

Assessing the Impact of Covid on Higher Studies in Management Education

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Abstract-Currently, in India, a sizable number of graduate students want to pursue the lucrative Management courses after graduation. The degrees in Management courses open up a plethora of opportunities for them in corporate world. Further, shrinkages in government jobs have opened up increasing prospects of professional courses. The present paper contains the outcomes of an empirical research on higher management studies. Many students are presently, pursuing graduation courses and have aspirations to undertake Master's degree in Management studies. But their families are facing acute financial crisis and they have to abandon the idea of pursuing higher studies in professional course of Management. It is anticipated that families cannot take the burden of high expenses of Management degrees, during this pandemic. Families are facing income shrinkages during this Covid pandemic. The present research was undertaken to find out the impact of Covid pandemic on the prospects of pursuing higher studies in Management courses. The analysis shows how the pandemic has negative impacts on the students, aspiring to pursue higher studies in Management education.

Key words: Higher studies, Pandemic situation, Management education, Covid-19.

I. INTRODUCTION

The whole world was shocked by the outbreak of Corona virus, since the early phase of 2020. The first case of corona virus was first detected in China during the December, 2019(1). Gradually, it spread to United States, Vietnam, Singapore etc (2). The existence of Pandemic resulted in unprecedented economic recession in most of the developing countries (3). The worst effects and high death rates were observed (5, 6) among the older people and people with co morbidities. Besides, having worst impacts in health-related issues, this pandemic has worst effects (7-10) in society and economy too. In the past, also

we have noticed that different types of pandemics over the years have radically brought changes in society, trade, business and in urbanisation (11-13). The challenges induced by Covid-'19 have impacted the lives of each and every one (14) in this world. Due to the break out of these pandemics, schools, colleges, universities across the country have been physically closed down leading to lots of (15-17) disruptions in learning. It will bring lots of changes in our lives and the ways the people will be (18-20) educated in post covid period. During the pandemic, the students and teachers' communities are forced to stay back at homes and face learning situations on online mode. They are experiencing new mode of online teaching, online evaluations, assignments etc (21-28). The students are facing lots of worries and distresses regarding their future education due to poor financial conditions of their families (30-34). Despite lots of challenges during this pandemic, students have developed a few good habits too viz taking care of own hygiene, paying more time to health exercises etc. (35). Many students, currently doing graduation courses have intentions to pursue higher studies in professional management course. But they are forced to either drop the idea or postpone it for future period, due to poor family financial condition.

II. OBJECTIVE OF THE STUDY

- To assess whether the students are facing financial crisis, during the pandemic,
- To identify whether poor financial condition during the covid situation has attributed for rejecting their plans for pursuing higher education in Management courses,
- To find out their perceptions regarding new job openings, during the pandemic.

III. LIMITATIONS OF THE STUDY

- The no. of respondents was limited.
- The study involved survey in few districts of West Bengal, India. Similar studies could be carried out in other states of India also.
- Unwillingness and lack of interest to answer few questionnaires.
- Targeted respondents were limited from a set of population

IV. RESEARCH METHODOLOGY

The study is an empirical research involving online survey from the college students pursuing mainly under graduate courses. The responses were collected from odd 500 students during the month of May-June, 2021. The online responses were collected from Institutions of few districts of West Bengal, India. Then the data, so collected were analysed and findings presented in the study.

A. Data Source

It is based on online primary data, of respondents were taken for this survey using Google Form through structured questionnaires, in regard to know their perspective opinions.

B. Sample population

A Sample of 500 respondents was chosen to study their behaviour in few districts of West Bengal. Out of which 58% are male and 42% are female.

C. Sample Frame

Research was conducted through online mode like WhatsApp, Messenger, and Instagram etc.

D. Sampling Method

This research was made to a specific sub group within a population set which represents a sample population. So, the sample method used is convenience sampling.

E. Structures Questionnaire

Structured questionnaire specifies the set of response alternative and response format. A structured questionnaire may be multiple choices, dichotomous or a scale. Statistical tool utilised are pie chart etc.

F. Software used

Microsoft Excel is a commercial spreadsheet application written and distributed by Microsoft. MS-Excel was used to organize and analyse raw data collected from survey. It was also useful in making graphical representation of the organized data.

G. Data Analysis

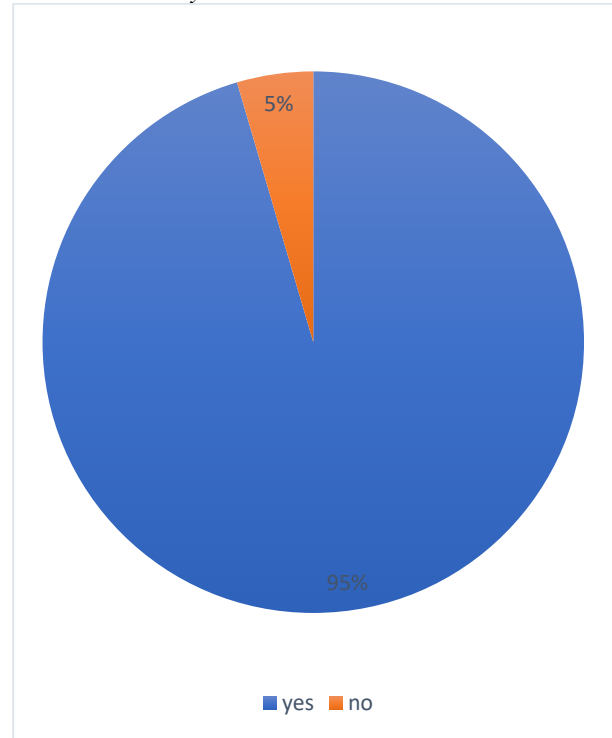


Figure 1: Responses regarding present study

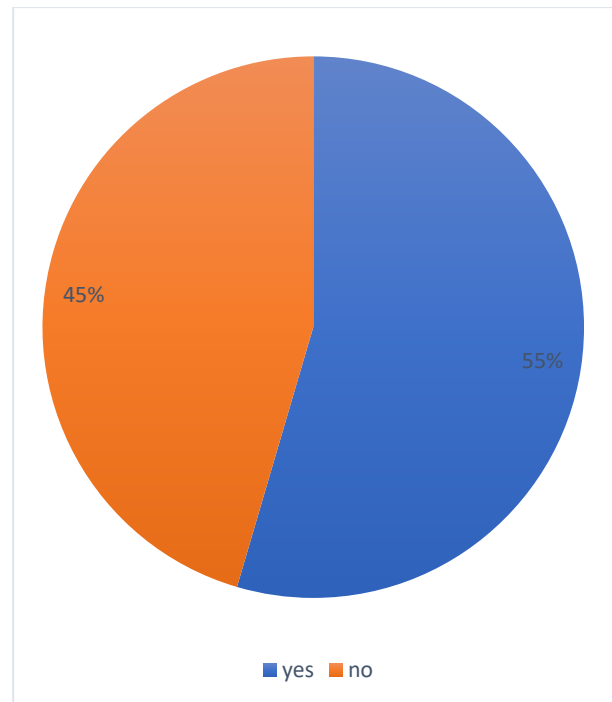


Figure 2: Response regarding higher studies

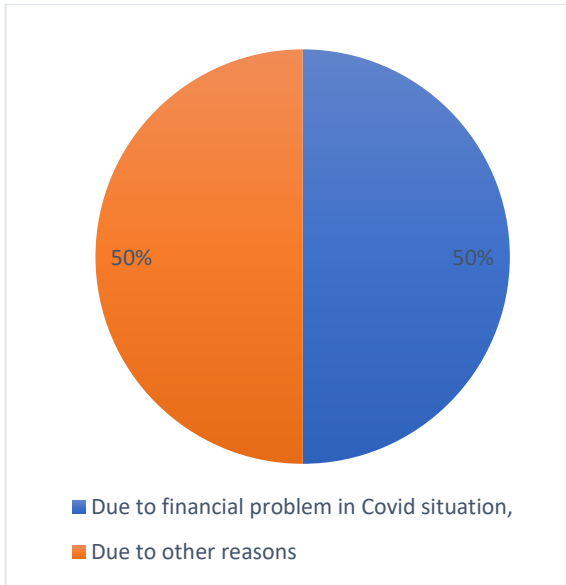


Figure 3: Response for not pursuing higher studies

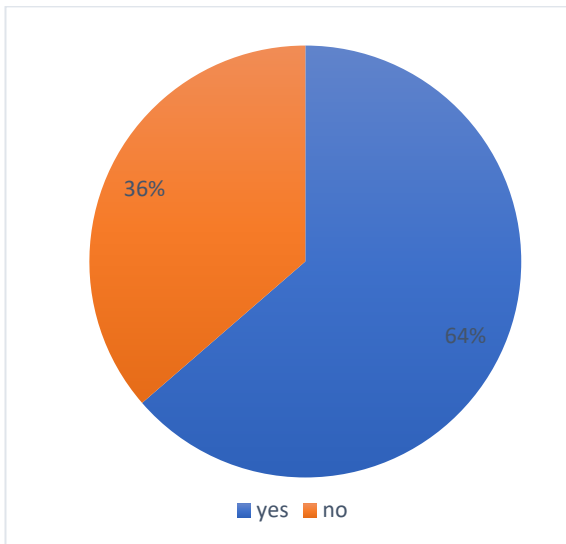


Figure 4: Responses of Covid impact on higher studies

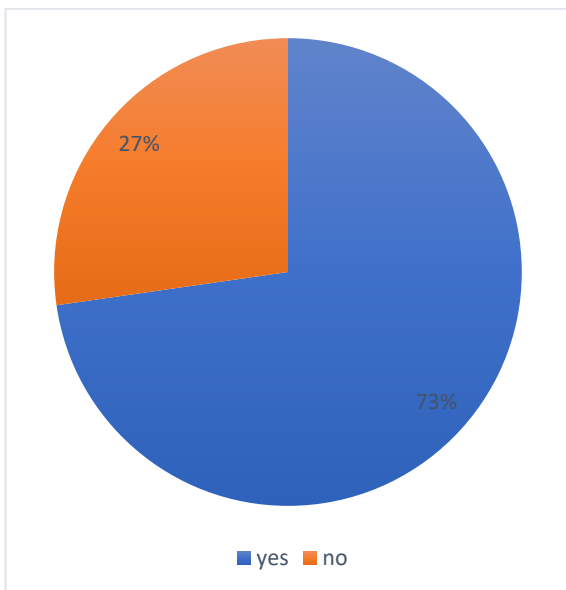


Figure 6: Responses of Covid impact on new job openings

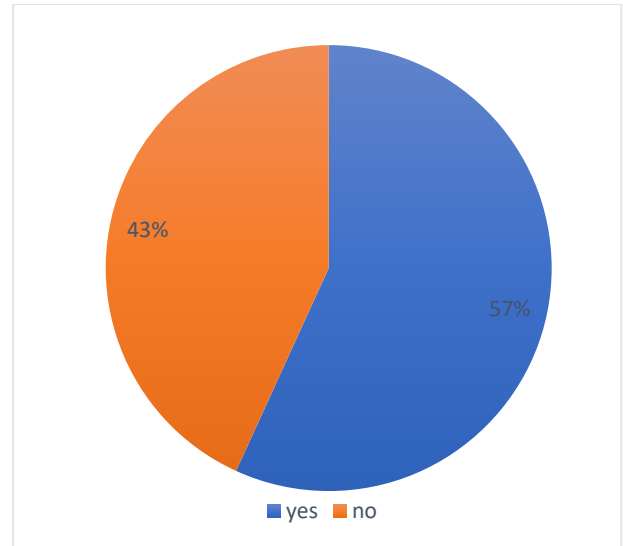


Figure 7: Responses on the trend of "work from home"

V. FINDINGS

Below are the findings of our research:

- Majority of our respondents are studying undergraduate courses in business management,
- Around 45% of the respondents do not want to pursue higher studies in Management,
- Half of the respondents attribute financial crisis for not pursuing higher studies in management,
- More than 60% of the respondents feel, Covid crisis is responsible for not studying higher courses in management,
- More than 70% of the respondents admit that their families are facing financial crisis due to covid situation,
- Majority of the respondents feel that covid situation has decreased the new job openings,
- More than 50% of the respondents feel that the work from home trend will continue even after the pandemic.

VI. CONCLUSION

Our study was undertaken mostly on the students, pursuing undergraduate courses in business management. It is anticipated that majority of these students will pursue higher studies in management education for better career prospects. But our research findings indicate that almost half of the students do not want to pursue higher studies in management, during the pandemic period. This is because, most of the families are in financial distressed condition under the pandemic situation and families, most probably, cannot support the high expenses of higher studies in management. Most of the respondent's attribute covid situation solely responsible for rejecting their ideas to pursue further studies in management. These findings have a gross negative impact on the revenues of such management institutes and may be regarded as threats from survival point of view. The management institutions should adopt alternative strategies to counter such negative impact of covid situation on their existence. Most of the unbranded institutions are likely to suffer worst, in the current

situation. However, the authors suggest similar kind of studies in other parts of the country to unfold true results, in the present context.

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