RELATED REASONS TO STUDENTS' RELUCTANCE TO ENROLL IN THE DEPARTMENT OF MANAGEMENT INFORMATION SYSTEMS MIS, BUSINESS SCHOOLS IN SAUDI UNIVERSITIES

A case study at Business Management School,Prince Sattam Bin Abdulaziz University.

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Abstract

This study aims at identifying the related reasons to students' reluctance to enroll in the of Information Management Systems MISdepartment at the Business School at Prince Sattam Bin Abdulaziz University due to the significance of MIS specialization. The study used the descriptive analytical method as a questionnaire was designed and distributed to the sample of the study. The study has reached several results, the most important of which are the difficulty of the courses in the department, the teaching methods of these courses are traditional and the lack and limitation of the role of academic guidance. The study has presented a set of recommendations, the most important of which was reconsidering the department's courses and their teaching methods,activating the role of academic guidance at the college and promote MISdepartment through conducting awareness and promoting programs aimed at students graduating from high schools.

1. Introduction

MIS is a modern specialization, and these systems are designed to serve managers and officials in the organization. The main MIS objective is to collect information, computer science and management to build modern technological computerized systems to serve the establishment in all its work. Therefore, companies and establishments that rely on MIS for their work can compete with others in the labor market and conducting several studies, which benefit the system in the establishment and increase its development. The MIS significance is represented by providing the information in the internal and external management of the establishment at all levels. This supports a lot in making effective decisions, improving the efficiency of the company's management to achieve its objectives, improving the level of productivity,and work to connect all branches and departments of the establishment through computerized systems. In addition, the use of the information and data became easy among employees to save the managers' efforts and time to accomplish important strategic tasks by reducing the time wasted on routine work such as data entry, and working on issuing two types of reports, the first type is periodical reports, which are issued in each particular period, such as a month or a year. The second type is special reports, which are issued in time of need for urgent decision-making.

Despite the MIS significance in the present time, however, there is a reluctance to enroll in the MIS department at the Business Management School at Prince Sattam Bin Abdulaziz University. Therefore,

this study highlights the related reasons to this reluctance to reorient this specialization due to the need of the Saudi labor market and coping up with the technological, economic and social development that the Kingdom is witnessing.

2.1 Study problem & questions

The problem of study is to determine the related reasons to the students' reluctance to enroll in the MIS department, Business Management School at Prince Sattam Bin Abdulaziz University, as we can express the study problem in the following question:

What are the related reasons to the students' reluctance to enroll in the MIS department,Business Management School at Prince Sattam Bin Abdulaziz University?

2.2 Study objectives

The study aims at:

1. Identifying the related reasons to the students' reluctance to enroll in the MIS department.
2. Proposing appropriate solutions and treatments in the light of the study results.

2.3 Study limitations

The study limitations are:

Spatial limitation: This study was conducted in MIS department, Business Management School at Prince Sattam Bin Abdulaziz University.

Time limitation: This study was conducted during August 2020 to January 2021

Objective limitation: This study dealt with the issue of students' reluctance to enroll in the MIS department.

2.4 Study Significance

- This study benefits university officials and administrators in determining the related reasons to this phenomenon.
- Identifying the related reasons to the students' reluctance to enroll in the MIS department and providing a set of solutions to this phenomenon.
- Contributing to improve marketing programs planning to attract students to enroll in MIS department.

2.5 Study methodology

To achieve the study objectives, the descriptive analytical method was usedbecause of its suitability for the nature of this study. Secondary data was collected from different sources, and primary data was collected through a designed questionnaire for this study.

2.6 Study population and sample

The study population consisted of1,000 students from Business Management School,Prince Sattam Bin Abdulaziz University.The study sample consisted of (100) students, (10%) from the study's population, the sample was selected in a class randomly, and the study tool was distributed to the sample individuals.

2.7 Study Tool

In this current study, the researchers used a questionnaire as a tool for collecting data and information, and the study tool was designed based on the study (Al- Qasim, 2019), and the questionnaire included five axes distributed as follows:

The first axis: Related reasons to the difficulty of studying in MIS specialization.

The second axis: Related reasons to the lack of awareness and academic guidance.

The third axis: Social and family related reasons.

The fourth axis: Related reasons to the student's inclinations and desires.

The fifth axis: Related reasons to the fields of work, completion of postgraduate studies**.**

The Five-Point Likert Scale was relied on, whose value ranged from 1 to 5.

2.8 Tool stability

To ensure the tool stability and its appropriateness for the study purposes, it was presented to a group of arbitrators at King Faisal University and King Abdulaziz University.The paragraphs agreed upon by the majority of the arbitrators were adopted, and appropriate amendments were made to the questionnaire form, to be in its final form. For the purpose of ensuring the research stability tools were applied to a sample of (25) students to verify the stability in the way of retesting them after (20) days of the first application,by calculating Pearson's correlation between the first application's responses scores and their scores after the second application, the value of stability was 80%.

3. Literature Review

This is regarded as the first study that dealt with the issue of students' reluctance to enroll in MIS department at Business Management School, Prince Sattam Bin Abdulaziz University. There are some other studies that have addressed the subject in other specializations, departments and colleges, among these studies,the study (Mansour, 2019) the study confirmed the existence of a set of related reasons to the students' reluctance to enroll in the mathematics departments in Iraqi universities represented by related reasons to the nature of specialization, related reasons to the course professors and related reasons to the students themselves.The study presented a set of recommendations urging students to enroll in the mathematics departments. The study (Al Qasim, 2019) recommended using strategic planning method, and taking the necessary steps to serve the comprehensive development plans while conceptualizing the required numbers of graduates in scientific specializations and their academic levels, as the society needs good quality graduates. The study (Kazim, 2019) recommended addressing the problems, which the students suffered from, which leads to their reluctance to enroll in the department of mathematics, and to raise awareness of the significance of mathematics and its role in our daily life. The study (Al-Amin, 2017) aimed at identifying the related reasons to the students' reluctance to enroll in the Faculty of Science, and recommended the need to conduct more studies, which address the design of the college courses and to execute campaigns to promote the various programs of the college. As the study (Abu Shawka, 2018) recommended the opening of new programs under the department of mathematics, linking them to the labor market and increasing employment opportunities for female students after

graduation in several labor fields such as; working in banks, insurance companies and software development. The study (Kabir, 2013) recommended the need to work on marketing the course of scientific specialization in high school to students, identifying the individual differences between students, and the selection of distinguished instructors to teach scientific courses. The study (Al-Zayd, 2012) aimed at identifying the related reasons to the reluctance and decrease in the number of students applying for admission to the Department of Physical Education at King's University in Saudi Arabia in Al-Ihasa.

Through reviewing the previous studies, we find that they were conducted in specializations, departments, colleges and regions different from the current study. Therefore, this study is distinguished from previous studies by studying the reasons behind students' reluctance to enroll in the of MIS department, at BusinessManagement School, Prince Sattam Bin AbdulAziz University.

4. Results presentation and discussion

Table (1) The first axis: related reasons to the difficulty of studying in MIS specialization.

N.	Paragraph	Strongly agree	agree	Neutral	Don't agree	Strongly Don't agree	Mean	Stand. Dev
1	The study in the specializationof MIS is based on English proficiency.	71%	19%	0%	8%	2%	4.478	0.924
2	Studying in the specializationof MIS requires a lot of efforts and daily follow-up.	50%	18%	7%	15%	10%	3.021	1.421
3	The rigidity and difficulty of courses.	55%	20%	10%	5%	10%	3.345	0.864
4	Studying MISspecializationrequires a lot of knowledge and scientific research.	60%	12%	10%	11%	7%	3.862	1.341
							3.856	0.865

From the previous table, we find the following:

- 80% of the responses with an arithmetic mean 4.478 and a standard deviation 0.924 confirms that, the study in MIS department is based on English efficiency.

- 75% of the responses with an arithmetic mean 3.021 and a standard deviation 1.421 agreesthat the study in MIS department involves daily efforts and follow-up.

- 85% of the survey sample responses with an arithmetic mean 3.345 and a standard deviation 0.864 agrees that the department's courses are characterized by rigidity, imitation and non-updating.

- 72% of the survey sample responses with an arithmetic mean 3.856 and a standard deviation 1.341 agrees that the study in this specialization requires a lot of knowledge and scientific research.

From the previous table, we find that, the total arithmetic mean for all paragraphs is 3.856 and a standard deviation 0.865. This indicates a set of related reasons to the difficulty of studying in MIS specialization.

Table (2) The second axis: related reasons to the lack of awareness and academic guidance.

N.	Paragraph	Strongly agree	agree	Neutral	Don't agree	Strongly Don't agree	Mean	Stand. Dev
1	The scarcity of university delegates paying field visits to high schools to introduce the significance of MIS specialization to the students.	45%	25%	12%	8%	10%	3.456	1.247
2	Lack of facilities provided by the Business School for new high school graduates to encourage them to enroll in scientific specializations.	38%	22%	8%	15%	12%	3.241	1.021
3	Lack of academic guidance role in the first two years of the student in the college before specializing him /her in one of the scientific department s.	63%	24%	2%	8%	3%	4.028	0.894
4	Lack of encouragement for students by faculty members to enroll in MIS department.	48%	34%	7%	10%	1%	3.542	0.968
							3.314	1.216

From the previous table, we find the following:

- 82% of the responses with an arithmetic mean 3.456 and a standard deviation 1.274 confirms the scarcity of the field visits by university delegates to secondary schools to introduce the importance of MIS specialization to the students.
- 85% of the survey sample responses with an arithmetic mean 3.345 and a standard deviation 0.864 agrees on the lack of facilities provided by the Business Management School for new high school graduates to encourage them to enroll in scientific specializations.
- 89% of the responses with an arithmetic mean 3.241 and a standard deviation 0.894 agrees on the lack of academic guidance role in the first two years for the student in the college before specializing him /her in one of the scientific department s.
- 48% of the responses by the study sample with an arithmetic mean 4.028 and a standard deviation 1.341 agrees on the lack of encouragement for students by faculty members to enroll in MIS department.

From the previous table, we find that, the total arithmetic mean for all paragraphs is 3.314 and the standard deviation is 1.216. This indicates a range of related reasons to the lack of awareness & academic guidance role.

Table (3) The third axis: social and family reasons.

N.	Paragraph	Strongly agree	agree	Neutral	Don't agree	Strongly Don't agree	Mean	Stand. Dev
1	The family encourages its children to enroll in easier specializations to speed up their graduation.	6%	14%	15%	25%	40%	1.865	0.865
2	Parents impose specializations on their children to help them pursue their own family business.	3%	7%	20%	33%	47%	1.002	1.025
3	Studying this specialization does not allow students to find enough free time to work during school periods to help the	5%	3%	18%	40%	33%	1.048	0.968

	families.							
4	To comply with the family's desire to join other specializations rather than MIS.	12%	22%	10%	36	20%	1.989	0.865
						Total	1.762	1.247

From the previous table we find the following:

- 65% of the responses with an arithmetic mean 1.865 and a standard deviation 0.865 confirms that the family does not encourage their children to enroll in easier specializations to speed up their graduation.
- 80 % of the survey sample responses with an arithmetic mean 1.002 and a standard deviation 1.025 agrees that parents do not impose specializations on their children to help them pursue their own family business.
- 73% of the responses with an arithmetic mean 1.048 and a standard deviation 0.968 agrees that studying this specialization does not allow students to find sufficient free time to work during the study periods and help their families.
- 56% of the responses by the study sample respondents with an arithmetic mean 1.989 and a standard deviation 0.865 agrees not to comply with the family's desire to join other specializations rather than MIS.

From the previous table, we find that, the total arithmetic mean for all paragraphs is 1.762 and the standard deviation is 1.247. This indicates that there are no social and family related reasons to the students' reluctance to enroll in MISdepartment.

Table (4) The fourth axis: related reasons to the student's inclinations and desires.

N.	Paragraph	Strongly agree	Agree	Neutral	Don't agree	Strongly Don't agree	Mean	Stand. Dev
1	I enrolled in another major rather than MIS to be associated with my friends although I wanted to join one of them.	48%	26%	5%	12%	9%	3.914	1.296
2	Studying MIS does not meet my ambitions.	25%	30%	22%	15%	7%	3.731	0.698
3	I were not aware enough about the future of my study by specializing in MIS at the beginning of my college.	54%	35%	4%	3%	4%	4.146	0.965
4	Studying MIS specialization requires scientific expertise and skills, which I do not have them.	49%	28%	10%	8%	5%	3.731	0.643
						Total	3.788	1.083

From the previous table, we find the following:

- 88% of the responses with an arithmetic mean 3.914 and a standard deviation 1.296 confirms that they are enrolled in other departments under the influence of friends.
- 87% of the study sample responses with an arithmetic mean 3.731 and a standard deviation 0.698 agrees that studying in MIS department does not meet the student's ambitions.
- 93% of the responses with an arithmetic mean 4.146 and a standard deviation 0.965 agrees that the student is not aware of the future of studying in MIS department

- 87% of the of the study sample responses and with an arithmetic mean 3.731 and with a standard deviation 0.643 agrees that the study in MIS department needs scientific expertise and skills, which are not possessed by many of them.

From the previous table, we find that, the total arithmetic average for all paragraphs is 3.788 with standard deviation 1.083. This indicates the existence of a range of related reasons to the student's inclinations and desires.

Table (5) The fifth axis: related reasons to the fields of work, completion of postgraduate studies.

N.	Paragraph	Strongly agree	Agree	Neutral	Don't agree	Strongly Don't agree	Mean	Stand. Dev.
1	I need additional study periods to study out-of-department courses specialized in MIS	38%	41%	8%	4%	9%	3.879	0.824
2	The labor market is overcrowded with unemployed computer science and engineering graduates.	12%	14%	10%	41%	23%	2.021	1.647
3	The difficulty of completing my postgraduate studies in the field of MIS	34%	28%	12%	16%	10%	3.235	0.865
4	Lack of work fields after graduation from MIS specialization	52%	25%	8%	10%	5%	3.554	1.034
5	The wages of MIS graduates are no different from those of graduates of the easiest specializations.	39%	44%	6%	3%	8%	4.021	0.945
						Total	3.482	0.986

From the previous table we find the following:

- 65% of the responses with an arithmetic mean 3.879 and standard deviation 0.824 confirms the student's need to study out-of-department courses specialized in MIS.
- 87% of the survey sample responses with an arithmetic mean 2.021 and a standard deviation 1.647 agrees that the labor market is overcrowded with unemployed computer science and engineering graduates.
- 74% of the study sample responses with an arithmetic mean 3.235 and a standard deviation 0.865 agreed on the difficulty of completing postgraduate studies in the field of MIS.
- 85% of the responses with anarithmetic mean 3.554 and a standard deviation 1.034 agrees on the lack of work fields after graduation from the MIS specialization.
- 89% of the responses with an arithmetic mean 4.021 and a standard deviation 0.945 agrees that the wages of MIS graduates differ from those of graduates of the easiest specialization.

From the previous table, we find that, the total arithmetic mean for all paragraphs is 3.482 and the standard deviation is0.986.This indicatesa range of related reasons to the lack of awareness and academic guidance role.

Table (6) Ranking of study axis .

AxisRanking	Axis title	Mean	Stand. Dev.
1	Related reasons to the difficulty of studying MIS specialization	3.856	0.865
2	Related reasons to the student's inclinations and desires	3.788	1.083
3	Related reasons to the work fields, completion of postgraduate studies	3.482	0.986

| 4 | Related reasons to the lack of awareness and academic guidance role. | 3.314 | 1.216 |
| 5 | Social and family reasons. | 1.762 | 1.247 |

From the previous table, we find:

The axis of the related reasons to the difficulty of studying in MIS specialization was ranked the first with an average of 3.856 and a standard deviation of 0.865. The axis of the related reasons to the student's inclinations and desireswas ranked the second with an average of 3.788 and a standard deviation of 1.083. The axis of the related reasons to the work fields, the completion of postgraduate studies was ranked the third with a mathematical average 3.482 and a standard deviation 0.986. The axis of the related reasons to the lack of awareness and academic guidance rolewas ranked the fourth with an average 3.314 and a standard deviation 1.216. Finally, the axis of related social and family reasons was ranked the fifth with an average 1.762 and a standard deviation 1.247.

Conclusion

Through reviewing the study results, we find that there is a severalreasons that lead to the students' reluctance of to enroll in IMS department at Business Management School, Prince Sattam bin Abdulaziz University. These reasons are represented by the difficulty of the department's courses, the need for the department's courses to be focused on, special skills and intelligence, the lack of clarity of the graduate's future, the low level of salaries and wages, and the student's inability to complete his higher education. In addition to the traditional teaching methods in the department and the lack of academic guidance role, the college does not promote this specialization among graduates of high school students. Accordingly, the college administration should review the department's courses and teaching methods by developing the instructors' competence and providing opportunities for them to adopt modern teaching methods and using advanced techniques to deliver their lectures. In addition to promoting MIS specialization to high school graduates through conducting awareness & guidance programs,paying field visits to secondary schools,paying attention and the activation of the role of academic guidance in the college, working on the preparation and presentation of the MIS Master's program, and work to communicate with the public and private sectorsto create job opportunities for the graduates.

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