



A STUDY ON STUDENTS COGNIZANCE TOWARDS POST- GRADUATION.

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Abstract:

Management Education though is in practice and a pivotal gateway to being Industry ready needs a lot of revamping. There are several options in the category of education, giving the targeted aspirants more options. Every business school is unique, choosing the best one for you can be a complicated process that involves taking into account a wide range of variables. However, there are some crucial factors that must be at the center of your decision-making process to guarantee that the students graduate as competent, well-prepared adults. The current study focuses on how undergraduates view management institutions in relation to management curriculum.

Introduction

One thing that nobody can take it away from you is 'Education'. It bestows stability in life. The evolvement of human kind has gone around the world on the basis of innovation due to education. It has helped individual to reach oneself culturally, socially and spiritually. The slogan used from ages was the ultimate basis of man's education from the Vedic times ie "Asato ma Satgmayah , Tamaso ma jyotir-gamayah, Mrityorma amritam gamayah" translates into "Lead me (Oh Lord!) from untruth to truth, from darkness to light, from death to immortality." Tagore, the great Indian scholar and philosopher and the first Indian Noble laureate disillusioned with education system of his times called it as a parrot education. He had felt an urge for setting the wrong right. Primacy of human value of fraternity and productive work had been stressed as pre-requisite for true education. There are so many criteria's to be taken under account before selecting a particular course by a student for their career. The major factors that influence students' perceptions to the quality of PG program are the teacher's quality and the quality of the student support system (including peers,

family, institutional climate and the environment). The present study aims to conclude that a strong preference has been experienced towards the enrolment in management program after graduation irrespective of the discipline.

Objective of the study

The objective decides where we want to go, what we want to achieve and what is our goal or destination. The objective of “A study on student’s cognizance towards higher education” is to;

- To identify students’ knowledge and understanding with respect to post graduation.
- To analyze level of students awareness towards post-graduation.
- To study the perception of the students with regarding to post graduation under different criteria’s.

Scope of the study

Post graduations are having been recognized qualification all around the world. Masters 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.

Review of literature

Mr. C. Karthick, Mr. Akhil augustianEnwistle (2003), is that a student’s 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.

Sunil Kumar Yadavl, Alok Singh and Suman Yadav, The literature review section traverses through various research studies intended towards Understanding student’s perception about quality in management education. It has been suggested in literature that service quality in higher education should be assessed according to the perceptions of students. The study measured the quality perception of students on five dimensions namely, responsive-ness, learning outcomes, physical facilities, academics and personality development. The results pointed out negative qual-ity gaps in all the five dimensions with the highest negative gap in the physical facilities and negative score in academic dimension.

Dr. Sudharani D Ravindrana, Mrs.Kalpana Mb, In combining the studies of various determinants of the overall students’ perceived service quality that have been identified the four independent variables adopted by Sohail and Shaikh (2004), Joseph, et.al (2005) and Kennington, Hill and Rakowska (1996) are (1) contact personnel; (2) physical facilities of the tertiary institution; (3) access to facilities; and (4) cost of courses

offered. Mario Rapso Helena Alves (1998), stated that the service expectations are formed around three main areas a) Learning & Career b) Reputation & facilities of the Universities, c) Availability & sympathy of the staff. Cook and Zallocco (1983), opines that specifically, a prospective student comes to know about a higher education institution and forms expectations about the quality of service he should receive from the institution, from others who have attended or attending the institution, parents, friends, relatives etc.

Katrien Struyven, Filip Dochy and Steven Janssens.

During the last decade, educational innovations have been overwhelming: new teaching methods and strategies are introduced, new types and procedures of assessment are implemented, teacher's evaluations are seen as important, new technologies and media are used, all to improve the quality of education. These new practices go together with new theories about learning and teaching (De Corte, 1996). The learner in this perspective is no longer a passive recipient of new information, he is no longer a 'tabula rasa' which has to be filled, and he is no longer a container in which new knowledge has to be dropped. The learner is seen as an active partner in the process of learning and teaching. Learning is a constructivist act of the learner (Tynjälä, 1997). The learner selects, interprets, and integrates new information to form a coherent and meaningful whole with his prior knowledge and former experiences. Learning is essentially: (1) constructive, (2) cumulative, (3) self-regulated, (4) goal-oriented, (5) situated, (6) collaborative, and (7) individually different (De Corte, 1996). It is a process of knowledge building and construction of meaning. People construct 'their own world'. The reality per se is not sufficient to fully understand students' learning, the 'reality as experienced by the student' has an important additional value in understanding students' learning (Entwistle, 1991) and more general in our attempts to improve the quality of education. It is this reality, as experienced by the student, that is the primary concern of this review. Our purpose is to overview the research and literature on students' perceptions of learning and studying, with the aim to achieve a better understanding of the process of learning and studying.

Prasanta Guha, Dr.Subrata Chattopadhyay and Deep Kumar Mondal.

Customers' vouch for Branded Institution because they benefit from improved curriculum, pedagogy, technology and faculty quality (Lee and Tai, 2008). Berman and Evans (2001) point out that it is important for organisations to get an idea of the purchasing patterns of consumers in terms of when and how they purchase. This will enable higher education institutions to ensure that they have the necessary facilities, processes, resources and services in place to ensure a convenient purchasing process for their students

Statement of problem:

Many researchers have been conducted in the past to know the students perception, satisfaction and expectations about the PG program. This research is conducted to know the students cognizance towards PG program in Udupi district. This research will help to identify student's intuition towards education and their interest towards higher education.

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. In this research the methodology used is convenient sampling.

Scope of the study

Post graduations are which recognized qualification all around the world is. Masters 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.

Limitation of the study

The study is conducted only in the Udupi district so results are applicable to that place only.

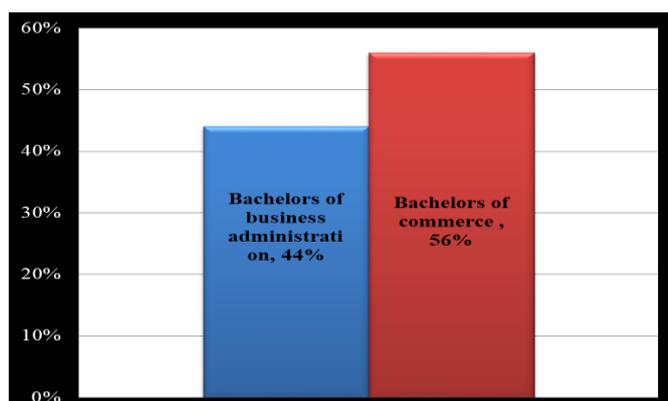
- The sample is limited up to 100 respondents for the study.
- Time constraint is considered as a main drawback.
- The collected data from the respondents may be wrong.

Data Analysis and Interpretation

Table No: 4.1: Table showing the respondents course or degree pursuing now.

Respondents degree	Frequency	Percentage
Bachelors of business administration	44	44%
Bachelors of commerce	56	56%
Total	100	100

Chart No: 4.1: Chart showing the respondents course or degree pursuing now

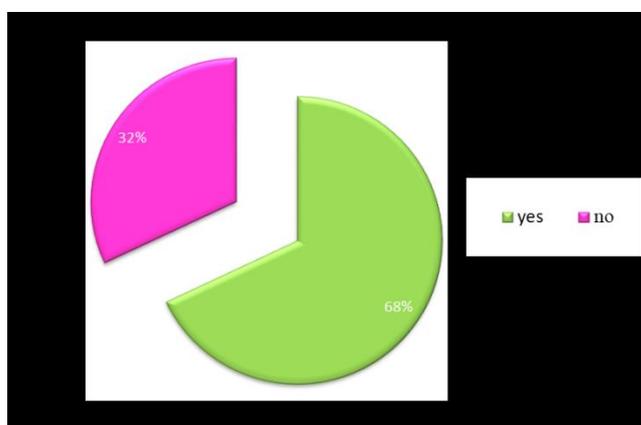


Interpretation: The above table record shows that the 56% of the respondents belongs to Bachelors of commerce and 44% of the respondents belong to Bachelors of business administration. So majority of the respondents belongs to Bachelors of commerce

Table No: 4.2: Table showing the respondent's interest in the Post-Graduation (PG) programs.

Interest in the PG Program	Frequency	Percentage
Yes	68	68%
No	32	32%
Total	100	100%

Chart no: 4.2: Chart showing the respondents interest in the Post-Graduation (PG) programs

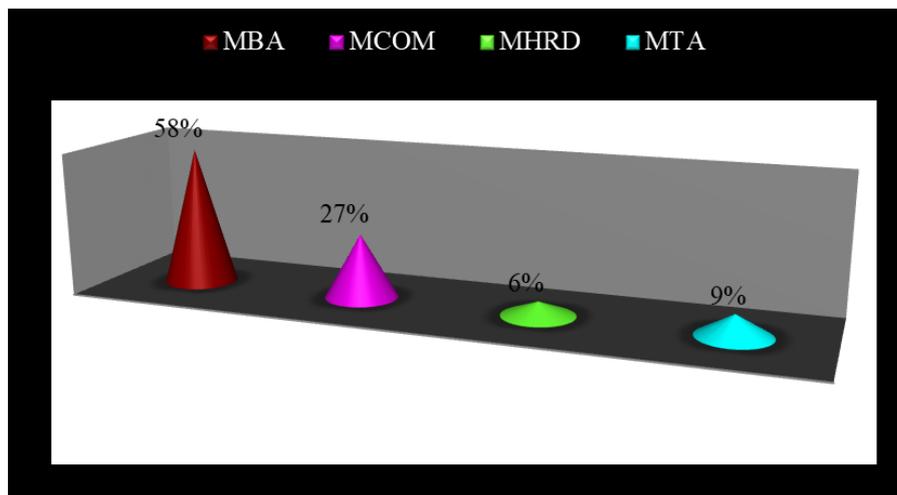


Interpretation: From the above table we can infer that 68% of the respondents are interested in post-graduation whereas only 32% out of 100% of the respondents are not interested in the post-graduation

Table No: 4.3: Table showing Respondents opinion in choosing the post-graduation program.

Pg Program to choose	Frequency	Percentage
MBA	58	58%
MCOM	27	27%
MHRD	6	6%
MTA	9	9%
Total	100	100%

Chart No: 4.3: Chart showing Respondents opinion in choosing the post-graduation program

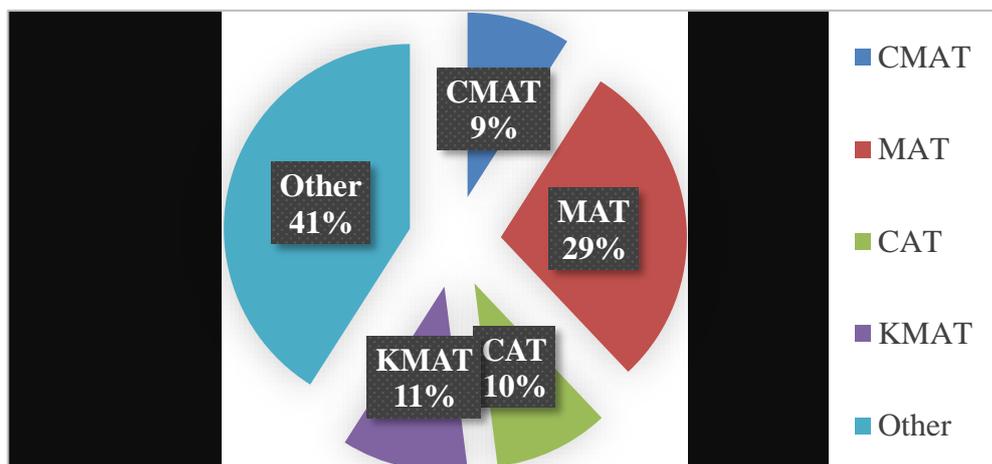


Interpretation: From the above table it can be interpreted that out of the 100 respondents around 58% of the respondents would like to choose their post-graduation in MBA, 27% of the respondents would choose MCOM in their post-graduation studies and whereas 9% and 6 % of the respondents would prefer MHRD and MTA as their post-graduation.

Table No: 4.4: Table showing Opinion of the respondents towards the entrance exams

Entrance exam	Frequency	Percentage
CMAT	9	9%
MAT	29	29%
CAT	10	10%
KMAT	11	11%
Other	41	41%
Total	100	100%

Chart No: 4.4: Chart showing Opinion of the respondents towards the entrance exams

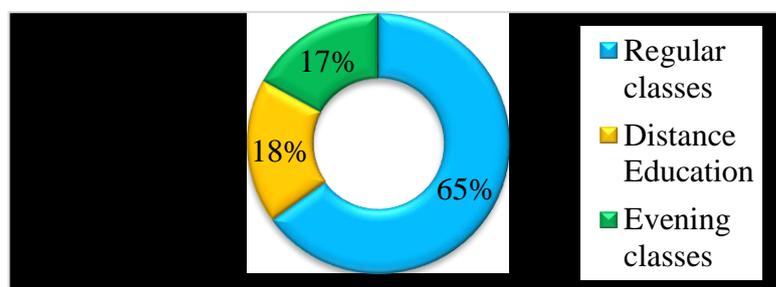


Interpretation: In accordance with the above table we can infer that there are 41% of the respondents who have taken the entrance exam and not that specified (Other) whereas 29% of the respondents have underwent MAT entrance exam and 11%, 10% and 9% respondents have chosen KMAT, CAT and CMAT as the entrance exam for post-graduation.

Table No: 4.5: Table showing Respondents preference in choosing the post-graduation

Preference	Frequency	Percentage
Regular classes	65	65%
Distance Education	18	18%
Evening classes	17	17%
Total	100	100%

Chart No: 4.5: Chart showing Respondents preference in choosing the Post-graduation

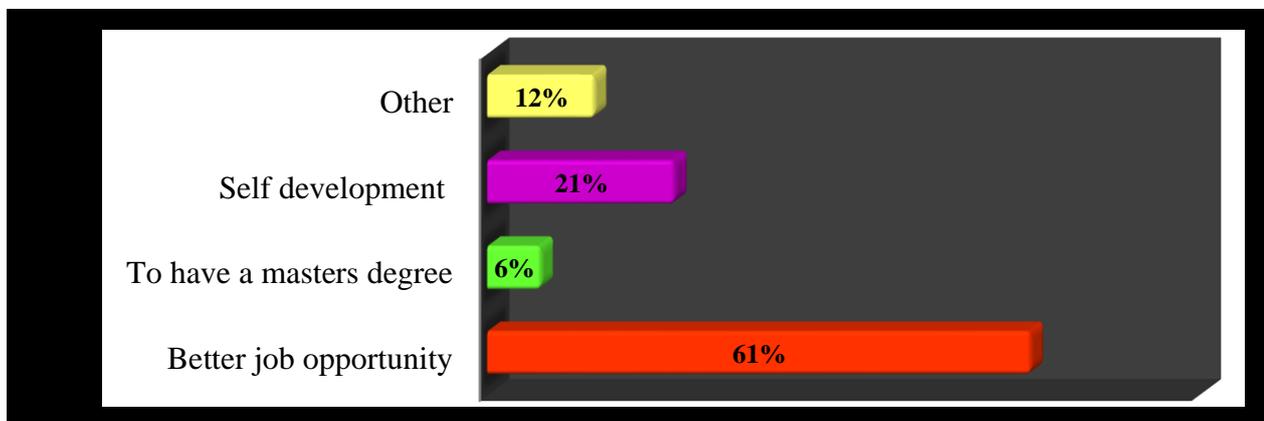


Interpretation: According to the above table it can be interpreted that the regular classes have been given more importance by the respondents compared to the distance education and evening classes. Out of 100%, 65% of the respondents prefer regular classes for post-graduation whereas distance education and evening classes are 18% and 17%.

Table No 4.6 Table Showing Respondent's opinion in selecting a PG Program

Objective in selecting a PG program	Frequency	Percentage
Better job opportunity	61	61%
To have a masters degree	6	6%
Self development	21	21%
Other	12	12%
Total	100	100%

Chart No 4.6 Chart showing Respondents opinion in selecting a PG Program

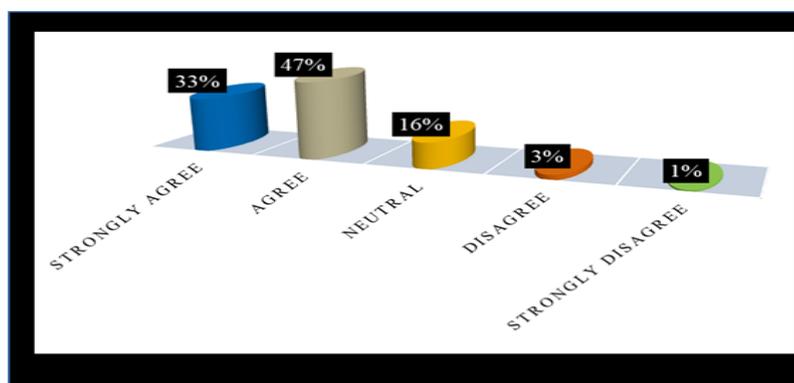


Interpretation: In the above table we can have an insight that the objective on which the respondents select the post-graduation is to attain better job opportunity. According to the survey 68% of the respondent’s objective in choosing the post-graduation is to get better job opportunity. Wherein 21% of the respondents believe in self-development and the remaining rest i.e. 12% and 6% of the respondents choose other reasons and the remaining just get the master’s degree.

Table No: 4.7A: Table showing Respondents opinion about academic reputation

Ratings	Frequency	Percentage
Strongly agree	33	33%
Agree	47	47%
Neutral	16	16%
Disagree	3	3%
Strongly disagree	1	1%
Total	100	100%

Chart No: 4.7A: Chart showing Respondents opinion about academic reputation



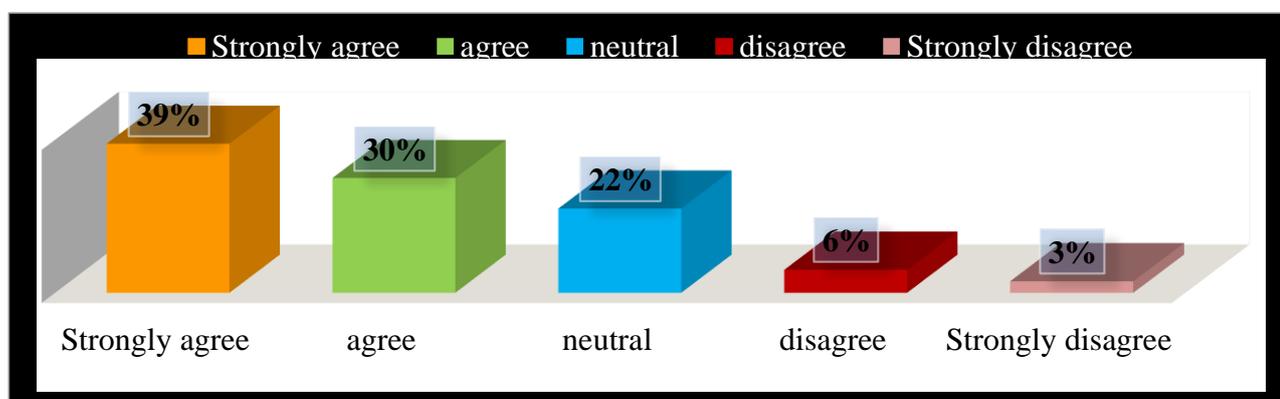
Interpretation: From the above table it can be stated that the respondent’s cognizance towards post-graduation can be influenced by the academic reputation. Here 47% and 33% of the respondents agree and strongly agree that academic reputation do matter while choosing the post-graduation. Out of 100% only few respondents

disagree (3% disagree and 1% strongly disagree) and few are neutral to this point that the academic reputation makes a difference while choosing a post-graduation.

Table No: 4.7B: Table showing Respondents opinion about placements

Opinions	Frequency	Percentage
Strongly agree	39	39%
Agree	30	30%
Neutral	22	22%
Disagree	6	6%
Strongly disagree	3	3%
Total	100	100%

Chart No: 4.7B: Chart showing Respondents opinion about placements

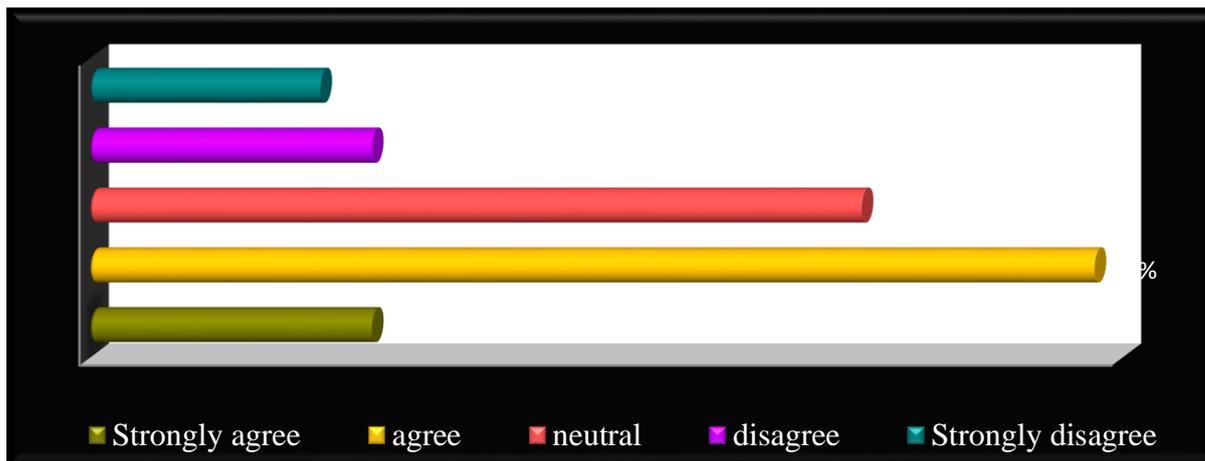


Interpretation: The bar chart illustrates the opinion of the respondents with regarding to the placements in the post-graduation course. Combining strongly agree (39%), agree (30%) and neutral (22%) ratings we can predict that placements do influence an individual to take decision with regarding to higher education and on the left side of the bar chart there are only a few respondents who disagree (Disagree-6% and strongly disagree- 3%) with this.

Table No: 4.7C: Table showing Respondents opinion about fees structure

Ratings	Frequency	Percentage
Strongly agree	11	11%
agree	39	39%
neutral	30	30%
disagree	11	11%
Strongly disagree	9	9%
Total	100	100%

Chart No: 4.7C: Chart showing Respondents opinion about fees structure

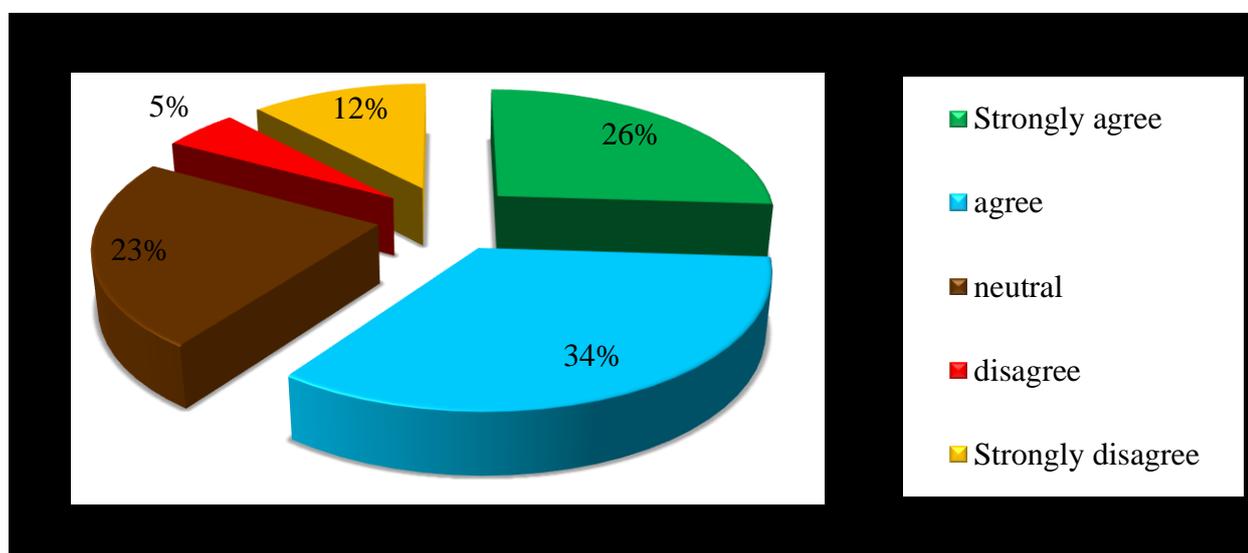


Interpretation: In accordance with the above chart we can infer that 39% of the respondent’s opinion is that they agree that fees structure does influence to take up post-graduation whereas on the other hand 30% of the respondents are neutral. Thus here we can interpret that the percentage of individuals who strongly disagree and disagree (9% and 11%) are comparatively less than the percentage of individual who strongly agree and agree (11% and 39%).

Table No: 4.7D Table showing Respondents opinion about Parents influence

Opinions	Frequency	Percentage
Strongly agree	26	26%
agree	34	34%
neutral	23	23%
disagree	5	5%
Strongly disagree	12	12%
Total	100	100%

Chart No: 4.7D: Chart showing Respondents opinion about placements

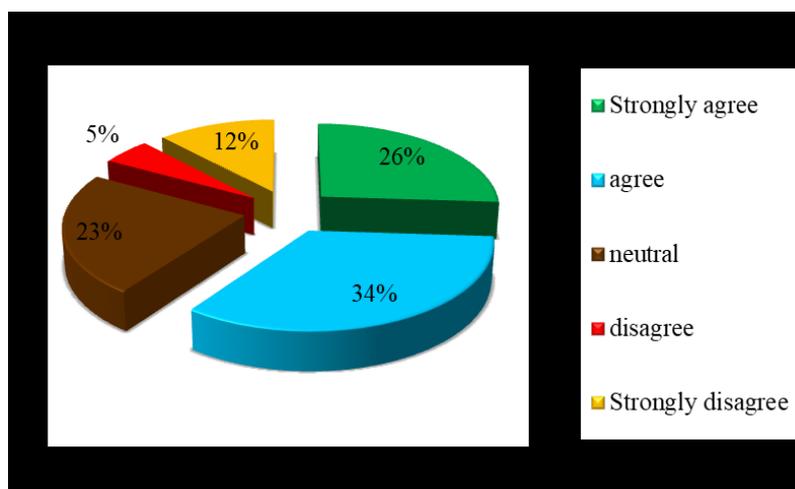


Interpretation: The above pie chart states that out of 100% there are 34% and 26% of the respondents who agree and strongly agree that parents do influence the respondents in perusing the post-graduation. Whereas only 12% and 5% of the respondent's opinion says that they strongly disagree and disagree. In addition to it there are respondents who are neutral.

Table No: 4.7D Table showing Respondents opinion about Parents influence

Opinions	Frequency	Percentage
Strongly agree	26	26%
agree	34	34%
neutral	23	23%
disagree	5	5%
Strongly disagree	12	12%
Total	100	100%

Chart No: 4.7D: Chart showing Respondents opinion about placements

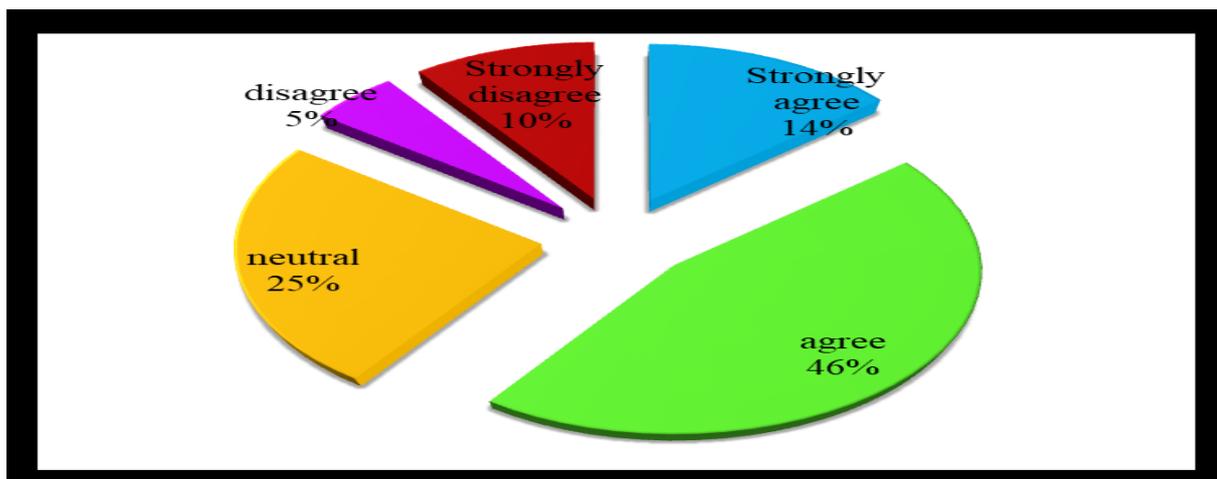


Interpretation: The above pie chart states that out of 100% there are 34% and 26% of the respondents who agree and strongly agree that parents do influence the respondents in perusing the post-graduation. Whereas only 12% and 5% of the respondent's opinion says that they strongly disagree and disagree. In addition to it there are respondents who are neutral.

Table No: 4.7E: Table showing Respondents opinion about Staffs

Ratings	Frequency	Percentage
Strongly agree	14	14%
Agree	46	46%
Neutral	25	25%
Disagree	5	5%
Strongly disagree	10	10%
Total	100	100%

Chart No: 4.7E: Chart showing Respondents opinion about Staffs

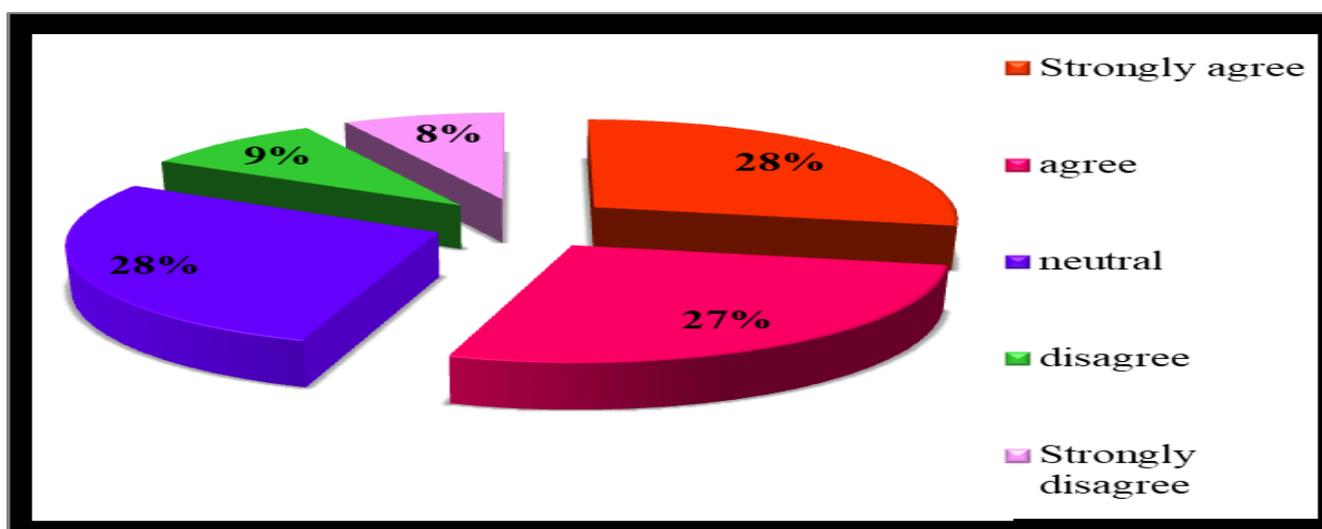


Interpretation: From the above table we can infer that the respondents do agree (strongly agree 14% and agree 46%) with the influence of staffs on choosing post-graduation. Only few respondents' opinion remains neutral with 25% and the rest disagree (Strongly disagree-10% and disagree-5%) with the point.

Table No: 4.7F Table showing Respondents opinion about Friends Influence

Opinions	Frequency	Percentage
Strongly agree	28	28%
Agree	27	27%
Neutral	28	28%
Disagree	9	9%
Strongly disagree	8	8%
Total	100	100%

Chart No: 4.7F: Chart showing Respondents opinion about placements



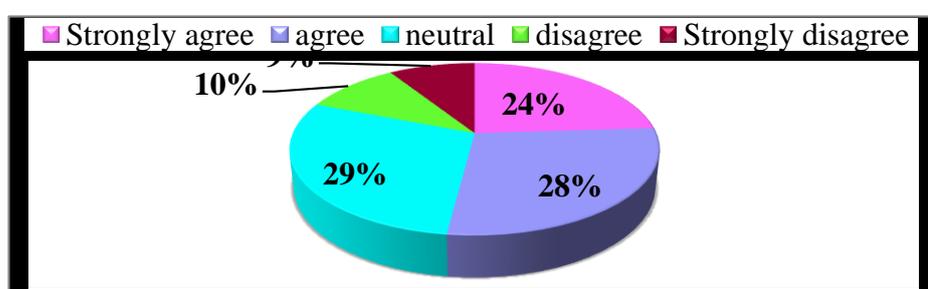
Interpretation: As per the above chart we can interpret that 28% and 27% of the respondents do get influenced by choosing the post-graduation whereas on the other side we can understand that only certain

percentage of respondents do not agree with this point i.e. 9% and 8% of the individuals disagree and strongly disagree and there are respondents who are neutral (28%).

Table No: 4.7G: Table showing Respondents opinion about UG counselor advice/references

Ratings	Frequency	Percentage
Strongly agree	24	24%
Agree	28	28%
Neutral	29	29%
Disagree	10	10%
Strongly disagree	9	9%
Total	100	100%

Chart No: 4.7G: Chart showing Respondents opinion about UG counselor advice/references

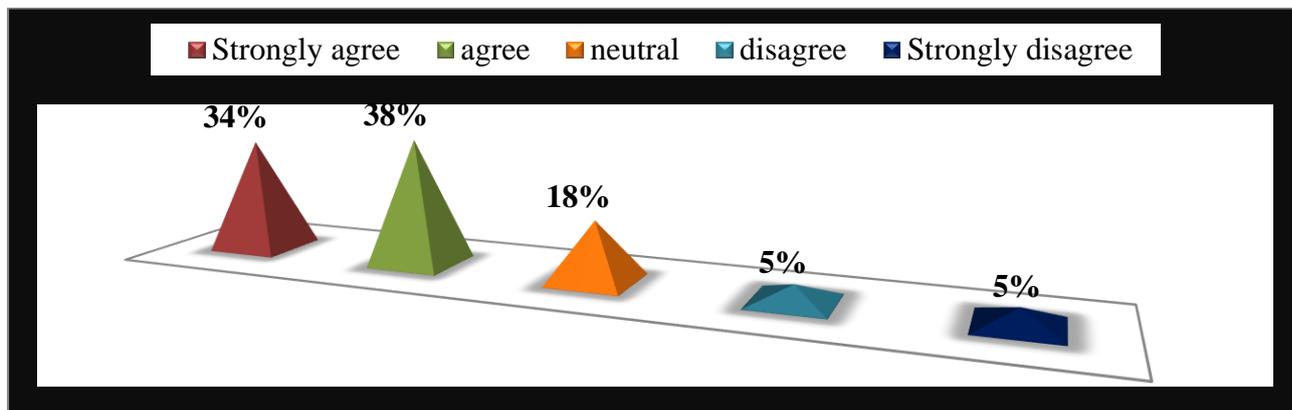


Interpretation: From the above table it's understood that there are high number of respondents who agree (Strongly agree-24% and agree 28%) that UG counselor advice/references do influence in the process of selecting a post-graduation. There are respondents whose opinion also stands neutral with 29% and lastly there are respondents who disagree (Strongly disagree-9% and disagree 10%) with this point

Table No: 4.7H: Table showing Respondents opinion about UG counselor College reputation

Opinions	Frequency	Percentage
Strongly agree	34	34%
Agree	38	38%
Neutral	18	18%
Disagree	5	5%
Strongly disagree	5	5%
Total	100	100%

Chart No: 4.7H: Chart showing Respondents opinion about UG counselor College reputation

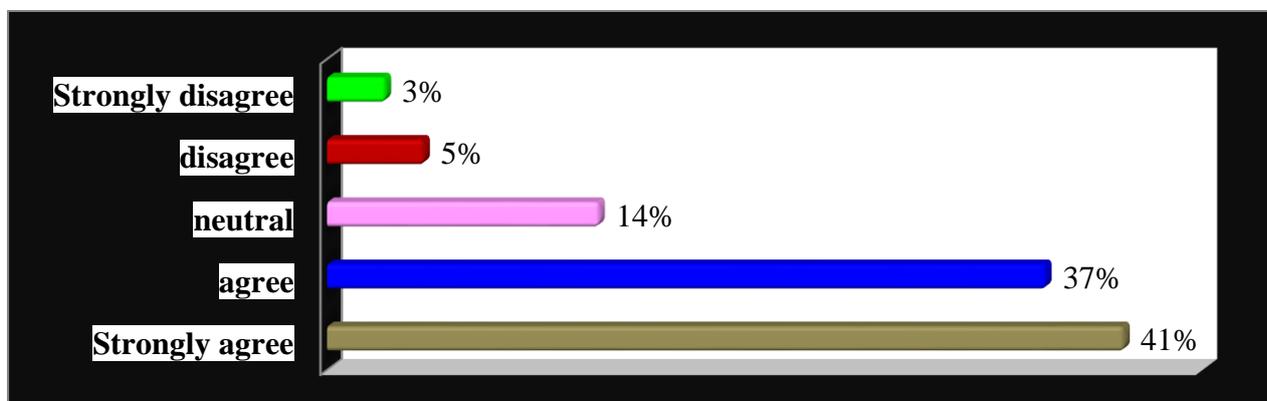


Interpretation: From the above table it can be interpreted that the opinion of the respondents with regarding to college reputation is high as the chart shows that 38% of the respondents agree and 34% strongly agree to this point. Whereas there are 5% and 5% opinion of the respondents that says they disagree and strongly disagree to the point and lastly there are 18% of the individuals whose opinion says that they are neutral.

Table No: 4.7I: Table showing Respondents opinion about Job market

Ratings	Frequency	Percentage
Strongly agree	41	41%
Agree	37	37%
neutral	14	14%
disagree	5	5%
Strongly disagree	3	3%
Total	100	100%

Chart No: 4.7I: Chart showing Respondents opinion about the job market



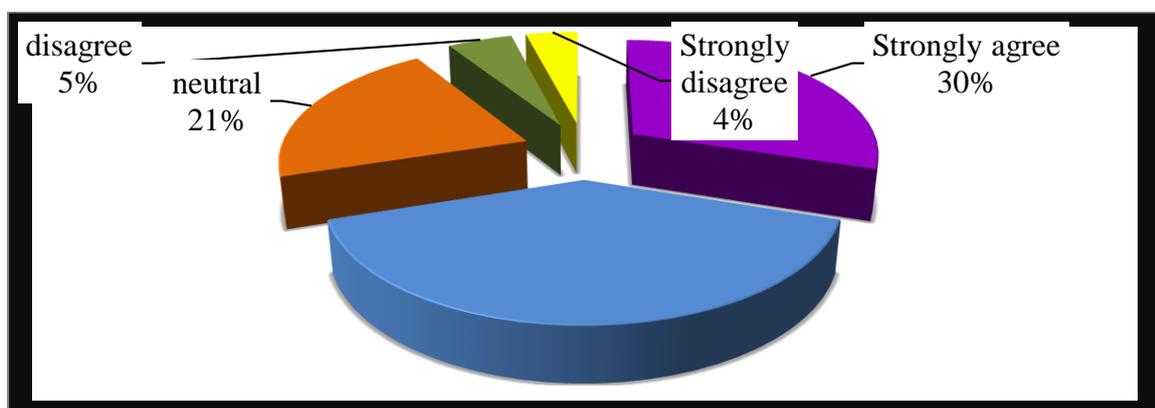
Interpretation: From the above chart we can interpret that the opinion regarding job market among the respondents is acceptable because 37% (agree) and 41 % (Strongly agree) of the respondents are agreeing to the point. In addition to this their respondents who do not agree to this point (disagree 5% and strongly disagree 3%)

and the rest opinions remains neutral (14%). So here we can state that the job market does influence the individuals in decision process of choosing the post-graduation.

Table No: 4.7J: Table showing Respondents opinion about Practical Knowledge

Opinions	Frequency	Percentage
Strongly agree	30	30%
agree	40	40%
neutral	21	21%
disagree	5	5%
Strongly disagree	4	4%
Total	100	100%

Chart No: 4.7J: Chart showing Respondents opinion about Practical Knowledge



Interpretation: In the above bar chart we can infer that 30% and 40% (Strongly agree and agree) have agreed that post graduation is chosen by the respondents to gain practical knowledge. On the other side there are respondents who disagree (Strongly disagree 4% and disagree 5%) to this point and there are respondents who stand neutral (21%).

Table No: 4.7K: Table showing Respondents opinion about Skill enhancement

Ratings	Frequency	Percentage
Strongly agree	42	42%
agree	36	36%
neutral	13	13%
disagree	4	4%
Strongly disagree	5	5%
Total	100	100%

Chart No: 4.7K: Chart showing Respondents opinion about Skill enhancement

Interpretation: From the above chart the respondents view towards skill enhancement is agreed. About 40% and 30% of the respondents agree and strongly agree to this point whereas 5% and 4% of the respondents disagree and strongly agree. There are respondents whose view point towards this is neutral.

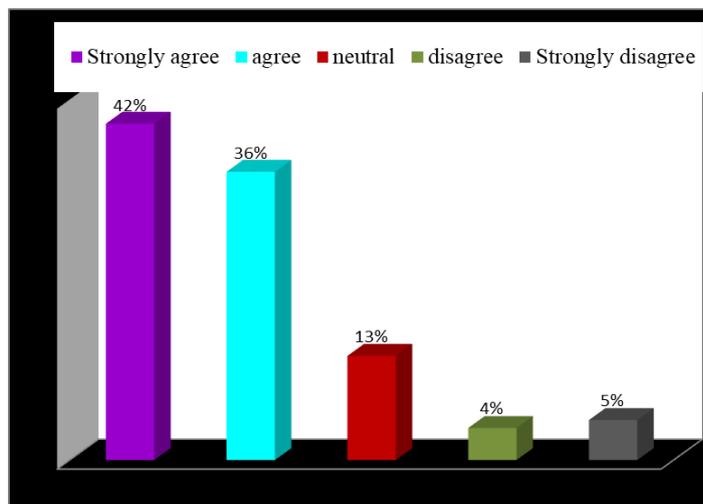
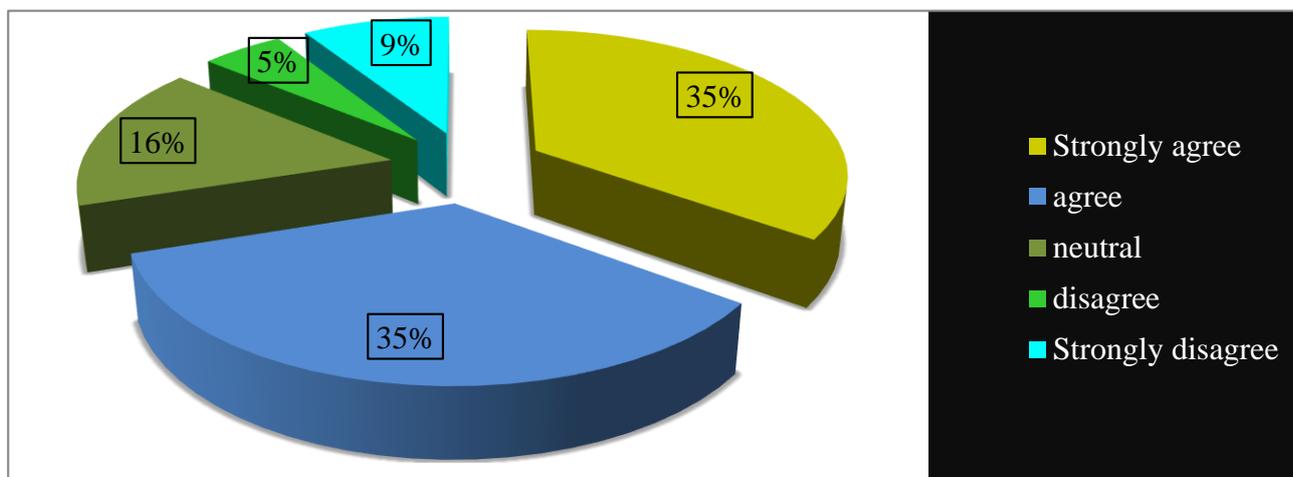


Table No: 4.7L: Table showing Respondents opinion about language proficiency

Opinions	Frequency	Percentage
Strongly agree	35	35%
Agree	35	35%
Neutral	16	16%
Disagree	5	5%
Strongly disagree	9	9%
Total	100	100%

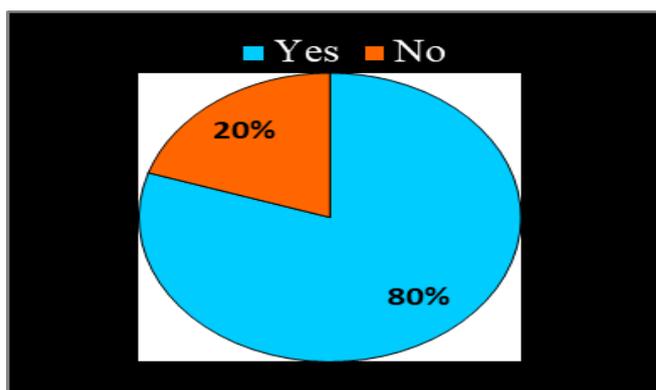
Chart No: 4.7L: Chart showing Respondents opinion about Skill enhancement



Interpretation: The above chart infers that the about 35 % (Strongly agree) and 35 % (Agree) of the respondents agree that skill proficiency is also one factor which influences the individuals to select the post graduation. Minimum percentage of respondents remains neutral (16%) to this point and also disagrees (Disagree 5% and strongly disagree 9%).

Table No: 4.8: Table showing Opinion of the respondents aim is connected to their studies.

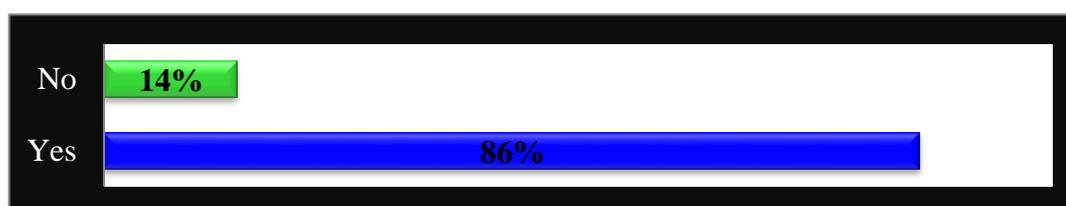
Aim connected to studies	Frequency	Percentage
Yes	86	86%
No	14	14%
Total	100	100%

Chart No: 4.8: Chart showing Opinion of the respondents aim is connected to their studies.

Interpretation: From the above bar chart we can Infer 85% of the respondents believe that PG (Post graduation) has a major advantage over UG to employees while selecting candidates for position whereas only 14% do not go with this point.

Table No: 4.9: Table showing Opinion of the respondents whether 'PG has a major advantage over UG to employees while selecting candidates for position'.

Pg advantage over Ug	Frequency	Percentage
Yes	80	80%
No	20	20%
Total	100	100%

Chart No: 4.9: Chart showing Opinion of the respondents whether 'PG has a major advantage over UG to employees while selecting candidates for position'.

Interpretation: From the above chart we can interpret that 80% of the respondents agree that "PG has a major advantage over UG to employees while selecting candidates for position" whereas only 20% do not agree to this statement.

Findings:

- Around 68% of the respondents are interested in post graduation whereas only 32% of the respondents are not interested in the post graduation and the percentage of respondents that belong to Bachelors of commerce is 56% and 44% of the respondents belong to Bachelors of business administration.
- Here 58% of the respondents would like to choose their post graduation in MBA, 27% of the respondents would choose MCOM in their post graduation studies and whereas 9% and 6 % of the respondents would prefer MHRD and MTA as their post graduation.
- 41% of the respondents have taken the entrance exam and have not that specified (Other) whereas 29% of the respondents have underwent MAT entrance exam and 11%, 10% and 9% respondents have chosen KMAT, CAT and CMAT as the entrance exam for post graduation.
- The respondents have given the regular classes more importance than the distance education and evening classes.
- In the study we have found that the criteria's such as 'Academic reputation, Placements, Fees structure, Parents Influence, Friends Influence, UG counselor advice/References, College Reputation, Job Market , Practical knowledge, Skill enhancement, Language proficiency and the aim connected to the studies', has a positive response by the respondents.' that was given was agreed among majority of the respondents.
- 80% of the respondents agree that "PG has a major advantage over UG to employees while selecting candidates for position" whereas only 20% do not agree to this statement.

Suggestions of the study:

- According to, my studies education could be provided at low cost.
- Scholarship could be provided to students who are academically brilliant so that many students get the benefits and fulfill their dreams.
- Specialization could be increased as in there would more scope of job opportunity to the students.
- Course could provide some facilities that could help the part time earning students so that they can support their families i.e. earning by learning.
- Post-Graduation programs could include few programs which would help the students in competing with competitive world. For. Eg workshops, seminars etc.
- Internships could be started from the first year onwards for about 3 months so that the students get more of exposure.
- For the global exposure of students, they could be taken to foreign countries for industrial visit.
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Conclusion of the study

Higher education has gained momentum in present days. Corporate are more interested in recruiting trained business leaders. Job prospect in public sector is primarily characterized by public service examination. Job opportunity in the private sector is comparatively higher than public sector and recruitment is more inclined towards management graduates. It leads to an increase of interest in the enrolment in management program. The study explains various factors such as location, academics, image, infrastructure, cost and personnel as a measure of institutional quality. Practically, the findings of this study offer implications for administrators, policy makers and educationalist to frame suitable strategies to attract student customers.. All these quality attributes are under the control of the educational administrators. This project helped me in getting information about the student's cognizance 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 are willing to do the higher studies and some are not due to certain reasons such as financial problems etc. I conclude that doing higher studies would be good for student as they would get more knowledge and personal development which would help them in future to get a good job opportunity.

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