ASPIRING STUDENT'S REQUIREMENT AND PERCEPTION OF PRIVATE EDUCATIONAL INSTITUTIONS / UNIVERSITIES

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ABSTRACT

Recent trend has shown that the population of youth (aspiring students) is increasing therefore government universities are not able to cater the need of masses for higher education. The purpose of this study is to determine the reach of private universities for them also to determine the perception of the aspiring students toward educational institutes to find out the education seekers requirements and attitude towards educational institute in Capital and NCR. The sample of this study consists of the private institutions from Delhi and NCR. Results of the study indicate that the aspiring students demand in engineering and medical is highest followed by computer courses. Also, the aspiring student's major concerns from the educational institutes are factors such as fees followed by placement and quality of the course. These results suggest that still the aspirations for traditional courses such as engineering, medical are higher with addition to I.T sector courses, since lately the urban culture has been developed because of .IT sector Multi National Companies in India and private institutes are able to take care of all the needs in all the dimensions.

Keywords: Private Educational Institutions, Aspiring Students, Education, Income, Technology

INTRODUCTION

In the modern era, educational institutes have gone under various reforms. Also, there has been huge growth in this sector. Growth in India is especially due to growing need of importance and awareness of education. India is a developing country.

Today we can see various private educational institutes providing various courses at various levels. It has become business in India. And, it still has many untapped opportunities. Also, the aspiring students have become more aware and there have been development of private educational brands apart from government universities. The education seekers have started prioritizing their needs and wants. Hence, it has become important for educational institutes to be updated according to student and industry needs in order to prepare Industry Ready Professionals The purpose of the study is to analyze students needs and attitude towards educational institutes. Since, fulfilling students needs is one of the major factors for private universities, in order to generate value education in society.

The Indian education system is divided into two major segments - core and non-core. While, the core group has schools and higher education, the non-core consists of pre-schools, vocational training and coaching classes.

The private education sector is estimated to reach US$ 70 billion by 2013 and US$ 115 billion by 2018, according to consulting firm Technopak. Technopak sees enrollments in K-12 growing to 351 million, requiring an additional 34 million seats by 2018. This equals US$ 80 billion at US$ 2400 a seat.

Phadke Suniti k. & Bhagwat Venkatesh (2011), identified dimensions used by students' in their educational service quality and value evaluations. Results suggest that students perceive educational service quality based on 4 dimensions – college administration, faculty interpersonal behavior, faculty teaching and college facility. Further, students perceive value on the basis of 4 dimensions- learning enjoyment value, image value, functional value and money. Results also reveal factors which are important for the students.

Rajab Azizah, Rahman Hamaidah Abdul, (2012), Nowadays education has become the world leading symbol of prestige and higher learning institutions are among the largest service industry The Private institutions are facing multiple tasks not only to maintain and uphold their identities but also provide quality services which offer golden opportunities not only in attracting applicants either locally or internationally, but provides continuum of high quality learning that meet learners needs.

This study shows of students, to investigate their perception towards teaching and learning and the services provided by the support staff in this institution of higher learning.

According to Noeth. J Richard, Volkov B Boris 'Technology should be a tool to help educators meet the educational needs of all children. As such, technologies cannot function as solutions in isolation but must be thought of as key ingredients in making it possible for schools to address core educational challenges Technology can serve as an enabler in teaching and learning to: Help organize and provide structure for material to students. Help students, teachers, and parents interact, anytime and anywhere. Facilitate and assist in the authentication and prioritization of Internet material. Simulate, visualize, and interact with scientific structures, processes, and models. Help in learning history and depicting future trends. Serve as an extension and enhancer for handicapped population.

According Sandholtz (1997) One of the changes seen over this 10-year study is the change in the lower achieving students; the ones teachers could not reach with the teacher-centered learning. These students began to respond positively given the alternate ways of expressing their knowledge, which not only raised their self-esteem but their status with the teachers and their peers

METHODOLOGY

Quota sampling method was followed to identify and conduct primary research. The data was collected from Private institutes of Delhi and NCR, the sample size was 100. Respondents were approached and explained in detail about the survey. They were asked to assess their perception about the various considerations and other variables, which were related to the objective of the study, To determine the perception of the aspiring students toward educational institutes to find out the education seekers requirements and attitude towards educational institute in Capital and NCR.
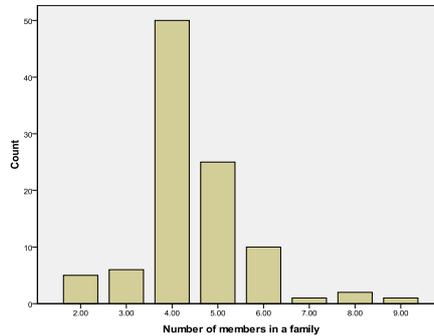
RESULTS AND DISCUSSIONS

Figure 1. Number of Family Members

Figure 1 highlights that most of the respondents have 4 to 5 members in their families. India has been following traditionally the joint family system, but changing scenario of work life promotes nuclear family which leads to greater possibilities of investing in higher education even on private institutions.
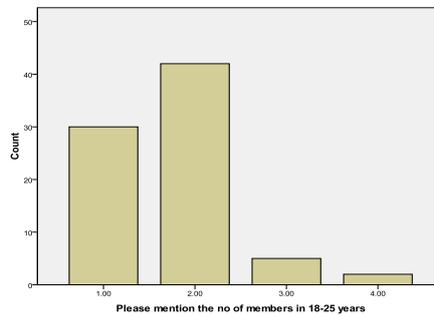

Figure 2. Number of Family Members between 18-25 Age

Figure 2 highlights that most of the respondents have 2 and 1 members in their family between age 18 -25 age, which further shows that there is generating demand for higher education since the population of youth is increasing who are conscious about the higher education.
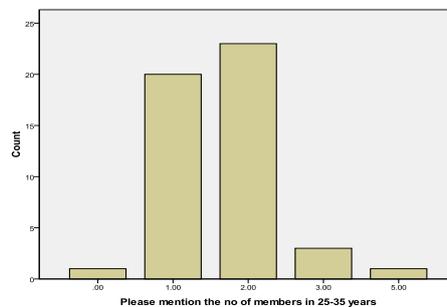

Figure 3. Number of Family Members between 25 -35 Age

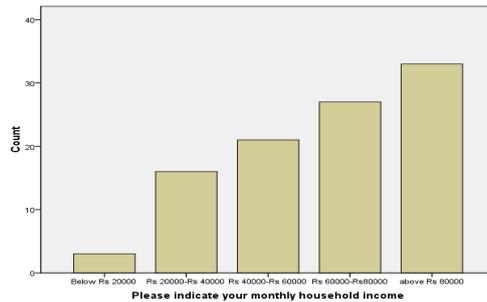Figure 3 highlights that most of the respondents have 2 to 1 member it their family between 25 to 35 age

Figure 4. Monthly Household Income

Figure 4 highlights that most of the respondents have household income above 80000. With raising of the middle class the purchasing power and income is also increasing with average members of family of 4-5.the mushrooming private universities and institutions who are catering the need most of the pollution, receive good number of students as they can afford education in private universities.
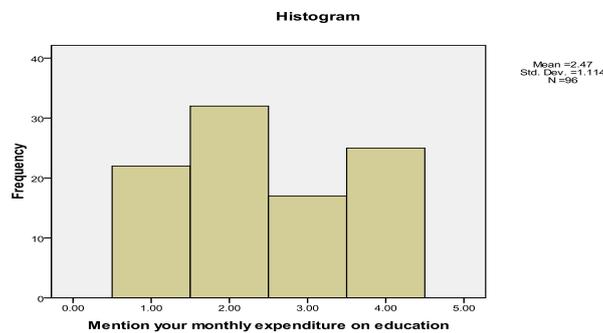

Figure 5. Monthly Expenditure on Education

Figure 5 highlights that most of the respondents have monthly household expenditure on education is between 5 to 10 thousand and above 15000. Further this also makes it clear that the education can be self sponsored by the family.
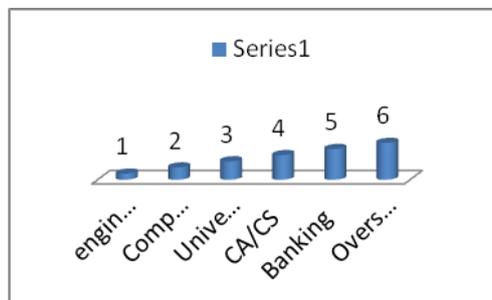

Figure 6. Areas of Special Education

Figure 6 Highlights: most of the respondents have preferred engineering and medical followed by computer course university education ca/cs coaching banking and overseas education
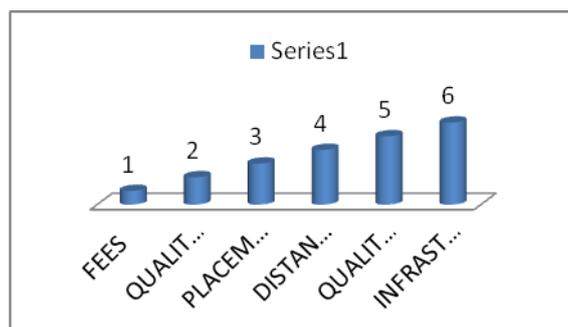
Figure 7. Which parameters would you consider for selecting an institute(s), Rank them according to your preference. (1 being the highest ,6 being the lowest)

From the above question most of the respondents have given preference to fees and quality of course-ware followed by placement distance quality of faculty and infrastructure. As good quality only will open ways for quality placements.

CONCLUSION

According to the research analysis, from the data available, the aspiring students demand in engineering and medical is highest followed by computer courses. Also, the aspiring students major concerns from the educational institutes are factors such as fees followed by placement and quality of the course.

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