



Factors Influencing Selection of Major Specialization of Management Courses by Students: A Factor Analysis

A Factor Analysis

* Required

Name of Institute

Gender *

- Male
- Female

Age (in Years)

Management Course *

- MBA
- PGDM

Mode of Study *

- Regular
- Part Time
- Distance

Student's Course Completion Status *

- Pursuing
- Completed

If Completed, what is your CGPA or % Year of passing out

Semester *

- First
- Second
- Third
- Fourth
- I have already completed the Course



Specialization *

- Marketing Management
- Human Resource Management
- Financial Management
- International Business
- Information Technology

Other:

Annual Household Income *

- Upto Rs. 2 lakhs
- Rs. 2 lakhs - 5 lakhs
- Rs. 5 lakhs -10 lakhs
- Rs. 10 lakhs - 20 lakhs
- Rs. 20 lakhs and above

State *

Below are a number of statements regarding the factors that influence you for the selection of Management Course Specialization. Please read each one and indicate your response. *

| | No Extent | To a Small Extent | To Some Extent | To a large Extent | To a very Large Extent |
|-----------------------------------|-----------|-------------------|----------------|-------------------|------------------------|
| Chance of finding job easily | | | | | |
| Economic Condition of Family | | | | | |
| Chance of finding a secure job | | | | | |
| Personal Interest to the Subjects | | | | | |
| Counseling 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 the 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