

A Study of Learners Perceptions Towards Management and Commerce Programme offered by ODL Institutions with Special Reference to UPRTOU

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Abstract

In the current Make in India Business scenario, the service sector of business contributed the maximum revenue in India's GDP, on this horizon; learners of the Management and Commerce stream with a serious desire are positively affecting the Indian economy with the help of a variety of job alternatives. Most of the learners after completing their programs are working as Investment Bankers, Actuaries, Finance Planners, Banking Sector, Insurance, Stock Brokers, and Management Accountants, all of which offer a successful future with good salaries.

Keywords

Learner, Perception, Programme, ODL, NEP, Exploratory, Random.

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Introduction

Learners enrolled in the School of Management Studies (SOMS) provide the opportunity to shine via expert professors, excellent educational resources, and greater career chances. Several IIMs, and counselors are aiding learners in broadening their educational horizons. UPRTOU created a wide range of sophisticated curricula for talent development, as well as innovative syllabus programs, success industry experts and entrepreneurs, and dedicated faculty members are working for the holistic development of the enrolled learners. Outside of the counseling room, learners are engaging in group discussions, advanced procurement of skills, market analysis, library services, informative visits to corporations, and other management games. After COVID-19, Through the formation of the New Education Policy (NEP)-2020 Indian education sector is shaping in a new structure. In UP, educational institutions and colleges have begun to offer digital education through various online platforms. Management and commerce programs of UPRTOU have also integrated the provision of NEP-20 into the structure of programs.

However, as we know, the government of UP gradually providing better digital infrastructure in rural areas for the upliftment of education. As a result, the government has created schemes for learners by providing free tablets to learners to improve their education, as well as financial help for their studies. Therefore, for continuous further improvement of programs offered by UPRTOU, it is necessary to analyze the perception of learners enrolled in these programs that's why this research paper has only one objective which is to examine learners' perception towards the Management and Commerce program of UPRTOU. This research paper can provide valuable insights into the effectiveness of the program, identify areas for improvement, and help the university make informed decisions regarding the design and delivery of the program.

Research Methodology

Flowing is the research methodology adopted for this study:-

Nature of Study

The study is Exploratory in nature and aims to gather preliminary information and insights about learners' perceptions of the Management and Commerce program offered by UPRTOU. It is not testing a specific hypothesis or research question, but rather, it seeks to understand the phenomenon under investigation. Therefore, the research is exploratory in nature.

Population for Study

Enrolled learners in Management & Commerce programme of UPRTOU

Sample & Sampling Technique

500 respondents by stratified simple random technique

Data & Collection Tools

Primary data was employed with the help of 20 self-structured open-ended questionnaires based on a five-point Likert scale. It will include primary and secondary data both. Primary data sources include surveys, in-depth interviews, or focus group discussions with learners enrolled in the Management and Commerce program offered by UPRTOU. Surveys are conducted online or in person, while interviews and focus group discussions can be conducted either in person or online.

Secondary data sources include published research studies, reports, and statistics related to ODL institutions, Management and Commerce education, and learners' perceptions towards such programs. Additionally, the UPRTOU administration may have institutional data, such as enrolment statistics, course completion rates, or feedback from learners, that could also be used as secondary data sources.

Used Statistical Tools

Correlation, Regression, z test, Chi square test & factor analysis test implemented with the help of the latest software version of SPSS.

Analysis & Findings

This study is falling exploratory in nature hence an open-ended questionnaire designed based on a five-point Likert scale included twenty questions. These questionnaires were further distributed to the target sample size for gathering data. Out of 500 distributed questionnaires, only 121 samples send their responses, who defined their perceptions using the questionnaire.

Deep analysis by interpreting their answers based on the information provided by the participants. Gender, Age, Occupation, and Education are four categories that include in the analysis. A fairly diverse set of statistics based on this category data. Each learner's perception differs, making our data more analytical.

According to 121 responses, 59 (49.2%) were females and 61 (50.8%) were males among the learners. The researcher divided the age group into four sections: 18-27, 28-37, 38-47, and 48-57. However, the majority of the data received came from the 18-27 and 28-37 age groups of learners enrolled in these programs, this age group clearly depicts the young learners' perspectives towards Management & Commerce program.

To analyze employment status the sample respondents were divided into five groups to learn more. The categories are: - Not employed learners, researchers,

Public sector employees, private sector employees, and self-employed. This section accounted for 62.5 percent of all respondents, followed by the Research Scholar sector with 19.2 percent. The rest of the data was gathered from learners, who got jobs as a result of their Management & Commerce programs or began their own business as a result of their intellect development due to study in Management & Commerce discipline.

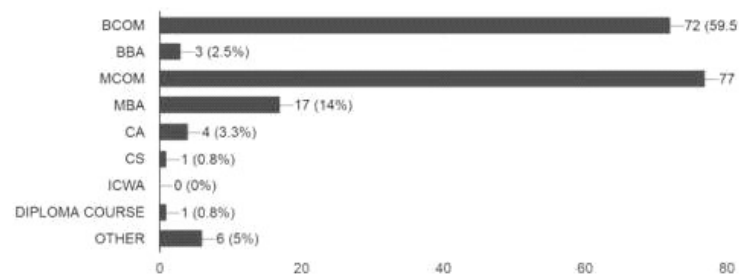
Similarly to know the educational levels six categories in the questionnaire: senior secondary, undergraduate, (CA, ICWA, CS, etc.) and PhD were formulated. Post-graduate respondents comprise the majority of overall questionnaire responses. Approximately 66.9% of the respondents are post-graduate, 19% are undergraduate, and 9.9% are pursuing or have finished a Ph.D. degree and the rest are the professional learners and certified diploma holders. Now researcher can readily comprehend the opinion of Management & Commerce learners based on their educational background since they have observed all of the activities that operate in our ODL educational system and respondent can easily express in front of us, what are the positive and negative aspects of offering regarding these disciplines of UPRTOU.

Based on the aforementioned categories, the Researcher can easily comprehend the perceptions of learners enrolled in Management & Commerce programs. To acquire a real view of Management & Commerce education provided by UPRTOU, researcher asked respondents to answer 20 different perception-oriented questions.

When the researcher asked respondents, how they were connected to Management & Commerce programs, and offered by UPRTOU. Our respondents are mostly from the BCOM, MCOM, and MBA programmes, but we also include learners from other certificate, Diploma and research programmes in our sample. They may quickly define the current education conditions and status of Management & Commerce programs.

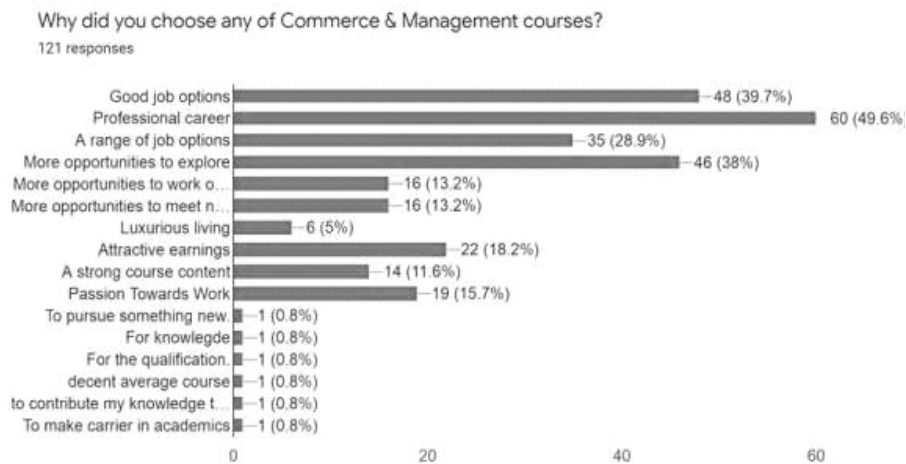
How you are affiliated to Commerce & Management course?

121 responses



Participants were asked, their reason for preference for Management & Commerce programs to have a better understanding of their perspectives, a variety of options were provided like, “Professional career,” “Good job options,” “More opportunities to explore,” “A range of job options,” “Attractive earnings,” “More opportunities to work overseas,” “More opportunities to meet new people,” and “Passion towards work” are all terms used by the majority of respondents to describe their perceptions. Other respondents cited reasons such as “luxurious living,” “to pursue something new,” “for knowledge,” “for the qualification,” “decent average course,” “to contribute my knowledge to my family’s business” and “to make a career in academics” as reasons for choosing Management & Commerce programs.

In this paper, A well-structured questionnaire in which respondents were asked multiple perception questions and their replies were subjected to a factor analysis test. As we all know, the number of factors utilized in a factor analysis test is used to minimize the number of variables to a reasonable quantity. To full fill this task researcher used SPSS software to conduct the factor analysis test and obtained the result:-



	Component		
	1	2	3
Do you think that workshops/seminars/industrial visits/job-oriented programs/corparate training make Management &Commerce Programme education more valuable?	.657	-.195	.254
Do you believe that Management &Commerce Programme activities have a significant part in economic development?	.633	.000	-.133
	.605	-.220	.234

Do you believe that well-trained faculty/ can assist learners in learning the fundamental concepts?	.589	.334	-.154	.156
Do you think that Management &Commerce Programmes help any individual in their professional development?	.580	.013	-.168	.173
	.572	.244		
	.524	-.384		
Do you think Management &Commerce Programmes are important for economic growth?				
Do you think that through Commerce & Management courses leadership skills are enhanced?				
Do you think that reputed Management &Commerce colleges/universities/institutions should collaborate with Leading Corporations of nation for making curricula according to corporate sector skills requirements?				
Do you think that practical knowledge of Commerce & Management courses helps to find good job opportunities?	.430	.239	.037	.385
	.275	.674	.056	.388
Do you think Management &Commerce courses develop sufficient skills during the program?	.251	.631	.023	-.136
Do you think the learners of the Management &Commerce program get employment?	.371	.590	.092	.267
	.412	-.551	.173	.041
Do you think that Management &Commerce Programme is beneficial for learners?	.127	-.399	.352	.332
	.104	.194	.610	-.328
Do you think the case study approach should be used in Management &Commerce program over the theoretical approach?	.284	-.284	-.577	-.025
	.386	-.215	-.484	.004
How you are affiliated to Management &Commerce program?	.288	-.298	.029	.424
What salary packages do you think Management &Commerce learners get?				.515
Do you think that there are enough campus placement opportunities in Management &Commerce program?				
Do you think that there are enough programs available to get Management &Commerce education?				
Do you think that the reputed Management &Commerce program provided enough job opportunities for their learners?				

Extraction Method: Principal Component Analysis. a. 5 components extracted.

Rotated Component Matrix

	Component		
	2	3	4
Do you believe that a well-trained faculty can assist learners in learning the fundamental concepts of Management & Commerce?	.119	-.008	.080
Do you think that open university should collaborate with leading corporations of nation for making curriculum according to corporate sector skills requirements?	.035	.132	.056
Do you think case study & practical approach should be used in Management & Commerce program more aggressively over the theoretical approach?	-.191	.139	.080
Do you think that workshops/seminars/industrial visits/job-oriented program/corporate training make Management & Commerce program more valuable?	.135	.087	.407
Do you think Management & Commerce courses develop sufficient skills during the program?	.821	-.077	-.005
Do you think that Management & Commerce programs are beneficial for learners?	.745	-.068	.097
	.566	.091	-.043

Do you think that case study and practical knowledge of the Management &Commerce program helps to find good job opportunities?	.530	-.068	.363
Do you think the learners of the Management &Commerce program get employment?	.487	.217	.214
Do you think that Management &Commerce program helps any individual with their professional development	-.089	.717	.055
Do you think that there are enough campus placement opportunities in Management &Commerce program available?	.033	.684	.157
Do you think that there are enough programs in Commerce &Management available in open universities to get an education?	-.020	-.542	.531
What salary packages do you think Management &Commerce program learners get?	.057	.090	.731
Do you think Management &Commerce programs are important for economic growth?	.161	.409	.633
Do you believe that Management &Commerce activities have an asignificant part in economic development?	.158	.319	.044
	.380	.183	.093
	-.055	-.089	-.081

Do you think that the Management & Commerce program of open university provided enough job opportunities to their learners?			
Do you think that through Management & Commerce program leadership skills are enhanced?			
How you are affiliated to Management & Commerce program?			

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 8 iterations.

1.4 Recommendations

Researcher asked respondents whether they had any suggestions for improvement in the stream. They discuss their perspectives and recommendations for Management & Commerce programs. In this sequence some of the most relevant and important suggestions to emphasize in our research paper are to have a better understanding of the true picture of these extreme programs. The majority of learners believe that case studies and practical knowledge should be included in the courses of programs. Many of them believe that career chances for learners, who have completed or are, completing their programs, should improve at a faster pace. As a result, respondents believe there are several strategical ways to improve the programs through designed the courses are presented below: -

Promote ODL (In Management And Commerce) on social media to target potential students and encourage them to take courses.

Train instructors to develop and deliver courses that help to overcome obstacles such as motivation and time management.

Course curriculum should be more case study and practical-oriented,

With commerce programs professional courses inculcation is highly recommended, Programme and course selection should be rational,

There are limited courses for commerce programs, which is not sufficient to provide holistic knowledge of this stream. Hence, enhance and increase the Management And Commerce course.

It is beneficial to learners of commerce and Ph.D. programs, who wish to work as professors.

Allow learners to learn about job opportunities in this field and participate in placement programs.

Rather than science, it is the more disciplined field for the ordinary learners to gain better employment opportunities and a better life with new prospects and achievement. However, there should be more case studies and practicals than theory in this section.

Because it is the initial step in the career of learner, the institution should focus on campus placement.

In the subject of M.com, job possibilities and placements should grow.

Provision of real-world experience to provide a comprehensive picture business world.

Increase the number of employment openings in this industry and the number of learners placed on campus.

Courses in Management & Commerce must include the practical part of knowledge in their curriculum, so that learners can get more job opportunities.

Concepts should be practically approached rather than theoretical which enhances skills and knowledge and help to build a good personality.

There should be specialized posts/quotas in the banking sector and insurance sector jobs for this stream learner, so that commerce learners to get more opportunities and feel motivated also for choosing this stream of education and there should be fix percentage of management & commerce-related questions in the competitive exam also.

Commerce & Management course is very important for economic development for a nation.

Learners should be educated in more technical and practical skills, and collaboration with international universities and businesses should be a priority. Need Data Analytics in this discipline too. The practical handling of accounting has to be emphasized more.

Corporate training must be compulsory for all enrolled learners.

Conclusion

To assess the performance of these programs, learners' perceptions play a critical role. In this paper, a series of questions were asked regarding their views on Management and Commerce education imparted by UPRTOU. To search and study about their connection towards, why they have chosen this discipline of open

university, beneficial to them, career chances and skill development questions, among other things. Learners express their opinions in this respect, as well as give important suggestions for work prospects, a shift in theoretical approach, and the adaptation of case studies and practical methods for a better understanding of the programs. . Based on this research, some obstacles can be addressed to support the expansion of the Management and Commerce program offered by ODL institutions.

This paper is extremely beneficial to policymakers, faculty members and learners, who wish to plan, execute and pursue a career in this field. A single goal, is to learn learners' perceptions towards the courses of various programs offered by UPRTOU, so that their responses will include creating the best , most effective and most efficient offerings.

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