

## FACTORS CAUSING ACADAMIC FAILURE – STUDY OF FIRST YEAR BACHELOR OF COMMERCE STUDENTS

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### ABSTRACT

*Academic performance plays an important role across multiple levels and different stages of life of a student. Success and failure are the two sides of the academic performance. Academic failure may cause due to excessive use of technological gadgets, medium of schooling, change in examination pattern, subject content, class environment etc. This paper aims to explore the causes of academic failure in the first semester examination of commerce in the colleges belonging to the western suburb of Mumbai. A sample of 165 students was randomly collected through a structured questionnaire for this study. Descriptive research design is used to study and identify factors that caused failure in examination. Exploratory factor analysis (EFA) is used to identify factors which distract students from their studies. Analysis of data is done using statistical software SPSS 21.0. The findings of the study revealed that too much syllabus content, less time for preparation and noisy class environment are the major problems faced by students. Factor analysis reveals three factors which caused distraction from their studies viz. (a) Distraction due to extracurricular activities, family and health issues (b) Social connectivity (c) Entertainment. It was also found that study through videos is helping students to improve their academic performance. Study also reveals that, medium of schooling has insignificant impact on the academic performance.*

**Keywords:** Academic Failure, medium of schooling

### Introduction

Quality of higher education plays a very important role in national development by affecting areas like economic, social, cultural and political development. It is a fact that creative manpower is the most decisive factor for the development and progress of a nation. There is need to understand the role of changing lifestyle, increasing use of smart phones and impact of other social media on the students those are pursuing the higher education. In particular, smartphones have impacted almost all aspects of life. Prominent areas where smartphones impact is clearly visible and it includes business, education and social life (S. Gowthami and Venkata K. 2016). Since 2008, smart phone technology has

revolutionized personal cultural norms and behaviors.

Since 1966, under guidance of UGC, efforts are made by the colleges and other institutes to improve the gross enrollment as well as quality of the higher education in India. Indian educational institutes in the past provided the world the best managers, doctors, software engineers, economists, scientist and other skill workers. Since the last few years there are some major demographic, economic and social changes taking place in India. Due to these changes there are some concerns related to quality of education in India. In a city like Mumbai, because of the globalization there is demand of commerce students in the service sector industries and so there

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