

NEED OF EMPLOYABILITY SKILLS IN MANAGEMENT STUDENTS

PRACHI ANAND*

ABSTRACT

With the globalization, business scenario is changing rapidly; earlier it was only hard skills that used to be considered necessary for employment and career development; but today's workplace scenario is signifying that technical skills alone are not sufficient to individuals sustain and get the respected positions in the organizations, especially when the companies are right-sizing and cutting positions. The Study emphasize on the need of Employability Skills among post graduate students of a reputed B schools in Delhi NCR. For the said purpose an exhaustive interview and group discussion technique was used to measure the parameters of employability skills among 100 respondents. The parameters of employability skills have been taken from various research papers, industry survey, published reports, and the feedback from industry experts through placement drives. The responses were further analyzed and with the help of the findings of the study the appropriate skill enhancements training programs can be organized to improve the employability skills of the respondents for better placements.

KEYWORDS: Employability Skills, Employment, Global Scenario, Soft Skills, Course Curriculum

INTRODUCTION

Employability skills are the skills that make a person employable thus they are also known as job readiness skills. The skills are necessary and required in getting the job as well as to sustain and grow in the job. Generally, employability skills are needed by students to prepare themselves to meet the needs of many different occupations upon graduation. Employability skills include core academic skills, cognitive skills as well as personal skills. According to Zinser (2003), career and employability skills include areas such as managing resources, communication and

interpersonal skills, team work and problem-solving and acquiring and retaining a job. Employability skills can also be defined as a set of achievements, understandings and personal attributes that make individuals more likely to gain employment and be successful in their chosen occupations (Latisha et.al, 2010). These skills are categorized by the following competency areas: personal values, problem-solving and decision-making skills, relations with other people, communication skills, task-related skills, maturity, health and safety habits, and commitment to job.

* Assistant Professor, IMS Ghaziabad. **Correspondence E-mail Id:** editor@eurekajournals.com

In current scenario a gap exists between the level of employability skills of graduates and entry level work requirements (Ranasinghe, 1992; Morley, 200; Lindsay, 2002; Kivinen and Silvennoinen, 2002; Shivpuri and Kim, 2004). The objective of the present study is to explore the status of employability skills among the sampled respondents so that with the help of the findings of the study the appropriate skill enhancements training programs can be organized to improve the employability skills of the respondents for better placements.

LITERATURE REVIEW

Kaur & Kaur (2008) mentioned in their study that the employers nowadays prefer to hire the graduates from tier I educational institutions, as they are perceived to have the required academic qualifications and employability skills. As per the report by Aspiring minds (2014), over 50 % of graduates are not employable in any industrial sector due to inappropriate knowledge of English language and cognitive skills, expected by the industry to consider the graduates employable. Apart from it, The Institution of Soft-skills and English language Trainers of India report (2015) 88% of the management (MBA) students are not employable as they do not have industry ready talent. Choudhary and Ponnuru (2015) also mentioned about the report of the Confederation of Indian Industry (CII-23) that only 10% of MBA employable in India. Gowsalya & Kumar (2015) concluded in their research on "Employability Skill" that an individual required to equipped with certain job readiness skills to be better employable. As being skilled in any single skills will not facilitate the competency in other thus an individual has to learn to be multi tasking so that they can sustain their employment. As per Koka & Raman (2015) engineering graduates lack employability skills and they indicated that soft skills are the prerequisite for any profession

thus the technical professionals should also develop soft skills and should not be limited to hard skills only.

Choudhary (2015) stated that quality human capital is needed in the global scenario and they also mentioned that the emphasis is on the Soft skill training of MBA and engineering students as these skills are the part of non technical aspects of employability skills. According to Poole and Zahn (1993), the development of employability skills begins at home and often is the result of effective parenting; however, the development of such skills cannot rely solely on parents and home. Thus, the teaching of employability skills should belong to the school curriculum as well. Zinser (2003) believes that career and employability skills should be taught in schools, since many students leave education without the requisite skills to succeed in outside world. Ab. Rahim & Ivan (2007) has a different opinion that the employability skills are learned on their own during training and education as students acquires them automatically.

EMPLOYABILITY SKILLS

Robles (2012) in their work suggested that for workplace some soft skills have significant role such as integrity, communication, courtesy, responsibility, social skills, positive attitude, professionalism, flexibility, teamwork, and work ethic. They also suggest that the employers expect their employees to be strong in soft skills so that they can contribute well and add value in their businesses. In a work by GMAC (Graduate Management Admission Council, they mentioned about the corporate recruiters survey (2016) and as per the report, employers identify the some traits in their new employees and candidate's ability to fit within an organizational culture' was ranked highest among all categories. It was further followed by the ability to work in teams, and the ability to make an impact. As per the GMAC survey

(2015) the skills among the graduates required by employers are knowledge of general business functions, managing decision-making processes, learning, motivation, & leadership, managing strategy and innovation, strategic and system skills, interpersonal skills, generative thinking. They reported the skills set as per their significance at the workplace.

Kenji & Kitao (2006) also found that to face the challenges of the current competitive business scenario the students are required to possess good communication skills, particularly in English language to communicate well in the international language. From young graduates of professional courses to the employees at the workplace, to fulfill the workplace-skill requirement in the competitive corporate world and to survive effective communication skills are required.

RESEARCH METHODOLOGY

For the purpose of the study, primary and secondary data collection has been done. During the study various employability skills

required among the professional course students was explored through secondary data and 10 employability skills were identified. The same are motivation/ initiative, interpersonal relations, communication skills, leadership skills, strategic thinking, decision making, creativity, team work, flexibility and time management. These parameters of employability skills have been taken from various research papers, industry survey, published reports, and the feedback from industry experts through placement drives. The presented study has a case study approach as the data from a B school in Delhi NCR has been considered for study where soft skills development program is being run for the PG students on a regular basis. In the present study the respondent's performance against the above mentioned parameters have been rated from 1 to 7 scale during group discussion by the observer panel's of 03 members. For primary data collection, a sample of 100 respondents has been taken using convenience sampling technique. The demographic profile of the respondents is given below:

Table 1. Demographic Profile

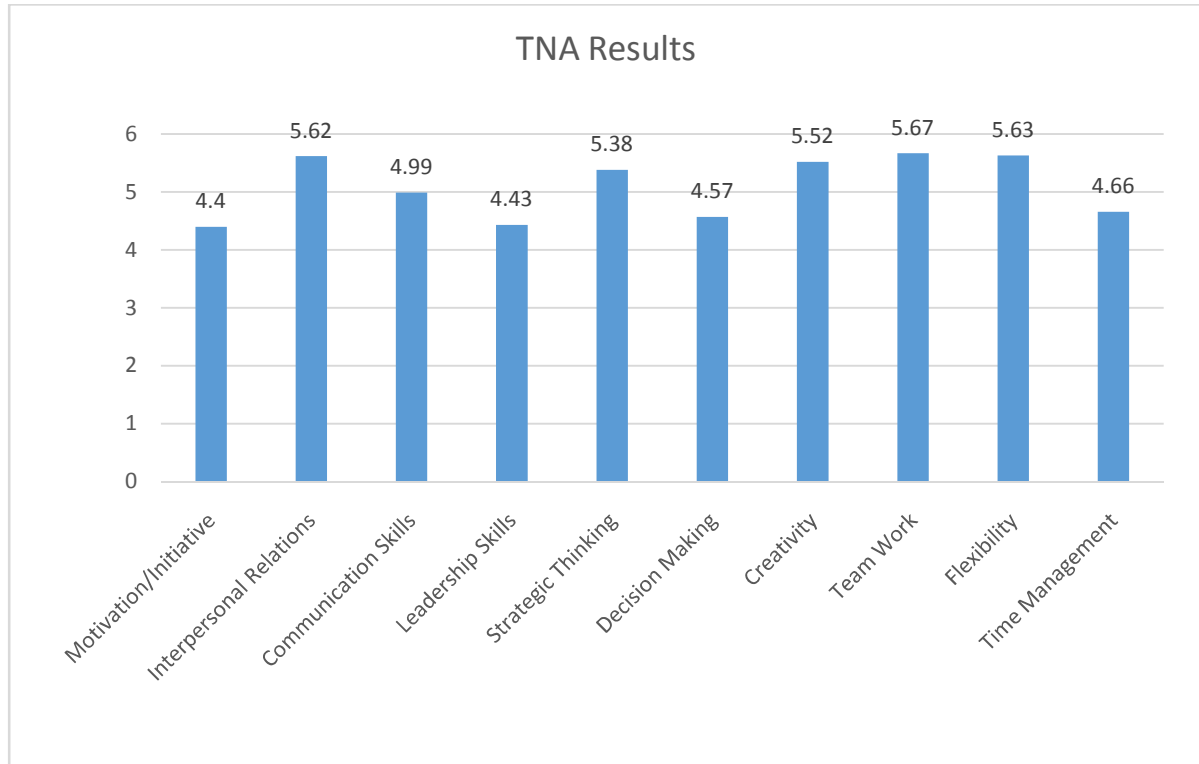
S. No.	Gender	No. of respondents	% age of respondents
1.	Male	68	68%
	Female	32	32%
2.	Age group		
	18- 21 years	27	27%
	21- 24 years	59	59%
	24 years and above	14	14%
3.	Living area		
	Metro	51	51%
	Non Metro	49	49%

Author's compilation

ANALYSIS

The Status of employability skills, were identified with the help of group discussion technique in which a group of maximum 8 respondents were rated. The group discussions

were conducted for 9 different groups in which the number of respondents varied maximum up to 8 only. A panel of 03 observers rated the performance of the all the respondents and the average score of the observers have been considered for data analysis.



Author's Compilation

Exhibit I. Bar Chart of TNA results

During the analysis of the data it was found that all the skills sets have been found above average in the sampled respondents, however leadership skills, Motivation / initiative, time management and communication skills are to be improved among the respondents.

CONCLUSION

Robinson & Garton, 2007, mentioned that the employability skills should be a part of graduate student's curriculum and also to be imparted during their tertiary education and for some higher education institutions should make students equipped with necessary skills necessary to win success at workplace. In the mentioned study the respondents are from postgraduate diploma in management and their most of the employability skills are above average thus they seems to be employable in the industry. However further training programs are to be designed to improve leadership skills, motivation / initiative, time management and communication skills.

Apart from it, as future prospects of the study, a comparative study between the B schools where regular sessions for soft skills improvement and added and the one in which no efforts of improvement of the same is being done, can be conducted.

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