

“A STUDY ON B SCHOOL STUDENTS PERCEPTION TOWARDS THEIR CAREER –POST LOCKDOWN”

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Abstract

This report is based on A Study on B SCHOOL Students perception towards their career in covid-19 post lockdown The basic purpose of project is to understand student’s perception towards their career- post lockdown. Covid -19 what job opportunity they are facing. What difficulty the company is facing to hire B- SCHOOL students during this pandemic and what steps they are taking. How to overcome with new educational techniques.

India holds an important place in the global education industry. India has one of the largest networks of higher education institutions in the world. However, there is still a lot of potential for further development in the education system. Moreover, the aim of the government to raise its current gross enrolment ratio to 30 per cent by 2020 will also boost the growth of the distance education in India.

Objective of the study is to understand impact of pandemic on education, to analyze perception of B school students towards their career & To analyze challenges of B-school students with respect to career perspective. The study is based on primary and secondary data. The primary data was collected by using questionnaire and secondary data was collected by articles and website .A total responses was 101 .A sampling Method was done by using NON PROPABILISTIC CONVENIENCE SAMPLING and tool used for analysis is SPSS.

The need of the paper is to understand the impact of pandemic on education and to understand the different perception of the B school students regarding their career. The education sector has taken a major hit in the current global scenario impacted by covid -19. Education sector has found strong footing on digital platform Educationists and academicians believe that learning can never stop, and campus education is now reinventing itself on the virtual world.

The corona virus pandemic that has swept the globe is perhaps going to be recorded in history as the most impactful and consequential event of this century. It has stretched the capacities of governance, public health infrastructure and social administration of affected nations to their limits. At the same time, the lockdown enforced to prevent the spread has brought economies to the ground and

jeopardized the job prospects of many. With unemployment soaring during these tough times, recent graduates waiting in the wings and looking for their first job feel marooned.

In the wake of corona virus outbreak in the country, students who got campus placements are left in a lurch as some companies have begun delaying offers, while some have withdrawn their offers. However, there are other companies that are ready to honor all job offerings in the light of rising concerns about the COVID-19 spread; many companies have put hold on their placement process.

Introduction

India holds an important place in the global education industry. India has one of the largest networks of higher education institutions in the world. However, there is still a lot of potential for further development in the education system. Moreover, the aim of the government to raise its current gross enrolment ratio 30 per cent by 2020 will also boost the growth of the distance education in India.

Market Size

India has the world's largest population of about 500 million in the age bracket of 5-24 years and this provides a great opportunity for the education sector. The education sector in India is estimated at US\$ 91.7 billion in FY18 and is expected to reach US\$ 101.1 billion in FY19. Number of colleges and universities in India reached 39,931 and 993, respectively in 2018-19. India had 37.4 million students enrolled in higher education in 2018-19. Gross Enrolment Ratio in higher education reached 26.3 per cent in 2018-19. The country has become the second largest market for e-learning after the US. The sector is expected to reach US\$ 1.96 billion by 2021 with around 9.5 million users.

Literature Review

Student's perceptions towards their career on b school students in

covid -19 lockdown

1] According to Dr. Madhu Chitkara the co-founder of chitkara education trust

EDUCATION 2.0: A FORCED LEAP INTO DIGITAL LEARNING

Education sector has taken a major hit in the current global scenario impacted by Covid - 19. The positive is that the sector has found new and strong footing on digital platform. The situation is showing early signs of restoration of campus education after two months of shutting down of all schools, universities and institutions following corona virus. Educationists and academicians believe that learning can never stop, and campus education is now reinventing itself on the virtual world. Educationist have had to find alternative realm of teaching in reshaping the education in the country and is giving a blueprint to it by Dr. Madhu Chitkara, an eminent academician and one of the co-founder of chitkara Trust.

How do you see the present scenario of education sector amid this pandemic?

The scenario does not look good for anybody in the world. It is the challenging for educational institutions as they have a young crowd. Students are at home now and it is difficult for us and the parents. alternative mode of teaching that was not a regular feature. Thanks to the technology that we all still connected few years back we have tried to bring in online courses in our university. We have also started online assessment and teaching develops new things within our faculty members and students are using e-learning platform during this crisis. The attendance has been a huge surge for e-classes. so, we have been able to seize control of the current scenario. We did the first semester in second week of March and during lockdown 2nd semester was to be performed online, but there was problem with Jammu Kashmir and North –East students to poor connectivity. Recorded lectures had been provided to them. Final year students are appearing for the papers online and their placement interviews are being conducted online.

Job Placement Concepts and Practice

What did placement mean in the context of the market place of the twenty-first century? According to Power and Kirts (as cited in Rayman, 1993), it meant preparing students to place themselves repeatedly in jobs throughout their working lives. The number of students coming to college continued to grow, but there were not enough college entry-level jobs to accommodate all the graduates. Students were experiencing anxiety and frustration. Employment in the first career job was not guaranteed by graduation day (Rayman, 1993). Adler (1997) studied the role community colleges should play in job placement for students. He explained how schools and community agencies could work together to ensure that school training

Counseling and Placement Functions

The counseling office was responsible for career planning and career Explorations while the placement office was focused on the specific skills (e.g., job Interviews and resumes) associated with the job-search process. Placement offices tended to be concerned with matching students and jobs, using traits (individual Abilities, preferences, attitudes) and factors (job requirements, performance demands of Occupations) as the content. These activities tended to be limited to the weeks and Months before a student's graduation. In contrast, counseling centers were more Process and clinically oriented, concerned with students' development or the Remediation of emotional or academic distress during the students' college career (Kroll & Rentz, 1988; McLaughlin, 1973). In the late 1950s and early 1960s, the disparity in function between counseling centers and placement offices took a new direction (Kroll & Rentz, 1988). The career- planning process activities that had been a part of the Counseling centre tended to be pulled out of such organizations and combined with the Activities formerly associated with the placement office. In many colleges and universities, career planning and placement offices were formed. The college's or university's commitment to placement of students was no longer seen only as an event or matching activity relegated to just weeks or months preceding the student's Graduation. Rather, it was increasingly assumed that the placement event needed to be viewed as the end process of career development that brought the student to the activity called placement, or again was considered as the culmination of the student's career Development in a college or a university. Combining the career-plaiting activities.

Research Methodology

Population

KLE IMSR 1-st year students - 118 students

b) Sample frame

Students in KLE IMSR

c) Sample method

NON PROPABILISTIC CONVENIENCE SAMPLING

d) Sample size: 101

e) Data collection approach

a) Primary data: The primary data is taken from students from Google form

b) Secondary data: The Secondary data is collected through articles and web site

f) Data analysis tools: SPSS

h) Duration of the study: 60 days

OBJECTIVES

To understand impact of pandemic on education

To analyze perception of B school students towards their career

To analyze challenges of B-school students with respect to career perspective

RESEARCH METHODOLOGY DURING THE TENURE OF THE

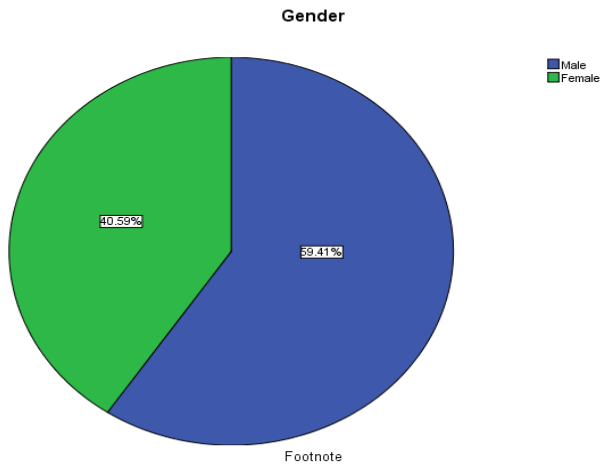
RESEARCH WORK

a) Population

KLE IMSR 1-st year students - **118 students**

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	60	59.4	59.4	59.4
Female	41	40.6	40.6	100.0
Total	101	100.0	100.0	

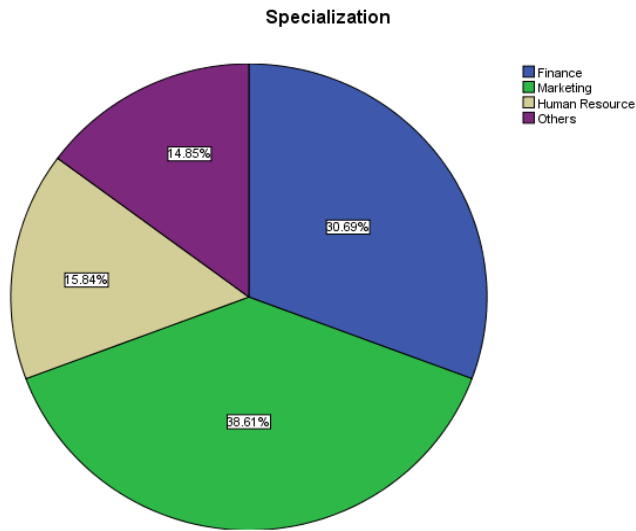


Analysis: From the above pie chart we can analyse that 59.4% are male and 40.6% are female.

Inference: Majority of respondent are male.

Specialization

	Frequency	Percent	Valid Percent	Cumulative Percent
Finance	31	30.7	30.7	30.7
Marketing	39	38.6	38.6	69.3
Human Resource	16	15.8	15.8	85.1
Others	15	14.9	14.9	100.0
Total	101	100.0	100.0	



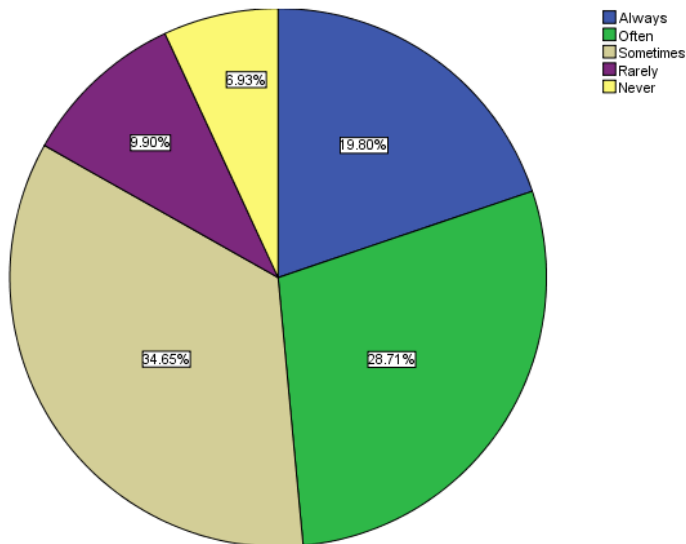
Analysis: From the above pie chart we can analyze that 38.6% of students are from marketing specialization and 30.7% of students are from finance specialization and 16% of students are from HR specialization whereas 15% of students are from others specialization.

Inference: Majority of students are from marketing specialization.

Are you worried about your career in this corona crisis?

	Frequency	Percent	Valid Percent	Cumulative Percent
Always	20	19.8	19.8	19.8
Often	29	28.7	28.7	48.5
Sometimes	35	34.7	34.7	83.2
Rarely	10	9.9	9.9	93.1
Never	7	6.9	6.9	100.0
Total	101	100.0	100.0	

Are you worried about your career in this corona crisis



Analysis: From the above pie chart we can analyse that 34.65% of students are sometimes worried about career and 28.71% of respondents are often worried about their career whereas 19.80% of respondents always worried about their career and 9.90% of respondents are rarely worried about their career and 6.93% of respondents never worried about their career.

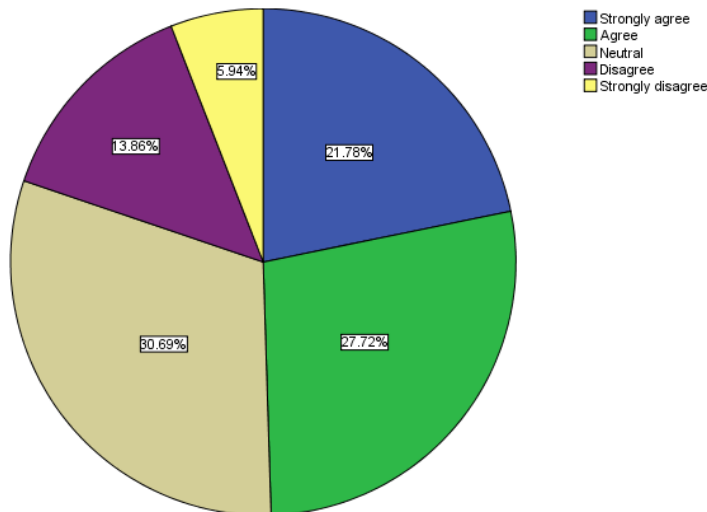
Inference: Majority of students are sometimes worried about careers in corona crisis.

I am afraid the current corona crisis will have negative impact on salary package.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	22	21.8	21.8	21.8
Agree	28	27.7	27.7	49.5
Neutral	31	30.7	30.7	80.2
Disagree	14	13.9	13.9	94.1

Strongly disagree	6	5.9	5.9	100.0
Total	101	100.0	100.0	

I am afraid the current corona crisis will have negative impact on salary package



Analysis: From the above pie chart we can analyze that 49.5% students agree that the corona crisis will have a negative impact on salary and 30.7% students are neutral about the statement whereas 20% students disagree saying that the corona crisis will not have a negative impact on salary package.

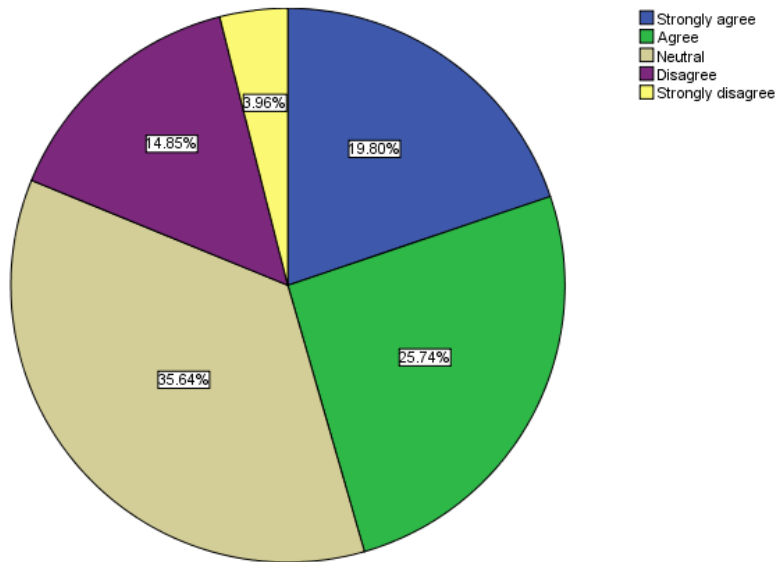
Inference: Majority of the students think that the current corona crisis will not have a negative impact on salary package.

I am afraid the current corona crisis will have a negative impact on overall career.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	20	19.8	19.8	19.8
Agree	26	25.7	25.7	45.5
Neutral	36	35.6	35.6	81.2
Disagree	15	14.9	14.9	96.0

Strongly disagree	4	4.0	4.0	100.0
Total	101	100.0	100.0	

I am afraid the current corona crisis will have a negative impact on overall career



Analysis: From the above pie chart we can analyze that 45.5% students agree that the corona crisis will have a negative impact on the overall career and 35.6% students are neutral about the statement whereas 19% students disagree saying that the corona crisis will not have negative impact on overall career.

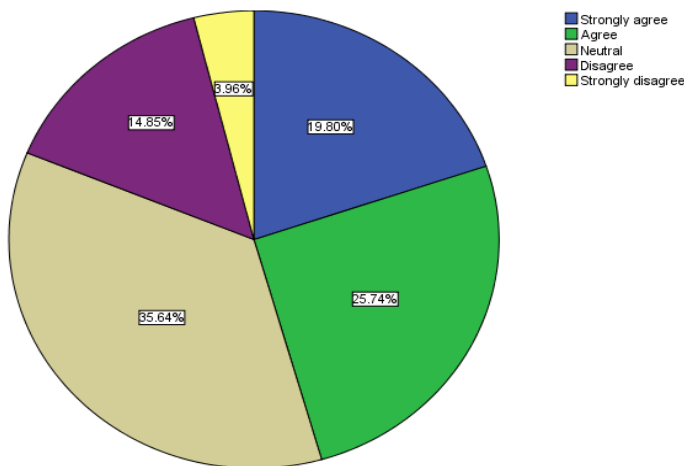
Inference: Majority of the students think that the current corona crisis will not have the negative impact on the overall career.

I am afraid the current corona crisis will have a negative impact on the number of job vacancies that might interest me.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	20	19.8	19.8	19.8
Agree	26	25.7	25.7	45.5

Neutral	36	35.6	35.6	81.2
Disagree	15	14.9	14.9	96.0
Strongly disagree	4	4.0	4.0	100.0
Total	101	100.0	100.0	

I am afraid the current corona crisis will have a negative impact on the number of job vacancies that might interest me



Analysis: From the above pie chart we can analyse that 45.5% students agree that the corona crisis will have a negative impact on number of job vacancies and 35.6% students are neutral about the statement whereas 19% students disagree saying that the corona crisis will not have a negative impact on the number of job vacancies.

Inference: Majority of the students think that the corona crisis will not have a negative impact on the number of job vacancies.

FINDINGS AND DISCUSSIONS

The findings of the study highlight some of the highlights that some of the significance aspects of organization .At KLE imsr 59.4% are male and 40.6% are female. 38.6% of students are from marketing specialization and 30.7% of students are from finance specialization and 16% of students are from HR specialization where as 15% of students is from others specialization. 36.6% of students think it will impact sometimes and 24.8% students think it will always impact and 20.8%students think it will impact often whereas 12% students say it will rarely impact and 6% say it will never impact negatively. 49.5% students agree that the corona crisis will have a negative impact on salary and 30.7% students are neutral whereas 20% students disagree saying that the corona crisis will not have a negative impact on

salary package. 45.5% students agree that the corona crisis will have a negative impact on the overall career and 35.6% students are neutral whereas 19% students disagree saying that the corona crisis will not have negative impact on overall career. 45.5% students agree that the corona crisis will have a negative impact on number of job vacancies and 35.6% students are neutral whereas 19% students disagree saying that the corona crisis will not have a negative impact on the number of job vacancies.

Suggestions

Students have to develop their skills in the coming days students have to focus more on their personality skills and they should upgrade their soft skills

In this Pandemic students should focus on their Online aptitude test and Online presentation, Group discussion skills to face online interview

Students should be ready to relocate for job.

Students should utilize this lockdown period to learn new skill set which are used in corporate like learning excel, tableau and attending online course.

Conclusion

As observation of the above study the students career been affecting due to Covid - 19 lock down and also their placement jobs they are searching in and their career goals.

Due to this corona virus pandemic situation many students are not having the proper facilities to improve and students are shifting towards offline to online where it is very difficult to manage we need practice to shift offline to the online teaching.

Most of the B SCHOOLS are closed down they are still standing with students and coming with more than one alternative to support their students in crucial situation.

In this kind of situation students and education institutions should stay strong to support the students to overcome this situation.

The covid 19 pandemic is taken as a positive way then there will be more chances to get benefited such as – self-development confidence and independent with our career.

Over all I feel that students should understand their situation and their surroundings which are taken place more effective to manage responsibility towards their career goals and stay strong in coming days

They must look at their problems and try to figure out how they should improve their skill sets for the campus interview if they were able to manage themselves and try to improve them self for the campus placements.

Limitations

Time span

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