

# ***A SURVEY OF FACTORS INFLUENCING THE PERFORMANCE OF ALUMNI OF SRI BALAJI SOCIETY ALUMNI IN INDUSTRY***

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**Abstract — Purpose:-** The purpose of this Research is to study the various factors like good academics, good faculties, good extra-curricular activities/sports, 365 days' work culture, good summer project placement and final placement that helped alumni to grow in their corporate career. **Significance :-** A Study of factors that influence the performance of SBS (Sri Balaji Society) alumni in industries. Sri Balaji Society is a charitable trust established under The Bombay Public Trust Act, 1950. The autonomous management Institutes and Colleges managed by the trust are as under **1)Balaji Institute of Modern Management (BIMM) 2)Balaji Institute of Telecom Management (BITM) 3)Balaji Institute of International Business (BIIB) 4)Balaji Institute of Management and Human Resources Development (BIMHRD)** this study will enable other Management Institutes to prepare students to Corporate life. This study will provide the base where the alumni can be benefited to perform better in their corporate career after studying in good B School like Sri Balaji Society. The hypotheses testing are done by Quantitative testes and the questionnaires by using online google form.

**Key words:-** good academics, good faculties, good summer project and final placement, cultural activities/sports, 365 days' work culture, ethical practices, good healthy practices.

**Methodology:** - The Research Methodology used is survey method .A Questionnaire is used to collect information from the Respondents ie the Alumni of SBS .In this research convenient sampling technique is used. The list of alumni from which the responses are collected are the pass out students of SBS of various specialization like Marketing, PM & HRD , Finance , Operations , International Business , Telecom , Systems , Business Analytics of the different age group and at the various locations.

## **Introduction :**

Although it is believed that the performance of the managers in the corporate is depended upon the various factors, this is the research which is carried out to study the various factors like good academics, good faculties, good extra-curricular activities/sports, 365 days' work culture, good summer project placement and final placement followed by SBS helped alumni to grow in their corporate career by using them.

## **Objectives:**

- I. To Study the factors like good academics, good faculties, good summer project and final placement, cultural activities/sports, 365 days' work culture impact alumni to get corporate career.
- II. To study the factors like good academics, good faculties, good summer project and final placement, cultural activities/sports, 365 days' work culture has helped them to perform well and grow in corporate career
- III. To study the factors following the ethical practices in corporate career has helped them to grow.
- IV. To study SBS Alumni are performing in their career as good as the other management graduates from the good premium like IIM, XLRI, IBS, and Symbiosis.

## **Hypothesis:**

- I. H1: To Study the factors like good academics, good faculties, good summer project and final placement, cultural activities/sports, 365 days' work culture impact alumni to get good corporate career.  
H0: To Study the factors like good academics, good faculties, good summer project and final placement, cultural activities/sports, 365 days' work culture dose not helped alumni to get good corporate career.
- II. H1: To study the factors like good academics, good faculties, good summer project and final placement, cultural activities/sports, 365 days' work culture has helped them to perform well and grow in corporate career.  
H0: To study the factors like good academics, good faculties, good summer project and final placement, cultural activities/sports, 365 days' work culture dose not helped them to perform well and grow in corporate career.
- III. H1: To study the factors like following the ethical practices in corporate career has helped them to grow in their corporate career.

H0: To study the factors like following the ethical practices in corporate career has dose not helped them to grow in their corporate career.

IV. H1: To study that SBS Alumni are performing in their career as good as the other management graduates from the good premium like IIM, XLRI, IBS, and Symbiosis.

H0: To the study that SBS Alumni are dose not performing in their career as good as the other management graduates from the good premium like IIM, XLRI, IBS, and Symbiosis.

## Literature Review:

### 1. Measuring Outcomes of College. Fifty Years of Findings and Recommendations for the Future.

Justification for a college education is presented in this study by measuring the outcome of college experience. Evidence includes nearly five decades of research on students' achievement both during and after college, and on the educational influence of colleges themselves, to show how college graduates benefit from their exposure to higher education. In addition, landmark studies are surveyed to identify the connections among institutional goals, organizational structure, educational environment, and student achievement. Part I (Achievement During College: Undergraduates) examines student achievement by examining the Pennsylvania study by Learned and Wood (1938); tests of general education; Graduate Record Examinations' area tests and advanced tests; the College Board's College-Level Examination Program (CLEP); and the Undergraduate Assessment Program. Part II (Achievement After College: Alumni) uses various studies--such as the U.S. Office of Education National Survey of College Graduates, the National Opinion Research Center Alumni Survey, the Higher Education Research Institute national study of college graduates and employment, a 1976 Associated Colleges of the Midwest survey of liberal arts graduates, a UCLA survey, and a Time Magazine survey--to examine life after college. Part III (Achievement by Colleges: Studies of Institutions) uses self-studies and institutional research to measure the growth of the college. The epilogue makes suggestions for updated questionnaires to graduates, improved achievement tests, and a renewed attempt to change popular opinion that questions the worth of the college degree. A bibliography and an index are provided. (LC). **ERIC Number:** ED181810, **Record Type:** RIE, **Publication Date:** 1979, Pages: 188.

2. Despite their prevalence, mail surveys have drawbacks, chief among them the potential for low response rates, which may compromise the credibility of research results and diminish their usefulness. Therefore, it is important for institutional researchers to plan and conduct mail surveys that achieve optimal response rates, especially in populations (i.e., alumni) where low response rates may be a problem. This research tested the effect of the survey procedures suggested by Dillman's (1978) Total

Design Method on response rate to a mail survey of two-year college alumni. The method used was an experiment with four groups that varied in their degree of adherence to Dillman's procedures, i.e., amount of follow-up and degree of personalized approach. Subjects were randomly assigned to groups. Results provided a test of Dillman's techniques in an educational setting, further information for institutional researchers about ways to improve response rates, and an analysis of the costs and benefits of using Dillman's methods. **Kerry Smith and Trudy Bers.**

### 3. Recent Alumni and Higher Education: A Survey of College Graduates.

Spaeth, Joe L.; And Others This book offers information about the alumni class of 1961 and how closely their lives and careers matched their expectations. Part one discusses the alumni reactions to their college. Emphasis is placed on the goals of higher education, college and culture, memories and attitudes toward the college, reform of higher education, political and social attitudes, and financial contributions. Part two discusses higher education and career progress. Emphasis is placed on the transition from high school to college, and higher education and occupational attainment. Part three discusses the present state of higher education. (MJM) **McGraw-Hill Book Company, Hightstown, New Jersey**

### 4. An analysis of alumni performance: A study of the quality of nursing education. [Nurse Educ Today](#). 2017 Feb;49:135-139. doi: 10.1016/j.nedt.2016.11.022. Epub 2016 Nov 2

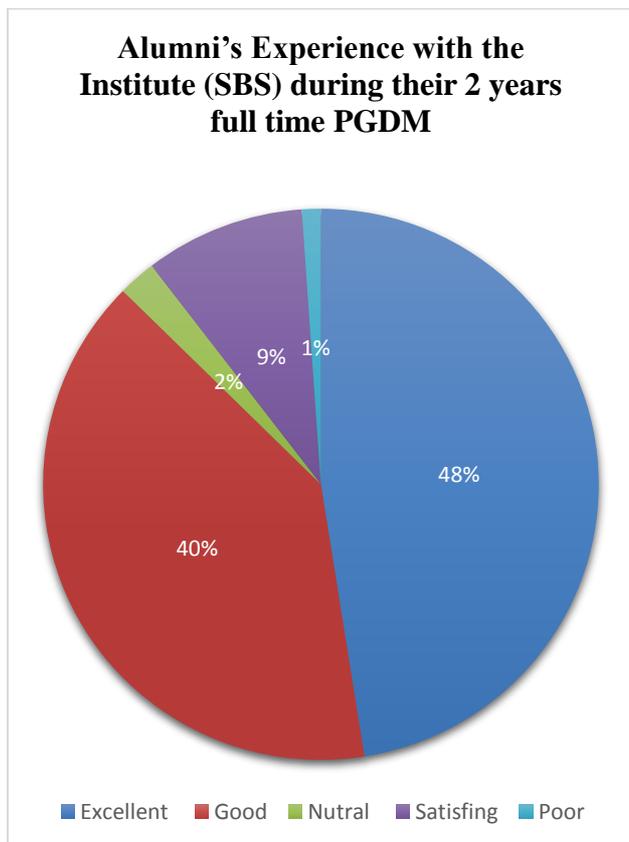
he professional performance level of their alumni is one of the quality indicators of educational institutions. Nursing education institutions can use their alumni's performance analysis results to enhance their curricula, eliminate deficiencies, and improve the quality of education and graduate more highly qualified nurses. According to the study results, the alumni's perceptions of themselves as well as the nurse managers' perceptions of the alumni were different from those of the other nurses with undergraduate degrees in terms of professional knowledge, expectations and ideals. The performance evaluation results showed that the alumni evaluated themselves more positively than their managers did. It was determined that there were highly significant differences ( $p=0.000$ ) between the values provided by the five sub-dimensions of the scale and the total scale. In addition, the performance level was low in the sub-dimension focusing on research, and there was a significant difference in this sub-dimension ( $p=0.040$ ) In this research convenient sampling technique is used. The list of alumni from which the responses are collected are the pass out students of SBS of various specialization like Marketing, PM & HRD , Finance , Operations , International Business , Telecom , Systems , Business Analytics of the different age group and at the various locations.

**Data Analysis and Findings:**

Response are collected through the online google form, share with the registered alumni through mail. After collecting the responses from the alumni through the questionnaire we have come to findings as follows

**Table 1- Alumni’s Experience with the Institute (SBS) during their 2 years full time PGDM**

What is your Experience with the Institute (SBS) during 2 years full time PGDM (267 Responses)		
Responses	Frequency	Percentage
Excellent	127	47.4
Good	106	39.8
Neutral	6	2.2
Satisfying	25	9.3
Poor	3	1.1

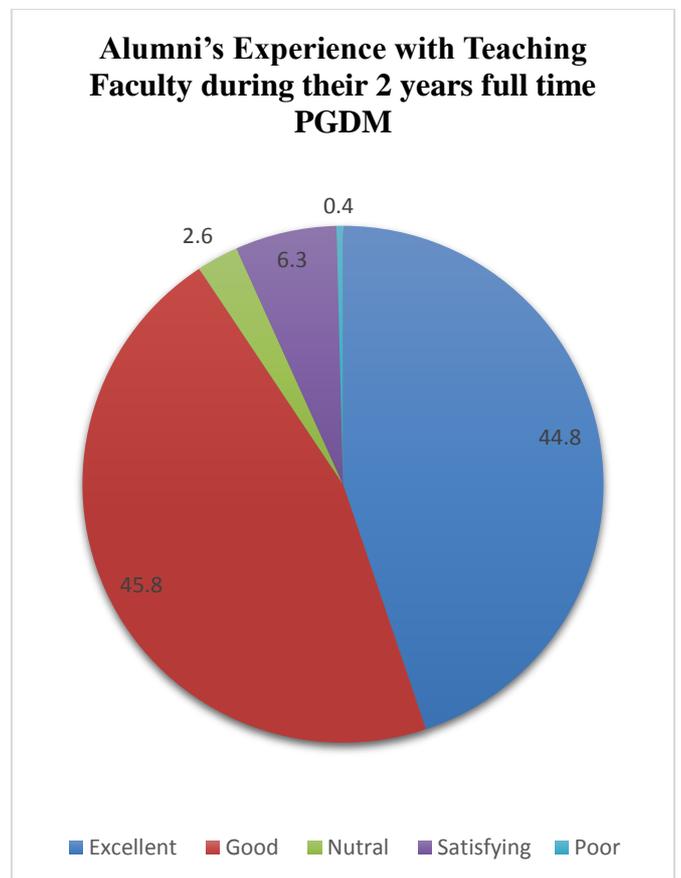


**Interpretation:** 47.4% (127) alumni say’s it was **Excellent experience** about the institute while 39.8 % (106) of alumni had a **Good**

**experience** about the SBS during their 2 years full time PGDM.

**Table 2 – Alumni’s Experience with Teaching Faculty during their 2 years full time PGDM**

What is your Experience with teaching Faculty during 2 years full time PGDM (267 Responses)		
Responses	Frequency	Percentage
Excellent	120	44.8
Good	122	45.9
Neutral	7	2.6
Satisfying	17	9
Poor	1	0.4

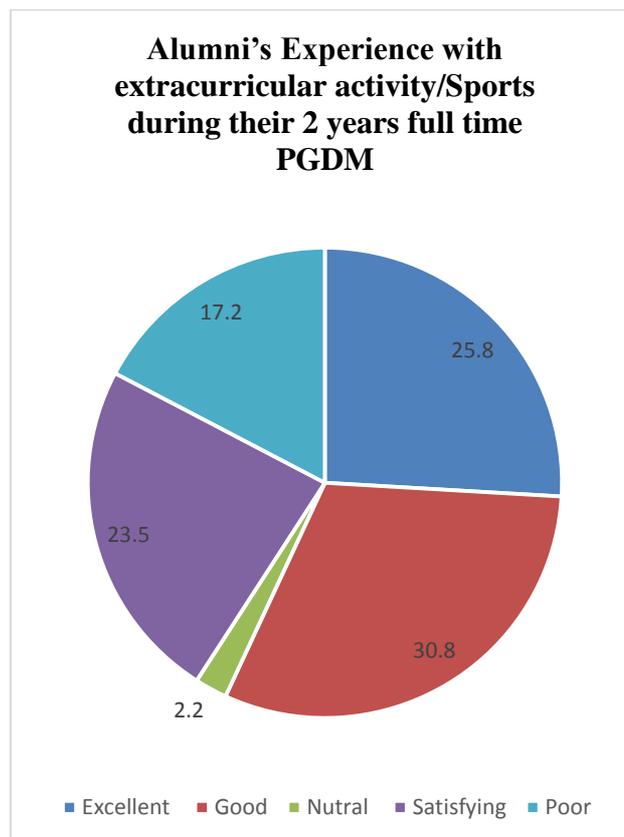
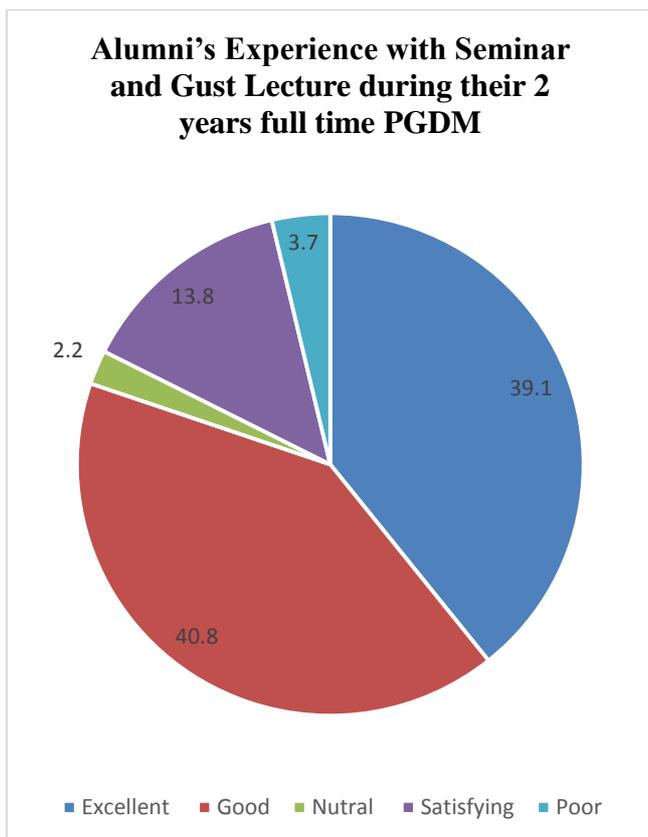


**Interpretation:** 47.8 % (120) of alumni had an excellent experience about the teaching faculties while 45.9 % (123) had a Good experience about the teaching faculties in SBS.

**Table 3 - Alumni’s Experience with Seminar and Guest Lecture during their 2 years full time PGDM**

What is your Experience with Seminar and Gust Lecture during 2 years full time PGDM (267 Responses)		
Responses	Frequency	Percentage
Excellent	105	39.3
Good	109	40.8
Neutral	6	2.2
Satisfying	37	13.8
Poor	10	3.7

What is your Experience with extracurricular activity/Sports during 2 years full time PGDM (266 Responses)		
Responses	Frequency	Percentage
Excellent	69	25.8
Good	83	30.8
Neutral	6	2.2
Satisfying	63	23.59
Poor	46	17.22



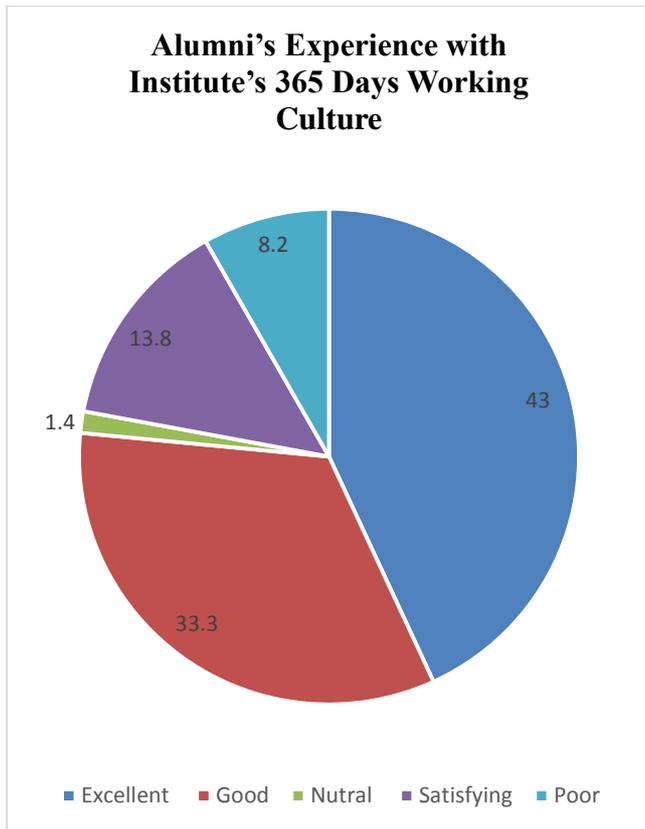
**Interpretation:** 39.3% (105) of alumni had an excellent experience about the teaching faculties while 41% (109) had a Good experience about the seminar and Gust lecture in SBS during their 2 years full time PGDM.

**Interpretation :** 25.8% (69) of alumni had an excellent experience about the extracurricular activity and sports while 30.8 % (83) had a Good experience about the extracurricular activity and sports in SBS during their 2 years full time PGDM.

**Table 4 - Alumni's Experience with extracurricular activity/Sports during their 2 years full time PGDM**

**Table 5 - Alumni's Experience with Institute's 365 Days Working Culture**

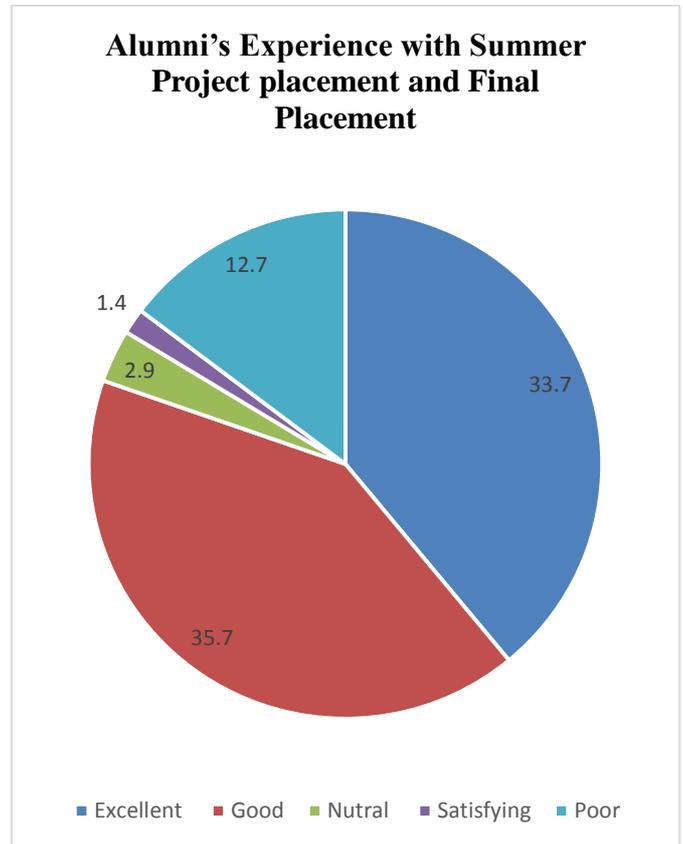
What is your Experience with Institute's 365 Days Working Culture during 2 years full time PGDM (266 Responses)		
Responses	Frequency	Percentage
Excellent	115	43
Good	89	33.3
Neutral	4	1.4
Satisfying	37	13.8
Poor	22	8.2



**Interpretation:** 43 % (115) of alumni had an excellent experience about the 365 Day's working culture while 33.3 % (89) had a Good experience about the 365 Day's working culture in SBS during their 2 years full time PGDM.

**Table 6 - Alumni's Experience with Summer Project placement and Final Placement.**

What is your Experience with Summer Project placement and Final Placement (266 Responses)		
Responses	Frequency	Percentage
Excellent	90	33.7
Good	95	35.5
Neutral	8	2.9
Satisfying	40	1.4
Poor	34	12.7

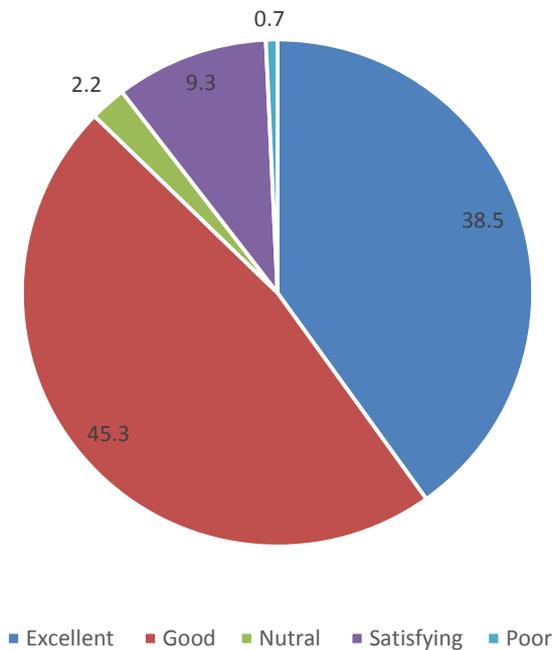


**Interpretation:** 33.7 % (90) of alumni had an excellent experience about Summer Project placement and Final Placement while 35.5 % (95) had a Good experience about the Summer Project placement and Final Placement in SBS during their 2 years full time PGDM.

**Table 7 – Performance of the alumni in company with compare to colleague from other premium B – Schools.**

What is your feedback on your performance in company with compare to your colleague from premium B – Schools (266 Responses)		
Responses	Frequency	Percentage
Excellent	103	38.5
Good	121	45.3
Neutral	6	2.2
Satisfying	35	9.3
Poor	2	0.7

**Performance of the alumni in company with compare to colleague from other premium B – Schools.**

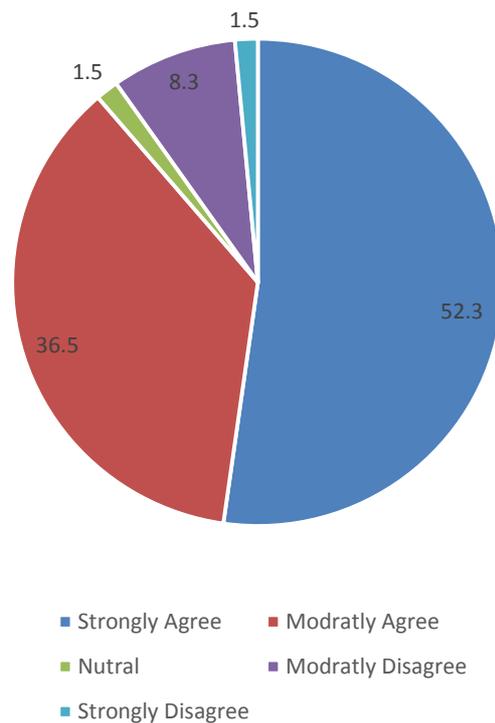


**Interpretation:** 38.7 % (103) of alumni had an excellent experience about their performance in company with compare to their colleague from premium B – Schools while 45.1 % (120) had a Good experience about performance in company with compare to their colleague from premium B – Schools performance in company with compare to your colleague from premium B – Schools.

**Table 8 – Alumni’s Feedback on good academics, good faculties, extracurricular activities, 365 days’ work culture, and summer project/placement has helped them to perform in better corporate life**

Do you agree good academics, good faculties, extracurricular activities, 365 days’ work culture, summer project/placement has helped you to perform in corporate life (266 Responses)		
Responses	Frequenc y	Percentage
Strongly Agree	139	52.3
Mordantly Agree	97	36.5
Neutral	4	1.5
Mordantly Disagree	22	8.3
Strongly Disagree	4	1.5

**Alumni's Feedback**

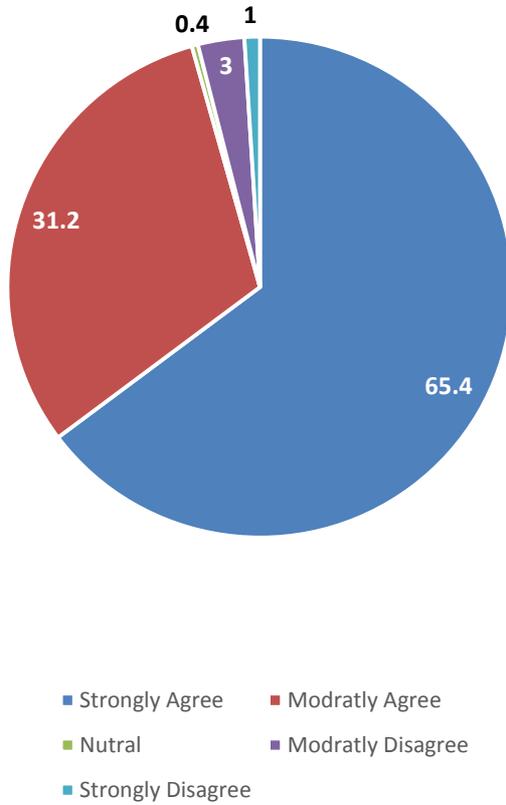


**Interpretation : 52.3 % (139) of alumni strongly agreed** that the factors like good academics, good faculties, extracurricular activities, 365 days’ work culture, and summer project/placement of SBS has helped them to grow and perform better corporate life. While **36.5% (97) of alumni moderately agreed** that good academics, good faculties, extracurricular activities, 365 days’ work culture, and summer project/placement has helped them to perform in better corporate life.

**Table 9 – Alumni’s Feedback on following the ethic in career has helped them to grow in their career**

Do you agree following the ethics helped you to grow in your career (266 Responses)		
Responses	Frequency	Percentage
Strongly Agree	174	65.4
Mordantly Agree	83	31.2
Neutral	1	0.4
Mordantly Disagree	8	3
Strongly Disagree	0	0

## Alumni's Feedback



**Interpretation** : 65.4 % (174) of alumni's are strongly agreed that following the ethics has helped them to grow in their career. While 36.5% (97) of alumni moderately agreed that following the ethics has helped them to grow in your career.

**Findings:**\_\_

In total 265 alumni of Sri Balaji Society has completed and returned the questionnaire.

Overall 47.6% (127) of the alumni had Excellent experience with the SBS while they are perusing their two year full time PGDM course where as 39.7 % ( 106) alumni had Good experience with the SBS.

44.9% (120) alumni's had Excellent experience about the teaching faculties while 45.7 % ( 122) had a Good experience about the teaching faculties.

39.3% (105) alumni had excellent experience about the Seminar and guest lectures during their two years full time PGDM course while 40.8% (109) had a Good experience.

25.8% (69) alumni had excellent experience about Sports and extracurricular activity while 31.1% (83) alumni say's it was Good experience about the sports and extracurricular activity during their two years full time PGDM course.

43.1 % ( 115) had Excellent experience about the 365 day's working culture followed by SBS during the full time PGDM course , while 33.3%(89) says it was good to follow the 365 day's working culture it has helped them to grow and perform well in corporate career.

33.7 % ( 90) had an Excellent experience about the Summer/Winter project placement while 35.6% (95) had Good experience about the summer/Winter project Placements.

87.6 % ( 233) Alumni's got placed from campus with average package of 6 lac per annum.

414.1% (102) are still working the same company in which they got campus placement.

38.6 % ( 103) of SBS alumni says that they are performing Excellent in corporate career in compare to their colleague from premium B school while 41.3% (121) alumni say's they are performing good in corporate career as compare to their colleague from other premium B school .

52.4 % ( 140) of alumni's are strongly agreed that factors like good academics, good faculties, extracurricular activities, 365 days' work culture, summer project/placement has helped them to perform well and grow in their corporate career.

65.3 % ( 175) of alumni strongly agreed that following the ethics in has helped them to grow and perform well in their corporate career while, 31.3 % ( 84) alumni's are moderately agreed that following the ethics in has helped them to grow and perform well in their corporate career.

### Conclusion:-

1)The factors like good academics, good faculties, good summer project and final placement, cultural activities/sports, 365 days' work culture Do impact & help alumni to get corporate career.

2)The factors like good academics, good faculties, good summer project and final placement, cultural activities/sports, 365 days' work culture has helped them to perform well and grow in corporate career

3) The factors following the ethical practices in corporate career has helped them to grow.

4) SBS Alumni are performing in their career as good as the other management graduates from the good premium like IIM, XLRI, IBS, and Symbiosis well due to good healthy practices in life.

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