

NEW HORIZON LEADERSHIP INSTITUTE



Survey on most admired career prospects of students

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Acknowledgement

The satisfaction and euphoria that accompany the successful completion of our project would be incomplete without the mention of those people who made it possible.

We consider it our privilege to express through the pages of this report, a few words of gratitude and respect to all those distinguished personalities who guided and inspired us in the completion of this project.

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Research Methodology

Research methodology is the core of any research. Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how the research is done scientifically. It is necessary for the researcher to know not only the research methods/techniques but also the methodology and need to know how to develop certain indices or tests, how to calculate mean, median or the standard deviation or chi-square, how to apply particular research techniques, but they also need to know which of these methods or techniques are relevant and which are not, and what would they mean and indicate and why.

Researchers also need to understand the assumptions underlying various techniques and they need to know the criteria by which they can decide that certain techniques and procedures will be applicable to certain problems and others will not.

Why the research study has been undertaken, how the research problem has been defined, in what way and why the hypothesis has been formulated, what data have been collected and what particular method has been adopted, why particular technique of analyzing data has been used and a host of similar other questions are usually answered when we talk of research methodology concerning a research problem or study. In a research, the researcher has to expose the research decisions to evaluation before they are implemented. He has to specify very clearly and precisely what decisions he selects and why he selects them so that they can be evaluated by others also.

Research Design

A research design is a framework or blueprint for conducting the market research. It details the procedures necessary for obtaining the information needed to structure and / or solving market research problem. In other words, research design constitutes the blueprint for the collection, measurement and analysis of data. It aids the scientist in the allocation of his limited resources by posing crucial choices.

Research design is the plan and structure of investigation so conceived as to obtain answers to research questions. The plan is the overall scheme or program of the research. It includes an outline of what the investigator will do from writing hypotheses and their operational implications to the final analysis of data. A structure is the frame work research design expresses both the structure of the research problem and the plan of investigation used to obtain empirical evidence on relations of the problem. Thus research design provides the framework to be used as a guide in collecting and analyzing data.

Sampling Method and Technique Used

Sample design

In the most of the research programs, it is not possible to target each and every person and all cannot be interviewed for this position. Sampling is necessary and there should be particular ways and procedure of sampling. Sampling is the selection of few items. The respondents selected should be as representative of total production. For this study the research has used sampling technique.

Sampling plan

Sampling plan is the listing of who is to be surveyed? How many people to be surveyed? How to be surveyed? The following are the components of the sampling plan, with respect to this study:

Sample size=300

Sample size refers to the number of elements to be included in the study. An important technique or decision that has to be taken while adopting a sampling technique is the sample size.

. Sampling technique

Sampling may be known as the selection of some part of an aggregate of totality on the basis of which judgment or inference of aggregate totality is made. It is a process of obtaining information about the entire population by examining only a part of it.

Non probability sampling method

The survey done here is a non probability sampling type. This sampling method doesn't follow any standard procedure and selects the units with unknown probability. This method is directly opposite to the probability sampling method. Type of non-probability sampling used is the **convenience sampling**.

Convenience sampling:

Here the researchers are selecting the sampling method by selecting the sample units based on researchers' convenience. Cause

- The population is not clearly defined.
- Sample unit is not clear.
- Complete list is not available

Sources of Data

Sources of Data

Two main sources of collecting the data have been used for the conduct of the research-primary and the secondary source.

Primary Source

A well-defined sample unit, as surveyed by conducting a descriptive research, for serving the purpose of primary data. The sample unit was personally interviewed with a structured questionnaire.

Secondary Source

The first step in any study is to analyze the secondary data. Secondary data for this study was collected through Internet, trade journals and business magazines.

In this research study the analysis is done on the basis of the primary data collected from the customers through questionnaire and direct personal interview method as well as secondary data collected through internet, and different magazine

Method Adopted for Data collection

Method adopted for communication was Direct Communication with the respondents. The customers are surveyed with the Questionnaires designed for the same.

Instrument Design

In this research process the instrument used to collect data is questionnaire method. Quite often questionnaire is considered as the heart of a survey operation. Hence it should be carefully constructed.

- The study was conducted with the help of survey method. A Direct Communication, accompanied with a structured questionnaire, was designed. All the trivial aspects governing the study were covered in the questionnaire.
- A structured set of questionnaire was presented to the sample. The questionnaire was constructed with open ended, closed ended and multiple choice questions. The open ended questions allow the respondents to give all possible answers as they are not restricted; closed ended, on the other hand, provides answers that are easy to interpret and tabulate. Multiple - choice question encourages the respondent to describe and choose the options given.
- The data, so collected from the questionnaire, was processed and tabulated. They were then analyzed by using percentage tools.

Tools Used for Data Analysis

Statistical Tools

The statistical tools used for data analysis is “**Percentage method**” and data has been tabulated and represented using bar charts and pie charts.

Software Tools

The software used for the data analysis is **Microsoft Excel** and **Microsoft Word**.

Limitations of the study

The method used for collecting the data is time consuming.

- The data collected from the study may be ambiguous in some cases.
- Difficult to collect the information from the respondents completely at the time of the study.
- The information obtained from the students, based on the questionnaire, is assumed to be factual.
- Due to shortage of time the survey had to be restricted only in few places of Kerala.
- The sample size is too small to be a actual representative of entire population.

Objective of study

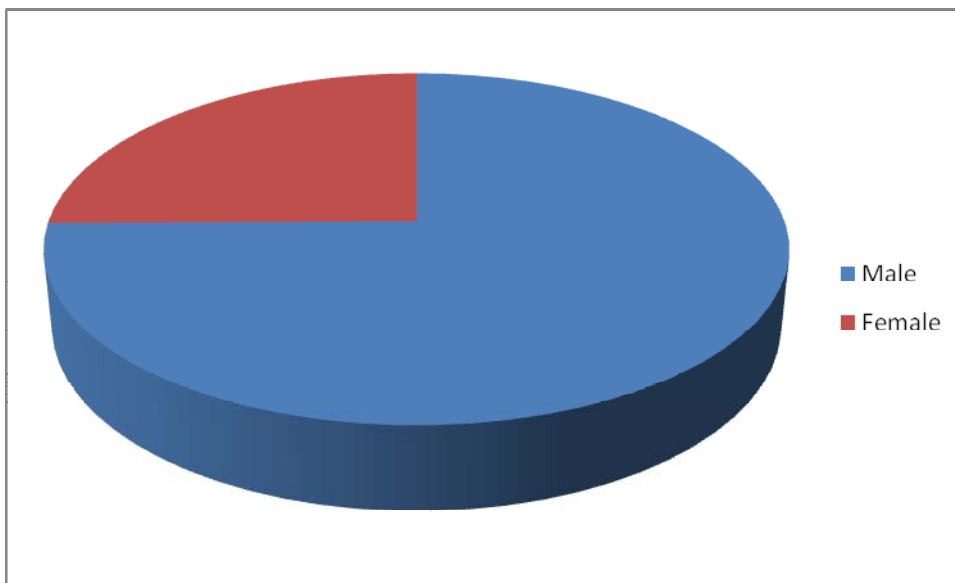
We have carried this study in order to find the area of interest that the youth of India have about their career and future this will not only help to determine the current impact of globalization on our youth but also give a close view about India's future development since youth are going to be the future of India's progress this study will help to understand their ambition and desire at present and future

Through this study we have tried to find out some of the most attractive sectors at the present scenario for young graduates and their reasons for it being most attractive

Details of response that was received from questions of questionnaire

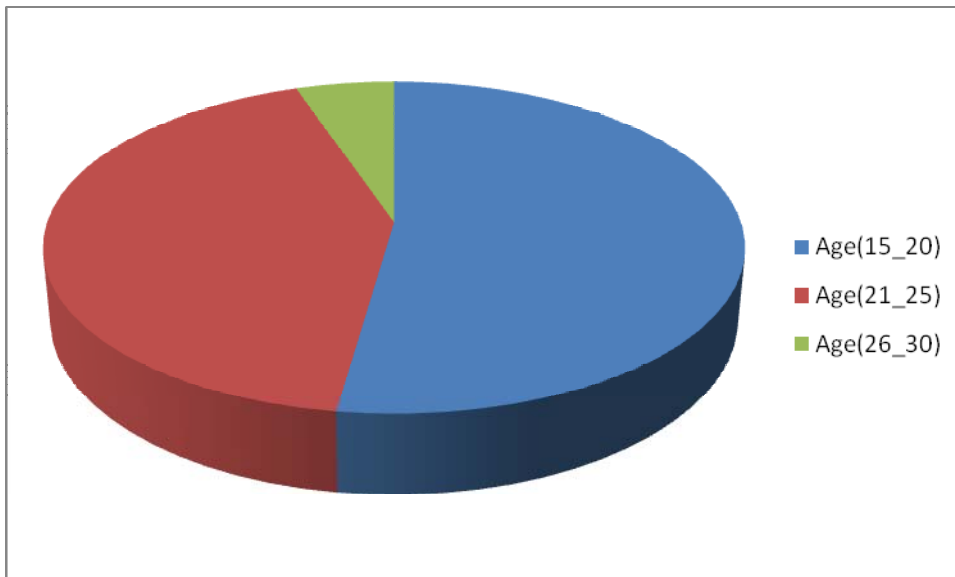
1. PARTICIPENTS GENDER IN SURVEY

THIS WAS THE RATIO OF MALE AND FEMALE IN SURVEY

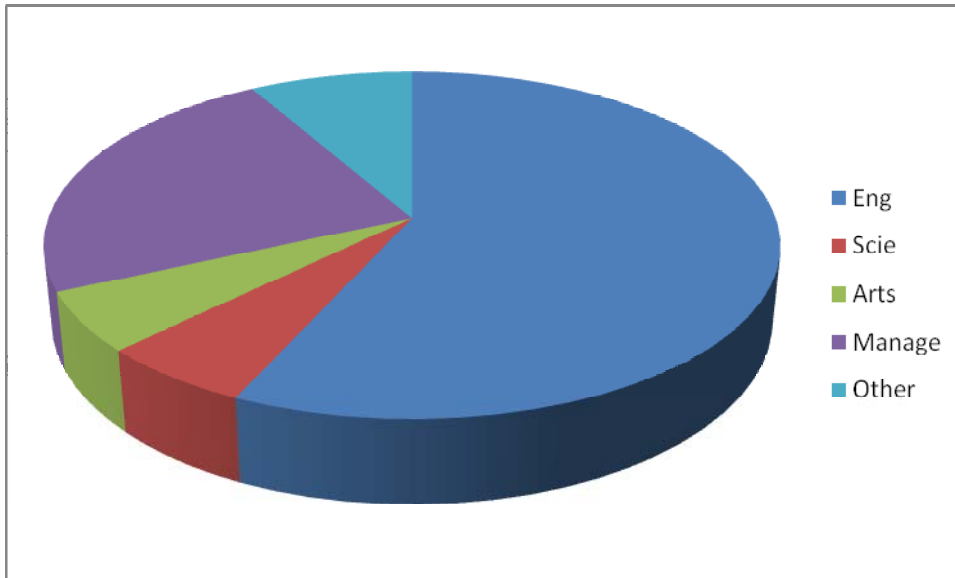


2. This is participant's age group in survey

This was the age group on whom the survey was done
We have categorized the data between different age group
Starting from 15-20, 21-26, 26-31



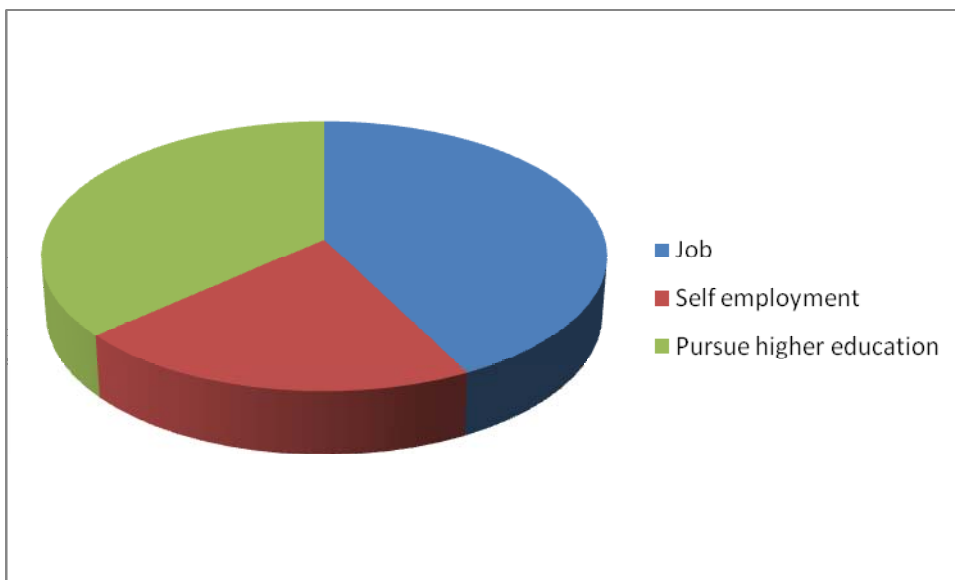
3. This is the course that participants belongs to



4. There future plan after graduation

This was the plan of the students after their graduation
We have categorized there plan as

1. Job
2. Self employment
3. Peruse higher education

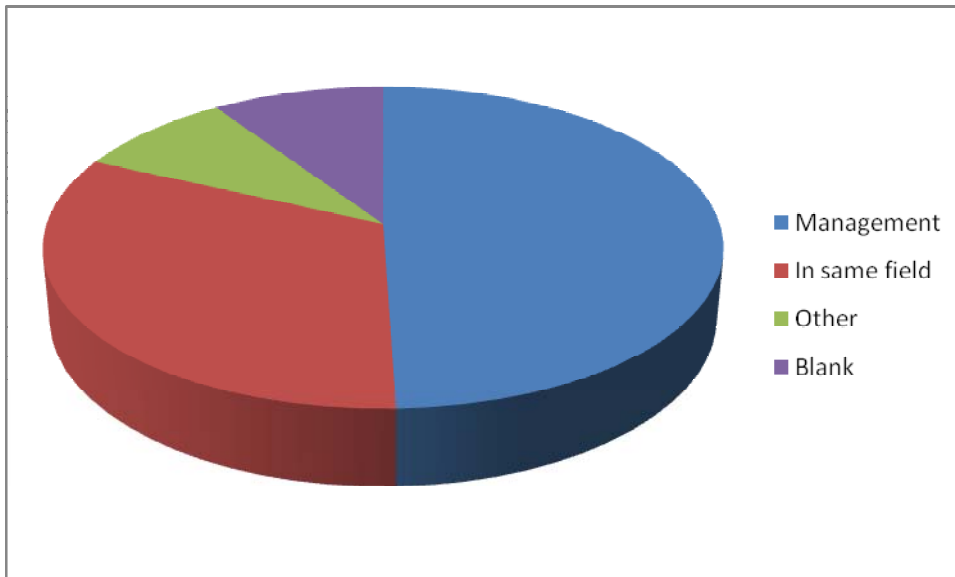


5. There preference subject in case of higher education

On the question of the subject for higher education

After graduation for most of the youth management was the choice followed by the same subject as in graduation and rest opted for different fields

1. Management
2. Same subject as in graduation
3. Other subject
4. Not interested in taking higher education

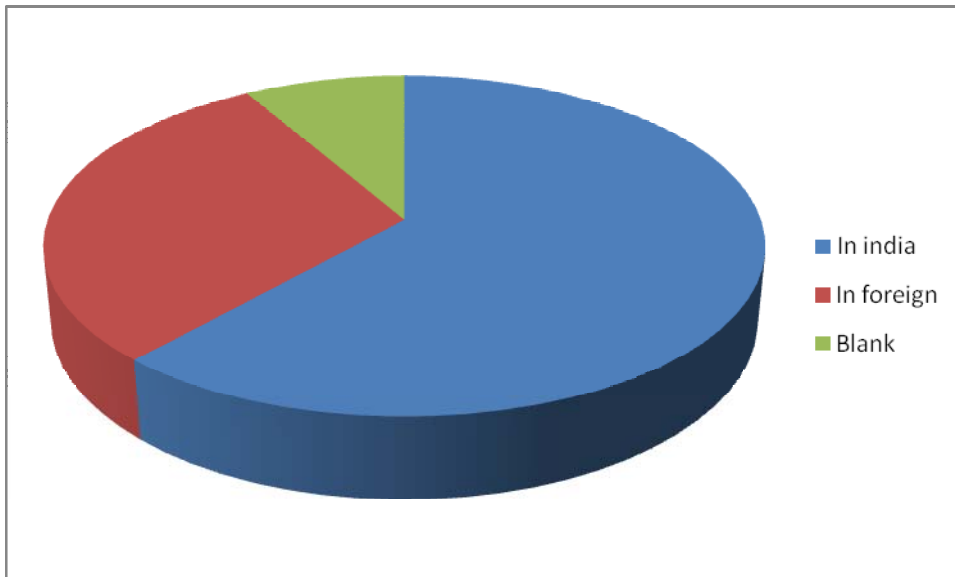


6. There destination of higher education

On question for the place of their higher education most of the student was in favor of perusing their higher education in India itself and very few opted for foreign universities

The preference order was as follows

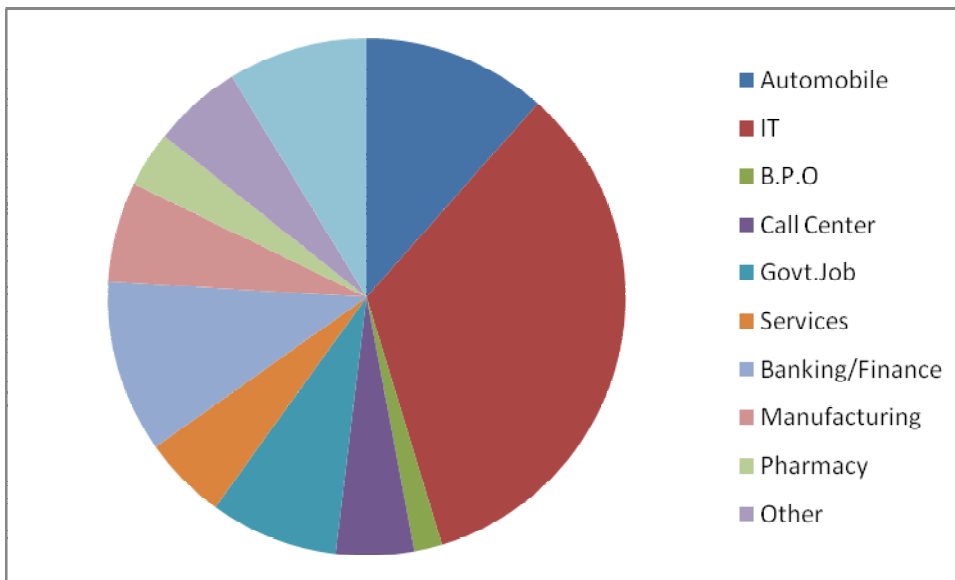
1. India
2. Foreign
2. Not interested



7. in case of self employment preferential business

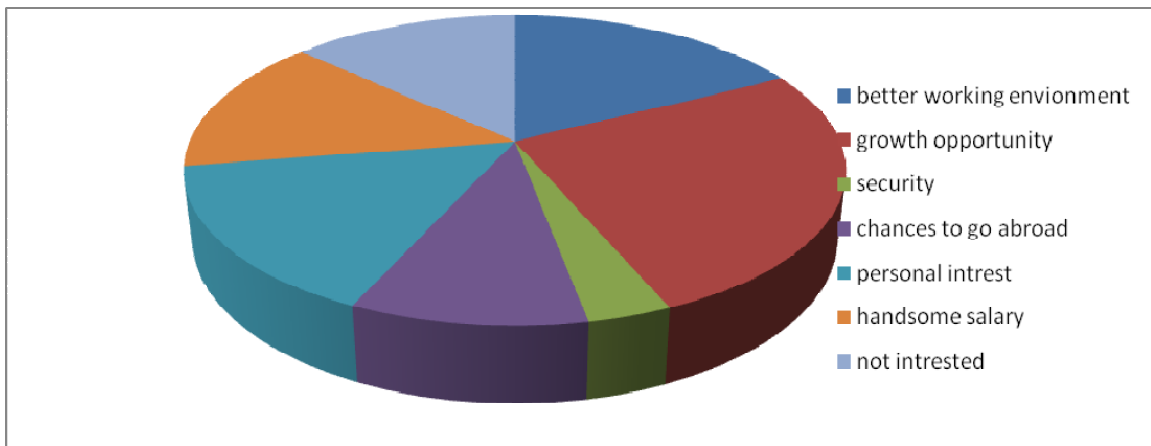
8. Most preferred job and industry that attracted youth

most attractive job among youth was IT jobs, followed by banking and finance and one new industry was in focus that is automobile then it comes government jobs, manufacturing services ,pharmacy and services were top priority among youth



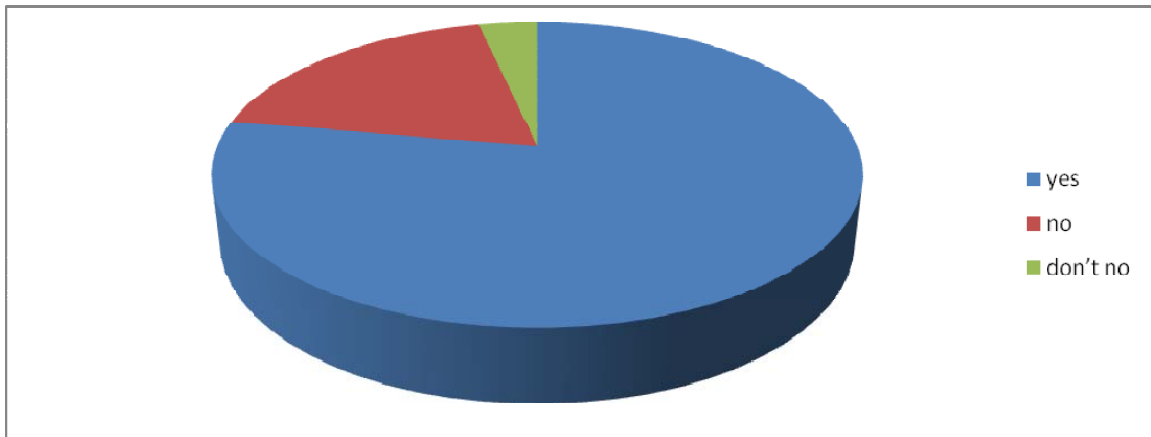
9. Resons for selecting above sector of employment

For most of graduates growth opportunity and better work environment was most sought reason for joining the organization followed by handsome salary and chances of going abroad



10. On the question of does u find itself really skilled enough for job

11. Most of student turned out with answer yes and some with no, some of them were not clear to explain at present



12. on question for expectation from organization where they work, Most of them came with answer of good working culture and better remuneration

13 on question of how they see future job market to be

Most of them have high expectation with market and they see future job market to be optimistic and healthy but they see high competition in future

Conclusion

We came to conclusion with our study that youth of this generation are quite optimistic about future job market and for most of them it and it enabled services is still most attractive which shows that India will continue to lead it industry. but one of the interesting finding that came from this study is that now again youth are attracted towards government job the reason for this may be hike in salary in government job and security that they feel although now students have better and more diversified knowledge about the career opportunity available in market .in path of career they see growth prospectus and better working environment to be most important in career which is good sign for industry as well as student.