

“LEARNING OUTCOMES OF MANAGEMENT PERSPECTIVES PROGRAMME ON RECRUITING MANAGERS: A CRITICAL ANALYSIS.

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ABSTRACT:

Masters in management is considered to be a passport to senior and managerial role, with a quick click to a competitive career. The aspiring graduates are keen on obtaining an Management Program qualification to equip themselves with the managerial skills and be job ready to overtake the senior positions (Peiperl, M. 2000). There is an ever increase in aspiring Management Program on students number, and every year Management graduates entering the employment race. This survey raises a question on the quality of education provided by the B-Schools to become competent and employable. The research reveals: the goals of the candidates of joining Management Program are achieved. The total mean for competencies acquired is with 2.6 on not sure scale, there by the Management program has to be designed to enrich the competencies of the candidates. The study also suggest the program must highly concentrate on entrepreneurship to generate self-income and create jobs in the nation.

Key words: Management Program, Management Graduates, Competencies of the Management graduates, career growth and career development.

1. Introduction:

Master’s in business management is a dream qualification to most of the students across the global with an open opportunity available to the graduates of any discipline to master in Business administration in India is like a blessing. An engineer, a doctor an arts and law graduate all of them can enroll for Management program. Masters in management is considered to be a passport to senior and managerial role, with a quick click to a competitive career. The aspiring graduates are keen on obtaining an Management qualification to equip themselves with the managerial skills and be job ready to overtake the senior positions (Peiperl, M. 2000)

The antiquity of world famous course can be traced back to 20th century finds its origin is US. The demand for the course aroused with the rapid industrialization, business houses realized the need of professionals who has some hands-on knowledge to manage the day to day challenges by solving them scientifically and this led to the demand for a graduation in business. With the

increasing demand for the professionals by the business houses to manage them, there was a motive with perception of lifestyle change and a quick ladder to success to the aspirants. The first degree in the discipline of management was conferred as Master of Science in Commerce by the Tuck School of Business at the Dartmouth College, US founded in 1900. The Management course though originated in USA was well embraced in Europe in 1960s (Leeming, A. 2001)

There is an ever increase in aspiring Management student's number, and every year Management graduates entering the employment race. There are many business and administration courses offered with distinctive modules by the different universities across the globe but Management Program has been the brand recognized in the education of management. Management studies facilitates the students with the relevant managerial expertise and leadership qualities to manage the organization (Baruch, Y. 1996). The graduates of Management degree, have proved to possess the increased managerial skills, self-confidence and several aspects of career development in a study conducted by Leeming, A. (2001).

For the individual, the reasons for undertaking an Management Program are to improve career prospects, through gaining knowledge of management, and achieving the competencies needed for success in work in life. Few studies have measured this effect. Management degree is a gateway for success to an individual where he strives carve his managerial skills to be adaptable and competent to gain elite position in the corporate and success in life. A study conducted by Boyatzis and Renio (1989), has made an attempt to measure this fact, by finding higher score among the graduates in 6 managerial skills. This finding supports the ideology that the Management degree develops managerial competencies among the graduates. An Management graduate adds value especially if the course is tailored to a particular firm (Espey and Batchelor, 1987).

The current study took the form of a survey conducted by taking the opinion of the Management graduates employed in different sectors in Bangalore city, the major objective of the study is to know the perception of the Management graduates from the institutions in Bangalore on the effectiveness of the course offered and churning them out to be competent by developing the required managerial skills during the course period.

2. Literature Review:

Management course directs towards progressive attitude among the graduates with required employable skills contributing to better compensation and career (Antigoni Elefterie, K. 2006).

The MBA graduates are keen and open to cultural change and are motivated to learn and they transferred the learnt knowledge to the job (Cheng, E. W. 2000). Degree in management has generated human capital by imbibing employability and advancing the career opportunities to the graduates (Baruch, Y., 2009). Along the Management program syllabus and course objective the graduates also need to have inclination to learn and in turn increase the benefits of the qualification (Gijsselaers, W. H. 2010). In comparison to the graduates of other courses and management graduates flared better in terms of performance, pay packages and career growth as well (Johnson, T. R. (1999). The Management graduates exhibits an average level of managerial tendencies (Osugwu, L, 2021). Varela, O., Burke, M., & Michel, N. (2013) disagrees that the

outcome of an Management program cannot be mastering the complex skills of managing an enterprise, rather it can be a part of the process of skill development. Rastogi, S., Sharma, A., & Panse, C. P. (2019), states the extracurricular activities, project & practical learning collectively might not contribute to the enhanced managerial skills.

3. Statement of the problem:

The craze for Management Program is high in India as well with about 3,60,000 students pass out from 4000 B-schools annually and 61% are unemployable due to skill gaps and lesser work experience, according to the India Skills Report by Wheel box 2018. The report also revealed employability of Indian Management graduates has seen a 3% drop over the year, one of the major reason for employability is the selection of the quality of the students by the by the institution. As the students with the lesser grades are also given an opportunity to pursue a royal course like Management Program. This survey also raises a question on the quality of education provided by the B-Schools to become competent and employable.

4. OBJECTIVES OF THE STUDY:

The primary objective of the study is to understand the perception of the Management graduate as a specialist of management post degree.

The sub-objectives are as follows:

1. To analyses the perception of Management Perspectives Graduates on the course outcome.
2. To understand the level of satisfaction of the Management graduates post the course.
3. To assess the Learning Outcomes of Management Program on Recruiting Managers.

5. Scope of the Study:

Management Programme being a dream course irrespective of basic graduation in any discipline.

- The study focuses on Management graduates in Bangalore.
- It attempts to study the individual development post Management course in the domain specifications, on recruiting managers.

6. Research Design:

The research design adopted for the study is descriptive & empirical in nature, leading to quantitative research.

Methodology:

The study adopted survey technique to collect the data from the 50 Management graduates ranging from 2 years to 15 years of experience post Management graduates. Working in different sectors in Bangalore. The data for the research is collected with the help of a structured questionnaire and the so collected data is analyzed by calculating mean and analyzed data is interpreted technically, driving to generate suggestive measures and scope for further research. Mail survey method was adopted for collection of data. The defendants are the employees in sectors like IT, Retail, Manufacturing, hotel industry and online service providers. The sampling technique adopted for the study is snow ball sampling technique.

The questionnaire is prepared based on the literature reviewed from various secondary Data sources. The national and international journals, the articles from the various magazines online

magazines, books of national and international authors, thesis submitted to the different universities and web portals have been referred.

7. Limitations of the study:

- ✓ This study limits itself only to individual development achieved by the Management graduates.
- ✓ The data collected during the study both primary and secondary sources depend on the time factor and respondent’s bias.
- ✓ During the conduct of the study natural biases are unavoidable.
- ✓ The study limits itself to Bangalore City.

8. Findings:

The findings of the study are based on the data collected through the questionnaire. The questionnaire is developed on the basis of the objectives of the study and by refereeing to the literature review. The defendants supposed: 1. to give their level of agreement with 5-point rating scale 1 being strongly disagree and 5 being strongly agree on goals to choose the Management Perspectives Programme program for education qualification with focus on course outcome and career outcome, competencies acquired during the course from the list, Management Ideas acquired, Personal Ideals improved, 2. To give their levels of satisfaction with 5-point rating scale 1 being Highly Dissatisfied and 5 being Highly Satisfied with focus on job satisfaction and 3. self-grading on the achievements in life with Management degree. Most of the statements in the questionnaire are adopted from the work of (Leeming, A, 2001).

The findings are based on self-evaluation by Management graduates. As it reflects the behaviors and attitude, with the help of the findings required measures can be taken to upgrade the course to meet the expectations.

Table: 1

Goals of graduating in Management achieved: level of agreement

Specifics	Mean	Mean of each specific	Total mean
1. Course Expectations:			
Increased business acumen	4.2	3.25	3.45
Obtaining new skill sets	3.8		
Personal Development	3.6		
Increased observation	3.2		
Better analytical skills	3		
Increased Focus on future growth	2.8		
Increased self-confidence	3.7		
Acquired better negotiation skills	1.7		
2. Career expectation:			

Better career options	3.2	3.06	
Scope for career enriching	2.4		
Clear on career direction	3.6		
3. Other Enrichments:		4.06	
Learnt a new culture	4		
The institute culture aided to adjust in the work culture	4.2		
Better Compensation	3.8		
Platform for learning	3.6		
Weightage to your CV	4.7		

Source: created by the author on the basis of literature review

Analysis: On the goals of graduating in management the defendants have given their level agreement as follows; 1. On course expectation: with mean on agreeing side for Management Perspectives program is contributed to defendant’s business acumen, added skill sets, personal development, increased observation, better analytical skill and increased confidence, with a mean of 2.8 defendants are not sure on the Management degree contributing to the increased focus on future growth, with a mean of 1.7 the Management graduates disagree that the Management qualification has increased their negotiation skills. And over all mean for goals for Management program archived are on agreeing side with a mean of 3.25. 2. On career expectation: defendants agree that the Management qualification has provided them better options and clear on career direction with a mean of 3.2 and 3.6 respectively. And are not sure on scope for career enrichment with a mean of 2.4. And for overall career expectation the defendants agree that Management program has contributed to their career goals with a mean of 3.06. 3. On other enrichments the defendants strongly agree that the Management program has made them learn new culture, institute culture prepared for the work culture and gave weightage to the CV. And with a mean on agreeing side the MBA program has also contributed to earn better compensation and platform for learning with an overall mean of 3.06 and 3.8 respectively and defendants strongly agree that Management degree is has given then an enrichment in career and with an overall mean of 4.06 for the other enrichment and total mean of 3.45 goes to say that the defendants agree the goals of enrolling into Management Perspectives program are achieved.

Table:2

Competencies Acquired: Level of Agreement

Specifics	Mean	Total Mean
Analytical interpretation	3.4	2.6
Improved Verbal Communication	2.7	
Improved Written and Formal Presentation	2.4	
Time management Skills	3.2	
Stress prevention and relive techniques acquired	1.5	
Career management	3.5	
Improved Research analytics	1.7	
Team Management	2	

Continuous learning skills	3	
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Source: created by the author on the basis of literature review

Analysis: on the competencies acquired with an Management degree the defendants agree on analytical interpretation, time management skills, career management and continuous learning skills. Defendants are not very sure on improved verbal communication, written and formal presentation, team management and disagree on the stress prevention and relieve techniques acquired and improved research skills. The total mean for competencies acquired is with 2.6 on not sure scale, there by the Management program has to be designed to enrich the competencies of the candidates.

Table:3
Management Ideals Acquired: Level of Agreement

Specifics	Mean	Total Mean
Visionary	4.6	4.08
Consistent	4.4	
Technical capability	2.8	
Performance	4.6	
Logical reasoning	4	

Source: created by the author on the basis of literature review

Analysis: The defendants strongly agree that the Management program has made visionary, consistent, high performers, logical reasoners and they are not sure on technical capabilities acquired. The total mean also suggest Management qualification enhances the Management ideals in an individual.

Table:4
Grade Yourself on Career Path

Specifics	Number of defendants	Per cent
Withdrawn from the career path of Management Program	5	10
Stable	8	16
Reasonably good growth	12	24
High growth	15	30
At the Helm of career	10	20

Source: created by the author on the basis of literature review

Analysis: on career path of the Management graduates 10% of the defendants have withdrawn from the career path, 16% feel they are Stable, 24% are of the opinion of having a reasonably good growth, 30% opine they are experiencing high growth and 20% of them feel they are at the helm of their career.

9. **Suggestions:**

- The program should be designed to acquire stress prevention and relive techniques.
- the Management program should emphasize on learning research skills.
- Management course outcome should be focused on enriching the competencies of the candidates.
- The Management program should concentrate on the technical competencies.
- Management program must highly concentrate on entrepreneurship to generate self-income and create jobs in the nation.

10. **Conclusion:**

Management degree comes with a tag of success though witnessed not to hold good for all the graduates, the demand for the degree has not come down. The course promises to transform the individual and fit into the managerial positions. The study reveals the Management qualification has enriched managerial competencies, but the program needs to be designed to provide technical competencies and career path to be drafted to individuals based on their competencies. And Management program must be drafted to create an entrepreneurship environment to create entrepreneurs to the nation.

11. **Scope for further study:**

The current research leads to further study to be conducted to understand the perception of the recruiting managers on the employability skills among the Management graduates.

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