

## LACK OF EMPLOYABILITY IN MANAGEMENT GRADUATES IN TAMIL NADU: FACTS AND SOLUTIONS

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### **Abstract**

*The famous quote says “Engineers create the world but Managers rule the world”. At present the ruler’s performance and employability are very poor in corporate and others. Their education system is the main reason. In 21<sup>st</sup> century India witnessed enormous transformation in its education system. Especially Management Education has emerged very fast compared to others. Nearly thirty thousand management graduates pass out every year in Tamil Nadu under Anna University, Chennai alone. The World Economic Forum Report 2011, on Management Education in India, ranked it at 23<sup>rd</sup> position, which is declining every year. The students may get admission in Management graduation, even when they score negative marks in the entrance test. There is no GD (General Discussion) and Personal Interview during the admission. These are the research problems that have been identified. The main objectives of the study are to find out the real facts of the decline of employability in management graduates and find out the better way to improve the Management Education. The data collected from the corporate people to know the real expectation from the management students. SPSS package has been used for analyzing the collected data. This study found that facts of lack of employability is Poor training in Graduate colleges, Admission procedure, Curriculum and its execution, Business teachers, Industrial interaction, Change in students communities and Lacking in basis competencies. This study suggested that to produce employable management students is the responsibility of institution, industry and students.*

**Key words:** *Management graduates, Education, Employability, Corporate.*

### **INTRODUCTION**

Education is a gradual process of acquiring skills and habits that makes one fit into his society and thereby become responsible to himself and the entire community (Chukwurah,2013). Education is the fundamental rights of every citizen of India. Indian Education falls under the control of both Union and State Government.

There are various bodies and councils like UGC, AICTE and DEC which are making sincere efforts for recognition of courses, coordination and maintenance of standards in education. Currently there are more than 200 management colleges across India and B-Schools, besides being one of the departments in Engineering Colleges and Arts and Science Colleges in Tamil Nadu.

The business and management education could play a pivotal role in social uplift and triggering the entrepreneurial spirit in a society (Faisal M A & Syed Awais A T,2007).The recent study says that only 23% of MBA graduates are actually employable (Sakthivel.M 2013).Quality has become a necessity even in Management Education. The stakeholders of education industry such as students, parents, and the organizations know more about the quality standard of a business school (Graham,1989). India an intellectual capital of the world, to retain this we have to rethink and take efforts to create a dynamic environment,which can provide quality Management Education to compete in the world (Beena John &Panchanatham.N, 2011).

### **FACTS OF LACK OF EMPLOYABILITY IN MANAGEMENT GRADUATES**

#### **1. Poor Training in Schools and Graduate Colleges**

Schooling is very important in every one’s life. Only there we learn moral values, ethics and basic behavior. Some of the schools focus only on scoring marks. Few schools only train the students in sports, cultural. But now-a-days very few schools practice Montessori education systems that too only at the primary level. Students learn and indulge lot of things in their teenage period. In this period all the schools and parents only target marks. Instead we could train in moral values, attitude, presentation and leadership skills.

## 2. Admission Procedure

Very poor admission procedure is practiced in Tamil Nadu. The minimum eligibility is 50% of marks in their under graduation and to appear in any one of the entrance test like TANCET, Consortium, MAT and XMAT etc.,. Some of the B-schools conduct their own entrance test or they may accept MAT score. During the admission very few colleges conduct group discussion and interview. If the students got admission through TANCET and Consortium, there is no Group discussion and Personal interview. The students get admission even they score negative marks in entrance test.

## 3. Curriculum and its Execution

Management Education is equal with the engineering education, in the sense that both are professional courses. Engineering courses have six theory papers and two or three practical's in every semester. But in the Management Education curriculum, it carries eight theoretical papers and very few practical papers. The practical papers assist only in developing presentation skills. These are evaluated internally. Most of the colleges depend on some private soft skills developer in Tamil Nadu. They train the students for their placement at the maximum of 15 days. The external business environment is continuously changing and evolving. Business schools are striving to impart relevant knowledge to the students. (Faisal M A & SyedAwais A T (2007).

## 4. Qualities of Business Teachers

As per the UGC and AICTE norms the minimum requirement of recruiting the faculty in Management Education is Post Graduation in relevant subjects with first class marks in regular studies from any recognized Universities and colleges. While admitting students in Management Education the professional experience is the key selection factor in US & Russia (Veritas Prep, 2009; Natalia V, 2011). For the students admission the experience is very important in these countries but in teaching faculty it is not. Even some college management is not considering the industrial experience for increment. We want to develop more employable management students with professionally and industrially experienced faculties. Teachers have had few supports for differentiating their instruction inside and outside of school.(Malbert Smith III and Todd Sandvik, 2012).

## 5. Lack of Industrial Interaction

All types of companies are located in Tamil Nadu, but their interaction with students and colleges is very low. Most of the companies are not allowing the students for factory visits, training and Projects. Very few industry experts only accept for a guest lecture to the management students in the college campus. The industrial experts are Board study member in autonomous colleges and universities. The board of study is responsible to frame the syllabus and curriculum for the students in five years. Industrial people are not interested to participate in the meeting and give opinion and requirements. Most of the board of studies meeting has finalized the curriculum and syllabi without the interaction of industrial experts. While framing curriculum and syllabi consultation with industrial people is needed. 75% of curriculum and syllabi has to be developed by them.

## 6. Change in Students Communities

The next most important facts for lack of employability is students culture, life style, attitude, habits which is going down. The students spend more time in unwanted sites in internet, Face Book, mobile phones, games etc. Their interest level is very limited in studies because of 5 C's like Cinema, cricket, Channels (TV), Communication (Network) and Currency.

## 7. Lacking of Basis Competencies

In present day most of the students don't have the basis competencies. Most of the Tamil students are intelligent but lack in presentation skills, poor communication, and lack of interest to take lead and emotional imbalance. These are the factors that assist the student's employability. From the childhood they lack in these competencies. This study focuses mainly on these competencies.

## BASIC COMPETENCIES FOR MANAGEMENT GRADUATES

The following basic skills required for the management graduates for their employability. They are

### 1. Attitude

The first foremost important trait is the attitude of management graduates. The present attitude of student's community is very poor. They are not positive thinkers, don't adapt to early changes in industry. That is the

reason they shift from one company to another immediately even before the completion of the training period. The company opts for two to five years bond to make the situation more incompatible.

## 2. Emotional Quotients

The next competence is emotional balance. In present day most of the management graduates are technically sound but emotionally imbalanced. They are not able to control their emotions in good and bad situation. In corporate world the employer, clients, peers all disturb the employee's emotions. The employees must be able to control the emotions; if not they might face major problems which could even cost their job.

## 3. Intelligent Quotients

Intelligent is a basic quality for any job in the corporate world. The universities and colleges curriculum and syllabi helps to equip the student's intelligence. But the problem is they have poor retrieval capabilities at the time of technical round and interview. A sound intellectual capacity is required to enter in any MNC and other companies.

## 4. Presentation Skills

Thinking in presentation skills comprise of both the verbal and nonverbal communication skills. These skills are highly needed in company presentation, meeting with superior and product presentation with clients. The present management student's presentation skills is questionable in Tamil Nadu. They are not good in their regional language.

## 5. Relationship Skills

Interpersonal and intrapersonal relationship skills are more important in the corporate world. The present management graduates in Tamil Nadu feel nervous when they interact with opposite sex. They never think of others and find difficult in maintaining sympathy & empathy with others.

## 6. Leadership Skills

The management graduates are not ready to take lead. The management graduates should have the ability to be stable in taking decision in any situation and to build & lead the team in innovative way and empower his/her teammates. The most powerful management principles is Delegating responsibilities and authorities to others. The great leader should identify the right person for the right job. This also requires entrepreneurial skills and talents, which in turn would definitely boost up the Indian Economy.

## 7. Creativity

The creative people will reach the top very early. The innovation thought leads everyone in success path. The management graduates must have more innovative ideas in their field to express his/her thoughts in any corporate meetings. They should have out of the box thinking in any emergency situation.

## RESEARCH PROBLEM

The students may get admission in Management graduation, even when they score negative marks in the entrance test. There is no GD (General Discussion) and Personal Interview during the admission. These are the research problems that have been identified. The quality of output (employable management graduates) will be determined by quality of students. The present student's communities spend more time in unwanted activities and their moral values are very poor. They are emotionally imbalanced, fear to mingle with others, have poor communication skills. These are the problems that were identified in the present research work.

## REVIEW OF LITERATURE

Management graduates employability and their skills requirements is pre studied by more researcher. Some of the researchers list out the fundamental skills of management graduates.

**Faisal M A & Syed Awais A T (2007)** identified some of the emerging areas in the business and management education and stroked a comparison of the core courses.

**SrikantDatar, David A. Garvin, and Patrick G. Cullen (2010)** identified the new skills that today's business leaders need from their education: leadership, critical thinking, creativity, ethics, global perspective, and cultural awareness.

**Sakthivel .M (2013)** more employment opportunities existed in the corporate sector, there was huge employability potential deficit in the market. This pointed to job aspirants lacking in competencies expected in the corporate world. They are expected to possess a set of skill such as communication skills, people skills,

confidence, critical thinking and problem solving skills, flexibility and capacity for teamwork. The deficiencies of these qualities are due to a lack of positive attitude.

A white paper on **Veritas Prep (2009)** has found that MBA admissions officers consistently look for four traits like leadership, Innovation, Team work and maturity that have shown to be predictive of an applicant's success in the business school classroom and beyond. And during the admission time they evaluate students Analytical skills, interpersonal skills and Leadership skills. Professional experience, standardized test scores is the most important factor and Extracurricular and Community service is reportedly the least important selection criterion.

**Natalia V (2011)** 33% of all undergraduate and pre-experienced students are undertaking Bachelor or Master Degree that leads to management profession.

**Chris C. Chukwurah (2013)** stated that the management colleges try to impart knowledge, skills, information, values, attitudes or whatever, to another person or group of people that has been assumed to be relatively inexperienced and unskilled in a manner that is generally acceptable.

Linda Pyereport stated that the physical environment has the power to either propel or blunt efforts to transform teaching and learning. Teaching has changed from a learning-by-listening method to a learning-while-doing method, with the students as active contributors.

**Malbert Smith III and Todd Sandvik (2012)** stated that present trend represents real opportunities to improve learning and better meet the needs of students, parents, and educators. They expect Career Readiness, Longitudinal Perspective, Digital Content and Individualized Learning.

The article from the Hindu education plus titled Wher's My Job by **vasudha venugopal (2013)** addressed the slowing economy, changing business model of IT companies and fewer industry-ready candidates have impacted the placement activity in colleges in Tamil Nadu. She stated that most companies have resorted to restricting their recruitment numbers by at least 40% this year.

## RESEARCH METHODOLOGY

Descriptive research design was used with 50 respondents working in manufacturing and service industries. Nonprobability convenience sampling method was used for the study.. Because the respondents happen to be in right place at right time& the sampling units were, easily accessible. Primary data was collected through structured questionnaire with 5 points Likert scale. The secondary data was collected from the articles, newspapers, books and internet. The percentage method and Weighted and Unweighted Score are used to measure the quality of retailers in rural areas. The collected data have been analyzed with the help of SPSS package. The scope of this study is to know the real expectation of the management students from the corporate world. This study shows the present level of management student's competencies level and its future expectation.

## OBJECTIVES OF THE STUDY

The objectives of the study is

1. To find out the real facts of the decline of employability in management graduates
2. To know the corporate people expectation about the management students.
3. To find out the better way to improve the Management Education.

## HYPOTHESIS TESTING

The following hypothesis were studied in this research

1. There is no association between industries types and reason for employability
2. There is no association between position holding by the respondents and reason for employability.
3. There is no association between respondents expectation and their industry types
4. There is no association between respondents expectation and their position
5. There is no association between respondents expectation and their Experiences

## RESULTS AND DISCUSSION

From the table no. 1 shows the results of percentage analysis. The results shows the 34% of data collected from the field of teaching and consultant, followed by team leader in manufacturing field of 58% and service field of

42%. The education consultant and teachers are very close with the students and corporate. They only easily realize the student's behavior and corporate trends. The more experience speak more in any field. This study also found that 24% of the respondents have 15 and above years of experience followed by 5 to 10 years of experiences of 38%. Very few respondents have satisfaction (16%) with the present management students' performance in their field. 26% of the respondents were highly dissatisfied with the working efficiency, decision making skills and their employability. After the satisfaction level this study reveals that corporate opinions towards the present management graduates are employability. The results found that 28% of the respondents strongly disagree and only 10% of the respondents strongly agree that the present MBA graduates are employable.

**Table No.1 Results of percentage analysis**

S.No	Position	%	S.No	Experience	%
1	Manager	20	1	5 yrs& below	16
2	Teaching/consultant	34	2	5.1 yrs to 10yrs	38
3	Team leader	28	3	10.1 yrs to 15yrs	22
4	Proprietor	18	4	15.1yrs and above	24
	Total	100		Total	100
S.No	Satisfaction level towards present Management students	%	S.No	Employability of present MBA Graduate	%
1	Highly satisfied	16	1	Strongly agree	10
2	Satisfied	18	2	Agree	16
3	Neutral	18	3	Neutral	26
4	Dissatisfied	22	4	Disagree	20
5	Highly dissatisfied	26	5	Strongly Disagree	28
	Total			Total	100
S.No	Industry	%	S.No	Reason for poor employability	%
1	Manufacturing	58	1	Institution	22
2	Services	42	2	Curriculum	8
	<b>Total</b>	<b>100</b>	3	Students	20
			4	Faculties	16
			5	Parents	28
			6	Society	6
Sl.no	Skills	Mean	Rank	Total	100
1	Attitude	66.33	<b>V</b>		
2	Emotional quotation	66.66	<b>IV</b>		
3	Intelligent quotation	66.33	<b>V</b>		
4	Presentation skills	67.33	<b>III</b>		
5	Relationship skills	67.66	<b>II</b>		
6	Leadership skills	49.25	<b>VII</b>		
7	Creativity	68.66	<b>I</b>		

Source: Primary data

This analysis also reveals that the parents are the main reason for their son/daughter's poor employability. In the schooling onwards the parents inject their own dreams to their son/daughter mind. The students focus only on scoring marks. While choosing the graduation and post-graduation and the institution the parents only play a vital role. Their son/daughters are just followers of their parent's decision. On the next level the institution comprises of more than 1000 colleges in Tamil Nadu among which 679 are engineering colleges and remaining others. All colleges don't have the required level of infrastructure. Linda Pyereport says that teaching environments may decide the learning and listening interest of the students. No modernized class rooms, poor internet availability, no provision for industrial interaction etc are present in these institutes. The major factors in students interest lies towards studies, respect in job, sincerity, habits etc. The present day students' interest levels are decreasing day by



day. The education system should take care of this point to develop the curriculum and syllabi as most interested one. The business teachers innovate new ideas to deliver the course content in different dimension like case indents, role play, activity based teaching and two way participation.

From the analysis the creativity skills get the first rank in the corporate people preferences but the leadership skills got the last rank. The corporate people need more young creative management graduates to their companies to take the company to the next level. Most fundamental skills in corporate world are relationship which got second rank, presentation skills got third place.

**Table No 2. Chi square analysis**

Hypothesis	Calculated value	Table value	Df	Results
There is no association between Type of industry and reason for lack of employability	3.342	11.070	5	Ho Accepted
There is no association between position holding by the respondents and reason for lack of employability.	24.673	11.070	5	H1 Accepted

Source: Primary data.

The hypotheses were tested with the help of Chi-Square analysis. Through this hypothesis the researchers try to find out the association between industry types and reason for lack of employability. From the analysis the calculated value is less than the table value and the results are not significant at 1% level & 5 % level. Hence the null hypothesis is accepted. Based on the analysis there is no association between industry types and reason for poor employability. Industry is not a factor to determine the management graduates performance. Whether it's manufacturing or service oriented industry, the employers expect only highly qualified management graduates. From the analysis the calculated value is less than the table value and the results are significant at 5 % level. Hence the null hypothesis is rejected. Based on the analysis there is an association between respondents position and reason for lack of employability. Here the manager, educational consultant, team leader and proprietor have different opinion towards lack of employability in management graduates.

**Table No.3 Hypothesis testing of industry types and respondents opinion (Chi square analysis)**

Types of Industries	Expectation			Total	Pearson Chi-Square Value	Table Value	df	Results
	Low	Natural	High					
Manufacturing	5(17.24%)	14(48.27%)	10 (34.48%)	29	2.352	5.991	2	Ho Accepted
Services	7 (33.33%)	10 (47.61%)	4 (19.04%)	21				
Total	12	24	14	50				

Source: Primary data.

**Table No.4 Hypothesis testing of respondent's position and their opinion towards expectation (Chi square analysis)**

Respondents Position	Expectation			Total	Pearson Chi-Square Value	Table Value	df	Results
	Low	Natural	High					
Manager	2 (20%)	3 (30%)	5 (50%)	10	10.058	12.592	6	Ho Accepted
Teaching/consultant	4 (23.5%)	10 (58.82%)	3 (17.64%)	17				
Team leader	4 (28.57%)	4 (28.57%)	6 (42.85%)	14				
Proprietor	2 (33.33%)	7 (77.77%)	0	9				
Total	12	24	14	50				

Source: Primary data

From the above table no. 3 the calculated value is less than the table value and the results are not significant at 1% level & 5 % level. Hence the null hypothesis is accepted. Based on the analysis there is no association between

respondents expectation and their industry types. Based on the analysis it clearly shows that any type of industry needs more skillful management graduates. The 34.48% of respondents from manufacturing industries had high expectation towards the all listed expected skills.

From the above table no. 4 the calculated value is less than the table value and the results are not significant at 5 % level. Hence the null hypothesis is accepted. Based on the analysis there is no association between respondents expectation and their position. From the analysis it is stated that 50% of the managers expect more towards and management graduates skills. 42.85% of the team leaders expect more and only 33.33% of the proprietors have less expectation.

**Table No.5 Hypothesis testing of respondent's Experiences and their opinion towards expectation (Chi square analysis)**

Experience	Expectation			Total	Pearson Chi-Square Value	Table Value	df	Results
	Low	Natural	High					
5 yrs& below	1(12.5%)	3(37.5%)	4 (50%)	<b>8</b>	<b>2.582</b>	<b>12.59</b>	<b>6</b>	Ho Accepted
5.1 yrs to 10yrs	5 (26.32%)	10 (52.63%)	4 (21.05%)	<b>19</b>				
10.1 yrs to 15yrs	3 (27.27%)	5 (45.45%)	3 (27.27%)	<b>11</b>				
15.1yrs and above	3 (25%)	6 (50%)	3 (25%)	<b>12</b>				
<b>Total</b>	<b>12</b>	<b>24</b>	<b>14</b>	<b>50</b>				

Source: Primary data.

From the above table the calculated value is less than the table value and the results are not significant at 5 % level. Hence the null hypothesis is accepted. Based on the analysis there is no association between respondents expectation and their experience. The respondents are in different level of experience groups but all expect skilled management graduates. The respondents having below 5 years' experience (50%) have high expectation compared with other experienced groups. The respondents in 10 to 15 years' experience (27.27%) have low expectation of management graduates skills.

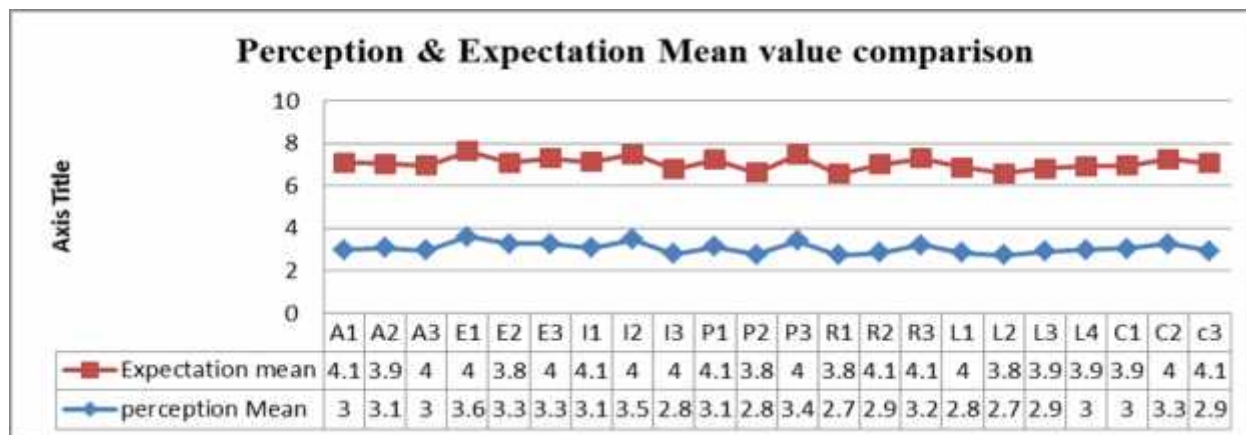
From the below table the competencies are ranked with the help of mean value of expectation. Catering to the needs of others in the relationship competencies got the first rank. Out of the box thinking got second rank but the variance is only 0.02 only. In present, the corporate world requires more creative people to compete the world. The communication skills got the next most important rank followed by lateral thinking. The communication ability has been evaluated in the group discussion and personal interview. The communication skills are most important during the entire working environment. All the skills listed out are most important in the present competitive world.

**Table No. 6 Rank analysis based on the mean Value**

Competencies	Code	Mean Expectation	Rank
Catering to the needs of the others	R2	4.14	<b>1</b>
Level of out of the box thinking (lateral thinking)	C3	4.12	<b>2</b>
Level of verbal communication skills	P1	4.1	<b>3</b>
Ability to adapt any kind of working environment	A1	4.08	<b>4</b>
Level of subjective and technical knowledge	I1	4.06	<b>5</b>
Level of Intra & inter relationships skills	R3	4.06	<b>6</b>
Fulfilling audience expectation	P3	4.04	<b>7</b>
Ability to emotions stability	E1	4.02	<b>8</b>
Ease to handle and solve the problems	L1	4.02	<b>9</b>
Catering to the needs of the others	E3	4	<b>10</b>
Learning and listening ability	I2	4	<b>11</b>
Behavioral pattern with others	A3	3.98	<b>12</b>
Ease to grasp the point/information	I3	3.98	<b>13</b>
Entrepreneurial skills	C2	3.98	<b>14</b>

Ability to be empathic	A2	3.94	<b>15</b>
Delegating responsibilities for others	L4	3.94	<b>16</b>
Ability to build & lead the team	L3	3.92	<b>17</b>
Innovate new ideas	C1	3.92	<b>18</b>
Ability to response others emotions	E2	3.84	<b>19</b>
Level of nonverbal communication skills	P2	3.84	<b>20</b>
Voluntary take lead & Empowerment to others	L2	3.84	<b>21</b>
Maintaining sympathy & empathy with others	R1	3.82	<b>22</b>

Source: Primary data



**Figure No.1 Perception & Expectation Mean value comparison**

The above figure represents the mean value of Perception and expectation towards the management graduates. Perception means what they get it now?; expectation means what they want?. From the figure we clearly understood that there are a lot of variances in corporate people perception and their expectation towards the competencies of management graduates. The corporate people expectation is higher than student's expectation. The universities, Colleges and teaching communities take necessary steps to fulfill corporate people expectation.

## SUGGESTIONS

Every human is born with skills but the level may vary depending upon how and what level of knowledge they get. All the people get the chance to express their skills and sharp it. The educational institutions like schools and colleges play a vital role to improve the skills.

The institutions have more responsibility to equip the students; which should be especially with the management or business schools. Some of the companies recruit under graduate students and train soft skills to the students. The universities may frame the curriculum will develop the soft skills related to equip the students attitude, EQ, IQ, Presentation, relationship, leadership and creativity skills. The institution may change the admission practices and develop the new ways to admit the right candidates in the management courses.

The industry may allow the management students to learn management practices in the real world. They may give freedom to do project, in - plant training and undergo factory visits. The industry people may select the management students during the project period and they may also take interest and guide the universities to frame the curriculum and syllabi.

The institution may conduct yoga and meditation classes to equip the students in emotional quotient. They also recruit industrially experienced and research experienced faculties for management courses.

Manufacturing and services industries expect more from management graduates. From the study we clearly know that the present corporate world need more creative ideas from the management graduates. The Institution, Industry and students, all are responsible for fulfill the present corporate expectation.





Only 23% of MBA graduates are actually employable. The statistics becomes true depending on the raw materials. The Indian students should change their mindset, behavior and habits. They fail to set the goals. Thoughts are related with one's future. Thoughts become words and words become action. If one does an action continually for 21 days, then it becomes a habit and will manifest itself in one's character and character becomes the foundation and gets reflected in their future. (Sakthivel .M, 2013)

## CONCLUSION

Yesterday's success is no guarantee for today's success. India exports occupy a significant position in the entire world. Developed countries and some developing countries easily beat us in business field, which shows our economy and inflation. The management graduates have more responsibility to develop our economy. Their innovative ideas and business tactics may uplift the economy to compete with world economy. Attitude, EQ, IQ, presentation, relationship, leadership and creativity skills are required for the management graduates to win the corporate world. The Institution, industry and students are responsible for producing more employable management graduates. From the sand we can produce gold pod but the sand should have the capacity to accept the process of making. From the detailed analysis the students have more responsibility to be employable. This is the right time the technical & non-technical Universities and autonomous colleges change and develop new curriculum to equip the students in present and future competitive world.

There is a gap between what they industries wanted and what the colleges were train their students for. Both colleges and companies have work together to fill this gap. The gap being addressed in regular guest lectures by people from the industry and feedback about our own students helps, send the students to various companies to understand what they really want.

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