A STUDY TO ANALYSE THE PERCEPTION OF MANAGEMENT STUDENT’S TOWARDS THE MANAGEMENT PROFESSION

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ABSTRACT
The value of education offered by Management institutions varies widely. The numbers of institutions which maintain globally recognized standard are very rare. A research was conducted on the three hundred and forty two (342) management students to understand their level of awareness and understanding towards management as a profession. Respondents were evaluated for the awareness on their learning and to share ideas for its perfection. A questionnaire was design that explored their attitudes and views towards the management profession was chosen for this learning. On the bases of the evaluated data, the perception of student towards management teaching was seems to be unfortunate and survey also exposed poor towards management as a profession. Student’s awareness on opportunities and horizon was poor. Student’s learning tools, teaching methodology and assessment structure were found meaningless to the management students. So, there is a need to transform such a wrong observation and poor tendency from the minds of management students by providing upgraded and latest information of corporate and changing need societies through some educative seminar and quality improvement programmes.

Keywords: Professional; Management; Perception; Students

INTRODUCTION
Manager play a critical function in not only for the growth of corporate but also for economic development of any nation as they are responsible for providing solution related to business problem. The change in government and their policy as well as the rapid growth and diversification of industry coupled with growth of service sector has created open a new avenue for the Management prospects. From long past, Management Education consisted to be business-orientated and self dependent based teaching methodology. Lot of changes in has taken place in education and training in recent years reflecting the development of Management from a business-centric to a customer-oriented profession. Management Education is regulated by the All Indian Management Association (AIMA). Management education is also regulated by the All India Council for Technical Education (AICTE). And Besides this, Management courses are also governed by UGC and National Assessment and Accreditation Council (NAAC).

The avenue of management education is increasing in present scenario. It covers opportunities in all most every Company, Service industry, at all level. Management education is lagging behind without concerning any precise stress on syllabus and research issues involving disciplinary practice of education. In addition, most of the institutions keep distance from practices inculcates skills needed for corporate now days. There are neither standardised parameter for Course curriculum and teaching. The institutions administrator must ensure that all teaching staff is successfully passing through training.
and skill enhancement on proper routine basis. The measuring instruments for programme and institution like feedback may help to know about the flaws in teaching and assessment methods.

The prime objective of the study is to present the opinion of Management aspirants regarding management education. The study was conducted to determine their understanding and observation for management as a profession. Here, all the data taken from the students were evaluated to analyse their perception towards the Management profession.

**OBJECTIVES OF STUDY**

1. To understand the expectations of students for Management courses.
2. To identify of dimensions for satisfying the requirement of students.
3. To analyse the changing perception of students and prospects.
4. To find the gap of expectation and performance in Management Institutions

**METHODOLOGY**

The study was conducted in institutions of Haldwani. Near About three hundred and forty two (342) management graduate had participated in this study. Each respondent had filled the entries in questionnaire completely. The response collected shows their attitudes towards the management education and profession. The Students were given instructions neither to discuss the questions with their friends nor to influence others students on their views. The questionnaire was analyzed for the perception of students and to share ideas, suggestions for its development.

Questionnaire were designed to enquire information regarding status of respondent decision to go for management course, priority chosen by respondent to any programme in terms of professionalism except Management, and their contribution towards the economic development and National building. Being a part of this profession and awareness about the scope of Management education, Questions are based on the teaching practises preferred by teachers as well as students, learning methods adopted by professional students and their opinion towards semester system of evaluation.

**RESULTS AND DISCUSSION**

The perception of student towards Management profession seems to be pathetic and revealed poor liking towards Management as a profession. Among the most preferred eight professional courses, Business Administration was at the fifth as a career choice after the traditional courses, Engineering, Medicine and Pharmacy. Besides these, other option as for career were physiotherapy, nursing, computer applications. Majority of the management graduate are not satisfied with their decision for management as a profession.

Traditional courses and Engineering was amongst the best option courses they wish to join in lieu of Management.

**Fig. 1. Career Choice From Among the Professional Courses**
Student’s perceptions showed that mainstream of students (65%) were well not aware of the scope of Management education. The finding showed that the desire to get attractive salary influence them to join the programme rather than learning from the course. And most of the students would like to go for Industry for having employment rather than establishing their enterprise.

**Fig. 3.** Awareness about the Scope of Management Education

Student’s education tools like classroom lectures, discussions and self preparatory notes were found more suitable for the students. Most of the student opinion for slides presentation and oral lectures were considered to be the best teaching methods to be preferred or adopted by teachers (Figure 4). Semester based assessment system for students through affiliated university were found inefficient and unproductive to the Management students.

**Fig. 4.** Preference of Teaching Methods

**CONCLUSION**

There is a need to improve the wrong perception and poor inclination, about Management education and profession in the minds of Management Graduates and aspirants. This may be achieved by providing through some seminars or programmes, or by including some education primitive, scope oriented. A malpractices practises adopted by few of the institutions at the time of admissions should be controlled. They should be student oriented instead of Institutions centric.
REFERENCES


