ANALYSIS OF PREFERENCE OF STUDENTS FOR INDUSTRIAL VISIT

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ABSTRACT:

Industrial visit is one of the most important requirement for educational institutions specially Management Institutes. Through this research paper, we have analyzed the preference of students for Industrial Visit (IV) according to a particular age group and specialization. For this we have taken sample of 40 Students of Bharati Vidyapeeth's Institute Management Studies and Research. Further, the effect of age group and specialization of students were evaluated using chi-square test and it was found that there is no association of age group and preference of Industrial Visit (IV) but on the other hand, there is a strong association between the specialization opted by students and preference of Industrial Visit (IV). This shows that the output of students is not affected by age but by their specialization.

Key Words: *Industrial Visit, Specialization, Exposure*

Introduction

Industrial Visit is a part of education for any professional course like MBA courses, Engineering courses, Aeronautical courses, Hotel Management courses, etc. The Industrial Visit provides an insight on the practical aspect of the course which cannot be visualized in the classroom during lectures.

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These visits to the actual industry are important for the students as they get an exposure into real world functioning of the business. A visit to the manufacture site helps students understand the challenges faced by the workers in the real life. They can see how the theoretical concepts are put into action by the management. They get a picture of the real world awaiting in the real life for them.

This study is related to the MBA Students. As they have specializations like Human Resource, Marketing, Finance, Operations, etc. These Industrial Visits helps them in understanding the functioning of each departments and help them in selecting their field and specialization. They get to know about the job profiles available to them when they start working. Industrial Visits help understanding students subject to its core.

Objectives Of Study

- ➢ To study which age group prefers which place for Industrial Visit.
- ➢ To study which specialization prefers which place for Industrial Visit

Hypothesis

- ➢ Ho =There is no association between specialization and preference for Industrial Visit. H_1 = There is association between specialization and preference for Industrial Visit.
- ➢ Ho= There is no association between age group and preference for Industrial Visit. H_1= There is association between age group and preference for Industrial Visit.

Research Methodology

The study was descriptive in nature and survey methods where used to complete the study. The population for the study comprised students of BharatiVidyapeeth Institute of Management Studies and Research in Navi-Mumbai region. The sample size was 40 students. For data collection, a self-designed questioner was administered. The demographic data was collected for respondents on the basis of age, gender, background qualification and specialization. The collected

Results And Discussion
Sample Description

The data was collected in the month of October 2017. The following sample descriptive will be of value in understanding the sample characteristics. The demographic variable on which the data was taken from respondents were gender, age, specialization

		Value Label	N
Age	1	19-21	10
	2	21-23	21
	3	23-25	9
Gender	1	Male	15
	2	Female	25
Specialization	1	Finance	13
	2	Human Resource	7
	3	Marketing	10
	4	Pharmaceutical Management	2
	5	Operations Management	8

Table 1.1 Demographic Profile

Chi Square Test

Chi Square test has been used to analyze if there is association between specialization and preference of Industrial Visit and on the other hand age and preference of Industrial Visit.

The value of computed Chi square is 11.443, which is not significant at 5% level of significance. This is so because the p value for this problem is 0.419 as shown in the significance (2sided) in the computer printout, which is above 0.05, the assumed level of significance. Since the chi-square value is not significant it means we can accept the null hypothesis. This means that there is no association between age of the students and the preference for Industrial Visit.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.443a	8	.491
N of Valid Cases	40		

Table 1.2 Chi-Square Tests to analyses the association between the age and preference for Industrial Visit

Further to see the association between specialization of the students and the choice of preference for Industrial Visit.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.443	4	.021
N of Valid Cases	40		

Table 1.3 Chi-Square Tests to analyses the association between specialization and preference for Industrial Visit

From the above table (1.3) we have seen that p value (0.021) is less then at 5% level, on that basis null hypothesis rejected and alternative hypothesis is accepted. So we can say that there is an association between Student Specialization and Industrial Visit.

Future Avenues

It is expected that the result of this study can be used by the Institution to structure its industrial visit for their students.[1] The destination for the Industrial Visit can be chosen as per the majority

students in a particular specialization. Also, a greater demographic representation would improve the richness of the area under study. The kind of study that has been presented here, with change in methodology can employ a descriptive design for its execution. This would also be a valuable change in the research.

Thus the management can choose the place for Industrial Place in a more systematic fashion.

Conclusion

Industrial Visit is conducted by the Institute for the Management Students to give them industry experience in different fields and as per their specialization. While going through the entire industrial visit, the cooperation is found to be very well organized, developed and most ideal industry in every walk of its production, administration and management aspects.

Industrial Visit provides an opportunity to plan organize and engage in active learning experiences both inside and outside the classroom. It is mandatory in various Indian Universities' hence it also fulfills certain curriculum requirements. It provides an insight into the real working environment of the industry and helps them to see their future place in the working world. Hence, it also serves as a relation building process between institutes and industries. Many of the companies also use it as a tool for building brand awareness and helps students to enhance interpersonal skills and communications and also helps to understand the dos and don'ts of the industrial practice.

The Chi Square test gives the result that there is no association between age and preference of Industrial Visit. This shows that the performance/ output of the students is not affected by age. This further explains that irrespective of the age of an individual can put efforts to gain output that ensures preference of industrial visit based on specialization.

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