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**A STUDY ON AWARENESS ABOUT MANAGEMENT EDUCATION AMONG HOTEL  
MANAGEMENT STUDENTS IN VIJAYAWADA**

**V.GOPI CHAND<sup>1</sup>, Dr.B.KISHORE BABU<sup>2</sup>**

<sup>1</sup>MBA student, KLU Business School, K L University, Green fields, Vaddeswaram, Andhra Pradesh, India.

<sup>2</sup>Associate professor, KLU Business School, K L University, Green fields, Vaddeswaram, Andhra Pradesh, India.

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**ABSTRACT**

The purpose of this research is to know the level of awareness about management studies among hotel management students in Vijayawada. As management education in our country is growing leaps and bounds; we have many graduates from different streams coming into management education to add an added advantage to their studies. Hotel management is also a booming industry which provides lots of employment in our nation and also lots of placements abroad. This research is being conducted among the hotel management students in Vijayawada to know about their awareness about the management studies and to know if the students are aware of the courses in MBA that can be pursued. Researcher also comes to know what are students planning to do after their HOTEL MANAGEMENT, and if they knew the difference between MBA & PGDM. We come to know the awareness among them about the jobs that they can get after the completion of their management studies.

**KEY WORDS:** Management Education, awareness, MBA, PGDM

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**INTRODUCTION**

For the past several decades, management education has been one of the most coveted disciplines globally. Applicants seek quality education that can fast-track their understanding of economies and business. Corporate firms are looking for job-ready individuals who can understand the bigger picture and contribute to their growth story. Business school graduates are driving change through leadership positions across industries and sectors.

Being a relatively recent discipline and the one that is context-specific, management education must undergo frequent changes. Innovate or die is the mantra that business schools have to adopt in order to stay relevant. They must appreciate the changes in the way business is done and accordingly review their curriculum, methodology and people. Business schools that insist on following the traditional approach will be doing a disservice to their students and to the recruiters as well.

The decade gone by saw two significant changes that management schools went through. The first was in terms of student profile. Diversity came into focus. Scholarship programmes were started for women

students. Students with work experience across industries were invited back to the classroom—for this, the focus in the entrance criteria shifted from test scores alone to the candidate's experience and exposure. Several business schools changed their entrance criteria and started giving credit to qualities beyond a test score.

For example, in 2009, the School of Inspired Leadership introduced Caliper, a profiling tool that tests applicants for their leadership potential. The intent was to strengthen the diversity in business school classrooms.

The second change was industry involvement. Increasingly, senior executives became more conscious of the importance of contributing to education and were willing to make the time for this across business schools. They came on board as mentors, visiting faculty, guest speakers and for research collaborations, offering live projects—over and above industry internships—which gave students the opportunity to learn in a real-world setting under the guidance of seasoned professionals. Looking ahead, we can see two trends emerging—one is the globalisation of management education and the other is the increasing use of technology.

### RESEARCH PROBLEM

As management education and hotel management are no where less to each other in their own industries there are many graduates coming out every year. Mostly many hotel management graduates are in their very own profession and doesn't know how the management other than hotels function so this is the research being conducted on how their perception and awareness is towards the management studies after their hotel management.

### OBJECTIVES:

1. To know the awareness of about management education provided by universities among hotel management students.
2. To suggest various methods to improve the awareness about management education among hotel management students.
3. To know the awareness of hotel management students on various courses offered by universities in management studies.
4. To know the awareness among hotel management students about the jobs they may get after management studies.

### HYPOTHESIS

- H0: There is a relationship between gender and awareness about management studies among students.
- H1: There is no relation between gender and awareness about management studies among students.
- H0: Students from all the hotel management colleges in Vijayawada have same level of awareness about MBA&PGDM.
- H1: Students from all the hotel management colleges in Vijayawada don't have same level of awareness about MBA&PGDM.

### The RESEARCH METHODOLOGY

**Research Method:** descriptive research

**SAMPLING TECHNIQUE AND SAMPLE SIZE:** A purposive-cum-convenient sampling method is used in selecting participants.

The population was 153 no of final year students of various hotel Management Colleges. With due consideration to the fact that the study is based on final year students who have completed their industrial training the study was done with sample size of 153 hotel management students from various colleges. Apart from the above mentioned other t secondary data was collected from various journals books and internet.

**DATA COLLECTION:** It is a descriptive research, where the data is collected from both primary and secondary sources ; the primary sources are collection of opinions and behaviors of the population using a structured questionnaire and secondary sources like previous researches in this field, various journals, books and websites.

**INSTRUMENTS USED:** A structured questionnaire was used to collect the data from the population

**STATISTICAL TOOL:**

Data were coded and entered into SPSS© for statistical analysis.

**REVIEW OF LITERATURE**

Sunder Srinivasan, Anuradha Karmarkar (2014) in their article "Changing perception of students towards Hotel Management Course while pursuing the course" states that Hotel Management Institutes have seen a tremendous growth in the recent years. More and more students are inclining to join or pursue this course at from the institutes at national level or at different universities or private institutes. The popularity of this course amongst the aspirants is because of many career opportunity factors such as, job opportunities, different avenues, popularity of various television programme based on cooking skills, parents of students already into hotel business, eligibility criteria, entrepreneurship plans, overseas job opportunities, passion & interest etc.

Rajeshree S. Pol, Hemraj Patil in their article "Perception of Final Year Hotel Management Students towards Working in Hotel Industry" states that : Although the development of hotel industry can create new job opportunities' it is often criticized that the hotel industry provides low skilled and less paid jobs. If today's students are going to be the hotel managers of tomorrow it's important to understand their perceptions about hotel jobs.

This paper focuses on final year students who have completed their industrial trainings and are ready for placement in hotels. The study finds that the students respondent neither favourable nor unfavourable towards the hotel jobs.

**THEORETICAL FRAME WORK**

The world has definitely shrunk and business schools must swim with this tide. More and more students today ask for global exposure. While exchange programmes have long been part of the business school curriculum, now joint degrees are being offered as well, which lead to a diverse learning experience.

The time-honoured case study method of business schools is also being augmented by global immersion experiences where students do a live project overseas. This kind of real-world exposure in a different context and setting can prepare students for global leadership roles—much needed in today's corporate context

Going forward, the acute shortage of credible faculty and the resulting costs will lead to greater acceptance of online courseware. This can be of two types—recorded videos of in-house faculty or MOOCs (massive open online courses) by other schools. MOOCs are available freely across subject areas. MOOCs also give an opportunity to students to add to their repertoire of skills and improve the opportunities available to them after college. Today, a hybrid model of online and offline learning is developing the world over to maximise student learning potential.

In today's digital era, an in-depth technical orientation is critical in every branch of learning. Across the board, technology has seeped into management subjects. Social media awareness in marketing, big data analytics, tech-based innovation, knowledge management, e-commerce and HR analytics are all gaining importance. Faculty and learners alike must be able to dissect data and be conversant with technology.

Business schools are fast accepting this fact and conversations are on about how to get the best faculty on board for this. Superior learning can happen if faculty has first-hand exposure to these areas. For this, the current trend of industry involvement as faculty is essential to make students job-ready

Further, tech-savvy professors are also starting conversations through communities of practice on social media commons such as LinkedIn, Slide Share and others. This enables them to learn about the best practices from across the globe and selectively apply what is appropriate to their context. The rate of change of curriculum has to keep up with this tech-enabled speed of knowledge sharing and dissemination.

This invigorating combination of globalisation and technology-orientation will make business schools the best place to learn and grow. Those who keep pace with this transformation will emerge as winners in the minds of their students and industry partners as well.

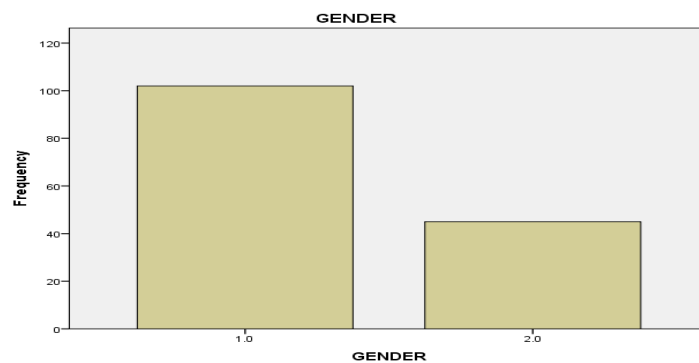
**DATA ANALYSIS & INTERPETATION:****FREQUENCY TABLES:**

## 1. GENDER:

Table 4.1: GENDER

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.0	102	66.7	69.4	69.4
Valid 2.0	45	29.4	30.6	100.0
Total	147	96.1	100.0	
Missing System	6	3.9		
Total	153	100.0		

Source: Field survey

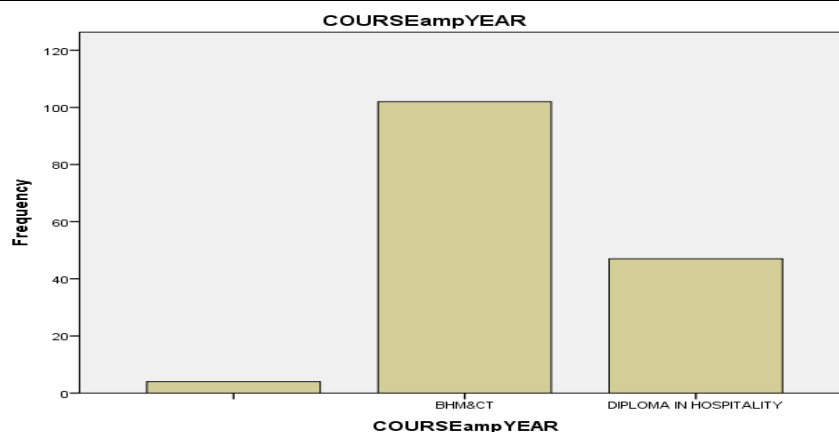


Bar diagram 4.1

The above diagram depicts that out of 153 respondents, majority 102 (66.7%) of the respondents are male, followed by 45 (29.4%) of respondents are females.

Table 4.2: COURSE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid BHM&CT	102	66.7	66.7	69.3
Valid DIPLOMA IN HOSPITALITY	47	30.7	30.7	100.0
Total	153	100.0	100.0	



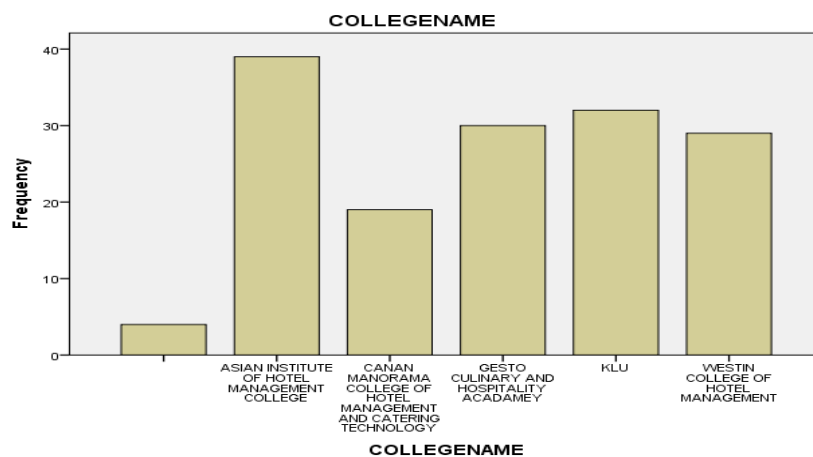
Bar diagram 4.2

The above diagram depicts that out of 153 respondents, majority of the respondents 102 (66.7%) are from BHM&CT, followed by 47 (30.7%) of respondents are DIPLOMA IN HOSPITALI College

Table 4.3. COLLEGE NAME

	Frequency	Percent	Valid Percent	Cumulative Percent
ASIAN INSTITUTE OF HOTEL MANAGEMENT COLLEGE(AIHM)	4	2.6	2.6	2.6
CANAN MANORAMA COLLEGE OF HOTEL MANAGEMENT AND CATERING TECHNOLOGY(CMHM)	39	25.5	25.5	28.1
GESTO CULINARY AND HOSPITALITY ACADAMEY(GCHA)	19	12.4	12.4	40.5
KLU	30	19.6	19.6	60.1
WESTIN COLLEGE OF HOTEL MANAGEMENT(WCHM)	32	20.9	20.9	81.0
Total	29	19.0	19.0	100.0
Valid	153	100.0	100.0	

Source: Field survey



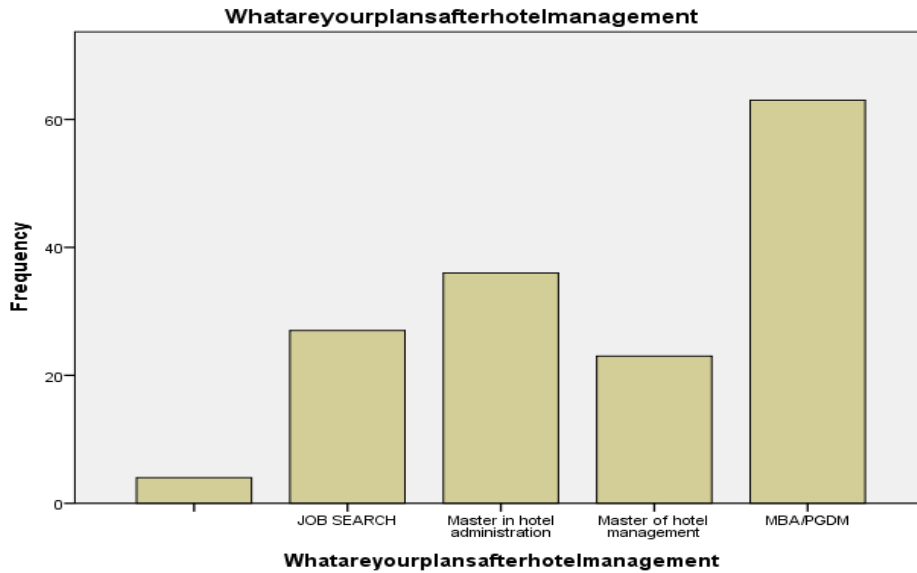
Bar diagram 4.3

The above diagram depicts that out of 153 respondents, majority 39 (25.5%) of the respondents are AIHM, followed by 32 (20.9%) of respondents are from KLU, 30 (19.6%) from GCHA, 29 (19.0%) from WCHM, 19 (12.4%) from CMHM.

## PLANS AFTER HOTEL MANAGEMENT:

	Frequency	Percent	Valid Percent	Cumulative Percent
JOB SEARCH	4	2.6	2.6	2.6
Master in hotel administration	27	17.6	17.6	20.3
Master of hotel management	36	23.5	23.5	43.8
MBA/PGDM	23	15.0	15.0	58.8
Total	63	41.2	41.2	100.0
Valid	153	100.0	100.0	

Source: Field survey



Bar diagram 4.4

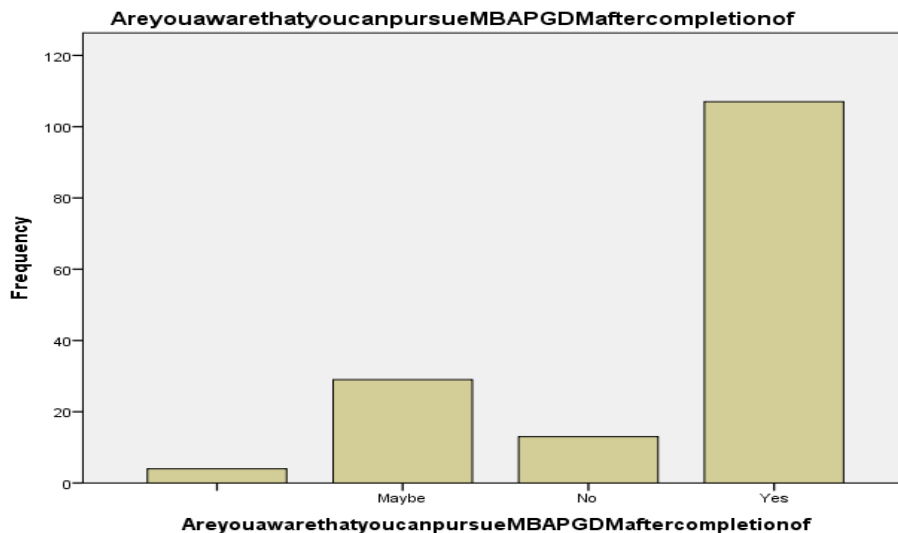
The above diagram depicts that out of 153 respondents ,majority of the respondents 63(41.2%) are opting MBA/PGDM, followed by 36(23.5%) of respondents are opting MHA,27(17.6) are opting for job search,23(15%) are opting for MHM.

**AWARENES ON PERSUING MBA& PGDM AFTER HOTEL MANAGEMENT:**

Table 4.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Maybe	29	19.0	19.0	21.6
Valid No	13	8.5	8.5	30.1
Valid Yes	107	69.9	69.9	100.0
Total	153	100.0	100.0	

Source: Field survey



Bar diagram 4.5

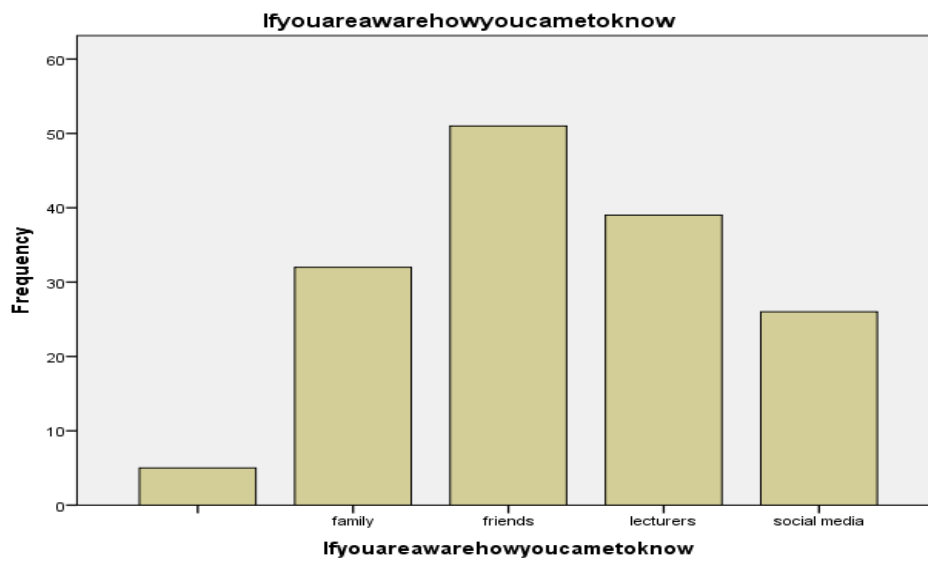
The above diagram depicts that out of 153 respondents ,majority of the respondents 107(69.9%) are aware that they can persue mba after hotelmanagement,29(19%) of respondents thinks that they maybe aware ,13(8.5%) of the respondents are not aware.

HOW DO THEY KNOW :

Table 4.6

	Frequency	Percent	Valid Percent	Cumulative Percent
	5	3.3	3.3	3.3
Valid family	32	20.9	20.9	24.2
friends	51	33.3	33.3	57.5
lecturers	39	25.5	25.5	83.0
social media	26	17.0	17.0	100.0
Total	153	100.0	100.0	

Source: Field survey



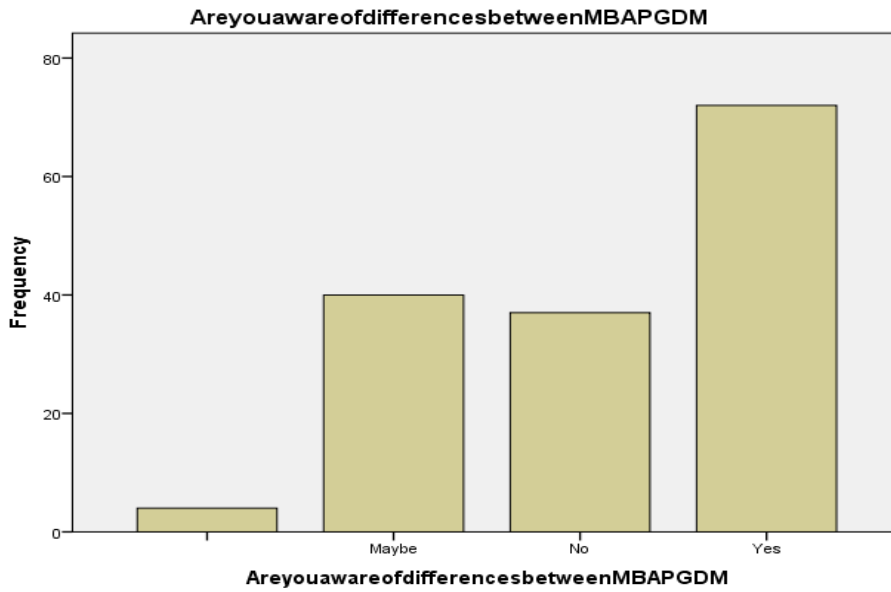
Bar diagram 5.6

The above diagram depicts that out of 153 respondents ,majority of the respondents51(33.3%) known information from friends, followed by 39(25.5) of respondents are known from lecturers,32(20.9) have known from family member,26(17.0%) have known from social media.

AWARENES ON DIFFERENCE BETWEEN MBA&PGDM:

Table 4.7

	Frequency	Percent	Valid Percent	Cumulative Percent
	4	2.6	2.6	2.6
Valid Maybe	40	26.1	26.1	28.8
No	37	24.2	24.2	52.9
Yes	72	47.1	47.1	100.0
Total	153	100.0	100.0	



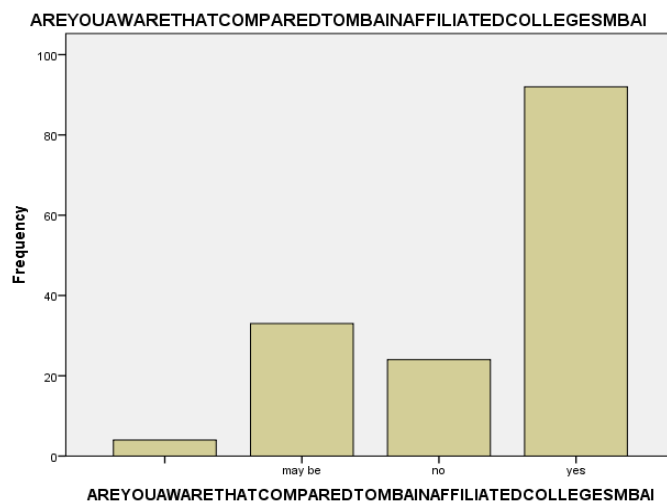
Bar diagram 4.7

The above diagram depicts that out of 153 respondents ,majority of the respondents 72(47.1%) knows the difference between MBA/PGDM, followed by 40(26.1%) of respondents said they may know the difference, 37(24.2%)are not aware of the difference.

**AWARENESS ON MBA IN AFFILIATED COLLEGES TO MBA IN UNIVERSITIES:**

Table 4.8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid may be	4	2.6	2.6	2.6
Valid no	33	21.6	21.6	24.2
Valid yes	24	15.7	15.7	39.9
Total	92	60.1	60.1	100.0
	153	100.0	100.0	



Bar diagram 4.8

The above diagram depicts that out of 153 respondents ,majority of the respondents 92(60.1%) are aware about the question, 33(21.6%) of the respondents are not sure,24(15.7%) of the respondents are not aware.

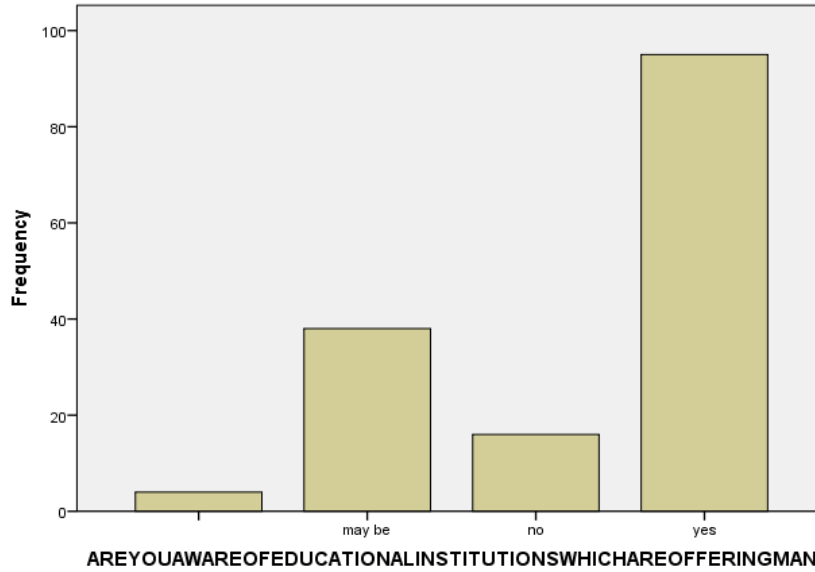


## AWARENESS ON EDUCATIONAL INSTITUTIONS OFFERING MANAGEMENT EDUCATION IN VIJAYAWADA:

Table 4.9

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid may be	4	2.6	2.6	2.6
no	38	24.8	24.8	27.5
yes	16	10.5	10.5	37.9
Total	95	62.1	62.1	100.0
Total	153	100.0	100.0	

AREYOUAWAREOFEDUCATIONALINSTITUTIONSWHICHAREOFFERINGMAN



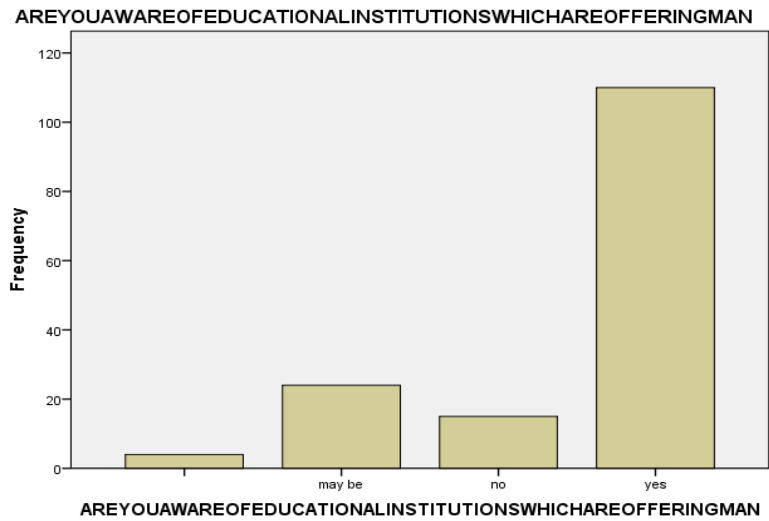
Bar diagram 4.9

The above diagram depicts that out of 153 respondents, majority of the respondents 95(62.1%) know the management colleges, followed by 38(24.8%) of the respondents are not sure about the colleges, 16(10.5%) of them don't know the colleges offering management education in Vijayawada.

## AWARENESS ON EDUCATIONAL INSTITUTIONS OFFERING MANAGEMENT EDUCATION IN INDIA:

Table 4.10

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid may be	4	2.6	2.6	2.6
no	24	15.7	15.7	18.3
yes	15	9.8	9.8	28.1
Total	110	71.9	71.9	100.0
Total	153	100.0	100.0	



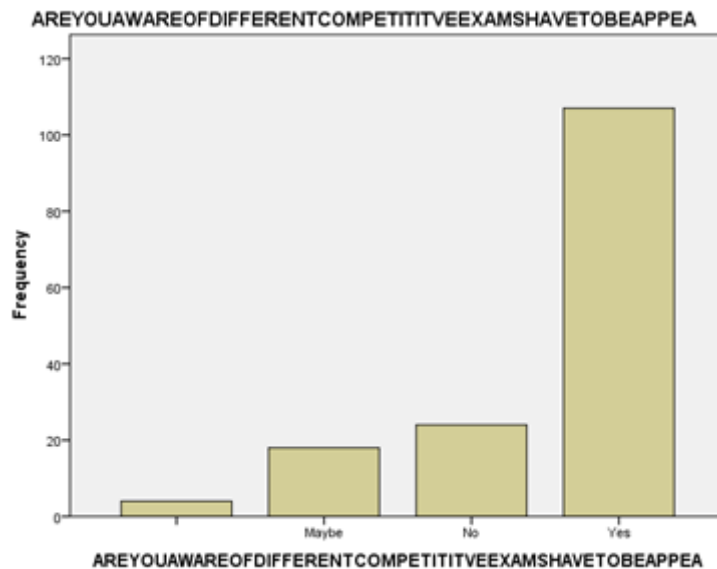
Bar diagram 4.10

The above diagram depicts that out of 153 respondents ,majority of the respondents 110(71.9%) knows the management colleges, followed by 24(15.8%)of the respondents are not sure about the colleges,15(9.8%) of them dont know the colleges offering management education in India.

**AWARENESS ON COMPETITIVE EXAMS TO BE APPEARED FOR MBA&PGDM:**

Table 4.11

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	2.6	2.6	2.6
Maybe	18	11.8	11.8	14.4
No	24	15.7	15.7	30.1
Yes	107	69.9	69.9	100.0
Total	153	100.0	100.0	



bar diagram 4.11

The above diagram depicts that out of 153 respondents ,majority of the respondents 107(69.9%)are aware ofcompetitive exams,followed by 24(15.8%)of the respondents dont know the competitive exams ,18(11.8%) of them are not sure of competitive exams.

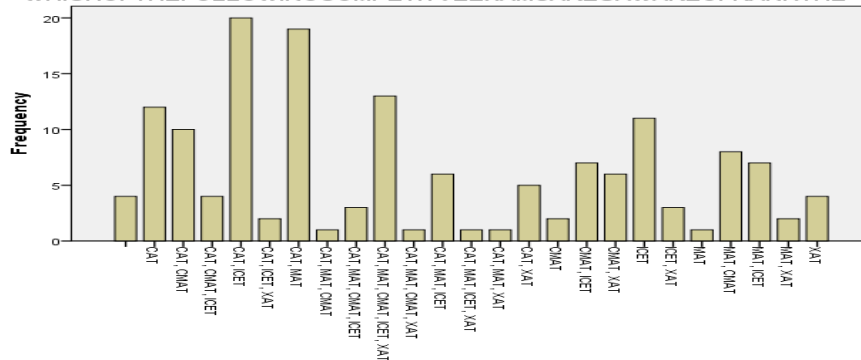
RANKING OF COMEPETITIVE EXAMS THAT STUDENTS ARE AWARE OF:

WHICH OF THE FOLLOWING COMPETITIVE EXAMS ARE YOU AWARE OF RANK THE

Table 4.1

	Frequency	Percent	Valid Percent	Cumulative Percent
	4	2.6	2.6	2.6
CAT	12	7.8	7.8	10.5
CAT, CMAT	10	6.5	6.5	17.0
CAT, CMAT, ICET	4	2.6	2.6	19.6
CAT, ICET	20	13.1	13.1	32.7
CAT, ICET, XAT	2	1.3	1.3	34.0
CAT, MAT	19	12.4	12.4	46.4
CAT, MAT, CMAT	1	.7	.7	47.1
CAT, MAT, CMAT, ICET	3	2.0	2.0	49.0
CAT, MAT, CMAT, ICET, XAT	13	8.5	8.5	57.5
CAT, MAT, CMAT, XAT	1	.7	.7	58.2
CAT, MAT, ICET	6	3.9	3.9	62.1
Valid CAT, MAT, ICET, XAT	1	.7	.7	62.7
CAT, MAT, XAT	1	.7	.7	63.4
CAT, XAT	5	3.3	3.3	66.7
CMAT	2	1.3	1.3	68.0
CMAT, ICET	7	4.6	4.6	72.5
CMAT, XAT	6	3.9	3.9	76.5
ICET	11	7.2	7.2	83.7
ICET, XAT	3	2.0	2.0	85.6
MAT	1	.7	.7	86.3
MAT, CMAT	8	5.2	5.2	91.5
MAT, ICET	7	4.6	4.6	96.1
MAT, XAT	2	1.3	1.3	97.4
XAT	4	2.6	2.6	100.0
Total	153	100.0	100.0	

WHICH OF THE FOLLOWING COMPETITIVE EXAMS ARE YOU AWARE OF RANK THE



WHICH OF THE FOLLOWING COMPETITIVE EXAMS ARE YOU AWARE OF RANK THE

Bar diagram 4.12

The above diagram depicts that out of 153 respondents ,majority of the respondents 20(13.1%) of the respondents are aware of CAT&ICET,followed by 19(12.4%) of the respondents are aware of CAT&MAT,12(7.8%) are aware of only CAT,11(7.2%) of the respondents are aware of only ICET.

#### 4.8 AWARENESS ON VARIOUS MBA& PGDM PROGRAMMES OFFERED IN MANAGEMENT STUDIES:

Table 4.13

	Frequency	Percent	Valid Percent	Cumulative Percent
	4	2.6	2.6	2.6
FINANCE, HOSPITALITY MANAGEMENT, MASTERS IN HOTEL MANAGEMENT	2	1.3	1.3	3.9
FINANCE, HR	4	2.6	2.6	6.5
FINANCE, HR, TELECOM	2	1.3	1.3	7.8
FINANCE, MASTERS IN HOTEL MANAGEMENT	2	1.3	1.3	9.2
HOSPITALITY MANAGEMENT	8	5.2	5.2	14.4
HOSPITALITY MANAGEMENT, MASTERS IN HOTEL MANAGEMENT	11	7.2	7.2	21.6
HOSPITALITY MANAGEMENT, TELECOM	2	1.3	1.3	22.9
HOSPITALITY MANAGEMENT, TELECOM, MASTERS IN HOTEL MANAGEMENT	1	.7	.7	23.5
HR	5	3.3	3.3	26.8
Valid HR, HOSPITALITY MANAGEMENT	3	2.0	2.0	28.8
HR, HOSPITALITY MANAGEMENT, MASTERS IN HOTEL MANAGEMENT	1	.7	.7	29.4
HR, MASTERS IN HOTEL MANAGEMENT	2	1.3	1.3	30.7
HR, PHARMA, CONSRUCTION MANAGEMNT, MASTERS IN HOTEL MANAGEMENT	4	2.6	2.6	33.3
HR, PHARMA, HOSPITALITY MANAGEMENT	2	1.3	1.3	34.6
HR, TELECOM, MASTERS IN HOTEL MANAGEMENT	1	.7	.7	35.3
IT, HOSPITALITY MANAGEMENT	2	1.3	1.3	36.6
MARKETING	3	2.0	2.0	38.6
MARKETING, FINANCE	7	4.6	4.6	43.1
MARKETING, FINANCE, BANKING, INSURANCE AND FINANCIAL SERVICES	2	1.3	1.3	44.4

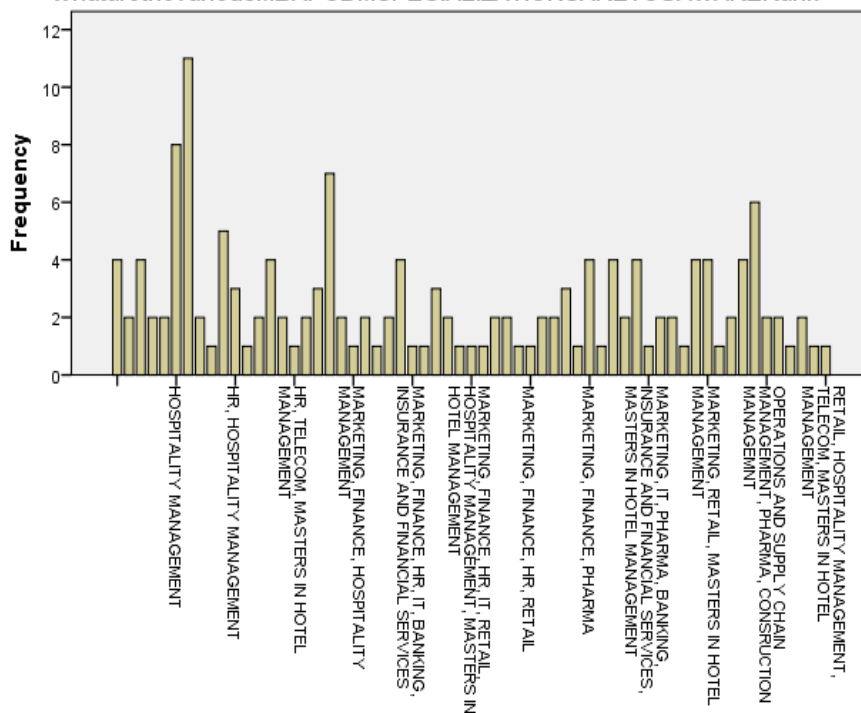
MARKETING, FINANCE, HOSPITALITY MANAGEMENT	1	.7	.7	45.1
MARKETING, FINANCE, HOSPITALITY MANAGEMENT, TELECOM	2	1.3	1.3	46.4
MARKETING, FINANCE, HR	1	.7	.7	47.1
MARKETING, FINANCE, HR, HOSPITALITY MANAGEMENT, BANKING, INSURANCE AND FINANCIAL SERVICES, MASTERS IN HOTEL MANAGEMENT	2	1.3	1.3	48.4
MARKETING, FINANCE, HR, IT	4	2.6	2.6	51.0
MARKETING, FINANCE, HR, IT, BANKING, INSURANCE AND FINANCIAL SERVICES	1	.7	.7	51.6
MARKETING, FINANCE, HR, IT, OPERATIONS AND SUPPLY CHAIN MANAGEMENT, HOSPITALITY MANAGEMENT, BANKING, INSURANCE AND FINANCIAL SERVICES, MASTERS IN HOTEL MANAGEMENT	1	.7	.7	52.3
MARKETING, FINANCE, HR, IT, OPERATIONS AND SUPPLY CHAIN MANAGEMENT, RETAIL	3	2.0	2.0	54.2
MARKETING, FINANCE, HR, IT, OPERATIONS AND SUPPLY CHAIN MANAGEMENT, RETAIL, HOSPITALITY MANAGEMENT, TELECOM, BANKING, INSURANCE AND FINANCIAL SERVICES	2	1.3	1.3	55.6
MARKETING, FINANCE, HR, IT, OPERATIONS AND SUPPLY CHAIN MANAGEMENT, RETAIL, PHARMA, HOSPITALITY MANAGEMENT, TELECOM, CONSRUCTION MANAGEMNT, BANKING, INSURANCE AND FINANCIAL SERVICES, MASTERS IN HOTEL MANAGEMENT	1	.7	.7	56.2
MARKETING, FINANCE, HR, IT, RETAIL, HOSPITALITY MANAGEMENT, MASTERS IN HOTEL MANAGEMENT	1	.7	.7	56.9

MARKETING, FINANCE, HR, IT, RETAIL, TELECOM	1	.7	.7	57.5
MARKETING, FINANCE, HR, MASTERS IN HOTEL MANAGEMENT	2	1.3	1.3	58.8
MARKETING, FINANCE, HR, OPERATIONS AND SUPPLY CHAIN MANAGEMENT, BANKING, INSURANCE AND FINANCIAL SERVICES	2	1.3	1.3	60.1
MARKETING, FINANCE, HR, OPERATIONS AND SUPPLY CHAIN MANAGEMENT, HOSPITALITY MANAGEMENT, CONSRUCTION MANAGEMNT, BANKING, INSURANCE AND FINANCIAL SERVICES, MASTERS IN HOTEL MANAGEMENT	1	.7	.7	60.8
MARKETING, FINANCE, HR, RETAIL	1	.7	.7	61.4
MARKETING, FINANCE, HR, RETAIL, HOSPITALITY MANAGEMENT, BANKING, INSURANCE AND FINANCIAL SERVICES, MASTERS IN HOTEL MANAGEMENT	2	1.3	1.3	62.7
MARKETING, FINANCE, HR, RETAIL, HOSPITALITY MANAGEMENT, CONSRUCTION MANAGEMNT, BANKING, INSURANCE AND FINANCIAL SERVICES, MASTERS IN HOTEL MANAGEMENT	2	1.3	1.3	64.1
MARKETING, FINANCE, MASTERS IN HOTEL MANAGEMENT	3	2.0	2.0	66.0
MARKETING, FINANCE, OPERATIONS AND SUPPLY CHAIN MANAGEMENT, RETAIL, PHARMA, TELECOM, BANKING, INSURANCE AND FINANCIAL SERVICES	1	.7	.7	66.7
MARKETING, FINANCE, PHARMA	4	2.6	2.6	69.3
MARKETING, FINANCE, RETAIL, PHARMA, MASTERS IN HOTEL MANAGEMENT	1	.7	.7	69.9

MARKETING, HOSPITALITY MANAGEMENT	4	2.6	2.6	72.5
MARKETING, HOSPITALITY MANAGEMENT, MASTERS IN HOTEL MANAGEMENT	2	1.3	1.3	73.9
MARKETING, HR, HOSPITALITY MANAGEMENT	4	2.6	2.6	76.5
MARKETING, IT, PHARMA, BANKING, INSURANCE AND FINANCIAL SERVICES, MASTERS IN HOTEL MANAGEMENT	1	.7	.7	77.1
MARKETING, IT, RETAIL	2	1.3	1.3	78.4
MARKETING, MASTERS IN HOTEL MANAGEMENT	2	1.3	1.3	79.7
MARKETING, OPERATIONS AND SUPPLY CHAIN MANAGEMENT, HOSPITALITY MANAGEMENT	1	.7	.7	80.4
MARKETING, RETAIL	4	2.6	2.6	83.0
MARKETING, RETAIL, MASTERS IN HOTEL MANAGEMENT	4	2.6	2.6	85.6
MARKETING, RETAIL, PHARMA, BANKING, INSURANCE AND FINANCIAL SERVICES, MASTERS IN HOTEL MANAGEMENT	1	.7	.7	86.3
MARKETING, RETAIL, TELECOM, MASTERS IN HOTEL MANAGEMENT	2	1.3	1.3	87.6
MARKETING, TELECOM	4	2.6	2.6	90.2
MASTERS IN HOTEL MANAGEMENT	6	3.9	3.9	94.1
OPERATIONS AND SUPPLY CHAIN MANAGEMENT, PHARMA, CONSTRUCTION MANAGEMENT	2	1.3	1.3	95.4
PHARMA, HOSPITALITY MANAGEMENT, BANKING, INSURANCE AND FINANCIAL SERVICES, MASTERS IN HOTEL MANAGEMENT	2	1.3	1.3	96.7
PHARMA, HOSPITALITY MANAGEMENT, MASTERS IN HOTEL MANAGEMENT	1	.7	.7	97.4

RETAIL, BANKING, INSURANCE AND FINANCIAL SERVICES, MASTERS IN HOTEL MANAGEMENT	2	1.3	1.3	98.7
RETAIL, CONSRUCTION MANAGEMNT, MASTERS IN HOTEL MANAGEMENT	1	.7	.7	99.3
RETAIL, HOSPITALITY MANAGEMENT, TELECOM, MASTERS IN HOTEL MANAGEMENT	1	.7	.7	100.0
Total	153	100.0	100.0	

WhatarethevariousMBAPGDMSPPECIALIZATIONSAREYOUAWARERank



WhatarethevariousMBAPGDMSPPECIALIZATIONSAREYOUAWARERank

Bar diagram 4.13

The above diagram depicts that out of 153 respondents ,majority of the respondants 11(7.2%) are aware of hospitality management&masters in hotel management,followed by 8(5.2%)of the respondents are aware of only hospitality management,6(3.9%) of the respondents are aware of only masters in hotel management,and rest 4(2.6%) of the respondents are are aware on marketing and retail, 4(2.6%) of the respondents are aware of the operations&supply chain management and masters in hotel management.

4.14 WILLINGNESS TO DO A SPECILIZATION IN:

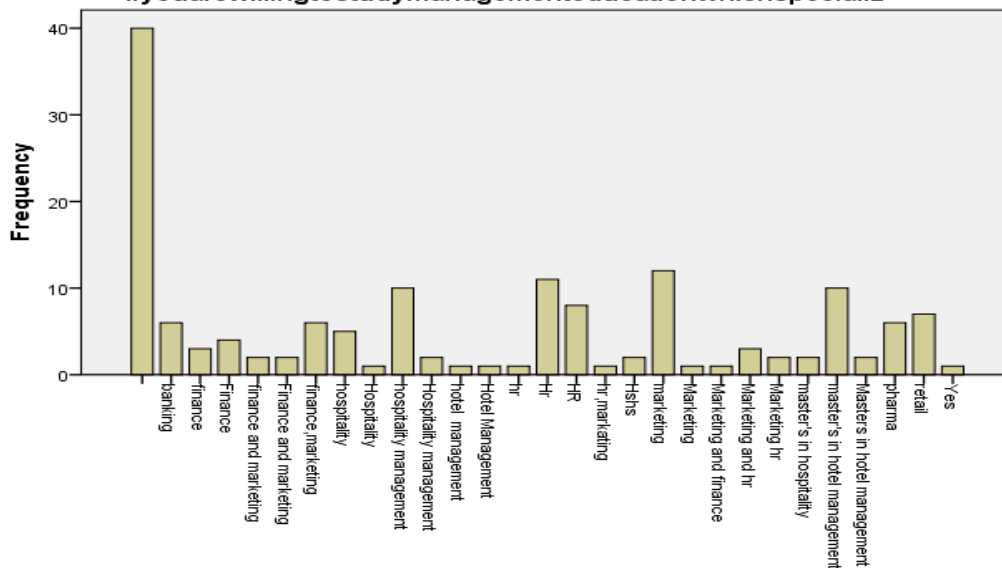
Table 4.14

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Banking	40	26.1	26.1
	Finance	6	3.9	30.1
	Finance	3	2.0	32.0
	Finance	4	2.6	34.6



finance and marketing	2	1.3	1.3	35.9
Finance and marketing	2	1.3	1.3	37.3
finance,marketing	6	3.9	3.9	41.2
Hospitality	5	3.3	3.3	44.4
Hospitality	1	.7	.7	45.1
hospitality management	10	6.5	6.5	51.6
Hospitality management	2	1.3	1.3	52.9
hotel management	1	.7	.7	53.6
Hotel Management	1	.7	.7	54.2
Hr	1	.7	.7	54.9
Hr	11	7.2	7.2	62.1
HR	8	5.2	5.2	67.3
hr,marketing	1	.7	.7	68.0
Hshs	2	1.3	1.3	69.3
Marketing	12	7.8	7.8	77.1
Marketing	1	.7	.7	77.8
Marketing and finance	1	.7	.7	78.4
Marketing and hr	3	2.0	2.0	80.4
Marketing hr	2	1.3	1.3	81.7
master's in hospitality	2	1.3	1.3	83.0
master's in hotel management	10	6.5	6.5	89.5
Masters in hotel management	2	1.3	1.3	90.8
Pharma	6	3.9	3.9	94.8
Retail	7	4.6	4.6	99.3
Yes	1	.7	.7	100.0
Total	153	100.0	100.0	

Ifyouarewillingtostudymanagementeducationwhichspecializ



Ifyouarewillingtostudymanagementeducationwhichspecializ

Bar diagram 4.14

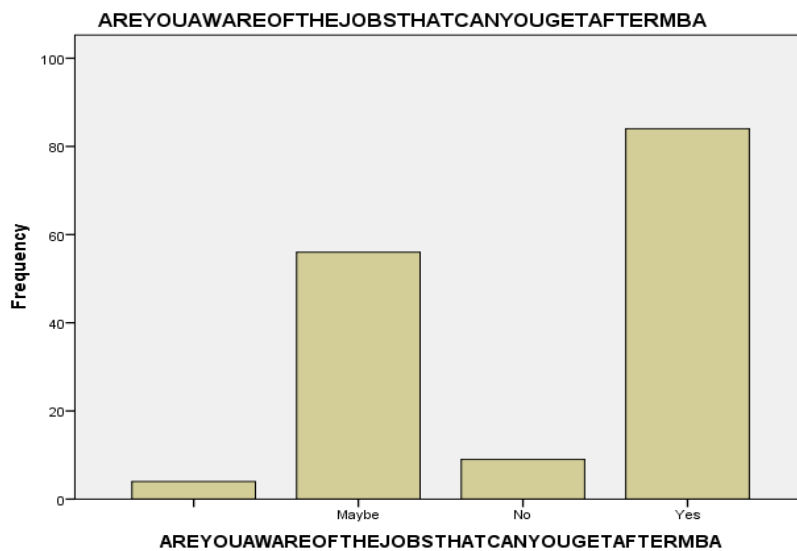
The above diagram depicts that out of 153 respondents ,majority of the respondents 12(7.8%)of the respondents are willing to do management education in marketing, followed by 11(7.2%)of the respondents in HR,10(6.5%) of the respondents willing to do in masters in hotel management and hospitality management respectively,6(3.9%) of the respondents willing to study on banking,7(4.6%) of the respondents in retail and 6(3.9%) of students are willing to do management studies on pharma&hospitality.

#### 4.15 AWARENESS ON JOBS THAT THEY GET AFTER MBA&PGDM:

Table 4.15

##### ARE YOU AWARE OF THE JOBS THAT CAN YOU GET AFTER MBA

	Frequency	Percent	Valid Percent	Cumulative Percent
	4	2.6	2.6	2.6
Valid Maybe	56	36.6	36.6	39.2
No	9	5.9	5.9	45.1
Yes	84	54.9	54.9	100.0
Total	153	100.0	100.0	



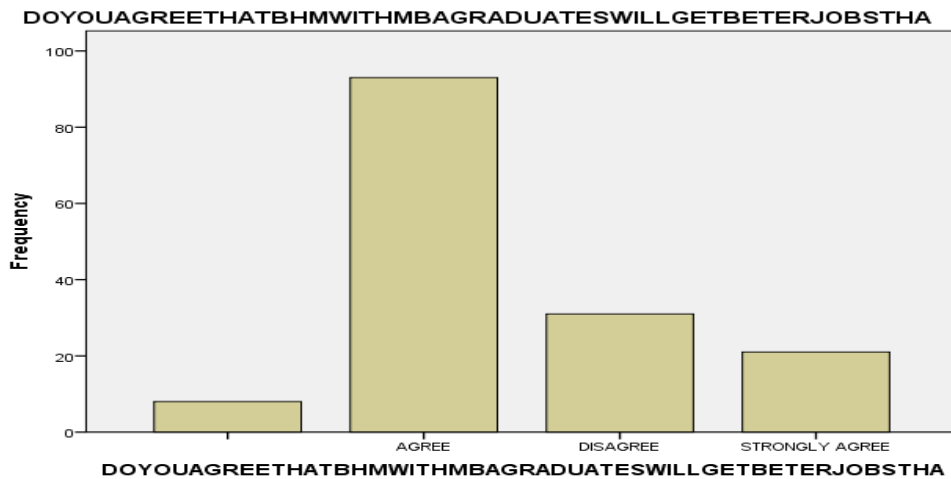
Bar diagram 4.15

The above diagram depicts that out of 153 respondents ,majority of the respondents 84(54.9%)are aware of the jobs they get after mba/pgdm, followed by 56(36.6%) of the respondents are not sure about the jobs they get after mba/pgdm,9(5.9%) of the respondents are not aware of the jobs they can get after mba/pgdm.

#### 4.16 DO YOU AGREE BHM WITH MBA IS BETTER THAN BHM WITH MHM:

Table 4.16

	Frequency	Percent	Valid Percent	Cumulative Percent
	8	5.2	5.2	5.2
Valid AGREE	93	60.8	60.8	66.0
DISAGREE	31	20.3	20.3	86.3
STRONGLY AGREE	21	13.7	13.7	100.0
Total	153	100.0	100.0	



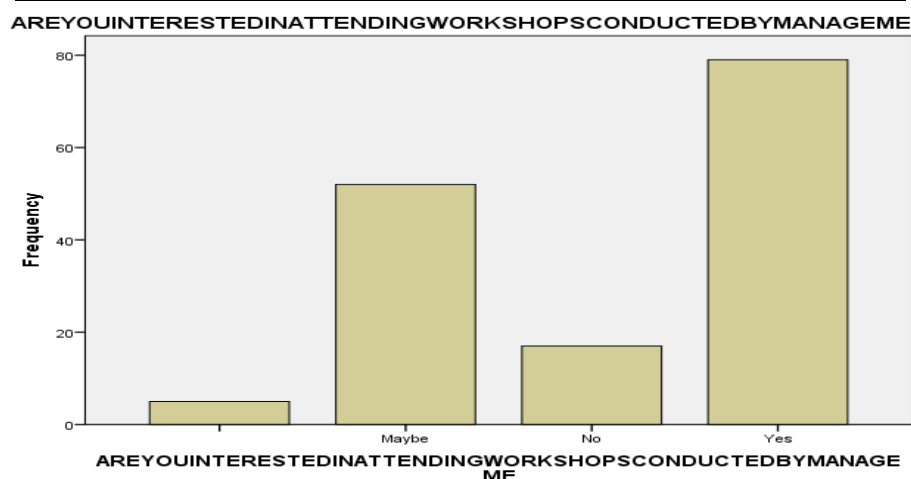
Bar diagram 4.16

The above diagram depicts that out of 153 respondents, majority of the respondents 93(60.8%) agree that BHM with MBA/PGDM is better than BHM with MHM, followed by 31(20.3%) of the respondents do not agree that BHM with MBA/PGDM is better than BHM with MHM, 21(13.7%) of the respondents strongly agree that BHM with MBA/PGDM is better than BHM with MHM.

#### 4.17 INTEREST ON ATTENDING WORK SHOPS CONDUCTED BY MANAGEMENT COLEGES TO IMPROVE AWARENESS ON MANAGEMENT STUDIES:

Table 4.17

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Maybe	52	34.0	34.0	37.3
No	17	11.1	11.1	48.4
Yes	79	51.6	51.6	100.0
Total	153	100.0	100.0	



Bar diagram 4.17

The above diagram depicts that out of 153 respondents, majority of the respondents 79(51.6%) are willing to attend the work shops conducted to improve the awareness on management studies, followed by 52(34.0%) of the respondents are not sure whether they may attend the work shops to improve the awareness on management studies, 17(11.1%) of the respondents are not willing to attend the work shops conducted to improve the awareness on management studies.

**4.19 GENDER \* Are you aware of differences between MBA/PGDM**

Count

		Are you aware of differences between MBA PGDM			Total
		Maybe	No	Yes	
GENDER	1.0	26	29	47	102
	2.0	14	8	23	45
Total		40	37	70	147

Table 4.19

From the above table we can see, that there is a clear difference in awareness on management studies among hotel management based on their gender.

**Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.937 <sup>a</sup>	2	.000
Likelihood Ratio	2.021	2	.000
N of Valid Cases	147		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 11.33.

Based on the table above we can see that there is a significant difference between gender and awareness on differences between mba/pgdm

**4.20 COLLEGENAME \* Are you aware that you can pursue MBA/PGDM after completion of**

Table4.20

		Are you aware that you can pursue MBA PGDM after completion of			Total
		Maybe	No	Yes	
COLLEGENA ME	ASIAN INSTITUTE OF HOTEL MANAGEMENT COLLEGE	4	0	0	4
	CANAN MANORAMA COLLEGE OF HOTEL MANAGEMENT AND CATERING TECHNOLOGY	0	3	2	39
	GESTO CULINARY AND HOSPITALITY ACADAMEY	0	6	2	11
	KLU	0	6	1	23
	WESTIN COLLEGE OF HOTEL MANAGEMENT	0	6	6	20
		0	8	2	19
	Total		4	29	13

From the above table we can know students from different hotel management colleges have different awareness on perusing MBA/PGDM.

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	166.442 <sup>a</sup>	15	.000
Likelihood Ratio	50.100	15	.000
N of Valid Cases	153		

- a. 15 cells (62.5%) have expected count less than 5. The minimum expected count is .10.

From the above table we can clearly see that there is a significant difference on the awareness of different college students towards the MBA/PGDM.

#### 4.21 COLLEGENAME \* Are you aware of differences between MBA/PGDM

COLLEGENAME	Are you aware of differences between MBA PGDM				Total
		Maybe	No	Yes	
	4	0	0	0	4
ASIAN INSTITUTE OF HOTEL MANAGEMENT COLLEGE	0	5	12	22	39
CANAN MANORAMA COLLEGE OF HOTEL MANAGEMENT AND CATERING TECHNOLOGY	0	3	6	10	19
GESTO CULINARY AND HOSPITALITY ACADAMEY	0	16	4	10	30
KLU	0	6	10	16	32
WESTIN COLLEGE OF HOTEL MANAGEMENT	0	10	5	14	29
Total	4	40	37	72	153

From the above table we can clearly know students from different colleges have different awareness on the difference between MBA/PGDM.

#### Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	172.194 <sup>a</sup>	15	.000
Likelihood Ratio	55.300	15	.000
N of Valid Cases	153		

- a. 11 cells (45.8%) have expected count less than 5. The minimum expected count is .10.

Table 5.26

From the above table we can clearly see that there is a significant difference in the perception of students from different colleges towards MBA/PGDM.

#### 5.1- FINDINGS

- Out of 153 respondents ,majority102(66.7%) of the respondents are male, followed by 45(29.4%) of respondents are females.
- Out of 153 respondents ,majority of the respondents102(66.7) are from BHM&CT, followed by 47(30.7%) of respondents are DIPLOMA IN HOSPITALITY.
- Out of 153 respondents ,majority39(25.5%) of the respondents are AIHM, followed by 32(20.9%) of respondents are from KLU, 30(19.6%) from GCHA,29(19.0%) fromWCHM,19(12.4%)from CMHM
- Out of 153 respondents ,majority of the respondents 63(41.2%) are opting MBA/PGDM, followed by 36(23.5%) of respondents are opting MHA,27(17.6) are opting for job search,23(15%) are opting for MHM.
- Out of 153 respondents ,majority of the respondents 107(69.9%) are awarethat they can persue mba after hotelmanagement,29(19%) of respondents thinks that they maybe aware ,13(8.5%) of the respondents are not aware.

- out of 153 respondents ,majority of the respondents 51(33.3%) known information from friends, followed by 39(25.5) of respondents are known from lecturers,32(20.9) have known from family member,26(17.0%) have known from social media.
- out of 153 respondents ,majority of the respondents 72(47.1%) knows the difference between MBA/PGDM, followed by 40(26.1%) of respondents said they may know the difference, 37(24.2%) are not aware of the difference.
- out of 153 respondents ,majority of the respondents 92(60.1%) are aware about the question, 33(21.6%) of the respondents are not sure,24(15.7%) of the respondents are not aware.
- out of 153 respondents ,majority of the respondents 95(62.1%) knows the management colleges, followed by 38(24.8%) of the respondents are not sure about the colleges,16(10.5%) of them dont know the colleges offering management education in vijayawada.
- out of 153 respondents ,majority of the respondents 110(71.9%) knows the management colleges, followed by 24(15.8%) of the respondents are not sure about the colleges,15(9.8%) of them dont know the colleges offering management education in India.
- out of 153 respondents ,majority of the respondents 107(69.9%) are aware of competitive exams, followed by 24(15.8%) of the respondents dont know the competitive exams ,18(11.8%) of them are not sure of competitive exams.
- out of 153 respondents ,majority of the respondents 20(13.1%) of the respondents are aware of CAT&ICET, followed by 19(12.4%) of the respondents are aware of CAT&MAT,12(7.8%) are aware of only CAT,11(7.2%) of the respondents are aware of only ICET.
- out of 153 respondents ,majority of the respondents 11(7.2%) are aware of hospitality management&masters in hotel management, followed by 8(5.2%) of the respondents are aware of only hospitality management,6(3.9%) of the respondents are aware of only masters in hotel management, and rest 4(2.6%) of the respondents are aware on marketing and retail, 4(2.6%) of the respondents are aware of the operations&supply chain management and masters in hotel management.
- out of 153 respondents ,majority of the respondents 12(7.8%) of the respondents are willing to do management education in marketing, followed by 11(7.2%) of the respondents in HR,10(6.5%) of the respondents willing to do in masters in hotel management and hospitality management respectively,6(3.9%) of the respondents willing to study on banking,7(4.6%) of the respondents in retail and 6(3.9%) of students are willing to do management studies on pharma&hospitality
- out of 153 respondents ,majority of the respondents 100(65.4%) of the respondents are willing to move out for their desired specialization, followed by 30(19.6%) of the respondents are not sure about their decision of moving out,9(12.4%) of the respondents are not willing to move out for their desired specialization.
- out of 153 respondents ,majority of the respondents 84(54.9%) are aware of the jobs they get after mba/pgdm, followed by 56(36.6%) of the respondents are not sure about the jobs they get after mba/pgdm,99.9%) of the respondents are not aware of the jobs they can get after mba/pgdm.
- out of 153 respondents ,majority of the respondents 93(60.8%) agree that BHM with MBA/PGDM is better than BHM with MHM, followed by 31(20.3%) of the respondents does not agree that BHM with MBA/PGDM is better than BHM with MHM,21(13.7%) of the respondents strongly agree that BHM with MBA/PGDM is better than BHM with MHM.
- out of 153 respondents ,majority of the respondents 81(52.9%) are aware that they can get jobs in reputed hotels after MBA/PGDM, followed by 56(36.6%) of the respondents are not sure that they can get jobs in reputed hotels after MBA/PGDM,10(6.5%) of the respondents are not aware that they can get jobs in reputed hotels after MBA/PGDM.
- out of 153 respondents ,majority of the respondents 79(51.6%) are willing to attend the work shops conducted to improve the awareness on management studies, followed by 52(34.0%) of the respondents are not sure whether they may attend the work shops to improve the awareness on

management studies,17(11.1%) of the respondents are not willing to attend the work shops conducted improve the awareness on management studies.

- out of 153 respondents ,majority of the respondents103(67.3%) of them are aware that they can get jobs in other than hotels after the management studies,37(24.2%)of the respondents are not sure that they can get jobs other than in hotels after the completion of management studies,9(5.9%) of the respondents do not agree that they can get jobs in other than hotels after their completion of management studies

## VI SUGGESTIONS

Management education has been one of the most in demand disciplines globally. Aspirants seek quality education that can fast-track their understanding of economies and business. Business firms are looking for job-ready individuals who can understand the bigger picture and add to their growth story. Business school graduates are driving change through leadership positions across industries and sectors by updating curriculum which can suits for industry. In order to create awareness more seminars, workshops has to be conducted among various colleges so that aspirants will have awareness.

## VII Conclusion

B.Schools are swift accepting that majority of students will have awareness about MBA rather than PGDM. B. Schools must create awareness about PGDM and has to clear myths about PGDM. Better learning can happen if faculty has first-hand exposure to these areas. For this, the current trend of industry involvement as faculty is essential to make students job-ready.

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