



ANALYSIS OF FACTORS INFLUENCING THE CHOICE OF COURSE SELECTION AMONG COMMERCE STUDENTS IN HIGHER EDUCATION.

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ABSTRACT

As per the word John Dewey “Education is not preparation for life; education is life itself”. Education prepares one to meet all challenges of life. Choosing the education pattern in our life is very important for us to shape our lives. Starting from the childhood means, mode and choice of education is decided by the parents and it is extended till the children reach college level. The article analyses the views of the students about their experience about their course selection and their expected development in their career. Nearly 100 students were surveyed with structured questionnaire and data were analysed with statistical tools to find out the views of the younger generation who are going to shape the future world.

Key words: student, course, parents, future goals etc.

CHOICE OF EDUCATION

Education is one among the foremost powerful things in everyone's life. Good education is very important to have happy, successful and constructive life. In fact, having access to an honest education during childhood and early adulthood can make a true difference within the later a part of our life. Parents play a crucial role within the development of the career of their ward. It is the duty of the oldsters to understand about their level of the performance then they need to make a decision about their career. For prestige purpose they should not be dumped in the field for which they are not having interest. In particular, this article seeks to examine the student's feeling about the course they have selected in their school, college and at the post graduate level. Involvement in the education can be created by giving the choice of their preference. Analysing the choice of education is complex and multi-factorial. There may be a variation across universities, disciplines and gender. Their choice of UG courses is limited by the course they have opted in Class IX and XII, and similarly their PG by the course they have opted in UG.



OBJECTIVES OF THE STUDY

- To find whether the students are satisfied with the choice of the course selected for higher education
- To identify whether Parents influence student's choice of course in higher education
- To understand the reason for choosing the course
- To find whether the student's expectations are satisfied in the course they have taken

LITERATURE REVIEW

D.S. Chaubey, K.R. Subramanian, Shivani Joshi (2011) the composition analysed the factors impacting pupil's choice of Institutions for Advanced Literacy. They've taken 541 samples in the Uttarakhand State. As per their findings Scholars anticipate good library and laboratory installations. Co-curricular conditioning and the corresponding openings for better personality development and consequent placement openings play an important part in their choice of institutions. Parents and peer group have the major influence in the scholars' selection of the institution for pursuing the course of studies.

Francis Frimpong Fosu¹, Dr Kofi Poku² (2014) In their composition, Exploring the Factors That Influence Scholars' Choice of Higher Education in Ghana, they've linked the important factors that impact scholars' choice of university and also estimate the satisfaction situations of students with reference to the services offered by Ghanaian Universities. 400 repliers from Kwame Nkrumah University of Science and Technology and Christian Service University College were analysed. As per their findings six important factors impact the scholars choice of university, they're area course offered, specialisation, high class lectures, recognition of qualification by employers, well grazed library and internet installation, transnational delegation by qualification and flexible lecture time table.

Kristina Khoo, TeohKok Ban, Chow Yong Neng, BehKokHooi, Chong Yee Joan (2015) In their research they have taken 380 samples of college and non-college students were taken in to consideration for analysis. As per their findings parents are the most influential person in the students' choice of the colleges and universities and the course of the study.

Samsinar Md. Sidin, Siti Rahayu Hussin and Tan (2003) conducted a study on an exploratory study of factors impacting the council choice decision of undergraduate scholars in Malaysia. They surveyed 210 repliers from Klang Valley and plant that in Malaysia, scholars' selection of sodalities actually depends on academic quality, installations, lot surroundings, and particular characteristics, inter alia. Their results also supported the assertion that income affects the choice of scholars along the public-private education peak. The results verified that when scholars are opting sodalities, they depend on several criteria which include academic quality, installations, council terrain and particular characteristics.



RESEARCH METHODOLOGY

The study was conducted by collecting primary data through a structured questionnaire from 100 respondents in Chennai city, from Under Graduate students. Analysis was carried out only based on the response of the respondents.

Tools Used

- Percentage analysis.
- One way Anova
- T – Test.

SAMPLE DESIGN

The exploration design for this paper is descriptive due to the fact that the study seeks to identify the factors that impact scholars' choice of advanced education. A structured questionnaire is meant to gather information. Convenient sampling method was used to find an aggregate of 100 scholars from SDNB Vaishnav College for Women in Chennai megacity. After the collection of data, Statistical Software for Social sciences. (SPSS) was used for analysis.

DATA ANALYSIS

PERCENTAGE ANALYSIS - DEMOGRAPHIC PROFILE

TITLE		NUMBERS	PERCENTAGE
Parent's educational qualification	+2	36	36%
	UG	32	32%
	PG	10	10%
	Others	22	22%
	Total	100	100
Parent's monthly income	Below 10,000	10	10%
	Rs.10,000– 20,000	14	14%
	Rs.20,000 - 30,000	30	30%
	Rs.30,000– 40,000	13	13%
	Rs.40,000 – 50,000	11	11%
	Above 50,000	22	22%
	Total	100	100

PARENT'S EDUCATION QUALIFICATION AND MONTHLY INCOME



- 36% of the respondent's parents were qualified till 12th standard.
- Maximum number of respondent's parent's monthly income is between Rs.20, 000 – 30, 000.

CLASS XII- COMMERCE COURSE OPTED

CHOICE OF COURSE IN CLASS XII	FREQUENCY	PERCENT
Commerce with maths	91	91%
Commerce with Computer science.	9	9%
Total	100	100

91% of respondents preferred Commerce with Maths and others Commerce with Computer science.

INFLUENCE ON CHOICE OF COURSE

INFLUENCED BY		FREQUENCY	PERCENT
1	Parents' choice	3	3.0
2	Own decision	84	84.0
3	Advice from Senior member in the family	3	3.0
4	Analysing the market demand for the course	3	3.0
5	Passion	5	5.0
6	For employment purpose	2	2.0
	Total	100	100.0

Majority of the Commerce student respondents (84%) have Selected the course out of their own interest and decision. Parents, Family members, Employment opportunities have least influence on their choice of course after Class 12th.

ARE YOU SATISFIED WITH THE COURSE SELECTED?

All the respondents(100 Nos.) 100% are satisfied with their choice of course.

REASONS FOR SELECTING THE COURSE

REASONS FOR SELECTING THE COURSE		FREQUENCY	PERCENT
1	To shape future of my career	34	34.0
2	Happy to be with my friends till my college level	7	7.0
3	To do my higher studies	16	16.0
4	To satisfy my parents wish	21	21.0
5	Having confidence with my ability to complete the course	22	22.0
	Total	100	100.0



Table reveals that the important reason for selecting the course is 'Future Career' (34%); Next most important reason being 'They are confident of their ability to complete the course (22%)

PERCEIVED PURPOSE OF THE COURSE TAKEN

COURSE INFLUENCE ON FURTHER STUDIES		FREQUENCY	PERCENT
1	Acquiring a broad knowledge	22	22.0
2	Acquiring job related skills	42	42.0
3	Learning effectively on your own	15	15.0
4	Understanding people of other racial and ethnic background.	21	20.0
Total		104	100.0

It is observed that the most important purpose for the course taken is to 'Acquire Job Related Skills' (42%); next important purpose is to 'Acquire in Depth Knowledge in the Subjects' (22%)

PERCEPTION ABOUT JOB PROSPECTS

CHOSEN THIS COURSE ONLY FOR FUTURE JOB

		FREQUENCY	PERCENT
1	Yes	80	80.0
2	No	20	20.0
	Total	100	100.0

Maximum number of respondents have chosen the course only for future job. This indicates that students perceive commerce courses to be Job Oriented.

STUDENTS SUGGESTION TO CREATE INVOLVEMENT IN THE COURSE.

STUDENTS SUGGESTIONS TO CREATE INVOLVEMENT IN THE COURSE	WEIGHTED MEAN VALUES
Accepting parents' choice and completing the course	3.06
Putting maximum efforts to complete the course	1.75
Getting help of known person for the development of the individual	2.87
Reading newspapers to develop the skills	2.08
Developing language skills	1.94

Students were asked to give their suggestion to bring involvement in the selected course. The majority of them accept that 'Putting Maximum Efforts and Working Hard' to complete the course by themselves (Mean Value - 1.75)



is the best way to improve involvement. Students understand developing language skills will improve their involvement in the course.

ANOVA

(JOB ORIENTATION AND STUDENT'S PERCEPTION ABOUT THE COURSE)

		Sum of Squares	df	Mean Square	F	Sig.
Feel motivated to do the course	Between Groups	2.403	1	2.403	6.877	.010
	Within Groups	34.238	98	.349		
	Total	36.640	99			
Course offers good job opportunities	Between Groups	2.403	1	2.403	10.493	.002
	Within Groups	22.438	98	.229		
	Total	24.840	99			
Course gives pleasant experience in student's life	Between Groups	4.410	1	4.410	9.530	.003
	Within Groups	45.350	98	.463		
	Total	49.760	99			

One way Anova determines whether there is a significant difference between means of each of the groups.

There is a statistically significant difference between mean values of job seeking students and others, regarding Feeling motivated to do the course, Course offers good job opportunities, and Pleasant Experience in the course selected.

Descriptives

HARDWORK TO COMPLETE THE COURSE

	N	Mean	Std. Deviation	Std. Error
Gaining knowledge	22	2.05	1.046	.223
Acquiring skills	42	2.00	.988	.152
Self- development	15	1.27	.458	.118
Social behaviour	21	1.29	.463	.101
	100	1.75	.914	.091

ANOVA

(PURPOSE FOR WHICH COURSE IS TAKEN AND STUDENTS SUGGESTIONS FOR THE INVOLVEMENT IN THE COURSE.)



		Sum of Squares	Df	Mean Square	F	Sig.
Hard work to complete the course	Between Groups	12.576	3	4.192	5.735	.001
	Within Groups	70.174	96	.731		
	Total	82.750	99			

There is significant difference between the students with different perceptions about the course and their suggestion for improvement that one must put maximum efforts while doing the course.

Students who perceive that they have taken up higher education for reasons given below, agree that hard work is essential while pursuing the course especially students who want to Gaining knowledge with a mean score 2.05 and to Acquire Skills with a mean score 2.00

RESULTS AND DISCUSSIONS

Based on the analysis it is clear that the respondents have selected the course on their own decision and that parents have no influence in the choice of their course. Students are highly satisfied with the course they have selected for their higher education. It is also concluded that maximum of respondents have chosen this course for equipping themselves with skills for their job and in order to shape their future career. Students feel that they should be self – motivated and hard working in order to complete the course of study. Choosing this commerce related courses for their higher education, they feel that it would be a pleasant experience to complete the course program with enjoyment, without stress when compared to other courses.

CONCLUSION

The geography of advanced education has endured vast changes as a result of global political and profitable developments. Cultural and social changes within the last decade have also added to the continuing elaboration of upper education. These changes inescapably beget changing prospects of scholars entering education. An acceptable understanding of pupil prospects is pivotal in icing a good fit between advanced educational institutions and their courses offered.

Above all the conclusion of this research is that students coming from different backgrounds in terms of selecting their courses at college level are influenced by various factors and it is important consideration to impart enough knowledge about the courses offered by the institution for the higher education. Thus, the right choice of courses and university play an important role for the purpose of furthering education because it will give long term impact in obtaining their goal. Moreover, select the right program of study based on current needs, interests and place



of study is very important for learning and creating success in it. There is a research gap that all have studied the various factors influencing students from selecting choice of education expect some factors like society, technology, individual's plan for future.

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