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## Research Study on Factors and Strategies to Impart Employability Skills of College students in Tamil Nadu

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### Abstract

Employability skills are essential for acquiring and pursuing goals of college students for their employment in the corporate sector. Educational institutions with the help of their teachers make all out effort to impart knowledge of employability. This study is aimed at factors and strategies which are vital for students employability in the Indian corporate sector.

**Keywords** Employability skills, Communication skills, Employability skills, factors, Employability skill strategies.

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### Introduction

The present younger generation in India is forming part of Human capital of India. Younger generation is a human capital means they have an important contributory factor to the nation. Educational institutions in India especially in arts and science colleges not only impart basic curriculam knowledge of subject but also they have to impart employability skill knowledge of students. In order to design and develop and mould the students to impart employability skills only with the help of strategies required and expected by corporate houses. In this direction, this study attempts to focus on factors influencing development of employability skills and also strategies adopted by the arts and science colleges to mould the employability skills for their college students.

### Employability skills for corporate sector employability

World Bank document indicates that Indian education system to be flexible nature such as basic educational learning, secondary educational capabilities of developing technical core skills and

learning must be continuous and never ending. The Indian educational pattern should be tuned to the level of Global standards with the help of innovativeness, creativeness, and technology based system for attaining higher quality system coupled with skill based practical and corporate level learning system. The global educational system as per world bank looks for learning in terms of various skills, abilities, competency, aptitude, proficient in knowledge and talents, specialization and elevative learning which meet the needs of educational curriculum coupled with institutional and industry expectations. According F. Green, the skill levels of learners must have impact of individual as well as economy as per the requirements of human resources managers and employers and economists and technologists aspirations. He suggest that the present day learners must be coincide with the interest of social science specialist, global economist and social scientist and as well psychologist with the concept of philosophical thinking, and managing environment in masterly way.

### **Skill learning universality globally**

Educational system to be labialized privatized and globalised and is to eradicate the territorial boundary in the form of meeting the needs of global arena of educational system. This will result in the technological innovation in the educational system of learning coupled with practical and technology based system to meet the needs of industry in order to create demand by producing high quality international standard products with the help of clean and pollution free environment, develop green environmental system in the emerging economy on par with developed economics globally. The expert and educationalist globally illustrates that educational institution must design and develop skills of the industry with the help of faculty coupled with institutional and industrial collaboration that will ensure that academia courses must have knowledge of employability skills as per the needs of corporate employers as well human resources managers in India as well as in abroad.

### **Essentials of Employability skills**

Employability skills guide classify the skills of employability such as skills of generic natural, skills of life talents, core basic skills, competencies of employment, skills of transferability and exchange of knowledge which are expected by the corporate houses and their human resources managers. These are the essentials of every employee of graduate or professional who possess personal skills and qualities of employment expected by employers to day namely specialized English communication, self style management, management skills, technological background, team coordination in work, Decision making and problem solving, active enthuaisticness and enterprising character personality Donald E Powers study highlighted the essence of communication of English language with comprehensive reading writing speaking as well understanding and productive knowledge. He further elaborated communication methological process of oral written formal as well informal and media of communication tools.

### **Relevance environment for developing skills of employability skills and talents expected by the employer**

- Attributes of Personality

- English Communication
  - Team work and management
  - Management problem solving as well decision making
  - Self managerial style
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- Management strategy
  - Technological advancement
  - Learning is a continuous process
  - Individual initiative and enterprising nature sources and development of employability skills of graduates.
  - Parents are basic and first source of learning of skill through educational institution.
  - Teachers are grand fathers of students basic learning of curriculum coupled with imparting employability skills.
  - Students peer exchange learning is essence of employability skill development.
  - Media is source of learning of graduates to provide insight in all aspects of knowledge of basics as well as life styles and corporate cultural system.
  - Skill development bodies of central Government and state Government where in they promote skill learning of graduates directly as well as indirectly.
  - Institution industry partnership and memorandum of understanding of educational institutions motivate students for skill development learning.
  - Alumni students of educational institutions play vital role to impart knowledge of employability of students in various educational institutions.

### **Review of Literature**

The research literature review of various studies pertaining to employability skills are narrated as under:

**Bonni Fanlker (2005)** His study analysed the graduates of university students and their basic skills requirements for employability where in this study emphasis that institutional infrastructure is a basic tool which help the graduates learning of employability skills.

**Nurual Aini (2012)** He has identified that teachers are basic backbone of development of teaching learning of institutions as well as students. Professional approach of teachers towards students learning environment enhance the skill knowledge of students. This study further highlighted that teachers active interest of imparting of skill based learning process is a motivating factors of students enhancement of employability skills.

**Madappulai (2012)** This study highlight that English communication and technological up gradation of students knowledge embankment is vital for employment students active interest in learning English communication coupled with Information technology advancement is vital factor of up gradation of students employability enhancement.

**Cermmins (2001)** This study indicates that the students are having more learning of mother tongue language base in schools and other higher educational institution which is barrier of educational institutions to develop skill knowledge of students employability. The learning system

in schools and colleges not only focus on mother tongue but also they have to impart English communication which will enhance the students employability knowledge for employment.

### Research Gap

The various research studies pertaining to employability skills are analysed which provides a frame work to design a research dean of the study of strategies and factors essential to impart knowledge of employability of skills of college students in their educational institutions.

### Research Methodology

The research study is attempted with the help of analytical as well as descriptive nature. The sample of respondents are teachers working in arts and science colleges. The sample size of study is 212 with the help of random sampling method. The study area is the state of Tamil Nadu. Pilot study is conducted and analysed with the help of the cronbach Alpha method. T test is applied to study environmental factors and strategies to impart skill knowledge of arts and science college students of employability.

### Data Analysis

The statistical analysis of T test is applied to analyses the factors and strategies to impart employability skills of college students which are analysed as under: **Environmental Factors influencing Employability Skills**

The college staff from the different nature of institutions namely the Government, Government Aided and Self-Financing colleges has given the opinion on Environmental factors influencing the employability skills is received through eight variables in Likert's 5-point scale which ranges from strongly agree from strongly disagree.

**Table 1 Environmental Factors influencing Employability Skills**

Environmental Factors	N	Mean	Std. Deviation	Std. Error Mean	t-Test	Sig.
Cultural adaptation is important for skill enhancement	212	4.0330	.72455	.04976	20.759	.000
Rural students lack employability skills compared to the urban	212	4.0566	.78288	.05377	19.651	.000
Parental income and wealth plays a major role in acquiring the employability skills	212	4.0660	.93655	.06432	16.573	.000
First generation graduates and others differ in skill acquisition level	212	4.0425	.86703	.05955	17.506	.000
Federal system in India is the main cause for the difference in the skills	212	4.0189	.84854	.05828	17.483	.000
Talented students are the main source to inculcate the employability skills	212	4.0283	.78442	.05387	19.087	.000
Talents students are absorbed by the foreign countries (Brain Drain), their skills are not transferred to younger generations	212	4.0519	.89873	.06173	17.041	.000
Proper policies must be taken by Government to discourage Brain drain	212	4.0472	.79551	.05464	19.166	.000

Source: Primary Data

The mean values presented in the above table reveals the strong acceptance given by the staff members of the different institutions for the variables considered as the environmental factors influencing the employability skills. Cultural adaptation, Rural background, Parental Income, Financial position and the students being the first-generation graduates are considered as the barriers by the staff in placing their strong acceptance which is supported by the mean values (4.0330, 4.0566, 4.0660 & 4.0425). Non-uniformity in the quality of education across the states, Talented graduates, the main source of imparting the knowledge and experience are absorbed by the foreign countries and the Improper policy of the Government to discourage Brain drain are also considered as the barriers by the staff which is supported by their strong acceptance. Mean values (4.0189, 4.0519 & 4.0472).

### Strategies to impart Employability Skills

The teaching staff of the colleges representing Government, Government Aided and Self- Financing institutions have revealed their opinion on the strategies of imparting skills. The staff view is ascertained by thirteen variables in Likert's 5-point scale ranging from strong agree to strongly disagree.

**Table 2 Strategies to impart Employability Skills**

Strategies of imparting the employability skills	N	Mean	Std. Deviation	Std. Error Mean	t-Test	Sig.
Simulation Techniques	212	3.9009	.76326	.05242	17.187	.000
Workplace Videos	212	3.8915	.88833	.06101	14.612	.000
Business Games	212	3.8443	.87043	.05978	14.124	.000
General and Business Quiz	212	3.8538	.92482	.06352	13.442	.000
Role Play	212	4.0047	.84032	.05771	17.409	.000
Mock Interview	212	3.9387	.93434	.06417	14.628	.000
Group Activities	212	4.0991	.87871	.06035	18.211	.000
Self Study Assignments	212	4.0472	.88572	.06083	17.214	.000

Group Presentations	212	4.0708	.88145	.06054	17.687	.000
Internships	212	3.9623	.91252	.06267	15.354	.000
Projects	212	4.0849	.82172	.05644	19.224	.000
Presenting Papers in Seminars and Conferences	212	4.1557	.85394	.05865	19.705	.000
Providing good language lab	212	4.1132	.92691	.06366	17.487	.000

Source : Primary Data

The above presented table brings forth opinion of the staff members for the strategies used to measure the employability skills of the students. The teaching staff have placed their moderate acceptance (Mean values 3.9009, 3.8915, 3.8443, 3.8538, 3.9387 & 3.9623) for Simulation Techniques, Workplace Videos, Business Games, General Business Quiz, Mock Interview and Internship as the strategies of imparting the employability skills to the students. The strong acceptance is expressed by the staff for the strategies – Role Play, Group Activities, Self -study Assignments, Group Presentations, Projects, Paper presentation in Seminar and Conferences and also for good Language Lab (Mean values 4.0047, 4.0991, 4.0472, 4.0708, 4.0849, 4.1557 & 4.1132).

### Educational Activities for imparting Employability Skills

The opinion of the staff from Government, Government Aided and Self-Financing colleges is ascertained for determining the influence of the educational activities in providing the employability skills of the students through eight variables in Likert's 5 point scale ranging from strongly agree to strongly disagree.

Table 3 Educational Activities for imparting Employability Skills

Educational Activities for imparting the skills	N	Mean	Std. Deviation	Std. Error Mean	t-Test	Sig.
Taking guidance from the well placed alumni	212	4.2358	.65385	.04491	27.520	.000
Tie up with reputed concerns to groom the students	212	4.0802	.68718	.04720	22.888	.000
Creating awareness among the students to utilize the skills through the training conducted by the Government Organizations.	212	4.2972	.69623	.04782	27.128	.000

Inviting more number of resource persons for the college activities	212	4.1415	.80211	.05509	20.721	.000
Conducting Seminars and Conferences	212	4.2453	.80061	.05499	22.647	.000
Encouraging students to participate in seminars and conferences	212	4.1887	.78024	.05359	22.182	.000
Updating the syllabi in touch with the real time environment	212	4.2783	.78668	.05403	23.659	.000
Providing optimal resources available in the college premises (Teaching Aids/Magazines & Journals/Computer/Net facility)	212	4.1745	.84467	.05801	20.246	.000

Source: Primary Data

The mean values shown in the above table reveals the strong opinion (Mean values 4.2358, 4.0802, 4.2972 & 4.1415) of the staff in influencing the employability skills of the students. The staff strongly believes that taking the guidance from the alumni, having the tie-up with reputed concerns, inviting more resource person from the industry and conducting the Seminar and Conferences are the activities to enhance the employability skills of the students. The strong acceptance is also revealed out by the staff (Mean values 4.2453, 4.188, 4.2783 & 4.1745) for the activities, encouraging the students to present their views through seminars and conferences, updating the syllabi in touch with the real time environmental factors and providing optimal resources (Teaching Aids, Books, Journals, Magazines, Computer and Net Facility) would be the factors paving the way for employability skills of the students.

### Conclusion

Employability skills is the essential for every educational institution to enhance the quality of education. Educational institution is to impart employability skills for students as per the needs of employees. This study analysed the factors and strategies to impart skills of employability of college students. The study observes that vital strategies to impart employability skills of college students are simulation techniques, work place videos, business games, quiz and mock interview. The factors relevant to impart employability skill for college students are cultural adoption, background, income of parents and financial positions of the family. The supporting activities are teaching aids, seminars, computer and network facility. The study concludes that the factors as well as strategies to impart skill employment work in mission in order to enhance employability of college students.

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