

“A study on Campus to Corporate – Challenges and Prospects with special reference to the students of Mangalore University in Dakshina Kannada district”

Mrs. Bhavya & Ms. Sushmitha

Faculties, Department of Commerce, Alva's College, Moodubidire.

Corresponding Author: Mrs. Bhavya

Abstract: After the completion of the graduation, an individual in the corporate world is more confused. They do not know what to do, how to proceed, how to behave in the corporate environment. Talent does not mean everything in the work place. The fresher in a corporate world must have soft skills and technical skills too. This paper focuses on the various aspects of making transition from the college life to the corporate life. This transition requires more planning. There is a wide gap between the academic curriculum and corporate. This gap can be minimized by the academic institutions by imparting the skill-based education rather than the tradition curriculum-based education.

Key words: soft skills, technical skills, transition.

“The function of education is to teach one to think intensively and to think critically. Intelligence plus character – that is the goal of true education” said Martin Luther King Jr.

Date of Submission: 26-01-2019

Date of acceptance: 09-02-2019

I. Introduction

Campus to corporate world is a complete paradigm shift. The things in the corporate world are entirely different from the college life. There is a need to shift the mindset. Transition is an on-going process. It can be from final years of college to the early years of one's career. Since the transition period is expected to be more difficult the new entrants must ensure that he/she possesses the required skill to cope up with the corporate culture and environment. But in the reality, there is a wide gap between the students' expectations and the industry expectations. There is a need to bridge this gap. Academia must take the initiative in collaborating with the corporate to create a skill – based curriculum.

Objectives:

1. To know the challenges faced by the freshers / new entrants in the corporate life.
2. To know whether the formal education helps in their corporate life.
3. To know the strategies to be adopted to compete in the corporate world.
4. To give suggestions based on the study.

II. Methodology

The study is undertaken in and around the Mangalore. Both primary and secondary data are used. For collecting primary data, the questionnaire has been used. The questionnaires have been distributed to 100 respondents who have studied in the various colleges affiliated Mangalore University. We also used observation method to complete the primary data. Secondary data is collected from the related journals, magazines, reports, internet and other documents.

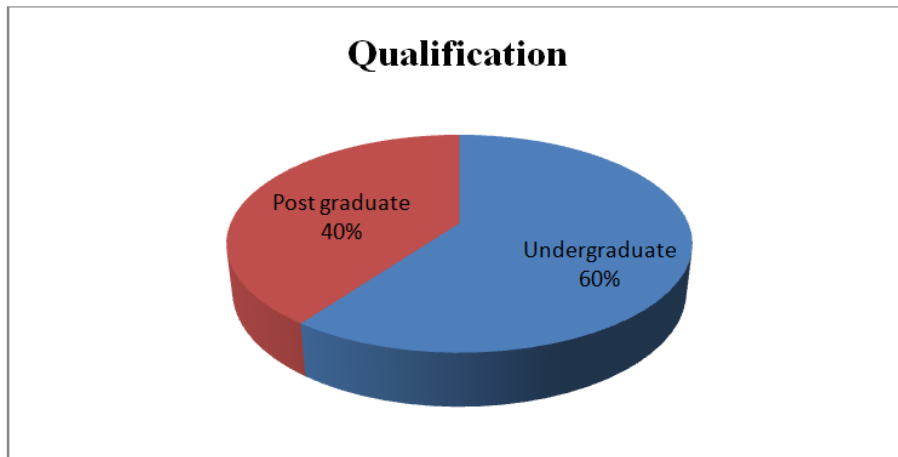
Limitations:

1. This study is restricted to Mangalore only.
2. Due to time constraint, detailed study was not possible.
3. Some respondents hesitate to give accurate information.

Data analysis and interpretation:

1. Qualification:

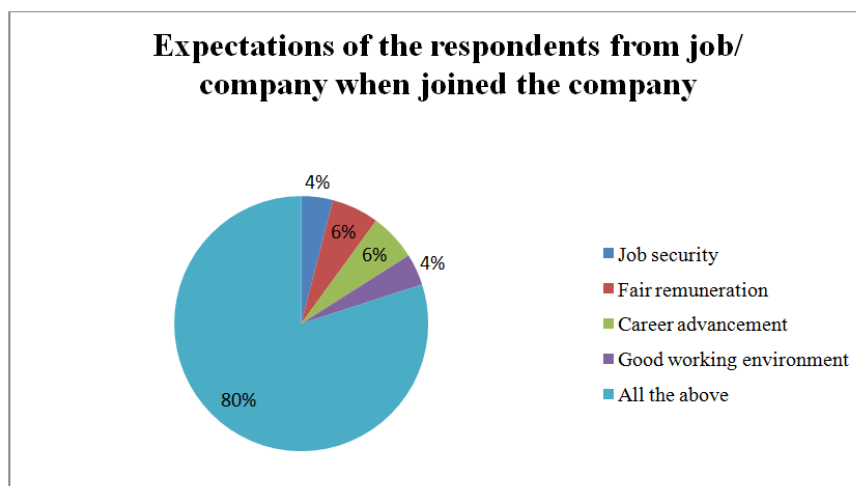
Sl No.	Particulars	No. of respondents	Percentage
1	Undergraduate	60	60%
2	Post graduate	40	40%
	Total	100	100%



The above chart shows that 60% of the respondents are undergraduates and 40% are post graduates.

2. Expectations of the respondents from job/ company when joined the company

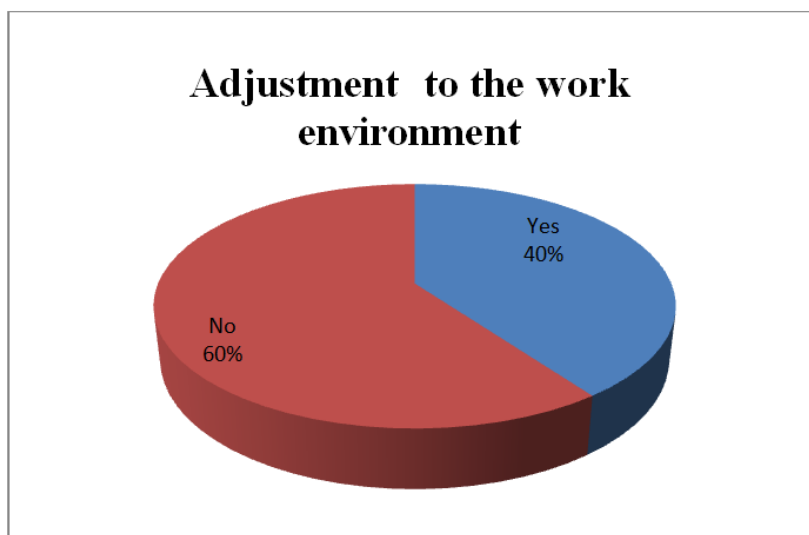
Sl No.	Particulars	No. of respondents	Percentage
1	Job security	4	4%
2	Fair remuneration	6	6%
3	Career advancement	6	6%
4	Good working environment	4	4%
5	All the above	80	80%
	Total	100	100%



The above chart shows that 4% of the respondents expected job security, 6% of the respondents expected fair remuneration, 6% of the respondents expected career advancement, 4% of the respondents expected career advancement. But 80% of the respondents expected job security, fair remuneration, career advancement and good working environment when they had joined the corporate.

3. Did you quickly adjust to your work environment?

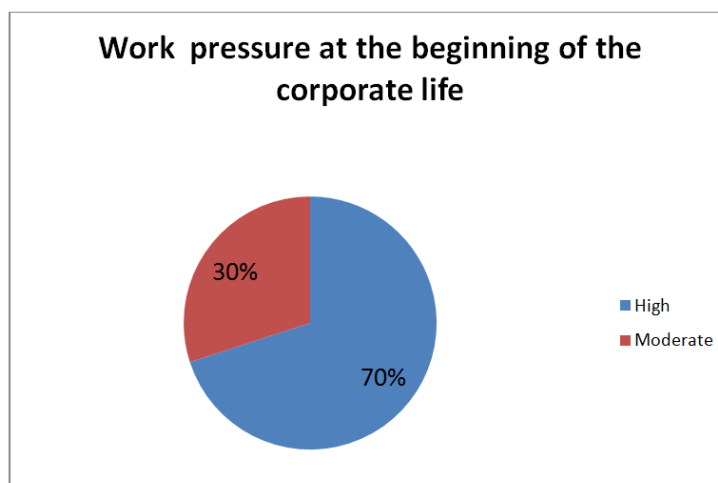
Sl No.	Particulars	No. of respondents	Percentage
1	Yes	40	40%
2	No	60	60%
	Total	100	100%



The above chart shows that 40% of the respondents are quickly adjusted to their work environment and remaining 60% of the respondents are not quickly adjusted to their work environment.

4. Work pressure at the beginning of the corporate life

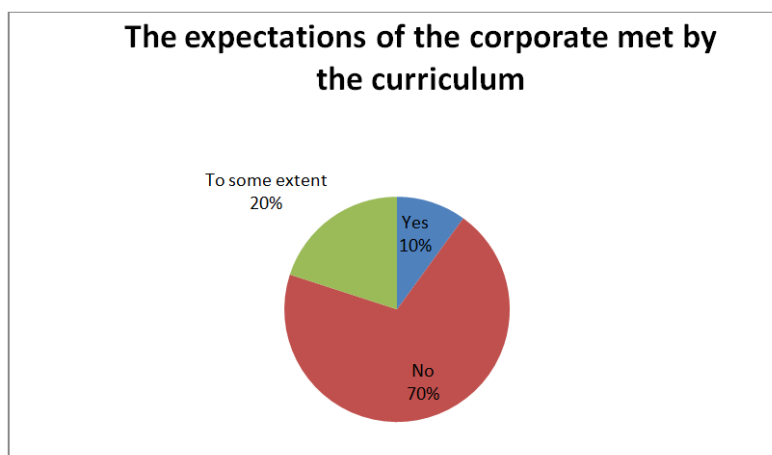
Sl No.	Particulars	No. of respondents	Percentage
1	High	70	70%
2	Moderate	30	30%
3	Low	0	00%
	Total	100	100%



The above chart shows that 70% of the respondents say that they had high work pressure at the beginning of their corporate life as they are fresher to the corporate life. 30% of the respondents say that the work pressure was moderate.

5. The expectations of the corporate met by the curriculum

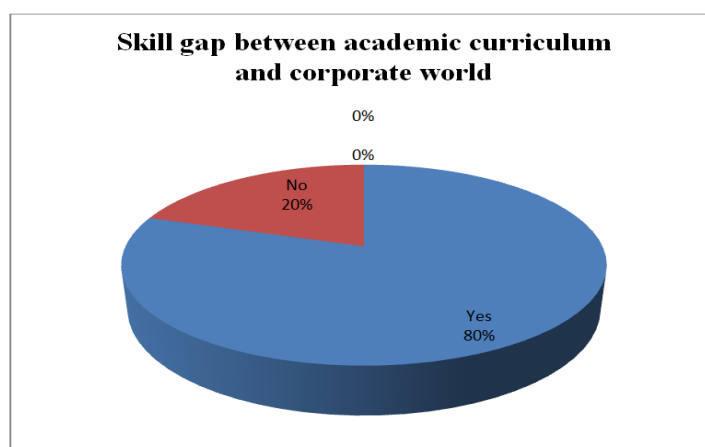
Sl No.	Particulars	No. of respondents	Percentage
1	Yes	10	10%
2	No	70	70%
3	To some extent	20	20%
	Total	100	100%



It is clear from the above chart that 10% of the respondents say that the academic curriculum meets the expectations of the corporate world. 20% of the majority of the respondents says that to some extent the academic curriculum meets the expectations of the corporate world. 70% of the respondents responded that the academic curriculum does not meet the expectations of the corporate world.

6. Skill gap between academic curriculum and corporate world

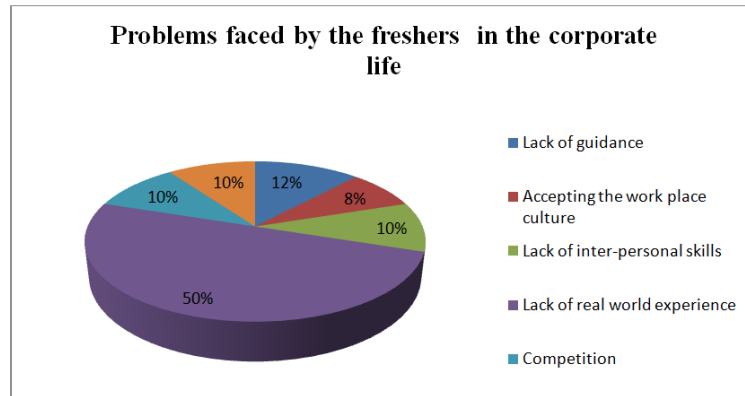
Sl No.	Particulars	No. of respondents	Percentage
1	Yes	80	80%
2	No	20	20%
	Total	100	100%



The above table depicts that 80% of the respondents responded that there is a skill gap between academic and corporate life. Remaining 20% of the respondents responded that there is no skill gap between academic and corporate life. So, majority of the respondents opined that there is a wide skill gap between the academic and corporate environment.

7. Problems faced by the fresher in the corporate life

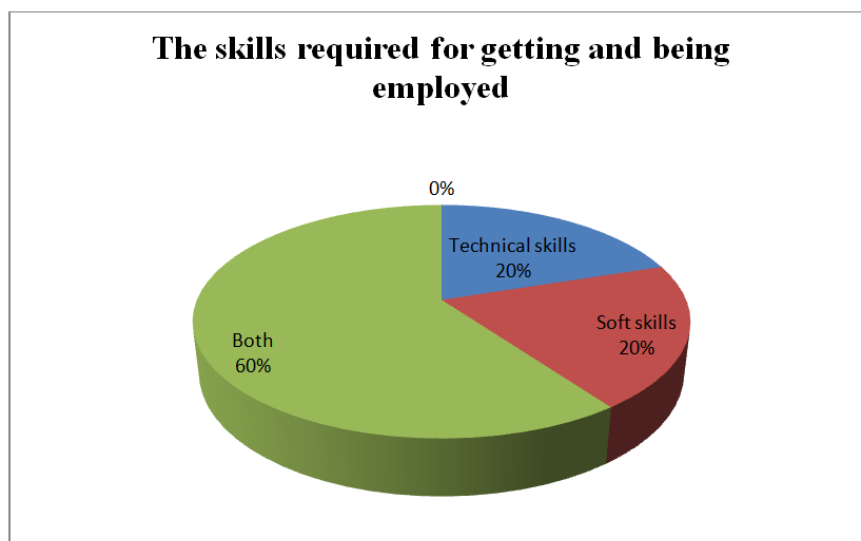
Sl No.	Particulars	No. of respondents	Percentage
1	Lack of guidance	12	12%
2	Accepting the work place culture	8	8%
3	Lack of inter-personal skills	10	10%
4	Lack of real world experience	50	50%
5	Competition	10	10%
6	Too high expectations	10	10%
	Total	100	100%



From the above chart it is clear that 12% of the respondents responded that there was lack of guidance, 8% of the respondents find it difficult to accept the work place culture, 10% of the respondents opined that there was lack of inter-personal skill, 50% of respondents were lagging behind in real world experience, 10% of the respondents faced the competition among colleagues and remaining 10% of the respondents were opined that their expectations from the company were high.

8. The skills required for getting and being employed

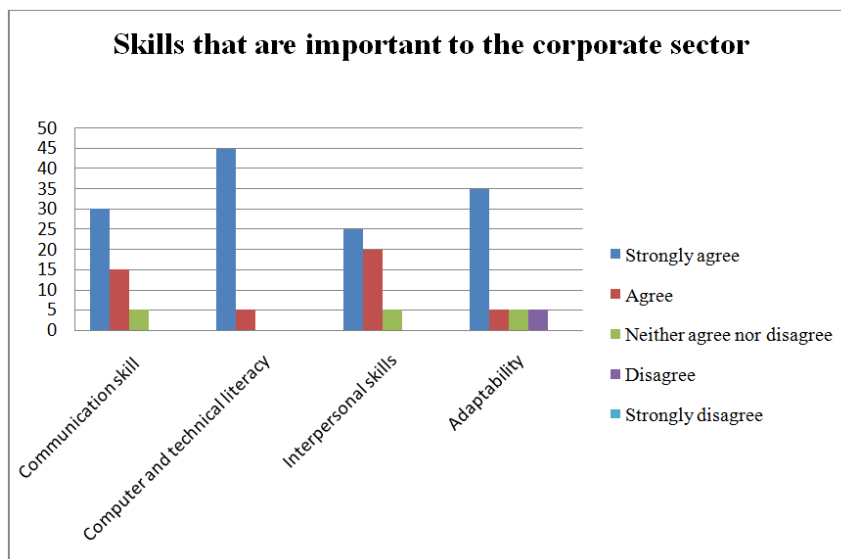
SI No.	Particulars	No. of respondents	Percentage
1	Technical skills	20	20%
2	Soft skills	20	20%
3	Both	60	60%
	Total	100	100%



From the above chart it is clear that 60% of the respondents responded that both the skills are required for getting and being employed. 20% of the respondents opined that only technical skills are required and remaining 20% of the respondents responded that only soft skills are required for getting and being employed.

9. Skill that are important to the corporate sector

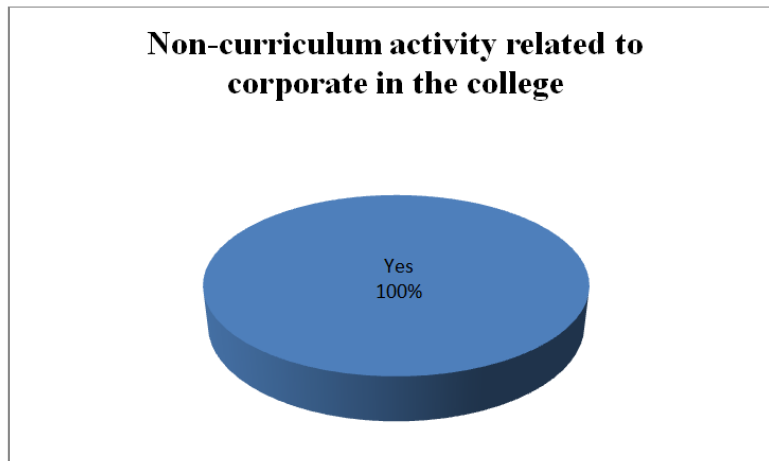
Particulars	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Total
Communication skill	60	30	10	0	0	100
Computer and technical literacy	90	10	0	0	0	100
Interpersonal skills	50	40	10	0	0	100
Adaptability	70	10	10	10	0	100



The above chart shows that the majority of the respondents respond that Communication skill, Computer and technical literacy, Interpersonal skills, Adaptability are important to the corporate life.

10. Non-curriculum activity related to corporate in the college

Sl No.	Particulars	No. of respondents	Percentage
1	Yes	100	100%
2	No	0	0%
	Total	100	100%



All the respondents opined that they had one or the other non-curriculum activities in their college days.

III. Findings

1. Majority of the new entrants were lagging behind in the real-worldwork experiences.
2. There is a wide gap between academic curriculum and corporate world.
3. To be successful in the corporate world, besides the subject knowledge the students should possess communication skill, computer and technical literacy, inter-personal skills, Adaptability.
4. Majority of the respondents responded that the academic curriculum does not meet the expectations of the corporate world.
5. After the competition of the graduation majority of the respondents find it difficult to adjust to the corporate life.

IV. Suggestions

1. Re framing curriculum to make it more relevant to the needs of the industry.
2. Collaborations with the industries by way of Labs, events, contests, internship, research-based projects.
3. Introduction of internship training for faculty members by inducting them to corporate to learn practical perspective.
4. Promoting alumni-based mentorship programmes by way of training, experiential learning, etc.
5. Enhance focus on soft skills, communication skills and technical skills etc.

V. Conclusion

Preparing oneself to bridge the gap between the campus and corporate, requires a lot of efforts. Possessing better soft skills, necessary technical skills, effective communication, ability to have a cordial relationship, good mannerism, these factors are very important to be successful in today's competitive world.

References

- [1]. <https://content.wisestep.com>
- [2]. <https://www.bis.org/review/r110809b.pdf>
- [3]. <https://www.slideshare.net/sheetalsharma32/bridging-the-gap-between-academics-and-industry>
- [4]. <https://www.peoplematters.in/article/watercooler/employability-journey-campus-corporate->

IOSR Journal of Business and Management (IOSR-JBM) is UGC approved Journal with SI. No. 4481, Journal no. 46879.

Mrs. Bhavya. “A study on Campus to Corporate – Challenges and Prospects with special reference to the students of Mangalore University in Dakshina Kannada district.” IOSR Journal of Business and Management (IOSR-JBM), Vol. 21, No. 2, 2019, pp. -.16-22