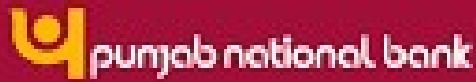


Assessing Employment Status of the Learners of the Programmes in Business Management at UOU A Tracer Study

8/30/2017

**School of Management Studies and Commerce
Uttarakhand Open University**



UPCL

Uttarakhand Power Corporation Ltd
Corporate Identity No. U40109UR2001SGC025867

About the School

The School of Management Studies & Commerce offers many programmes of study in 'Management' and 'Commerce'. The aim of the School is to achieve excellence in all its academic pursuits. The School believes in the philosophy that 'Open and Distance Learning' (ODL) and 'Face-to-Face' learning cannot afford to have the two distinct sets of standards in terms of quality. Thus, the guiding norm of the School is to strive for value-based quality education for its learners.

Additionally, the School has a special orientation towards 'Ethics and Human Values'. Accordingly, 'Centre for Human Values and Ethics' has been established under the aegis of the School. The focus of Management programmes is on the quality of management education by giving adequate attention to application of knowledge, self-awareness amongst learners, development of problem solving aptitude and decision making skills.

In the Department of Management Studies, MBA, BBA, Post Graduate Diploma in Human Resource Management, Post Graduate Diploma in Marketing Management and Diploma in management are on offer and a large number of learners take admission in these programmes every year. Diploma and Certificate Programme on GST is also proposed from next academic session. Further, in the Department of Commerce, the conventional B.Com. and M.Com. programmes are on offer and eligibility for admission to M.Com. is the B.Com. degree from any recognized University. Further, the Department of Commerce offers one certificate programme (Certificate Course in Office Management- CCOM). BBA, MBA, DIM, PGDHRM and PGDMM are offered on the pattern of semester system of examination and B.Com and M.Com programmes of study are offered on the annual pattern of examination.

About the Programmes in Business Management

The Department of Management Studies is offering the following Programmes of Study in Business Management;

Master of Business Administration (MBA)

PG Diploma Human Resource Management (PGDHRM-10)

PG Diploma in Marketing Management (PGDMM-10)

Diploma in Management (DIM-10)

Bachelor of Business Administration

I. Relevance of the programmes with HEI's Mission and Goals:

The programmes have been sculpted to address the changes that are taking place in corporate world and society at large. The programmes intend to meet the growing demand of entrepreneurs, business leaders and effective managers who can face the challenges resulting from cut-throat competition. The programmes shall contribute in disseminating business knowledge and management skills through distance learning with introduction of flexible and innovative methods of education to ensure 'independent learning'. The programmes also aim to enhance professional and managerial competence of the aspirant by refining their managerial skills and capabilities so that they can secure self-employment, and other employment opportunities with the motto of appropriate service to the state, nation and entire humanity. The programmes shall serve as seedbed in nurturing corporate or business excellence at the workplace. Thus, the Programmes have been fulfilling the University's objective to provide professional education to the distant learners of Uttarakhand.

II. Nature of prospective target group of learners:

The programmes shall be useful for the professionals who want to advance and improve their current job profile. Further, the programmes are also for young aspirants who wish to enhance their professional skills with a sound management qualification.

Accordingly, the target learners of the programme are;

- Graduates
- Government Employees
- Businessmen
- Budding Entrepreneurs
- Early- and mid-career professionals working in Uttarakhand
- Professionals serving in Banking and Finance Sectors.
- Marketing Executives
- HR Personnel

III. Appropriateness of programme to be conducted in Open and Distance Learning mode to acquire specific skills and competence:

The programmes have been designed strictly in accordance with the norms and standards specified for management education. The programme provides conceptual understanding of business administration, managerial skills, research skills, information technology, industrial and global trends, thereby equipping the learners with tools and techniques to lead and manage in today's ever-changing business environment. Adequate attention is also being paid to the application of knowledge, self awareness among learners coupled with development of problem solving, and decision making skills. The appropriateness of the Management Programmes offered in the ODL mode is ensured in terms of curriculum design, eligibility criteria, admission procedures, duration, evaluation, project work etc. Because of its inherent flexibility in terms of entry, method, pace and place of learning, methods of evaluation, the MBA Programme in ODL mode is suitable for the early- and mid-career professionals working in Uttarakhand. The programme offered by the School is useful and geared to fulfill the identified gaps in the corporate and business world.

The learning upshots of this qualification can be classified in the following four categories;

- Knowledge and understanding
- Cognitive skills
- Practical and professional skills
- Key skills

The programmes aims;

- To equip learners with an in-depth understanding of the required theoretical, conceptual, intra-personal and inter-personal skills necessary for a career in management.
- To inculcate a sense of social purpose and ethics that will permeate their decision making.
- To encourage and help in development of entrepreneurial and leadership capabilities.
- To nurture standards of professional excellence based on integrity, honesty, and fairness.

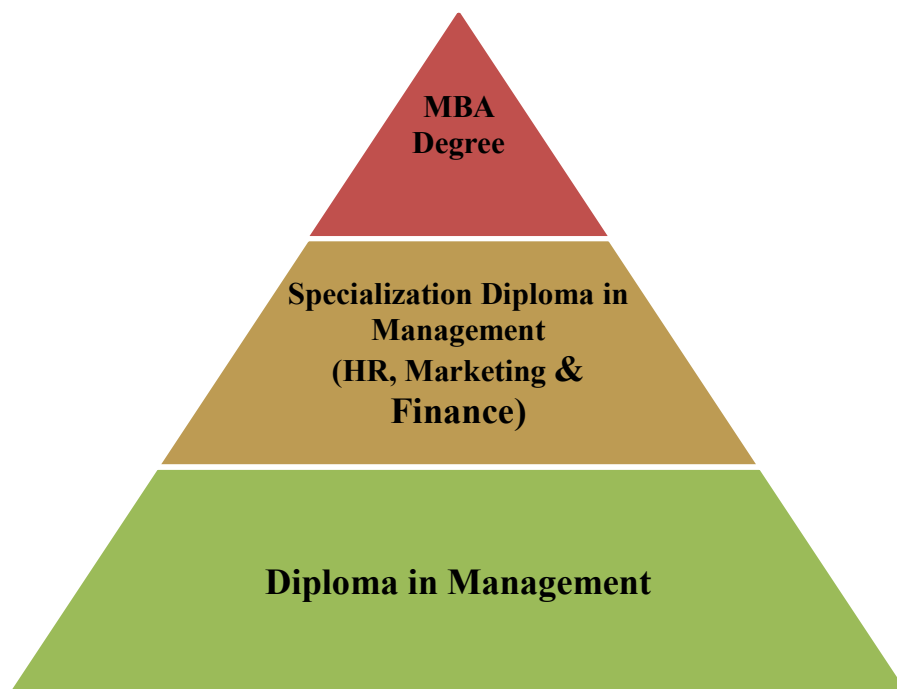
The Programme is offered in modular structure with multiple entry and multiple exits .

- **Professional development through a structured programme**

Start with Diploma in Management

Continue with PG Specialisation Diploma

#And finish with Master's Degree i.e MBA



About the Survey

The Department of Management Studies conducted a survey with the notion of assessing the learner's current employment status. Accordingly, the findings of the report shall be used in improving and strengthening the programmes of study. It shall also be useful in helping learners for becoming employable and also assist in taking necessary actions for the placement of future learners.

Rationale of the Survey

As mentioned earlier, there is a growing concern about the mismatch between offers from the Universities and the needs of the job market. There has been a growing debate about how well educational systems inculcate intellectual integrity and a sense of values. Open Universities make important contributions to local human capital development at the Undergraduate, Masters, and Mid-career and Executive Education Levels. Hence, the survey shall provide the valuable data and information that will be used to identify the areas where changes and improvements are needed so that it may help in improving the educational experiences of the future learners.

Objectives

The main objective of the study is to assess the Employment Status of learners who have completed or who are at the verge of completion of their Programme of Study in Business Management from Uttarakhand Open University. Thus, this study was undertaken with the following objectives-

1. To find out the employment status of these learners.
2. To find out whether the Management Programmes have broadened the job prospects of the distance learners.
3. To find out whether the Management Programmes have improved the financial status of the distance learners.
4. To find out the organizations where these learners are serving and their current job profile.

Methodology

To ascertain the employment status of learners, the data was collected in three steps;

In the First Step, data was collected using Online Survey developed using Google Forms to examine the employment status of the learners. Google Forms provide a fast way to create an online survey, with responses collected on a online spreadsheet. The Questionnaire so developed using Google Forms was mailed to all the learners who have completed the Post Graduate Management Programmes from Uttarakhand Open University.

In the Second Stage, the data was collected using questionnaire distributed in the physical form to the learners who have completed Post Graduate Management Programmes or were at the verge of the completion.

In the Third step, in order to get a more detailed insight, data relating to employment status and details of the organizations were also retrieved from the Student Information System of UOU.

A total of 30 alumni participated in the online survey and all the respondents completely filled-in the questionnaire. 102 respondents gave the responses in the tabular format presented for assessing the employability status. The data of employment details were retrieved for 125 pass out learners. The data so collected were downloaded in MS Excel and later transferred in SPSS.

Limitations of the Study

This study was conducted under the following limitations:

- The study was conducted in a limited time duration and hence a sample of 132 was taken up for the study.

Analysis of the Responses

The results of the data so gathered from the e-survey are analysed and presented as under;

Analysis of the responses received from Online Survey

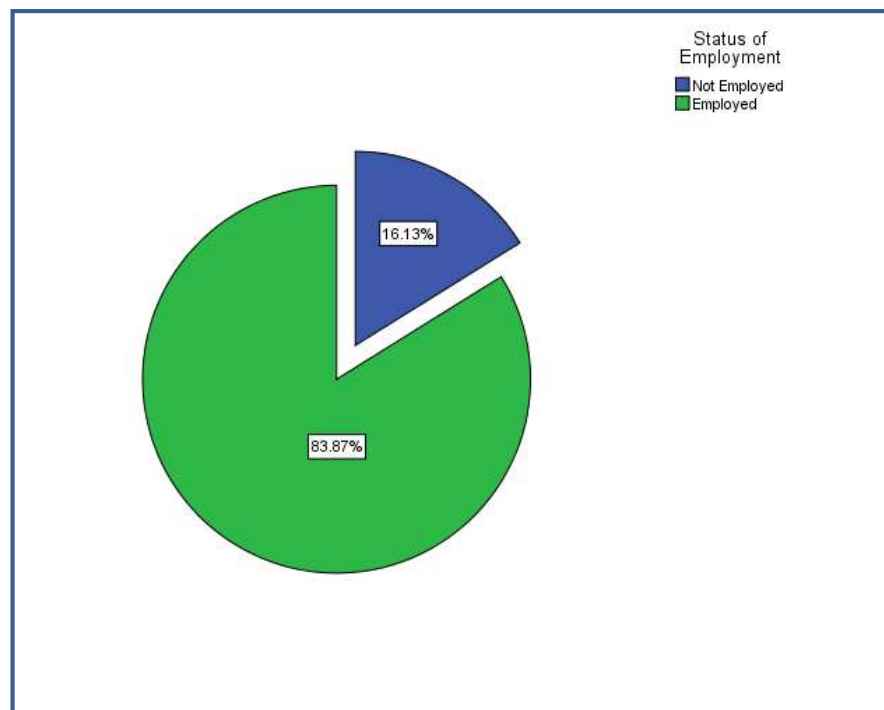


Figure 1:

Figure 01 denotes the Status of the Employment of the pass-out learners of Management programmes. Results exhibited that 84% of the respondents are working in various organizations or are running their own businesses whereas 16% of the respondents are still unemployed and are looking for the suitable jobs or profitable ventures.

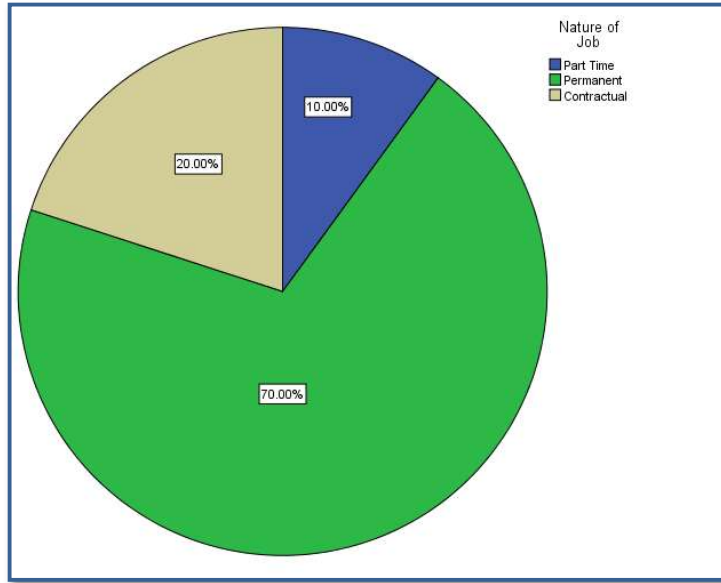


Figure 2: Nature of Employment of Management Learners

It was found that 70% of the respondents are working in permanent positions whereas 20% are working in contractual capacity. Further, 10% of the respondents are part time workers. Thus, majority of the pass-out learners of Management Programmes are permanent employees in the organizations where they are serving.

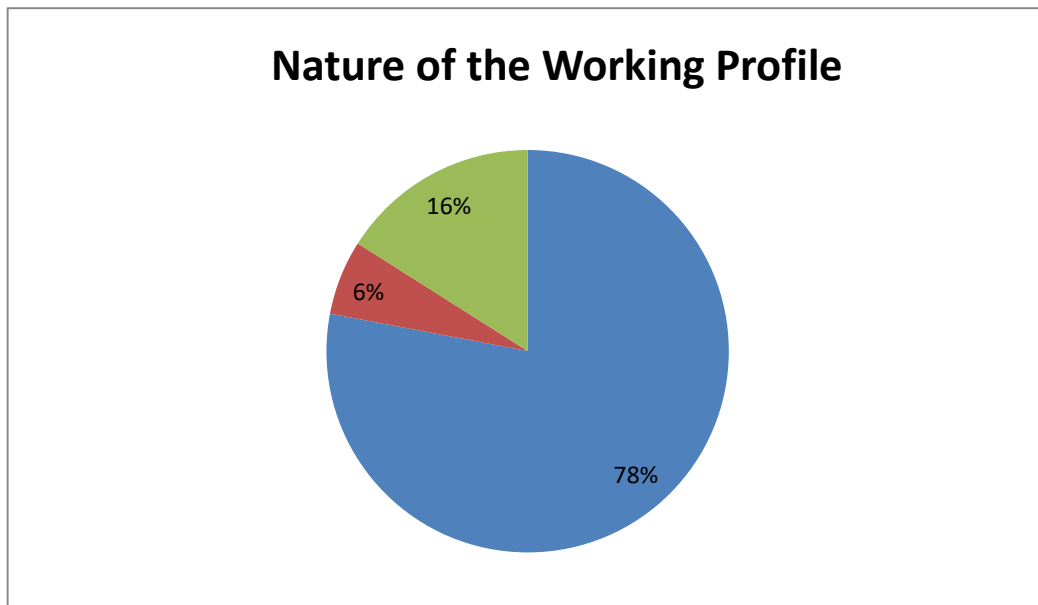


Figure3: Specific Details Nature of the Working Profile

It was found that 78% respondents are working professionals in various organizations and companies whereas only 6% of respondents are either entrepreneurs or are running their own family business. Further, as mentioned in the previous section that around 16% of the respondents are not employed.

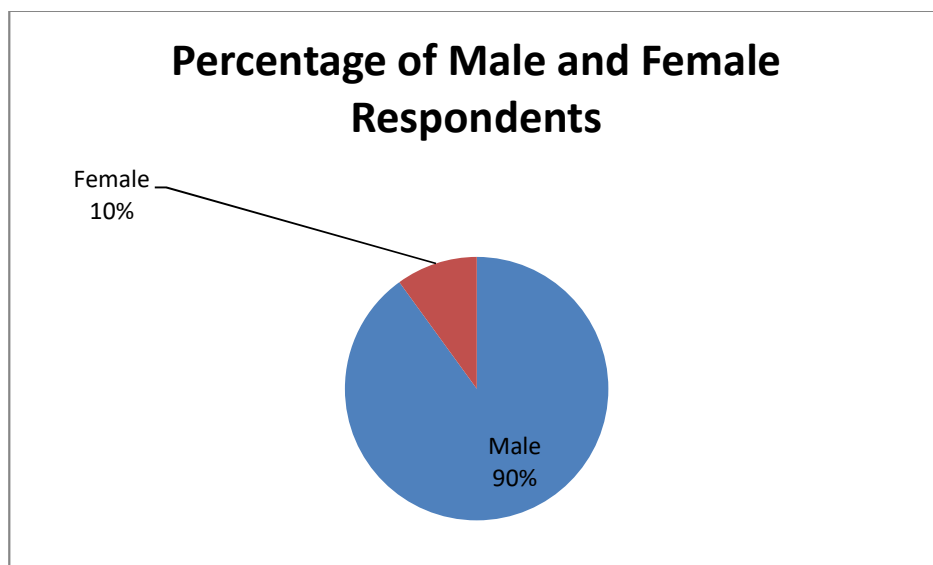


Fig 6: Percentage of Male and Female Respondents

As depicted in the Figure above, 90% of the online respondents were males and 10% management learners who attempted the survey were females.

Analyses of the responses so received from the learners who completed the programme or at the verge of completion are presented as below;

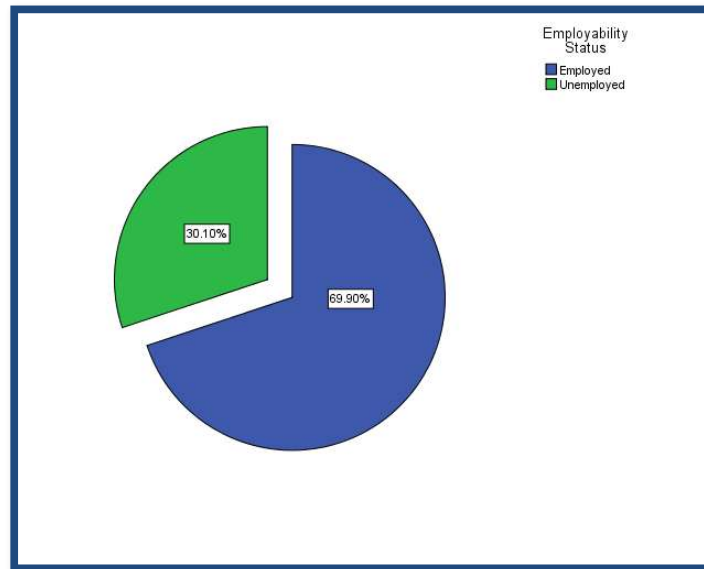


Figure 7: Employability Status of the Management Learners

It was found that 70% of the respondents are employed and 30 % of the learners are still unemployed. It clearly evident that majority of the learners of the Management Programmes are either working as professionals or are self employed. But, 30% of learners are still looking for employment avenues.

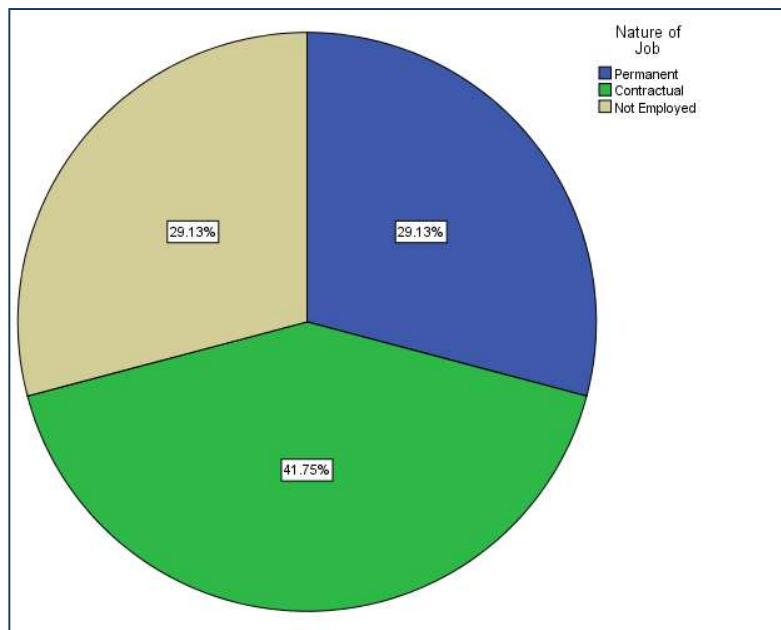


Fig 8: Nature of Employment of Management Learners

As depicted from the pie chart that 29% of the management learners are working in permanent positions whereas 42 % of the respondents are working in contractual capacity.

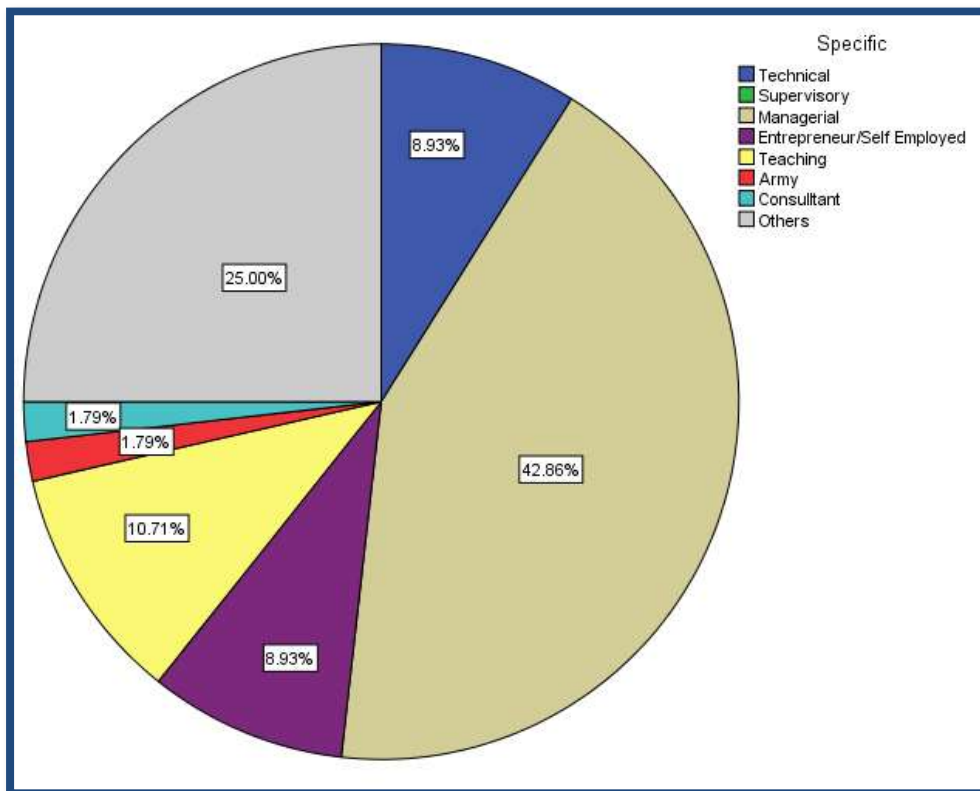


Fig 9: Specific Details Regarding Nature of the Working Profile

43% of respondents are serving at managerial level, 9% are working in technical positions and 9% have their own business or are self-employed. Further, 11% of respondents are working in Education Sector as Teachers and Administrators. Nearly 2% of the respondents are serving in Indian Army and approximately the same percentage of respondents is into consultancy. Thus, the responses represented heterogeneity in the working profile of the learners of Management

Programmes of Uttarakhand Open University. They are serving in various capacities in different organizations applying skills and knowledge so gained from the programmes of study.

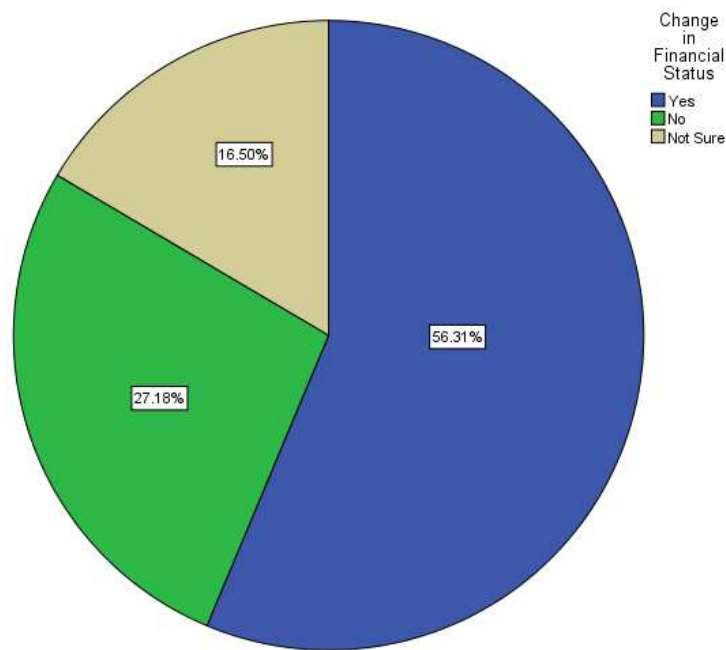


Fig 10: Pie Chart depicting whether the programme has changed their financial status or broadened their job prospects

The respondents were asked a simple question that the Programme of study pursued by them changed their financial status or broadened their job prospects. To this question, more than half of the respondents (56%) communicated that the Programme of Study has either enriched their job profile or has contributed in the increased earnings. However, 27% respondents communicated that the programme of study has not yet contributed in the increased earning or in magnifying job prospects. Further, around 17% of the respondents were not sure about the increased job prospects or monetary gains.

Percentage of Male and Female Respondents

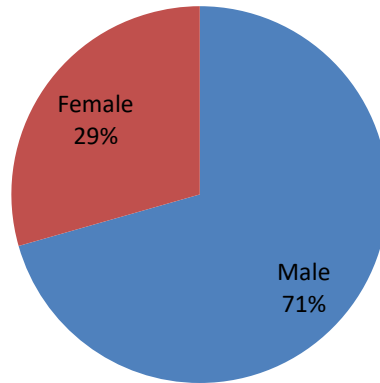


Fig 11: Percentage of Male and Female Respondents

Out of the learners who attempted the survey, 72 were male respondents and 30 were female respondents.

Organizations where Learners of Management Programmes are Serving

On the basis of the responses so received from the survey and the data retrieved from Student Information System, it was found that the learners who pursued the Management Programmes from Uttarakhand Open University are serving in Banking, Financial Services, Government Organizations, NGOs, Health Care, Government Projects, Educational Institutions, Mega Marts, renowned companies and even in Indian Army. Thus, the Management Programmes have broadened the horizons in providing managerial concepts to the workforce employed in various sectors serving in various capacities.

Name of the Organizations	Name of the Organizations
IIM Indore	Century Pulp & Paper Lalkuon
Uttarakhand Power Corporation	Wipro Ltd.
ICICI	Science Dehradun
GMVN Ltd.	Deccan Health care
Forest Department , Govt. of Uttarakhand	Acme Cleantech Solution Ltd.
AIT, New Delhi	SGI, Agra
ALLIANCE BUILDERS	NCH India Rudrapur
L.I.C OF INDIA	TML Vendor Park, Pantnagar
Sundaram Finance Ltd.	Lucas TVS Ltd.
Dabur India Ltd.	DPG.Sansthan, Haldwani

Varroc Engineering Pvt. Ltd.	Badve Engineering Ltd.
Bajrang Automobiles	12 Kumaun Indian Army
Bosch Chassis Systems India Pvt Limited	DLF HOME DEVELOPERS LTD.
Hindustan Construction Company	Heinz India Pvt. Ltd
TTK PRESTIGE LTD	Uttarakhand Tea Development Board
ITC Ltd.	RSB TRANSMISSIONS INDIA LTD
BINDAL HYUNDAI, Rudrapur	ICICI Bank
Uttarakhand High Court	Samsung Heavy Industries
USIDCL	AMTEK India LTD. , Dehradun
Pithoragarh Zila Sahkari Bank Ltd., Pithoragarh	Punjab National Bank, Bhimtal
Kotak Mahindra Bank	LIC of India
Department of Homeopathy , Uttarakhand	Mother India Public School, Bazpur
Cavincare	Schneider Electric IT Business Pvt. Ltd.
ENEXCO TEKNOLOGIES	Micromaxinfo., Rudrapur
Army educational corps	Shivam Enterprises New Delhi
Doon City Montessori School	Cynthia Sr. Sec. School, Haldwani
Vishal Mega Mart	Droan Group Of Colleges
THDC INDIA LIMITED.	U.P.C.L Dehradun

The Oberoi Cecil	Nainital Bank
Diamond Cements Ltd.	IDBI Bank
Ashok Hall Girls' Residential School	ONGC
Sharekhan Corporation	Hero Honda
Pine Grove International School	Schneider Electric IT Business Pvt. Ltd.
FINAL TOUCH / SOFTRONICS COMPUTER EDUCATION	Micrema info. RDR
Tata Sky	Shivam Enterprises New Delhi
TeamLease Staffing Services Private Limited,	Sehneider elelmr IT Beymer Pvt
Sadhan Co-operative Samiti Ltd.	Cholamandalam Investment and Finance Company Ltd.
Sahara India	Minda groups
Almora Urban Cooperative Bank	Ester Industries Ltd
ADONIS MEDICAL SYSTEM PVT LIMITED	Royal Canin India Pvt Ltd
POCT Services Private Limited	Shiv Shraddha Construction Pvt. Ltd.
Extramarks Education India Pvt. Ltd.	The New India Assurance Company Limited
JALAN TRANSOLUTIONS INDIA LTD	Royal Orchid Fort Resort Mussoorie
Uttarakhand Gramin Bank	ESTC Electronics Sevice And Training Centre
FOUNDATION BRAKE MANUFACTURING SITARGANJ	Reliance communication
Uttarakhand Open University	Titan Industries Ltd. , Dehradun
Bhagwati Products Limited(micromax)	Godrej & Boyce Mfg Co.Ltd
Sashastra Seema Bal	
Sharda Group of Institutions	G. D. Birla Memorial School
UP HILL Electronics Corporation Limited	St Joseph's College, Nainital
Govt. P.G. College Ramnagar	Sr Bhagat Singh Alpsankhyak

	Sanstha
Fosroc Chemicals (India)	Amass Education and Welfare Society
Uk Swan Project Uttarakhand Govt. with HCL Services Ltd.	Happy Home School, Uttarakhand
XPO Logistics, Tata Motors Pantnagar	ASIAN GALAXY PRIVATE LIMITED, Haridwar
Matrix Gurgaon	Shivam Enterprises New Delhi
Sales Tax Office	AFCI Management college
Air Liquide Sohar Industrial Gases	Windlas Precision Pvt. Ltd.
Mahindra and Mahindra Limited	Regi India Cosmetics Pvt. Ltd.
GIBS	M/S L.G. Balakrishnan Bros Ltd. Pantnagar
PP Auto Innova Tops	Gems Public School , Haldwani
RCI, Faridabad	Teknikan systems, Dehradun
Daffodils Educational Institute	Finecure Pharmaceuticals Ltd.

Conclusion

Overall, it was found that majority of the learners who completed the programmes of study from the Department of Management Studies are gainfully employed. Majority of pass-out learners are working professionals and they are working in Government Organizations, Companies, Factory units, Educational Institutions and NGOs. However, only few learners are running their own enterprise. Further, it was also found that a few learners are still unemployed. Therefore, it is assessed that curriculum should also cater to the entrepreneurship education for developing entrepreneurship consciousness among the learners.