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WHAT SKILLS ONE NEEDS TO BE EMPLOYABLE? – A COMPARATIVE STUDY OF PERCEPTION OF INDUSTRY, STUDENTS & FACULTY MEMBERS FROM DISTRICT PUNJAB

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ABSTRACT

Certainly , Various Strategies have been adopted by Management Educational Institutes to upgrade their students with new skills so that they can be absorbed by the Industry as when they complete their formal education still the Management students find it difficult to grab a job because of necessary skills required to become employable. “Employability skills refer to those skills that are required to acquire and retain on a job”. With the changing time, Employer’s demand for highly-skilled employees has been amplified. This research is an attempt to find out the perception of Industry, Faculty and Management Students about employment skills. A primary survey was done in this direction with 150 management students, 50 Faculty members and 30 industrialists chosen as respondents in District Fatehgarh Sahib, Punjab, India. From the study it is found that students ,faculty and industry has similar perception for communication skills, team work skills, planning and organising skills, ICT skills, self management skills, Time management skills which shows that these skills are the most important for management students to become employable. The perception of students is different from industry and faculty regarding Problem solving skills and Innovative and Creativity skills

KEYWORDS: Employability, Employability skills, Management Education

INTRODUCTION

Management education is an important road that facilitates improvement of leadership as well as builds highly professional qualities’ and turns out exceptional future managers. Management courses with specialization in different areas make ready students to face the persistently advancing corporate world and instruct effective people-management skills amongst them. Management studies should emphasis not just in creating good managers but also on improving and enhancing existing skills while passing on managerial competence to students.

In this Competitive environment the biggest challenge for students is to become employable. As the competition is increases day by day along with this the expectation of industry from management students regarding their skills also increases. Previously the employability skills are those skills which are required to attain job, But now a days its meaning has been changed. Now these are not limited to the skills which are required to attain job only. It includes all those skills which are necessary to acquire job as well as all those necessary skills which are required to retain on a particular job for a long period. Management skills.

EMPLOYABILITY SKILLS

Employability skills are the 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.”

Yorke(2006) Skills are important to employers because they are viewed as essential indicators of what it takes to be successful in the workplace. Employers therefore require evidence that graduates have the skills required and graduates must be able to show they have them in order to be successful in the recruitment process. Ghandhi, M. (2013) has identified some employability skills for management students which are Communication skills, Problem solving skills, Leadership skills, Team working skills etc.

So, The employability skills are required for developing a workforce that is able to cope with increasingly complex work practices, greater job flexibility and rotation, increased interaction with consumers, reduced supervision, team working. There are many factors which affects the employability skills of management students like Pedagogical issues, Curriculum development and employability Personal development planning etc. The previously studies has identified different employability skills for management students like communication skills, Problem solving skills.



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Innovation and creativity skills, time management skills. Now a days, The employability skills are not limited to the skills which are required to attain job only. It includes all those skills which are necessary to acquire job as well as all those necessary skills which are required to retain on a particular job for a long period.

REVIEW OF LITERATURE

M.S.Rao(2014) in his research paper “Enhancing employability in engineering and management students through soft skills” found that there must be effective coordination among faculty, students, industry and directors of educational institutions for enhancing employability skills among students. It places stress on the role of Training and Placement Officer (TPO) in the educational institutions for better employability.

Vani Bhagwath et al.(2013) found that students of none of the selected 25 management institutions shown a high level of competence in performing employability skills. Only 10 management institutions’ students out of 25 showed moderate level of competence in performing employability skills. This indicates that there is a dire need for the management institutions to take corrective steps in order to raise the employability skills of their students. Gandhi, M. (2013) in “Employability skills in management students – an industry perspective” found that employability skills are teachable skills and may be taught in business school and employment settings. Pandey N. (2013) found that “Awareness of Life Skills for Job Sustainability amongst Management Students” Efficient networking of educationist, psychologist, mental health professionals and policy makers is required to develop a concrete life skills training programme. Life skills dealing to train to cope up loss and stress and at the same time develop critical thinking are required among youths

RESEARCH METHODOLOGY

Objectives of the research:

- To understand perception of students, faculty and industry about the employability skills required amongst management students.
- To find out the perception of students, faculty and industry regarding Training and Development Programs/Supplementary courses required to enhance employability skills of management students.
- To find out the student’s perception regarding different teaching methods.

Scope of the study:

- The study is limited to management education.
- This study will serve the purpose of enhancing the employability skills of management students as per industry requirements.

Research Design: For this proposed study, descriptive research design is followed.

Sampling Design: The target respondents are faculty, students of management education of district Fatehgarh sahib and from the nearby Industry. Here researcher has used ‘Convenience sampling’.

SAMPLE SIZE:

Sample	Sample size
Students	150
Faculty	50
Industry	30



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DATA ANALYSIS AND INTERPRETATION

Cronbach's Alpha		
Faculty	Industry	Students
.303	.223	.807

TABLE:1 RELIABILITY STATISTICS

INTERPRETATION

As per Table 1, The value of Cronbach's Alpha is .303, .223, .807 from the data collected through three sample Faculty, Industry and Students respectively . It is greater than 0.05, Hence the data is reliable.

Gender	Frequency			Percent			Valid Percent			Cumulative Percent		
	S	I	F	S	I	F	S	I	F	S	I	F
Valid male	94	33	13	62.7	66.6	25.5	62.7	66.6	26.0	62.7	34.0	26.0
female	56	17	37	37.3	34.4	72.5	37.3	34.4	74.0	100.0	100.0	100.0
Total	150	50	50	100.0	100.0	100.0	100.0	100.0	100.0			

TABLE: 2 GENDER OF THE RESPONDENTS

The Table 2 shows the gender of the respondents in the study which indicates that 62.7% from the student sample are male respondents remaining are the female, Same way, The female (72.5%) respondents in faculty sample are more than male respondents whereas in the industry sample the quantity of male respondents are more than female respondents .

Category	Sample Size	Mean	S.D	(F&S)		(IN&F)		(S&I)	
				t-value	Sig.	t-value	Sig.	t-value	Sig.
FACULTY	50	2.52	1.31	.529	0.47				
INDUSTRY	30	2.86	1.47			.247	.629		



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STUDENTS	150	2.45	1.26					.211	.218
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TABLE: 3 INDEPENDENT SAMPLES T- TEST FOR COMMUNICATION SKILLS

The Table 3 shows that the perception of Faculty, students and Industry regarding Communication skills required for employability of management students is similar. The sig. value in t-test is greater than 0.05 (standard value of t-test). So, The perception of these are similar for Communication Skills. They all believe that, In the Present Scenario for the management students to become employable communication skill is important.

Category	Sample Size	Mean	S.D	(F&S)		(IN&F)		(S&I)	
				t-value	Sig.	t-value	Sig.	t-value	Sig.
TEACHER	50	2.4630	1.38336	.239	0.021				
INDUSTRY	30	2.0926	1.247			.539	.638		
STUDENT	150	1.8305	1.9124					.223	.015

TABLE: 4 INDEPENDENT SAMPLES T- TEST FOR CREATIVE AND INNOVATIVE SKILLS.

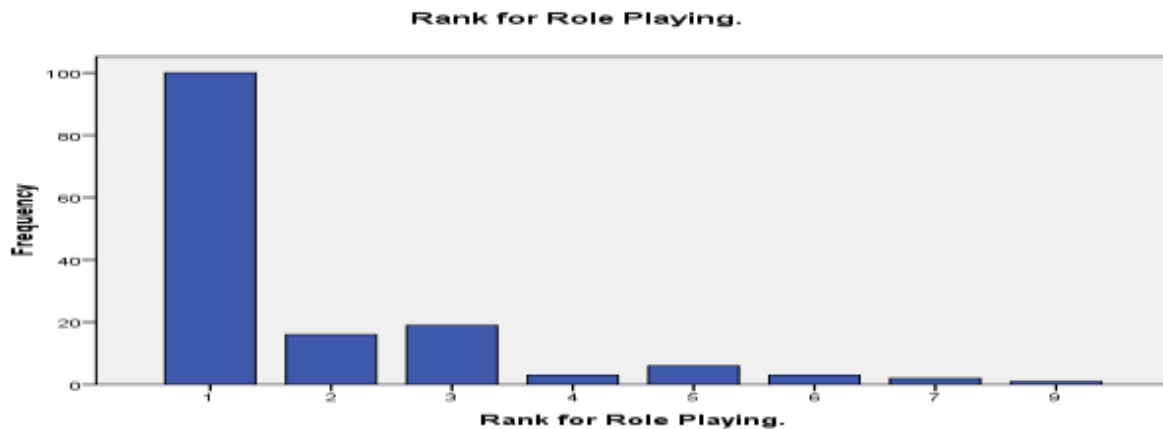
The Table 4. shows that the perception of students regarding Innovative and Creativity skills as employability skills is different from the perception of faculty and industry. The sig. value in t-test for students and faculty as well for the perception of student and industry is less than 0.05 (standard value of t-test). So, This states the difference in the perception of students from faculty's and industry's perception. The perception of students, Industry and faculty regarding communication skills which include Speaking and writing clearly and Listening and asking questions as employability skills is very positive. In the same way, The perception of these three sample is also similar for team work skills which include working/ co-operating well with team members. Students, Faculty and Industry almost have positive perception for other skills like Planning and Organising skills, ICT skills, Self management skills as employability skills for management students .But, The perception of students is different from faculty and Industry regarding Innovative and Creativity skills and Problem solving skills. The faculty and Industry have more positive perception regarding these as employability skills for management students as compared to student's perception. The negative perception of students regarding Innovative and Creativity skills shows that students are lacking in these skills. But these skills has a great importance for faculty and industry which shows that, In the Present scenario, There is immense need of these skills to make them employable. So, To enhance these employability skills of management students , Industry has more favourable opinion regarding workshop on Communication skills



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and Personality development and the faculty has more favourable opinion on Workshop on Innovation and Creativity. In the same way, Students has different perception for different teaching methods for enhancing their skills which are shown as below.

FIG. 1 RANK FOR ROLE PLAYING AS TEACHING METHOD



The above Fig 1. shows that more of the students has more positive perception about Role Playing as the most

FIG.2 RANK FOR DISCUSSION GROUP CONDUCTED BY SELECTED STUDENT CHAIRPERSONS AS TEACHING Method.

appropriate teaching method in enhancing their employability skills.

Rank for Discussion group conducted by selected student chairpersons.

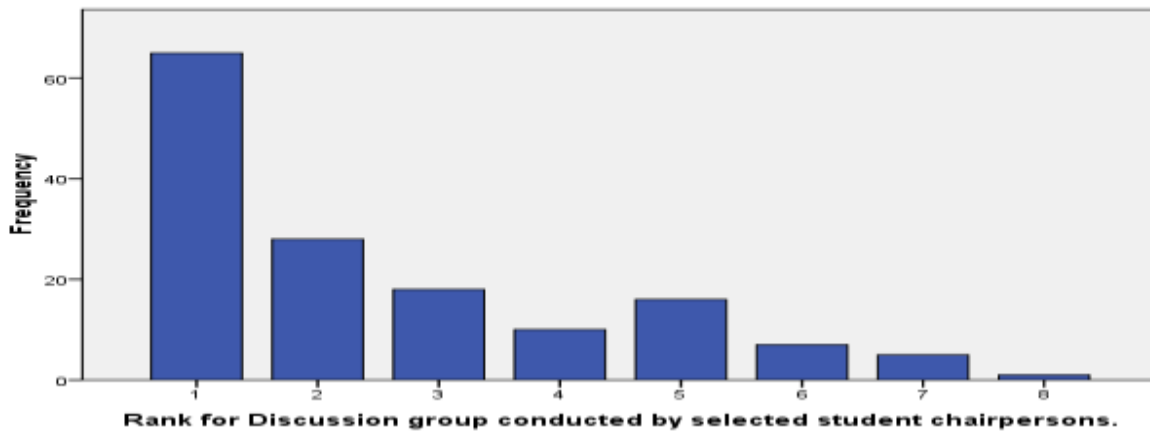


Fig. 2 states that the students also have more favourable opinion regarding Discussion group conducted by selected student chairpersons as preferred teaching method.



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FINDINGS & DISCUSSION:

FINDINGS OF THE OBJECTIVE 1

From the study it is found that students, faculty and industry has similar perception for communication skills, team work skills, planning and organising skills, ICT skills, self management skills, Time management skills which shows that these skills are the most important for management students to become employable. The perception of students is different from industry and faculty regarding Problem solving skills and Innovative and Creativity skills as employability skills of management students. The faculty and Industry has more favourable opinion for these skills as employability skills which students does not have.

FINDINGS OF THE OBJECTIVE 2

The faculty has more favourable opinion as compared to industry and students for workshops on communication skills and personality development for enhancing employability skills of management students. The perception of faculty and students is almost similar for workshops on computer proficiency but industry has more favourable opinion. There is a huge difference among the perception of student, industry and faculty for workshop on innovation and creativity. The faculty has more favourable perception for workshop on innovation and creativity for enhancing employability skills of management students.

FINDINGS OF THE OBJECTIVE 3:

The Students has more favourable opinion regarding Role Playing and Discussion group conducted by selected student's chairpersons in comparison to other traditional methods of teaching. Thus we can find that students chose Role Playing method as the most preferred teaching method at 67.6%. Discussion group conducted by selected students chairpersons as the second most important teaching method ranking at 65%. The third important teaching method ranked by students is Gaming and Simulation at 64.2%. The fourth important teaching method as per student's perception is Lecture-demonstration by teachers at 36.0%. So, To build employability skills in management students like communication skills and team work skills which are found through this study as per Industry's, Student's and Faculty's perception are the most important skills to gain employment. The educational institutions have to adopt above mentioned teaching methods. From this study it is also found that workshop on Communication and Personality Development in institutions for students is mandatory for generating communication skill in them as well it is also found that to make their students more innovative and Creative there should workshop on Innovation and creativity as found from the study students have negative perception for this skills as employability for them. On the other hand faculty and industry have favourable opinion for this skill as employability skill for management students. As per industry requirements the management education institutes has to implement different Training and development/ Supplementary courses to enhance the employability skills of their students. The teaching method should also modify & there should be more focus on practical aspects like Role playing, Debates, Seminar, Case studies etc. Student's should also join another supplementary courses like personality development courses along with their course curriculum.

CONCLUSION

In this Competitive environment the biggest challenge for students is to become employable. As the competition is increasing day by day; the expectation of industry from management students regarding their skills is also increasing. As per the study, The perception of students, Industry and faculty regarding employability skills is quite similar except two or three skills like problem solving skills and creativity & innovative skills. Similarly, The perception of these three is again similar for different supplementary courses/Training and development Programs for enhancing employability skills for management students. The students have different perception regarding teaching methods than Industry & faculty. Hence Management educational institutions need to understand the need of hour and modify their curriculum to enhance the employability skills of management students so that they can meet the industry expectations and become employable as and when they complete their formal education.



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