A STUDY ON PERCEPTION OF STUDENTS TOWARDS THEIR MANAGEMENT INSTITUTES: EMPIRICAL STUDY IN PUNE CITY

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ABSTRACT

Many institutes in Maharashtra could not fill all seats for last 4-5 years. This provoked researcher to examine the causes of vacant seats. To start with, research study has been undertaken with the purpose to understand perception of MBA students in Pune City. 20 management institutes providing MBA course in Pune are selected for this research. From these institutes 150 students were contacted and were requested to respond to structured questionnaire. Only 109 responses finally were considered for analysis. All the responses were coded in SPSS for analysis purpose. The results showed that the reason for taking admission to MBA is significantly affecting the perception of students towards their institute. It was also found that education background and past work experience of students also affect students’ perception towards institute. Institute needs to involve various methods in order to fulfill expectations of students who have come from different graduation background and with different levels of past experience. Limitations of this study and scope for future studies are given in the last section of the paper.

Keywords: MBA institute, Perception, Vacant Seats

INTRODUCTION

Significant numbers of Management institutes in Maharashtra are struggling to continue their existence. Candidates are now little interested in pursuing higher studies in management. As per a report published in Hindustan Times dated Feb 22 2018, in the last three years, the intake has reduced from 38,190 in 2015-16 to 34,863 in 2017-18, as some institutes that were unable to fill their seats either shut down or discontinued a few divisions. While the number of CET applicants has risen in the past four years, the number of students taking admission has not changed significantly. In 2015-16, when 60,000 students had registered for the test, 29,109 got admission. In 2017-18, the number of applicants increased to 94,300 — more than 50% rise — but the number students admitted increased by 913 (Qazi 2018). This has resulted in almost 4000 plus vacant seats in B-schools in Maharashtra.

Report also noted that, experts from management institutes opine that even if there is surge in number of applications this year the actual number of candidates taking admission to management course will be very small. And there is high possibility of seats remaining vacant. This overall scenario today has...
put higher education industry in danger. The consequences of significant number of vacant seats are severe. Many known reputed institutes could not pay regular salaries to their professors (Qazi 2018). Professors of such institutes started strikes and students were not taught during that period.

If seats remain vacant at institutes for few more years then the situation may go worse. This paper is an attempt to understand the perceptions of students toward their colleges/institutes. The findings may help institutes to get better insights of students’ perception and they can improve/ or focus on their lacunas (if any).

REVIEW OF LITERATURE

Perception is the organization, identification, and interpretation of sensory information in order to represent and understand the presented information, or the environment (Schacter, Daniel 2011). Chakrabarty (2016), in her compilation report noted that only 7 per cent of MBA students are employable. The author also reports that only a few of management institutes in India are able to impart quality management education that can help their graduates secure employment. Despite spending Lakhs of rupees on management education students after having pass out from institute could settle on INR 7000-10000 per month jobs. Due to low quality education, campus recruitments have gone down by 45%. Many of the institutes in big cities of India have been shut down.

Gole (2017), report that compared to past two years the number of seats in professional courses which includes MBA, remaining vacant will increase significantly. This is due to failure of institutes to place all students in campus recruitment. Researcher notes that the non-employability of students is the main reason that companies do not approach for campus recruitment in tier 2 and tier 3 institutes. It was noted that institutes should align with changing needs of the corporate only then their students can become employable.

According to the free space journal (2017, July 21), nearly 45 per cent MBA colleges’ seats were vacant after all centralize admission process rounds in Indore in 2017. Many students wish to take admission to top management colleges. If they were not allotted to institutes of their priorities they do not take admission.

According to a report published at www.mbauniverse.com (2014, June 7), there are mainly 5 reasons for vacant seats in MBA colleges. According to this report institutes rush to increase the admission intake without even forecasting. This has led to high number seats available to MBA aspirants as compared to actual number of eligible aspirants. MBA in almost every field of education is available today. Author reports that some MBA specialization areas are not of any use. Overspecialization has led to increase number of vacant seats for particular specializations. Admission team lacks in commitment towards management of the institute. And that results in vacant seats.

Scarc research is available till date on this topic. And no formal research has done to indentify the perception of MBA students towards their institutes.

OBJECTIVES OF THE STUDY

Based on literature review and interview of experts in the field following objectives are set for this study.

1. To study the perception of MBA students towards their institutes
2. To investigate factors affecting students’ perception towards their institutes.

HYPOTHESES

Following hypotheses are framed for the research-

H1: The reason for pursuing higher studies in management and overall perception towards the institute are significantly related.
H2: Perceptions of students who graduated in non-professional course differ significantly from that of those who graduated in professional courses.

H3: Perceptions of students who have some past experience differ significantly from that of those who do not have work experience.

RESEARCH METHODS

To meet the objectives of this study students who are pursuing MBA from Savitribai Phule Pune University are interviewed. At present there are around 170 institutes in Pune who offer MBA programme (Shiksha.com 2018). More than 10000 seats are available each year for MBA aspirants in Pune. For this research more than 150 students from 20 different institutes were contacted from in Pune and requested to respond to structured questionnaire. Non-probabilistic convenient sampling technique is used to select samples. However appropriate care has been taken so that responses should come from different institutes, which in turn makes samples true representative of population. To do so students from top 10 (based on Business Today Ranking 2018 ranking for Pune city) and other institutes were selected for the study. The questionnaire was developed based on findings from review of literature and from the information gathered through discussion with experts from the industry. The questionnaire so developed includes 20 items. Out of these 20 items 16 are divided in 3 subscales viz. Opportunities provided by institute, Perception toward faculty and perception about fee structure. Remaining 4 items collect information about students’ profile.

Out of 150 students who were requested to respond to the questionnaire 114 students actually responded. 5 questionnaires so collected were had to reject due to their inappropriateness. Finally, 109 responses were considered for final analysis. These responses are coded in SPSS and analysed further.

DATA ANALYSIS

All the responses are coded in SPSS for analysis purpose. The data set was investigated for unengaged responses (extreme responses for all items), missing responses and appropriate action is taken for cleaning the data. There were 3 responses in the data which were having no deviation at all, and therefore were rejected. 2 responses were having missing values; therefore such responses were also not included for final data analysis. The results are given below.-

RESULTS

Reliability of the scale

<table>
<thead>
<tr>
<th>Cronbach’s Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.844</td>
<td>20</td>
</tr>
</tbody>
</table>

In social science a scale is considered reliable if the Cronbach’s Alpha is greater than or equal to .7. Since Cronbach’s alpha here, is .844 (> .7) the scale is considered reliable.

Descriptive Statistics of subscale

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>To learn/ explore new things</td>
<td>109</td>
<td>1</td>
<td>5</td>
<td>3.16</td>
<td>0.82971</td>
</tr>
<tr>
<td>To showcase my ideas and talent</td>
<td>109</td>
<td>1</td>
<td>5</td>
<td>3.13</td>
<td>0.81764</td>
</tr>
</tbody>
</table>
To apply theory into practice | 109 | 1 | 5 | 3.12 | 0.8577
To get placed in reputed organization after completion of the course | 109 | 1 | 5 | 3.09 | 0.83379
Overall Mean | | | | 3.12 |

From table no. 2 it is observed that the statement ‘My institute provides me enough opportunities to learn/ explore new things’ has received the highest mean. The highest mean value is 3.16. All the statements of this subscale are having mean values around 3.1. The lowest mean 3.09 was received for the statement ‘My institute provides me enough opportunities to get placed in reputed organization after completion of the course’. The overall mean indicates that students perceive that their institute provide opportunities for their betterment. However this also indicated that the perception about getting opportunities for development is not very good among students towards their institute.

Perception towards Faculty members’ subscale

**Table no. 3. Descriptive Statistics of ‘Perception towards Faculty members’ subscale**

<table>
<thead>
<tr>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are capable and qualified to make me learn</td>
<td>109</td>
<td>1</td>
<td>5</td>
<td><strong>3.36</strong></td>
</tr>
<tr>
<td>Are the source of inspiration for me</td>
<td>109</td>
<td>1</td>
<td>5</td>
<td><strong>3.33</strong></td>
</tr>
<tr>
<td>Make use of technology to teach and to communicate with me</td>
<td>109</td>
<td>1</td>
<td>5</td>
<td><strong>3.28</strong></td>
</tr>
<tr>
<td>Are very good at research</td>
<td>109</td>
<td>1</td>
<td>5</td>
<td><strong>3.28</strong></td>
</tr>
<tr>
<td>Are expert in their respective fields</td>
<td>109</td>
<td>1</td>
<td>5</td>
<td><strong>3.24</strong></td>
</tr>
<tr>
<td>Make things simple for me to understand and learn</td>
<td>109</td>
<td>2</td>
<td>5</td>
<td><strong>3.21</strong></td>
</tr>
<tr>
<td>Give enough time to solve my queries</td>
<td>109</td>
<td>2</td>
<td>5</td>
<td><strong>3.07</strong></td>
</tr>
<tr>
<td>Overall Mean</td>
<td></td>
<td></td>
<td></td>
<td><strong>3.25</strong></td>
</tr>
</tbody>
</table>

Table no.3 shows that statement ‘Faculty members are capable and qualified to make me learn’ has got highest mean value (3.36). And the lowest mean 3.07 was recorded for the statement ‘Faculty members give enough time to solve my queries’. Overall mean 3.25 suggests that students’ perception towards their faculty members is moderately good. Standard deviation of most of the statements is high (>1) suggesting that there is wide spread distribution of responses around the mean. Mean value may be less significant in such cases.

Perception towards Fee-structure subscale

**Table no 4 Descriptive Statistics of ‘Perception towards Fee-structure’ subscale**

<table>
<thead>
<tr>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition Fee and other Fees levied by institute/ college are fair enough</td>
<td>109</td>
<td>1.00</td>
<td>4.00</td>
<td><strong>2.91</strong></td>
</tr>
</tbody>
</table>
Overall mean for this subscale is shown in table no.4. 2.89 mean indicates that students perceive fee structure as fair and competitive however the magnitude of the perception is not very strong.

Hypotheses Testing

H1: The reason for taking admission and perception towards the institute are significantly related.

To test this hypothesis one way ANOVA is used in SPSS. The result of ANOVA is shown in table no. 5.

<table>
<thead>
<tr>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>4.490</td>
<td>4</td>
<td>1.123</td>
<td>2.752</td>
</tr>
<tr>
<td>Within Groups</td>
<td>42.427</td>
<td>104</td>
<td>.408</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>46.917</td>
<td>108</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table no.5 shows that the significance value (p) of F-test is less than .05. This indicates that the null hypothesis is failed to be accepted and therefore we accept alternate hypothesis that ‘The reason for taking admission and perception towards the institute are significantly related’. The result of ANOVA indicates that the mean of perception is significantly different for student who took admission with different reasons.

H2: Graduation of students and their Perception towards management institute and are significantly related.

Since the perception is measured using Likert Scale the (parametric) ANOVA is used to test this hypothesis as well. The result is shown in table no. 6.

<table>
<thead>
<tr>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>5.297</td>
<td>1</td>
<td>5.297</td>
<td>13.617</td>
</tr>
<tr>
<td>Within Groups</td>
<td>41.621</td>
<td>107</td>
<td>.389</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>46.917</td>
<td>108</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table no. 6 shows that significance value (F=13.617; p<.05) is less than .05. Therefore we failed to accept the null hypothesis which assumes no significant difference in means of two samples. Therefore we accept the alternate hypothesis H2- Perception towards management institute and graduation of students are significantly related. That means the mean of perception for students who had graduated in non-professional programme and professional programme are significantly different.

H3: ‘Past work experience of students’ and their Perception towards management institute’ are significantly related.

One way ANOVA is used to test Hypothesis H3. The result is represented in table no 7.
Table no. 7 ANOVA- ‘Past work experience of students’ and their Perception towards management institute

<table>
<thead>
<tr>
<th></th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>11.800</td>
<td>1</td>
<td>11.800</td>
<td>35.952</td>
<td>.000</td>
</tr>
<tr>
<td>Within Groups</td>
<td>35.118</td>
<td>107</td>
<td>.328</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>46.917</td>
<td>108</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The significance value of F-test (F=35.952; p=.000<.05) is less than .05. Therefore the null hypothesis cannot be accepted. ‘H3-‘Past work experience of students’ and their Perception towards management institute’ are significantly related’ is therefore accepted. In other words this means that the mean of overall perception differs with respect to past experience. Students having prior work experience have different perception towards their institute than those who do not have past work experience.

DISCUSSION

The first thing institutes need to focus in on their placement opportunities. According to surveyed students their institutes do not provide them enough placement opportunities. This is most significant factor which can impact number of admissions to MBA/ management programme in the subsequent years.

It was also found that the overall perception of students towards the opportunities provided to them for their development is moderately good. To improve on this factor institutes need to provide various more opportunities through which students can develop and make their selves employable and capable of being hired through campus placements. According to this survey many institutes do not conduct innovating programmes to develop students holistically. Some of the activities which are being conducted mainly include group discussion, presentations by students on topics included in syllabi and industry visits. However students reported that such activities do not give them competitive edge. Some institutes do have unique pedagogy which is appreciable. Such methods should be implemented in all management institutes.

It was found that faculty members could not give enough time to solve students’ queries. This in researcher’s point of view is due to extra workload on faculty. Faculty in many institutes (except few top institutes in Pune city) are involved in administrative work which they are not supposed to perform. The overall perception of students towards their faculty members is moderately good. This also calls for development.

When it comes to Fee structure, student perceive that the fee structure is not competitive and is relatively high. This calls for further research.

All three hypotheses were supported by the statistical analysis. It was found that the reason of taking admission and perception toward institute/ college are significantly related. In other words it can be said that students with different reasons for joining management programme differ in their overall perception towards the institute/ college.

It was reported that educational background of students also has impact on overall perception towards the institute. Student having completed their graduation in professional programme like Engineering, Pharmacy, Architecture etc. have different perception that those who completed education in non-professional courses. This may be due to facilities provided, quality of education in professional institutes and other institutes. Further research is required in this area.

Work experience before taking admission also affects the perception of students significantly. It was observed that students having past experience hold negative or moderately good perception towards the management institute. This can be explained by the expectations of the students who have work experience.
experience. They generally have high expectations; since they have already worked in corporate; from the institutes as compared with the students do not have any work experience. Therefore institutes which do not fulfil such high expectations, tend to be evaluated negatively by students having past work experience.

**LIMITATIONS AND SCOPE FOR FUTURE RESEARCH**

The sample size was small which limits the generalization of the findings. Students from selected institutes were selected on convenience basis. Therefore it may or may not represent the actual population. Students should be selected such that the final sample under study should have equal proportion of fast learners and slow learners. This research focused only on students’ perception; however perceptions of other stakeholders should also be studied.

Future research should investigate the perceptions of teachers, management people and parents of students also. Future research should also be conducted to investigate if personal characteristics of students have impact on their perception towards institute.

**REFERENCES**


