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A STUDY ON THE EXPECTATIONS OF PROSPECTIVE, PURSUING AND GRADUATING STUDENTS IN SELECTING A B-SCHOOL WITH SPECIAL REFERENCE TO MBA DEGREE IN BANGALORE

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ABSTRACT

Education sector has always been the country's forte both in terms of adding value to the society as well as gaining strategic element from the economy's perspective, the study was bifurcated into two parts, the preliminary being understanding the education sector prevailing now and then carrying the study to a more individual perspective by requesting potential students of their perception towards the current education trends and their expectations from the same. The research gained inherent ideas into the facilities in the institution and the list of those to be developed at a faster pace to cater to the increasingly dynamic educational environment. The findings stressed upon the fact that the selection of the B-schools are influenced by various factors like to enable career change, start own business, to boost salary & also primarily for education, career opportunity, ranking of b-school, teaching style, course structure, course length, quality of academic staff, certification of the b-school, location & social culture. In India the education center or Schools & colleges are more of religiously affiliated and from the research it can be concluded that majority of them would not mind whichever religion the college is affiliated as long as the school offers a quality education.

KEYWORDS:- Affiliation, B-school, Career Opportunity, Education, Students.