

## **An Analysis of Employability Skill Sets of Management & other Graduates**

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### **Abstract**

Employability is considered as one of the important motives of education nowadays. Without education somebody cannot be able to compete & survive in any kind of employment. In Indian education system many streams are available as a choice for better career option. Management education gains more popularity than others due to its all-inclusive structure & necessity in any kind of organisation. Many companies are always looking for employees with diverse & dynamic skill sets. Even to fulfil this demand from industry educational institutes focuses on skill development activities throughout tenure of course. This study helps identify and analyse various skills sets required in employment & study of differences between skills of management & non-management graduates. This study helps to identify various skills sets availability among management & non-management graduates. Quantitative & descriptive research has been done, based on data collected from 53 HR personnel of various companies through structured questionnaire. Researcher has adopted standard statistical tools for analysis of responses.

**Keywords:-** Management Education, Employability, Skill sets.

### **Introduction**

Education is one of the basic & important sectors which contributing towards significant development of Country. Skill development is also a part of modern education system where student has been prepared for future challenges & corporate ethics & etiquettes. A civilisation is developing day by day, preparation of well educated & future ready human beings is become an primary objective of Education system. Management is highlighted as major education stream among graduates in recent days. Its diverse & unique structure always attracts Students to enrol & industries to hire. Skill development as per industry requirement is one of the primary motive of management education.

In India, management graduates passing each year is around 4,31,570 according to the report of AICTE published in 2017. But, the irony is that in India only 7% of students are employable according to the report of The Associated Chambers of Commerce and Industry of India (ASSOCHAM) published in 2017.

The survey conducted by web portal MBAuniverse.com and Merit-Trac revealed that employability of MBA graduates is getting reduced, though the seats in India have gone up massively.(Nayyar, 2012)1.

*Definition of Employability:-*

A widely accepted definition of employability is a set of achievements-skills, understandings and personal attributes-that make graduates more likely to gain employment and be successful in their chosen occupations, which benefits themselves, the workforce, the community and the economy (Higher Education Academy(HEA) 2012).

In India, it has been seen that passing nos. of graduates is increasing day by day but number of job opportunities are not matching with growth of passing nos. Providing employment opportunities is emerges as challenging task in front of govt. & other allied agencies. It has been observed that even after introducing many skill development activities & subjects, passing graduates are lacking in industry required skill sets.

Employability term is vital in nature & completely depends on type of organisation & work, even perception of management of Organisation. Employing candidates with necessary soft skills is a priority of modern organisations.

### **Significance of Study**

What encourages researcher to do this study is nothing but identification of employability capabilities between Management & Non-Management Graduates on basis of skill sets comparison. Results of this study will helps to suggest measures in restructuring of skill development initiatives by educational institutes/Colleges. Also it will help to create blend of management subjects approach in Non-management courses. Not definitely but somehow it will contribute towards formation of Recruitment & selection criteria for management as well as Non- management graduates.

### Literature Review

Bindhu Ann Thomas & Dr. K. V. Unninarayanan (2018)<sup>2</sup> in their study entitled “A Study on Employability Skills of MBA Students from the Management Institutes In The State of Kerala” The main objective of this study was To study and understand the important variables of employability skills of MBA students. They stated that “Management institutions must make greater efforts to help students acquire the employability skillset the levels as required by many organizations & industry for the entry level jobs. All Universities and academic institutions should revise and update their MBA course curriculum with inbuilt provisions for the development of appropriate employability skills to ensure that their management students come out from such institutions with appropriate employability skills as demanded by employers & industry”

Nawaz, Nishad & Reddy, Dr. (2013)<sup>3</sup> in their study entitled “Role of Employability Skills In Management Education: A Review” concluded that “Human resources, in terms of quality and quantity, are India biggest assets. A favourable demographic structure (with about 50 percent of the population below 25 years of age) adds to this advantage. However, to capitalize fully on this opportunity and not face the possibility of a skills-shortage, it is essential to gear up the education system through innovative initiatives.”

Bose, Indranil & Sampath, Sredharran. (2015)<sup>4</sup> in their study entitled “An Evaluation of Industry Expectations from Academia: An Empirical Study in the Context of Contemporary Post-Graduate Graduate Management Education in Kolkata, India.” They surveyed 70 management students & revealed that “there is ample gap between the academic output and industrial requirement. In the study, 12 factors (namely-soft skills, leadership qualities, suitability, analytical power, ethical component, dressing sense, language, appearance, manageability, training needs, industry's view and professional commitment) have emerged. Out of these factors, soft skill was found as the most important contributing factor. The gap between academic output and industrial requirement must be bridged to improve the employability of the students and enhancing the quality of post graduate management education.”

Nalawade, R.K. (2017)<sup>5</sup> in his doctoral research study entitled “Employability Skills of Management Students a Kano Analysis of Employers Expectation Regarding Functional Areas of Management” said that “From the research it has found that the preference for skills requirement (must be, one dimensional, attractive) are not having uniform preference from faculties and employers of each functional area of management. The preference for skills requirement does differ with respect to functional areas of management. Although employability skills does work in unified manner but their immediate preference or priorities are different as per functional areas of management.”

Weligamage, Susima. (2014)<sup>6</sup> in her study entitled “Graduates' Employability Skills: Evidence from Literature Review.” She Stated that "Many research studies have revealed a consistent core set of desirable attributes, such as communication skills, interpersonal skills and team working, problem solving, analytic, critical and reflective ability, willingness to learn and continue learning, flexibility and adaptability, risk-taking and self-skills and these attributes are often independent of the degree subject.”

Bennett, Dawn. (2019)<sup>7</sup> in her study entitled “Graduate employability and higher education: Past, present and future.” She stated that “Employability must focus on ability, must form the centre of the curriculum, must embrace diversity, and must integrate the metacognitive capacities with which higher education graduates are not only ready for work, but ready to learn”

### Research Methodology:

#### a. Objectives of the study:

The following are the objectives for the study:

- 1) To study the employability skill sets of management & other graduates.
- 2) To analyse the difference between skills of management & other graduates.

#### b. Research type and data collection instrument and tools, sampling technique and size:

The research is investigative in nature and researcher used secondary data and primary data. The various journals, publications and reports have been referred and the questionnaire has been prepared to collect the data from the respondents. The researcher has collected a data from the industry experts about the subjects under consideration and 53 responds have been collected. The data is about the management graduates and non-management graduates.

#### c. Hypothesis of the study:

The following hypothesis has been considered for the testing:

Halt: There is a significant difference in employability skill sets between Management & Other graduates.

Hnull: There is no significant difference in employability skill sets between Management & Other graduates.

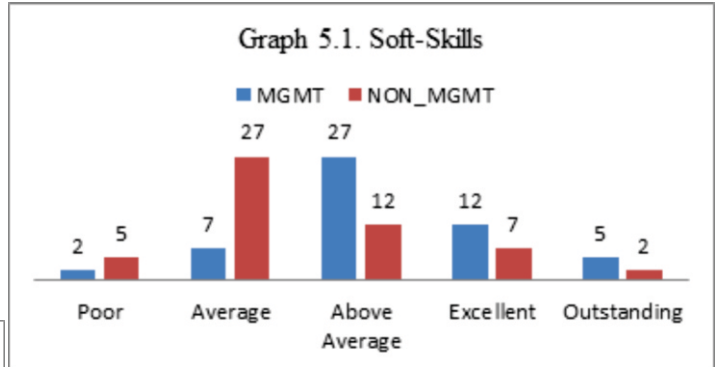
**d. Limitations:**

The study is confined to the specified region of Pune only and has been conducted for the stipulated time frame. The sample size is limited due to time and budget constraints and the study has been restricted to the certain samples i.e. the data is restricted to the management and non-management graduates only.

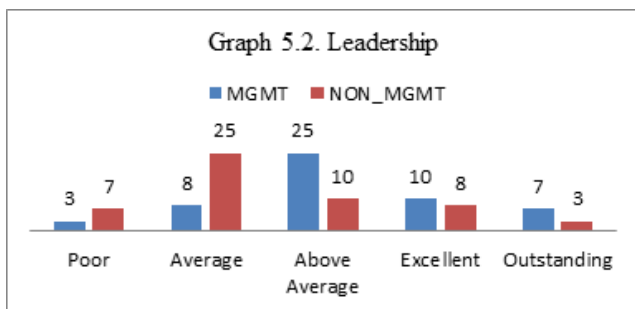
**Data Analysis:**

**A. Descriptive Statistics:**

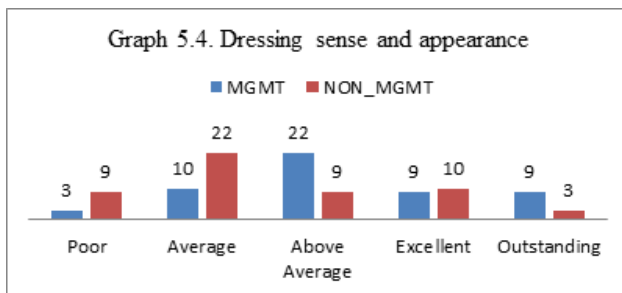
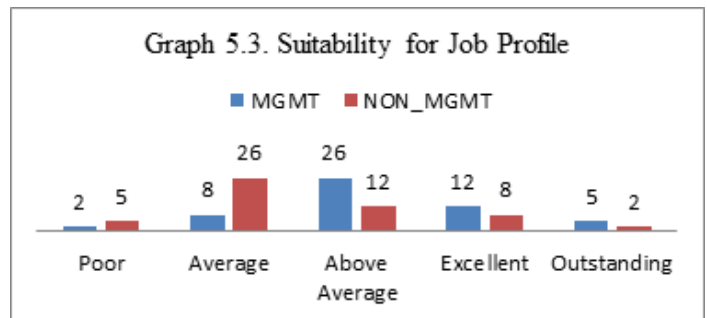
1. Soft-skills: The graph 5.1 shows the soft-skills of the employees of the various organizations based on their type of education, i.e. management graduate and non-management graduates. The soft skills are at the higher side as compared to non-management graduates.



2. Leadership: Leadership skills possessed by the employees are depicted in the following graph. The management graduates are having good leadership skills.

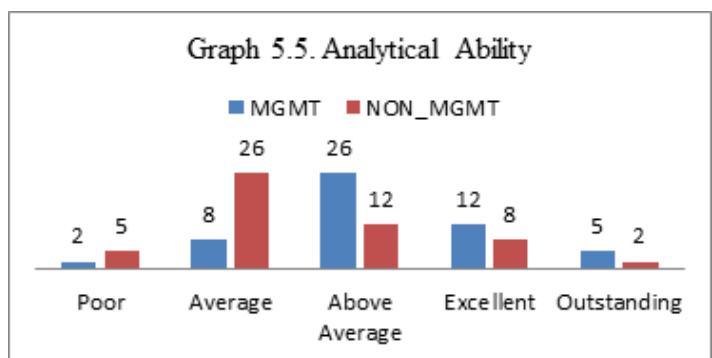


3. Suitability of Job: Employees having formal management education have more suitability towards the job profile, this is shown in the following graph.

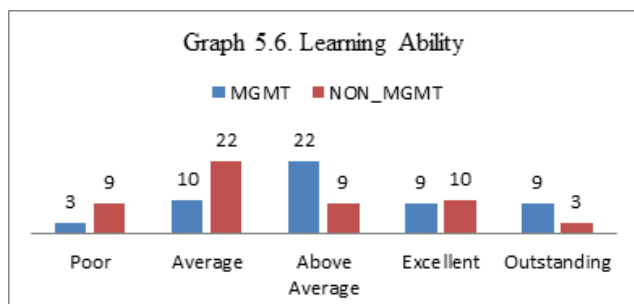


4. Dressing sense and appearance: The employees having management education tend to have good dressing sense and appearance as shown in the graph.

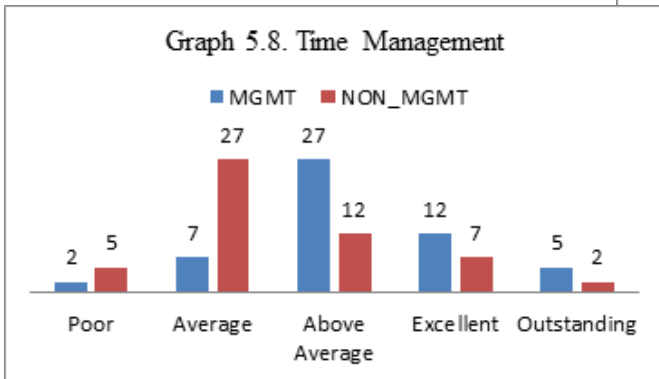
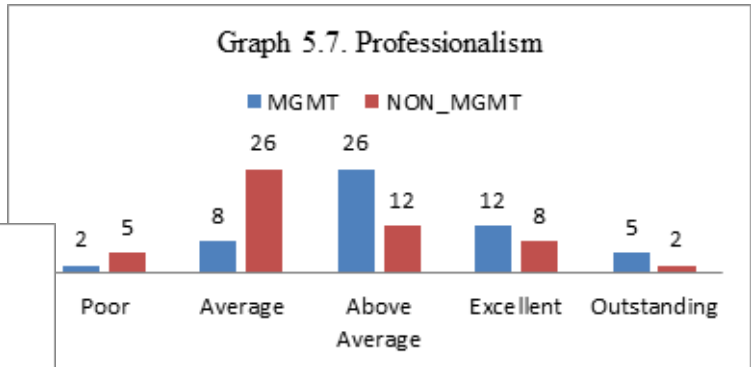
5. Analytical ability: The non- management graduates working in the industries have less analytical ability as compared to the management graduates.



6. Learning ability: The management graduates have good ability to learn the new technologies, the graph is shown below.

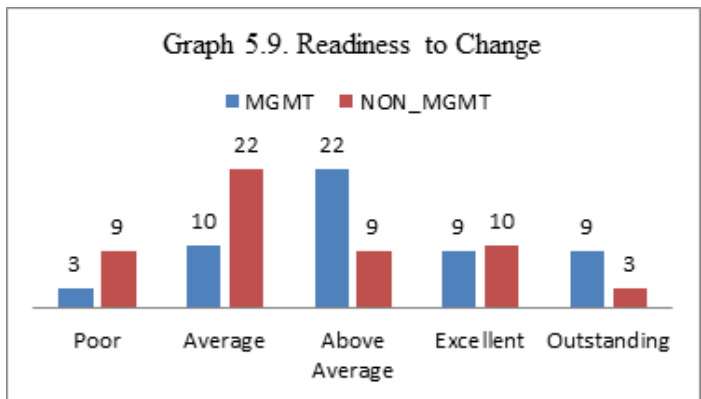


7. Professionalism: The management graduates have more professionalism as compared to the non-management graduates.



8. Time management: The management graduates show the good time management and follows with the deadlines as compared to the non-management graduates.

9. Readiness to change: The management graduates adopt changes easily as compared to the non-management graduates.



**B. Hypothesis Testing:**

The ratings have been collected for the management graduate and non-management separately. The two constructs have been mapped for testing the hypothesis and compared the mean of ratings. The following table (Table No. 5.1.) shows the reliability statistics.

**Table 5.1. Summary**

		N	%
Cases	Valid	53	100.0
	Excluded <sup>a</sup>	0	.0
	Total	53	100.0

a. Listwise deletion based on all variables in the procedure.

**Table 5.2. Cronbach's Alpha**

Cronbach's Alpha	N of Items
.837	9

In the above table (Table No. 5.2) the alpha value is 0.837 and shows accepted scales; and hence the instrument used for collecting data is reliable.

The hypothesis needs to be tested as the researcher needs to check the significance among the mean and hence approximately the data to be normal and thus applying the t-test for hypothesis testing as follows:

**Table 5.3**

	Mgmt	Non_mgmt
Mean	3.199161426	2.536687631
Variance	0.576618467	0.57442348
Observations	53	53
Pooled Variance	0.575520973	
Hypothesized Mean Difference	0	
df	104	
t Stat	4.495324664	
P(T<=t) one-tail	9.04911E-06	
t Critical one-tail	1.659637437	
P(T<=t) two-tail	1.80982E-05	
t Critical two-tail	1.983037526	

Since the variances are equal and thus applying the test as above (Table No. 5.3). The t-stat value in the above table (Table 5.3) is 4.49 and is greater than t critical (i.e. 1.98) and hence the null hypothesis has been rejected. Therefore the hypothesis that there is a significant difference in employability skill sets between Management & Other graduates is accepted.

### Recommendations

The management and non-management graduates have significantly more or less skills. The employees having non-management degrees shall have to learn some skills and techniques to work in the professional culture and the learning institutes plays an important role in developing such skills. The organizations also should take care of the employees having non-management degrees to develop and sharpen the required skills. The companies need to analyse these people and arrange some workshops on the leadership development, analytical and critical thinking skills etc. This can help the organization to work efficiently and resourcefully.

### Conclusion

The skills are necessary to work in vibrant workplaces and this is needed now a days. The degrees, however, matters, but importantly the skills such as soft skills, leadership abilities, learning abilities, ability to adapt change are really needed. These skills are not only important from the organization's point of view but from the personal development as well. This will stabilize the people and help them to survive in the competition. The data in said research says that there is a gap between the skill sets possessed by the management and non-management graduates. Thus the graduates need to adapt the necessary skills required for the certain jobs.

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