

Factors Influencing Selection of Major Specialization with Special Reference to Mba Students at Ramaiah Institute of Management Studies, Bangalore

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Abstract: *MBA has almost become a necessity for top management positions of the organization. It has become one of the most significant qualifications in today's world corporate section. The right selection of a B-School is crucial, but the choice of proper specialization in MBA is the most important. The decision about the specialization is very vital just like a decision about buying a new house, car or investing money in the right business to maximize profits. The selection of specialization regulates the academic of discipline, environmental influences and the interest in the field of the student.*

This school of thought helps to come with the main the objective of this Research Paper, "A Case Study on Factors Influencing Selection of Major Specialization with Special Reference to MBA Students at Ramaiah Institute of Management Studies, Bangalore" The research paper examines about 25 factors that influence a student before considering the specialization in MBA. Convenience Sampling is used for this study. The data was analysed using SPSS

The research results were mentioned to know "Factors Influencing Selection of Major Specialization with Special Reference to MBA Institutes in Bangalore." thru' SPSS. Finally, managerial implications have been suggested to provide useful information to the online apparel retailers. The research paper finally presents with factor analysis & conclusions for future researchers

Key Words: *MBA, MBA Specialization, Factor Analysis, MBA Institutions, B-School.*

I. INTRODUCTION

Business Administration and MBA in specific is the most preferred and widely accepted due to its dynamism, Industry Acceptance and being the most popular business & Management Degree in the world and India, The MBA expertise has been instituted to focus on the growing work at home opportunities in e-entrepreneurship and internet sites. With around 120 million signed up websites on the net e-commerce is a major assurance for future professionals. The spurt in mobile solutions has transformed the forex market into platinum mine. Using the internet making inroads in the expanding countries plus more business services heading online e-commerce is the buzzword.

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A MBA in e-commerce expose the students to centre business subject areas like Data Analytics, Managing Technology and Strategic Management and extra-specialized analysis for e-commerce which forecasting technology. The MBA e-commerce program provides comprehensive pedagogy in Marketing Research, Advertising and Sales Campaign, Supply String Management, Electronic Business Strategy and Strategic management.

Several MBA specializations which are popular include domains like Marketing, Finance, International Business, HRM, Information Systems and SCM. This demonstrates the increasing role of interdisciplinary paradigm in industry and commercial sector. These MBA specializations add an advantage to this top notch degree often regarded as a vehicle to success across domains of academia and industry. The MBA specializations list is quite considerable providing enough choice to mould the ambition of the young generation. As a result, MBA specializations have become popular in India promising success in diverse profession. The question remains concerning which MBA course is most beneficial in perspective of expertise for future. This question may be decided by an individual.

An MBA grooms students for the rigors of a corporate job with an in-depth mentoring in economic policy, funding, entrepreneurship, general legislation and human resource management. Hence the MBA specialization should not be chosen as an add-on to the traditional MBA but wide open vistas to lifelong learning. So consider various factors whenever choosing from MBA specializations list. The student must have the right focus and attitude to choose the job goals and work specializations. Also consider the ROI that the course assures. Therefore MBA will depend on rankings, acceptance rate, faculty, academics culture and profession services from the chosen institute. This study aimed to identify how to choose a specialization in conventional MBA full-time programme. The research design was a cross-sectional field study.

A lot of the MBA aspirants feel that one of the very most fearful jobs is to get entrance in a respected & reputed B-School but those who find themselves already chasing MBA feel that the most fearful job isn't only to get entrance in a good B-school but to make it through and get away a B-school. Success in a B-School is difficult just because a student must take many life changing decisions like choosing one's MBA specialization.



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A lot of the students stay anxious about choosing their field of expertise. But, this will not be the situation because you must be certain about the options that you make. You need to choose your job based on your instinct and interest and definitely not based on peer pressure or high salary.

One of the aims of the MBA is to be a "generalist for generalist & a specialist for a specialist". For most business today, there are related MBA specializations in India. It might be wiser to follow an MBA that follow one should follow his respective discipline in his/her graduation, rather than choosing the one which is regarded as resulting in better jobs.

Specializations in MBA enable you to study a topic of your interest and make unrestricted progress in your job. Make yourself a far more worthy prospect by deciding on the best specialization.

II. REVIEW OF LITERATURE

The majority of the MBA wannabes feel that getting admission confirmation in a reputed B-School is the most dreaded thing; however the individuals who are now seeking after MBA imagine that the most feared assignment isn't just getting admissions from a reputed B-school but to pick up a specialization. Survival in a B-School is troublesome in light of the fact that a study is needed to take numerous extraordinary choices like picking your MBA specialization.

A large portion of the understudies stay irritated about picking their specialization. In any case, this ought not to be the situation since you should make sure about the decisions that you make. You should pick your profession based on your impulse and intrigue and absolutely not based on companion weight or high pay. One should think on these lines on the accompanying focuses before settling on any choices:

- 1) **Gain Complete learning about the Subjects:** This implies you should break down the course substance of a specific order. It expects you to assess your advantage and that whether you truly need to consider that specific subject.
- 2) **Evaluate the Job openings:** You should assess the openings for work that you will be presented to in the wake of taking up a specific control. It isn't just the topic yet in addition the activity jobs that must influence your profession decision. Investigate cautiously that whether the jobs that you will be offered to you are your ideal employments.

A. Importance of Selecting the Right MBA Specialization

As indicated by Chun (2012) (<http://careerfaqs.com.au>), there is an unmistakable relationship between dimension of training and work, and additionally compensation. With employment jobs winding up progressively perplexing, larger amounts of aptitudes and capabilities are required, particularly if work competitors are looking for a focused edge over those with undergrad capabilities. India sees an increase in applicants when compared to 2017 admissions to MBA programs (GMAC Survey)

Graduate Careers Australia (GCA), says, 'As the extent of the workforce with four year certification capabilities keeps on developing, applicants are progressively attempted postgraduate examination to add a professional accentuation to their underlying capabilities or updating their capabilities to set up an aggressive edge in the work showcase.

Dailey et al. (2006) led an examination decide the reasons why understudies seek after a MBA, arranging them into general classes, for example, "requirement for information," "general business learning," "significant business qualification," etc. They found that while the degree was as yet a tenable, esteemed certification frequently required for corporate progression, its esteem had dropped in the course of the most recent decade. Their exploration distinguished 26 needs that a MBA satisfies. They finished up by expressing, "It is clear from the outcomes that the requirements fulfilled by seeking after a MBA degree are not homogenous" (p. 152).

Carrel and Schoenbachler (2001) analysed the "choice contemplations" for understudies examining in an Official MBA program and additionally the contemplations supporting organizations use when choosing to monetarily bolster workers seeking after an official degree. Characterizing these contemplations as close to home, scholarly, budgetary, or "other" the scientists found that the most essential choice factor for understudies was the requirement for new learning (assigned as an individual thought), pursued intently by the comfort and adaptable planning of classes (sorted as an "other" consideration). Their discoveries showed that understudies are inspired by projects that upgrade their at work execution and don't meddle with work routines.

Agreeing to Nicholls, Harris, Morgan, Clarke and Sims (1995) it is hard to characterize what precisely comprises a MBA degree as a result of the different assortment of items that are presently being advertised. As indicated by them, www.ccsenet.org/ijbm International Journal of Business and Management Vol. 9, No. 6; 2014 the market for MBA programs has developed all through the most recent two decades. While the imminent understudies of MBA programs during the 1980s might not have thought about the contrasts between projects, current understudies are all the more segregating.

Business colleges never again offer a conventional MBA program in a uniform organization (Goldgehn and Kane, 1997). There are two-year programs, one-year high force programs, fast track choices, on the web, expanded, and official MBA programs. Business schools are additionally making expert's projects with section prerequisites that are fairly less difficult. These incorporate projects, for example, the MS in Entrepreneurship, MS in Management, what's more, MS in Finance.

The development of these programs has to some degree been to the detriment of the college's claim MBA program. This pattern as indicated by Johnson, Thomas and Peck (2010) speaks to a move from customary MBA projects to specific projects. These specific projects have been intended to fit the singular understudy's needs instead of a one-measure

fits-all-MBA. These particular projects are expanding in notoriety reflected by the development in application volume. Schools offering MBA programs not just need to manage difficulties presented by these new claims to fame programs but there is additionally increment in rivalry from different foundations offering MBA programs. Graduate Management Admission Council (GMAC) in its October 2011 bulletin called attention to that there were 13,670 establishments overall offering a business degree. The customary on location MBA program not just need to confront the opposition presented by these organization that could possibly be licensed, it additionally needs to contend with off-site or on the other hand out-of-showcase programs, and additionally the assortment of less thorough revenue driven program which much of the time have bring down confirmation principles and utilize corporate promoting techniques.

With the growing increase in professional specialization, the view that one sort of MBA program will confer the abilities required for various segments is being challenged. This has prompted the rise of MBA courses in India with an emphasis on subjects going from Hospital Management to Hotel Management. Choosing between alternatives might be very troublesome, and here are four reasons why picking the correct specialization matters:

1) Skills can't be generalized

Courses, for example, a one year MBA in India will confer critical initiative and group building abilities, yet they may not be relevant to all circumstances. The working of ventures has turned out to be increasingly unpredictable, and the arrangements that work for, state, fund may not be applicable to biotechnology.

2) A better fit

Summed up MBA courses in India will give you a general perspective of the business world, not really explicit to the business to which your organization has a place. MBA courses offering specializations will enable you to learn work explicit pragmatic aptitudes. On the off chance that your specialization is prepared to go up against the difficulties of the business, you will emerge according to an enrolment specialist. You will be more prepared for work than hopefuls who are either not mindful of industry necessities, or have preparing in another industry.

3) To Keep on top of the priority being your interests and inclination

In the Current Market Conditions where Micro Specialization is opted for everything, the employment market also will be controlled by your specialization. Choosing a specialization in your MBA will update your resume, predominantly when you feel that you're a post graduate studies is keeping you away from gaining ground.

Likewise, picking what specialization you feel is reasonable for you can wind up less demanding when you realize what the sort of schools you can apply for are. Top B-Schools in India require abnormal state of legitimacy among the candidates and consequently there are MBA competitors that are left with no choice yet to pick the following practical thing for them. Numerous private schools give MBA in Delhi, which is a centre for expert instruction in India.

Additionally select a specialization that holds your advantage so you may appreciate adapting progressively about it. While a few people have a logical outlook, others might be progressively inventive. Your MBA specialization must be perfect with your inclination and aptitudes, or you may experience difficulty adapting to your coursework.

4) Knowledge could easily compare to patterns

One of the points of a MBA is to end up an expert in a subject for, most businesses today, are relating MBA specializations in India. It might be smarter to seek after a MBA that intrigues you or conveys forward the information of your past course, instead of picking one that is seen as prompting better employments.

Specializations in MBA enable you to think about a subject of your advantage and gain boundless ground in your profession. Make yourself an increasingly commendable competitor by picking the correct specialization.

III. RESEARCH METHODOLOGY

This study is focused on sharing the factors which determine for the ward to choose their specialisation during the management course. To analyse on the reasons behind their choice of the specialisation during their MBA programme. This study gives a light on is there any relationship on the qualities of the respondents, who determines the choice of the specialisation and their decision making also has an impact on the qualities possessed by the respondents to choose their specialisation. The growing increase in professional specialisation in the MBA program confers the abilities required for the ward to choose among the various segments of the specialisation which has led to diversify the areas in all the business and management sectors too.

B. Statement of the Problem

There are numerous studies trying to advance their research to postgraduate dimension. A large number of them are utilized and may even have family responsibilities. They would search for projects that best address their issues as far as content and additionally their work and family responsibilities and way of life. It is hence essential that colleges offering postgraduate examinations offer projects that are lined up with these necessities. There is extreme competition among MBA Institutions to pull students to their programs. Colleges that can offer programs that address the student needs will have the capacity to have the focused edge over others. So as to decide necessities of students where MBA program is concerned, a requirements study or overview must be completed.

Numerous business organizations have broadened into training. They are showcasing their programs thru' advertisements, promotion tools to reach the right audience. In addition, these revenue driven schools frequently have less stringent entry necessities and may not require students to take admission tests. The fundamental reason for this study is to decide to what degree these programs meet the adapting needs of the potential MBA students.



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C. Research Objectives

- To study the factors affecting MBA Student's on deciding their MBA specializations offered by the university.
- To study the reason behind choosing the MBA specialisations
- To study, if there is relationship between statistic qualities of the respondents and their decision of MBA specialisations.

D. Research Design

The choice of the MBA programme specialisation depends on the respondents strengths, weakness and opportunities and challenges and move ahead on the concept of AIDA i.e., Attention, Interest, Desire and Ability to pursue MBA, where attitude refers to the behaviour aspects that allow the respondents to conduct themselves in the society and master their attitudes (personally and professionally) which enables them to practice professionally. Skill refers to the business, technical and entrepreneurial skills that enable the respondent to carry out his tasks and duties amicably. Finally knowledge refers to the professional knowledge an essential element required to act in a professional manner (Bakarman, 2002). This study focusses on the factors, viz., Economic Condition of Family, Chance of finding a secure job, Personal Interest to the subjects, Counselling services, Easy to study subjects, Health Issues, Individual Personality, Easy to score high marks in exams, Advice from parents, Word of Mouth, Educational Background (Stream of Graduation) Advice from friends, Easy to understand the subjects, Advice from Seniors, Campus Reputation, Involvement in other activities, Teachers Characteristics (Mastery of the subjects), Time Management, Occupational Prestige, Role of Media, Amount of Efforts required, Purpose of Pursuing Programme, Instructor-Student Relationship, Gender Role dictated by Society are influenced for choosing their MBA Specialisation subject.

This study will be a descriptive study, as this research has done through survey and facts-finding on which are the factors influencing for the respondents to choose the MBA Specialisation. This study has described of the state of affairs i.e., the factors which are essential for influencing the choice of MBA specialisation, as it exists at present.

E. Sampling Technique

The study is confined with the respondents who were pursuing their MBA in Ramaiah Institute of Management Studies, Bangalore. The sampling technique followed for the study is convenient sampling method; a non-probability sampling technique. Predicated on Saunders et al. (2009), non-probability sampling approach is thought as sampling technique offering a variety of methods to choose samples relating to personal own subjective judgments

F. Sample Size

The total population of the respondents were 488 respondents, where 216 respondents were chosen for analysis at 95% confidence level that the real value is within $\pm 5\%$ of the measured / surveyed value.

G. Data Collection and Plan of Analysis

The data was collected by developing a well-structured questionnaire and the questionnaires were distributed to the respondents. The data analysed was presented in a simple tabular form and analysed using factor analysis. Principle component evaluation has been applied for the extraction of factors. Before the extraction, the assumption is that all of the primary variables come with an Eigen value adds up to 1. The respondents mostly MBA Students asked to rate the 25 factors on the pace of five-point level (1 - Strongly disagree and 5 - Strongly agree). The researcher has also collected the information through secondary sources like articles, journals and websites too. Throughout the research the Statistical Package for Social Research (SPSS) version 16.0 has been used for analysis.

H. Limitations of the Study

The study is confined only the respondents pursuing the MBA programme. The respondents were limited to the students pursuing their MBA at Ramaiah Institute of Management Studies, Bangalore. The accuracy of the information is purely based on the response given by the respondents.

IV. DATA ANALYSIS & INTERPRETATION

The data was collected through questionnaires and tabulated the information in a simple tabular form. The tabulated information has been analysed using SPSS and calculated using factor analysis method. This method was chosen to know which factors influences highly on the choice of the specialisation by the respondents for their MBA programmeable.

Table 4.1: Descriptive Statistics of the data collected

| Variable | Observations | Obs. with missing data | Obs. without missing data | Minimum | Maximum | Mean | Std. deviation |
|--|--------------|------------------------|---------------------------|---------|---------|-------|----------------|
| Chance of finding Job easily | 216 | 0 | 216 | 0.000 | 5.000 | 3.431 | 1.005 |
| Economic condition of family | 216 | 0 | 216 | 0.000 | 5.000 | 2.806 | 1.193 |
| Chance of finding a secure job | 216 | 0 | 216 | 0.000 | 5.000 | 3.486 | 1.034 |
| Personal interest in the subject | 216 | 0 | 216 | 0.000 | 5.000 | 3.782 | 1.054 |
| Counseling services | 216 | 0 | 216 | 0.000 | 5.000 | 2.620 | 1.187 |
| Easy to study subjects | 216 | 0 | 216 | 0.000 | 5.000 | 2.875 | 1.208 |
| Health issues | 216 | 0 | 216 | 0.000 | 5.000 | 2.046 | 1.211 |
| Individual Personality | 216 | 0 | 216 | 0.000 | 5.000 | 3.380 | 1.076 |
| Easy to score high marks in exam | 216 | 0 | 216 | 0.000 | 5.000 | 2.875 | 1.128 |
| Advice from parents | 216 | 0 | 216 | 0.000 | 5.000 | 2.921 | 1.315 |
| Word of mouth | 216 | 0 | 216 | 1.000 | 5.000 | 2.810 | 1.252 |
| Educational Background(Stream of Graduation) | 216 | 0 | 216 | 0.000 | 5.000 | 3.356 | 1.148 |
| Advice from a friend's | 216 | 0 | 216 | 0.000 | 5.000 | 2.750 | 1.209 |
| Easy to understand the subject | 216 | 0 | 216 | 0.000 | 5.000 | 3.106 | 1.150 |
| Advice from seniors | 216 | 0 | 216 | 0.000 | 5.000 | 2.477 | 1.137 |
| Campus reputation | 216 | 0 | 216 | 0.000 | 5.000 | 3.014 | 1.151 |
| Involvement in other activities | 216 | 0 | 216 | 0.000 | 5.000 | 2.991 | 1.165 |
| Teachers Characteristics(Mastery of subject) | 216 | 0 | 216 | 0.000 | 5.000 | 3.185 | 1.109 |
| Time management | 216 | 0 | 216 | 0.000 | 5.000 | 3.273 | 1.159 |
| Occupational Prestige | 216 | 0 | 216 | 0.000 | 5.000 | 3.356 | 1.107 |
| Role of media | 216 | 0 | 216 | 0.000 | 5.000 | 2.954 | 1.211 |
| Amount of effort required | 216 | 0 | 216 | 0.000 | 5.000 | 3.593 | 1.125 |
| Purpose of pursuing programme | 216 | 0 | 216 | 0.000 | 5.000 | 3.588 | 1.083 |
| Instructor-Student relationship | 216 | 0 | 216 | 0.000 | 5.000 | 3.181 | 1.141 |
| Gender role dictated by society | 216 | 0 | 216 | 0.000 | 5.000 | 2.560 | 1.342 |

Source: Primary Data

Analysis: It is inferred that the correlations matrix of the variables are moderate (i.e., 0.43 for Chance of finding Job easily and Chance of finding a secure job). Cronbach's alpha of 0.817 means that there is some redundancy among the

selected variables. The reproduced and residual correlation matrices allow to verify if the factor analysis model is fine or not, and where it fails to reproduce correlations.

Table 4.2: showing the importance of each factor in accounting For the particular set of variables

| Particulars | F1 | F2 | F3 | F4 | F5 | F6 | F7 | F8 | F9 | F10 | F11 | F12 | F13 | F14 | F15 | F16 | F17 |
|------------------|-------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Eigen Value | 4.27 | 1.56 | 1.040 | 0.954 | 0.786 | 0.739 | 0.637 | 0.467 | 0.336 | 0.234 | 0.165 | 0.144 | 0.124 | 0.091 | 0.057 | 0.045 | 0.011 |
| Vari-ability (%) | 17.11 | 6.25 | 4.161 | 3.815 | 3.146 | 2.954 | 2.549 | 1.869 | 1.343 | 0.936 | 0.659 | 0.577 | 0.497 | 0.365 | 0.227 | 0.181 | 0.044 |
| Cum-ulative % | 17.11 | 23.37 | 27.532 | 31.347 | 34.493 | 37.447 | 39.996 | 41.865 | 43.208 | 44.144 | 44.802 | 45.379 | 45.876 | 46.241 | 46.468 | 46.649 | 46.693 |



Fig 4.1: showing the importance of each factor in accounting

For the particular set of variables

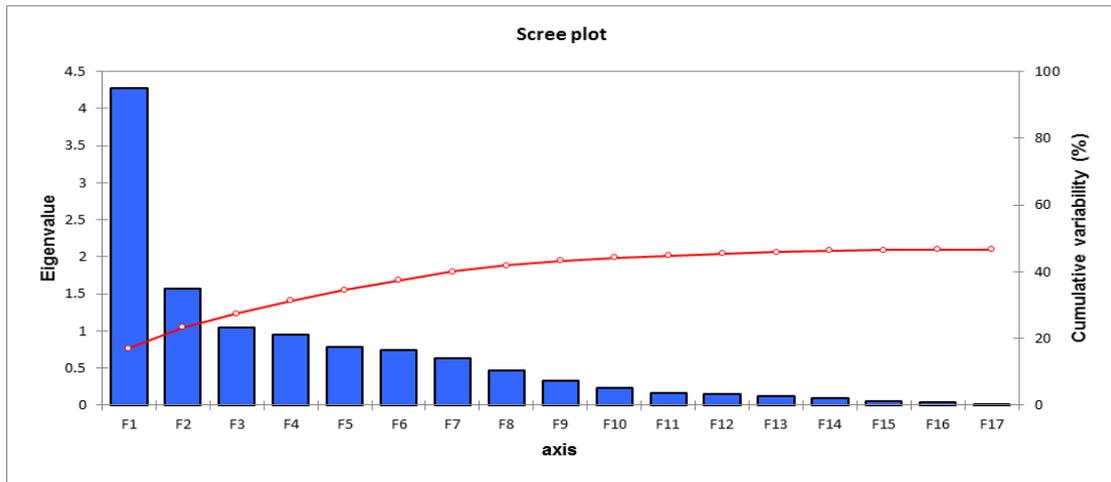


Table 4.3: Showing the results after Varimax rotation and Factor pattern after Varimax rotation

| Results after the Varimax rotation: | | |
|--|--------------|--------------|
| Rotation matrix: | | |
| | D1 | D2 |
| D1 | 0.750 | 0.662 |
| D2 | -0.662 | 0.750 |
| Percentage of variance after Varimax rotation: | | |
| | D1 | D2 |
| Variability (%) | 12.359 | 11.012 |
| Cumulative % | 12.359 | 23.371 |
| Factor pattern after Varimax rotation | | |
| | D1 | D2 |
| Chance of finding Job easily | 0.369 | 0.195 |
| Economic condition of family | 0.429 | 0.144 |
| Chance of finding a secure job | 0.170 | 0.229 |
| Personal interest in the subject | -0.282 | 0.405 |
| Counseling services | 0.359 | 0.103 |
| Easy to study subjects | 0.147 | 0.427 |
| Health issues | 0.495 | 0.017 |
| Individual Personality | 0.055 | 0.372 |
| Easy to score high marks in exam | 0.349 | 0.250 |
| Advice from parents | 0.451 | 0.142 |
| Word of mouth | 0.614 | 0.046 |
| Educational Background(Stream of Graduation) | 0.120 | 0.396 |
| Advice from a friend's | 0.628 | 0.009 |
| Easy to understand the subject | 0.139 | 0.432 |
| Advice from seniors | 0.540 | 0.033 |
| Campus reputation | 0.414 | 0.305 |
| Involvement in other activities | 0.330 | 0.288 |
| Teachers Characteristics(Mastery of subject) | 0.419 | 0.390 |
| Time management | 0.177 | 0.554 |
| Occupational Prestige | 0.052 | 0.408 |



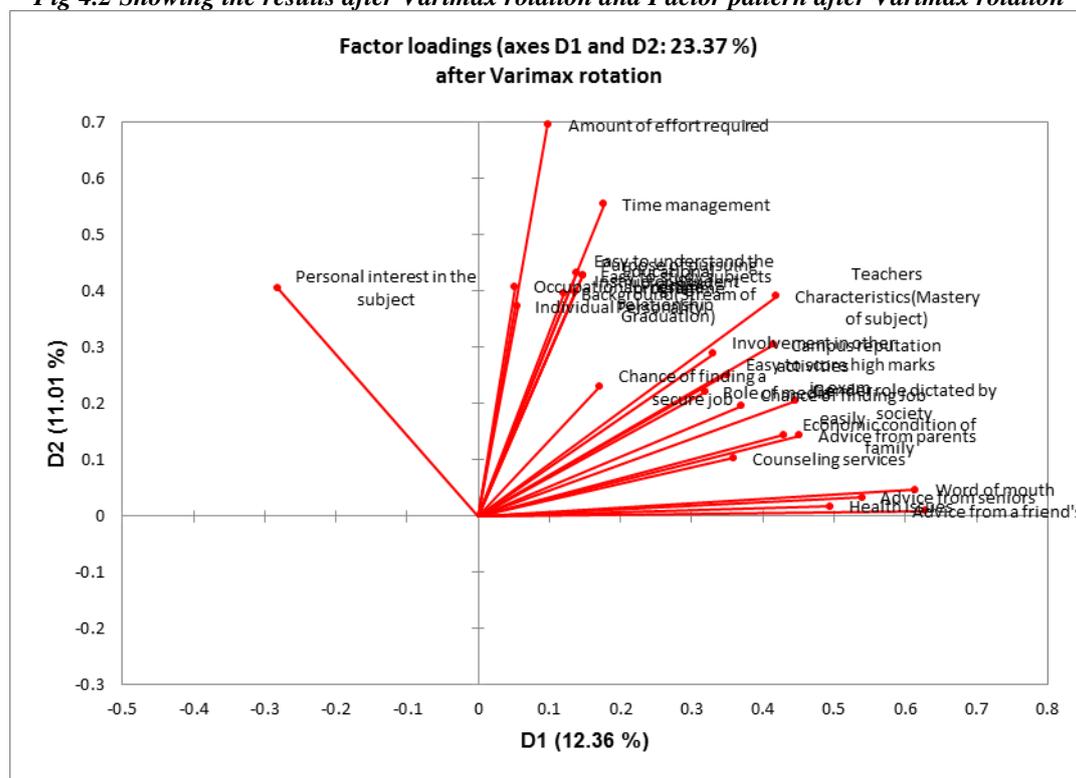
| | | |
|---------------------------------|--------------|--------------|
| Role of media | 0.318 | 0.220 |
| Amount of effort required | 0.097 | 0.696 |
| Purpose of pursuing programme | 0.147 | 0.427 |
| Instructor-Student relationship | 0.137 | 0.398 |
| Gender role dictated by society | 0.445 | 0.204 |

The **Varimax Rotation** makes the analysis less complicated by taking full advantage of the difference of the settled factor loadings by column. For any given factor, high loadings end up being greater, reduced loadings come to be reduced, as well as intermediate loadings end up being either reduced or greater.

The above table 4.3 we can see that the first factor is highly positively related to **Word of Mouth, Advice from a friend's, Advice from seniors and Health Issues**. The

second factor is loaded on **Easy to understand the subject, Time management, Amount of effort required**. From the results in the above table, the researcher observes and understand that the individuals with high scores on the first factor are **Personal & Influencing** while **Ease of Managing** the subjects on the second factor will be more suitable. **The Varimax Rotation and Factor Pattern chart below gives the location of the factors on X & Y axes.**

Fig 4.2 Showing the results after Varimax rotation and Factor pattern after Varimax rotation



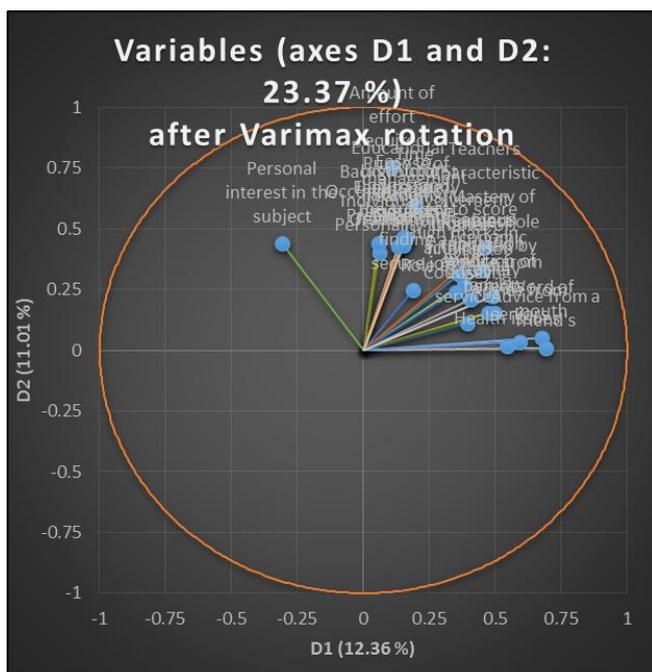
Analysis: From these results, it is inferred that first factor is highly positively related to **Advice from a friend's, Word of mouth, Advice from seniors and Health issues**, the researcher calls it as **“Personal & Influencing”**. The second factor is loaded on **Amount of effort required, Time management and Easy to understand the subject**, the researcher names it as **“Ease of Managing”**. The researcher specifies that the variable which have the **high scores on the first factor are encouraging and are serious career-monger**.



Table 4.4: Showing the intersection of the pattern after Varimax rotation

| | D1 | D2 |
|--|--------|-------|
| Chance of finding Job easily | 0.406 | 0.211 |
| Economic condition of family | 0.472 | 0.156 |
| Chance of finding a secure job | 0.187 | 0.248 |
| Personal interest in the subject | -0.310 | 0.439 |
| Counseling services | 0.395 | 0.111 |
| Easy to study subjects | 0.161 | 0.462 |
| Health issues | 0.543 | 0.018 |
| Individual Personality | 0.060 | 0.403 |
| Easy to score high marks in exam | 0.384 | 0.271 |
| Advice from parents | 0.496 | 0.154 |
| Word of mouth | 0.675 | 0.050 |
| Educational Background (Graduation) | 0.132 | 0.428 |
| Advice from a friend's | 0.690 | 0.010 |
| Easy to understand the subject | 0.152 | 0.468 |
| Advice from seniors | 0.593 | 0.035 |
| Campus reputation | 0.455 | 0.330 |
| Involvement in other activities | 0.363 | 0.312 |
| Teachers Characteristics(Mastery of subject) | 0.460 | 0.422 |
| Time management | 0.194 | 0.599 |
| Occupational Prestige | 0.057 | 0.441 |
| Role of media | 0.350 | 0.238 |
| Amount of effort required | 0.107 | 0.752 |
| Purpose of pursuing Programme | 0.161 | 0.461 |
| Instructor-Student relationship | 0.150 | 0.431 |
| Gender role dictated by society | 0.489 | 0.221 |

Fig 4.3: XLSTAT displays the 2D maps on the selected Factors and represents the map for F1 and F2.



4 FINDINGS AND CONCLUSION

1. An alpha of 0.817 means that there is some redundancy among the selected variables of the data analyzed.
2. Some of the correlations are moderate (i.e., 0.43 for Chance of finding Job easily and Chance of finding a secure job).

3. 75.5 % of the variability of the initial data.
4. It is inferred that it is highly positively related to **Advice from a friend's, Word of mouth, Advice from seniors and Health issues**. The second factor is loaded on **Amount of effort required, Time management and Easy to understand the subject**.

5. It can be understood that the individuals that have **high scores on the first factor are promising and serious career-monger**, while for other jobs such as management, individuals with high coordinates on the second and third factors might be more appropriate.

6. The analysis is an attempt to find the factors influencing **"A Case Study on Factors Influencing Selection of Major Specialization with Special Reference to MBA Students at Ramaiah Institute of Management Studies, Bangalore"**.

From the above analysis the factors extracted from 25 factors and 216 respondents above are

- a. **Personal & Influencing Factors**
- b. **Ease of Managing Factors**

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