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Research paper

Management Education in Kerala-Impact on Employability

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Abstract

Kerala is the State having height in Human development Index in the Country. It has got the 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.

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

1. Introduction

Kerala is referred as Gods own country due to its scenic beauty, highest literacy rate and equip distributed economy. When we study the employment scenario of the state the above name doesn't matches as the employability is very poor among the educated crowd of the state. It is a State registered with highest literacy rate in the country but the challenges are comparatively very high for the employers while recruiting from Kerala. The State is one of the topmost in the Human Development Index (HDI), this alone may not help in the Employment Market especially in Corporate Employment Market.

We are trying to understand the common challenges faced by Employers in Kerala in terms of recruitment and what are all the possible corrective measures can be taken to address these issues. It is utmost important to understand the requirements of the employer and match it with the aspirations of the talent available .Gaining better understanding of the challenges will help us to improve the employability and thereby employment opportunities. The education system, especially management education of the state facing lots of challenges. This results in employment readiness or employability among the students.

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. 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. All this factors affected the management education and there by the system of the state.

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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. This affects their career dreams and many times they are unable to compete with the students of other states even though they have good academics. Trying to find out and suggest the bridging the gap through the study.

4. Scope of the study

The concept of employability means the process of achieving the employment suitable to their skill and education and remain in the job successfully throughout the career in line with the employers expectation and our growth .The study is trying to find out the reasonable in puts to improve the corporate readiness of the management students of the state. Skill gap, required updation on curriculum and corporate expectation etc. is been discussed.

5. Objectives of the Study

- To know the level of employability skills are provided by the management institutes in Kerala.
- To study the syllabus updating status, Industrial induction and corporate connect programs offered to management students.

6. Research Method

Primary data

Primary data were collected from the first and second year Management (MBA) graduates. Total MBA graduates in kerala in a year 2016-2017 were 10125. Sample calculator was used to calculate the sample size. The confidence level of the students is 95% whereas the confidence interval is 5%. Therefore, the sample size is 370 students. Multistage random method was employed to select the sample. The confidence level of the HR managers is 95% whereas the confidence interval is 5% of the total population of 1200 HR managers. Number of samples was calculated with the help of sample calculator. It was 290 For HR manager's simple random sampling method was used by the researcher.

Secondary data

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

7. Data analysis and interpretations

Table 1: Factors Affecting the Employability of the Sample Respondents

Model	Items	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	Constant	2.733	0.299		9.143	0.000
	required employability skills were exhibited by most of the students	-0.012	0.070	-0.014	-0.177	0.860
	industrial induction is required while studying	0.110	0.109	0.136	1.011	0.312
	candidates are enough updated on industry	0.013	0.064	0.015	0.206	0.837
	career counselling has to be provided from classroom level	-0.072	0.105	-0.088	-0.690	0.490
	soft skill requirement needs to be identified while studying	0.034	0.088	0.044	0.392	0.695
	skill gap requirement needs to be provided while studying	-0.032	0.050	-0.039	-0.634	0.526
	corporate connect programme needs to be done on education	-0.020	0.047	-0.025	-0.436	0.663
	industry should work hand in hand with curriculum	-0.065	0.086	-0.074	-0.759	0.448
	candidates are aware of office etiquette	0.021	0.088	0.028	0.244	0.807
	candidates are having enough adaptability to system	0.028	0.039	0.033	0.725	0.469
	candidates are aware of corporate culture	-0.014	0.045	-0.017	-0.311	0.756
	candidates are maintaining first impression	-0.002	0.060	-0.003	-0.035	0.972
	candidates are well known about hierarchy	-0.011	0.053	-0.012	-0.209	0.835
	candidates exhibits team spirit	0.009	0.066	0.012	0.142	0.887

Table 1 reveals that all the factors in socio-economic factor of education word output affect corporate employability. Most of the students felt that the employability skills provided by the intuitions are inadequate. While perusing their MBA, more industrial institute interactions are required. It will helpful to understand the actual industrial scenario.

Respondents also revealed that they are unaware the latest industrial needs. If they are aware of the exact industrial needs, that will be helpful them to equip themselves. Respondents are expected to get Career counselling at classroom level. Skill gap requirement needs to be provided. Corporate connect programme needs to be done Industry people may work hand in hand with curriculum development board.

Table 2: Shows the ANOVA of Quality of Education and Level of Employability

Variables	Sum of Squares	df	Mean Square	F	Sig.
Regression	9.491	15	0.633	0.500	0.941[b]
Residual	815.509	644	1.266		
Total	825.000	659			

From the above Table 2, it is clearly seen that the significance value is less than 0.05. Hence, it is found that there is the factor of education word output affecting corporate employability and the Null Hypothesis is accepted.

Table 3: The Regression Analysis of Socio Economic Factors and Employability

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	0.107[a]	0.012	-0.012	1.12531	0.012	0.500	15

Model	Change Statistics		Durbin-Watson
	df2	Sig. F Change	
1	644[a]	0.941	2.389

In the Table 3 reveals the regression analysis of the employability and socio economic factors. In this analysis R, R2 and standard error was estimated to find the correlation between socio-economic factors affecting corporate employability and with the demographic data of the students and employees based on the collected primary data. The R value was found to be .107 and the R2 was found to be around 0.012. The time taken for the students to respond towards the factors was calculated by using Durbin-Watson which was found to be around 2.389.

8. Findings

In this hypothesis, it is found that all the factors in socio-economic factor of educational qualification word output affect corporate employability because:

- The relationship between educational qualifications and the skills or knowledge required for the jobs market is inevitable.
- The relationship between educational qualifications and the advancement in national economy is firmly connected.
- It is the first step to measure the skill of a jog seeker.

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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