



MANAGEMENT STUDENTS' PERCEPTION AND ATTITUDE TOWARDS PRODUCTION AND OPERATIONS AS A DISCIPLINE: AN EMPIRICAL INVESTIGATION

DR.K.KARTHIKEYAN*; J.ASHOK VISWANATH; S.BHARATH*****

*Assistant Professor, Department of Management Studies, Saranathan College of Engineering,
Tiruchirappalli, Tamilnadu, South India.

**MBA Final Year Student, Department of Management Studies, Saranathan College of
Engineering, Tiruchirappalli, Tamilnadu, South India.

*** MBA Final Year Student, Department of Management Studies, Saranathan College of
Engineering, Tiruchirappalli, Tamilnadu, South India.

ABSTRACT

This article analyzes the interest of business administration students in the area of production and operations. The aims to access the various factors that influences the students to take up production and operations as their specialization. First year management students from various Engineering and Arts College in and around Tiruchirappalli district were taken for this study. The primary data was collected by the researcher with the help of structured questionnaire administered to 95 first year MBA students and the type of sampling was convenient sampling. Various statistical tool used in the study were (i) reliability analysis (ii) factor analysis and (iii) multiple regression. Some of the major findings were derived, that will be useful, relevant and significant to the present education system and students pursuing business administration.

KEYWORDS: *Production, Operations, Perception, Attitude, Students.*