Chapter – 6

FINDINGS, CONCLUSION & RECOMMENDATIONS
Findings about the service quality Gaps in the management education system:

1. Students’ expectations are very high towards the modern equipment, as compared to their perceptions regarding modern looking equipment in management educational institutes. So the service quality gap is negative, which means the students are giving too much importance to modern looking equipment in management educational institutes.

2. Accommodation facilities at management educational institutes have a big impact on students but students are not satisfied with the kind of services provided by their institutes.

3. Students feel that staff at the management educational institutes must themselves (clothes, cleanliness, etc.) in an appropriate manner, as per their position but actual conditions are not usually as per students expectations.

4. Materials associated with the service, such as journals and printed matter at management educational institute also have impact on students but the students are not satisfied with the kind of services provided by their institutes.

5. Management Educational Institutes do not fulfill their promises within a given time frame. Due to this, the students are disappointed for the services delivered by the management educational institutes.

6. Management educational institutes do not make the sincere efforts to solve the problems of their customers and the institutes do not provide the proper service at appropriate time.

7. Students think that management educational institutions have a proper grievance redressal mechanism for solving their problems and these management educational institutes do not insist on error free records.
8. Sometime employees of management educational institutes do not cooperate with the students and they feel that they are deprived of the help they needed. They also feel that the employees of management educational institutes are not quickly responding to their request. They do not show proper willingness to clear the problems of the students.

9. Students do not feel safe in transactions with the management educational institutes because staff of management educational institutes do not show courteously with the students.

10. Students feel that the employees of the management educational institutes do not have sufficient knowledge to answer the questions of the students and this gives birth to a negative service quality gap. Students feel discouraged when their queries are not properly answered.

11. Expectations of the students are higher than the perceptions regarding the personal attention given by the employees of the management educational institutes, so it creates a service quality gap.

12. The management educational institutes do not meet the expectations of the students and creates a negative service quality gap. The reason behind this is that the management educational institutes do not have the positive attitude towards best interests at heart for the students.

13. The employees of the management educational institutes do not understand the specific needs of the students. Therefore, the expectations of students are not fulfilled by the management educational institutes and it gives a birth to the negative service quality gap.
Findings about the Attitude of Management Students toward Management Education:

1. Most of the students feel that evaluation system is not perfect in the management education where as syllabus of management education is comprehensive and caters to all areas of management.

2. A big segment of the students of management education feel that the courses of management education are activity based. That’s why the scope of placement in management education is high.

3. Mostly Students believe that management education develops a person holistically and gets professional as well as ethical knowledge.

4. A large of management students feel that the scope of management education is higher and students from any field or academic background can do management study.

5. Most of the management students feel that management education is not affordable but easily available.

6. As per the views of the management students, management courses help in enhancing managerial skills.
Findings about Adequacy of Corporate Exposure to Make Management Students Employable:

1. Corporate people felt that the students, who are pursing management courses, must go for industrial training.

2. With the help of industrial visit, the students gain more practical knowledge; industrial visits help the students to understand the corporate culture. Lectures by the industrial experts help to improve the skills and professionalism help the students to make them employable.

3. In management education, trade fairs and documentary movies play an important role, students get knowledge about the current scenario of business environment and factor affecting growth of business.

4. The live industrial based live projects increase the focus towards employment. On the other hand, theoretical knowledge can be put to practice with corporate exposure and it will polish the skills of the students for better employability.

5. Effective communication and confidence helps to get job easily, corporate exposure is an effective tool to increased in communication skills.
Conclusion:

Most of the students are associated for a limited period with their management educational institutes and these students are not fully satisfied with their management educational institutes. The reasons for association with these management educational institutes are fees structure, location, academic records, placements, infrastructure, faith, individual attention, brand name and accessibility. Out of these placement, academic record and brand name gets maximum weightage. That’s why the students are associated with a particular college that means the reason behind this is one of the above reasons. There are service quality gaps between the expectations and perceptions of the students of management educational institutes, which can be discussed with the help of different dimensions of service quality models, like tangibility, reliability, responsiveness, assurance and empathy.

Students give importance to the tangibility factor and the expectations of students are much higher than the perceptions. There is a very less service quality gap regarding the reliability factor because the students’ expectations are not much higher than the perceptions. If we discuss about the responsiveness then the service quality gap is almost same as the gap in tangibility factor, where expectations are higher, as compare to the perception. The expectations regarding the assurance are also high but not as compared to other dimensions like tangibility and responsiveness. Empathy is the most important dimension of the service quality and the students have higher expectations regarding this and it creates a huge service quality gap.

Students feel that education system of management education is not perfect. Management education is easily available but not affordable. As per the opinion of the corporate people industrial training, expert lectures, trade fairs and business documentary movies play an important role in the holistic development of
management students. Live industrial based projects and effective communication skills help students to make them employable.

As per the recent scenario of the management education in Punjab, there is positive trend from 2006 to 2012 but after that, there is a downfall in the management education. Students are not taking admissions in management courses and it has adversely affected the management institutes.

**Recommendations**

1. Management educational institutes have to focus on the different reasons for which students are associated with the management educational institutes and try to provide these facilities like Fee structure, Location, Academic Records, Placements, Infrastructure, Faith, Individual Attention, Brand name and Accessibility, so that students coulds associate with the management educational institutes for longer period.

2. There should be more focus on modern looking equipment, visually appealing physical facilities and neat appearance of employees because the students of management educational institutes are giving too much importance and attention to these things.

3. Management educational institutes should fulfill their promises within the time frame or a certain time period, so that the students should feel happy from the service delivered by the management educational institutes.

4. Management educational institutes should show the sincere efforts in solving the problem of students, so that they feel satisfied from the service delivered by management educational institutes.
5. Management educational institutes should perform the right service at the first instance and in time, which they promised to do so and should also try to insist on error free records. It will help in increasing the reliability.

6. The employees in the management educational institutes should tell the students exactly when the services will be performed and also try to give the prompt service to the students. The management educational institutes should quickly respond to students’ request. It will help in increasing the responsiveness.

7. The employees in management educational institutes should instill confidence in students and should be consistently courteous with the students, so that students feel safe in transactions with the management educational institutes.

8. The employees of management educational institutes should have sufficient knowledge to answer the questions of students. Management educational institutes should have students’ best interests at heart and should understand the specific needs of the students.

9. Trade fairs and business documentary movies should be the part of the management education. There should be regular industrial visits and lectures by expert for the management students. Management educational institutes should focus on live industrial based projects and on effective communication skills of the students.

10. In Punjab, students of management education mostly prefer to private adopt institutes, because of non availability/limited seats of MBA courses in government colleges. In Punjab under graduate courses related to management education in government colleges are running under the self finance schemes, so they are not able to provide proper facilities and infrastructure to students. That’s why mostly students adopt private colleges. So Government should open new management institutes.
12. Students of management courses are not getting practical knowledge, the institutes are just delivering theoretical concepts. So universities should include practical based papers in the management education curriculum.

13. Students of management education always prefer to take admission in that institutes those have high placement records, so institutes should try to develop best training and placement cell.

14. Students take admission in those institutes, which provide benefits of scholarship programme related to various weaker sections of the society, so institutes should provide scholarship and fee waiver schemes.

15. In Punjab, most of the institutes are going under self finance model. There is no financial assistance to these institutes by government authorities. State government should provide financial assistance to these institutes to obtain state of art facilities.