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CAREER ASPIRATION AMONG MANAGEMENT STUDENTS

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Abstract: Career aspirations are simply the goals you've set out to achieve in either your current profession, or your desired profession. The main objective of the study is to find the Career Aspiration among management Students. A sample of 300 management students (150 males, and 150 females) were selected from different colleges in Kerala. The sample was selected by using stratified sampling technique. The study made use of the tool "Career Aspiration Scale", to collect data regarding career aspiration. Personal data schedule was used to collect information of the subject's sex, age, and specialization. The study derived that, there is significant difference between the males and females in their career aspiration. There is no significant difference between the students in the different age groups, and there weren't any significant difference among the students categorized on the basis of their specialization. Career Aspiration is an inevitable fact especially in the management educational settings. Most of the management educational programmes are aimed at enhancing the career aspiration of the students.

Keyword: technique , management , Career Aspiration ,categorized.

A.INTRODUCTION:

Career aspirations are different from individual to individual. Career Aspiration of the Students who are in the MBA colleges is simply to achieve goals they have set out in their desired profession. Some of the goal is not to seek more status or responsibility, but to seek more salary. Although students may choose a specific discipline or area of study, to enhance their careers aspirations. Career aspirations are increasingly relevant in an environment in which individuals can and should grow and apply themselves in all dimensions. This study initiated to understand the Career Aspiration of the management Students.

Career aspirations are our dreams and goals in life which is closely linked with the workplace and job. To find a good position in workplaces provides satisfaction and a sense of fulfillment in our personal life goals and aspirations. Students aspirations provide a signpost for their long-term goals, which will help them to identify (and work toward) more manageable short-term goals. Career aspirations can affect students' initial career decisions (Derr & Laurent, 1989).

The career aspirations of students are overlapped with career expectations. The career aspirations and expectations of Black, Mexican American, and White college freshmen were examined by Arbono, and Novy, (2011). In this study, students' career expectations were compared to the jobs available in the labor market. Results suggested that (a) there seem to be more gender than ethnic differences in students' career aspirations and expectations, (b) differences in the career aspirations and expectations among Mexican American and White students followed traditional gender patterns, and (c) with some exceptions, the career expectations of students resembled the distribution of

jobs in the labor market.

Sen, and Solmaz (2011), stated that education as a developing creation process on individual behaviours, has an important role on Person's career. The reason of this, basic formation which is needed for Person's Work Life is intended to be gained via University Education. So, University Students graduating with educational Qualifications is really important both on the view of individual Progress and Employers. The aim of this Study is to investigate given Education Sufficiency of University Student's in the view of Career Expectation's Satisfaction. For this reason, questionnaire had been applied to Economic and Managerial Faculty and Business Administration of Sakarya University. Data, gained by questionnaire were tried to construe via Frequency analysis way. Findings gained by study show that job with high financial income are important on Student's Career Expectations Satisfying. Most of the students think that education which is given them is not enough neither for profession nor satisfying the expectation of sector. Besides, among the major important results of the study, another result is the most of the students have a common idea that to find a good job University Education is vital.

Powella, and Butterfieldb (2013), studied about the "opt-out revolution". According to media reports, highly educated women are increasingly opting out of careers that would place them on the fast track to top management levels. However, little attention has been devoted to whether the opt-out revolution may also apply to highly educated men. This study examined individuals' aspirations to top management, which provide an indication of the extent to which they are opting in or opting out of careers that might lead to top management. Participants were drawn from two populations, undergraduate business students and part-time

(evening) MBA students. Part-time MBA students were found to be significantly less likely to aspire to top management (i.e., more likely to “opt out” of careers aimed at the highest managerial level) than undergraduate business students, especially male part-time MBAs compared with male undergraduates; male part-time MBAs were least likely to aspire to top management of the four combinations of sex and population. However, contrary to prior research, women's and men's aspirations to top management did not significantly differ. Also, individuals with a gender identity of high masculinity were significantly more likely to aspire to top management (i.e., “opt in”) than individuals with a low-masculinity gender identity.

B. HYPOTHESES

The following are hypotheses formulated for the present investigation:

1. There will not be any significant difference between male and female Management Students in their career aspiration.
2. There will not be any significant difference between Management Students categorized on the basis of their age for the variable career aspiration.
3. There will not be any significant difference between Management Students categorized on the basis of their specialization for the variable career aspiration.

C. METHOD

The method of investigation is presented under various headings:

(a). Sample

The present investigation was used the stratified sampling technique. Garrett, (2007), explored that Stratified sampling technique was designed to ensure representativeness and avoid bias. This scheme is applicable when the population is composed of subgroups or strata of different sizes. So that a representative sample contain individuals drawn from each stratum. The sample comprised of 300 Management Students (150 males and 150 females) selected from various colleges in Kerala. Adequate representations were given to factors like sex, age, and specialization (human resource, marketing and finance). Details of the sample are presented in Tables 1, 2, and 3.

(b). Tool Used for the Investigation

The tool used to procure the necessary information regarding the variable for this study is given below under various headings:

(a). Career Aspiration Scale:

Career Aspiration Scale was developed and standardized by (Peter, and Raju, 2013) to assess the career aspiration of the people. Career aspiration means the strong desire to achieve a good job. Career aspiration is the cluster of needs, motives and behavioural intentions, which individuals articulate with respect to different career fields. This scale measures the strength of an action, intention to be active in a particular career field.

- (a). Administration: The copies of the inventory were

distributed to the subjects the following instructions were given to the subjects. There were three choices A, B, and C, for each item. A denotes 'agree', B denotes 'undecided', and C denotes 'disagree', The subjects were asked to read each statement carefully and indicate their answers in the appropriate choices.

- (b). Scoring: The answer sheets were checked for omissions. For positive items, weights of 3, 2, and 1 were given for A, B, and C. In the case of negative items, the procedure was reversed. The total scores for each subject were obtained by adding the scores of each items.

- (c). Reliability: Split-half reliability method was used to estimate the reliability of the test. The test was split into two equal halves on the basis of odd items and even items (odd even reliability method). A correlation coefficient between the two halves was found using Carl Pearson's Product Moment Formula. Thus the half test reliability coefficient of 0.87 (N=60) was obtained. The reliability of the whole test was obtained as 0.88 using the Spearman-Brown formula. This index of reliability showed that scale of Career Aspiration is highly reliable.

- (d). Validity: Validity is the degree to which the test actually measures what it purports to measure. The present test seemed to have face validity and content validity. Face validity in the technical sense, denotes not what the test actually measures, but what it appears superficially to measure (Anastasi, 2003). Content validity involves essentially the systematic examination of the test content to determine whether it covers a representative sample of the behaviour domain to be measured. The test claims face validity because it appears to be relevant to its objectives.

D. STATISTICAL TECHNIQUES

The data were analyzed using the following statistical techniques:

(a). The t test

The t test is considered as an appropriate test for comparing the significance of difference between the means of two samples (Garrett, 2007).

(b). One-way ANOVA

One-way analysis of variance technique was used to compare means of two or more samples. It may be mentioned that the ANOVA furnishes an overall test of significance of the difference among means of the three groups of subjects, for a variable. Analysis of variance as explained by Garrett (2007) was carried out for calculating the F ratios.

E. CONSOLIDATION OF DATA

The data collected from the subject (N = 300 Management Students) were consolidated in a coding sheet. The scores of the variable and personal informations like sex, age, and specialization they are studying were entered. After completion of scoring, the data were organized and tabulated for further analysis and interpretation.

F. ANALYSIS AND DISCUSSIONS

The t-test and One way ANOVA was used for the statistical analysis.

(A). THE t TEST RESULTS AND DISCUSSION

The t test was used to compare the Management Students categorized on the basis of their sex, and age, for the study variable. The details are given below:

(a). Sex-wise Comparison:

1. Comparison of Management Students Categorized on the basis of Sex for the variable Career Aspiration:

The details of the t test used for the comparison of the male and female Management Students for the variable Career Aspiration are given in Table 4.

From the Table 4, the results revealed that the mean values obtained for the variable Career Aspiration for the males (N=150), and females (N=150) were 68.78, and 73.43, and the corresponding standard deviations were 12.62, and 10.74 respectively. The t obtained was 3.36, which was significant at 0.01 level. It denoted that there was significant difference between the male and female Management Students for the variable Career Aspiration. From the mean values, it was clear that, the females had higher level of Career Aspiration to males.

(b). Age-wise Comparison:

1. Comparison of Management Students Categorized on the basis of Age for the variable Career Aspiration:

The details of the t test used for the comparison of the Management Students on the basis of their age for the variable Career Aspiration are given in Table 5.

The mean values obtained for the variable Career Aspiration for the age groups of 20-22 (N=168) and 23-25 (N=132) were 70.14, and 71.65, and the corresponding standard deviations were 12.29, and 11.72 respectively. The t obtained was 1.08, which was not significant statistically. It denoted that there was no significant difference between the age groups 20-22 and 23-25 in their Career Aspiration.

(B) THE RESULTS OF ONE-WAY ANOVA AND DISCUSSION

One-way ANOVA was used to compare the Management Students categorized on the basis of their specialization. The details are given below:

(a). Specialization-wise Comparison:

1. Comparison of Management Students Categorized on the basis of their specialization for the Variable Career Aspiration:

The analysis of variance was done, for comparing the Management Students categorized on the basis of their specialization (human resource, marketing, and finance) on the study variable Career Aspiration. The details are given in Table 6.

From the Table 6, it was clear that there was no significant difference among Management Students categorized on the basis of their specialization in their Career Aspiration. The F ratio obtained was .694 (df = 2, 297), which was not statistically significant.

G. FINDINGS

The following are the major findings of the investigation:

1. There existed significant difference between male and female Management Students in their Career Aspiration, females had more Career Aspiration than males.
2. There didn't exist any significant difference between the age groups of (20-22 and 23-25) Management Students in their Career Aspiration.
3. There were no significant difference among different groups of Management Students, on the basis of their specialization in their Career Aspiration.

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