

An Empirical Study of the Student's Perception about the Quality of Management Education in Selected Management Institutes

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Due to liberalization and the globalization various multinational companies have entered in to India and has increased the demand of professional managers .To meet the increasing demand of professional managers, the government has given approval to various private management institutes and private universities offering variety of management courses like MBA (Masters of Business Administration, PGPM (Post Graduate Programmes in Management). But these institutes have not developed the necessary infrastructure required for running such courses and due to which the quality of management education is deteriorating. The present paper is aimed at examining the perception of the students about the quality of management education provided by the private management institutes and the university management department. A total of 156 students have responded to self reported questionnaire that measured five dimensions of quality of management education. A comparison has been made between the private management institutes and the university management department on the various dimensions of quality of management education. The results have shown that the perception of students about the quality of management education in government department is better as compared to private institutes and Gender has not shown any effect on the perception of students about the equality of management education. The study provides insight to management for improving the quality of management education in private institutes.

Keywords :

Introduction

Management education in India is not very old; it has taken its practical shape during early sixties with establishment of Indian Institute of Management to train the people with management concepts. After that many institutions, universities have also come forward to provide management education to cater the increasing demand of good managers. At present After the liberalization of Indian economy in 1991, the business environment has become competitive with the entry of

foreign players in different sectors and industries. All this things has resulted in to changes in the operation of business and demand of professionals has increased all around the country.

In the era of globalization, to meet out the challenges of change and increasing demand of professional managers, the government has given approval to private management colleges, so that the professional managers can be developed. This has resulted in to opening up of

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tens & hundreds of private commercial management courses & institutes but the very attitude, quality, ethics, standards, openness creativity, logistics etc. essential for professional are missing in most of the institutions of management education. The result is that management education in India today is in a sorry stage of disrepair, it does not mean that demand is going down but it is the result of bad quality production. If this will continue than Indian MBAs will hardly in demand as global managers.

Rationale of the Study

Keeping in mind the present scenario of quality of management institute, this paper has been designed to know the perception of students about the quality of management education in private management institutes and university departments. The researcher has identified various dimensions of quality of management education such as infrastructure, faculty, library and computer lab, personality development programmes for students, placement etc. The researcher has also compared the quality of management education in private management colleges and university departments.

Objectives of the Study

1. To know the perception of the students about the quality of management education in private management institutes.
2. To know the perception of the students about the quality management education in university departments.
3. To compare the quality of management education

between private management institutes and university departments.

4. To find out the differences in the perception of male and female students about the quality of management education.

Methodology

Data

The present study is based on primary as well as secondary data. The primary data was collected from students of both private and university departments of Udaipur city with the help of questionnaire. The secondary data was collected from books, magazines, journals etc. For comparative analysis Z test is applied at 0.05 level of significance.

Brief Description of the Tool

The researcher has prepared the questionnaire consisting of 25 items related to different dimensions like Infrastructure, Faculty, Library and Computer lab, personality development programmes for students, placement etc. The researcher has personally visited the different management colleges and university department of Udaipur and asked the respondents to fill up the questionnaire.

Sample Size and Sampling Technique

The sample size of the study was 156 students of management institutes and convenience sampling technique was used for the selection of the respondents.

Design of the Sample

Table-1. College Wise profile of respondents

| College | Number of Students | Percentage of the total Respondents |
|----------------------------------|---------------------------|--|
| Private Management Institutes | 104 | 66.66 % |
| University Management Department | 52 | 44.44% |
| Total | 156 | 100 % |

Table-2 Gender wise profile of the students.

| Gender | Number of Students | Percentage of the total Respondents |
|---------------|---------------------------|--|
| Male | 89 | 57.05% |
| Female | 67 | 42.95% |
| Total | 156 | 100 % |

Hypotheses

H01: There is no significant difference in the perception of students of private management institutes and university management departments about the quality of management education.

Ha1: There is a significant difference in the perception of students of private management institutes and university management departments about the quality of management education.

H02: There is no significant difference in the

perception of students of private management institutes and university management departments about the quality of management education on the basis of gender.

Ha2: There is a significant difference in the perception of students of private management institutes and university management departments about the quality of management education on the basis of gender.

Analysis And Interpretation

**Table.3 Analysis of Data
(Private management institutes and University Management Department)**

| Particulars | Population | Sample Size | Mean | Standard Deviation | Calculated Z value | Remarks |
|---------------------------|-------------------|--------------------|-------------|---------------------------|---------------------------|--------------------------|
| Infrastructure | Public | 52 | 26.02 | 1.24 | 11.78 | Rejected Null Hypothesis |
| | Private | 104 | 21.73 | 3.29 | | |
| Faculty | Public | 52 | 27.60 | 1.46 | 2.30 | Rejected Null Hypothesis |
| | Private | 104 | 22.95 | 1.60 | | |
| Library and Computer Lab. | Public | 52 | 12.85 | 1.38 | -11.85 | Rejected Null Hypothesis |
| | Private | 104 | 19.51 | 2.53 | | |
| Personality Development | Public | 52 | 10.33 | 0.76 | -11.25 | Rejected Null Hypothesis |
| | Private | 104 | 11.68 | 0.88 | | |
| Placement | Public | 52 | 3.60 | 0.75 | 10 | Rejected Null Hypothesis |
| | Private | 104 | 2.51 | 0.50 | | |

If we look at the above table it is clear that in all the five dimensions the value of Z do not fall in the acceptance region (+1.96 to -1.96), therefore we reject the null hypothesis that there is no significant difference in the perception of students of Private management institutes and University Management department

regarding these dimensions. Further, It is concluded that university management department are far ahead as compared to Private management institutes, as far as Infrastructure, Faculty, Library and Computer LAB, Personality Development Programmes and Placement of the students are concerned.

Table 4. Analysis of Data (Male and female students)

| Particulars | Population | Sample Size | Mean | Standard Deviation | Z value | Result |
|---------------------------|------------|-------------|-------|--------------------|---------|------------------------|
| Infrastructure | Male | 89 | 23.18 | 3.35 | 0.05 | Accept Null Hypothesis |
| | Female | 67 | 23.13 | 3.59 | | |
| Faculty | Male | 89 | 24.57 | 2.62 | 0.38 | Accept Null Hypothesis |
| | Female | 67 | 24.40 | 2.80 | | |
| Library and Computer Lab. | Male | 89 | 17.45 | 3.89 | 0.65 | Accept Null Hypothesis |
| | Female | 67 | 17.05 | 3.81 | | |
| Personality Development | Male | 89 | 11.21 | 1.03 | -0.28 | Accept Null Hypothesis |
| | Female | 67 | 11.25 | 1.11 | | |
| Placement | Male | 89 | 2.93 | 0.81 | 1.16 | Accept Null Hypothesis |
| | Female | 67 | 2.79 | 0.75 | | |

The above table shows the Z value of all the five dimensions falls in the acceptance region (+1.96 to -1.96) therefore we accept the null hypothesis that there is no significant difference in the perception of Male and Female students of Management Colleges regarding Infrastructure, Faculty, Library and Computer Lab, Personality Development Programmes and Placements of the students.

Findings

1. The table-3 shows that the private management institutes are far behind as compared to university management department in the different dimensions like infrastructure, faculty, library and computer lab, placement etc.
2. The table-4 shows that the male and female students have the same perception about the

infrastructure, faculty, library and computer lab, placement etc.

Recommendations

Infrastructure

Proper consideration should be given towards the development of infrastructure in the private management institutes like classrooms should be equipped with modern teaching equipments like LCD , Projectors.

Faculty

Sufficient number of well qualified faculty members should be recruited and facilities should be given to faculty members ,which will help the institutes to retain the faculty members for long time.

Library and Computer Lab

Proper books of each subject should be provided to the students so that they can refer them and can take the advantage of this books.

The computer system should be updated with latest software's and 24 hours internet facility should be given to them so that they can have access to the information.

Personality development Programmes

The Eminent Academicians and industrialist should be invited from time to time so that they can share their experience with the students and they can guide them.

Placements

The proper placement cell should be opened in each management institute and experienced placement manager should be appointed and he should be assigned sole responsibility of developing relations between institute and the industry.

Conclusion

The result of the study has shown that the Private management institutes are lagging behind on various dimensions as compared to university departments. To improve the quality of management education ,the private management institutes should develop the basic infrastructure, well qualified and experienced faculty ,sufficient number of books in the library, latest updated computer systems with internet facility and emphasize more and more on the development of industry-institute linkage which will help them in the placements of the student. All these things will help the management institute to build the image not only in the minds of the students but the other sections of the society and they will be in a position to develop the professional manager according to the needs of the corporate world. Otherwise all the efforts will become useless.

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