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Influence of Career Awareness on Future Endeavors among Undergraduate Students - A study with special reference to Malappuram District

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Abstract

It is the ambition of mostly all the citizens, students in particular to secure a lucrative job to satisfy their life needs. The jobs for such aspirants are being created in the job market on a daily basis. However, we can see that the number of jobs being created is no way matching to the sky rocketing number of job aspirants. In such a market, every job seeker should have the relevant approach to grab the fitting jobs that brings satisfaction in their life. As proper career guidance can equip individuals with the skills and resources to find suitable jobs and to reach the heights of any profession, a study was conducted among the undergraduates in Malappuram district, Kerala surveying the contribution of career guidance in their post study life and the availability of such a facility in their vicinity. Thirty two undergraduate students were selected for the study using convenience sampling method. Questionnaire was circulated among the participants for data collection. The received data were analysed using percentage analysis and Weighted mean methods. In general, the respondents are of the view that career guidance can amply contribute for securing a coveted career and such facility should be easily available in their nearby surroundings.

Introduction

Career counseling is a part of behavioral science. It is the process of helping the candidates to select a course of study that may help them to get into job or make them employable. A career counselor helps the candidates to get into the career that suited to their aptitude, personality, interest and skills. So it is the process of making an effective correlation between the internal psychology of a candidate with the external factors of employability and courses. This discipline is intended to help the younger generation to cope up with ups and downs of life in such a way that they attain positive mental health, self-sufficiency, productivity, efficiency, and also to create their own position in the world of work. The basic purpose of career guidance is to acquaint individuals with their occupational choices. It is a process that involves the work demand and potential of the individual. The idea behind career guidance is to equip individuals with the skills and resources to reach the heights of any profession. It should help the participant to make a choice, help to explore themselves, and to develop ideas about what is important to them, who they are and who they want to be. Malappuram District is one of the fourteen districts in the Indian state of Kerala; it is the first literate as well as the first cyber literate district of India. Malappuram is the most populous district of state. It is having rich cultural and political heritage. It is the base district of the Calicut University and the Malayalam University and an annex of the Aligarh Muslim University are also situated in the district. It is having one Government medical college and two private medical colleges situated in its land. However, in comparison to the presence of all these educational and other facilities, the district is still backward in its educational, health, agricultural, industrial and economic arena. Educational institutions are finding it difficult to accommodate a major portion of the eligible students for higher education and facilities for quality professional education is still missing in the district.

Statement of the Problem

The education system is constantly evolving with time. It has also affected the job market substantially. With so many industries and roles to choose from and so many candidates are looking for the jobs, perplexity is certain to arrive. What should one do in such a scenario? A person might be worried about their stream, or what occupation to go for. Various factors decide the career path for any person. Interests, potential, and scope are few vital checkpoints here. Every individual is unique in their way. Suppose you have already decided to pursue mathematics, and become a professor. But, is the course

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suitable for your skills? Do you have enough mathematical and analytical capabilities? All of these answers depend on what fits the best for you. This is exactly where career guidance comes into the picture. The support of a career counselor not only helps to climb the appropriate steps but also brings desired results. Thus it is relevant to examine the effect of career awareness among students.

Objectives of the Study

1. To identify the influence of career awareness on future endeavors among undergraduate students
2. To understand the availability of career guidance and how accessible it is to the public.

Research Methodology

The research methodology is a plan for conducting a research. It includes not only the research methods but also considers the logic behind the methods used in the study. The methodology used in the study is listed below:

Research Design, The present study is descriptive in nature

Population : Population consists of Undergraduate Degree Holders in Malappuram district

Sample Size : A sample of 32 respondents has been selected for the study

Sample Method : Convenient Sampling method was used for the study

Sources of Data : Both Primary Data- as well as secondary data were used for the study.

Methods of data Collection

For the purpose of the study, Primary data was collected from respondents using the following method. The survey method is a common data collection method in which information is collected from a targeted group of people about their opinions, behavior, or knowledge. A questionnaire was created for this purpose on the online platform 'Google Forms'.

The questionnaire was then circulated among undergraduate students via social networking platforms such as WhatsApp and Instagram and via E-mail.

The respondents were also requested to share the questionnaire among their peers who had completed their undergraduate studies.

Structure of the Questionnaire

The questionnaire was divided into 2 sections:

Section 1

Section 1 was further divided into 3 parts.

Part 1 consisted of questions aimed at collecting demographic data of the respondent.

Part 2 consisted of questions regarding the status of employment of the respondent.

Part 3 consisted of questions related to the experiences of the respondent with career guidance.

Section 2

Section 2 consisted of questions pertaining to the availability and accessibility of career guidance.

Tools of Analysis

Statistical tools such as percentage analysis and weighted mean were used for data analysis

Tools of Presentation

Data were presented in Tables and Pie charts

Data Analysis and Interpretation

PART 1 - This part aims to understand the demographic composition of the sample population

The following details were asked:

1. Name of the respondent.
2. Gender of the respondent.

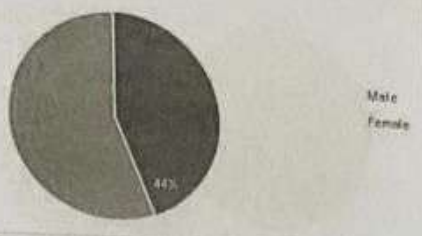
A blank field was provided to insert the name of the respondent.

To provide the gender, the respondents were given the options of 'Male', 'Female', and 'Other' to choose one from.

Interpretation:

2. Gender of the respondent.

Gender



Out of 32 respondents 56% are Female and 44% are Male

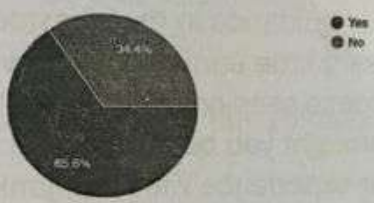
PART 2 - This part aims to understand the employment situation of the respondents.

The following questions were included:

1. Are you currently employed/ involved in any entrepreneurship?
2. If yes, for how long (in years)?
3. If no, what was the reason?
4. When did the temptation for a job or entrepreneurship start in you? The option given were "Before joining degree classes", "During degree study", and "After completing degree".
5. What prompted you for a job/ entrepreneurship? The options given were 'Achievements of senior students', 'Persuasion by parents', and 'Persuasion by teachers'

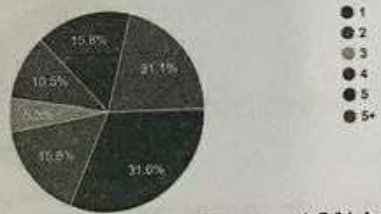
Interpretation

Are you currently employed/ involved in any entrepreneurship?
32 responses



It is observed that 66% of the respondents are currently employed or involved in entrepreneurship and the 34% are not engaging in any act

If yes, for how long (in years)?
19 responses



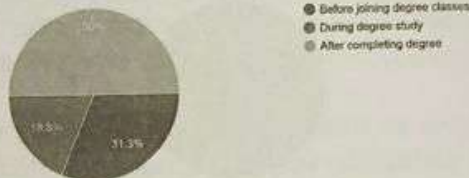
Out of the employed people 32% have more than 1 year experience, 16% have 2 year, 21% have more than 5 years' experience.

Do you think that your career brought you better status in life?
32 responses



Out of the unemployed, 90% says they did not try for a job and for 10% they tried but didn't get a job. For 50% of them the temptation for a job started in them after completing their degree courses. For 50% of them it started before joining the degree programme and 19% of them it started during their study.

When did the temptation for a job or an entrepreneurship start in you?
32 responses



Out of the 32 respondents 50% were thought of employment due to persuasion by parents, 44% were persuaded by the achievements of seniors and the remaining 6% were persuaded by teachers.

What prompted you for a job/ entrepreneurship?
32 responses



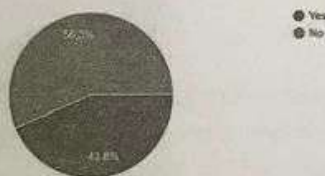
PART 3 - This part aims to understand the viewpoint of the respondents on career guidance based on their experiences, and the impact it has had in their lives.

The following questions were included:

1. Did your teachers provide career guidance in the classroom?
2. Do you think that the awareness a little earlier would have helped you more?
3. Do you think that career awareness sessions should be a regular practice in colleges?
4. Do you think that your career brought you better status in life?
5. Are you interested to share your experience with your juniors?

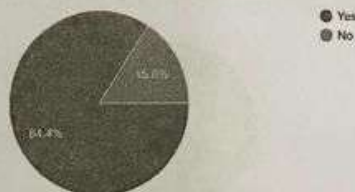
For all the five questions of this part, the respondents were asked to respond with either a Yes or a No. Interpretation

Did your teachers provide career guidance in classroom?
32 responses



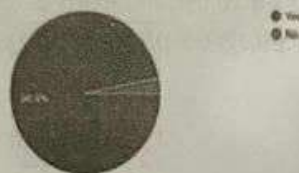
56% says teachers did not provide career guidance in the classroom and the remaining 44% says that their teachers provided career guidance to them during their study

Do you think that the awareness a little earlier would have helped you more?
32 responses

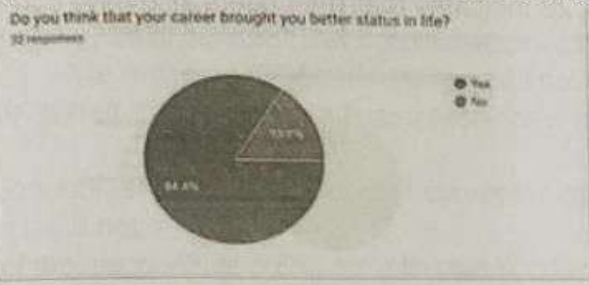


84% believes that awareness a little earlier would have helped them to get a better position.

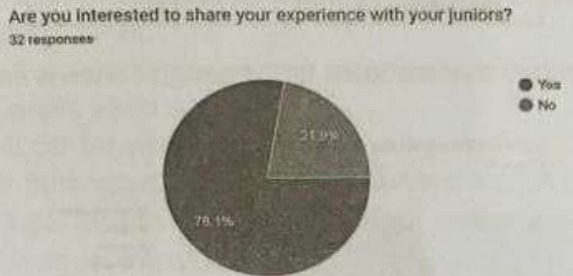
Do you think that career awareness sessions should be a regular practice in colleges?
32 responses



Majority of the respondents (91%) suggested that career awareness should be a regular practice in colleges.



85% opined that career has brought them a better status in life and for the remaining 16% did not.



79% show interest in sharing their experience with their juniors and the remaining 22% do not show interest.

SECTION 2

This section aims to understand the availability of career guidance and how accessible it is to the public.

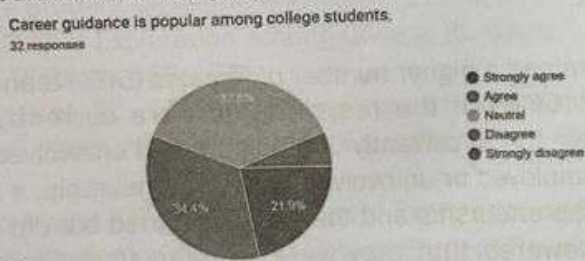
The following questions were included:

1. Career guidance is popular among college students.
2. Your peers have good career awareness.
3. Resource for career guidance is easily available.
4. Career Guidance is not expensive to avail.
5. The nearest guidance center is easily accessible to you.

A 5-point Likert scale was employed to get the opinion of the respondents for these questions.

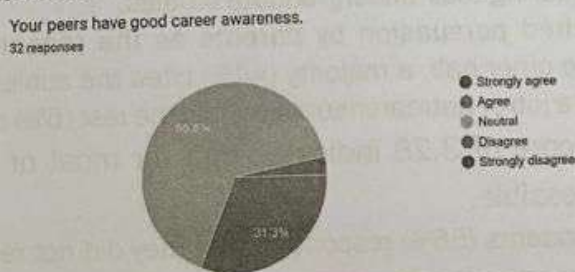
The collected data were tabulated and analysed

Interpretation



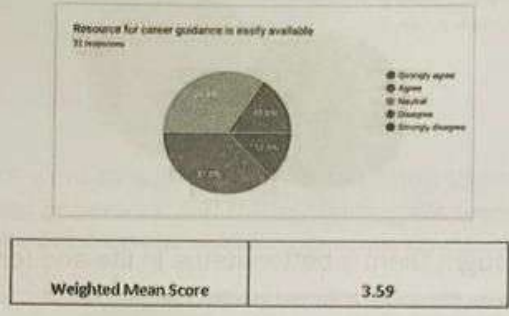
Weighted Mean Score - 3.72

A weighted mean score of 3.72 for the popularity of career guidance indicates that career guidance is quite prevalent among college students

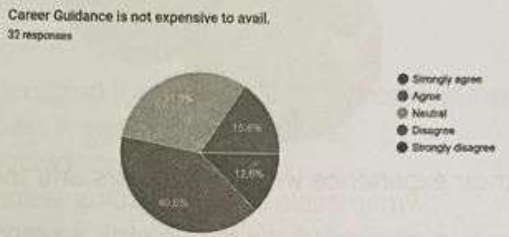


Weighted Mean Score 3.28

A weighted mean score of 3.28 indicates that their peers also have career awareness.

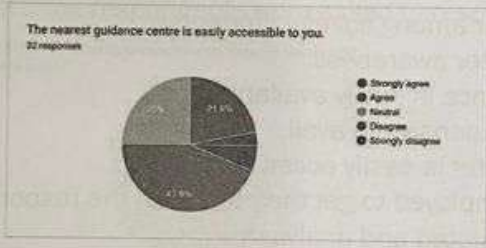


Weighted Mean score 3.59 shows that resource for career guidance is easily available for most of the respondents.



Weighted Mean Score - 3.62

Weighted Mean score of 3.62 indicates that for most of the respondents, career guidance is not expensive to avail.



Weighted Mean Score - 3.28

Findings

- The sample population contained a higher number of females (56%) than males (44%).
- Approximately two-thirds (66%) of the respondents were currently working or involved in entrepreneurship with the rest (34%) currently unemployed and uninvolved in entrepreneurship.
- Among those who were unemployed or uninvolved in entrepreneurship, a large majority (90%) never tried for employment or entrepreneurship and the rest (10%) tried but did not succeed.
- Half of all respondents answered that they were tempted to get employed or get involved in entrepreneurship after completing their undergraduate degrees. Among the other half of the sample population, approximately one-third (31%) felt the urge to get employed before joining undergraduate courses, and the rest (19%) during their undergraduate studies.
- Half of the respondents cited persuasion by parents as the reason for considering a job or entrepreneurship. Among the other half, a majority (44%) cited the achievements of senior students as the reason for considering a job or entrepreneurship while the rest (6%) cited persuasion by teachers as there weighted Mean score of 3.28 indicates that for most of the respondent's career guidance cell is easily accessible.
- A small majority of the respondents (56%) responded that they did not receive career guidance from

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teachers in the classroom while the rest responded that they received career guidance in the classroom from their teachers.

A large majority of the respondents (84%) believed that career awareness had they received it earlier, would have helped them more, while the rest (16%) believed it would not have made a difference.

Almost all the respondents (97%) felt that career awareness sessions should be a regular practice in colleges.

A large majority of the respondents (84%) agreed that their career brought them better status in life while the rest (16%) believed it did not.

Approximately three-fourths of the respondents (78%) are interested in sharing their career experiences with their juniors while the others (22%) showed disinterest in doing so.

A weighted mean score of 3.72 for the popularity of career guidance indicates that career guidance is quite prevalent among college students.

A weighted mean score of 3.28 for career awareness among peers of the respondents indicates that some have good career awareness while some do not.

A weighted mean score of 3.59 for accessibility of resources of career guidance indicates that undergraduate students have fairly good accessibility to various means of career guidance.

A weighted mean score of 3.62 for the inexpensiveness of career guidance indicates that career guidance is generally available at an affordable price.

A weighted mean score of 3.28 for the proximity of career guidance centers indicates that undergraduates need to travel a distance which may or may not be far, to career guidance centers.

Conclusion

The study shows that the awareness of career at the time of their college itself have helped the respondents to look for a career in right time. However, the awareness program should be made available a little earlier so that they could prepare a little early and reap the benefits. The college authorities need to take interest in spreading the awareness in the students in a better way; also the teachers should be made aware about the necessity and benefits of such programs in colleges. And the availability of guidance centers at the nearby locations will be a boost for the job aspirants and the students in general to be more aware about the jobs, job market and the resources and preparations needed to secure jobs and develop their careers.

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