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Research paper

Business Schools in Kerala-Impact on Employability

K.M. Pradeep[1], S. Edmund Christopher[2*]

[1]Research Scholar, Faculty Of Management Studies, Noorul Islam Centre For Higher Education, Tamil Nadu, India.
E-Mail:Kmpradeep_2000@Rediffmail.Com
[2]Dean Of Academic Affairs, ECMIT, Dubai, UAE.
**Corresponding Author E-Mail:Edmundchristo@Gmail.Com*

Abstract

Kerala is the State having highest literacy rate and also number one in female literacy. In case of employment the state is not in the list of toppers in the country. We are trying to analyses why the employability is not as high as education in the state. We could find out many variables contributing to it. Primarily we are focusing how Management education in the state affects the corporate readiness of the students of Kerala, also we are trying to find out how can we improve upon and trying to suggest the required connect from the study.
In Kerala there are about 100 Business schools are there. We are trying to find out how the Facilities, Education provided, syllabus etc will help in making employability to the students. How far they are successful in creating corporate employability.

Keywords: *Employment opportunities, education, skill development, literacy, employability, syllabus, business school.*

1. Introduction

Business schools play a major role not just in major subject syllabus but in employability skills. The business schools have to realize the importance of 'working closely'. By creating competitiveness of the organization so that students can increase the human competence and by increase the complexity and constant change in industry. Growing competition for student placements with rapid increase in the number of business schools as organizations are looking for trained professional and students capable of taking decisions (Greenberger 2001).
Business education that is intended for secondary school students serves as a general prologue to accessible professions and accomplishment in the work environment.
A business school is a university level institution that presents degrees in business organization or administration. Such a school can likewise be known as school of administration, institute of business, institute of business organization, or, informally, b-school or business school. A business college shows points, for example, bookkeeping, organization, technique, financial aspects, enterprise, back, human asset administration, data frameworks, coordination's, promoting, authoritative brain science, hierarchical conduct, advertising, look into strategies and land among others.
Kerala is being a state with high political awareness and activism, we are trying to find out how this affected the employment market of the state. Also the state registers their highest share of revenue through NRI (NRK) income. Lots of people from the state pursuing their career abroad as they have strong roots there. (Especially in gulf countries) The state is rich with NRI money and employment is also up to an extend depending on gulf countries. We are trying to study the impact of the current management education system towards employability and trying to find out possible draw backs of the system through the survey.

2. Challenges and Opportunities

When discussion about the challenges the major challenges are the one we have discussed earlier like geographical constraints, high awareness on human rights and also political influence on the entire society. This leads to trade unionism and there by minimal manufacturing industries and hence minimal employment a d employability. Due to this the state is not much matured with a corporate culture, Recently only that too in IT and service sector the industries started growing in the state. Hence creating employability is a big task for the Schools.

3. Statement of the Problem

The state is having the highest literacy rate, high human value index and limited population enough education opportunities and health standards,. Still the state is poor as an employer and employability is also poor among the management graduate.
Trying to find out how effectively business schools fulfill their role in the State. Also discussing their efforts and preparations to create employability among management students.

4. Scope of the Study

The concept of employability means the process of achieving the employment suitable to their skill and education and remains in the job successfully throughout the career. A Business school at the state how far helpful in fulfilling this dream. Their syllabus, Infrastructure, Teachers, Library and Industrial connect etc. are how effectively connected to fulfill this dream.

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5. Objectives of the Study

To understand the theoretical and practical knowledge and Industrial induction provided to the students.
To study the students' interpersonal and communication skills.

6. Research Method

Primary Data

Primary data were collected by using structured questionnaire. The confidence level was 95per cent whereas the confidence interval is 5per cent of the total population of 10000 students. Therefore, the sample size of the students is 370.

The confidence level of the HR managers is 95per cent whereas the confidence interval is 5per cent of the total population of 1200 HR managers. Therefore the sample size of the HR managers is 290.

Secondary Data

Collected from Government records, previous related studies, Journals, few papers and from discussion with management teachers of different colleges.

Table 1: Shows the Status of Regular Updating Process

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	0.057	0.037		1.534	0.125
Candidates have Enough Theoretical Knowledge	0.017	0.006	0.018	3.065	0.002
Candidates have Enough Practical Knowledge	0.004	0.004	0.004	0.971	0.332
Candidates have Enough Communication Knowledge	-0.018	0.005	-0.019	-3.614	0.000
Candidates have Enough Presentation Knowledge	0.011	0.006	0.011	1.829	0.068
Candidates have enough System Knowledge	0.013	0.005	0.013	2.571	0.010
Candidates have Good Interpersonal Skills	0.962	0.005	0.976	197.570	0.000
Candidates are having Good Attitude	-0.007	0.005	-0.007	-1.558	0.120
Candidates are having Career Dreams	-0.016	0.005	-0.016	-3.132	0.002
Colleges are Providing Good Infrastructure	0.011	0.005	0.010	2.264	0.024
College Faculties have Enough Industrial Experience	0.011	0.008	0.011	1.399	0.162
Colleges Play a Key Role in Employability	0.003	0.006	0.003	0.451	0.652
College Curriculums Meet our Requirement	-0.003	0.006	-0.003	-0.569	0.569

From the Table 1, it is clearly seen that it is found that some of the factors in current education system fulfil the demands of job markets and some of the factors in current education system do not fulfil the demands of job markets because some colleges undergo regular updating and some colleges do not undergo regular updating.

1. Candidates have enough theoretical knowledge: Hypothesis is accepted and the null hypothesis is rejected.
2. Candidates have enough practical knowledge: Hypothesis is not accepted and the null hypothesis is accepted.
3. Candidates have enough communication knowledge: Hypothesis is accepted and the null hypothesis is rejected.
4. Candidates have enough presentation knowledge: Hypothesis is not accepted and the null hypothesis is accepted.
5. Candidates have enough system knowledge: Hypothesis is accepted and the null hypothesis is rejected.
6. Candidates have enough interpersonal skills: Hypothesis is accepted and the null hypothesis is rejected.
7. Candidates have good attitudes: Hypothesis is not accepted and the null hypothesis is accepted.
8. Candidates have career dreams: Hypothesis is accepted and the null hypothesis is rejected.
9. Colleges are providing good infrastructure: Hypothesis is not accepted and the null hypothesis is accepted.
10. College faculties have enough industrial knowledge: Hypothesis is not accepted and the null hypothesis is accepted.
11. Colleges play a key role in employability: Hypothesis is not accepted and the null hypothesis is accepted.
12. College curriculums meet out requirement: Hypothesis is not accepted and the null hypothesis is accepted.

Table 2: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1200.677	12	100.056	6285.860	.000[b]
	Residual	10.299	647	.016		
	Total	1210.976	659			

From the above Table 2, it is clearly seen that the significance value is less than 0.05. Hence, it is found that colleges undergo regular updating and this factor does not affect corporate employability and the null hypothesis is rejected.

Table 3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	0.996[a]	0.991	0.991	0.12617	0.991	6285.860	12

Table 4: Durbin-Watson Summary

Model	Change Statistics		Durbin-Watson
	df2	Sig. F Change	
1	647[a]	0.000	2.010

In the above Table 3 and 4, regression analysis results are summarized. For this analysis R, R^2 and standard error was estimated to find the correlation between current education systems related to factor that the colleges undergo regular updating and with the demographic data of the students and employees based on the collected primary data. The R value was found to be 0.996 and the R^2 was found to be around 0.991. The time taken for the students to respond towards the factors was calculated by using Durbin-Watson which was found to be around 2.010.

College is Updated Enough: In this hypothesis, it is found that most of the factors in current education system fulfil the demands of job markets and do not affect corporate employability because management institutes in Kerala are updated enough.

College Undergoes Regular updating: In this hypothesis, it is found that some of the factors in current education system fulfil the demands of job markets and some of the factors in current education system do not fulfil the demands of job markets because some management institutes in Kerala undergo regular updating and some because management institutes in Kerala do not undergo regular updating.

Current Curriculum Equips to Perform the Job: In this hypothesis, it is found that most of the factors in current education system fulfil the demands of job markets and do not affect

corporate employability because current curriculum of management institutes in Kerala equip to perform the job.

- **Curriculum Matches with Industry Requirement:** In this hypothesis, it is found that most of the factors in current education system fulfil the demands of job markets and do not affect corporate employability because curriculum of management institutes in Kerala match with industry requirement.
- **Internships sufficient :** In this hypothesis, it is found that most of the factors in current education system fulfil the demands of job markets and do not affect corporate employability because there is sufficient internship in management institutes of Kerala.
- **Library Facilities:** In this hypothesis, it is found that most of the factors in current education system fulfil the demands of job markets and do not affect corporate employability because there are sufficient library facilities in management institutes of Kerala.
- **Our College has Well Equipped Faculties:** In this hypothesis, it is found that most of the factors in current education system fulfil the demands of job markets and do not affect corporate employability because management institutes in Kerala have well equipped faculties.
- **Satisfied with Evaluation Method of Curriculum:** In this hypothesis, it is found that most of the factors in current education system fulfil the demands of job markets and do not affect corporate employability because students of management institutes in Kerala are satisfied with evaluation method of curriculum.
- **Well-Equipped Labs:** In this hypothesis, it is found that most of the factors in current education system fulfil the demands of job markets and do not affect corporate employability because there are well-equipped labs in management institutes of Kerala.

Educational qualification plays an important role in affecting job employability.

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