

## FACTORS GOVERNING THE CHOICE OF A MANAGEMENT INSTITUTE IN BANGALORE CITY-A STUDENT CENTRIC APPROACH: A STUDY

---

Dr. Muralidhar S\*  
Bhagya G B\*\*

*If You Want One Year of Prosperity, Plant a Corn  
If You Want Ten Years of Prosperity, Plant Tree  
If You Want One Hundred Years of Prosperity, Educate People"*

*Chinese Proverb*

### ABSTRACT

*Higher education is the need of the hour which serves as an important function in creating knowledge workers to contribute to the welfare of society. Higher education in context of management education is directed towards preparing the students to become intellectually alert, physically strong, morally upright, aesthetically sensitive, socially committed and economically self-reliant all phases of life. However, many of the educational institutions do not fulfill this requirement from the student and industry perspective. In the light of the enriching students with knowledge and empowerment, there is a need which is been emphasized by the students that the institute needs to sculpt the various facilities to attract the students. So as to see that the demands of skilled and specialized manpower from the industry are being met, as majority of graduates lack the necessary skill sets required by the industry. The shortage of appropriately skilled labor across many industries is emerging as a significant and complex challenge to India's growth and future. This paper highlights the various factors that attribute to the student to opt the particular institution as to feel secured of selecting one of the best and right choices being made to be professionally successful and successful in life too.*

**KEYWORDS:** *Management Education, Aesthetically Sensitive, Economically Self-reliant, Morally Upright.*

---

### Introduction

Education in the largest sense is any act or experience that has a formative effect on the mind, character or physical ability of an individual. Education is the process by which society deliberately transmits its accumulated knowledge, skills and values from one generation to another. Education in this field occurs at several levels, including secondary education and higher education or university education. Management education involves teaching the fundamentals, theories, and processes of business. At the graduate school level, students seek a variety of master's degrees, either in general management, very commonly the Masters in Business Administration or in a specific area, such as marketing or finance. Students pursuing postgraduate degrees often have some business experience. Today's management icons are forecasting the way the business will be pursued in the beginning of the 21st century, who are of the opinion that the professionals will consist of groups of specialists who work together on a specific project. The professionals need to have the management education composed of theory and practice. Management education offers all necessary tools to equip one with necessary techniques of successfully handling of various business and management related issues. These tools learnt in the B Schools will help the potential professionals to mark a difference in the employment

---

\* Associate Professor & Head, Department of Commerce and Management, Government First Grade College, Vemagal-563 157, Kolar District, Karnataka.

\*\* Faculty, Department of Commerce and Management, Dr NSAM First Grade College, Bangalore.