

A Study of Career Management Concerns of Mba Students of South Gujarat Region



Management

KEYWORDS :

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ABSTRACT

In order to understand the career management concerns (issue related to) career management of MBA –II semester four students. This carried out a study on the topic of career management concern of MBA students of south Gujarat region. It survey 146 students of various self finance institute under South Gujarat belt and tried to understand the career awareness, preparedness, willingness to move for better career, the preferred sector, etc. among this students for better response caring out these studies, the data was collected through a structured questionnaire focusing on various aspects of career management as above, the collected data have been analyzed by using Frequency Analysis, cross tabulation, T-test and conclusion have been drawn.

INTRODUCTION: What is Career?

The progress and actions taken by a person throughout a lifetime, especially related to that person's occupations. A career is often composed of the jobs held, titles earned and work accomplished over a long period of time, rather than just referring to one position. While employees in some cultures and economies stay with one job during their career, there is an increasing trend to employees changing jobs more frequently.

Four general individual characteristics influence how people make career choices:

- 1) **Interests:** People tend to go after career that they believe match their interests.
- 2) **Self image:** A career is a reflection of a person's self image as well as a mold of it.
- 3) **Personality:** The factor includes a person's personal orientation (whether one is adventurous, outgoing, passive's submissive artistic etc) a personal need (including affiliation power and achievement needs).
- 4) **Social backgrounds:** Socio economic status, education and occupational status of a person's parents are covered in this category.

Now let's focuses on some Career Anchors that leads an individual towards its career choices.

Career anchors are distinct patterns of self perceived talents, attitudes motives and values that guide and stabilize a person's career after several years of real world experience and feedback. According to Schein, career anchors are difficult to predict ahead of time because they are evolutionary and a result of a process of discovery. You are not very sure about them until you are confronted with choice such as moving to headquarters or start your own business (e.g. Ashok Scoota, who after 20 years of life as CEO in Shriram Refrigeration joined Wipro InfoTech as President and spend the next 15 years building it? He quit the job in 1999 to set up a software start up Mind tree when Wipro chief **Azim Premji** asked him to move to America). It is usually at such a point that all the person's past work experience interests and orientation converge into career anchor that helps show what is personally most valuable. **Eight career anchors** are identified:

Managerial competence: People having this drive seek managerial positions that offer opportunities for higher responsibility decision making power etc.

Technical competence: People who have a strong technical or functional career anchor seem to make career choices based on the technical or functional content of the work, such as engineering or accounting.

Security: If your career anchor is security then you are willing to do what is needed to maintain jobs security (complying with rules and regulations of every kind) a decent income and a sta-

ble future in the form of a good retirement package.

Creativity: These people are driven by an overwhelming desire to do something that is entirely of their own making. For them starting a new venture working in a research lab., piloting a novel venture in a desert may be exciting alternatives their idea of a creative vocation.

Autonomy: These people seek a career that offers freedom of action and independence.

Dedication to a cause: If this is your anchor you focus on a cause that you believe is important.

Pure challenge: If this is your career anchor you seek to meet and overcome difficult barriers or obstacles (scaling a mountain, reviving sick companies etc). You basically seek novelty and variety in your work.

Life style: if this is your career anchor, you seek to integrate personal, career and family goals. You choose jobs that enable to fit all parts of your life together.

LITERATURE REVIEW

The study of Tanuja Agarwala (2008) "**Factors influencing career choice of management students in India**", Career development international, Vol. 13 Iss: 4, pp. 362-372, the **purpose of the study was** to explore the influence of a range of factors on the career choice of management students in India. The importance of different individuals in the family and at work in making career choices among these students is also to be explored. In addition, the study seeks to address the relationship of the cultural values of individualism-collectivism and the protean/conventional career orientations of MBA students from India, with factors as well as people influencing the choice of a career. **The finding shows** that Skills, competencies, and abilities" was the most important factor and "father" was the most significant individual influencing the career choice of Indian management students.

The second study of Eddy S.W. Ng, Ronald J. Burke, Lisa Fiksenbaum, (2008) "**Career choice in management: findings from US MBA students**", Career Development International, Vol. 13 Iss: 4, pp.346 – 361 the **purpose of the study was** to explore the role of values, family, and non-family influences on career choice in management among a sample of US MBA students. **And the finding shows** that the study did not find people (family and non-family) to be a predictor of career decisions. Instead, these decisions reflect the independent-self among US students in the career choice and exploration process. In particular, the students placed a strong emphasis on self-development (i.e. education). Most of the respondents aspired to careers, and not jobs or callings, reflecting a desire for career benefits and becoming wealthy. Men and women, with few exceptions, appear to have similar patterns in the factors affecting their career choice. Many of the factors found to have relationships with var-

ables related to career choice in management also have strong cultural influences.

OBJECTIVES OF THE STUDY

Primary objective:

To know the awareness level of professional students about their career.

Secondary objective:

- Awareness about Career in Management field.
- To know the factors related to career choices.
- To know the nature of MBA students with mobility for better Career.

RESEARCH METHODOLOGY

Sample size: 146 MBA 4th Semester Students

Sampling technique: Convenience Sampling Method

Tool for collection of data: Questionnaire Method

Tools for analysis: Frequency Analysis.

T- Test.

Ranking Method.

Cross tab & Chi square test.

DATA PRESENTATION & ANALYSIS

Table-1, Demographic profile of the respondents

Demographic Details		Frequency	Percentage(%)
Gender	Male	79	54
	Female	67	46
Functional Specialization	Finance	67	48
	Marketing	41	28
	HRM	38	26

As seen the table1, the respondents were 79 male & 67 female students, that means the ratio between male and female in study is reducing day by day. sample of 146 students in different specialization numbers of students are: Finance-67 Marketing-41, HRM-38. It shows that majority is in Finance specialization where as Marketing & HRM is at somewhat same level.

Table-2, clear cut career plans for them.

- H0: There is no significant difference between calculated mean and hypothesized mean (4). In other words, we hypothesize that the respondents are agree that they have clear cut career plan.
- H1: There is significant difference between calculated mean and hypothesized mean (4). In other words, we hypothesize that the respondents are not agree that they have clear cut career plan.

i.e. H₁: $x \neq \mu \neq 4$ SIGNIFICANCE LEVEL: 0.05

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
career plan	146	4.16	.682	.056

	Test Value = 4					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
career plan	2.792	145	.006	.158	.05	.27

Interpretation:

Here the test is performed at 95% significance level and the t-value comes out as **0.006**, which is greater than 0.05, it means that the null hypothesis H0 is accepted and the alternative hypothesis H1 is rejected, That means the respondents are agree that they have clear cut future plan for their self.

Table-3 the following factors in order of importance to you for your Long Term Career.....

- Opportunity to Excel in the preferred Technical / Functional / Specialization domain only
- Security / Stability
- Opportunity to be Creative / Innovative
- Autonomy / Freedom to Work and Decide / Independence
- Opportunity to Climb to Managerial Cadre / Position
- Any other, please specify along with its Rank: _____

Score	5	4	3	2	1	Total score
Rank	1	2	3	4	5	
Parameter						
Security	49	34	22	25	16	
Score	245	136	66	50	16	573
Creative	35	48	26	20	17	
Score	175	192	78	40	17	502
Technical	35	22	34	21	34	
Score	175	88	102	42	34	441
Autonomy	15	27	37	39	28	
Score	75	108	111	78	28	400
Managerial Competence	12	15	27	41	51	
Score	60	60	81	82	51	334
Other	0	0	0	0	0	
Score	0	0	0	0	0	0

Interpretation:

From the above factors most of the respondents gives the first rank to security / stability for the long term career plan and respondents gives the second priority on autonomy for their career aspects. And they gives the third rank Opportunity to Excel in the preferred Technical / Functional /Specialized domain only,

Table-4, Gender & sacrifice interest for career.

NULL HYPOTHESIS (H0): There is no significant association between two variables.

ALTERNATIVE HYPOTHESIS (H1): There is significant association between two variables.

sacrifice * gender Cross tabulation				
		gender		Total
		male	female	
Sacrifice	Strongly disagree	2	0	2
	Disagree	13	16	29
	Neutral	21	23	44
	Agree	30	23	53
	Strongly agree	13	5	18
Total		79	67	146

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.935a	4	.204
Likelihood Ratio	6.797	4	.147
Linear-by-Linear Association	2.154	1	.142
N of Valid Cases	146		

Symmetric Measures			
	Value	Approx. Sig.	
Nominal by Nominal	.198	.204	
Contingency Coefficient	.198	.204	
N of Valid Cases	146		

Interpretation:

From the above we find that there is no significant association between gender and sacrifice of interest for career.

CONCLUSION

The findings of this survey will go a longer way in helping Institutes & Students for better understanding of career perspectives, as it gives us the outcome that students agree that they

have clear cut future plan for their self. And it shows that males are more willing to relocate than female, but the variable of gender has no significant association with willingness to sacrifice hobbies or interest as well as taking self responsibility for career development.

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