A STUDY ON PERCEPTION OF MANAGEMENT COURSE AMONGST ASPIRANTS: A STATISTICAL ANALYSIS

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ABSTRACT: Selection of a professional degree course plays a vital role for any student. When it comes to selection of PG program the issue becomes more sensitive. Sometimes students have a perception before selecting the course and after joining the course their perception changes. In this paper an attempt is made to find the difference of opinion before and after joining PGDM course. The results obtained in this paper are helpful for aspirants as well as for the institutes offering this course.

KEY WORDS: Management education, gap analysis, opinion about management course.

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