

Curriculum Design for Employability Perception of MBA Faculty

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Abstract

The perception of “**Employability**” as an individual attribute is problematic; we are focusing on the “**graduate identity**” approach, rather than “**skills**” development. We should think of “employability” as being about developing professionalism in the subject, and helping individuals to assess their own goals and career options. We should assist students to learn how to transfer their skills and adapt to new contexts and problems. Students need to gain awareness of how they present themselves to the “gatekeepers of employment”. If you produce a good graduate, you produce an employable person – the main requirement is a person with learning ability and confidence. Experience in running sandwich placements shows that, to be better able to get jobs, our students need support in very practical matters – e.g. writing CVs and job applications – as well as with developing occupational awareness and self-confidence. This research paper analyses the perception of MBA faculty about the present curriculum and scrutinizes the gap and suggests the remedies to address the issues.

Keywords: Employability, Curriculum Design, perception

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1. Introduction

A NASSCOM report says only 10 per cent of newly minted graduates in India are employable. Similar surveys on engineers and MBA graduates place employable professionals at not more than 25 percent. Today, employers want the employees to possess various basic to complex skill sets such as the basic functional and effective communication skills, time management, talent management, mind mapping etc. In such a scenario, the curriculum designers should take care of the all the aspects of employability in designing the curriculum.

2. Statement of the problem

Today's graduates are faced with a quite different employment challenge than that of earlier generations. There is a huge gap between present curriculum and industry requirements. Possessing degree alone is not enough to land in a good job. It requires employability skills too. The question is what employability skills they should possess? This article is a modest effort to find out the perception of MBA faculty towards various aspects of employability and curriculum design.

3. Objectives of the study

The prime objective of the present piece of research is to identify the gap between present curriculum and industry requirements and prepare the students accordingly to enhance their employability skills.

4. Methodology

4.1. The sources of data and methodology of research

In the light of the objectives set forth, the information has been collected from both primary and secondary data. Primary data have been collected from MBA faculties through questionnaires. Secondary data have been obtained from the sources such as HR Journals, Magazines, Newspapers and Websites.

4.2. Sampling technique

Simple random sampling technique is been applied.

4.3. Sample size

Sample of 150 MBA faculties of Bengaluru city is been considered for data collection of which 75 is the response rate.

5. Scope of the study

The scope of the study is confined to the MBA faculties of B schools of Bengaluru city.

6. Limitations of the Study

- The study is based on the responses from the MBA faculties in Bengaluru city
- The study is restricted to Bengaluru city due to time and resource

7. Analysis and interpretation of data

Data has been analyzed using percentage analysis.

Table 1: Demographic profile of respondents

	Independent Variables	Frequency	%
Gender	Male	39	52
	Female	36	48
Age	25-35 years	54	72
	36-45 years	09	12
	45 & above years	12	16
Marital Status	Married	66	88
	Single	09	12
Length of Service	1-5 years	36	50
	6-10 years	15	14
	11-15 years	15	11
	16-20 years	03	11
	21 and above	06	14
Designation	Professor	03	04
	Associate professor	09	12
	Assistant professor	42	56
	Lecturer	21	28

Source: primary data

Table 2: Opinion of respondents about curriculum design (Percentages)

Sl. No	Variables	Yes	No
1.	Does the present curriculum designed by the universities match the industry standards?	21 (28%)	54 (72%)
2.	Is the involvement of Industry experts in curriculum design essential?	72 (96%)	03 (4%)
3.	Do you wish at least one subject to be taught by the industry expert to bring in the corporate exposure?	66 (88%)	09 (12%)
4.	Does the present curriculum help in the verbal communication and designing of Curriculum Vitae?	30 (40%)	45 (60%)
5	Should there be a subject on employability skills for MBA students?	72 (96%)	03 (4%)
6.	Do you wish to include foreign languages in the curriculum?	48 (64%)	27 (36%)
7.	Should we introduce a subject on “Current Awareness” to make students employable?	69 (92%)	06 (8%)
8.	Should we incorporate a subject on English Grammar, Spoken English at MBA level?	60 (80%)	15 (20%)
9.	Should the curriculum design consists of a session on “Time Management”?	57 (76%)	18 (24%)
10.	Do you have “Entrepreneurial Development Cell” (ED) at your esteemed institution?	27 (36%)	48 (64%)
11.	Should there be a subject on Venture Capital (Venture Capital is funding new ideas, technologies and products) to assist new generation?	75 (100%)	00 (0)
12.	Do you know about “Mind Mapping”?	54 (72%)	21 (28%)
13.	If yes, can it be introduced in the Curriculum?	51 (51%)	24 (49%)
14.	“Talent Management – an itinerary for tomorrow’s success”, do you agree?	75 (100%)	00 (0)
15.	If yes, Can we use this concept to tune students for tomorrow’s requirements?	75 (100%)	00 (0)
16.	“It is the positive attitude which determines your altitude”. Do you agree?	60 (80%)	15 (20%)

Source: primary data

8. Findings

- Majority (72%) of the respondents agree that, the present curriculum does not match the industry standards.
- There is a strong agreement that there should be involvement of industry experts in designing the curriculum and at least one subject to be taught by them.
- 60% of the respondents believe that the present curriculum **does not help in verbal communication and designing of the Curriculum Vitae.**
- 96% of the respondents opine that there should be a subject on **Employability skills** for MBA students.
- 64% of them recommend the **Introduction of foreign languages** in the curriculum.
- 92% of the respondents strongly state that, a subject on **“Current Awareness”** has to be incorporated in the curriculum.
- 80% of them articulate that, there should be a subject on **English Grammar and Spoken English.**
- Majority of the respondents stress that there should be a subject on **Time Management.**
- 64% of the respondents accept that there is **“No Entrepreneurial Development Cell”** in their respective institutions.
- Cent percent of the respondents agree that a subject on **“Venture Capital”** should be introduced in the curriculum.
- 72% of them are aware of the concept of **“Mind Mapping”** and suggest that it has to be incorporated in the curriculum.
- Cent percent of the respondents support the concept the **“Talent Management”** and say that it is an “itinerary” for tomorrow’s success”.

9. Suggestions

1. First and foremost , design a curriculum where students get exposed to the corporate environment like “Industry Based MBA” with one year of course work and there on training in the Corporate.
2. The present curriculum does not match the industry requirements. In order to enhance the employability skills of the students, involvement of industry experts is a must to bring in the Corporate Environment.
3. Introduction of subjects on “English Grammar, Soft Skills, Mind Mapping, Current Awareness, Foreign Languages and Talent Management” in the curriculum design to take care of the requirements which suit 20 years from today. This will strengthen the students to compete at global front too.
4. Deputation of faculties to industries on a periodical basis to enhance the employability skills of the students.
5. Faculties to cross check with the industry experts in case of project work, to ensure the authenticity.
6. Student’s Participation in “Paper Presentation, Seminars, Conferences and Management Fest” to be made mandatory for the fulfillment of MBA completion requirement.
7. Provision of “Venture Capital to Entrepreneurs” helps innovation; this subject should be introduced as one of the Specialization Papers in Finance Area.
8. IT in curriculum has to be included. The modern software packages like SAP/3 (ERP and their modules) need to be included in all the Specialization Subjects.
9. Students should be encouraged to build up their “Confidence Level” by encouraging them to question “WHY” before accepting anything.

10. University norms should make it compulsory for the institutions to set up their own “Entrepreneurial Development Cell”.
11. Wide open the eyes of the students about the reality that “Attitude leads to nothing”, **say YES to Positive Attitude and NO to attitude.**

10. Conclusion:

The present study attempts to examine the gap between the present curriculum and the industry requirements. The analysis indicates that respondents have shown dissatisfaction towards present curriculum design. If the above said suggestions are incorporated in the curriculum of MBA program, this will ensure quality services to students which in turn will boost up the image of the university and institution and it will enhance the percentage of employment too.

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