

## **A STUDY ON THE EMPLOYMENT OPPORTUNITIES FOR THE GRADUATES OF THE FACULTY OF COMMERCE AND MANAGEMENT OF EASTERN UNIVERSITY**

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Almost all the fields of the academic are undergoing changes everyday in this prosaic world. Of all the fields, the field of commerce and management shows a trend of continuous growth. In that respect, the number of students gaining entrance to universities increases correspondingly with the increase in the demand for Commerce and Management graduates in job market. There is no doubt that this rate will increase in the future too. Therefore, in order to explore fully the employability of these graduates (mainly BBA., B.COM and B.ECON.) and the employment opportunities open for them, this research is mainly carried out. While the facts remain that the commerce and Management graduates gain more employment than the others in the job market, the main purpose of this research is to identify the level of recognition of them and their degrees in the society.

Data were collected through questionnaires by selecting a sample of 150 graduates out of 246 graduated during the period from 1984 to 1990 on the basis of the year of graduation, type of degree and gender.

While the values for our degrees are found greater according to the research data they also have greater employment opportunities both in Government and Private (NGOs) sectors. The research also revealed that the institutions, which employ the graduates, expect from them some additional basic qualification with a degree. Therefore, it is necessary

that some action to be taken further to raise the quality of degrees in the future and to enhance the capability of the graduates to face the challenge of this competitive environment and come out victoriously.

As such following are the recommendations of the Faculty of Commerce and Management

- 1. Teaching should be interact with practical sessions**
- 2. Full knowledge about the use of computers**
- 3. Marketing instruction in the English medium compulsory**
- 4. Releasing results on time**
- 5. Providing scholarships for career enhancement**

Although there are some practical difficulties in implementing the above recommendations, it is the need of the hour to initiate them taking the long-term benefits of them in the mind.