

## GOA BUSINESS SCHOOL

All India ranks 40 (THE WEEK 2021), Govt. Uni rank 20 (INDIA TODAY 2019).

Address: -Goa University Taleigao Plateau, Goa-403206 Tel-(0832) 6519021/6519048 | [www.unigoa.ac.in](http://www.unigoa.ac.in)



**SUMMER INTERNSHIP**

**PROJECT REPORT**

**PREPARED BY**

**RAMEEZ SHAIK**

**MBA MARKETING 2022**





**FINAL INTERNSHIP REPORT**  
**AT**  
**GOA BUSINESS SCHOOL**

**Submitted by:**  
**Rameez Shaik**  
**Roll No: 2047**

**Under the Supervision of**  
**Dr. R Nirmala**

## ACKNOWLEDGEMENT

I, Ms Rameez Shaik, would like to thank **Professor Dr. Nilesh Borde** for permitting me to undergo my summer training in this organization. It has been great honour and privilege for me to undergo training at Goa Business School.

I would like to express my gratitude to all the people who guided and assisted me in the forming this report. To all my professors who showed a great amount of support and help during my internship term, my humble gratitude to them.

I would like to thank **Dr. R Nirmala Maam**, College internship mentor for her support and advice, To Assistant **Professor Suraj Velip** who assisted me, oversaw and guided our every step in executing the Admission process.

I extend my gratitude to **Goa Business School for** giving me the opportunity to embark on this project and to all the staff and employees at Goa Business School who rendered me their help

## DECLARATION

“I, the undersigned Rameez Shaik, do hereby declare that the Final Internship  
The report has been composed by me during the period from January 07, 2022, to April 30,  
2022 under the guidance of Dr. R. Nirmala (Mentor), towards partial fulfillment of  
the degree of MBA and that no part thereof has previously formed the basis for the  
award of any degree or diploma or any other similar title in Goa University or  
elsewhere”

Date: 09/05/2022

Place: Goa University

Rameez Shaik

Roll No.: 2047

MBA Part-II (Marketing)



गोंय विद्यापीठ

ताळगांव पठार,

गोंय - ४०३ २०६

फोन : +९१-८६६९६०९०४८

फॅक्स : +०९१-८३२-२४५११८४/२४५२८८९



**Goa University**

Taleigao Plateau, Goa-403 206

Tel : +91-8669609048

Fax : +091-832-2451184/2452889

E-mail : registrar@unigoa.ac.in

Website : www.unigoa.ac.in

(Accredited by NAAC with Grade 'A')

May 05, 2022

**TO WHO IT MAY CONCERN**

This is to certify that **Mr. Rameez Shaik** has undergone Internship Training with us (Goa Business School) from January 07, 2022 to April 30, 2022.

During his Internship with us, we found him sincere, honest and hardworking.

**Prof. Nilesh Borde**

Goa Business School

Programme Director



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## **1. ORGANISATIONAL PROFILE**

### **GOA BUSINESS SCHOOL**

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.

While the amalgamation is with the defined objectives, we cannot forget the contributions that are made individually by the departments. Therefore, the graphs of the publications and the number of PhDs exhibited below also indicate the strength of these disciplines together. The academic programs of each of these would evolve over a period of time with the synergy in the near future that provides challenging opportunities to the students passing out of the Goa Business School. Scroll on this page to view a variety of programs that are being offered including the number of seats. Visit the faculty pages to know more about them and their strengths individually. Have a look at the projects that were carried out in the past and at hand currently and contact us for the opportunities, collaborations, and exchanges and explore the best amongst us.

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.



## 2. INDUSTRY PROFILE

India's education sector offers a great opportunity with 26.31% of India's population in the age group of 0 to 14 years. The education sector in India is expected to reach US\$ 180 billion in FY20. India's higher education segment is expected to increase to Rs. 2,44,824 crore (US\$ 35.03 billion) by 2025. India was ranked 34 among the 100 countries in English Proficiency Index 2019. Increasing internet penetration is expected to help in education delivery.

India has over 250 million school-going students, more than any other country. It also has one of the largest networks of higher education institutions in the world. The number of colleges in India reached 39,931 in FY19. The number of universities in India reached 1,014 in FY22 (until October 2021), up from 760 in FY15.

As of May 17, 2021, the number of universities in India reached 988. India had 37.4 million students enrolled in higher education in 2018-19. In FY21, Gross Enrolment Ratio in higher education in India was 27.1%. Higher education institutes in India are focussing on creating online programs due to the increasing demand from consumers. In India, the online education market is forecast to reach ~US\$ 11.6 billion by 2026. ICAR is one of the largest national agricultural organizations in the world. It has 122 institutes and 67 agricultural universities across India, as of July 2021.

According to KPMG, India has also become the second-largest market for E-learning after the US. The sector is expected to reach US\$ 1.96 billion by 2021, with about 9.6 million users from US\$ 247 million and around 1.6 users in 2016.

In 2020-21, there were 9,700 total AICTE-approved institutes. Of the total, there were 3,610 undergraduates, 4,768 postgraduate and 3,979 diploma courses in AICTE-approved institutes as of August 2021. In FY22 (until June 2021), of the total 8,985 institutes, there were 3,623 undergraduates, 4,787 postgraduate and 3,986 diploma courses approved by the All-India Council for Technical Education.

According to the National Institutional Ranking Framework, 7 positions were bagged by prominent Indian Institutes of Technology out of the top 10 institution rankings in 2020.

As of September 2021, A total of 71 Indian institutions have been qualified for the Times Higher Education World University Rankings 2022, up from 63 in 2020.

As per the QS employability rankings 2022, the Indian Institute of Science (IISc), Bengaluru, six Indian Institutes of Technology (IITs), Delhi University, University of Mumbai, University of Calcutta, OP Jindal Global University, Sonipat and BITS Pilani were among the top 500 universities.

The education sector in India remains to be a strategic priority for the Government. The Government has allowed 100% Foreign Direct Investment (FDI) in the education sector through the automatic route since 2002. From April 2000 to June 2021, Foreign Direct Investment (FDI) equity inflows stood at US\$ 6,154.87 million.



In India, the tech market is expected to reach ~US\$ 3.5 billion by 2022. Indian ed-tech startups have received a total investment of US\$ 2.22 billion in 2020, up from US\$ 553 million in 2019.

### 3. VRIN ANALYSIS

Resource	Valuable	Rare	Imitable	Non -Substitute
Brand Value	Yes	Yes	No	No
Infrastructure	Yes	No	Yes	Yes
Hostel Facilities	Yes	No	Yes	Yes
Library	Yes	No	Yes	No
IT Lab	Yes	No	Yes	No
Courses	Yes	No	Yes	No

- **Brand Value:** The Value Goa business school possesses as it is a part of Goa University which is All India Rank 40, Accredited by NAAC 'A Grade', Due to the past teaching methods and well-established alumni's it has a unique value which is not Imitable nor Substituted.
- **Infrastructure:** Goa Business school has a well-built infrastructure hence it is of a great value, but as it's an infrastructure it is imitable and substituted.
- **Hostel facilities:** Is considered of a great value as students (non-Goan) as well as locals who don't prefer traveling consider this facility and also the international students play a huge part in accommodating themselves, it is not considered rare as other institutions provide these facilities as well and it can also be substituted.
- **Library:** It is considered valuable as it provides a large number of readings, research material, but as it can be provided by other institutions as well it is not considered rare and can be easily Imitable and Substituted.
- **IT Lab:** IT lab is of a great value as most of the projects have to be done on Systems and due to the fast increase in technology and to keep self-updated, but as it can be provided by other institutions as well it is not considered rare and can be easily Imitable and Substituted by smaller tabs and software updates.
- **Courses:** It is considered of a great value as this is the primary objective of the program to provide a degree, as it is also provided by other institutions as well it is not considered rare and can be easily Imitable and Substituted.

## **4. SWOT ANALYSIS**

### **Strength**

- MDP (Management development program)
- Industry visits
- Degree course and not diploma
- Foreign exchange program
- All India ranks 40 (THE WEEK 2021), Govt. Uni rank 20 (INDIA TODAY 2019)
- Campus with all necessary amenities – Smart Classrooms, Playground, Stadiums, Health Centre, Bank, Post Office etc.
- Well experienced faculties and Lecture series by various professors, from Indian and foreign Universities.

### **Weakness**

- Low brand awareness
- Local Citizens and students have a bad word of mouth in the long term.
- Inter-Department courses which create diversion of students from one course to another due to various exam procedures.

### **Opportunities**

- Hosting various business events in order to create brand awareness.
- Create a flexible syllabus as it's the primary objective.
- Online learning where the job of the candidate is not affected.

### **Threats**

- Major establishment of online learning providing certified courses.
- Establishment of international school Syllabus and Indian entities collaborating OR franchisee type of approach with the international entities. (GIMS, Bits PILANI, SP Jain Global Management)
- Various B Schools in the neighboring states provide a little higher quality education with a similar fee structure.

## **5. PORTER'S FIVE FORCES ANALYSIS**

### **Threat of Entry-HIGH**

- Many private institutes are set up due to rising demands in various skills. Also, many undergraduate colleges increase their courses to post graduate course. These institutes offer similar courses or hybrid courses that meets students demand with even similar fees along with good placements.
- Setting up due the rising demand of a higher number of private institutions as there is an increase in the need of various skills.
- A large number of universities and colleges have been established, these have the resources readily available and the cost of establishment is also very low

### **Threat of Substitute-HIGH**

- Executive MBA Program which has been offered by many Universities which allow the students to pay attention to their current Job as well complete their MBA from home or also with flexible timing and schedule
- Apart from MBA many other courses (Higher Education) which are being offered by many Colleges and Universities and are similar to the MBA Program also cause a decrease in consumers (Students) interest in MBA

### **Bargaining Power of Suppliers-MEDIUM**

- The marketing, Publishes and guidance in the course, Goa University Ranks High in such criteria.
- The brand name (Reputation) of Goa University ranks not much on a higher level nor a lower level it falls on the medium scale as the facilities, infrastructure cause the increment.

### **Bargaining Power of Buyers-HIGH**

- The flexibility in the course structure is mainly the primary objective
- Setting up of new educational institute which provide a wide variation in syllabus
- The majority of the students pursue a job after Graduation and this affects their further study

## **Competitive Rivalry-LOW**

- The low number of institutions in goa offering MBA Program and the competition is limited due to a major difference the institutions have.

## **6. PEST ANALYSIS**

### **1. POLITICAL FACTORS**

- According to Union Budget 2021-22, the Allocation of Rs. 54,873.66 crore (US\$ 7.53 billion) by the Government was done for Department of School Education and Literacy, compared with Rs.59,845 crore (US\$ 8.56 billion) in Union Budget 2020-21.
- In 2021-22, the Ministry of Education has been allocated US\$ 12.52 billion, the eight-highest figure allocated to all ministries. The allocation constitutes 2.67% of the central government's estimated expenditure for 2021-22.
- US universities visited India for the first US-India Knowledge Exchange (USIKE)
- In October 2021, the Union Minister for Education and Skill Development launched phase 2 of the Mahatma Gandhi National Fellowship. Phase 2 will be a two-year long fellowship that will provide individuals with opportunities to enhance their skills

### **2. Economic Factors**

- In October 2021, the NSDC launched the largest 'Impact Bond' in India, with a US\$ 14.4 million fund, to help 50,000 youngsters in the country acquire skills necessary for employment.
- As per the Union Budget 2021-22, under the NISHTHA training programme around 5.6 million teachers are to be trained in 2020-21
- Huge demand supply gap with an additional requirement of 2 lakh schools, 35,000 colleges, 700 universities and 40 million seats in the vocational training centres
- Tata Technologies funded 150 industrial training institutes (ITIs) in Karnataka with the latest technological equipment worth Rs. 4,636 crore (US\$ 614.2 million) and infrastructure worth Rs. 220 crore (US\$ 29.1 million). This development is expected to be completed by November 2021

### **3. Social Factors**

- 25 crores and above school going students are present in India which is more than any other country
- In India, the Gross Enrolment Ratio in higher education was 27.1% in the FY21
- According to the National Institutional Ranking Framework, 7 positions were bagged by prominent Indian Institutes of Technology out of the top 10 institution rankings in 2020

### **4. Technological Factors**

- The internet penetration rate estimated to reach above 55 per cent by the end of 2025
- Indian universities and colleges, which were earlier not permitted to offer more than 20 per cent of a degree online, are now lifting the restrictions on online learning to widen access to higher education and raise the profile of Indian institutions globally.
- In September 2021, Amazon launched its global computer science education initiative in India. The aim of this initiative is to offer 1 lakh students the opportunity to study computer science.

## **7. Conclusion**

1. Create a strong presence on social media and remain active in platforms, as this will reduce the over rated work which can be done efficiently by just utilizing the tools and creating a strong online presence which will create a strong brand awareness.
2. The Placements need to be updated and connected to better firms as per record and queries by majority of the interested candidates about campus placements.

## 8. LITERATURE REVIEW

### **LeBlanch & Nguyen, 1997**

Quality services, especially in industries, is an abstract and elusive construct that emerge many characteristics defined to call something is good quality. As in most other industries, services, in the education sector, services have services have specific features, i.e. intangible, heterogenic, simultaneous production and consumption.

### **Joseph SiaKee Ming 2010**

Has prepared a research paper on the title, “Institutional Factors Influencing Students” College Choice Decision in Malaysia: A Conceptual Framework” Intense competition in the higher education sector in Malaysia has forced many universities to become “entrepreneurs” and implement marketing strategies in recruiting students both locally and abroad.

### **Zeithaml & Bitner 2000**

Simultaneous production and consumption that led to the importance of consumer views as a tool for determining the good quality of service. In the absence of tangible evidence on which to evaluate quality, many authors trying to use consumers perceive services as a tool for judge quality of services, The authors used a comparison between customer expectations and perception of service performance to evaluate quality of services, that led to the concept of customer satisfaction. Customer satisfaction parallels with service quality and came as a result of service quality.

### **Enwistle 2003**

That a student’s motivation to learn is a key influence on how that student learns overall. The second assumption is that there is a relationship between the type and level of motivation to learn of a student and their expectations of that learning experience.

### **Abidin 2015**

Has found six dimensionality of service quality, namely: lecturer, curriculum, administration, facilities, libraries and Islamic environment. Combined with **Latief and Bahroom (2010) studies**, this research used for dimension of education services, namely: curriculum, lecturer (teaching and learning), administration services, facilities and library. These dimensions were chosen for two reasons. First, these dimensions are consistent with the universalistic view in education context. Second, these dimensions could be valuable in achieving quality of education services in Indonesian higher education context. There are three approaches to measure service quality (Palmer, 2011): (a) Performance measures (Cronin & Taylor, 1992); (2) Disconfirmation models (Parasuraman, 1985); and Importance performance approaches.



## **9. RESEARCH TOPIC**

Perception of Parents and Students towards MBA(General) Program at Goa Business School.

### **PROJECT OBJECTIVES:**

1. To find out the Factors that Students and Parents Consider before applying to Any Business School.
2. To find out the Perception of Parents and Students towards MBA(General) Program at Goa Business School.

### **PROJECT QUESTIONS:**

1. What do Students and the Parents think about the MBA(General) Program in Goa Business School?
2. What factors do Students and Parents consider for in any Business School before Applying?

### **PROJECT METHODOLOGY:**

- The responses will be collected through Google Forms which will be circulated via mail, WhatsApp, Instagram, Facebook, Personal contacts and also from the data collected while working in the institution and creating brand awareness all over Goa. The questions present in the questionnaire will help us know the perception of the Students and the Parents regarding B schools and also regarding MBA(General) Course at Goa Business School.

### **PROJECT DESIGN**

- **Research Tool**
  - The responses will be collected through Google Forms via Social Platforms.
- **Respondents**
  - The respondents will be the students (S.Y AND T.Y) and their parents in Goa.
- **Sample Size**
  - 100
- **Sampling Technique**
  - Random Sampling Method: The respondents will be from Goa and each respondent will have equal probability of being chosen.

- **Primary Data**

- A structured questionnaire will be circulated to the respondents to collect the Primary Data, the structured questionnaire will contain Open/Close Ended Questions, Likert Scale, Multiple Choice Questions, Dichotomous Scale (Yes/No)

- **Secondary Data**

- This Data will be collected using Internet, Research Papers, Articles and Data Provided by the Goa Business School.

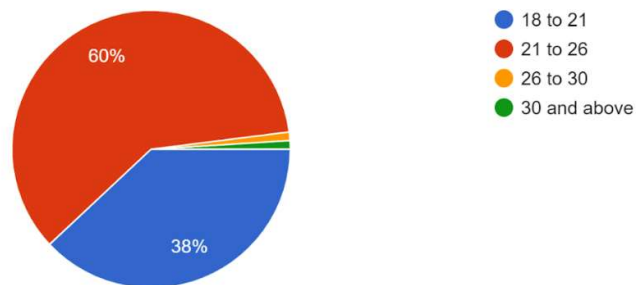
## 10. Project Analysis

### Questionnaire 1

#### Factors Students Consider before applying to any Business School

##### 3) Age

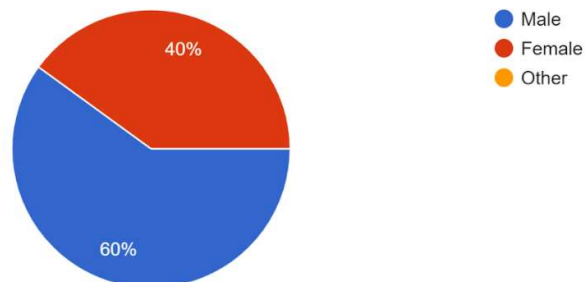
100 responses



60% of the respondents belong to the age category of 21-26 years. This is the age group that is generally interested in MBA.

##### 4) Gender

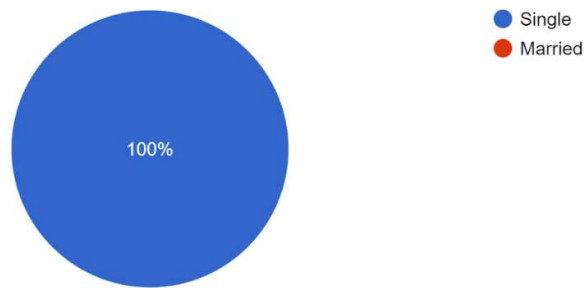
100 responses



There is a General Perception that males prefer for professional courses like MBA compared to females, But through this survey, we can see that there is a small difference in the male/female percentages, The reason behind this could be the awareness being created about various professional courses has been improving.

#### 5) Marital Status

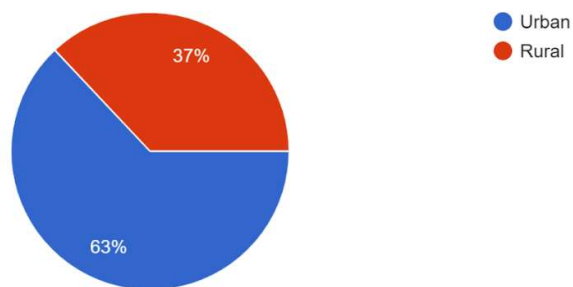
100 responses



As per the survey, 100% of the respondents that were selected were single, but we cannot conclude that married people don't want to pursue MBA.

#### 6) Which Area do you currently reside in?

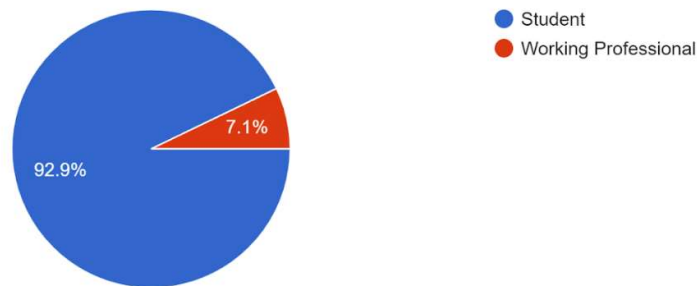
100 responses



63% of the respondents belonged to the urban area, and 37% were from the rural area, the difference is not that vast which shows that the awareness is fairly less in rural areas compared to urban.

7) Are you a?

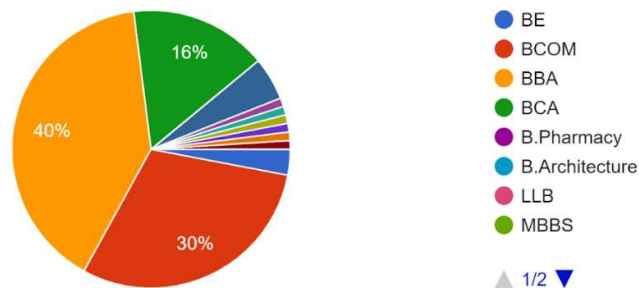
98 responses



When asked about their professions, 92.9% of the respondents said that they are students.

8) What course are you currently Pursuing/Completed?

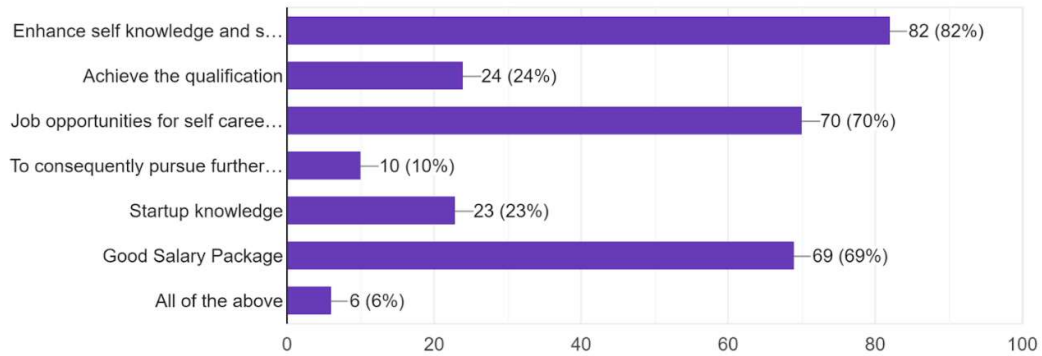
100 responses



40% of the respondents were BBA students who wanted to pursue MBA, followed by BCom students at 30%, We can see that around 16% of BCA students have also shown their interest in pursuing MBA, even the students from other fields like BE, LLB Etc have also shown their interest towards MBA, which tells us that this business course attracts students from various Fields.

### 9) What do you expect to achieve from an MBA Program?

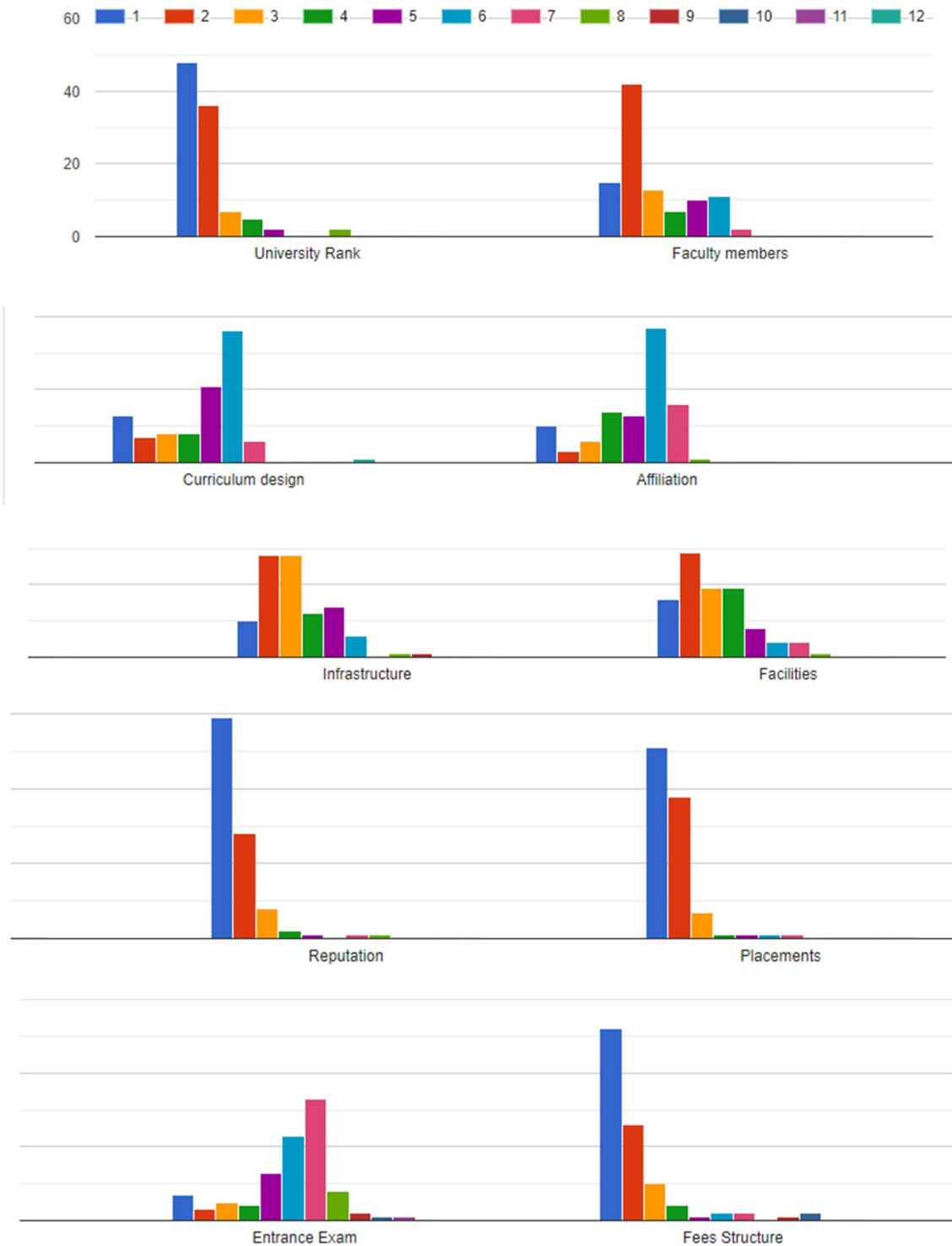
100 responses



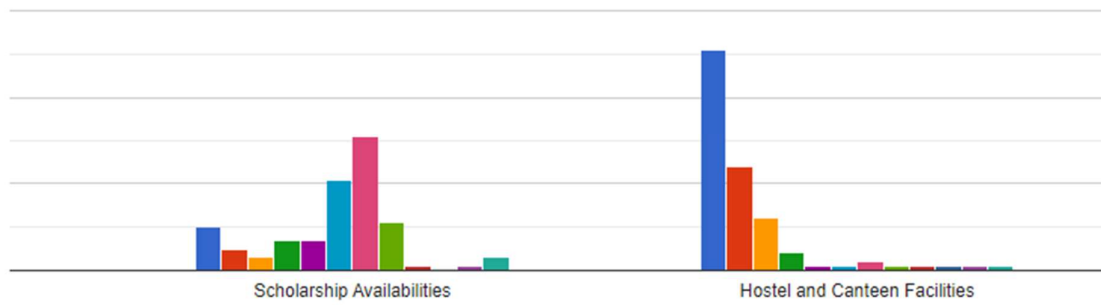
82% of the respondents expect to achieve knowledge from the course, followed by job opportunities by 70% and 69% expect a good salary package.

10) Rank the following criteria in order of importance while selecting a Business School  
(No: 1 being most important, no: 12 being least important)

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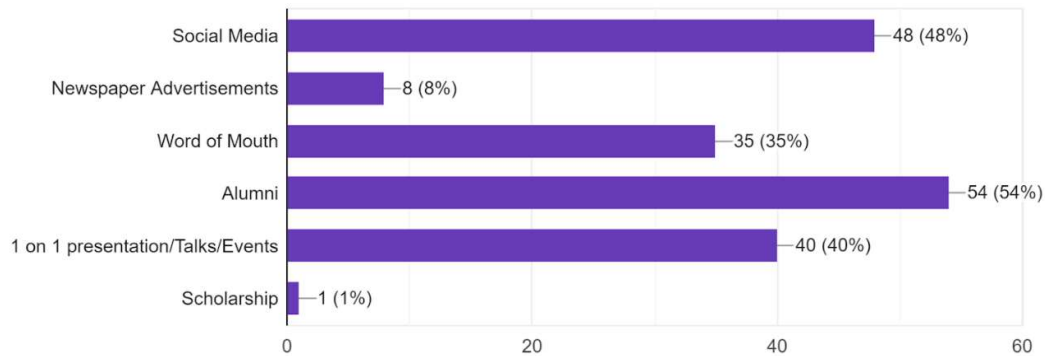


When students are selecting b schools the factors, they consider the most important as per the ratings they give are: University Rank, reputation, Fees, Placement Record, Hostel and canteen Facilities, and Location, and the factors they consider least important is scholarship.

## Students' Perception about MBA(General) Program at Goa Business School.

1) How did you hear about the MBA Program (General) in Goa Business School?

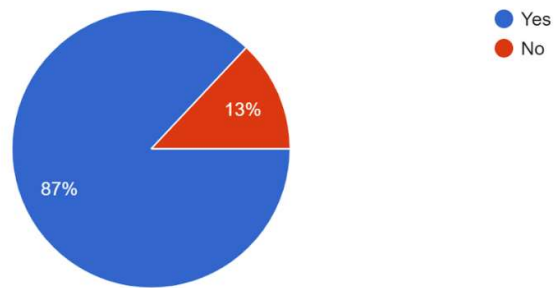
100 responses



In the above data indicates that a fairly large amount 54% heard about Goa Business School through Alumni as there is a huge Active Alumni base and as we can see in the above response it is backed up by word of mouth with a 35% support, Goa Business School Social Media Presence is giving a positive response due to Various Fomento series talks which are being posted and also being live-streamed on YouTube, 40% of the respondents got to know about the MBA program through 1 on 1 interaction and talks organized by the student intern, as we compare the response of the parents and the student's information passed through newspapers was the highest among the parents, and it's the least among the students

## 2) Have you visited the Goa Business School Website?

100 responses

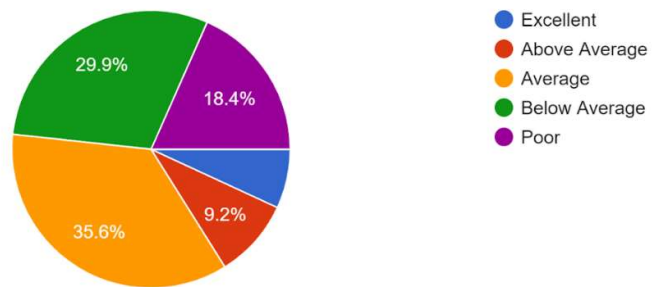


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87% of the respondents have visited the Goa Business school website.

## 3) How was your Website User Experience?

87 responses

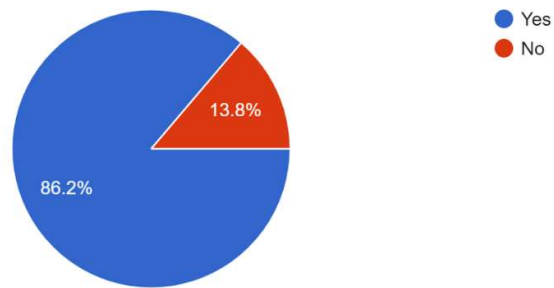


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35.6% of the respondents are of the opinion that the Goa business school website needs to be improved as they rated it as average, and around 29.9% of the respondents think the website is below average followed by 18.4% respondents gave the website poor ratings.

#### 4) Was the Website User Friendly/Easily Navigable?

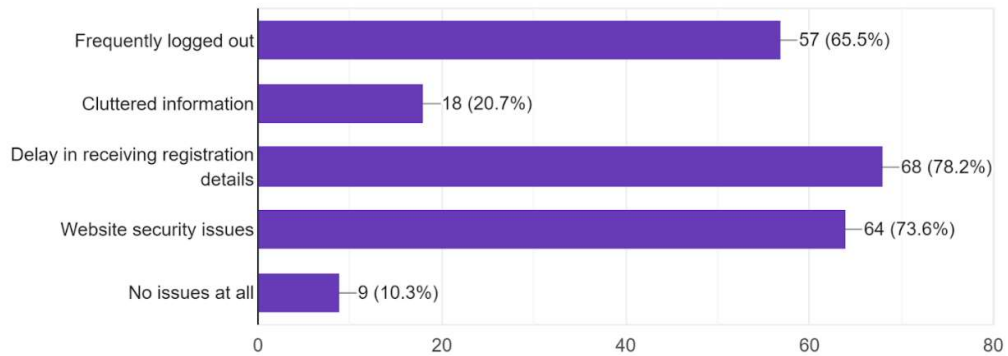
87 responses



A large amount of the users found the website to be user-friendly, therefore they rated it as 86.2% because the website is created in a user-friendly manner.

#### 5) What issues did you face while accessing the website

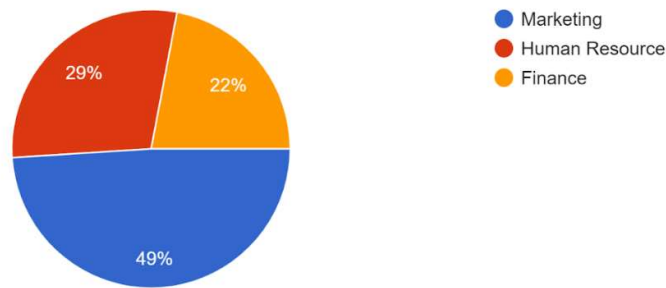
87 responses



The common problem faced by respondents is the delay in registration processes, 78.2% of the respondents have felt the same.

6) Which of the following Specialization are you most inclined to pursue?

100 responses

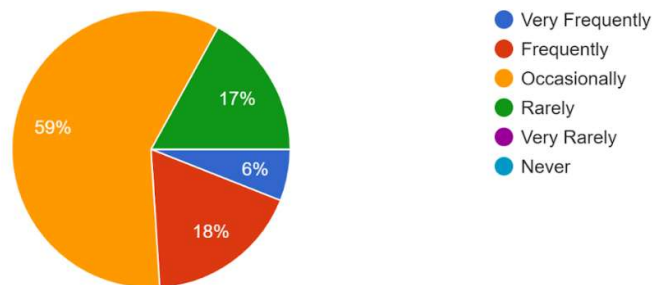


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49% of the respondents want to pursue Marketing. followed by 29% of students opting for Human Resources and the remaining 22 % would like to pursue Finance

7) How often do you hear or read about the MBA program in Goa Business School

100 responses

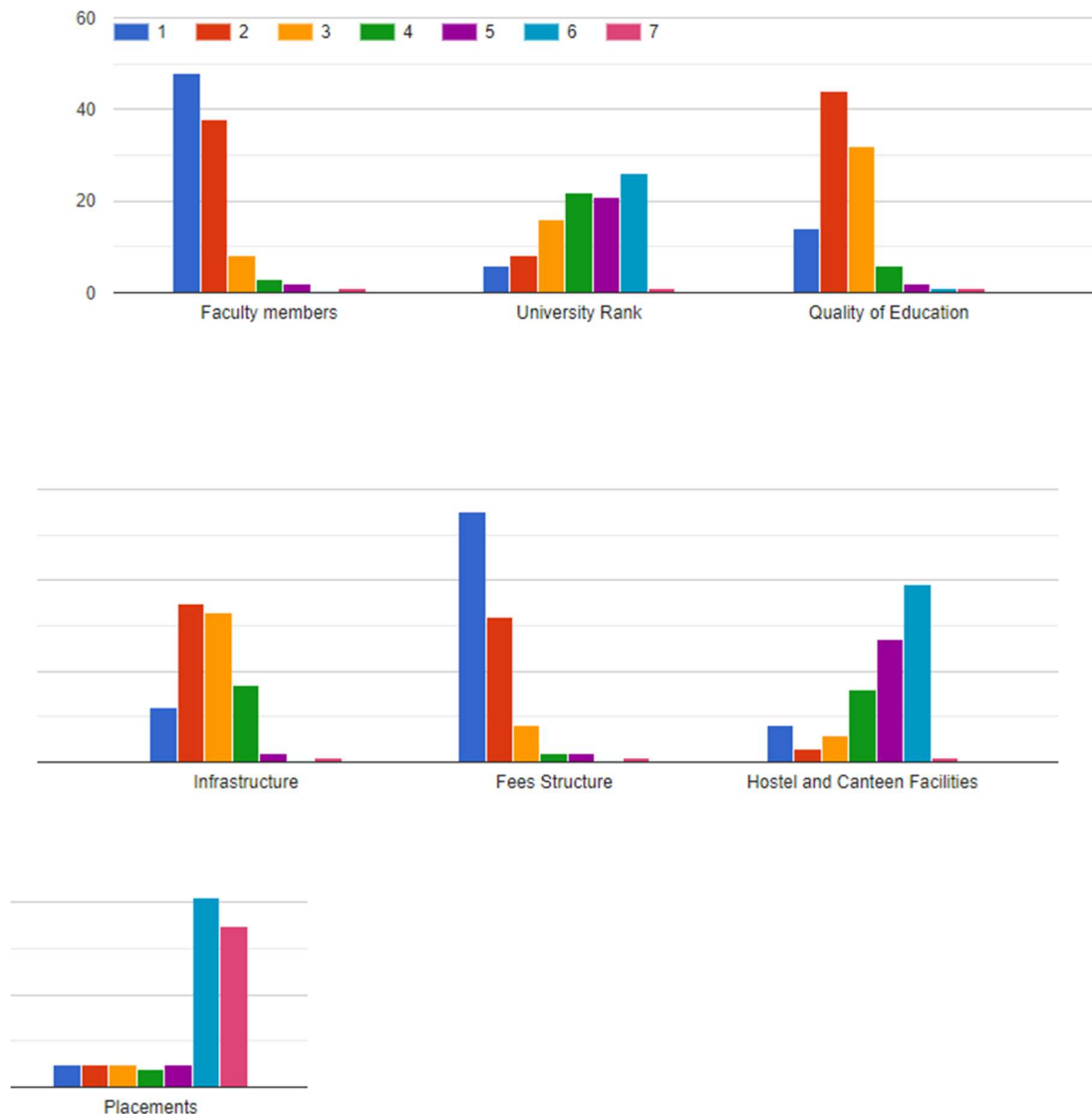


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59% of the respondents have rated that they've heard of the MBA program occasionally, which means awareness about the institution is on an average level good but there is also a vast scope for improvement.

8) Rank in order of Quality of Service of the following factors Perceived by you about Goa Business School (No. 1 being the best and No. 7 being the worst)

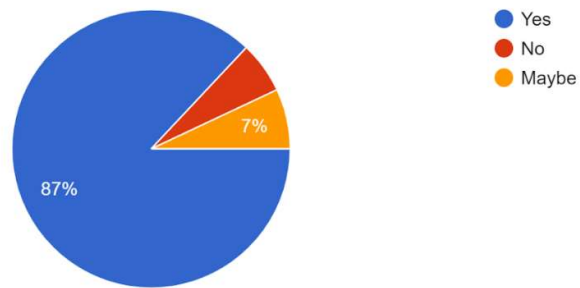
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When asked to rank the quality of service, the respondents felt that faculty members of this institute are efficient along with the quality of education and rated the fee structure above the remaining factors, the infrastructure is also considered to be good, followed by the lowest rating received were for the placements.

9) Do you think the Fee structure is a value for the Quality of service of Goa Business School?

100 responses

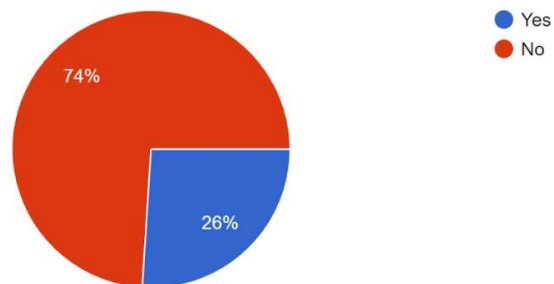


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The MBA fees of Goa business school are one of the lowest that one can get for the quality of service they provide, 87 % of the respondents agree with it.

10) Have you heard about the German exchange Program at Goa Business School?

100 responses

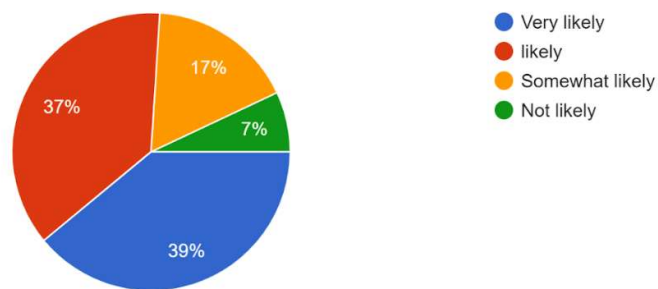


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74% of the respondents have no knowledge about the German exchange program.



11) How likely are you to pursue your MBA(general) in Goa Business School?  
100 responses



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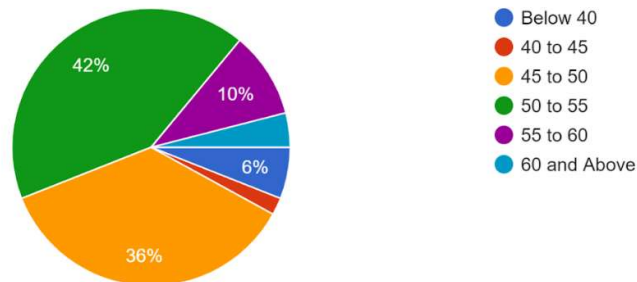
39% of the respondents have shown interest in pursuing the MBA Program at Goa Business School, and are very likely to Pursue are 37%.

## Questionnaire 2

### Factors Parents Consider for their Children before applying to any Business School

1) Which Age group do you belong to?

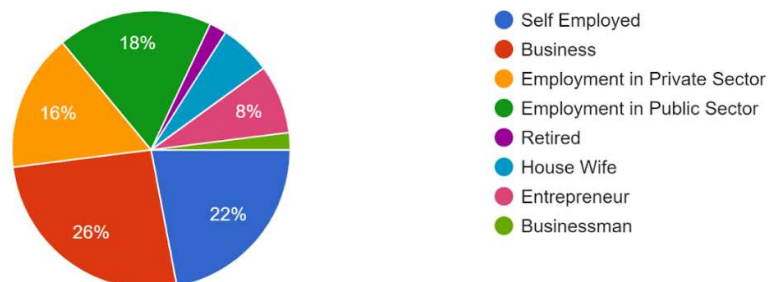
50 responses



The above Pie chart illustrates the age categories that the parents that generally enroll their students in business schools in India, on a collection of data we can conclude by saying that 42% of the parents belonged to the age group of 50 to 55, while 36% belonged to the age group of 45 to 50, similarly 10% belonged to the age group of 55 to 60, the remaining 6 % belong to the age group of 60 and above years.

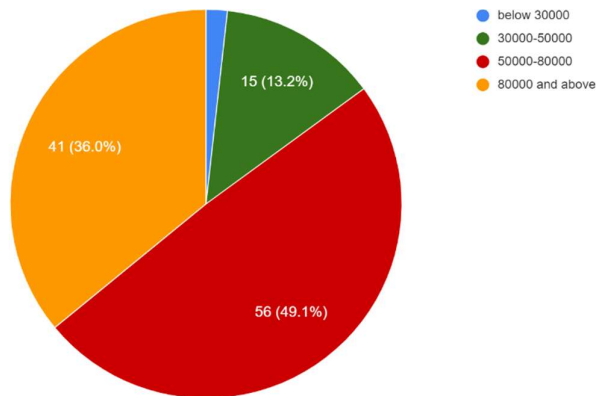
2) What is your Profession?

50 responses



The above pie chart indicates the profession of the parents, in order to bridge the awareness of the parents with the business school, on the collection of data we can find out that 26% of the candidates belong to the business class, while 22% belong to the self-employed category of working, 16% of the parents belong to employment in the private sector, 18% belong to the employment in the Private sector, while the remaining 8% belong to the category to entrepreneur.

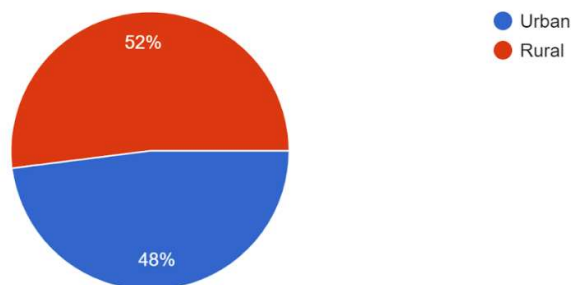
### 3)What is your total Household income?



The above pie chart indicates the total household income per month. we can see that 41% of the parents have an income ranging between 80000 and above per month, 49.1 % of parents belong to the 50,00 to 80,000 category, followed by the others. MBA is a professional course and it costs more than the other academic degrees. Parents who fall in the 50000-80000 and 80000 and above category prefer to send their children, as they are financially stable enough to afford the course.

### 4) Which Area do you currently reside in?

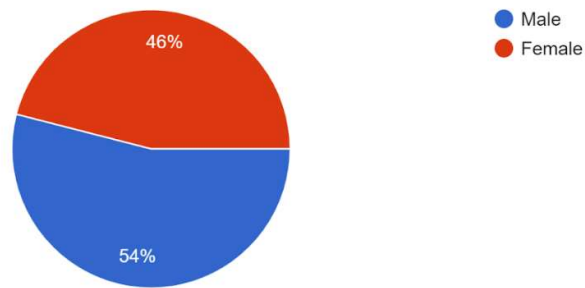
50 responses



As we can see from the above pie chart, the survey was conducted in such a way 52% of the respondents belonged to the rural area which shows that the Rural areas are equally well aware of the different professional courses such as MBA.

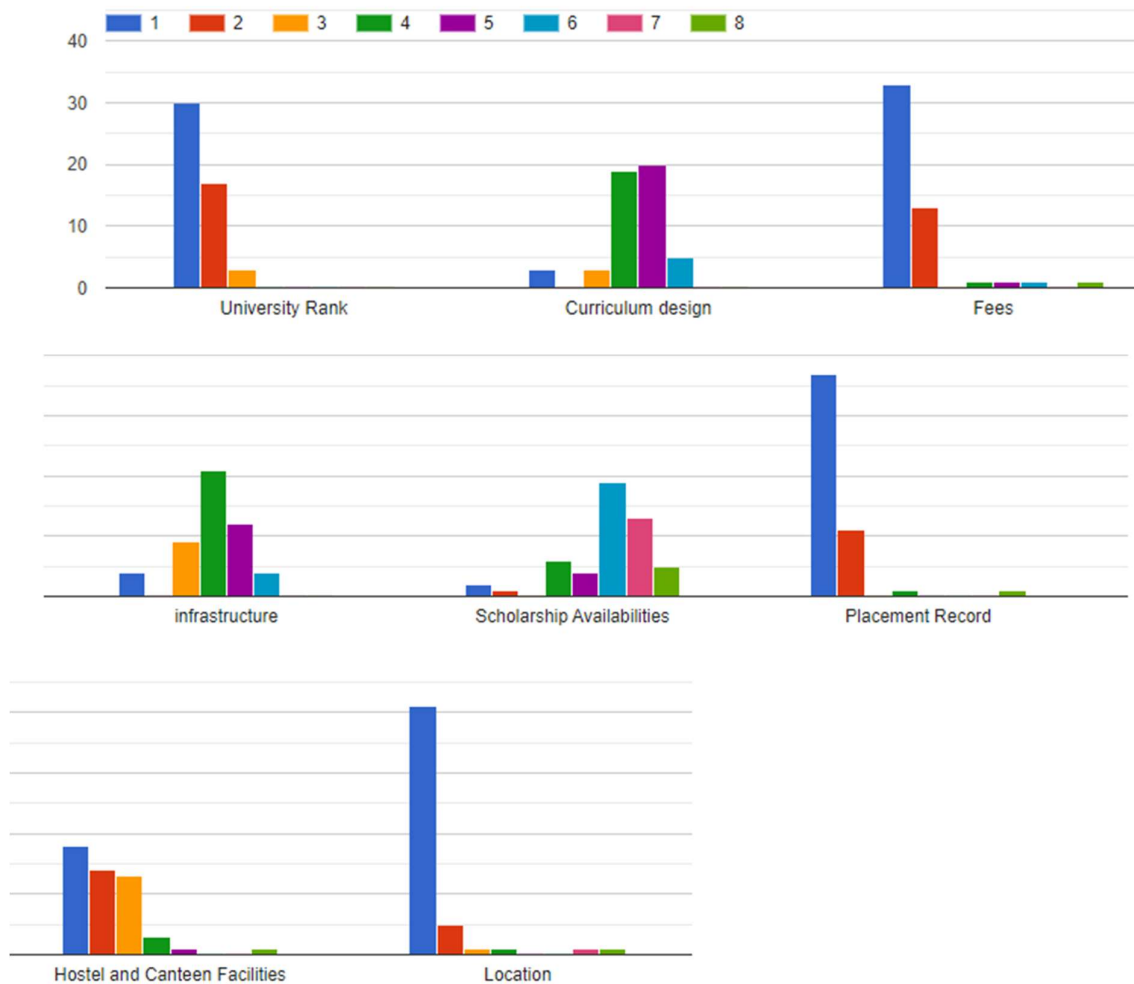
##### 5) What is your Child's Gender?

50 responses



There is a General Perception that parents prefer sending their male children for professional courses like MBA, But through this survey, we can see that there is a fine difference in the male/female percentages, The reason behind this could be the awareness being created about various professional courses has been improving.

6) Rank the following criteria in order of importance while selecting a Business School  
(No: 1 being most important, no: 8 being least important)

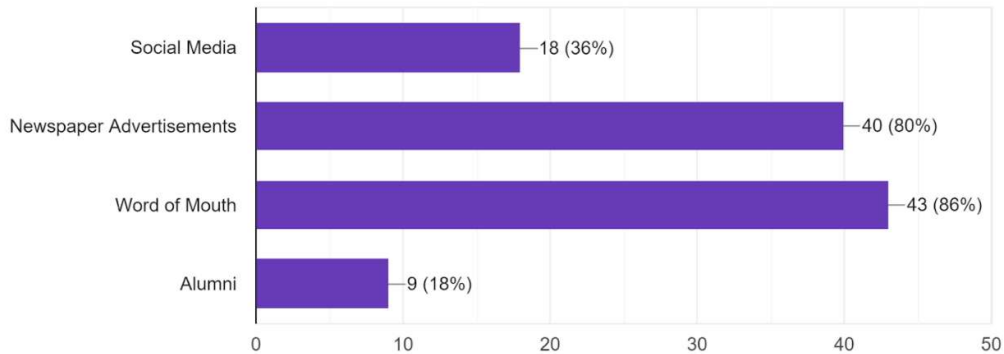


When parents are selecting b schools for their children the factors, they consider the most important as per the ratings they give are: University Rank, Fees, Placement Record, Hostel and canteen Facilities and Location, and factors they consider least important are scholarship, the reason being the income category they fall in as they can afford the education.

## Parents' Perception of MBA(General) Program at Goa Business School

1) How did you hear about The MBA Program (General) in Goa Business School?

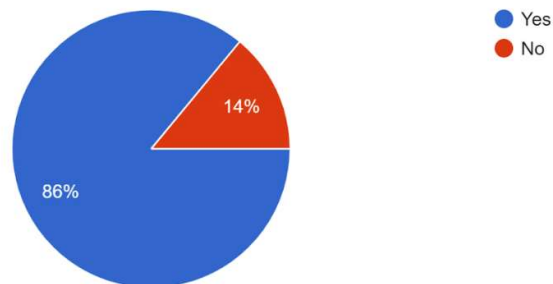
50 responses



The above data indicates that a fairly large amount of 86% heard about Goa Business School through Word of mouth because Goa University is the only University in Goa and People are aware of Goa University, Goa Business School is doing promotions through newspapers and we can see it has a positive impact in creating Brand awareness.

2) Have you visited the Goa Business School Website?

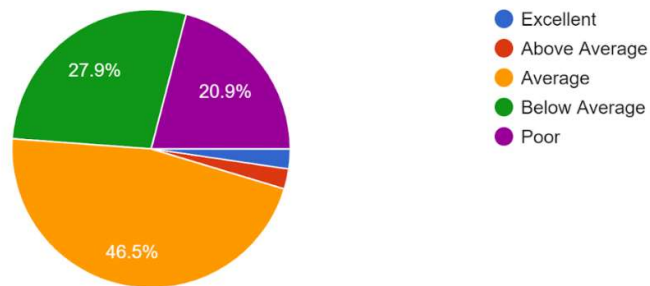
50 responses



The first interaction between the parents and the university before visiting the campus is the website to refer to the various curriculum, faculty members and various other aspects that will benefit their child in their academic experience, as we can see 86% of the respondents have visited the website and a very less amount of respondents have not visited the website.

### 3) How was your Website User Experience?

43 responses

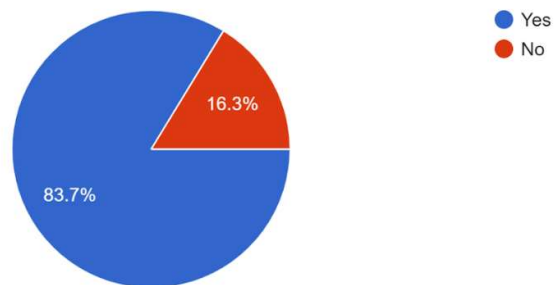


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46.5% of the respondents are of the opinion that the Goa business school website needs to be improved as they rated it as average, around 27.9% of the respondents think the website is below average and 20.9% have rated the Website Experience as poor.

### 4) Was the Website User Friendly/Easily Navigable?

43 responses



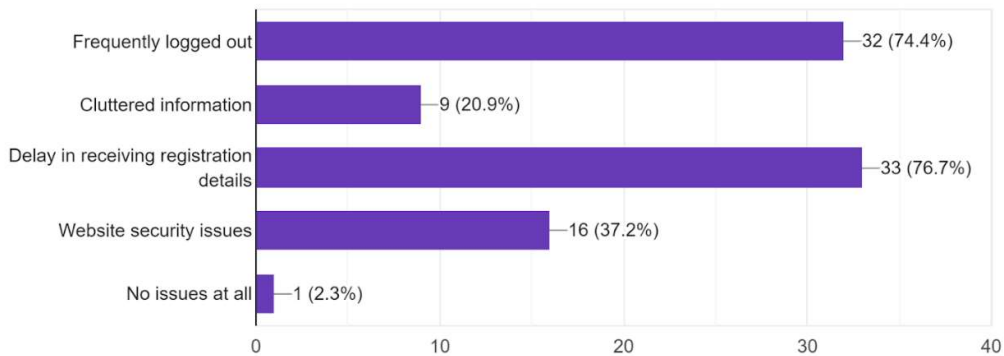
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A large amount of the users found the website to be user-friendly, therefore they rated it as 83.7% because the website is created in a user-friendly manner.



##### 5) What issues did you face while accessing the website

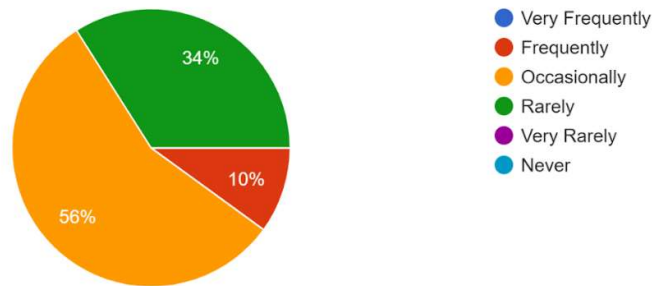
43 responses



The common problem faced by respondents is the delay in registration processes, 76.7% of the respondents have faced this issue, and followed by this we can see that 32% of respondents also faced the issue of frequent logging out.

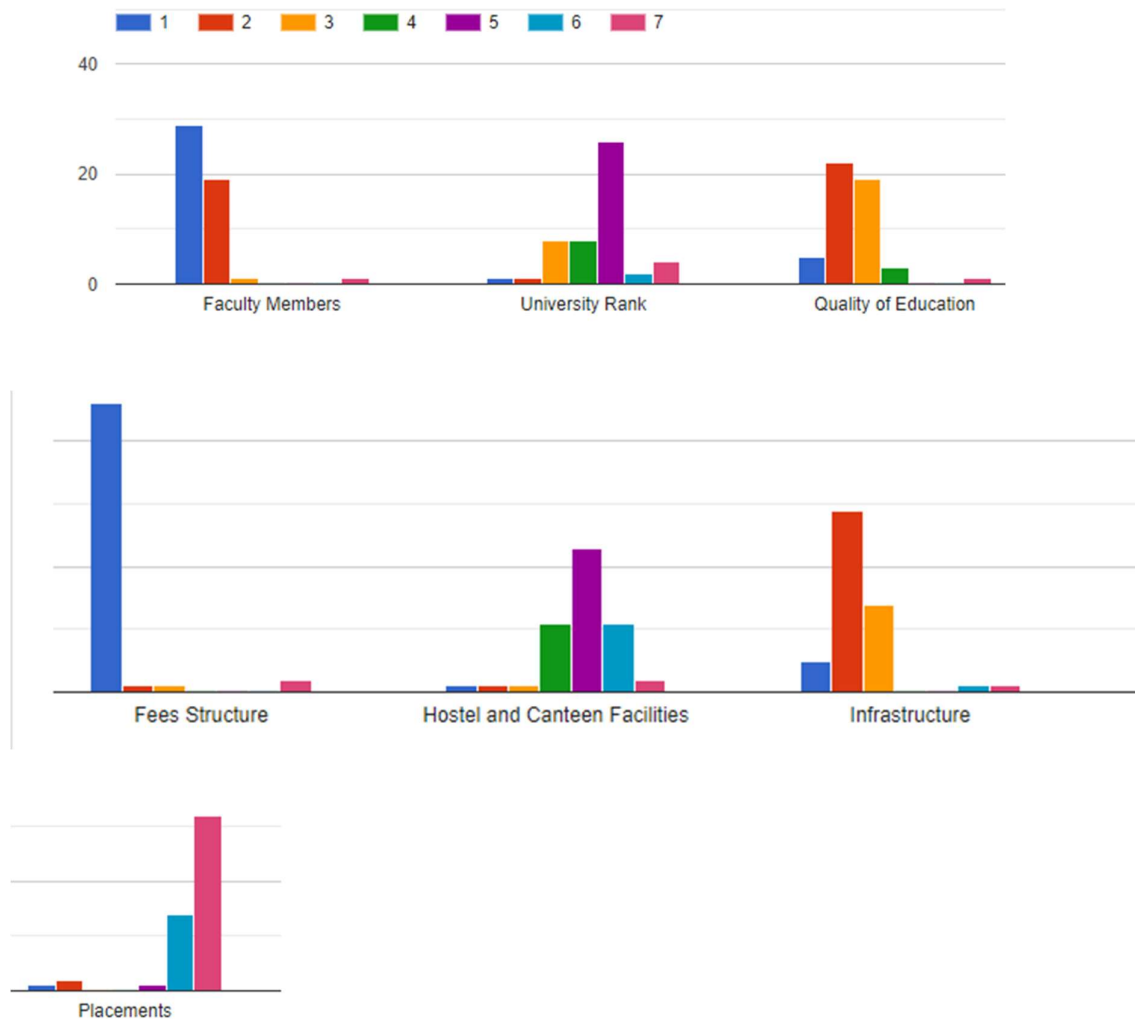
##### 6) How often do you hear or read about the MBA program in Goa Business School

50 responses



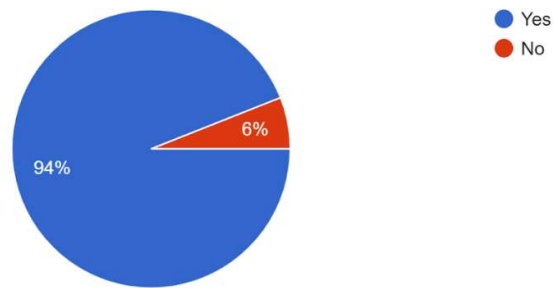
56% of the respondents have a rated that they've heard of the MBA program occasionally, which means awareness about the institution is quite good, but also needs scope for strong advertisement as 34% of the respondents had rarely heard or read about Goa Business School.

7) Rank in order of Quality of Service the following factors Perceived by you about Goa Business School (No. 1 being the best and No. 7 being the worst)



When asked to rank the quality of service, the respondents felt that faculty members of this institute are efficient, and the infrastructure and fee structure is also considered to be good while bad ratings were given to the Placements and Rank.

8) Do you think the Fee structure is a value for the Quality of service of Goa Business School?  
50 responses



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The MBA fees of Goa business school are one of the lowest that one can get for the quality of service they provide, 94% of the respondents agree it.

## **11.FINDINGS**

Like any other MBA aspirant, the expectations from the MBA program is enhancing self-knowledge skill, getting a good job, and a very good package. From this survey, we can confirm that the Goan MBA aspirant crowd seeks the same.

The students consider that the university rank, placement, reputation, fees, canteen and hostel facilities, and faculty are the most important factors before choosing a Business school. Parents are also of a similar opinion just that location also matters to them.

If you compare parents' and students' responses on how they got to know about how Goa business school. Parents got to know through newspapers and word of mouth. And the students got the news from alumni backed by word of mouth and social media.

The majority of the parents and students have visited the website and when asked about the user-friendliness of the website they responded with the majority ratings of average and below average.

On further study of the different aspects to pinpoint the cause of the problem, it was found that the respondents were most affected by the delay in receiving the registration details post-registration and frequent logging out from the website

In addition to the further research, on asked about the perception about GBS on the basis of the quality of service, the followings factors that were not rated well were placement, hostel and canteen facility, and ranking.

## **12. Conclusion**

After going through all the above parameters, I have found the factors which play a very important role for parents and students before joining a business school, The factors include, University rank, Faculty members, Reputation, Placements, Fee structure and hostel/Canteen facilities

Further research includes the rating of quality of service of goa business school perceived by parents and students The highest ratings were provided for the following factors which are Faculty members, quality of education and fees structure.

### **13.Recommendation:**

#### **Short term recommendation:**

- 1) As part of the internship on conducting 1 to 1 interaction and various talks for the MBA Program promotion, which also includes further research about website experience I would recommend The university to work on the website as the admissions have recently begun and it would cause easy to the upcoming batch and the parents to access the website.

#### **Long term recommendation**

- 1) On the feedback on factors considered by students and parents before applying to Business School and also the rating provided to various factors of Goa Business School were asked to bridge the connection between the two expectations and perceived service of quality, I would like to recommend the university to form a strong and determined placement committee to avail better placements as found in the ratings provided above, secondly to focus on the improvement of University Ranking in terms of Naac as the rank plays an important factor to the parents and the students.

#### **14. Learning derived**

It has been a great experience working at Goa University during the duration of the internship, while my role was to handle the social media and assist the admission process.

- 1) Gain knowledge of the admission process
- 2) Improved my Designing skills in Canva.
- 3) How does the process of approvals work in the University and external factors such as the Cmat exam date affected the admission process which in return which can also happen in any business or institution where the entire plan of action and schedule gets affected due to external factors.
- 4) Helped to improve my communication skills as I had to interact with the various colleges and their principles while creating brand awareness.

#### **15. Contributions to the Organization:**

1. Handling Social Media accounts.
2. Organise talks and online presentations for students to create brand awareness.
3. Create Brand awareness for Executive MBA through social media and by sending Mails to the majority of the university and companies.
4. Create various posters for social media during the admission process.
5. Coordinated and solve doubts of MBA Aspirants and also guide them through the registration process.
6. Got a healthy number of applicants for the Program (70) plus increasing as we have just begun the registration process.
7. Setting up live streams on YouTube for Masterclass and Formento Series.
8. Create a database of interested applicants from various colleges with Name, contact, current course and area of residence.
9. Created Admission Brochure 2022-2024

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5. Analysis of Students' Perception on Quality of Management Education in Kathmandu\* Aaratee Tripathee
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7. Joseph SiaKee Ming 2010 Has prepared a research paper on the title, "Institutional Factors Influencing Students" College Choice Decision in Malaysia:

## **17.ANNEXURE-1**

### **Questionnaire 1**

#### **Factors Students Consider before applying to any Business School**

1)Name

2)Contact Number

3) Age

- 18 to 21
- 21 to 26
- 26 to 30
- 30 and above

4) Gender

- Male
- Female
- Other

5) Marital Status

- Single
- Married
- Other
- 

6) Which Area do you currently reside in?

- Urban
- Rural

7) Are you a?

- Student
- Working Professional

8) What course are you currently Pursuing/Completed?

- BE
- BCOM
- BBA
- BCA
- B.Pharmacy
- B.Architecture
- LLB
- MBBS
- BFA
- Other



9) What do you expect to achieve from an MBA Program?

- Enhance self knowledge and skills in management
- Achieve the qualification
- Job opportunities for self career advancement
- To consequently pursue further studies (PhD)
- Startup knowledge
- Good Salary Package
- All of the above

10) Rank the following criteria in order of importance while selecting a Business School (No: 1 being most important, no: 12 being least important)

- University Rank
- Faculty members
- Curriculum design
- Affiliation
- Infrastructure
- Facilities
- Reputation
- Placements
- Entrance Exam
- Fees Structure
- Scholarship Availabilities
- Hostel and Canteen Facilities

### **Students Perception about MBA(General) Program at Goa Business School**

1) How did you hear about the MBA Program (General) in Goa Business School?

- Social Media
- Newspaper Advertisements
- Word of Mouth
- Alumni
- 1 on 1 presentation/Talks/Events
- Other

2) Have you visited the Goa Business School Website?

- Yes
- No

3) How was your Website User Experience?

- Excellent
- Above Average
- Average
- Below Average
- Poor

4) Was the Website User Friendly/Easily Navigable?

- Yes
- No

5) What issues did you face while accessing the website?

- Frequently logged out
- Cluttered information
- Delay in receiving registration details
- Website security issues
- No issues at all
- Other

6) Which of the following Specialization are you most inclined to pursue?

- Marketing
- Human Resource
- Finance

7) How often do you hear or read about the MBA program in Goa Business School

- Very Frequently
- Frequently
- Occasionally
- Rarely
- Very Rarely
- Never

- 8) Rank in order of Quality of Service of the following factors Perceived by you about Goa Business School (No. 1 being the best and No. 7 being the worst)
- Faculty members
  - University Rank
  - Quality of Education
  - Infrastructure
  - Fees Structure
  - Hostel and Canteen Facilities
  - Placements
- 9) Do you think the Fee structure is a value for the Quality of service of Goa Business School?
- Yes
  - No
  - Maybe
- 10) Have you heard about the German exchange Program at Goa Business School?
- Yes
  - No
- 11) How likely are you to pursue your MBA(general) in Goa Business School?
- Very likely
  - Likely
  - Somewhat likely
  - Not likely
- 12) Please provide us with any additional Feedback

## **18.ANNEXURE-2**

### **Questionnaire 2**

#### **Factors Parents Consider for their Children before applying to any Business school**

- 1) Which Age group do you belong to?
  - Below 40
  - 40 to 45
  - 45 to 50
  - 50 to 55
  - 55 to 60
  - 60 and Above
- 2) What is your Profession?
  - Self Employed
  - Business
  - Employment in Private Sector
  - Employment in Public Sector
  - Retired
  - House Wife
  - Entrepreneur
  - Other
- 3) What is your Total Household Income Per Month?
  - Below Rs. 30,000
  - Rs. 30,000 to 50,000
  - Rs.50,000 to Rs.80,000
  - Above Rs.80,000
- 4) Which Area do you currently reside in?
  - Urban
  - Rural
- 5) What is your Child's Gender?
  - Male
  - Female
  - Other

- 6) Rank the following criteria in order of importance while selecting a Business School (No: 1 being most important, no: 8 being least important)

- University Rank
- Curriculum design
- Fees
- Infrastructure
- Scholarship Availabilities
- Placement Record
- Hostel and Canteen Facilities
- Location

### **Parent's Perception about MBA(General) Program at Goa Business School**

- 1) How did you hear about the MBA Program (General) in Goa Business School?

- Social Media
- Newspaper Advertisements
- Word of Mouth
- Alumni
- 1 on 1 presentation/Talks/Events
- Other

- 2) Have you visited the Goa Business School Website?

- Yes
- No

- 3) How was your Website User Experience?

- Excellent
- Above Average
- Average
- Below Average
- Poor

- 4) Was the Website User Friendly/Easily Navigable?

- Yes
- No

- 5) What issues did you face while accessing the website?

- Frequently logged out
- Cluttered information
- Delay in receiving registration details
- Website security issues

- No issues at all
- 6) Other How often do you hear or read about the MBA program in Goa Business School
- Very Frequently
  - Frequently
  - Occasionally
  - Rarely
  - Very Rarely
  - Never
- 7) Rank in order of Quality of Service the following factors Perceived by you about Goa Business School (No. 1 being the best and No. 7 being the worst)
- Faculty Members
  - University Rank
  - Quality of Education
  - Fees Structure
  - Hostel and Canteen Facilities
  - Infrastructure
  - Placements
- 8) Do you think the Fee structure is a value for the Quality of service of Goa Business School?
- Yes
  - No
  - Maybe
- 9) Please provide us with any additional Feedback