

## ABSTRACT

In this age, most of the business firms are interested only in making profit. Their commitment to society is less and they only think about how they can maximize their profits. This unethical thinking and money oriented business is not good for the future. This research is an effort to find out what is in the mind of today's business students when they come for business studies? Are they also moving with the same intention, that is to make only money or not? Indian students at Mahatma Gandhi University Kerala and Chinese students at Assumption University of Thailand are taken for the study. The research tried to test the relationship between the independent variables such as finance, family and friends, personal interest and job opportunity for career satisfaction and dependant variable, selection of business studies (BBA) for bachelors.

A survey launched on 400 BBA students from Mahatma Gandhi University, India and Assumption University of Thailand. After the statistical analysis, all four influencing factors were found to have an impact on the selection of BBA for bachelors at a low to medium correlation. The findings also indicated that both the Indian and Chinese student population are very much influenced by the selection of BBA, though there are small variances in influences and differences in demographic structures.

Eventually it can be concluded that, students of business studies are also indirectly motivated by money, since all the four influencing factors are indirectly and strongly connected with money. This ideology should be changed through business subjects and by teaching ethical practices to students at the business school, which is a crucial role of Business schools and is stressed here by the researcher. When students are free from their money motives they can engage in good business practices which are suitable to the nature and is also good for the society. These kinds of businesses will be good for the people and for the development of the society and for the total well being of the whole world as well.