

Exploring the Factors that Influencing Students' Choice of Specialization Area

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The course selection is one of the most important decisions a student has to make in higher Education because that decision plays a major role on defining their future. Therefore, they should make the best choice at the beginning when selecting the course. The objective of the study is to understand the factors which influence the selection of specialization domains among a group of management students of the Trincomalee Campus, Eastern University, Sri Lanka. This study was executed as quantitative research. The participants of this study were undergraduate students. The sample consisted of 75 participants majoring in different subjects. The results of the study revealed not only how students choose their major field of study but also why many students do not tend to select certain courses. Result of this study shows that the most important in the selection of major subjects are Job related factors and academic quality factors.

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