

FACTORS AFFECTING TO THE SELECTION OF COURSES IN UNIVERSITY COLLEGES, SRI LANKA

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Abstract: Concerning the variation in the number of applications received per year in the university college of Kuliyaipitiya Sri Lanka, the researcher has undertaken the research with the main objective of investigating the factors affecting the selection of courses in University Colleges with special reference to the university college of Kuliyaipitiya Sri Lanka. This research filled the contextual gap as well. With the proper understanding of the factors affecting course selection in university colleges, relevant authorities can facilitate better undertakings in increasing the number of applications which are of utmost importance in securing sustainable positions in the competitive industry. For the study, the researcher has adopted a phenomenological qualitative research design. The study population consisted of the students at the University College of Kuliyaipitiya and the sample was drawn by adopting the Krejcie & Morgan (1970) table. The study found that, among various factors, personal interests, career prospects, parental and peer influence, availability of resources, course content and curriculum, prestige and reputation, and financial considerations can significantly influence course selection. This study will enhance the understanding of the general patterns of course selection in university colleges. It will provide strategic platforms to support the decision processes regarding the attractions of candidates. A few limitations of the study include geographical limitations and the limitation of only considering the University College of Kuliyaipitiya for the study.

Keywords: Courses, Factors, Selection, University Colleges.