

INFLUENTIAL VARIABLES IN CHOOSING A BUSINESS SCHOOL

NAGESH SADANAND COLVALKAR

Assistant Professor, V. M Salgaocar College of Law, Miramar, Panaji, Goa, India

ABSTRACT

The study attempts to bring out the factors that students consider important for deciding on a business school for Management studies. This study would help to look into the relative importance attached by the students to each variable and analyze the importance attached to each of the variable and ultimately to find out the variable that the students think most important for making their choice of business school.

This paper attempts to fill in the gap created by the absence of published literature on factors influencing Goan students' decision in choosing a Business school for pursuing higher studies in Management. A survey was conducted amongst the final year students in graduation who were considered as the target group that would be most likely to pursue Management studies.

KEYWORDS: B-School Selection Criteria, Higher Education, Student Preferences, Factors for Ranking B-Schools from Students' Perspective