A STUDY ON AWARENESS ABOUT BUSINESS SCHOOLS AMONG RURAL GRADUATE STUDENTS WITH REFERENCE TO COIMBATORE REGION

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Abstract
Higher education in India is recognized as one of the most developed system in the entire world. Education has always been regarded as a high point in the very fabric of India. With growing population and the immediate need to educate every youth, India require good universities, colleges and institutes that can provide quality education to the future citizens of the country. The government has done much in this field but it is the private institutes that are pitching in now to handle the immense pressure in the education sector. They are providing excellent infrastructure and every possible facility to students. In India, the majority of the students belong to rural areas. Most of the undergraduates in business administration are willing to prefer only MBA. But the selection of best college / institution is the prime issue for the rural based undergraduates. The rating of MBA institutions is based on a number of factors like Academic, Infrastructure, Faculty, Placement and Reputation. This paper attempts to identify the problems faced by the graduate students and provide suitable suggestion while selecting the best the MBA institute / college in India.

Key Words:*Business school, infrastructure, faculty, Enrolment Eligible Ratio (EER), Gross Enrolment Ration (GER)*

Introduction
Higher education in India is recognized as one of the most developed system in the entire world. Education has always been regarded as a high point in the very fabric of India. From time immemorial whether it was the Pandavas or the Mughals, Swamy Vivekananda or Dr. S. Radhakrishnan, learning and knowledge has been the weapon to win over the world. More than any other country, India has churned out intelligentsia from every discipline. It was during the medieval period that universities began to come up in Delhi.

Knowledge in theology, religion, philosophy, fine arts, painting, architecture, mathematics, medicine and astronomy, began to be studied and imbibed. In fact, there has been a considerable improvement in the higher education scenario of India both in terms of quantitative and qualitative since then. In technical education, the IITs, and in management education, the IIMs have already marked their names among the top higher educational institutes of the world. It is often pointed out that undergraduate and graduate programmes are too 'theoretical', the implication being that they are devoid of 'practical' experiences. Without going into familiar epistemological issues, we can say that a theory is as good as the power it has to explain the world.

With growing population and the immediate need to educate every youth, India require to have good universities, colleges and institutes that can provide quality education to the future citizens of the country. The government has done much in this field but it is the private institutes that are pitching in now to handle the immense pressure in the education sector. They are providing excellent infrastructure and every possible facility to students.

Statement of the Problem
The present study primarily focus on the extent of awareness about management courses offered by different business schools like IIMs, NITs, Universities and their affiliated colleges in India among the rural undergraduates in Business Administration. Most of the under graduates in business administration are willing to prefer only MBA. But the selection of best college/institution is primarily a major issue for the rural based under graduates. The rating of MBA institutions is based on a number of factors like Academic, Faculty, Faculty, Placement and Reputation. This paper is an attempt to identify the problems faced by the graduates and provide suitable suggestion while selecting the best the MBA institute / college in India. The below table highlights the disparity between rural and urban area Enrolment Eligible ratio (EER)
and Gross Enrolment Ratio (GER).

S. NO	AREA	EER %	GER %
1	Rural	51	7.76
2	Urban	66	27.20

Source: Higher education in India, "Emerging Issues Related to Access, Inclusiveness and Quality Nehru Memorial Lecture talk given by Prof. Sukhadeo Thorat, Chairman UGC and 2013 census

Objectives of the Study
- To understand the awareness about the business schools among rural Business Administration graduates.
- To know the problems faced by the rural graduate students in identifying the best institute.
- To suggest suitable ways and means for better understanding of quality and other aspects of business schools.

Research Methodology
The validity of any research is based on the systematic method of data collection and analysis. In the present study both primary as well as secondary data were extensively used. The primary data were collected from the final year business administration (BBA) graduates; those who opt for management courses in business schools. For the purpose of the study, statistics about the number of students pass out from graduation degree was collected from web sources and District offices. From this population the sample of students were selected as respondents. The field survey technique was employed to collect the pertinent data from 35 Bachelor of Business Administration (BBA) graduates in Coimbatore region, who are interested to pursue management courses in business schools.

Questionnaire is the main tool for collecting the data. Hence, effort was taken to prepare the questionnaire in a systematic way by designing adequate and relevant questions to ensure better achievement of the research objective. Questionnaire was redesigned and made appropriate changes in it after the conduct of pilot study. The extent of awareness about management courses by the respondents (Students) between the different types of respondents based on their parents monthly income, occupational status, size of the family, preference about selection of course and problems was studied by means of percentages, two-way table, chi-square test, summated rating scale and ranking methods.

Review of Literature
Literature review is a critical summary and assessment of the range of existing materials dealing with knowledge and understanding in a given field. It deals with a brief up-to-date account and discussion of literature on issues of higher education and business schools in India.

Philip. G. Altbach and N. Jayaram (2013) in their study entitled, 'INDIA: Effort to join 21st Century higher education'. The challenges facing the creation of world class universities are daunting. Indeed, if India is to succeed as a great technological power with a knowledge-based economy, world class universities are required. The first step, however, is to examine the problems and create realistic solutions. They also criticized that the spending large sums in a scattershot manner will not work for this cause.

Yash pal (2013) in a report entitled 'The Committee to Advise on Renovation and Rejuvenation of Higher Education' point out as the first parameter, is the application of criteria, which derive their value from the categories in terms of which the inequality and social injustice prevailing in Indian society are commonly understood and expressed.

Prof. Sukhadeo Thorat, (2012) in his lecture on "Higher Education in India - "Emerging Issues Related to Access, Inclusiveness and Quality". He has mentioned that the most important and urgent reform needed in education is to transform it, to endeavor to relate it to: life, needs and aspirations of the people and thereby make it as the most powerful instrument for socio-economic and cultural transformation that is vital for the realization of the national goals.

SanatKaul (2010) in his study entitled, "Higher Education in India: Seizing the Opportunity", resource crunch in higher education is being felt in a serious way. Other sources of financing besides the government have to be developed so that the massive expenditure required for expanding, improvement and taking it to international standards could be carried out. He further suggests that with an expanding middle class and globalization, everything is possible to make Indian Higher Education to reach the pinnacle provided innovative policies are formulated and implemented.

Analysis and Interpretation
The data were analyzed by using sample statistical tools such as Simple Percentage, Chi-square Test, Summated Rating Scale and J. P. Guilford Composite Standard Ranking Method to find out the process problems. This study is followed by presentations and detailed discussions of results.

Simple Percentage Analysis
Table No.1 Gender distribution

Sex	Frequency	Percentage
Male	12	34
Female	23	66
Total	35	100

Table No.1 lime light that a very good majority of the respondents (66%) are female and (34%) of the respondents are male. From the analysis it is concluded that 66% of the respondents are female students.

Table No.2 Occupational status

Occupational status of parents	Frequency	Percentage
Farmers	32	91
Business	1	3
Government.	1	3
Private	0	0
Others	1	3
Total	35	100

The above table, reveals that the occupational statuses of parents the majority of parents are farmers (91%). Followed by farmers, (3%) of the parents are doing their business, (3%) of the parents are in the government service and the remaining (3%) of them are classified under other category.

Table No.3 Number of dependent in the family other than Respondent

No. of Dependents in the Family other than Respondent	Frequency	Percentage
1	-	-
2	12	34
3.	12	34
4	9	26
5	2	6
Total	**35**	**100**

Table No. 3 shown above indicate that a good majority of the respondents (34%) have more than two dependents other than him/her and (34%) of the respondents are have more than three dependents. Thirdly (26%) of them coming under more than 4 member category finally (6%) of them have more than 5 dependents in the family. From the analysis it is conclude that 34% of the respondents are have more than (34%) 2 and 3 family members.

Table No.4 Monthly Income level of the family

Income level of the family	Frequency	Percentage
Below 5000	18	51
5001-10000	9	26
10001-15000	4	11.5
15001-20000	4	11.5
Total	35	100

Table No. 4, reveals that the income level of the family good majority of parents are (51%) are below Rs.5000 followed this (26%) of the parents under Rs.5001-10000 category and both Rs.10001-15000 and Rs.15001-20000 have each (11.5%).

Table No.5 First graduate in the family

First graduate	Frequency	Percentage
Yes	27	77
No	8	23
Total	35	100

It is lime lighted from the above table that a very good majority of the respondents (77%) are first graduate in their family and (23%) of the respondents are not under first graduate. From the analysis it is concluded that 77% of the respondents are first graduate.

Table No.6 Students who go for higher studies

Higher studies	Frequency	Percentage
Yes	25	71
No	10	29
Total	35	100

It is highlighted from the above table that a very good majority of the respondents (71%) are preferred to go for higher studies and (29%) of the respondents are not preferring higher studies after graduation.. From the analysis it is conclude that 71% of the respondents are go for higher studies after graduation.

Table No 7 Preference of course

Course Preferred	Frequency	Percentage
MBA	23	65
MCA	-	-
MA	9	26
MCOM	1	3
OTHERS	2	6
Total	**35**	**100**

It is quite interesting to note from the above that a good majority of the respondents (65%) prefer to pursue MBA course, (26%) of the respondents prefer MA course. (3%) of them would like to take M. Com course and finally the remaining (6%) of them prefer to pursue other courses. The analysis concludes that 65% of the respondents prefer to join MBA course after their graduation.

Table No.8 Awareness about business school

Awareness of Business school	Frequency	Percentage
Yes	28	80
No	7	20
Total	35	100

Table No.8 shows the respondents awareness about business school. The analysis reveals that 80 percentages of respondents are aware about business schools and the remaining respondents (20) are unaware about business schools. It is concluded that 80% of the respondents are aware about business schools.

Chi-Square Analysis

Table No 9. Respondent sex and awareness about business school by rural business *administration graduates in COIMBATORE REGION (chi-square test)*

Table No. 9. Chi-Square Analysis
Sex and Awareness about Business Schools

Factor	Calculated X2 value	Table value	D.F	Remarks
Sex	0.718	3.84	1	Significant at 5% level

The Chi-square test reveals that the calculated chi-square value is less than the table value and the result is significant at 5% level. Hence, the hypothesis "Respondent sex and awareness about business school are associated" holds good. From the analysis, it can be inferred that there is a close relationship between the sex and awareness about business school.

Table No 10. Income level of parents and preference of going for higher studies by rural based business administration graduates in COIMBATORE REGION (chi-square test)

Factor	Calculated X2 value	Table value	D.F	Remarks
Income	2.745	7.815	3	Significant at 5% level

The Chi-square test reveals that the calculated chi-square value is less than the table value and the result is significant at 5% level. Hence, the hypothesis "Income level of parents and preference of going for higher studies by rural based business administration graduates are associated" holds good. From the analysis, it can be inferred that there is a close relationship between the sex and awareness about business school.

Summated Scales/Likert Type Scale
Summated scales consist of a number of statements which express whether a favorable/unfavorable attitude towards the given object to which the respondent is asked to react. Each response is given a numerical score are totaled to measure the respondents attitude. For this purpose the total score 25 is divided in to three ranges like 1-6, 7-18 and 19-25.

Table 11. Attitude Towards Selection of Business School and Feeling About Cost of Course

S. No	Attitude	Summated Scales score		
		Range		
		1-6	7-18	19-25
1	Selection of business school	0	5 (14.2%)	30 (85.8%)
2	Feeling about cost of course	0	10(28.6%)	25 (71.4%)

The test reveals that majority of respondent opined that selection of business school is very important(85.8%) and the second factor feeling of respondent about cost of course is expensive (71.4%).

General Problems Faced by the Under Graduates
The graduates were requested to rank the problems faced by them. For this purpose the following factors were given in the questionnaire. Awareness about the business school, Reality about the business school, Fee structure, Loan facilities and Distance of college from the native place. The major problems faced by the under graduates were ranked by using J. P. Guilford Composite Standard Ranking Method. A study of these problems becomes very important as all those problems are taken in to the consideration by the graduates in choosing in a particular problem.

Table No.12 General Problems Faced by the Students

S.NO	Problems faced by the students				
	1	2	3	4	5
1	-	-	24	-	8
2	5	-	5	16	6
3	7	4	-	13	8
4	13	11	1	-	5
5	7	17	2	1	-
Total Score	32	32	32	30	27
Rank order	1	1	1	2	3
Mean score	0.28	0.28	0.28	0.27	0.25

In choosing a particular problem faced by the student, the first three important factors are Awareness about the business school, Reality of the institute and Fee structure score and mean score being 32 and 0.28 respectively. The second important factor is Loan facilities provided by the banks, its total score and mean score is 30 and 0.27 respectively. The third factor is Distance of college from native place of students score (27) and mean score is 0.25.

Findings
In this chapter, an attempt has been made to recapitulate the key findings of the present study based on these findings and a few suggestions have been offered.
1. Occupational statuses of parents of the respondents are found to be farmers which accounts for 91 percentages.
2. 66 percentages of the respondents are female students.
3. 34 percentages of respondents have two more dependent other than him/her and a same amount of respondents do also have three more dependents other than him/her in their family.

4. Monthly income level of the family of most of the respondents is below Rs.5000 with a percentage value of 51.
5. 77 percentages of respondents are found to be the first graduate in their family.
6. The result has an important finding that 71 percentages of the respondents preferred to go for higher studies.
7. It is found that 65 percentages of the respondents preferred to take MBA course.
8. Though the respondents are from rural, 80 percentages of them are highly aware about business schools.
9. It is inferred from the analysis that there is a close relationship between the sex and awareness about business school.
10. From the analysis, it is inferred that there is a close relationship between the sex and awareness about business school.
11. The major problems faced by the under graduates were ranked by using J. P. Guilford Composite Standard Ranking Method. The major problem faced by the rural undergraduates are: Awareness about the business school, Reality of the institute and Fee structure score and mean score being 32 and 0.28 percentages respectively.
12. The test reveals that 85.8 percentages of respondent opined that selection of business school as very important, and the second factor that is felt by the respondent is the cost of course. 71.4 percentages of the respondents have acclaimed that MBA programme as expensive.

Suggestions

The following are the few suggestions that may be increase the awareness about the business schools across business administration undergraduates those who are hailing from rural areas. The Government has to come forward evolve necessary policies in order to eradicate disparities with rural and urban students. Awareness programmes to be conducted by NGOs in the academic field. The next prime factor is rating of institutions by the respective authorities without any bias. Educational exhibitions and awareness programs shall be conducted by the Government authorities that will help and guide the students to select the best colleges. A sound training programmes to be given the students those who attend the entrance examinations like TANCET, CAT and MAT etc.

Conclusion

The contribution of higher education is to inculcate leadership qualities, business culture and stronger economy. The foremost fruit of education is a zero crime society. With growing population and the dire need to educate every youth are require good universities, colleges, institutes that can provide quality education to the future citizens of the country. For this to happen, all syllabi should require the teachers and students to apply what they have learnt in their courses, on studying a local situation, issue or problem. There are significant disparities in Enrolment Eligible Ratio (EER) between Rural and Urban area. The Gross Enrolment Ratio (GER) in urban area was about four times higher compared with rural area. In the global scenario Access, Awareness and Utilization are the three emerging slogan in the rural graduates.

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