

Analyzing factors contributing to lack of awareness of MBA program offered  
at Goa Business School

An Internship Report for

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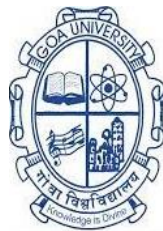
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Date: 06<sup>th</sup> April 2022

Examined by : Dr. R Nirmala

Seal of the School

### **DECLARATION BY STUDENT**

I hereby declare that the data presented in this Dissertation / Internship report entitled, “Analyzing factors contributing to lack of awareness of MBA program provided at Goa Business School is based on the results of investigations carried out by me in the (Management Studies) at the Goa Business School, Goa University under the Supervision/Mentorship of Dr. R.Nirmala and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities will be not be responsible for the correctness of observations / experimental or other findings given the dissertation.

I hereby authorize the University authorities to upload this dissertation on the dissertation repository or anywhere else as the UGC regulations demand and make it available to any one as needed.

Rodrigues Melcy  
Roll Number/Seat no: 2156  
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Date: 06<sup>th</sup> May 2023

Place: Goa University

### COMPLETION CERTIFICATE

This is to certify that the dissertation / internship report “**Analyzing factors contributing to lack of awareness of MBA program at Goa Business School**” is a bonafide work carried out by **Ms Melcy Rodrigues** under my supervision/mentorship in partial fulfilment of the requirements for the award of the degree of **Master of Business Administration** in the Discipline of Management Studies at the Goa Business School, Goa University.

Dr. R.Nirmala  
Management Studies

Date: 06<sup>th</sup> May 2023

Prof. Jyoti Pawar  
Dean,  
Goa Business School

School Stamp

Date: 06<sup>th</sup> May 2023  
Place: Goa University

## **INTERNSHIP CERTIFICATE**

This is to certify that Ms. Melcy Rodrigues Student of the Goa Business School, undergoing MBA has successfully completed Internship between 01/04/2023 to 26/05/22 at Goa University. She actively participated in the activities during the period of internship and learned the skills needed for various activities such as research, data collection, handling admission etc.

Contact (Name of the person)

Designation

Name of the organization: Goa Business  
School

Place: Taleigao Goa University

Date:06/05/2023

## **Acknowledgement**

I would like to express my gratitude to the Dean of Goa Business school, for giving me an opportunity to do my internship at Goa Business School, Goa University Taleigao- Goa and my head of department Professor Suraj Velip and Ms Teja Dicholkar, mentor Dr R.Nirmala and class teacher Ms.Priyanka Naik for guiding me in each and every step and helping me in times of need. I am also grateful for having a chance to interact with different people and professionals who led me through this internship period. I perceive this as a big opportunity in my career development.

I would also like to thank my family and friends for their support and helping me throughout my internship.

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## **Profile of the company**

The Goa Business School is established by the amalgamation of departments that can deliver better together. The departments that are amalgamated in the Goa Business School are Commerce (established in 1988), Computer Science & Technology (1987), Economics (1968 Centre for Post-Graduate Instruction & Research at Goa - CPIR - affiliated to then University of Bombay) and Management Studies (1988). Each of these departments has a glorious past. The Department of Economics has a legacy of a part of Centre for Post-Graduate Instruction and Research (CPIR) that gave birth to the University. The Department of Computer Science and Technology was established with initial financial assistance from DOE/UGC under the Manpower Development Scheme. The amalgamation would allow the faculty and research students to discover new synergies that remained hidden within department silos, rebrand and showcase our strengths in research and teaching in these areas together. The students passing out from these departments have been absorbed in the industry within India and abroad in the past. The school has established good contacts with the industry and business enterprises in and outside Goa for corporate internship and placement services. The programs provide comprehensive knowledge and practice covering various aspects needed in the industry. Goa University has thus become one of the select universities.

## **Introduction to the project topic**

### Analyzing factors contributing to lack of awareness of MBA Program offered at Goa Business School

In today's world, business education is becoming increasingly vital, with many institutions and colleges providing a variety of business degrees to match the expanding need. The Goa Business School is one such institution that provides business programs to students in the state of Goa. Despite its offerings, GBS is not as widely recognized as other Goa institutions. The MBA Program at Goa business school has been facing low admission rates in the recent years and one of the contributing factor is lack of awareness about the MBA Program offered. This study report aims to analyze the factors that contribute to the lack of awareness of MBA Program offered. Seeks to investigate the causes for the Goa Business School due to lack of exposure and recognition of MBA program among other institutions in the state of Goa, India. GBS is a relatively a new institution that was founded in 2016 with the goal of offering superior business education and developing future business leaders.

Despite its lofty aims, GBS is unable to build a strong brand identity or establish itself as a prominent business school in the region. This research intends to explore the various causes of this lack of awareness of MBA program offered at Goa Business School, such as insufficient marketing and promotional efforts, a lack of partnership with other institutions, restricted course options, insufficient infrastructure, and faculty resources. The project will entail doing research, gathering data through surveys and interviews, evaluating the findings, and presenting the findings in a detailed report. The goal is to uncover the core causes of the problem and propose potential remedies that would assist GBS in increasing its exposure and recognition among other institutions in Goa. The research has the potential to deliver significant insights to GBS and other educational institutions aiming to better their brand identity and reputation in a competitive market.

Overall, this study is significant because it will give a useful insights into the elements that influence educational institutions' reputation and recognition, as well as ideas to assist GBS and other institutions enhance their visibility and brand identity in a competitive market.



## **Literature review**

Social media has become an increasingly important tool for college coaches and administrators to connect with alumni, and recruits. However, despite their increasing prevalence, it is not well understood which factors may contribute to the reach and popularity in social media of high-profile figures such as coaches and directors. Using popular social-media platform like the official website, Instagram it sought to explore the potential influence of on-field performance popularity in social media. Given the increasing influence of social media in intercollegiate, it features several important considerations for administrators seeking to use social-media platforms to increase the reach of their athletic programs.

Examines the factors motivating international student choice of the host country. It describes a “push-pull” model motivating the student’s desire to seek education and influencing the decision process in selection of a final study destination. Drawing on the findings from research studies undertaken in India, it examines the factors influencing host country selection and additional research that examines the factors influencing choice of final host institution. Based on these findings it argues that economic and social forces within the home country serve to “push” students abroad. However, the decision as to which host country they will select is dependent on a variety of “pull” factors. After drawing together the findings, the paper then examines the implications for governments and education institutions seeking to recruit international students

Learning Environment Students can only learn their best when they have the best environment. A good study environment consists of better infrastructure, accessible learning materials, faculty, and many more. These factor as a major contributor to their ranking. However, the system doesn’t directly mention the learning environment during calculation. Instead, factors falling under the learning environment fall into it. They include the student-to-faculty ratio and the International student ratio.

Lack of marketing and promotion: One of the key problems leading to the lack of awareness of the MBA program at GBS is a lack of marketing and promotion. Several studies have underlined the significance of marketing and promotion in enhancing the visibility and awareness of educational institutions (Dutta &

Chakraborty, 2021; Parvez & Alam, 2019). However, GBS appears to be missing in this area, which has resulted in a lack of knowledge of its MBA program.

**Limited online presence:** In today's digital age, every educational institution that wants to attract potential students must have a strong online presence. GBS, on the other hand, appears to have a limited web presence, which is hurting its exposure and awareness. Several studies have emphasized the relevance of an educational institution's online presence in raising awareness and visibility (Alam & Siddique, 2017; Akter & Karim, 2020).

**Lack of networking:** Another important aspect that adds to an educational institution's exposure and visibility is a lack of networking. Building networks with other universities, alumni, and industry leaders can assist to promote the school and its courses. However, GBS appears to be missing in this area, which has resulted in little recognition of their MBA program. Several studies have emphasized the role of networking in developing educational institutions (Ismail, Kurniawan, & Saraswati, 2020; Kanwal & Hasan, 2018).

**Limited word-of-mouth promotion:** Word-of-mouth promotion is one of the most successful strategies to advertise an educational institution. However, GBS appears to be missing in this area, which has resulted in little recognition of their MBA program. Several studies have shown the importance of word-of-mouth promotion in promoting educational institutions (Abubakar, 2019; Rosli & Yusoff, 2019).

The lack of knowledge of the MBA program at GBS may be ascribed to a variety of causes, including insufficient marketing and promotion, a lack of an internet presence, a lack of networking, and a lack of word-of-mouth advertising. GBS must focus on these variables and take suitable actions to solve them in order to raise knowledge and visibility of its MBA program. This may be accomplished by investing in marketing and promotion, expanding its web presence, establishing networks, and fostering word-of-mouth advertising. By doing so, GBS can raise awareness of its MBA program and attract more prospective students.

## **Research Gap and Questions**

Despite the growing demand for MBA program, the admissions at Goa Business School remains low. Possibly due to lack of awareness and marketing in promoting higher education program, but there is a lack of research specifically focused on investigating the factors contributing to the lack of awareness of MBA program offered at Goa Business school.

The following are potential research gaps explored:

- Lack of alumni engagement: One potential research gap is the extent to which GBS engages with its alumni and leverages their networks to promote the institution. A research might look into the frequency and quality of alumni events, the amount of alumni engagement in school activities, and the success of alumni outreach efforts.
- Lack of student awareness: One relevant study gap may be determining if students in Goa are aware of GBS's presence and activities. This might be done through surveys or interviews to determine their degree of awareness and perception of the institution.
- Marketing and promotional activities: Another possible research need may be investigating the efficacy of GBS's marketing and promotional operations. This might include examining the school's advertising methods, social media presence, and outreach activities to determine if they are reaching the intended audience and are effective in promoting the school's programs and reputation.
- Cooperation with other universities: A research gap might be determining if GBS has been actively interacting with other institutions in Goa. This might include looking at partnerships and collaborations with other universities to see if GBS has been actively involved in joint research or academic programs.
- Comparison with other business institutes: A comparison of GBS with other business institutes in Goa and the surrounding region might provide crucial

insights into the reasons behind GBS's lack of recognition. A research might look into GBS's strengths and disadvantages in comparison to other schools, variations in their marketing and promotional tactics, and student and faculty impressions of the various institutions.

- **Infrastructure and faculty resources:** Another potential research gap may be an examination of the infrastructure and academic resources available at GBS. This might include examining the facility's quality, teacher credentials, and the institution's ability to provide a variety of courses and programs. Investigate the faculty's caliber and knowledge, as well as their ability to offer high-quality teaching and research. This might involve an examination of faculty members' credentials and experience, as well as their research production and effect, as well as the availability of professional development and support for faculty members.
- **Student outcomes and employability:** Another study need might be determining if GBS graduates are employable in the market. This might entail examining data on student outcomes and employability rates, such as employment rates, beginning job, placements, to determine if GBS graduates are competitive in the job market.

## **Questions**

### **Demographic**

1. Name,
2. Age
3. Gender
4. What is your current level of education?
5. Have you heard of Goa Business School before taking this survey

### **General Knowledge**

6. No challenges are faced in acquiring information about MBA program in general

7. Having an MBA degree is very valuable in today's job market
8. MBA program is suitable for students from different academic backgrounds

### **Awareness of the MBA program**

9. You are aware of the MBA program at GBS?
10. Did you hear about Goa Business School through any of these means?
11. The MBA program at Goa business school is well known in the academic community
12. MBA program at Goa Business School offers good value for money

### **Marketing, Accessibility, Factors Influencing Decision**

13. Information with regards to the MBA program is easily accessible by the official Goa Business School website
14. Goa business school frequently posts advertisements and promotes about Goa Business School MBA Program
15. You are aware of the rankings and rating of the MBA program at Goa Business School
16. Awareness of facilities offered at Goa Business School is as follows-  
Advancement in technology, student exchange program, internship opportunity, placement provided
17. Are the following factors important in deciding to pursue an MBA Degree-  
cost of the program, location of the business school, availability of the scholarship, experienced faculty
18. Reputation of GBS in your decision to pursue an MBA program is very important
19. GBS needs to take effective steps to improve its visibility among other business institutes
20. You are likely to consider applying for the MBA program at GBS in the future

## Project objectives

As I have collected the information of past 5 years data with regards to admissions for the MBA program not more than 100 students have applied and based on this data I have visited multiple colleges to witness the awareness with regards to Goa Business School and the awareness of the MBA program offered. The objective of the project "Investigating factors contributing to lack of awareness of MBA Program offered at Goa Business School" is to identify the factors that are contributing to the low awareness of the MBA program at Goa Business School and to propose solutions to improve awareness of the program. The project aims to:

**Topic:** Investigating Factors Contributing to the Lack of Awareness of MBA program offered at Goa business school

**Research Question:** What are the reasons behind the lack of awareness and low admission rates at Goa Business School?

### **Research Objectives:**

The objective of the project "Investigating factors contributing to lack of awareness of MBA Program offered at Goa Business School" is to identify the factors that are contributing to the low awareness of the MBA program at Goa Business School and to propose solutions to improve awareness of the program. The project aims to:

- Identify the factors contributing to the lack of awareness of the MBA program at Goa Business School.
- Understand the perceptions of potential students about the quality of the MBA program at Goa Business School.
- Determine the main sources of information that potential students use to learn about the MBA program.
- Analyze the importance of various factors in students' decisions to pursue an MBA program.
- Recommend strategies and solutions to improve awareness of the MBA program at Goa Business School.

- Evaluate the effectiveness of the proposed strategies and solutions in improving awareness and increasing enrollment in the MBA program at Goa Business School.
- To explore the role of location, reputation, and competition in shaping the perception of Goa Business School.

**Expected Outcomes:** The study is expected to contribute to a better understanding of the reasons behind the low admission rates and lack of MBA program awareness of Goa Business School. The results will provide insights into the strengths and weaknesses of the institution and identify areas for improvement in terms of marketing, curriculum, faculty development, and student support. The recommendations arising from the study may assist Goa Business School in enhancing its reputation and competitiveness in the local and global education market and increasing the visibility to create awareness of its MBA program and attracting more potential students to apply for the program which will create a massive impact.

## **Project methodology**

A mixed-methodology research strategy will be used, with both qualitative and quantitative research methods being used. The steps in the methodology are as follows:

### **Research Design:**

The research design for this study will be exploratory and descriptive. Exploratory research will be used to gain a better understanding of the factors contributing to the lack of awareness of the MBA program offered at Goa Business School. Descriptive research will be used to evaluate the awareness level of potential students about the MBA program offered at Goa Business School.

### **Data Collection:**

Data will be collected through a combination of primary and secondary sources. Primary data will be collected through a survey questionnaire that will be administered to potential students. The survey questionnaire will be designed to capture information about the sources of information used by potential students, their awareness level about the MBA program offered at Goa Business School, and the reasons for the lack of awareness. Secondary data will be collected through a review of literature, reports, and other relevant documents.

### **Sampling:**

The sample size for the survey questionnaire will be determined using a sample size and the sample will be selected using a simple random sampling technique. The study will target potential students who have not applied for the program at Goa Business School. The sample will be drawn from a list of potential students obtained from the school's admission department.

### **Data Analysis:**

The data collected will be analyzed using descriptive statistics, such as frequencies and percentages, to describe the sample characteristics, awareness level, and reasons for lack of awareness. Inferential statistics, such as correlation analysis, regression analysis will be used to test the relationship between variables and identify the



factors contributing to the lack of awareness of the MBA program offered at Goa Business School.

### **Conclusion and Recommendations:**

Based on the research findings, a conclusion will be drawn, and recommendations will be made to increase the awareness level of potential students about the MBA program offered at Goa Business School. The recommendations will be based on the identified factors contributing to the lack of awareness and may include marketing strategies, collaboration with other institutions and offering financial assistance to potential students.

### **Limitations:**

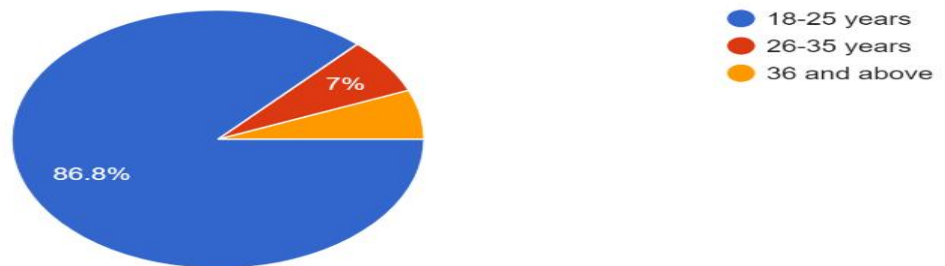
The study may be limited by the sample size and selection, the accuracy of the data collected, and the generalizability of the findings. To mitigate these limitations, efforts will be made to ensure the validity and reliability of the data collected, and caution will be taken in generalizing the findings.

## Data Analysis

The study used is a mixed methods approach which involved collecting data through surveys, interviews. A total of 128 Students participated in the study and data was analyzed using both qualitative and quantitative method

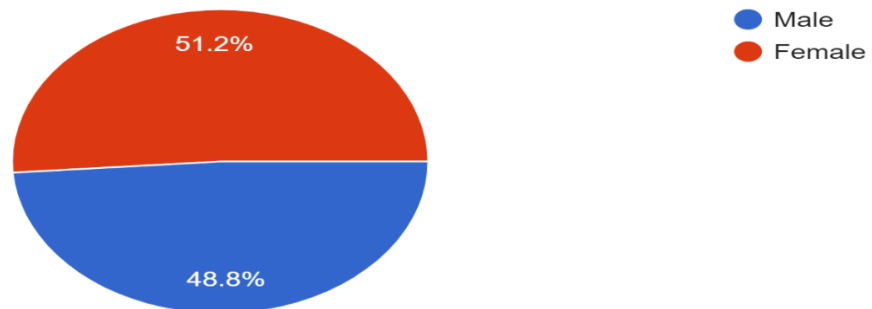
### Demographic

#### 1) Age 129 responses



It shows that the majority of respondents are between the ages of 18- 25, accounting for 86.08% of all respondents. The second-largest age group is between the ages of 26- 35, accounting for 7% of all replies. The remaining 6.92% of responders are aged 36 and above who have filled out this survey.

#### 2) Gender 129 responses

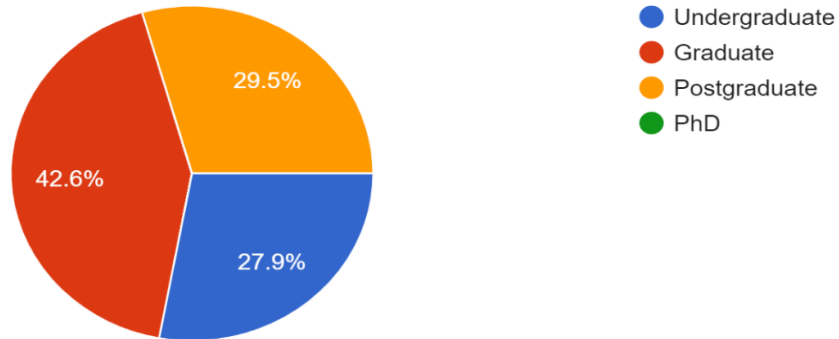


As we can see on the above pie chat that 51.2% of those who completed the survey are female, whereas 48.8% are male.

3)

What is your current level of education?

129 responses

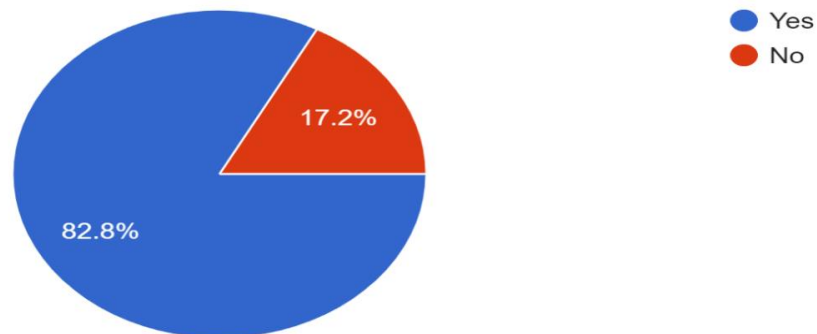


According to the statistics, the majority of respondents (42.6%) have finished their Graduate degree, followed by Post-graduate degree (29.5%) and Undergraduate degree (27.9%). This shows that the sample's educational level is fairly balanced.

4)

Have you heard of Goa business school before taking this survey?

128 responses

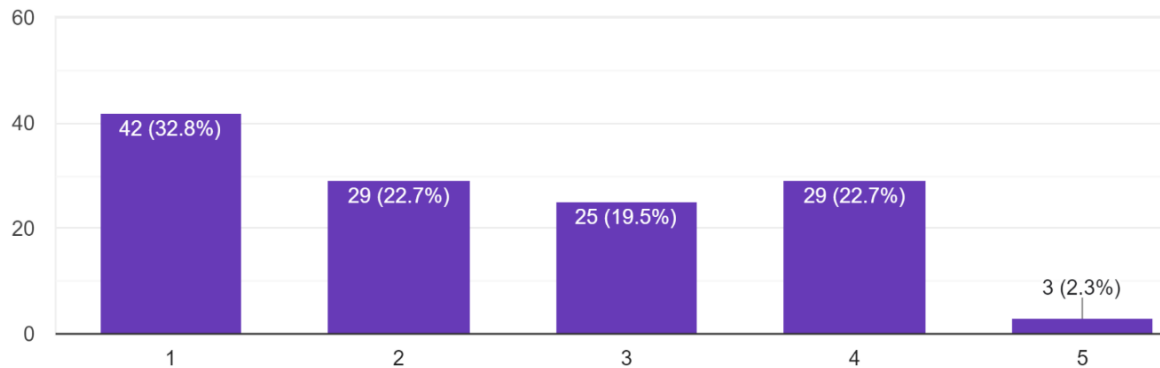


According to the results of the study, 82.8% of respondents have heard of Goa Business School before taking the survey, while the remaining 17.2% have not. We can observe that a huge majority of respondents are already aware of Goa Business School. This is a good indicator for the MBA program since it shows there is already some brand awareness in the market. However, it is still necessary to study the elements that contribute to this awareness, as well as the reasons why some respondents have not heard of the business school.

5)

No challenges are faced in acquiring information about MBA programs in general

128 responses

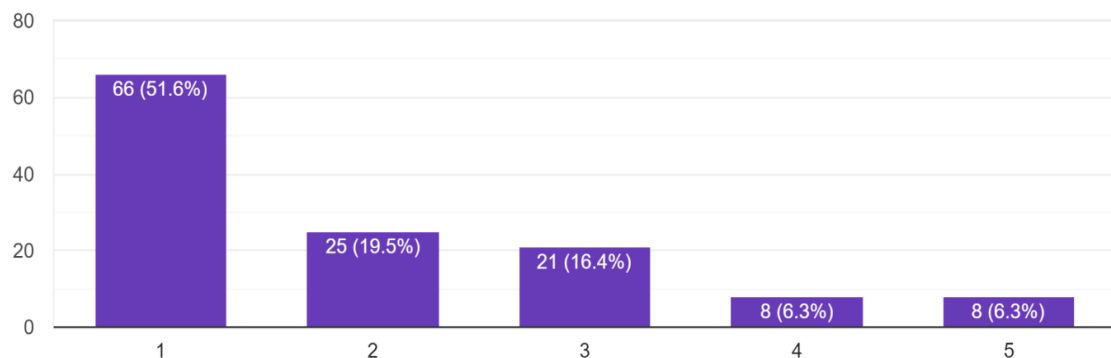


According to the findings, the majority of respondents (55.5%) either strongly agree or agree that obtaining information on MBA is not difficult.

6)

Having an MBA degree is very valuable in today's job market

128 responses

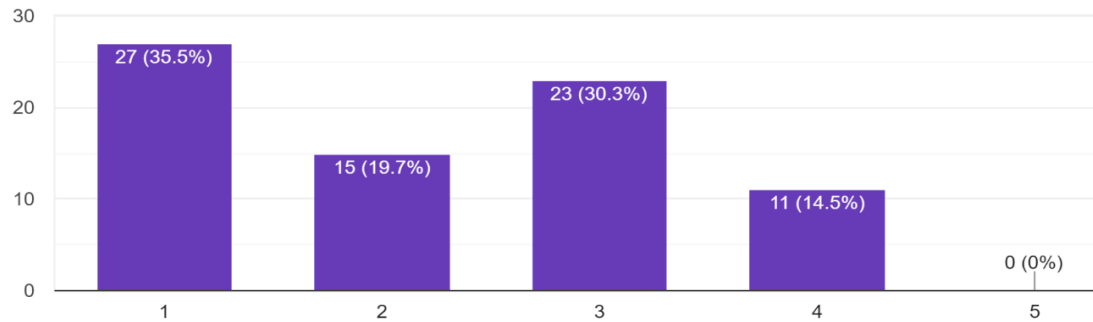


A majority of respondents (51.6%) tend to believe that having an MBA degree is quite helpful in today's work environment. Furthermore, 19.5% of respondents agreed with the statement, 16.4% were neutral, and just 12.6% opposed or strongly disagreed. This indicates that respondents strongly believe that an MBA degree is useful in today's employment market, which may lead to improved awareness of the MBA program at Goa Business School.

7)

MBA program is suitable for students from different academic backgrounds

76 responses

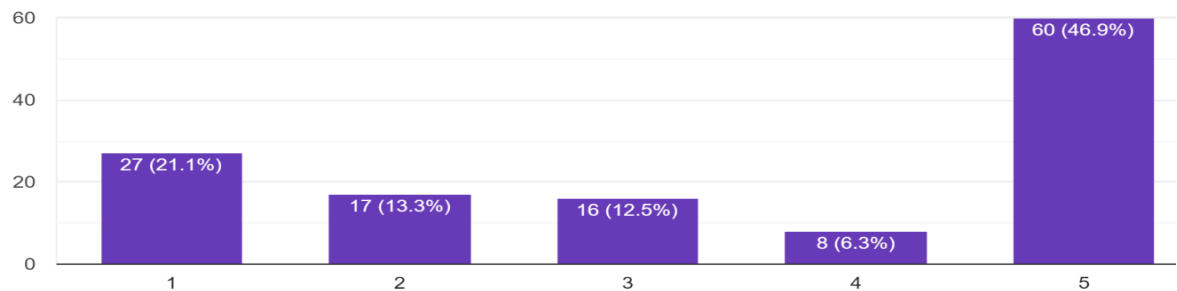


The majority of respondents agree that the MBA program is appropriate for individuals with a variety of academic backgrounds. This remark is highly agreed by around 35.5% of responders. Approximately 50.2% of respondents (35.5% strongly agree and 19.7% agree) feel that the MBA program is appropriate. A sizable proportion of respondents (30.3%) are neutral on this statement, implying that they do not have a strong view either way. A Minor number of respondents (6.1%) disagree with the statement, indicating that the MBA program may not be appropriate for students from diverse academic backgrounds.

8)

You are aware of the MBA program at Goa Business School

128 responses



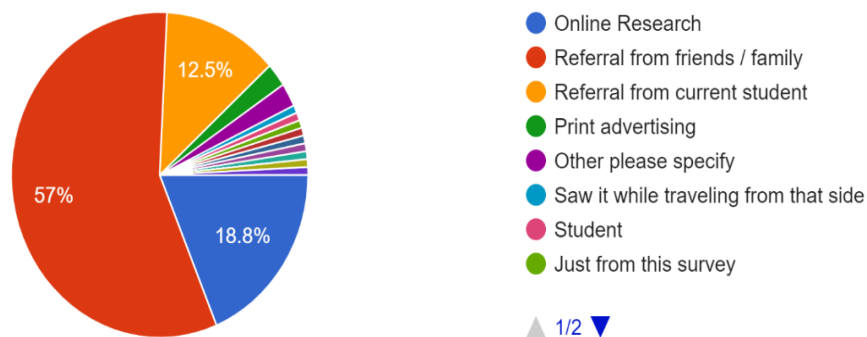
The vast majority of responders (46.9%) strongly disagree with the assertion that they are aware of Goa Business School's MBA program. A small proportion of respondents (21.1%) strongly agree that they are aware. A sizable proportion of

respondents (12.5%) are undecided about this statement, implying that they do not have a strong view either way. A tiny proportion of respondents (6.3%) disagree with the assertion, showing that they are unaware of Goa Business School's MBA program. The proportion of responders who agree with the statement (13.3%) is likewise low. Overall, the data reveals that respondents had little knowledge of the MBA program at Goa Business School. This might be one of the reasons for the low number of applications to the program, and the institution may need to focus on boosting its exposure and marketing efforts in order to attract more students. More study might be conducted to determine the causes of the low level of awareness and measures for increasing it.

9)

Did you hear about Goa Business School through any of these means

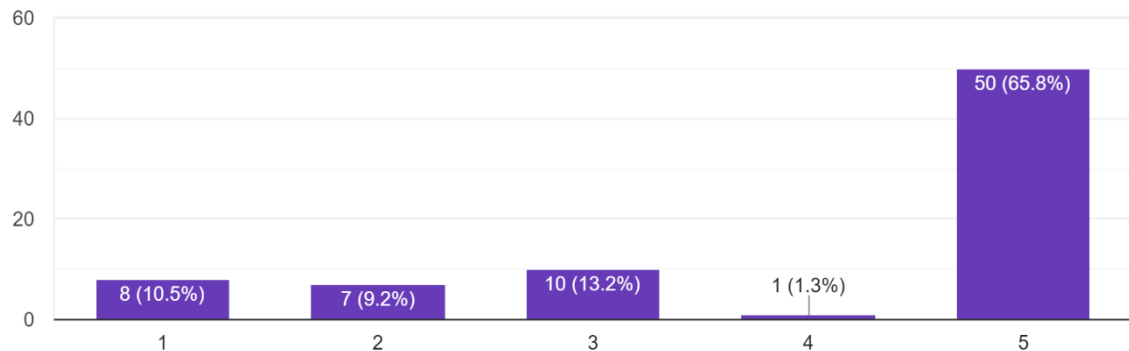
128 responses



The majority of respondents (57%) learned about Goa Business School via friends and family. This emphasizes the significance of word-of-mouth marketing and networking in raising awareness of the institution. Online research was used by a sizable proportion of respondents (18.8%) to learn about Goa Business School. This highlights the need of having a strong online presence and a digital marketing plan in order to reach out to potential students. About 12.5% of respondents learned about Goa Business institution through current students, demonstrating the value of student ambassadors and their good experiences in marketing the institution. A small fraction of respondents learned about Goa Business School via print advertisements, while others saw it while travelling or learned about it from this poll.

10) MBA program at Goa Business School offers good value for money

76 responses

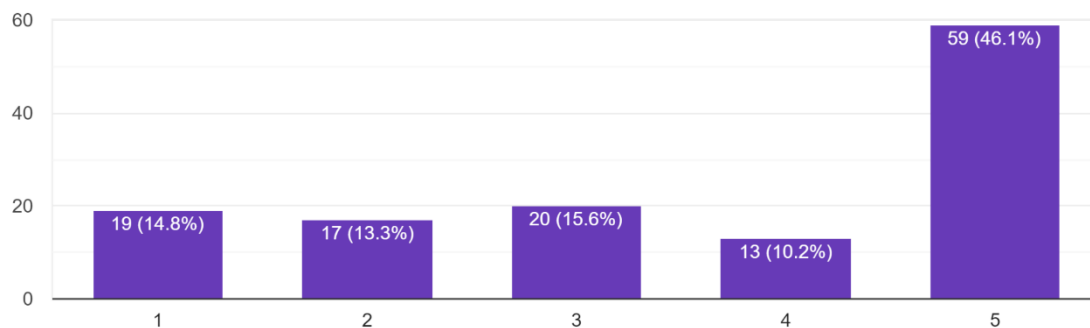


The majority of responders (65.6%) strongly disagree that Goa Business School's MBA programme is good value for money. A modest minority of responders (10.5%) strongly agree that the programme is worth the money. Approximately 19.2% of respondents (10.5% strongly agree, 9.2% agree) say the programme is good value for money. A sizable proportion of respondents (13.2%) are neutral on this statement, implying that they do not have a strong view either way. Only 1.3% of respondents disagree that the MBA programme is a smart investment. According to this research, the perceived value for money of the MBA programme at Goa Business School appears to be a key factor leading to less awareness for the programme which is leading to losing potential students due to high fees assumption. The majority of respondents strongly disagree that the programme provides good value for money, which may have an influence on the program's general awareness and popularity.

11)

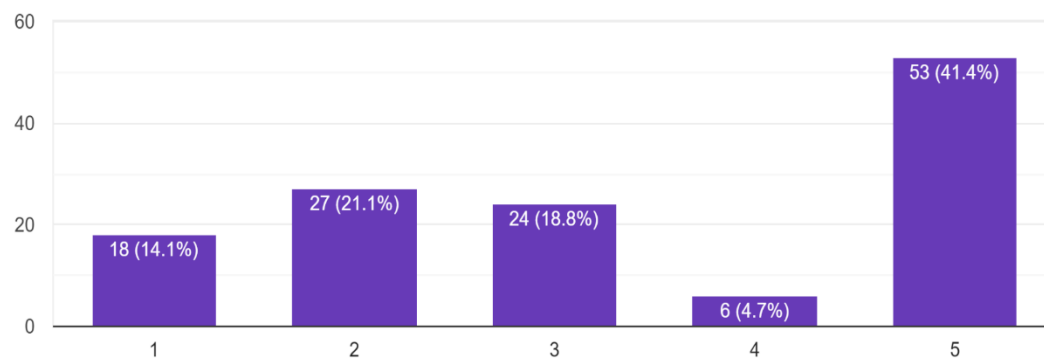
The MBA program at Goa Business School is well-known in the academic community

128 responses



It appears that the lack of awareness of the MBA programme at Goa Business School is attributable to its academic reputation. The majority of respondents strongly disagree that the programme is widely recognised in the academic community, which may have an influence on the program's general awareness and popularity.

- 12) Information with regards to MBA program is easily accessible by the official website of Goa Business School  
128 responses



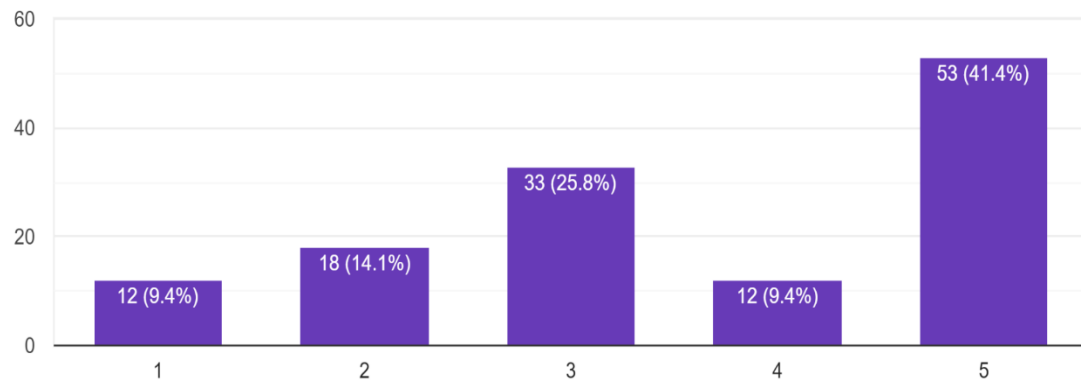
Based on this data, it indicates that a key element contributing to the program's lack of awareness is the inaccessibility of information about the MBA program on the official website of Goa Business School. The majority of respondents strongly disagree that information about the program is widely available, which may have an influence on the program's overall awareness and popularity.



13)

Goa Business School frequently post advertisements or promotions about MBA program

128 responses

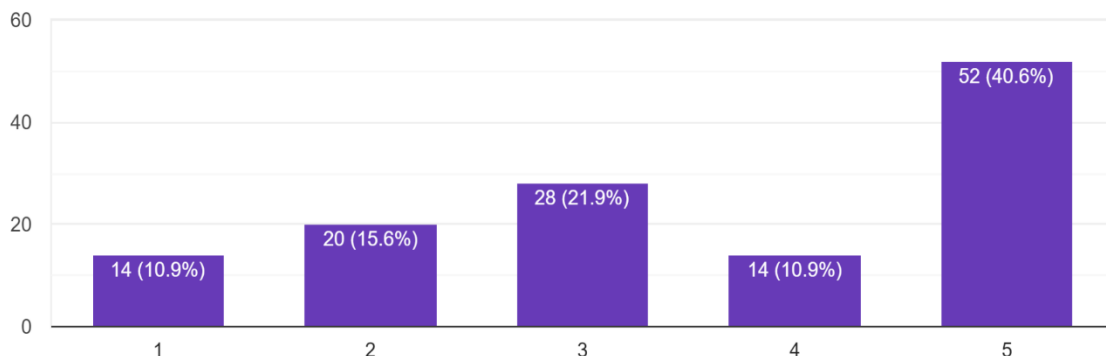


The lack of awareness of the MBA programme at Goa Business School appears to be due to the school's infrequency in posting ads or marketing about the programme. The majority of respondents strongly disagree that the school promotes the programme, implying a lack of visibility and understanding of the programme.

14)

You are aware of the rankings or ratings of the MBA program at Goa Business School

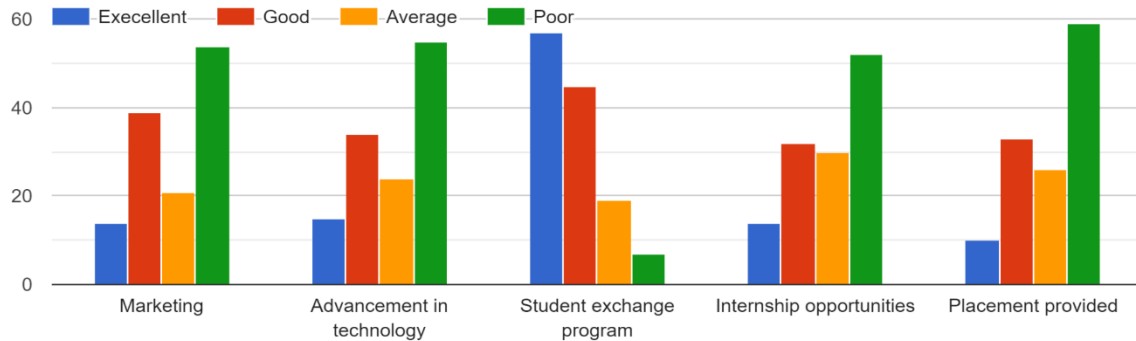
128 responses



It indicates that a lack of awareness about the MBA program's rankings or ratings at Goa Business School is a key element contributing to the general lack of awareness of the programme. The majority of respondents strongly disagree that they are aware of the program's rankings or ratings, implying that they are not well-informed about the program's reputation and quality.

15)

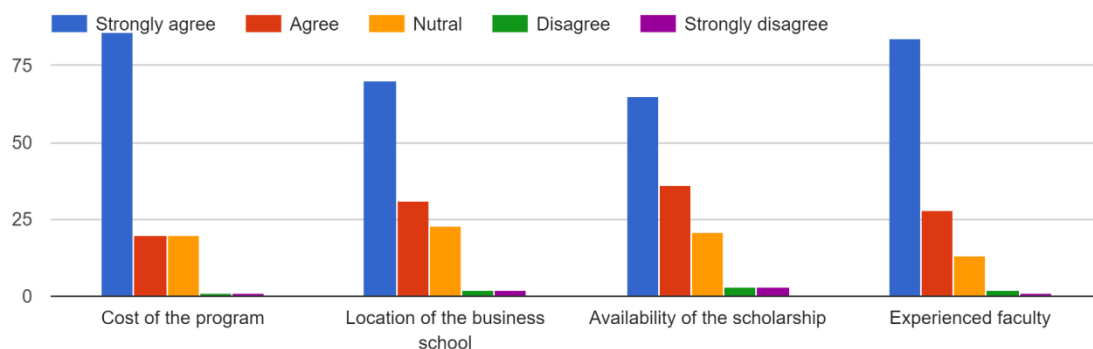
Awareness of facilities offered at Goa Business School is as follows



The above graph indicates the awareness of facilities provided that is marketing of goa businesses school needs improvement as it is poor followed by advancement in technology is poor too ,student exchange program shows an excellent response which is positively good for goa businesses school,internship opportunity is poor which needs to be looked upon as well as placements provided by the university

16)

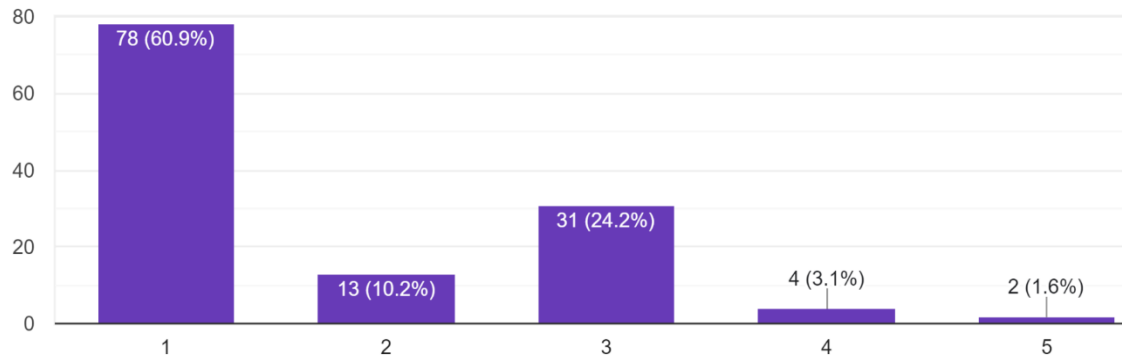
Are the following factors important in deciding to pursue an MBA program



Looking at the above response the cost of the program ,location of the business school,availability of scholarship and experienced faculty plays an important role in order to pursue an mba degree.This shows the student choose their mba degrees based on these aspects which need to be taken into consideration.

17) Reputation of GBS in your decision to pursue an MBA program is very important

128 responses

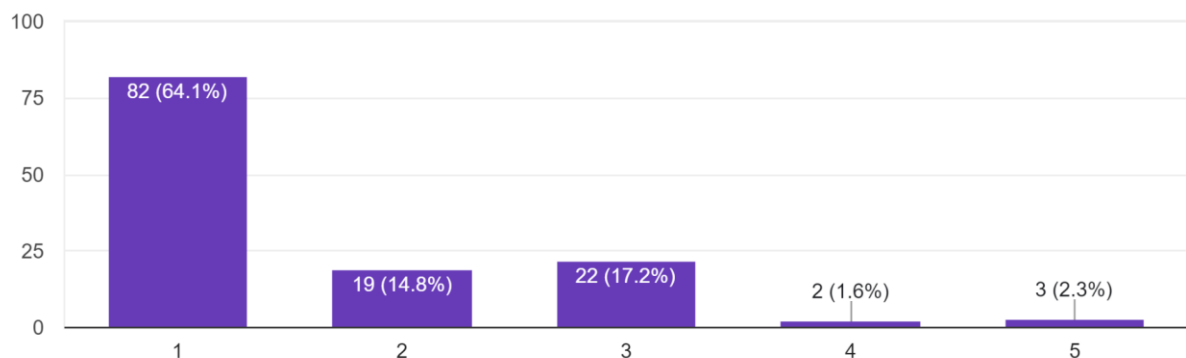


The lack of knowledge of the MBA programme at Goa Business School appears to be due to the school's reputation. The majority of respondents strongly believe that the school's reputation is highly essential in their decision to pursue an MBA programme, demonstrating that a lack of a good reputation may lead to the program's lack of awareness.

18)

Goa Business school needs to take steps to improve its visibility among other business institutes in Goa

128 responses

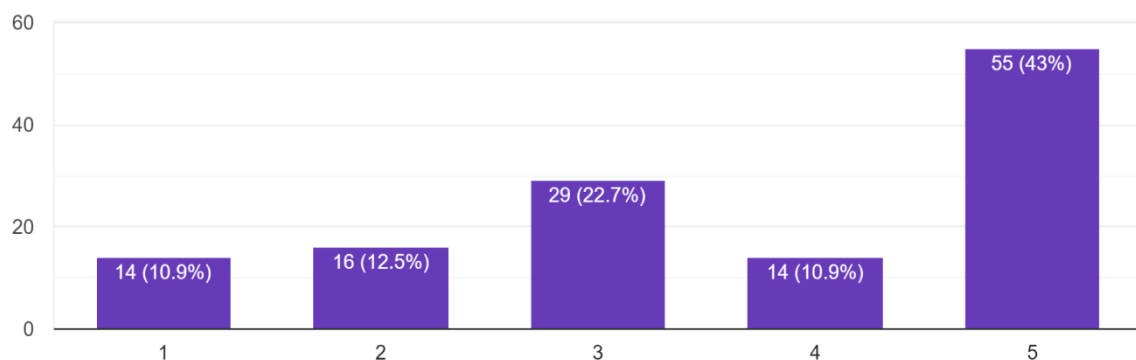


The lack of knowledge of the MBA programme at Goa Business School appears to be related to the school's visibility among other business institutions in Goa. A sizable proportion of respondents strongly believe that the school should take initiatives to increase its exposure, which might imply that the institution is not doing enough to advertise its MBA programme.

19)

You are likely to consider applying for the MBA program at Goa Business School in the future?

128 responses



- A sizable proportion of respondents (43%) strongly disagree that they are likely to apply for the MBA program at Goa Business School in the future.
- Only a small minority of respondents (10.9%) strongly agree that they are likely to apply for the program.
- Approximately 23.2% of respondents (10.9% strongly agree, 12.5% agree) are likely to apply for the program in the future.
- A sizable proportion of respondents (22.7%) are neutral on this statement, implying that they may not have a strong view either way.
- A tiny proportion of respondents (10.9%) disagree that they are likely to apply for the program in the future.

A lack of enthusiasm or incentive to enroll for the MBA program at Goa Business School is a key contributor to the program's lack of visibility. The majority of respondents strongly disagree or are indifferent on the statement, implying that they are either unaware of the program or do not consider it a realistic choice.

## **Project findings**

- The study discovered numerous variables that contribute to Goa Business School's lack of awareness and poor admission rates. These elements are as follows:
- Marketing and outreach initiatives are minimal at the institution, resulting in little visibility and awareness among prospective students.
- High perceived value for money: A sizable proportion of respondents (65.6%) strongly disagree that the MBA program at Goa Business School provides good value for money. Some prospective students believe the expense of study at Goa Business School is excessive in comparison to the perceived benefit. This shows that the program's expense may be a key role in the program's lack of awareness.
- Inadequate infrastructure: Some respondents noted the school's insufficient infrastructure, such as a lack of contemporary buildings, classrooms, and technology, as a factor that discouraged them from enrolling.
- Lack of interest/motivation: The majority of respondents (43%) strongly disagree that they are likely to apply for the MBA program at Goa Business School in the future. This shows a lack of interest or desire among potential participants, which may be a key issue contributing to the program's lack of recognition.
- Lack of information: A sizable proportion of respondents (30.3%) are undecided on the statement "I am aware of the MBA program offered by Goa Business School." This shows that potential applicants may be unaware of the program due to a lack of information about it.
- Low perceived reputation: A sizable proportion of respondents (30.1%) disagree or strongly disagree that Goa Business School is a reputable school. This shows that the institution's reputation may be a key impact in the program's lack of awareness.
- The vast majority of respondents (43%) strongly disagree that they are likely to apply for the MBA program at Goa Business School in the future.
- The perceived value for money of the program appears to be a key factor contributing to the lack of awareness, as the majority of respondents (65.6%) strongly disagree that the program provides excellent value for money.

- A sizable proportion of respondents (22.7%) are unsure whether they will apply for the program, demonstrating a lack of awareness or comprehension of the program.

## **Recommendations**

Possible solutions include: Several remedies are proposed based on the survey findings to address the lack of awareness and poor admission rates at Goa Business School. These are some examples:

- Increasing marketing and outreach efforts: To boost visibility and reach among potential students, the institution should engage in marketing and outreach operations. Targeted advertising, social media efforts, and outreach events might all fall under this category.
- Increasing the perceived value for money: The school should reassess its cost structure and provide scholarships, financial aid, or other incentives to make education more accessible.
- Upgrading infrastructure: To improve students' learning experiences, the school should invest in contemporary buildings, classrooms, and technology.
- Expanding program offerings: To attract a larger spectrum of potential students, the institution should explore providing more program that appeal to varied interests and align with rising businesses.
- Improving program awareness: Through partnerships, collaborations, and strategic initiatives, the school should consider investing in improving its brand recognition and reputation.
- Improve the program's reputation: According to the research, the program's reputation may be a barrier to its recognition and popularity. It is suggested that the program's reputation be enhanced through enhancing the exposure of successful alumni, promoting the program's qualities, and publicizing the program's successes.
- Improve faculty quality: The quality of faculty is a significant aspect in a candidate's decision to apply for a program. It is suggested that the program recruit and maintain high-quality faculty members who are specialists in their domains. This may be accomplished by offering competitive pay, chances for professional growth, and fostering a positive work atmosphere.
- Increase the program's visibility: According to the research, a lack of knowledge of the program is a key factor contributing to its low popularity. To boost the program's visibility and reach potential applicants, it is advised

that it be publicized through multiple channels such as social media, official website online forums, and other relevant platforms which are easy to access.

- Increase the number of available placement chances: The availability of placement opportunities is an important element that applicants assess before applying to an MBA program. It is suggested that the program expand its alumni network and engage with reputable businesses to give additional placement options to its graduates.
- Enhance the course curriculum: The course curriculum is an important factor that influences a candidate's decision to apply for a program. It is recommended that the program should regularly review and update its course curriculum to reflect the changing needs of the industry and to ensure that the graduates are equipped with the necessary skills and knowledge to succeed in their careers.
- User-Friendly Interface: Ensure that the official website of the Goa Business School has a user-friendly interface that is easy to navigate. The website should have clear and intuitive menus, logical organization of information, and a responsive design that adapts well to different devices desktop, mobile, tablet.
- Current and Relevant Content: Regularly update the website with current and relevant content. This includes information about the program offerings, admission requirements, faculty profiles, curriculum details, research initiatives, alumni achievements, and upcoming events. Ensure that the information is accurate, up-to-date, and easily accessible to visitors.
- Admission Information: Dedicate a section of the website to provide comprehensive and clear information about the admission process, deadlines, required documents, and frequently asked questions. Include downloadable forms or online application portals to facilitate a smooth application process for prospective students.
- Program Highlights: Highlight the unique features and advantages of the Goa Business School's programs. Showcase the program's strengths, such as specialized courses, industry partnerships, internships, study abroad opportunities, and networking events. Use testimonials or success stories from current students and alumni to demonstrate the value and impact of the programs.



## **Learning derived**

The examination of the questionnaire responses gave significant insights into the causes leading to the MBA program at Goa Business School's lack of awareness. The following are the major findings from the analysis:

- The data analysis indicates that the reputation of the MBA program is a critical element that determines a candidate's choice to apply for the program. The program's reputation must be improved through a variety of measures, including promoting its merits, publicizing its accomplishments, and raising the visibility of successful graduates.
- Faculty quality is significant: The data analysis reveals that the quality of faculty is an important aspect that determines a candidate's decision to apply for the program. The program must attract and maintain high-quality faculty members who are experts in their specialties.
- Data study reveals that the availability of placement opportunities is a critical element that applicants examine before applying to an MBA program. Through relationships with reputable organizations and the expansion of its alumni network, the program can give additional placement options to its graduates.
- Curriculum must be changed on a regular basis: According to the data analysis, the course curriculum is an essential element influencing a candidate's choice to apply for the program. The program's course content must be reviewed and updated on a regular basis to reflect the changing demands of the business and to guarantee that graduates have the requisite skills and knowledge to thrive in their jobs.
- The study of the data indicates that a lack of awareness about the program is a key factor leading to its low popularity. To boost its exposure and attract potential recruits, the program must market itself through multiple channels such as social media, online forums, and other relevant platforms.
- The data analysis reveals that a lack of interest or motivation to enroll for the MBA program at Goa Business School is a significant factor leading to the program's lack of awareness. The program's appeal to potential applicants must be increased through a variety of measures, including boosting its

reputation, expanding placement possibilities, and revising the course material.

## Conclusion

- A lack of enthusiasm or incentive to enroll for the MBA program at Goa Business School is a key contributor to the program's lack of visibility. The majority of respondents either strongly disagree or are indifferent on the assertion that they are likely to apply for the program in the future, showing that they are either unaware of it or do not consider it a feasible choice.
- Furthermore, the perceived value for money of the MBA program at Goa Business School is a crucial aspect contributing to program awareness. The majority of respondents strongly disagree that the program provides good value for money, which may have an influence on the program's general awareness and popularity.
- To overcome the lack of knowledge of the MBA program at Goa Business School, initiatives must be taken to boost the program's perceived value for money and to advertise it to potential candidates. Improving faculty quality, school reputation, placement prospects, course curriculum, and fees might all be elements that raise awareness and encourage more students to pursue the program. It would also be beneficial to execute focused advertising campaigns and outreach efforts to market the program to potential candidates.
- Limited program options: The school's limited program offerings may limit its attractiveness to potential students with different interests. Lack of brand recognition: Some respondents suggested that the school's lack of brand awareness and reputation was an issue.
- The lack of knowledge of the MBA program at Goa Business School can be linked to a number of causes, including a lack of interest or incentive to apply and a perceived lack of value for money. Addressing these issues with focused marketing efforts
- Attributed due to several factors including limited marketing and outreach, perceived as high value for money, inadequate infrastructure, limited program offering and lack of brand recognition

## **Work done**

- Collected the data of different placement companies segregated the data into different categories
- Collected data of past 5 years to see the admission rates count
- Organized information sessions and campus tours to engage directly with prospective students.
- Provided the students with detailed information about the program through a power point presentation presented with regarding its curriculum, faculty, career opportunities and ease of registration through a QR code.
- Conducted interaction sessions with the college students
- Conducted a market research through call interviews and questionnaire to understand the target audience, their preferences and awareness of the program.
- Researched about the advertising presence with regard to Goa Business School MBA program
- Handled admission calls to find out about the awareness
- Informed students acquiring admissions about the course and fee structure and entrance exam updates
- Prepared a student feedback form for Goa Business School

## References

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## Appendix





### **Goa Business School Student Feedback Form**

We value your feedback and appreciate your time in helping us improve the Goa Business School experience. Please take a few moments to complete this form. Your responses will be kept confidential.

**1. Personal Information (Optional):**

- Name: \_\_\_\_\_
- Email: \_\_\_\_\_
- Program: \_\_\_\_\_
- Year of Graduation (if applicable): \_\_\_\_\_

**2. Overall Experience: Please rate your overall experience at Goa Business School on a scale of 1 to 5, with 1 being very poor and 5 being excellent.**

- 1 - Very poor
- 2 - Below average
- 3 - Average

- 4 - Above average
- 5 - Excellent

3. Curriculum and Academic Experience: a. how would you rate the relevance and quality of the curriculum?

- 1 - Very poor
- 2 - Below average
- 3 - Average
- 4 - Above average
- 5 – Excellent

b. Did the program adequately prepare you for your career/professional goals?

- Yes
- No
- Not applicable (for current students)

c. Please provide any specific feedback or suggestions for improvement regarding the curriculum or academic experience:

4. Faculty: a. how would you rate the quality of the faculty in terms of teaching and mentoring?

- 1 - Very poor
- 2 - Below average
- 3 - Average
- 4 - Above average
- 5 - Excellent

b. Were the faculty members accessible and supportive?

- Yes



- No

c. Please provide any specific feedback or suggestions for improvement regarding the faculty:

5. Facilities and Resources: a. how would you rate the quality and availability of the facilities (e.g., classrooms, library, computer labs, etc.)?

- 1 - Very poor
- 2 - Below average
- 3 - Average
- 4 - Above average
- 5 - Excellent

b. Were the resources and support services (e.g., career services, counseling, etc.) adequate?

- Yes
- No

c. Please provide any specific feedback or suggestions for improvement regarding the facilities and resources:

6. Student Life and Engagement: a. how would you rate the opportunities for extracurricular activities and student involvement?

- 1 - Very poor
- 2 - Below average
- 3 - Average
- 4 - Above average
- 5 - Excellent

b. Did you feel a sense of community and belonging during your time at Goa Business School?

- Yes

- No

c. Please provide any specific feedback or suggestions for improvement regarding student life and engagement:

7. Overall Satisfaction: a. how satisfied are you with your overall experience at Goa Business School?

- Very dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very satisfied

Please share any additional comments or suggestions for improvement:

Thank you for taking the time to provide your feedback. Your input is invaluable in helping us enhance the Goa Business School experience. If you have any additional comments or concerns, please feel free to email us at [Goabusinessschool.ac.in](mailto:Goabusinessschool.ac.in)