

FACTORS INFLUENCE ON COURSE SELECTION AMONG HSC COMMERCE STUDENTS

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ABSTRACT

After 12th board examination selecting a course appears to be challenging task for students. Today's generation students have ample of career opportunities in their selected stream of education. Even though students feel stressful and overwhelming, when they are asked 'what are your career planning after HSC Board examination'? If the students have no sense of purpose or direction, it would be wastage of precious time in pursuing selected course. Many students fail to recognise the importance of choosing right course and then regret it later. Covid-19 Pandemic cause substantial changes in all areas of life including education sector. Schools, colleges closures, online teaching methods have affected students career planning and career decisions. Especially for HSC pass out students selecting the best possible course is a key decision to make and often a challenging one. There are many factors to be considered in selection process of right course at graduation level such as family-members guidance, influence of peer group, economical background, environmental factors, opportunity awareness, teachers counseling. This research study was conducted in the contest of HSC Commerce pursuing students in junior commerce colleges located in Latur city in Maharashtra. The Proposed research study was based on primary data captured through self-structured questioner. For the purpose of the study total of 50 respondents were selected using convenience and simple random sampling. The research findings could be used to opt the right career path for HSC students for future education and expert in desired domain and to Academic Institutions.

Key Words- Course choice, Higher Secondary Certificate, Covid-19 Pandemic.

1) Introduction:

The importance of a career in life is huge & the importance of choosing the right Qualification that paves the way to fulfill one's career aspirations selection of right stream at intermediate level as well as choosing a right course at graduation level can help to figure out career path. Right course selection can help students fit in their interest, skill and learn more. It is very important for the students to follow their passion to become a successful in career. But in reality choosing a degree course is one of the challenging decisions for students. Many

times students have an interest in particular course but in actual due to some social, economical and previous qualification reason, students pursue irrelevant course. Specifically, 12th grade students may be decided or undecided enough to choose the course for further studies i.e. for graduation level. In India without knowing our passion and area of interest we select particular course.

The main purpose of the research is to study identify influence of social factors, economical status, parent's guidance, and environmental factors on choice of course for higher studies. An attempt was also made to examine the awareness of various courses among 12th grade students for further education study.

2) Objectives of the Study:

1. To explore the influence of socio-economic factors on choice of course.
2. To study the impact of environmental factors on choice of course among higher secondary students.
3. To analyze impact of opportunity awareness factors on choice of course.
4. To recognize the impact of interest factor on choice of course.

3) Scope of the Study:

This study is an investigation of the factors affecting the course selection of 12th grade students for graduation level studies. The present research limited to HSC commerce faculty students. This study mainly focused on the factors such as Socio-economical, Environmental, Opportunity awareness and Interest.

4) Significance of the Study:

Numerous studies as already cited provide useful information on career choices. However, analyses of factors in course choices specifically focusing on commerce faculty students in 12th grade have not been adequately carried out. This study will provide students an opportunity contribute on their individual situations as far as choices of courses.

5) Sources of Information:

In order to conduct proposed investigation, sample drawn from the Dayanand Junior Commerce College, Latur city. The data was collected from both primary & secondary sources.

Primary Data: For collection of primary data, survey method was followed. Self-structured questionnaire was prepared for conducting the survey.

Secondary Data: Secondary data was collected from various sources like Internet & Journals.

6) Sampling Design:

Total Sample: Total sample size taken into consideration is 50 respondents. The study is based on 50 responses of HSC Commerce students selected through convenience sampling techniques.

7) Analysis & Results:

The results of the study can be highlighted with the help of tables and interpretation & graphs given below-

1. The Demographic Profile of Respondents:

Table No.1

Demographic Profile

Sr.No.	Gender	Responces	%
1	Male	32	64%
2	Female	18	36%
	Total	50	100%
Sr.No.	Age	Responces	%
1	17-18 years	43	86%
2	Above 18 years	7	14%
	Total	50	100%
Sr.No.	Occupation	Responces	%
1	Farmer	22	44%
2	Government Employee	8	16%
3	Private Employee	4	8%
4	Business	16	32%
	Total	50	100%

Gender : Out of total percentage of respondent, 32 (64%) were male category and 18 (36%) were female category respondents.

Age : Majority of respondents, 43 (86%) belongs to the age bracket of 17-18, since it is an average age of individuals studying in 12th standard and 07 (14%) of the respondents above 18 years of age.

Occupation : Distribution of parent occupation of respondents, Farmers 22 (44%), Business 16 (32%), Government sector 8 (16%), and Private sector Job 4 (8%).

2. Factors influencing Choice of Course:

• **Effect of Socio-economic factor on choice of course:**

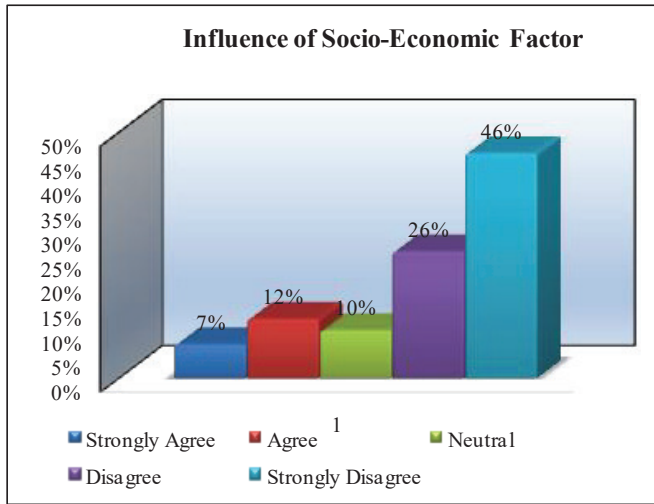
Socio-economic factors such as Impact of Parents guidance, Siblings suggestions, Teachers guidance, College friends/ Classmates preference for course, Interest in family business, Economic status of parents, Fees structure of course discussed among the selected respondents, to analyze effect of socio-economic status on choice of course for higher education.

The respondents were requested to tick the range that applied to their opinions on how socio-economic factors influence course choice and the response is shown below-

Table No.2

Influence of Socio-Economic Factor

Factors of Study		Influence of Socio-Economic Factor	
Sr.No	Particulars	Responces	%
1)	Choice of Course based on Parents Guidance		
2)	Choice of Course based on elder Brother/sisters suggestion		
3)	Choice of course based on Teachers guidance		
4)	Choice of course based on friends/classmates preference for course choice		
5)	Planned to continue Family Business & Support Family		
6)	Influence of Economic status of parenets on Choice of course		
7)	Course fees structure and Choice of course		
		350	100%



The response shows that 160 of the respondents representing (46%) strongly disagree to the influence of socio-economic status on course choice, while 90 of the respondents representing (26%) disagree with the statements. Also 42 of the respondents representing (12%) agree with the statement and 24 (7%) observed strongly agree and 34 (10%) were neutral on course choice decision. This means that socio-economical factor is not a major

determinant of course-choice decision.

• **Effect of Environmental Factor on Choice of Course:**

Environmental factors such as Impact of reputation of Degree College, location of Degree College, Distance mode of education, Most demanded course, ‘work-from-home’. Job criteria discussed among the selected respondents. The respondents were requested to select the range that applied to their opinions.

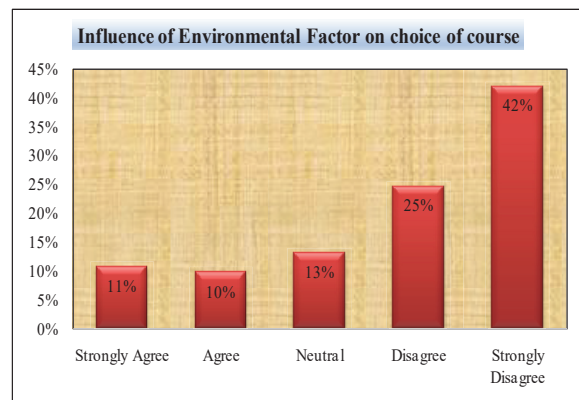
Table No.3

Influence of Environmental Factor on choice of course

Factors of Study
1) Reputation of College
2) Location Of Degree college
3) Plan to complete Graduation study in Metro City
4) Distance Mode of education
5) Choice of demanded course
6) Covide-19 Pandemic & Work-from-Home Job criteia

Sr. No	Particulars	Responces	%
1	Strongly Agree	32	11%
2	Agree	29	10%
3	Neutral	39	13%
4	Disagree	74	25%
5	Strongly Disagree	126	42%
		300	100%

Table-3 shows that 126 of the respondents (42%) strongly disagree, regarding influence of environmental factors on ‘course-choice’ among 12th grade commerce students for higher study. 74 of the respondents representing (25%) disagree with the statements. While 32 (11%) of respondents strongly agree with the statements, followed by 29 (10%) respondents as ‘agree’ on statements & 39 (13%) were neutral.



• **Effect of Opportunity Awareness factors on Choice of Course:**

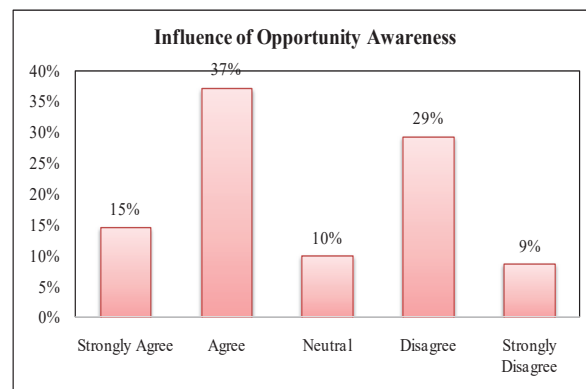
Opportunity Awareness factors such as Covid-19 crisis and Job Opportunities, Awareness about Traditional and Professional courses under Commerce faculty, Interest to attend career counseling programmes, discussed among the selected respondents.

The respondents were requested to tick the range that applied to their opinions on influence of opportunity and awareness factors on choice of course.

Table No.4
 Influence of Opportunity Awareness

Factors of Study
1) Awareness of Covid-19 crisis on Job opportunities
2) Awareness about various courses for Graduation under Commerce stream
3) Awareness about traditional courses for Graduation
4) Awareness about Professional courses for graduation
5) Awareness about various Job opporation in Commerce field
6) Interest to attendent Career Counselling Programme

Sr. No	Particulars	Responces	%
1	Strongly Agree	44	15%
2	Agree	112	37%
3	Neutral	30	10%
4	Disagree	88	29%
5	Strongly Disagree	26	9%
		300	100%



The presented information indicates that 112 of the respondents representing 37% agreed and 44 of the respondent representing 15% were strongly agreed with the effect of opportunity awareness on choice of course among 12th Grade students for higher education. While 88 of the respondents representing 29% were disagree and 26 (9%) were strongly disagree with the statements. 30 (10%) of the respondents were neutral on decision of choice of course.

This means that opportunity awareness factor considerably influences ‘choice of course’ decision for higher education.

• **Effects of interest factor on choice of course:**

Interest factors such as Impact of own interest, preference for Management courses, ‘Information Technology’ courses, Accountancy courses, course choice decision on 12th std. marks studied under ‘Interest Factor’. Respondents were asked to select extent of their opinions on effect of interest factors on choice of course.

Factors of Study
1) Choice of Courses based on Own interest
2) Like to prefer Accountancy Courses
3) Like to prefer Management courses
4) Like of prefer Information Technology Courses
5) Choice of courses based on 12th Marks & Grade
6) Pre-decision of Choice of course before HSC

Table No.5
 Influence of Interest Factor

Sr. No	Particulars	Responces	%
1	Strongly Agree	106	35%
2	Agree	70	23%
3	Neutral	48	16%
4	Disagree	49	16%
5	Strongly Disagree	27	9%
		300	100%

Data presented in Table No.5 shows that 106 of the respondents representing 35% strongly agree on influence of opportunity awareness on choice of course. While 70 of the respondents representing 23% agree with the statements. Also 49 of the respondents representing 16% and

27 (9%) were selected disagree, strongly disagree option and 70 (23%) were not sure on opinion.

Hence, it is revealed that 'Interest Factors' is the major factor influencing the choice of course for higher education.

8) Research findings & Discussion:

1) Majority of the respondents under 'socio-economical' status reported that family-members, peer group, did not play key role in their 'Course-choice' decision. This study reveals that the course-choice is based on students self interest. Majority of respondents observed strongly disagree i.e. 46% & disagree 26% with the statement of impact of socio-

economic status on course- choice.

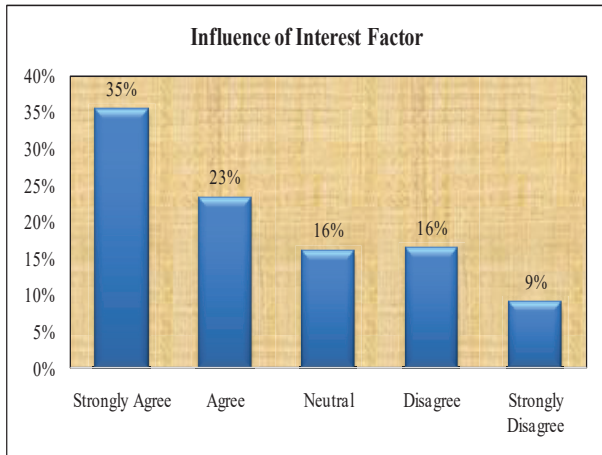
- 2) Under the discussion on 'environmental factors', impact, it is observed that reputation of college, location of college did not influence the choice of course. Also distance mode of education, work-from-home flex-time had not significant influence on course choice for higher education. Majority of students expressed strongly disagree (42%) & disagree (25%) towards influence of environmental factor on course-choice decision.
- 3) About the influence of 'opportunity awareness' factor, it revealed that students were not well informed regarding Traditional and Professional courses under commerce faculty. Also study revealed that half of the respondents were unaware regarding impact of Covid-19 crisis on employment situation. Majority of the respondent expressed that 'opportunity awareness' factor influences the decision of course selection.
- 4) Regarding the study of influence of 'Interest' factor on 'choice of course', it is observed that students interested to opt 'Management' and 'Information Technology (IT)' courses, for higher studies, it is found that the 38% of the students pre-decided on course choice for higher education.

Recommendations:

Based on the findings of this study, it is recommended that-

- 1) Parents should work with their children in course-decision making process for Higher Studies.
- 2) Teachers should prepare students for career awareness at early age.
- 3) Higher secondary schools, should organize career counseling programmes for awareness.

Conclusion:



This study reveals that role of family members and peer group is minimal in choice of course. Financial factors are not barriers in choice of course. Students prefer to pursue future education in Metro Cities like Pune, Mumbai. The students were not impressed by reputation of college and location. The study reveals that students are not much informed with professional & traditional courses under commerce stream. Student's first preference would be for Management & IT courses.

Finally, it is to be concluded that among social, economical, environmental factors, interest factor serves as a determinants in choice of course.

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