



A STUDY ON JOB MARKET ISSUES AND STUDENTS' EXPECTATION TOWARDS PLACEMENT IN SELECTED B-SCHOOLS IN COIMBATORE CITY



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ABSTRACT

M^{BA} enrollment in the Business schools seems to have gone down. Today the Indian scenario is such that every person who enters a business school wants a job as he/she gets out of the course. In this competitive world every Management student wants to get a job that would explore his/her abilities would give a pay that is as per the current market standards. There are lakhs of students who pass out with management degrees, but only few are getting placed. So, Placement may be an important reason to shutting downs of B-Schools. So, this study made an attempt to analyze the Service Quality of the B-Schools in terms of placement.

KEYWORDS: B-Schools, Placement Expectation and Satisfaction, Service Quality, Multinational Companies.

INTRODUCTION

A business school is a university-level institution that confers degrees in business administration or management. Such a school can also be known as a business college, college of business, college of business administration, school of business, school of business administration, or, colloquially, b-school or biz school. The Business schools usually offer a variety of different business programs, which a person will choose based on the field that the student would like to specialize in once he or she graduates. Business schools may operate as a certain entity or may be available within another school. The world's first Business School was ESCP Europe (Europe Paris Campus). It was founded in Paris, France in the year 1819. It is the oldest Business School in the world and now it has campuses in Paris, London, Berlin, Madrid and

Torino. India's first and oldest Business school is XLRI (Xavier School of Management). It was founded in the year 1949 by Fr. Quinn Enright S.J. in Jamshedpur.

RESEARCH OBJECTIVES

- ❖ To study Job Market issues in selected B-Schools in Coimbatore City.
- ❖ To study the level of satisfaction towards facilities provided by the B-Schools in Coimbatore City.
- ❖ To know the expectations of students towards placement in B-Schools in Coimbatore City.
- ❖ To suggest the B-Schools to improve their student enrollment.



METHODOLOGY

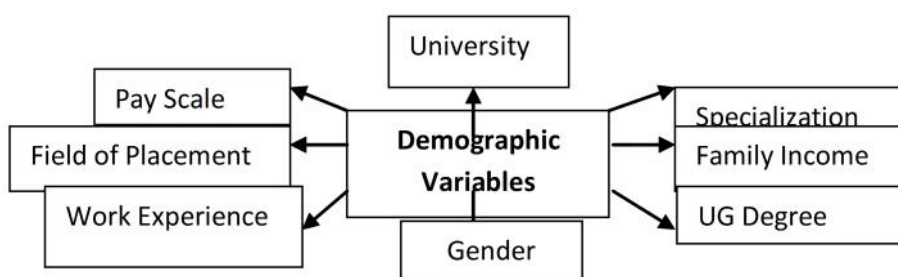
The study was descriptive and analytical in nature. The sample taken is restricted only to the students those who are pursuing their final year MBA course in Coimbatore City. Both primary as well as secondary data collection methods have been used for the research. The primary data has been collected through Questionnaire (using five point scale rating method) and the Secondary data has been collected from Business Journals, Books, Websites, etc. The total numbers of students, who are pursuing their final year MBA course in Coimbatore City, are the population of this study. The population is 1295. The study contains a sample size of 460 respondents.

Stratified Random Sampling technique is used to select the samples for this research. The total numbers of MBA students, who are pursuing their final year (Population), are classified under the different universities (strata). After this stratification, samples are randomly selected from each of the university. Among the various universities, 460 data have been randomly collected for this research. The statistical tools simple percentage, weighted mean, chi-square test and ANOVA were used to analyze the data.

RESULTS AND DISCUSSIONS

To identify the expectations of students towards placement in Business schools, analysis has been done through the SPSS software and the results of the same have been shown below in the form of charts and tables.

The following chart shows that the independent variables used for the study:-



The data has been stratified based on the universities as follows.

Name of the University:-

University	Number of Respondents	Percentage
Bharathiar	150	32.61
Anna University	230	50.00
Avinashilingam	18	3.91
Karpagam	52	11.30
Karunya	10	2.17
Total	460	100.00

Half (50%) of the respondents are from Anna university.

Showing the Respondents' Perception towards Placement:-

Placement Perception	Opinion				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Our department has a separate team/ cell to take care of placement activities.	141 (30.65)	236 (51.30)	39 (8.48)	11 (2.39)	33 (7.17)
The college and the placement team are showing interest in placing the students.	133 (28.91)	127 (27.61)	199 (43.26)	0 (0.00)	1 (0.22)
I feel that the companies called by the placement cell of our college are up to my expectation.	90 (19.57)	146 (31.74)	127 (27.61)	94 (20.43)	3 (0.65)
Multinational Companies (MNC's) are being part of our placements.	33 (7.17)	112 (24.35)	119 (25.87)	124 (26.96)	72 (15.65)
The college is encouraging the students to go for off-campus interviews.	206 (44.78)	117 (25.43)	91 (19.78)	36 (7.83)	10 (2.17)
Most of the students have got the offer as they expected.	31 (6.74)	50 (10.87)	148 (32.17)	149 (32.39)	82 (17.83)
I have joined in this course only to get an offer in MNC's.	31 (6.74)	150 (32.61)	54 (11.74)	97 (21.09)	128 (27.83)
I am not happy with existing offer so I am searching job for my own.	71 (15.43)	99 (21.52)	217 (47.17)	63 (13.70)	10 (2.17)

It is inferred that more than half (51.30%) of the respondents agree that their department has a separate team / cell to take care of their placement activities, followed by 28.91% of the respondents strongly agree that their college and the placement team are showing interest in placing the students, 31.74% of the respondents agree that they felt the companies called by the placement cell of their college are up to respondents expectation, 26.96% of the respondents disagree that the multinational

companies (MNCs) are being part of their campus placement, 44.78% of the respondents strongly agree that their colleges are encouraging them to go for off-campus interviews, 32.39% of the respondents disagree that most of the students have got the offer as they expected, maximum (32.61%) of the respondents agree that they have joined the course only to get an offer from MNCs and finally, it is evident that less than half (47.17%) of the respondents had neutral opinion that they are not happy with exiting offer and are searching for a job by their own.

Table Showing Respondents' Perception towards Placement Satisfaction:-

Placement Satisfaction	Level of Satisfaction				
	Highly Satisfied	Satisfied	Neutral	Dis-satisfied	Highly Dis-satisfied
I am satisfied with the way the placement cell organized the entire recruitment drive.	57 (12.39)	184 (40.00)	174 (37.83)	45 (9.78)	0 (0.00)
I am happy with the number of companies visited to our campus.	46 (10.00)	118 (25.65)	124 (26.96)	172 (37.39)	0 (0.00)
Most of the students have got right offers through our campus drive.	6 (1.30)	132 (28.70)	243 (52.83)	79 (17.17)	0 (0.00)
The job offered by the placement cell of our college is not up to my expectation. So, I prefer to wait for another job from outside.	95 (20.65)	135 (29.35)	175 (38.04)	55 (11.96)	0 (0.00)
The salary package fixed by the companies in our campus is good. It is up to our expectation.	24 (5.22)	130 (28.26)	148 (32.17)	136 (29.57)	22 (4.78)

It is inferred that maximum (40%) of the respondents are satisfied towards the way the placement cell organized their entire recruitment drive, 37.39% of the respondents are dissatisfied with the number of companies visited to conduct campus interview, more than half (52.83%) of the respondents had neutral opinion

towards the students having got right offers through their campus drive, maximum (38.04%) of the respondents had neutral opinion towards the job offered by the placement cell of their college is not upto their expectation and finally, as high as 32.17% of the respondents had neutral opinion towards the salary package fixed by the company during campus was good and fulfills their expectations.



Table Showing Respondents' Perception towards facilities provided by their Institution

Improvement expected	Opinion				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
College Facilities	124 (26.96)	306 (66.52)	30 (6.52)	0 (0.00)	0 (0.00)
Faculty	82 (17.83)	288 (62.61)	62 (13.48)	6 (1.30)	22 (4.78)
Placement	26 (5.65)	137 (29.78)	184 (40.00)	112 (24.35)	1 (0.22)
Extra-curricular activities	110 (23.91)	127 (27.61)	201 (43.70)	22 (4.78)	0 (0.00)
Pedagogy	117 (25.43)	135 (29.35)	172 (37.39)	1 (0.22)	35 (7.61)
Summer projects	78 (16.96)	212 (46.09)	148 (32.17)	22 (4.78)	0 (0.00)
Industrial Visits	100 (21.74)	174 (37.83)	146 (31.74)	39 (8.48)	1 (0.22)

It is inferred that that most (66.52%) of the respondents agree that they expect to improve the college facilities, most (62.61%) of the respondents agree that they expected faculty improvement for achieving better placement, 40% of the respondents had neutral opinion towards expecting placement improvement, maximum (43.7%) of the respondents had neutral opinion towards

expecting improvement in extra-curricular activities, maximum (37.39%) of the respondents had neutral opinion towards expectation of improvement in pedagogy by the institution less than half (46.09%) of the respondents agree that they expect improvement in their summer projects and finally, it is evident that 37.83% of the respondents agree that they expect improvement in the industrial visits.

CHI-SQUARE TEST

Showing the relationship between Name of the university and perception of respondents towards Placement

Name of the university	Placement			Total
	High	Moderate	Low	
Bharathiar	23	105	22	150
	29.7	103.4	17.0	150.0
Anna University	43	164	23	230
	45.5	158.5	26.0	230.0
Avinashilingam	11	6	1	18
	3.6	12.4	2.0	18.0
Karpagam	12	35	5	52
	10.3	35.8	5.9	52.0
Karunya	2	7	1	10
	2.0	6.9	1.1	10.0
Total	91	317	52	460
	91.0	317.0	52.0	460.0

RESULT

Chi-Square Value : 8.808
 Degree of Freedom : 89
 Table Value : 15.508
 Result : Not Significant

The result of the chi-square test reveals that the calculated chi-square value (8.808) is less than the table chi-square value (15.508) at 5% level of significance and therefore, the relationship between university and perception of respondents towards placement is not significant. Thus the hypothesis is that the relationship

between the two factors does not hold good. Hence the null hypothesis is accepted.

Likewise, by using Chi-square test, the researcher has found out the relationship between other independent variables such as Gender, Family Income, Work experience, Field of placement, Maximum Pay scale offered and dependent variable (Perception of respondents towards Placement).

From chi-square test, it is cleared that;

- ❖ Perception of the respondents towards placement has no association with the name of the university. Every student has same perception towards placement.

- ❖ Perception towards placement has an association with Gender of the respondents. Male respondents having more negative perception than female respondents.
- ❖ Perception towards placement has an association with the Family Income of the respondents.
- ❖ Perception towards placement has an association with previous work experience of the respondents.
- ❖ Perception towards placement has an association with field in which more students got offer.
- ❖ Perception towards placement has an association with maximum pay scale offered by the companies.

ANOVA

Showing Variance between Name of the university and Satisfaction towards Placement Assistance provided by the institution

Name of the university	Satisfaction			Total
	High	Moderate	Low	
Bharathiar	20	87	43	150
Anna University	44	110	76	230
Avinashilingam	9	9	0	18
Karpagam	8	30	14	52
Karunya	2	2	6	10
Total	83	238	139	460

Source of Variation	SS	d.f.	Mean Square	F-ratio	5% F-limit
Between Columns	59	(3-1) = 2	29.50	8.74	F(2,8)=4.46
Between Rows	150	(5-1) =4	37.38	11.07	F(4,8)=3.84
Residual of error	41	2 x 4 = 8	3.38		
Total	249	(3 x 5)-1 = 14			

The table value at 5% level of significance and the calculated F Ratio is 8.74 between columns and 11.07 between rows. The calculated value is greater than the table value between columns and the calculated value which is also greater than the table value between rows. Hence, there is significant variance between name of the university and Satisfaction towards Placement Assistance provided by the institution.

Therefore it is clear that there is significant variance between name of the university and Satisfaction towards Placement Assistance provided by the institution

Likewise, by using ANOVA, the researcher has found out the Variance between other independent variables such as Gender, Family Income, Work Experience, Maximum Pay scale offered and dependent variable

(Satisfaction of respondents towards Placement Assistance provided by the institution).

From ANOVA, it is cleared that,

- ❖ Satisfaction towards placement assistance provided by the Institution differs according to the Gender.
- ❖ Satisfaction towards placement is same for all the category of Family Income.
- ❖ Satisfaction towards placement differs according to the previous work experience of the respondents. Experienced respondents are expecting more than the fresh one.
- ❖ Satisfaction towards placement differs according to the maximum pay scale offered by the companies.



SUGGESTIONS

- ▲ It is found that most of the students did not get offers as they expected, hence, it is suggested that the placement cell can conduct opinion survey and ascertain their requirements and help them to get equipped and get campus placement as they expected.
- ▲ More than half (53.7%) of the respondents have got placement offers in marketing field. So, the institutions can take step to place their students as per their specialization. The institutions have to give importance for the specialization of their students and try to give offers relevant to their specialization.
- ▲ Most of the students disagree that the Multinational Companies (MNCs) are being part of their campus placement. So, the institutions may try to bring MNCs to their campus.
- ▲ The institutions may increase the number of companies visit to conduct campus interview in their campus.
- ▲ The institutions have to concentrate on the salary packages of the placed students. Because, most of the students were not satisfied with the salary package they have got in their placement.
- ▲ Most of the students are expecting improvement in college facilities such as infrastructure, library and lab facilities. And also they expected faculty improvement for achieving better placement. So, the institutions may concentrate on improving these things to satisfy their students. If they satisfy their students, they can improve their enrollment in future.

CONCLUSION

The aim of the study is, to identify the expectations of MBA students towards placement. Most of the students have joined in this course only for the placement purpose. But, now-a-days, institutions are struggling to meet 100% placement. So, the students are dissatisfied with their institutions. These are the issues

in the business schools today. From this study, it is concluded that the MBA students are satisfied with the placement activities of the placement cell of their institution. But, they are not satisfied with the companies visited to their campus. They expect MNCs are being part of their campus drive. They also expect improvement in their college facilities, faculty, placement, extra-curricular activities, summer projects and industrial visits. So, the institutions may try to improve these things to satisfy their students. Then, they can improve their future enrollment easily.

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