

A Study on Students Perception and Satisfaction towards MBA Program in Coimbatore

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Abstract: The present study was an empirical analysis designed to measure the social networks of master of business administration (M.B.A.) students and the networks' relationships to attitudinal and performance outcomes. Results from 100 students indicated that centrality in friendship, communication, and adversarial networks affected both student attitudes and grades.

I. INTRODUCTION

Higher education is an educational level that follows a completion of a school providing a secondary education, such as a high school, secondary school, or gymnasium. Tertiary education is normally taken to include undergraduate and postgraduate education, as well as vocational and training. Colleges, universities, and institutes of technology are the main institutions that provide tertiary education (sometimes known collectively as tertiary institutions). Examples of institutions that provide post-secondary education are vocational schools, community colleges, independent colleges and universities in the United States, the institutes of technical and further education in Australia, pre-university colleges in Quebec, and the IEKs in Greece. They are sometimes known collectively as tertiary institutions. Completion of a tertiary education program of study generally results in the awarding of certificates, diplomas, or academic degrees.

II. SCOPE OF THE SYUDY

MBA or master of business administration is a degree which is recognized qualification all around the world. MBA degree holders have very wide scope as well as knowledge to get the job opportunities at higher level management and also at any other position. It gives the knowledge about the business and train how to face the facts and how to rise up during crucial period of the business. It prepares the student by working on assignments, presentations, meticulous training that gives crucial capabilities required to managerial-life business situations.

2.1 Objectives of the Study

2.1.1 Primary Objectives:-

A study on students perception of satisfaction towards MBA program in Coimbatore.

2.1.2 Secondary Objectives:-

- To study about the students perception of satisfaction towards MBA program
- To study the family's income level and educational level attained by students.
- To analyze level of students awareness towards MBA program.
- To enhance the knowledge and skills of students in business field.

III. 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 convenience 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.

Secondary data:-

Secondary data are collected from books and websites.

Tools for Analysis:

The collected data was formulated using the statistical tools namely

1. Percentage analysis,
2. Chi square method.

Limitations Of The Study

- ✓ The study is conducted only in the Coimbatore city so results are applicable to that place only.
- ✓ The sample is limited up to 100 respondents for the study .
- ✓ Time constraint is considered as a main drawback.
- ✓ The collected data from the respondents may be wrong.

IV. REVIEW OF LITRATURE

Enwistle (2003), is that a students 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.¹

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.²

Fagan et al (2008) suggest that intrinsic motivation “refers to doing something because it is inherently interesting or enjoyable” (p.31) which is a common explanation across much of the literature.³

V. HISTORY OF MBA

History of Management Education in India

Management education in India is hardly 50 yrs old and it began as a part-time education for practicing executives. After independence, Jawahar Lal Nehru wanted to establish institutes similar to MIT and Harvard, in India which will emerge

as centre for excellence in technology and management, the two key drives to development. This led to establishment of Indian institute of management Calcutta & Ahmadabad in 1962 offering two year full time post graduation in management. Today, there are numerous autonomous business school and universities offering MBA program.

Current Scenario of Management Education

MBA education in India is presently passing through a glorious phase with a large number of colleges, courses and study options. As the job market for management professionals has been strengthened because of the arrival of numerous multinational companies, there is no need to make a trip to outside of the country for a lucrative career. Various MBA colleges in India have also made a big contribution in popularizing such education among budding students through their world-class infrastructure, teaching standards and course structure and placement record.

VI. ANALYSIS AND INTERPRETATION

a) Percentage Analysis

Table no 1. Benefit Of The Respondents

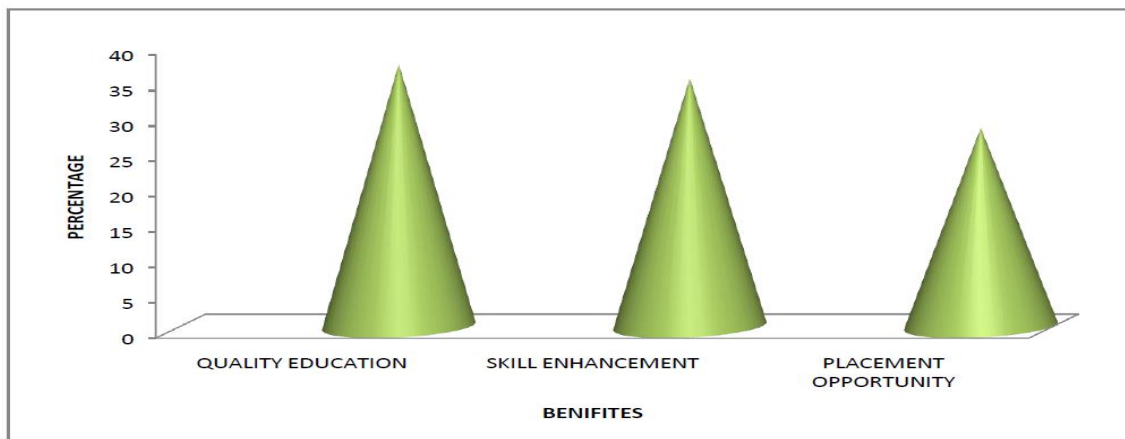
BENEFIT	NO OF RESPONDENTS	PERCENTAGE
QUALITY EDUCATION	37	37
SKILL ENHANCEMENT	35	35
PLACEMENT OPPORTUNITY	28	28
TOTAL	100	100

Source: Primary data

Interpretation:

From the above table records shows that the 37% of the respondents are belongs to quality education, 35% of the respondents are belongs to skill enhancement, 28% of the respondents are belongs to placement opportunity. So majority of the respondents belongs to quality education category.

Benefit of the Respondents



b) Chi- Square Test

Gender and Do Your MBA Program in India or Abroad

In order to indicate the relationship between the gender and do your MBA program in India or Abroad, a chi-square test is used and the result is disclosed.

GENDER	NO. OF RESPONDENTS		TOTAL
	FAVOURABLE	UNFAVOURABLE	
MALE	54	10	64
FEMALE	30	6	36
TOTAL	84	16	100

FACTOR	DEGREE OF FREEDOM	CALCULATED VALUE (χ^2)	TABLE VALUE	HYPOTHESIS
Gender	1	0.017	3.841	ACCEPTED

The table discloses that the calculated chi-square value is less than the table value and the result is accepted at 5% level. Hence the null hypothesis is accepted. Therefore there is no significant relationship between the gender and do your MBA program.

VII. FINDINGS

- Majority of respondents prefer s belongs to quality education category.
- There is a significant relationship between the age and do your MBA program in India or abroad
- Skill enhancement stands the first rank for selecting management studies.

VIII. SUGGESTION AND RECOMMENDATION

Suggestion and recommendation of solution to the problems which has to the problem by the researcher to the MBA whose we have contested the research.

- Education could be provided at low cost.
- Scholarship could be provided to students who are academically brilliant.
- Specialization could be increased.
- For the global exposure of students they could be taken to foreign countries for industrial visit.

IX. CONCLUSION

This project helped me in getting information about the student's satisfaction towards MBA program. The reason for analyzing this project is to know how many of the under graduates are interested to do the higher studies and to make the aware about the importance of the higher studies.

From this study conclude that respondents have mixed reactions. Some of them have willing to do they higher study and some are note due to certain reasons such as financial problems, placement problems etc..

I conclude that doing higher studies would be good for student has they would get more knowledge and personal development of student which would help them in future to get a good job opportunity.

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