

A Study of Career Management Concerns of Commerce Graduate Students of Bhavnagar Region



Management

KEYWORDS : Concept of Career Management, Career anchors, Literature reviews, demographic profile of the respondents, career plan, factor affecting long term career, gender and sacrifice interest etc.

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ABSTRACT

It is the career study of commerce graduate students of Bhavnagar Region. This survey identifies on graduate unemployed commerce students who were coming at the time of the registration at employment exchange office Bhavnagar. The data was collected through a structured questionnaire focusing on various aspects of career management such as interest, sector, innovative skill etc. This research has been analyzed by using frequency analysis, two way annova method, ranking method and interpreted in appropriate manner.

Introduction

Career Planning is the systematic and continuous process due to an ever changing environment. Students do not know career path. They want guider who can help to reach them at final destination. Counseling also plays an important role to plan and to manage career of students and they may sustain at any stage of them career life.

Concept of Career management

Career Management involves both organizational actions and individual initiatives with an objective to strike a balance between needs and opportunities give changes in future. Career Management can be effective without individual career planning such as

1. Assess Needs
2. Analyze career opportunities
3. Set career goals
4. Develop action plans

These above four steps, we must require to follow for better career management. There are also four general individual characteristics influencing on individual career choices.

1. Interest
2. Self-image
3. Personality
4. Social backgrounds

Now, people are changing jobs in short time duration from one organization to another organization. So, authors identify certain career anchors that lead an individual towards its career choices and to stabilize long term in them career. Career anchors are different 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.

1. Managerial Competence
2. Technical Competence
3. Security
4. Creativity
5. Autonomy
6. Dedication/Commitment
7. Pure Challenge
8. Life Style

literature reviews

The study of Tanuj Agarwala (2008) "factroes influencing career choice of management students in India", Career development international, Vol. 13 Iss: 4, pp.362-372, the pur-

pose 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 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, competences and abilities was the most significant individual influencing the career choice of Indian management students.

The second study of Ms.Khushboo R. Kayasth (2013) "A study of career management concerns of MBA students of south Gujarat region", International Journal of Scientific Research, Vol.2 Iss.10, pp.1-3. 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 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.

Objectives of this study

1. To know about the clear cut plan of commerce students at Bhavnagar Region.
2. To identify the most desire factor affecting to long term career
3. To discern gender stimulates sacrifice interest

Research Methodology

1. Type Of Sampling – Non-Probability Sampling
2. Types Of Research- Descriptive analytical study
3. Sample Selection – Convenient based sampling
4. Research instrument and Method – Questionnaire and two way annova method, Ranking method & Bar chart and tabulation.
5. Collection Of Data – Primary and Secondary way

Data Analysis & Interpretation

Table – 1 Demographic Profile of the respondents

Demographic Details	Particulars	Frequency	Percentage %
Gender	Male	57	61
	Female	37	39

Functional Specialization	B.Com Marketing	33	35.11
	B.Com Finance	15	15.97
	B.Com Account	48	51.06

Interpretation –

As per Table-1, there are 57 male and 37 female students that mean the ration between male and female is reducing day by day. Sample of 94 students in different commerce specialization are Account-48, Marketing-33 and Finance-15. It shows that majority is in accounting specialization While, minority is in finance specialization.

Table – 2 Clear Cut Career Plans for them

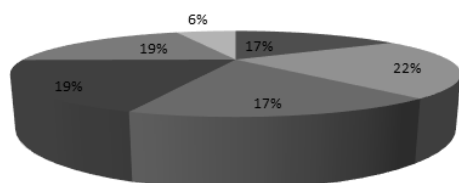
Yes	No	Total
87	07	94

Interpretation –

As per Table-2, majority of commerce students 93% have clear plan while, only 7 commerce students do not decide what to do or not clear regarding them career.

Table – 3 The following factors in order of importance to you for your long term career.**Factors affecting to Long term career**

■ Specialization ■ Security/Stability ■ Autonomy/Freedom
■ Creative/Innovative ■ Climb to Mangement ■ Any other



Factors affecting to Long term Career	Feedback	Rank
Specialization	47	4
Security/Stability	64	1
Autonomy/Freedom	48	3
Creative/Innovative	55	2
Climb to Management	55	2
Any other	17	5

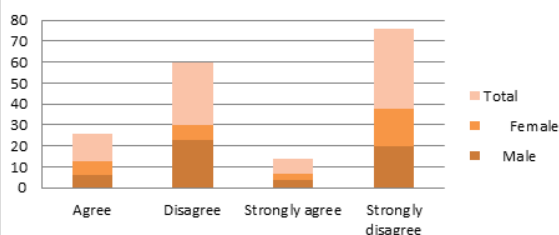
Interpretation –

As per Table-3, security/stability is the first choice of each commerce students for them long term career in the organization. Respondents give the second priority on both creative and climb to management for them career aspects.

Table – 4 Gender and Sacrifice interest to career

H0: There is no significant association between two variables.

H1: There is significant association between two variables.

Gender sacrifices interest to career

Feedback / Gender	Male	Female	Total
Agree	6	7	13
Disagree	23	7	30
Strongly agree	4	3	7
Strongly disagree	20	18	38
Both	4	2	6
Total No. of Respondents	57	37	94

Sum of all the variables in samples

$$T = EX1 + EX2$$

$$= 57 + 37$$

$$= 94$$

$$\text{Correction Factor} = T^2/N = (94)^2/10 = 883.6$$

$$\text{Total sum of squares} = (EX1)^2 + (EX2)^2 - T^2/N$$

$$= (57)^2 + (37)^2 - 883.6$$

$$= 3734.4$$

Sum of Squares between the samples

$$= (EX1)^2/N + (EX2)^2/N - T^2/N$$

$$= 3249/10 + 1369/10 - 883.6$$

$$= 324.9 + 136.9 - 883.6$$

$$= -421.8$$

Sum of Squares within the samples

= Total sum of squares – sum of squares between the Sample

$$= 3734.4 - (-421.8)$$

$$= 4156.2$$

ANOVA Table

Sources of Variation	Sum of squares	Degree of Freedom	Mean Square	Value
Between sample	-421.8	$V1 = c-1 = 2-1 = 1$	$-421.8/1 = -421.8$	519.525/(-421.8)
Within sample	4156.2	$V2 = n-c = 10-2 = 8$	$4156.2/8 = 519.525$	=-1.23 Calculate Value
Total				Ans

$C=2$, $n=10$, $V1 = 1$, $V2 = 8$ and Table Value = 5.3177, Insignificant at 5% level Thus, $-1.23 < 5.1377$

Interpretation –

Since, the calculated value is less than table value. So, $H1$ is not accepted or rejected. Thus we can say that there is no significant relation between gender and sacrifice interest to career.

Findings & Suggestions

Security is the first important factor affecting to long term career plan. There is no significant relationship between gender and sacrifice interest to career. While, majority of commerce students have clear cut pan for future career in Bhavnagar region. It also shows that most of the commerce students give first preference to accounting as a major subject and males are more relocate than female in Bhavnagar region.

Reference

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