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A Study on Commerce Students Preferring MBA Courses over M.Com Courses in Bangalore

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Abstract:

Commerce education paves a way to develop the required knowledge, skills and attitudes which helps in handling trade and industry. It stands as a supportive factor for the growth of business as post graduate courses such as MBA and M.Com are considered as the means of propulsion of commerce education. The study examines commerce student's preferences over both the post graduate courses in Bangalore and the reason behind their choices. The respondents through a survey conducted in the form of questionnaires opined that MBA being the most popular professional degree program attracts students due to its number of specializations available in various fields of commerce, better compensation benefits etc. On the other hand M.Com offering less specialization, indeed working great with students aspiring to take up careers in the field of academics and banking. The findings of the research suggest that there is a need for a commerce graduate in today's world as every course is exposed to the updated requirements of the company. MBA welcomes students interested in corporate sectors and students pursuing M.Com are well received in academics and industries. On the whole it depends on commerce students career preferences.

Keywords: Commerce Students, MBA Courses, M.Com Courses, knowledge, skills.

INTRODUCTION

Commerce education is referred to as a business education. Commerce education plays a vital role in developing the required knowledge, skills, and attitudes for handling trade, commerce and industry. Commerce education is totally different from other disciplines including chartered accountant, cost, works accountant, company secretary and business administrator. To



meet their requirements professional and postgraduate courses are of high demand in the country. Post graduate degrees particularly MBA and M.Com are the driving forces of commerce education as commerce is considered as one of the most popular career options in India.

Master of business administration degree, originated in the United States in the early 20th century when the country industrialization and companies sought scientific approaches to management. MBA course covers various areas such as accounting, applied statistics, business communication, business ethics , business law, finance, managerial economics, managerial entrepreneurship, marketing and operations in a manner most relevant to the management related analysis and strategy. MBA is currently the most popular professional degree program in the world. Most MBA programs also include a core curriculum of subjects such as accounting, economics, marketing and operations.

Master of commerce is a post graduate academic degree which covers the study principles of accounting, money and banking systems, knowledge about the business trade, macro and micro economics, money and banking systems etc. Master of commerce course is suitable for those candidates who want to go for higher studies and research work in the field of statistics and related areas besides taking up job of a teacher/lecturer in various universities and colleges. Commerce post graduates can take up research work in various fields of India's national security problems including international relations. AnM.Com degree prepares a post graduate for a wide variety of careers dealing with the flow of money, from accountant to investment banker, money manager to personal finance consultant.

This research paper focuses on commerce students preferences for MBA over M.Com courses. Both the courses have their own advantages. Commerce student's choice of opting courses like MBA and M.Com depends on their future career plans. If commerce students particularly choose to do lectureship or research or PhD in any commerce field, then students can prefer aM.Com Course though opportunities are comparatively less for M.Com students in corporate sectors when compared to MBA.

REVIEW OF LITERATURE

According to Eddie Blass, Pauline on the horizon 13(4), 229-240, and 2005. The master of business Administration (MBA) is becoming increasingly publicly criticized by the likes of



Mintzberg and other management writers. Much of their criticism is based on personal experience and opinion rather than any solutions are proposed as alternatives. This paper (and its counterpart) is the results of a year of research into the future of the MBA. Its purpose is to question whether its current market decline is terminal or if indeed it can be resurrected.

According to Vijetha academy, (2001)center for education, MBA is Master of business administration. The core course is an MBA program covers various areas of business such as accounting, business communication, business ethics, business law, finance, managerial economics, management marketing and operations in a manner most relevant to management analysis and strategy. M.Com is a post graduate master's degree focusing on commerce, accounting, management and economics related subjects.

According to LD Mago, former Registrar at Indian Institute of foreign trade Delhi (1971-2011) Both M.Com and MBA are good but which one should be pursued by a student depends on his/her option to follow the future career. For ex: If one wants to join the corporate sector one can pursue MBA with specialization in finance or marketing. On the other hand if one wants to pursue a career in academics it may be a good idea to opt for M.Com.

According to Sudeeshan Rao Kanukurthy (1996) "MBA with finance specialization and M.Com are two options for any commerce graduate. MBA is considered as a general degree which enables students to learn about lot of areas. But most of these subjects will not provide students with in depth knowledge. MBA is very costly when compared to M.Com.

According to "Aniket Mitra" (2015-16) founder at Techno ka Funda "Want to go up with trading and Research career": M.Com."Want to work in companies in managerial position": MBA. "MBA is considered as a general degree which empowers understudies to find out about the parcel of zones.

Yet, the greater part of these subjects want furnish understudies with inside and out information. One of the primary contrasts between MBA andM.Com is the charges of course, MBA is exceptionally expensive, when contrasted with M.Com.

According to NandithaVaidhyanath M.Com Business Administration University of Mumbai (2016), MBA would obviously be a better choice especially if you are interested in finance, marketing, human resources, operations or IT. These are the specializations available in



India where MBA is concerned. Once you are an MBA from a reputed college then getting a job will be really easier and you'll be paid much more, possibly even offered a better designation than that of someone who has just done B.Com. Masters of Commerce in accounts and finance would be an ideal choice for someone who is interested in going into the finance field. If you are pursuing CMA, CFA or CA then it would be a good advantage for you to have a postgraduate degree alongside, besides M.Com is really easy for those pursuing/who have finished the above professional degrees.

According to Himani Mittal probationary officer State Bank of India (2019), both M.Com and MBA are equally good. It depends on you - what you want to do further. If you want to go for corporate jobs after you complete your studies, then you should definitely go for MBA as they prefer MBA students over M.Com students. If you particularly want to do lectureship or want to do research or PhD, then you should go for M.Com. Though M.Com students can also go for corporate jobs but the opportunities are limited.

According to Sankarshan Banerjee (2013) Assistant Manager , if you want to pursue other professional courses like C.A, C.M.A or C.S. then M.Com is recommended. Moreover, few people also do research after masters. You will be eligible to give NET or SET for academic careers.

MBA - This is the Holy Grail that most of the commerce graduates are running after. This will open a plethora of opportunities in the field of finance, investment banking, private equity, banking, technical analysis and others. Marketing is another preferred area which has real growth prospect. After completion of MBA you can do C.F.A. OR C.M.T. which adds global credentials to your profile.

According to Jasmine Kaur Back end support at DLP India (2013-present) MBA is better than M.Com. MBA is one of the most aspired courses for Post Graduate qualifications in India. While preparing for various entrance exams, students are often confused about which colleges to apply to. Some parameters to be considered before applying to any college are the brand value of the business school, cost of the tuition fees, the average salary of the entire batch etc. Finance is one of the most sought-after specializations of MBA. A big community of students is attracted with



this specialization. With the growth of the financial sector in the Indian Economy, lots and lots of career opportunities with very good pay scale are available in the private sector banking domain. After Graduation you should opt for post-graduation like MBA with different specialization as per your requirement like finance, banking and investment to excel in the field of banking.

According to Viswakeerthi (MBA) 2018: I would suggest to you to do MBA. It is a universally accomplished PG degree. After MBA you can choose investment banking as a career. Irrespective any specialization you would take in MBA. Many wide career opportunities are there banking, investment banking, financial banking, mutual fund etc. I don't say no to Masters in commerce it is one of the oldest courses and also equally good to MBA. But the subjects and syllabuses offered in MBA provides you wide knowledge in most of the areas like corporate, government, administration and so on.

According to Raj Aryan (2011-2012) MBA in finance is a good course to pursue and it offers good career prospects and excellent growth opportunities. After completing this course you may look out for exciting careers in banks, financial consultancies and financial institutions. You may get involved in consumer and investment banking, corporate finance and international finance. A good experience in this field can also lead you to serve on government committees and contribute significantly to policy making issues. You may also end up providing consultancy services to corporate and government organizations.

According to Rahul Sharma (1998) (founder, consent writer, strategist and Think and Tank). The need for highly qualified candidates is increasing day by day. This is because of the expansion of business due to the use of latest technology. Most of the leading companies require candidates with experience and qualification.

According to Chiu and Stembridge (1999) examined the selection criteria employed by full-time employees in Hong Kong in selecting a part-time MBA program. They found that university prospectuses as their most favoured source of information followed by suggestions of friends, educational seminars and fairs, and educational consultants. They also observed that participants cited institutional reputation as the most used criteria followed by program curriculum, tuition fees, mode of delivery, and local supporting facilities. Chiu (1999) added that



most students are concerned about the institution's reputation, its program curriculum, mode of delivery, supporting facilities, and placement opportunities. Chiu concluded that business schools should also give more thought to the MBA degree that they offer as being more valuable to the employers of their prospective students.

According to Sidon et al. (2003) examined the criteria with which students select their tertiary institutions. They found that student selection of colleges depends on several criteria, including academic quality, facilities, campus surroundings, and personal characteristics. They also found that income affects the choice of students. Sidon provided evidence that the factors of costs, duration of studies, and academic quality are also important considerations for students and their families.

According to Zabid and Ling (2003) the factors considered important in hiring local and foreign MBA graduates. They found that the key factors considered important in hiring MBA graduates included decision-making ability, written communication, oral communication, analytical skills, and interpersonal skills. Zabid and Ling suggested that MBA program providers should review the existing MBA curriculum and assess its effectiveness in meeting employer expectations for graduates' managerial, technical, business, and work skills.

Ming (2010) found that the factors behind affecting students' college choice decision are location, academic program, college reputation, educational facilities, cost, and availability of financial aid, employment opportunities, advertising and campus visit.

According to Simpson et al. (2005) tried to explore the nature of extrinsic and intrinsic benefits from the MBA and how these might vary by gender. They found that gender and age interact to affect perception of career outcomes. They found men when they study MBA seem to gain confidence from having fuller skills sets whereas women are more likely to gain confidence from feelings of self-worth. They also found that men focused on how they had learnt to give up control whereas women focused on how they had gained a voice in the organization.

According to Grzeda and Miller (2009) pointed out that students selected an MBA course to develop integrative skills, combining knowledge from different disciplines broaden their understanding of the business world and learn new ways of thinking about the world. They



observed that flexibility is a significant criterion for selecting an online over a traditional program, even more so for older respondents and women. Grzeda and Miller provided evidence that the most important reasons are accessibility, fit with personal life, perceived progressiveness of the program and desired specializations offered.

According to Mihail and Elefterie (2006) examined graduates' perceptions of newly established accredited MBA programs in Greece. They found that the MBA degree has contributed to obtaining a new job with better employment conditions after graduation. They also found that MBA program provided graduates with stronger managerial skills. They provided evidence that MBA studies allowed graduates to negotiate successfully for more challenging jobs after their graduation. Monioukas et al. (2007) tried to identify the factors related to students' satisfaction from the postgraduate courses offered at the University of the Aegean Business School in Chios. They found that the majority of the students selected their studies at postgraduate level to improve their chances of entering the job market.

According to Marks and Edgington (2006) motivation for women in the pursuit of MBA degree. The researchers found that women and men are driven by the same motivators career enhancement, career switching, and personal development for job success. They also found that women, more than men, appear to be motivated by the desire to enhance their careers. Men, on the other hand, appear to be motivated more by the desire to switch careers and to achieve the goal of starting their own business. Marks found that men and women appear to have similar patterns in the factors affecting their career choice.

They also found that students placed a strong emphasis on self-development. They observed that the majority of students aspired to careers reflecting a desire for career benefits and becoming wealthy.

According to Rydzewski (2010) availability, quality, program length, cost and courses in the curriculum are factors that vary in importance to students when selecting an MBA program. Rydzewski suggested multiple factors that are important to online MBA students as they require multiple needs to be addressed from an online MBA program. Hinds et al. (2010) designed and distributed questionnaire to identify the perceptions that students at south-eastern Louisiana



University (LSU) hold about its MBA program and the MBA programs of its main competitors. They found that LSU and Tulane University MBA programs have perceptions that are similar to one another in both aspects. They observed that south-eastern MBA students consider south-eastern as a friendly learning environment and perceive south-eastern MBA program to be pretty close to the friendliness of their ideal MBA.

According to Saeed and Ehsan (2010) used questionnaires survey to find out the most influencing factors in business school as a brand in Pakistan from the student's perspective. They found that the name of the university is considered as the most valued factor to be considered in business school branding initiatives. They also found that the "qualification of faculty" is an important variable in branding the business school. Saba et al. (2011) attempted to assess the impacts of MBA degree on enhancement of skills and career advancement. They found that MBA degree can enhance capability of stress management, good communication and also good writing skills as well as better time management skills.

According to Waseem and Zarif (2012) explored that most of the students got admission in management sciences programs due to their personal interest but the choice does not vary due to market trend. Shahid et al. (2012) used interviews to identify the reasons, why students choose a particular university. They found that the most influential is word of mouth which has great significance for all other factors such as environment and social conditions that are the basis of positive word of mouth. The least important in accordance to the research seems to be the role of generic marketing communications such as advertisement when choosing a university.

According to Rao and Sharma (2010) tried to explore the factors influencing the choice criteria in respect of selecting a bank by MBA students. They found that reliability is a significant choice criterion, which includes employee's courtesy, parking facility, loyalty programs, brand name, security system and low charges with the bank. Patel and Patel (2012) used questionnaire survey to explore how various factors have influence on the decision of students in selecting institute for master degree. They found that computer lab facility is the most influencing factor at the time of selection of the institute. They also found that specialization offered and course provided by the college are the most influencing factors among all the



academics related factors. Patel and Patel provided evidence that geographic location and infrastructure have more influence on the student at the time of selection of the institute.

According to Chattopadhyay et al. (2013) added that a significant number of students preferring for distance education. They found that a strong preference has been experienced towards the enrolment in management program after graduation irrespective of the discipline.

According to Ghourchian et al. (2013) examined the factors affecting foreign students' choice of university in Iran. They found that the location and environment of university and the diversity of curricula and educational levels are highly important to foreign students' choice of university.

Hasangholipour et al. (2013) attempted to discover the factors that affect students select model and decision making process in international campus. They found that selection of international campus are influenced by university program, schedule and size, personal improvement which highly influenced student decision model for selecting the international campus.

According to Shetty and Gujarathi (2013) used questionnaire survey to examine the students' perception about the quality of the MBA program in India and USA. They found that Indians completing MBA from USA, perceived good quality with the only problem of finding a good job in America after completion of MBA. It is evident that a limited number of empirical studies have been undertaken on to assess the reasons why students pursue an MBA degree and criteria that these perspectives applicants use to select the MBA program. This suggests the need for empirical testing in different environmental contexts of country such as GCC region which attributed an oil-based economy. Therefore, the current research was undertaken.

According to Richard K Ladyskewysky Post (2006-2008) graduate management education has been strongly influenced by information technology and increasing demands for more flexible delivery. Programs have responded by maintaining traditional face to face teaching, but increasing intensive and fully online offerings. In this research, students were asked why they chose a specific mode of learning, whether it met their



expectations and the extent to which they learned. Traditional face to face learning appeared to be the preferred method of learning. Intensive and online learning was used to balance work and lifestyle pressures and/or to deal with geography. While learning style had some influence, most learners, felt they would learn more in a traditional format.

INDUSTRY PROFILE

A post-graduation course is typically one year's duration full time or it can take two years to complete. A post-graduation study offers the student an advanced level of education in their chosen area of study. The course content is designed to build on the knowledge obtained at under graduate degree level. Often the course content is more practical in nature to better prepare the student with the skills they will need in the work place. Completing a post-graduation study helps students further in their career prospects and deepens their understanding of their area of study.

The organization and structure of post-graduation varies in different countries, as well in different institutions within the country. The course curriculum is updated according to the needs of the world. Here the university updates and modifies the syllabus according to the requirements of the students, so they can compete with others and have the knowledge required in which they want to work after the studies.

Post-graduation education can involve studying for qualifications such as post-graduation certificates and post-graduation diploma. They are sometimes used as steps on the route to a degree as part of the training for a specific career, or as a classification in an area of study too narrow to warrant a full degree course. Post-graduation study refers to the range of courses available to students who have completed under graduate studies. Graduate with a post graduate degree are considered to be more highly qualified as a result.

Indian Institute of Management Bangalore (IIMB) is a public management school and an institute of national importance located in Bangalore, Karnataka, India founded in the year 1973, it was the third IIM to be established in Bangalore after IIM in Calcutta and IIM in Ahmadabad. Bangalore is one of the education hub to pass out thousands of post graduate students in a year. As Bangalore University provides nearly 50 post graduation courses and encourages students to



get well educated, as there are nearly 473 affiliated colleges to Bangalore University, 41 post graduate departments and directorates of higher learning under Bangalore University.

More and more people are discovering Bangalore for post-graduation degree programs. Bangalore has much to offer students both Indian and International.

OBJECTIVES OF THE RESEARCH

- To understand the need for MBA.
- To evaluate the job opportunities for MBA than M.Com.
- To know the demand for MBA over M.Com.
- To know the specializations available for MBA over M.Com.

RESEARCH GAP

It is observed that there, is no research conducted in the field of commerce students preferring MBA courses over M.Com courses in Bangalore. There is a need to understand MBA course to evaluate the job opportunities available in the job market for MBA courses over M.Com courses. There is a necessity to know the demand for both MBA and M.Com courses which are extremely professional in nature. It is also of a great importance to know about the specializations which each course is offering to commerce students in various fields.

SCOPE

The scope of the study is limited to commerce students, especially Post graduate students in Bangalore opting for various commerce post graduate courses like Master of Business Administration and Master of Commerce which is the driving force of commerce education not only in India but throughout the world.

SIGNIFICANCE

Post graduate studies has its own importance in educational field as it paves a way for most of the students to choose their profession and there by guiding them to also choose their careers depending up on the students interest . MBA degree offers immense job opportunities in the



corporate sectors, helps in developing good communication skills, strategic thinking by providing a re-energized career to the commerce students. On the other hand M.Com degree also has a lot of scope and value. It is a post graduate program which provides a platform to students by professional education and training in various aspects of business.

LIMITATIONS

- Time was a barrier.
- Data interpretation was challenging.
- Identifying and determining the research gap was problematic.

RESEARCH HYPOTHESIS

H₁ - MBA has better job opportunities than M.Com

H₀- MBA does not have better job opportunities than M.Com

H₂ -MBA has more scope in the job market than M.Com

H₀ -MBA does not have more scope in the job market than M.Com

H₃ -MBA has more specialisation than M.Com

H₀ - MBA does not have more specialisation than M.Com

H₄ -MBA student with finance can easily find job in any reputed company

H₀ -MBA student with finance does not find a job easily in any reputed company.

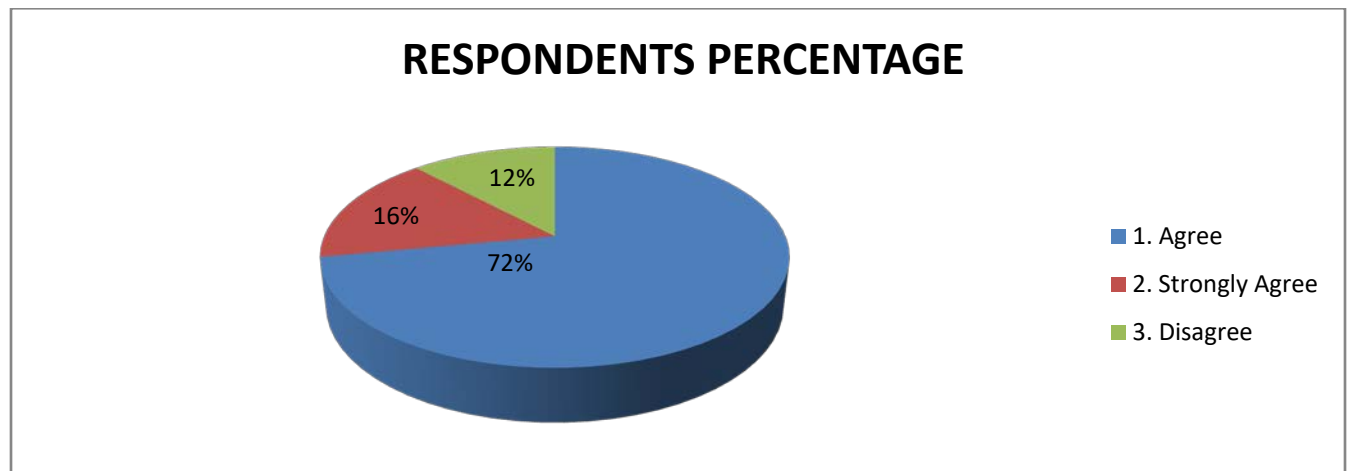
DATA ANALYSIS AND INTERPRETATION

TABLE 1Table depicting the need for MBA.

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1. Agree	72	72%
2. Strongly Agree	16	16%
3. Disagree	12	12%
Total	100	100%

This table depicts that 72% of the respondents have agreed, 16% strongly agree and 12% disagree.

GRAPH 1 Graph depicting the need for MBA

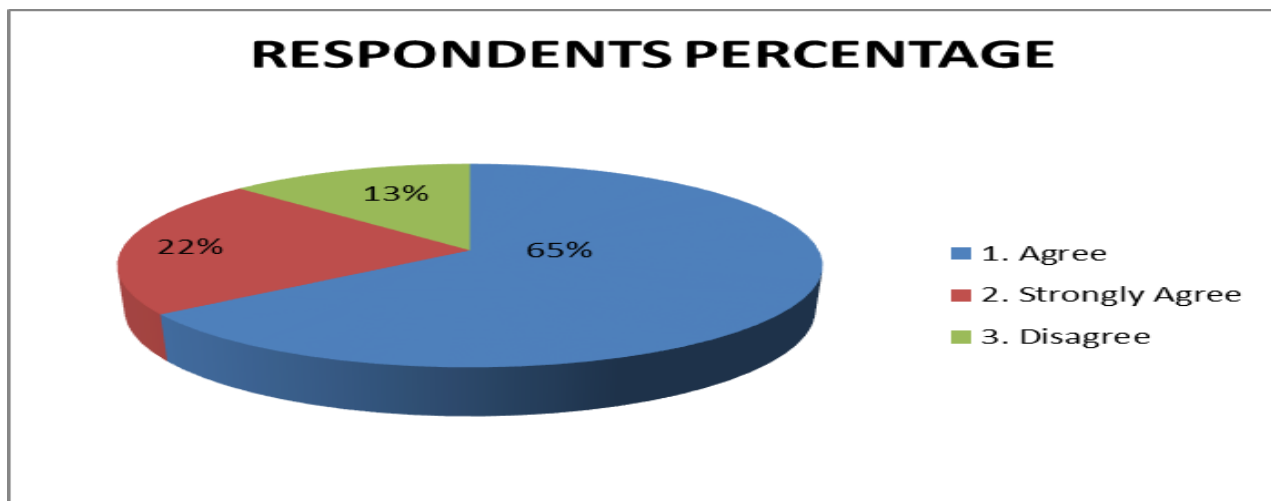


This graph depicts that majority of the respondents have agreed because the respondents feel that there is a much need for MBA course, 16% respondents have strongly agreed because MBA is gaining more importance than any other degree in commerce field. 12% respondents disagree because they feel that than MBA there are many such degree's like M.Com.

TABLE 2 Table representing MBA as a professional course.

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1. Agree	65	65%
2. Strongly Agree	22	22%
3. Disagree	13	13%
Total	100	100%

This table depicts that 65% of the respondents have agreed, 22% strongly agreed and 13% of the respondents disagreed.

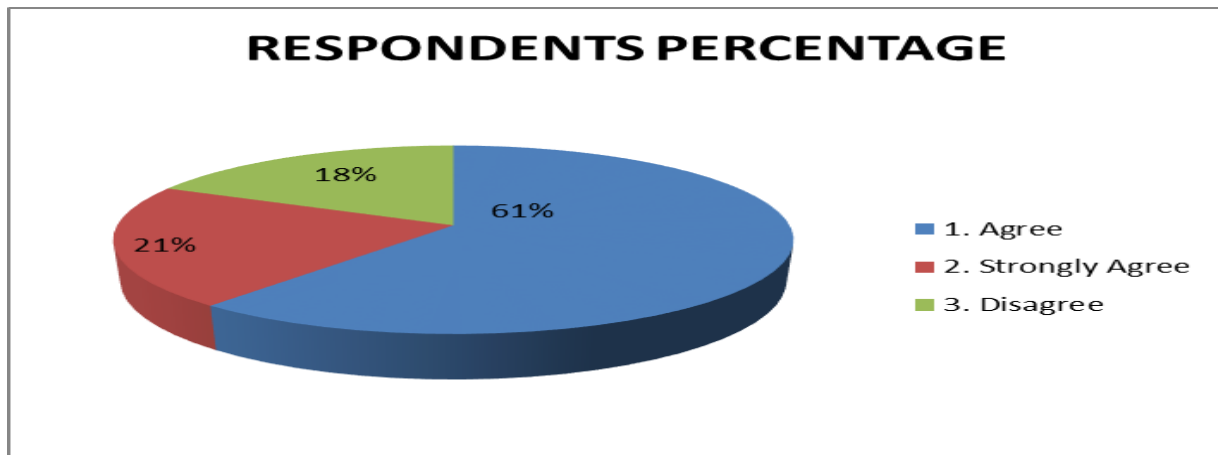
GRAPH 2 Graph representing MBA as a professional course

This graph shows that majority of the respondents feel that MBA is a professional course. 22% of them strongly agree because MBA is designed for a talented and effective professional and 13% of the respondents disagree because not just MBA but there are various degrees which are equally professional to MBA.

TABLE 3 Table detailing MBA an essential degree in corporate sector.

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1. Agree	61	61%
2. Strongly Agree	21	21%
3. Disagree	18	18%
Total	100	100%

This table depicts that 61% of the respondents have agreed, 21% strongly agree and 18% of the respondents have disagreed.

GRAPH 3 Graph detailing MBA an essential degree in corporate sector.

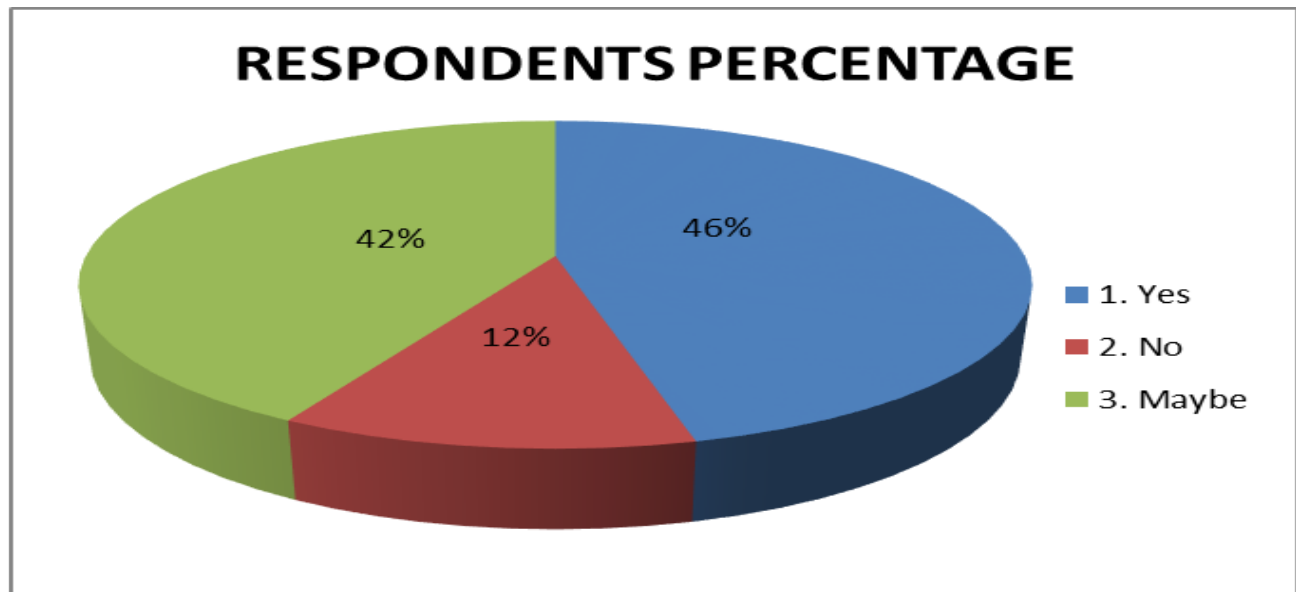
This graph depicts that the majority of the respondents have agreed because MBA is an essential degree for corporate sector because of great networking opportunities. 21% respondents strongly agree because MBA brings greater responsibilities and this position brings a higher salary. 18% of the respondents have disagreed because when a commerce graduate wants to work in an industry an MBA degree may not be useful.

TABLE 4 Table interpreting the Job Opportunities available for MBA course than M.Com course.

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1. Yes	46	46%
2. No	12	12%
3. Maybe	42	42%
Total	100	100%

This table depicts that 46% of the respondents have chosen yes, 12% no and 42% of the respondents have chosen maybe.

GRAPH 4 Graph interpreting the Job Opportunities available for MBA course than M.Com Course.



This graph depicts that majority of the respondents have chosen yes because most of the IT sectors in Bangalore would require an MBA graduate to work with them, as MBA provides various specializations like marketing and finance which will in turn help the companies to recruit MBA students according to their operational requirement ,thus proving job opportunities.12 % respondents are of the opinion that most of the MBA graduates lack behind managerial and good communication skills and so, there will be no job opportunities available for MBA students. 42% say maybe because there are equal job opportunities for both courses but it all depends on the students' career goals and preferences.

TABLE 5Table showing MBA is a better option than pursuing M.Com.

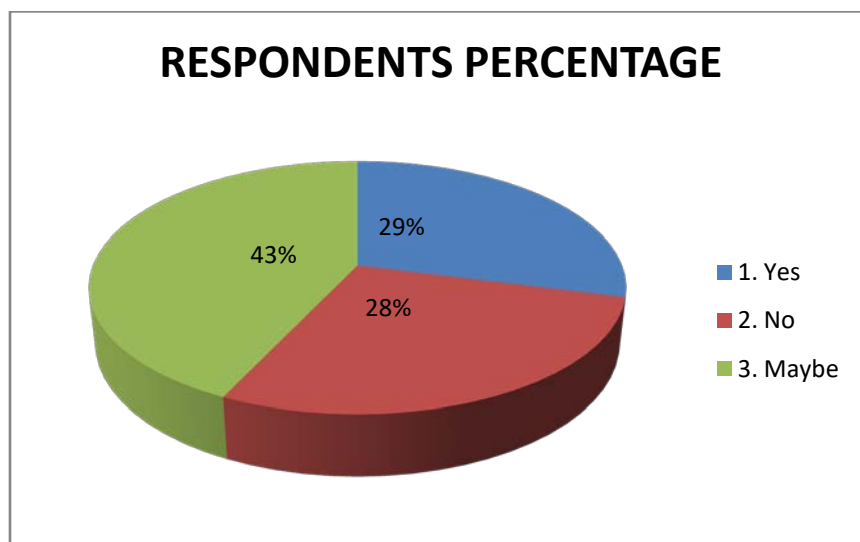
PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1. Yes	29	29%
2. No	28	28%

3. Maybe	43	43%
Total	100	100%

This table depicts that 29% of the respondents have chosen yes, 28% no and 43% of the respondents have chosen maybe.

GRAPH 5

Graph showing MBA is a better option than pursuing M.Com.



This graph depicts that majority of the respondents have chosen yes because MBA students are well versed in fields such as marketing, finance, human resource , operations research and IT. Apart from all these exams such as CAT, MAT, SNAP should be cleared for pursuing, MBA in the top universities. These exams will give a managerial, logical and technical touch to the students. 28 % of the respondents say no because most of the M.Com students feel that pursuing M.Com over MBA will lead them pursue CA (chartered accountancy) in future. Another 46% have chosen may be as both the courses have their own strengths and weakness. Pursuing MBA paves a way to work in companies and M.Com in academics.

TABLE 6

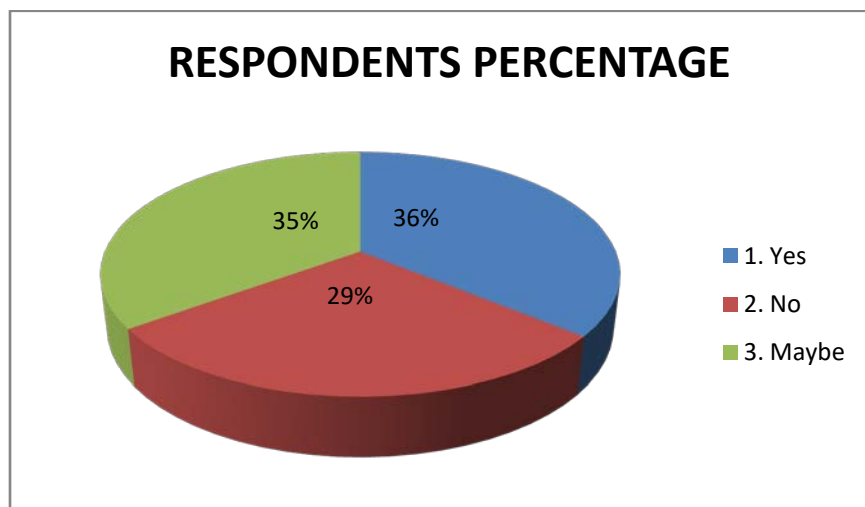
Table illustrating MBA graduates paid higher salary than M.Com graduates.

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1. Yes	36	36%
2. No	29	29%
3. May be	35	35%
Total	100	100%

Table shows that 36% of the respondents say yes, 29% of the respondents say no and 35% of the respondents says maybe.

GRAPH 6

Graph illustrating MBA graduates paid higher salary than M.Com graduates.



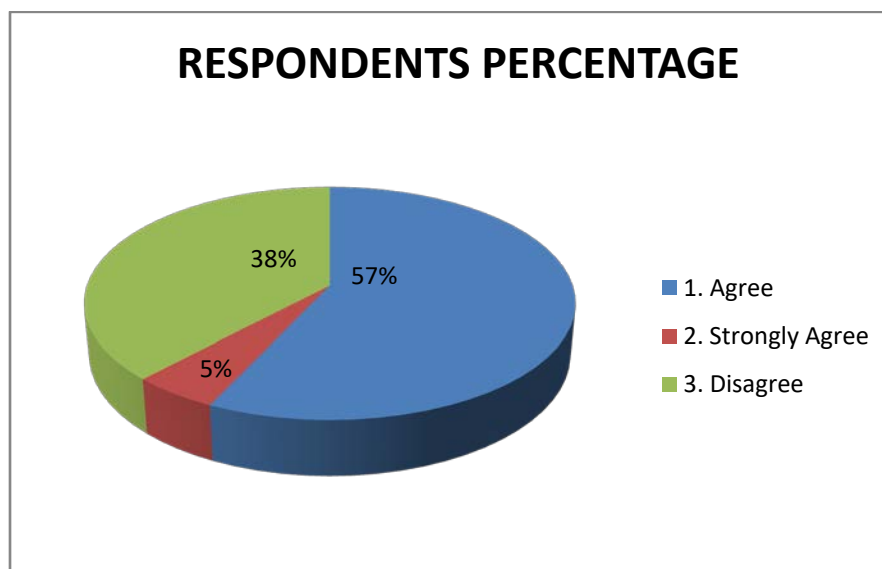
The above graph depicts that 36% of the respondents say yes, as MBA graduates gets good salary because of good exposure in the market. 29% of the respondents says no because they do not want to compare with MBA and M.Com even M.Com with finance and accounting has lots of job opportunities in both private and public sector and even corporate sector with higher salary equivalent to MBA. 35% say maybe because MBA with finance specialization has more packages up to 5lakhs per annum than any other specialization in MBA.

TABLE 7Table outlining MBA as a driving force for commerce education than M.Com

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1. Agree	57	57%
2. Strongly Agree	5	5%
3. Disagree	38	38%
Total	100	100%

This table depicts that 57 % of the respondents have agreed, 5% strongly agree, 38% disagree.

GRAPH 7 Graph outlining MBA as a driving force for commerce education than M.Com.





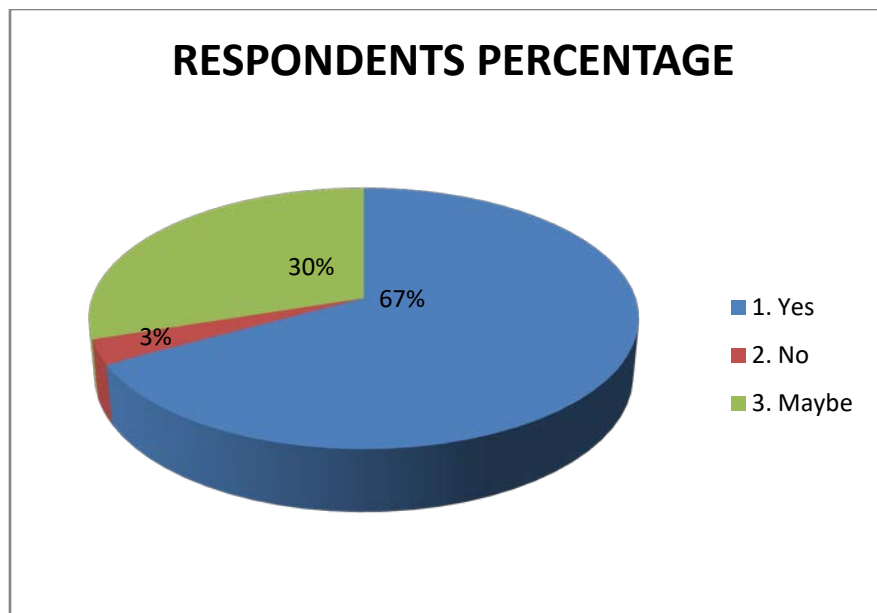
This graph depicts that majority of the respondents have agreed because MBA covers various areas of commerce subjects such as accounting, applied statistics, business communication, business ethics, finance, managerial economics etc., 5% of the respondents strongly agree because they feel that MBA is the high professional degree in the commerce field when compared to that of M.Com, 5% disagree as respondents might have felt that M.Com is driving force for commerce education than M.Com.

TABLE 8 Table depicting the scope for MBA in job market.

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1. Yes	67	67%
2. No	3	3%
3. Maybe	30	30%
Total	100	100%

This table depicts that 67% of the respondents have chosen yes, 3% no and 30% maybe.

GRAPH 8 Graph depicting the scope for MBA in job market.



This graph depicts that majority of the respondents have chosen yes because they feel that there is a scope for MBA in job market as MBA is considered as an essential degree in corporate sector, 30% of the respondents say maybe because they feel that there is a scope for both MBA and M.Com courses in Bangalore due to the job opportunities available in the job market and another 3% of the respondents are of the opinion that there is no scope for MBA in the job market due to the availability of other commerce courses.

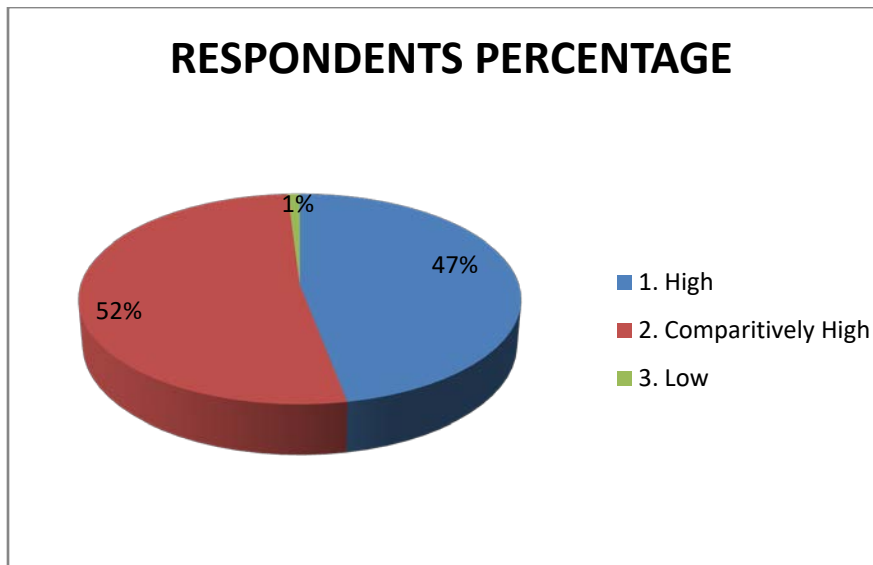
TABLE 9 Table portraying the fee structure for MBA course over M.Com course.

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1. High	47	47%
2. Comparatively High	52	52%
3. Low	1	1%
Total	100	100%

This table depicts that 47% of the respondents have chosen high, 52% comparatively high and 1% have chosen low.

GRAPH 9

Graph portraying the fee structure for MBA course over M.Com course.



This graph depicts that majority of the respondents have chosen high because the fee structure for MBA including foreign travel, tuition fess per each semester, placement charges etc. 52%



chosen comparatively high as respondents assume that the cost is a bit high because M.Com courses also include the above charges excluding foreign travel. Another 1% is of the opinion that the fee for MBA is low because of the scholar ship facilities which the government is providing to the commerce students to pursue MBA.

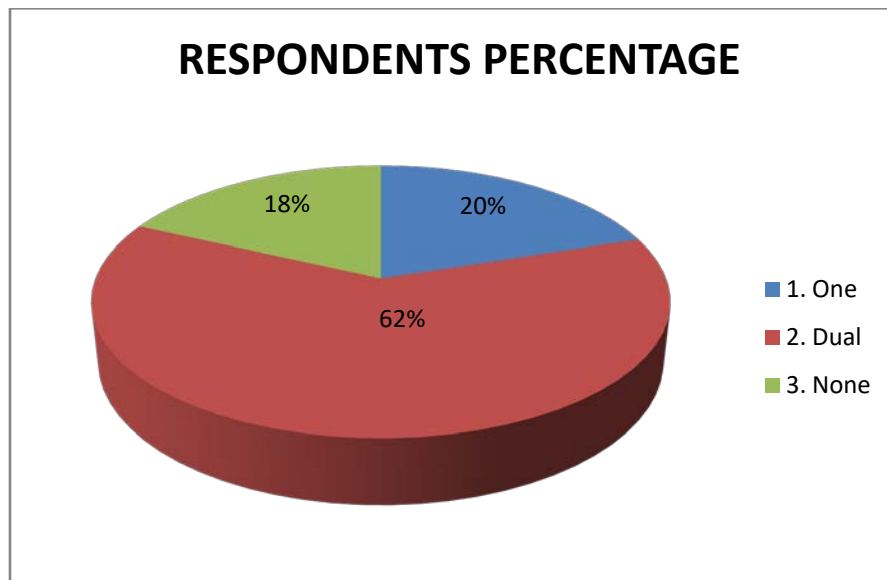
TABLE 10

Table depicting Specializations available for MBA course over M.Com course.

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1. One	21	21%
2. Dual	65	65%
3. None	19	19%
Total	100	100%

This table depicts that 21% of the respondents have chosen one, 52% dual and 1% have chosen none.

GRAPH 10 Graph depicting the Specializations available for MBA course over M.Com course.



This graph depicts that majority of the respondents have chosen one because most of the students would have come across colleges offering signal specializations for an MBA course. 62% of the



respondents have opted dual as they have adequate knowledge regarding the specializations available offered in their own MBA colleges. 18% say none, as they do not have any idea regarding the specializations offered for MBA courses.

FINDINGS OF THE RESEARCH ARE AS FOLLOWS

- The finding of the study suggests that there is a need for pursuing MBA course because of the wealth of the advantages especially when it is from a well-recognized top business school. Studying MBA forces you to get out of your comfort zone; you'll encounter the latest international business trends, apply the newest management techniques and keep challenging yourself.
- The findings of the study shows that MBA as a professional course, graduates of MBA programs have higher chances of holding a high level management position and enjoying successful MBA careers. The real advantage of an MBA, however it is proven versatility. With an MBA, one can pursue many careers and advance faster to better paid jobs.
- The study of the research suggests that there is a need for a commerce graduate in today's world as every course is exposed to the updated requirements of the company.
- The study established that both MBA and M.Com courses provides various specializations which will in turn help the companies to recruit students according to the specialization, but it also depends on students preferences as well.
- Students are required to clear few exams like CAT, MAT, KMAT etc, to pursue MBA course in top universities, as they have to clear the above mentioned exams which will give the students a great exposure and help their logical thinking skills, leading to a wide increase in knowledge.
- The finding of the study tells that the average income for an MBA graduate is much higher than an employee with regular masters. Students can expect to earn twice as much as the regular university student earns. Over 50% of MBA graduates worldwide are senior managers or board directors. This type of position brings a higher salary, but also greater responsibilities.
- There is a strong acceptance for MBA because, MBA covers various areas of commerce subjects such as accounting, finance business ethics etc.



- The three major areas focused on MBA course are human resource, marketing, finance which will help the companies to recruit MBA students to meet organizations requirement.
- The findings of the study show that majority of the respondent feel that pursuing MBA is comparatively higher than any master's degree. There are some MBA colleges in Bangalore that charge high fee like IIM Bangalore which includes foreign trips, placements, issuing of laptops etc., however there are many universities like Bangalore University and VTU which offers MBA program at low fee. The average tuition fee for M.Com course ranges very low compared to MBA.
- The study suggests that in recent years the number of applications for MBA has increased drastically because of the specialization available like marketing, human resources, finance, information systems, operations management and business analytics. Though the above specializations are usually the more popular choices, whereas in M.Com which focuses much lesser specialized areas compared to MBA such as finance, accounting, and research.

SUGESSTIONS

According to the respondents, this research paper suggests that apart from the regular course which are offered to the MBA students in colleges and universities there are few new courses which can be included as specializations to enhance the quality of education and also to provide a good variety of choices to the commerce students.

Specializations in business analytics was suggested by majority of the respondents because business analytics is one of the most trending and interesting subjects which students prefer , which will in turn provide higher job opportunities. Taxation, entrepreneurship development, retail and wholesale management, film making, hospitality and aviation , organizational culture, general and strategic management , information technology, hotel management analysis are few of the subjects which respondents suggested to be added on to a MBA course.

Another few suggested that digital marketing and inclusion of crypto currencies should be added on to the MBA course as a specialization as it has got lot to do with advertising and media providing a good weight age to an individual's resume.



CONCLUSION

This research paper focused on commerce students preferring MBA over M.Com courses as there is equal requirements for MBA graduates at corporate sectors and M.Com being one of the prestigious courses in the country. The program is well received in industries as well as in academics. Since both the courses are exposed to the current requirements of the working culture they are demanded by the head hunters.

The study on this research concludes stating that both the postgraduate courses namely MBA and M.Com have equal career opportunities with equal academic excellence providing good annual sum. It solely depends on the beginner's perceptions and career preferences.

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JOURNALS

Bench marking management system, December 2014, 50-52, Vol. 19.

ANNEXURE

1. Is there a need for MBA?
 - Agree
 - Strongly agree
 - Disagree

2. Do you think MBA is a professional course?
 - Agree
 - Strongly agree
 - Disagree

3. Is MBA an essential degree in a corporate sector?
 - Agree
 - Strongly agree
 - Disagree

4. Is there a job opportunity available for MBA than M.Com?
 - Yes
 - No
 - May be

5. Is pursuing MBA a better option than pursuing M.Com?
 - Yes
 - No
 - May be



6. Are MBA students paid higher than M.Com?

- Yes
- No
- May be

7. Is MBA a driving force for commerce education than M.Com?

- Yes
- No
- May be

8. Is there a scope for MBA in market?

- Yes
- No
- May be

9. How is the fee structure for MBA than M.Com?

- High
- Comparatively high
- Low

10. Choose the No. of specialisations available?

- One
- Dual
- None

11. What are the other specialisations would you like to include in MBA course ?

- State reason.

12. Will MBA students prefer opting lecturing as their profession?

- State reason.