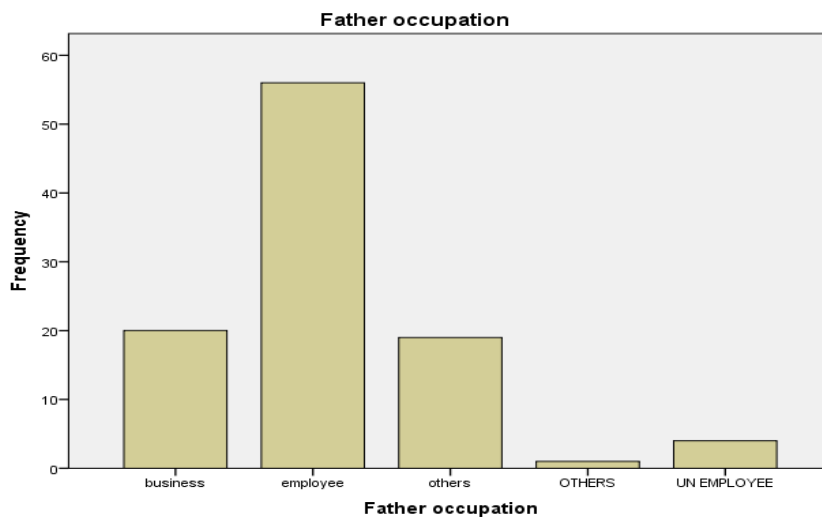
CHART NO: 4. MARITAL STATUS OF THE RESPONDENTS**TABLE NO:5. PLACE OF RESIDENCE OF THE RESPONDENTS**

S.NO	PLACE OF RESIDENCE	NO.OF RESPONDENTS	PERCENTAGE
1.	Rural	35	35
2.	Urban	65	65
Total		100	100

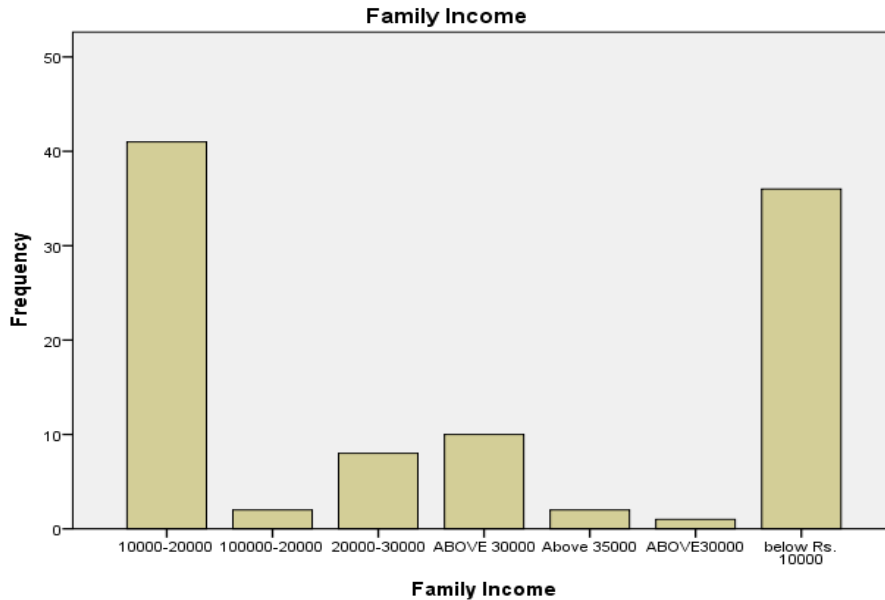
CHART NO: 5. PLACE OF RESIDENCE OF THE RESPONDENTS

TABLE NO:6. FATHER OCCUPATION OF THE RESPONDENTS

S.NO	FATHER OCCUPATION	NO.OF RESPONDENTS	PERCENTAGE
1.	Business	20	20
2.	Employee	56	56
3.	Others	20	20
4.	Un employee	4	4
Total		100	100

CHART NO:6. FATHER OCCUPATION OF THE RESPONDENTS**TABLE NO:7. FAMILY INCOME OF THE RESPONDENTS**

S.NO	FAMILY INCOME	NO.OF RESPONDENTS	PERCENTAGE
1.	below Rs.10000	36	36
2.	10000-20000	43	43
3.	20000-30000	8	8
4.	Above 30000	13	13
Total		100	100

CHART NO:7. FAMILY INCOME OF THE RESPONDENTS**INTERPRETATION FOR DEMOGRAPHICAL FACTORS**

The percentage analysis (frequency tables shows that the most of the response are belonging from the age group of above 21,22 (35 %), where has the under graduation were studied BBA (54%),the most of the response were Male (60) then the majority of the respondents were Unmarried (99%), Majority of the respondents were Place of Residence Where Urban (65), The respondents father occupation has been Employee (56%) finally most of the response were earn Family Income (Per month)Between 10000-20000 (43%).

CHI-SQUARE TEST**1. Association between demographical factors and Reason for choose MBA as a PG Programme**

Demographical factors	Value	Df	P value	Result
Age	42.093 ^a	28	.042	No Significant
Under graduation	86.534 ^a	56	.005	Significant
Gender	26.982 ^a	12	.008	Significant
Marital status	4.546 ^a	4	.337	No Significant
Place of residence	11.755 ^a	4	.019	Significant

Fathers occupation	17.652 ^a	16	.345	No Significant
Family income	38.142 ^a	24	.034	Significant

Result and Discussion

It is noted from the above table that the 'p' value for the demographic variables of Under Graduation, Gender, Place of Residence are less than 0.05 and hence the result is significant at 5% level. From the above the Age, Marital Status and Fathers occupation analysis it is concluded that there is no significant association is found.

2. Association between Under Graduation and Satisfaction Level

Satisfaction Level	Value	Df	P value	Result
Size of campus	73.456 ^a	65	.221	No Significant
Library facility	73.156 ^a	52	.028	Significant
Computer lab facility	50.061 ^a	52	.551	No Significant
Hostel facility	30.972 ^a	52	.991	No Significant
Use of technology	70.218 ^a	52	.047	Significant
Teaching and syllabus	31.134 ^a	52	.990	No Significant
Industrial visits	48.729 ^a	52	.603	Significant
Seminars / conference	64.839 ^a	39	.006	Significant
Placement	74.216 ^a	48	.009	Significant
Skill development / workshop	83.828 ^a	52	.003	Significant

Result and Discussion

The above table shows that the 'p' value for the demographic variables of Library facility, Use of technology, Inertial visits, Seminars / conference, Placement, Skill development / workshop are less than 0.05 and hence the result is significant at 5% level. From the above the Size of campus, Computer lab facility, Hostel facility and Teaching and syllabus analysis it is concluded that there is no significant association is found.

FINDINGS

The MBA student's perception they have been satisfied inside by their real need of becoming more valuable person. While the reason why they choose Periyar University as their best choice comes from external factors such as low fee education, location, and university's marketing and internal factor such as to gain new experience like, library facility, seminars, conference, placement, skill development work shop. After the students have been studying in the university, they are satisfied enough with the physical characteristics such as university's facilities, education system, but they still require more psychological characteristics as they wish the university could provide such as student's support.

SUGGESTION

1. The students are satisfied with professional education of management studies. The importance is what is in their minds such as their ideas, their knowledge, and their creative think are about management concepts.
2. The students are satisfied with more relax and flexible education system. For example, if they fail in exam or assignment, project work they have a chance to improve it.
3. From the overall opinions about PeriyarUniversity, all respondents said that they were satisfied with the university. Problem about insufficient communication skill, students are improving their communication skill to get better job opportunities.
4. The students need the teachers to be their advisors when they have problems with their studies.

CONCLUSION

This research helps the researcher to understand the satisfaction level of MBA students who studied in Periyar university. Most of the students prepared to pursue MBA due to ample facilities and opportunities available in this university. Students expect more job opportunities from MNC's such as INFOSYS, WIPRO, TCS, HCL etc., industrial visits outside Tamilnadu, internships, project funding from organization. Apart from syllabus, importance must be given to improve technical skills and practical knowledge among students.

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