

A Study On Employability Of Commerce Students In Trivandrum And Kollam Region

Sreekanth .I .S¹, Sreenath .I .S²

¹Research Scholar, Rajagiri Dawood Batcha College of Arts and Science, Papanasam

²Research Scholar, Thanthai Hans Roever College Permambalur

ABSTRACT

Education and Training create assets in the form of knowledge and skills which increase the productive capacity of man power. Employability is a set of skills, Knowledge and personal attributes that make an individual more employable. Institutions of Higher education are examining the methods they use to enhance students employability and are exercising various measure to grow and strengthen this. In this article it is going to briefly examine the methods use to enhance student employability and to develop skills in order to expose students of commerce discipline to the job market.

Keywords: Intellectual skill, self-reliance, Team work skill.

1. INTRODUCTION

Education is the training given to a person for leading a mature life by developing the power of reasoning and judgments. The process of education continues from birth to death. Education is the overall development, physical, Mental, spiritual, individual has some goals in this life. Education continues in the attainment of that goals. According to last year's Associated chambers of commerce and industry of India (ASSOCHAM) report, Only 20% of graduates gets employed of the five million students who graduate every year, only one million get jobs. Over 50% of the country's youngsters lack basic employability skills. The Gross Enrolment Ratio for higher education in India is 34%. These figures are enough to gives as an idea of the skill gaps and raises awareness on the steps we should take to reduce the gap.

Today's highly technical and sophisticated jobs demand a highly professional commerce candidates Who can increase productivity and there by increase the value on of an organization. Employability refers to the attributes of a person that make that person able to gain and maintain employment. India is a country with contradicators approach in terms of education and employability. There is huge population of youth in the country but still there is a lack of skilled manpower and resultantly employment rate shows negative trend. India is growing and emerging as one of the largest economies of the world. Empowering the youth through education and right skills have scripted success story in many countries of the world. The term employability skills was coined by the conference Board in 1992 to describe those skills which provide the basic foundation, the Combination of skills, attitudes and behavior to get, keep and progress on a job, to work with others on a job, and to achieve the best results. The purpose of this study aims at identifying the new innovative methods adopted by the institutions of higher learning as an

approach to imbibe employability skill among the commerce students and make them resourceful person for serving the nation at large.

2. PURPOSE OF THE STUDY

The purpose of the study is to analysis the employability of commerce students in Trivandrum and Kollam Region. Employability is for bigger a challenge than unemployment. An Associated chambers of commerce and Industry of India survey reported that only to percent of master of Business Administration graduates from Indian B .Schools get a job right after completing their course. These reports give in the activity of higher education is amongst the fore most challenges being faced in India today, with few institutes having achieved global recognition for excellence.

SCOPE FOR RESEARCH

Through research information can be collected in terms of training, carrier planning, Succession, Planning, performance appraisal, good culture and good relation. Employers and Academicians jointly agree that there is need to develop highly skilled professionals who are ready to take the challenges of global competition. Universities are offering lots of courses of attract the viable number of students, but due to complex academic structure it is difficult to involve employer in course validation and design process. Moreover there are no studies available which looks specifically in to the employability of commerce students especially in the area of Trivandrum and Kollam in Kerala Region.

3. OBJECTIVES OF THE STUDY

- To study the level of employability skills among the commerce students of Kerala universities
- To identify the attributes looked upon by the Management in fresh/amateur commerce students.
- To study the level of difference in the skills expected and actual observed among commerce students.
- To identify the specific step taken by the institutes of Trivandrum and Kollam to inculcate employability skills among the students.

4. HYPOTHESIS OF THE STUDY

- There is no significant difference between mean score of various employability skills for Trivandrum and Kollam.
- There is no significant difference between expected and actual levels of employability skills perceived among commerce students.
- There is no association between city and the initiative taken by institutes to enhance the employability of students.
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5. RESEARCH METHODOLOGY

Research design is the blue print for research. It lays down the methodology involved in the collection of information and arriving at meaningful conclusion from the same. The study concentrated on information collected from primary and secondary sources.

PRIMARY DATA

After the identification of gaps and finalization of research objectives a questionnaire was prepared and a 360⁰ degree study was conducted as a part of the primary data collection.

The survey of commerce students and academicians was done from selected colleges of Trivandrum and Kollam.

The method of conducting survey was through

- Structured questionnaire
- Informal interviews

SECONDARY DATA

A source of secondary data are websites, articles, magazines and other projects, inorder to understand the views of corporate recruiters on the quality of commerce being graduated.

SAMPLING METHOD

The Sample size was determined using judge mental sampling.

DATA ANALYSIS

The data was clarified and tabulated on the basis of demographic factor (Kollam and Trivandrum). The data collected from commerce students was analyzed using 2-test less than the responses of the academicians were presented using frequency table and pie diagrams.

DATA ANALYSIS OF COMMERCE STUDENTS

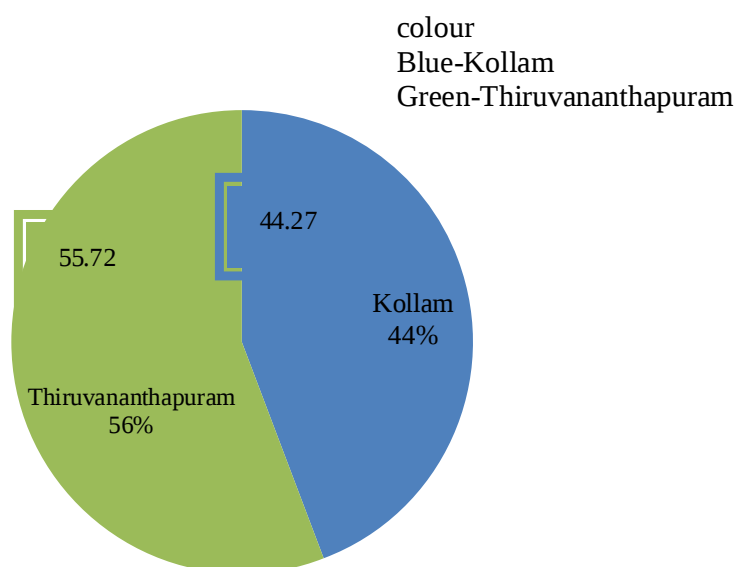
- a) City: For the purpose primary data two cities of Kerala vi2: Kollam and Trivandrum was taken as the sample frame.

These two cities were taken keeping in mind number of commerce Institutes established, the availability of education and assessment pattern followed there in.

CITY

CITY	FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
Kollam	146	55.72	55.72	55.72
Trivandrum	116	44.27	44.27	100%
Total	262	100	100	

Above table indicate that out of total 262 respondents 146 are from Kollam and remaining 116 are from Trivandrum. The information is presented using pie diagram.



The diagram indicates that of the total respondents above 55% of the belonged to Kollam city and remaining 45% belonging to Trivandrum.

6. FINDINGS OF THE STUDY

The present research work has made an attempt to address the employability dearth among the commerce students. Following are the findings of the study.

- Higher education should develop employability among the candidates.
- Increase the awareness among the higher education institutions to assess and suitably enhance their educational system to need the needs of the society.
- To find out the changing educational Scenario and suggested few operable approaches at all three levels is the universities and higher educational institutions, the corporate house and students as an individual to enhance employment opportunities.

7. LIMITATIONS OF THE STUDY

The study is conceived to selected colleges of Kollam and Trivandrum Region, which is the hub of many commercial activities and is also the hub for large number of educational institutions.

8. RECOMMENDATIONS

The present research work has made an attempt to address the employability dearth among the commerce students. Although it would not be appropriate from this limited study to suggest whole sale changes to higher education system, particularly one that necessary recommends more emphasis on employment skills, especially in competitive job market. Following are the recommendations to be taken at Academic, Industry, and student level in order to make the human capital an asset to the nation.

- Expand the concept of visiting faculty from corporate and familiarity to commerce to get the best minds to share their knowledge with the students.
- Enhancing the assessment and accreditation system to ensure quantity in the Higher education Programme.
- Join hands with educational institutes through seminars and work shops

9. CONCLUSIONS

Education is also regard as one that contributes to social, political and cultural and economic transaction of a country. The social sector of a country. The social sector of a country namely health, rural development, education and employment generation has assumed great significance in the new economic regime. The prosperity of any nation is interestingly linked to its human resources. India possess a highly developed higher education system which offers facility of education and training is almost all aspects of human creative and intellectual end endeavors, arts, and humanities, natural, mathematical commerce and management etc. In the wake of rapid growth in higher education and increased competition graduates one forced to equip themselves with more than just the academic skills traditionally represented by a subject discipline and a class of degree. Every child is born unique. However there is a failure on the part of the child to understand that the skills expected from him at the work place one perhaps common. Today a graduation certificate is of no value if it cannot imbibe the basic soft skills among the employees. Academic studies can be taken the students to the fundamentals of the subject but developing the soft skills is more or less with the student to take it to the next level.

10. REFERENCE

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